# CIRCBUILT

# Graphic charter

Typography - logo - templates

Co-funded by
the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

# Summary

CIRCBUILT is a 3-year project gathering 12 partners from 5 European and pan-European countries. The consortium, led by the VTT Technical Research Centre of Finland includes a well-balanced mix of expertises: biorefining, innovative product development (with the French National Research Institute for Agriculture, Food and Environment INRAE, the University of Applied Sciences of Bern BFH, the Finnish start-up AISTI specialized in the production of innovative accoustic panels), architecture, design and stakeholder engagement (with the University of Applied Sciences of Zurich ZHAW and the Austrian Institute of Technology AIT), circular value chain creation (with the French company SEITISS specialized in circular economy), material processing and standardization (with the Italian companies Environment Park and Certimac). The consortium also provides an expertise to ensure the developement of an effective and sustainable product: Lappeenranta-Lahti University of Technology LUT will focus on environmental and socio-economic impact assessment, the French company specialized in the commercialization of innovative and eco-friendly products STRANE will lead the exploitation and the business strategy of the products developed. The French partner Euroquality will be in charge of the communication, dissemination and exploitation of the findings.

# Logo

## Construction for a font size 50 pt

## Typography: Poppins

Poppins is a geometric sans serif typeface. It is based on pure geometry, particularly circles. Its anatomy gives it a great personality and also makes it useful for reading on screen.

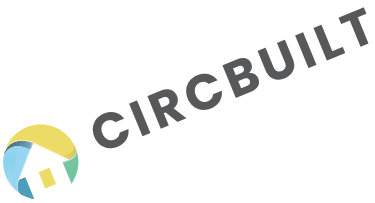
## What if the logo needs to be smaller than 20px?

If the logo needs to be used in small format - under 20px - it remains in one line.

