

Graphic Manual of CIRCPACK



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n.º 730423

Circular economy is a growing concept that offers a unique opportunity to make a more sustainable and competitive economy, through “closing the loop” of products lifecycles.

The CIRCPACK logo aims to provide a graphic image according to the project concept in a simple, clear and easy to remember way.

The logotype consists of two parts, text and icon.

Regarding the text, **the typography** has been selected to bring to mind concepts such as “circular”, “loop”, etc. resulting in the “Century Gothic” typeface, the one that matched better the requirements mentioned, since it includes very rounded shapes. In addition, its thin and elegant body transmits seriousness and modernity at the same time.

The main project icon accompanies the project title, providing the audience with an easily recognizable figure. This icon helps to transmit the idea of “closing the loops”, by means of two

rounded geometric figures that are linked, so the end of one is the beginning of the other. The figure is not random, on the contrary, it is the result of combining the first letter of each concept that composes the project’s name (“circular” and “pack”).

Regarding **the colors**, green has been the option selected to represent the idea of sustainability. Two varieties of green have been used, one clearer and the other one darker, so as to create contrast between both parts of the project.

In order to continue the idea of providing references of the circular concept, green color has also been used in the dot of the “l” character of circpack, thus catching the attention of the spectators and creating dynamism into the main word of the logo.





circpack



circpack

Colour scheme

| | Pantone colour | CMYK | RGB | HEX |
|---|----------------|--------------------|----------------|---------|
|  | Black 7C | 78 / 78 / 70 / 41 | 58 / 54 / 53 | #3A3635 |
|  | 3435 C | 96 / 62 / 100 / 41 | 21 / 65 / 30 | #15411E |
|  | 368 C | 62 / 0 / 95 / 0 | 147 / 199 / 65 | #93C741 |

Monocromatic



circpack

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use of the European Union emblem

All European projects shall use the European emblem (flag) to acknowledge the support received under EU programmes.

The emblem shall be associated to a sentence. The most standard one is 'Co-funded by the European Union'. You can also be more specific and indicate the name of the programme your project has received funding from.

It should look something like this (whenever feasible):



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n.° 730423



Co-funded by the Horizon 2020 programme of the European Union

The European emblem can be downloaded from the Europa website:

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm.

The typeface to be used in conjunction with the EU emblem can be any of the following: *Arial*, *Calibri*, *Garamond*, *Trebuchet*, *Tahoma*, *Verdana*.

Please do not use the European Commission's logo!

YES :)



NO :(



More information is available in the European Commission's guidelines for beneficiaries and other third parties.

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf