

**PlastiCircle**

**Grant Agreement No 730292**



**Visual Identity Deliverable D9.1**

**ICLEI**



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# Factsheet

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## Dissemination level

<b>X</b>	PU = Public
	PP = Restricted to other programme participants (including the EC)
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## Abstract

This document is the deliverable D9.1 and presents the visual identity that was created for the PlastiCircle project.

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# Introduction

ICLEI worked with a design agency to produce the PlastiCircle visual identity to give the project a consistent, attractive and recognisable identity. This will serve as a reference for the creation of all communication material for the project: web design, flyers, videos.

## 1. Logo

The logo was designed to reflect the four axes of the plastic recycling value chain that the PlastiCircle will be working on. Fresh colours and a round font were chosen to give a dynamic, active look to the logo.



*Horizontal Logo*



*Vertical Logo*

## 2. Templates

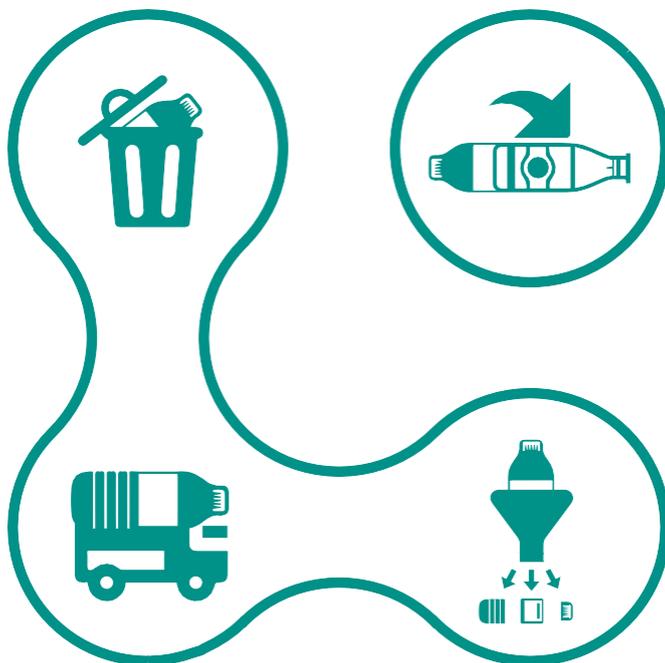
A set of word and powerpoint templates were created and shared with project partners.



*PowerPoint template example*

### 3. Icons

A set of four icons were developed to represent the four stages of the plastic value chain that PlastiCircle is working on:



### 4. Branding guidelines

To ensure consistency and the correct use of the visual identity, a branding guideline document was produced and shared with all project partners. The rules regarding the use of the EU flag and funding information was also added. This document is made available via the internal shared workspace.