## Protection zone

## What you cannot do with this logo

Distortion



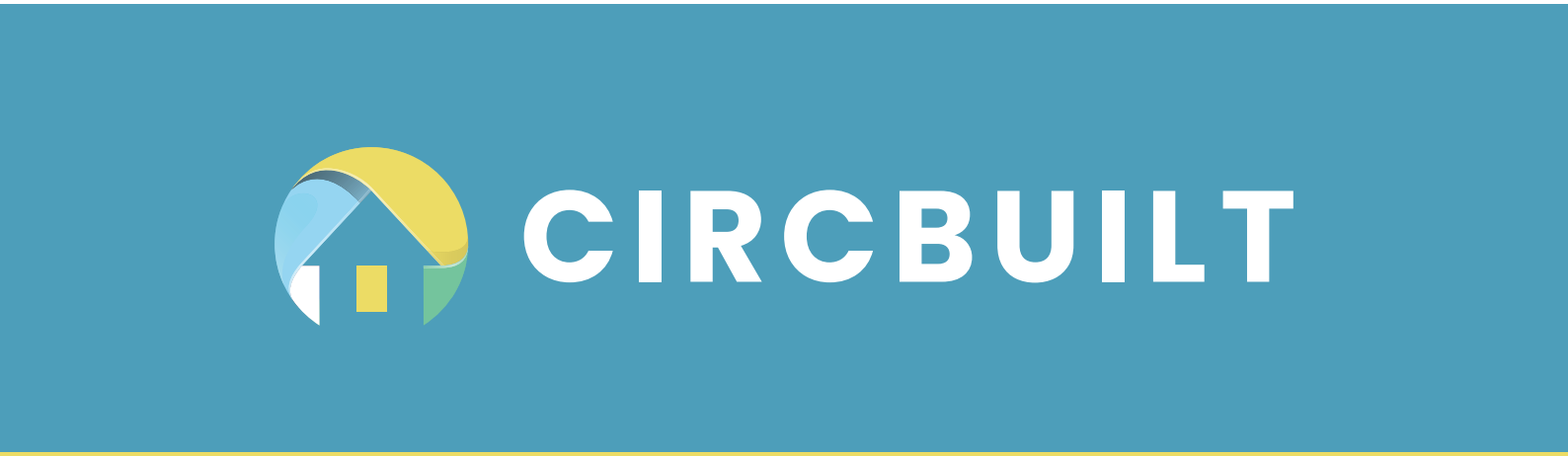

Rotation

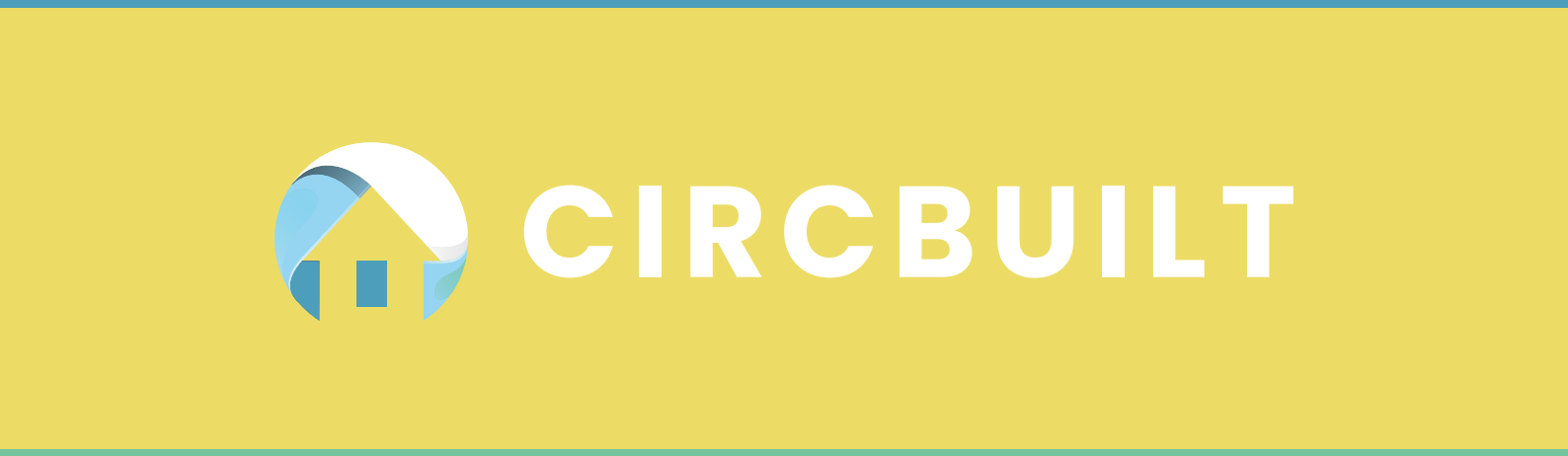
Put the logo in a box

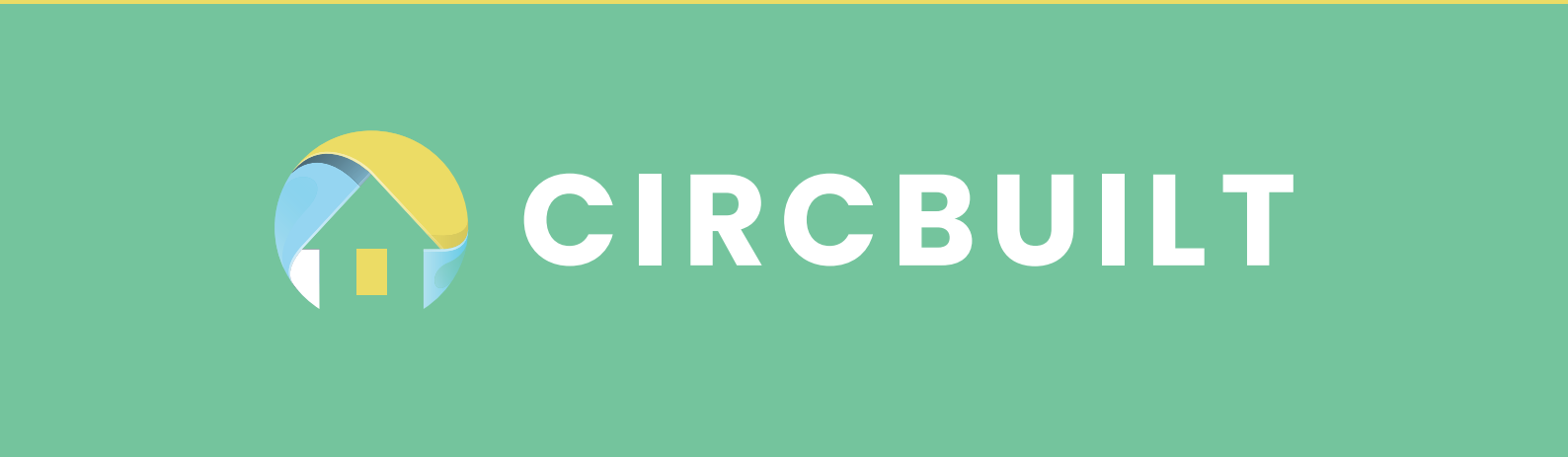
Change colors and font

# Allowed variations

No color declinaison is allowed except for the logo with white logotype on logo's colors background.



# Colors

## Institutional palette

For Graphics, Design & typography . Similar shades are also accepted.

| | | | |
|---|---|---|---|
| | #4E9EBA | R: 78<br>G: 158<br>B: 186 | C: 68%<br>M: 24%<br>Y: 19%<br>K: 0% |
|  | #ECDC67 | R: 236<br>G: 220<br>B: 103 | C: 9%<br>M: 7%<br>Y: 73%<br>K: 0% |
| | #77C39C | R: 119<br>G: 195<br>B: 156 | C: 54%<br>M: 2%<br>Y: 49%<br>K: 0% |

