

CORPORATE HANDBOOK



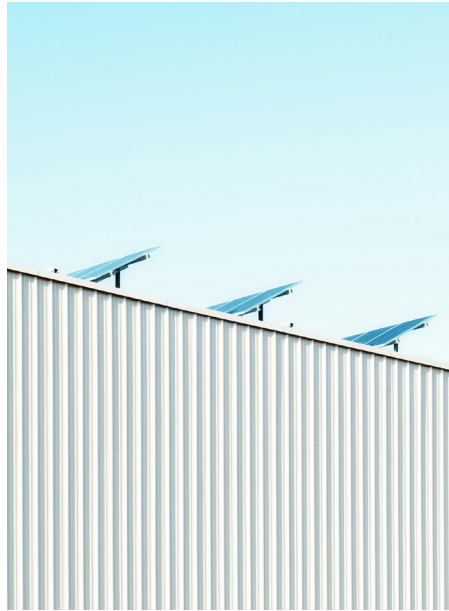
— 2DPLOY —

PROJECT DESCRIPTION

2DPLOY provides support services to low carbon technologies in energy-intensive industries. Mature innovations from H2020 projects will be offered capacity building, tools and direct support in developing competitive proposals for the Innovation Fund.

2DPLOY





2DPLOY



INNOVATION IN LOW-EMISSION TECHNOLOGIES

2DPLOY



NUMBER 2



LETTER D



TREE



INDUSTRY



MAIN BRAND ATTRIBUTES

The imagotype (logotype + icon) is represented through an industrial, organic and close form.

Trees play a fundamental role in the absorption of emissions, with this premise, we start in the definition of both organic and industrial shapes in such a way that we generate rounded strokes with straight and sharp edges.

In this way we give the brand closeness, simplicity and freshness, moving away from the purely industrial.

The logotype is shown with the same stroke thickness, a medium thickness, where legibility is optimal in reduced sizes.



CONSTRUCTION



CONSTRUCTION



LOGO & REDUCTIONS



LOGO & REDUCTIONS



PROTECTION AREA







#ECECEC
RGB: 236, 236, 236
CMYK: 8, 6, 7, 0

#C6C6C5
RGB: 198, 198, 197
CMYK: 25, 18, 20, 2

#3C3C3B
RGB: 60, 60, 59
CMYK: 66, 56, 55, 60

#6BF296
RGB: 107, 242, 150
CMYK: 53, 0, 58, 0

#5CD081
RGB: 92, 208, 129
CMYK: 61, 0, 63, 0

#51A8C1
RGB: 81, 168, 193,
CMYK: 66, 15, 20, 1

#172847
RGB: 23, 40, 71
CMYK: 100, 84, 41, 44

#337347
RGB: 51, 115, 71
CMYK: 80, 31, 19

Main typeface v:
Headlines

Manrope

abcdefghijklmnop
mnñopqrstu
vwxyz

Manrope
Manrope
Manrope
Manrope
Manrope
Manrope
Manrope

Secondary typography:
Paragraphs

Fira Sans

a b c d e f g h i j k l
m n ñ o p q r s t u
v w x y z

Fira Sans
Fira Sans
Fira Sans
Fira Sans
Fira Sans
Fira Sans
Fira Sans

CORRECT USES



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INCORRECT USES



dr