

Brand Identity Guidelines

Agenda Blue Bioecnomy Pact – WP3: Textile Vertical

By



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Blue Bioeconomy Pact | WP3 - Textiles

The Blue Bioeconomy Pact supports a new sustainable, innovative, and decarbonizing paradigm, which finds in the sea an answer to the challenge of global scarcity of land resources. This Pact brings together various national industries and aims to develop new products, processes, and services resulting from the incorporation of blue bioeconomy goods into new or existing value chains, with a positive impact on the environment, consumers' lives, and national exports.

The agenda will invest in seven sectors, with marine-based textiles being one of them. These textiles are made with old phishing nets and algae to clean the oceans' waste and create new, more sustainable textiles.

In this logo design, the shapes representing the sectors are integrated: fishing nets, algae, ocean, and textiles. The shapes are very organic and fluid to emphasize the ocean and natural elements. The color blue represents trust and stability but also the fishing nets and the ocean elements. The word 'Textile' has a cut in the letter 'X' to represent the net knot.

Descriptive Memory and Inspirational Board

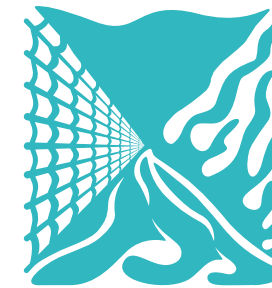


Visual details

Logo



Icone



Component details

Algae



Sea



Phishing net



Textile



Application Examples

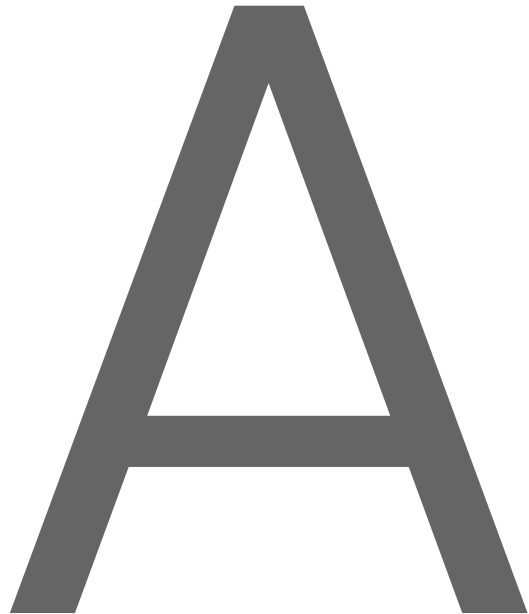


Color and Monochromatic Versions



Typography and Chromatic Palette

The typography used in the logo is Poppins (poppins regular) with some changes. A circular, modern and timeless font. For the “vertical” word, to maintain the same design style as other verticals, was used the Mont Heavy (regular) font.



Thin

Extralight

Light

Regular

Medium

Semibold

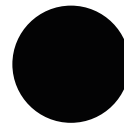
Bold

Extrabold

Black



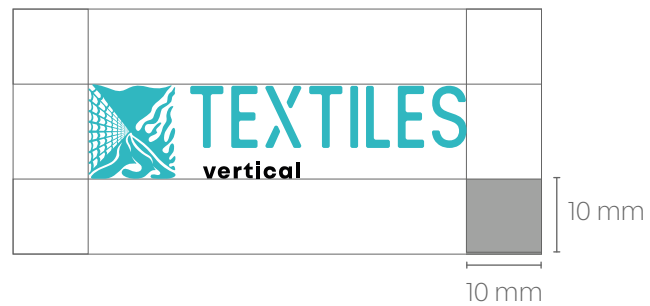
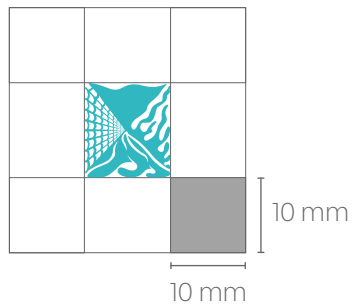
#30B7C0 | C70% M0% Y28% K0%



#000000 | C91% M79% Y62% K97%

Margins and Minimum Size

To ensure optimal readability, it was established a minimum size for each logo version. Essentially, if the logo needs to be used in a very small format, this size represents the minimum threshold. Anything smaller compromises the integrity of the logo.



Best Practices

When resizing, always respect the logo's original proportions and color scheme. Strictly refrain from stretching or altering colors.



Respect the proportions



Don't stretch



Respect the original colors



Don't change colors