# Typography

Quicksand Regular

Web Headings
logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand Medium

Headings
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand SemiBold

Headings
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

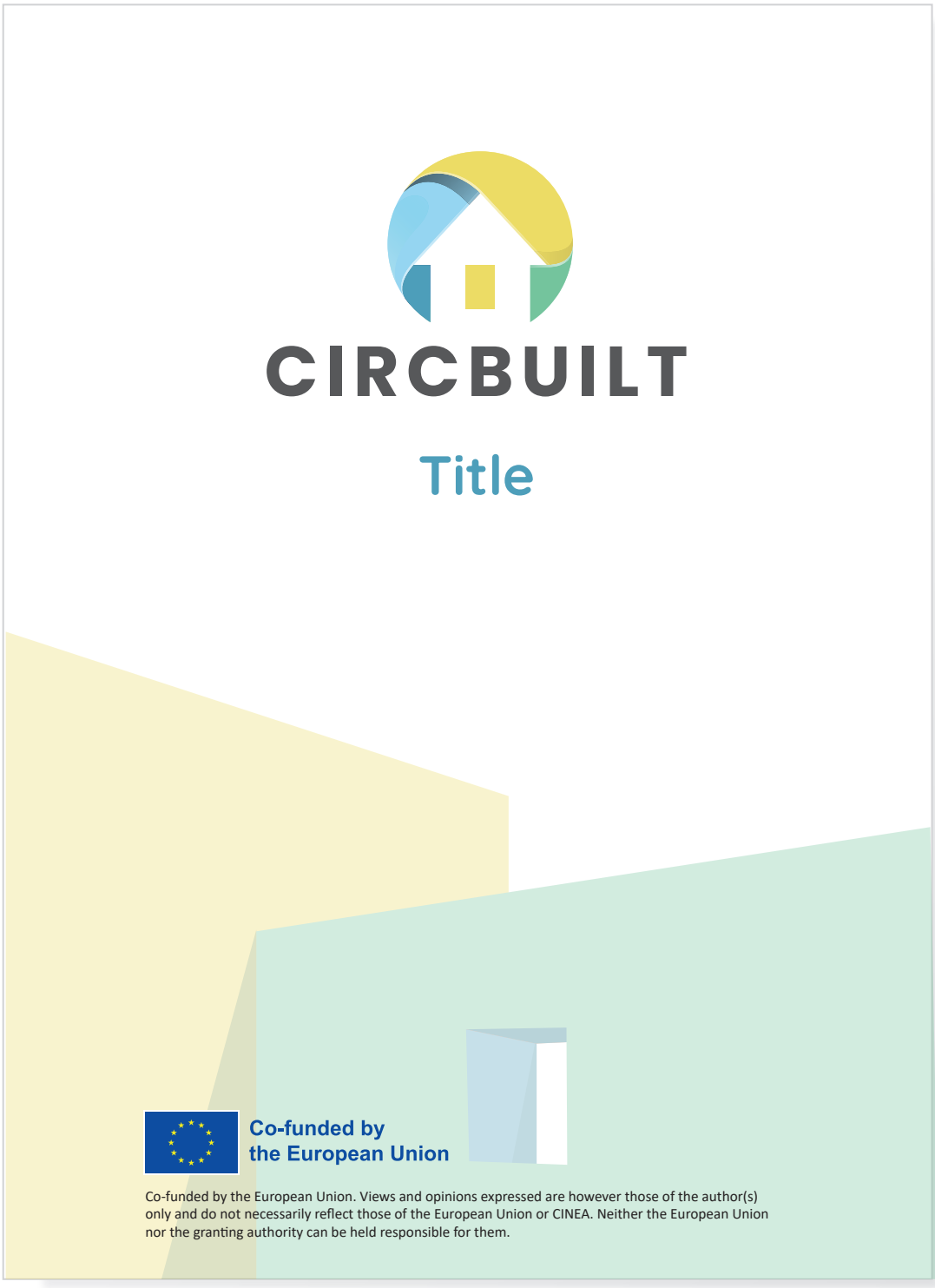
Quicksand Bold

Headings
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# Stationary

## Word document - Title page

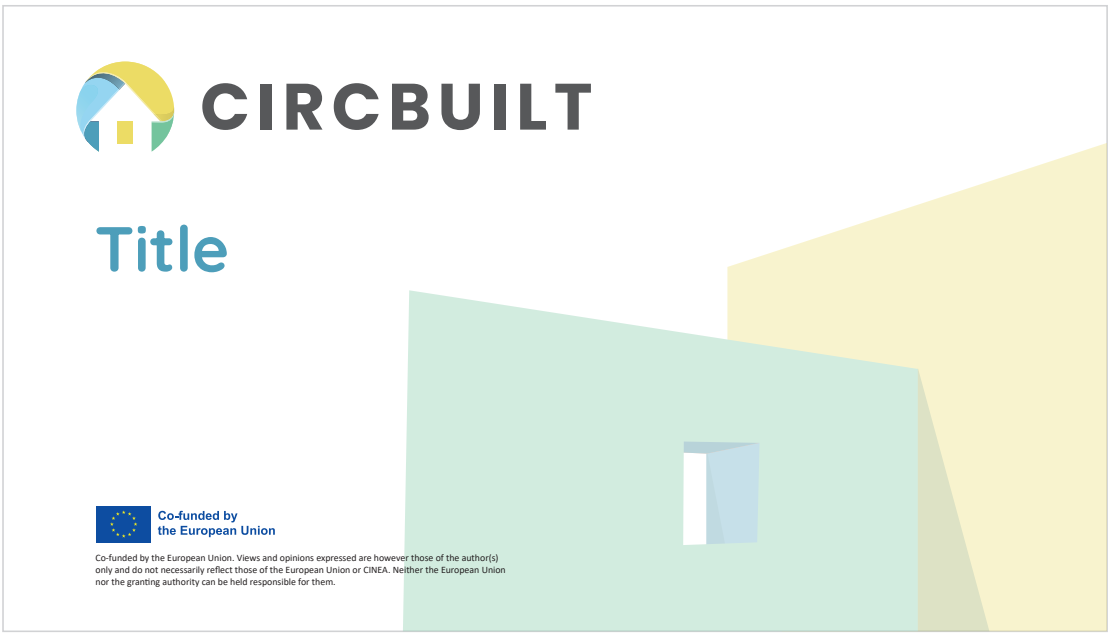


# Word document - Pages

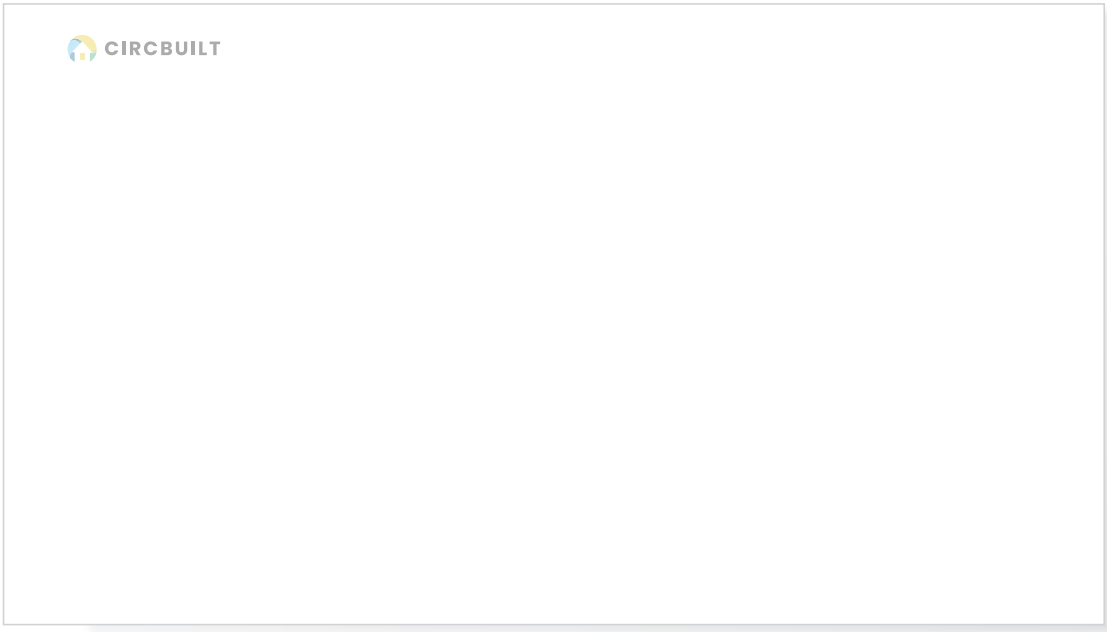
# Word document - headletter

CIRCBUILT

# Powerpoint - Title slide




# Powerpoint - slides



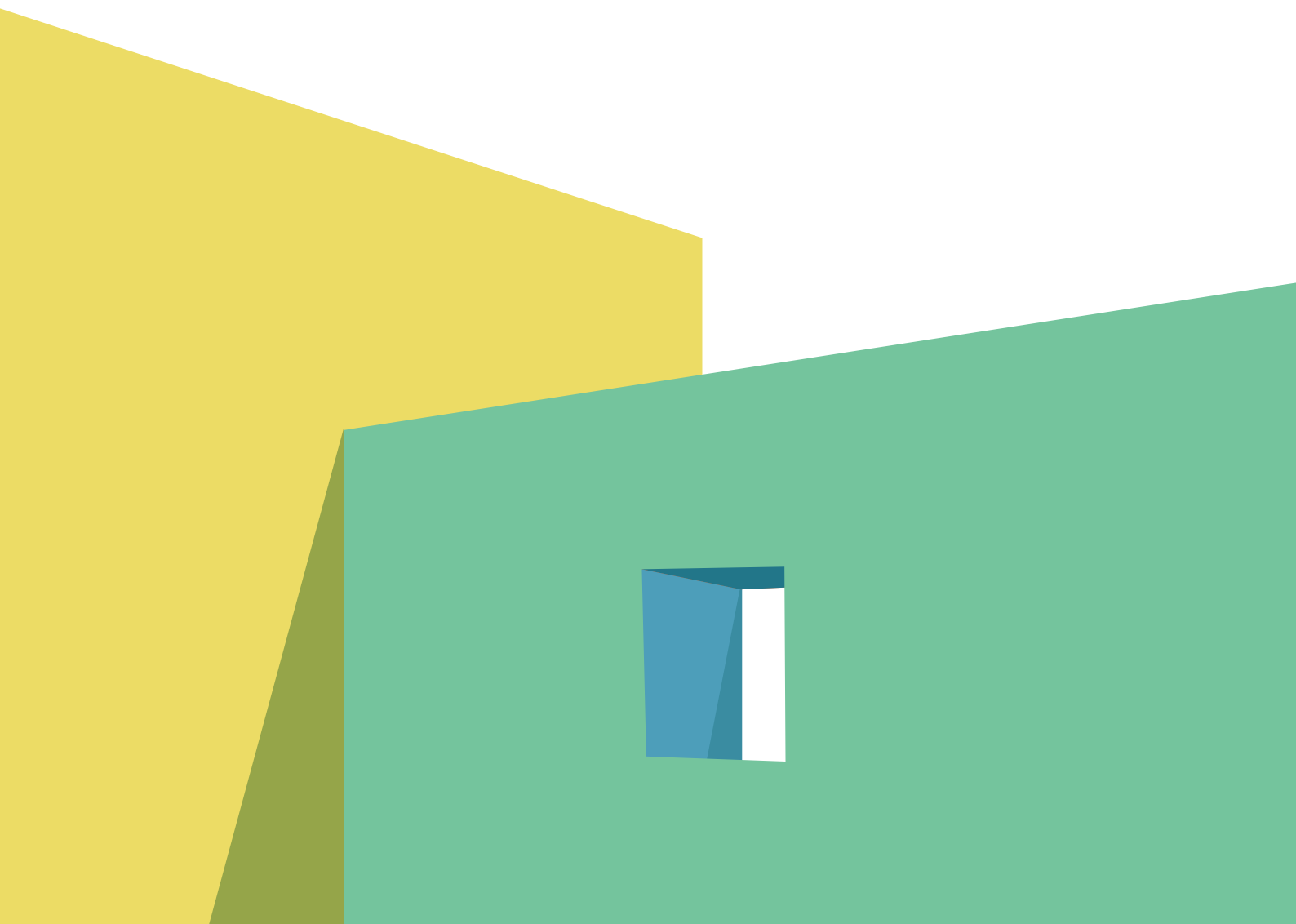
# Stationery set

CIRCBUILT

Title

Co-funded by
the European Union

Co-funded by the European Union. Views and opinions expressed are ho
only and do not necessarily reflect those of the European Union or CINE
nor the granting authority can be held responsible for them.

CIRCBUILT

CIRCBUILT is a 3-year project gathering 12 partners from 5 European and pan-European countries. The consortium, led by the VTT Technical Research Centre of Finland includes a well-balanced mix of expertises: biorefining, innovative product development (with the French National Research Institute for Agriculture, Food and Environment INRAE, the University of Applied Sciences of Bern BFH, the Finnish start-up AISTI specialized in the production of innovative accoustic panels), architecture, design and stakeholder engagement (with the University of Applied Sciences of Zurich ZHAW and the Austrian Institute of Technology AIT), circular value chain creation (with the French company SEITISS specialized in circular economy), material processing and standardization (with the Italian companies Environment Park and Certimac). The consortium also provides an expertise to ensure the developement of an effective and sustainable product: Lappeenranta-Lahti University of Technology LUT will focus on environmental and socio-economic impact assessment, the French company specialized in the commercialization of innovative and eco-friendly products STRANE will lead the exploitation and the business strategy of the products developed. The French partner Euroquality will be in charge of the communication, dissemination and exploitation of the findings.