VISUAL IDENTITY

PLAN B

ibercivis

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IMAGOTYPE

This imagotype has 2 pieces: Icon and typography.

The icon is integrated into a rectangular shape.
It represents a moth symbolizing the concept of biodiversity, which is being affected by a very close light source. This light source refers to light pollution, and to integrate noise, the moth's wings shape has been altered with sound waves. This pattern may be one of the patterns that moths could have on their wings.
In this way, both types of pollution are impacting the moth, who remains the only passive element in the logo's ensemble.

The font is placed on a line and it is separated into 2 words: "Plan" and "B". One of this parts is highlighted with a green tone.

PLAN-B

100 mm

PLAN-B

20 mm

Variants

PLAN-B

PLAN-B

Lineal

PLAN-B

Monochrome

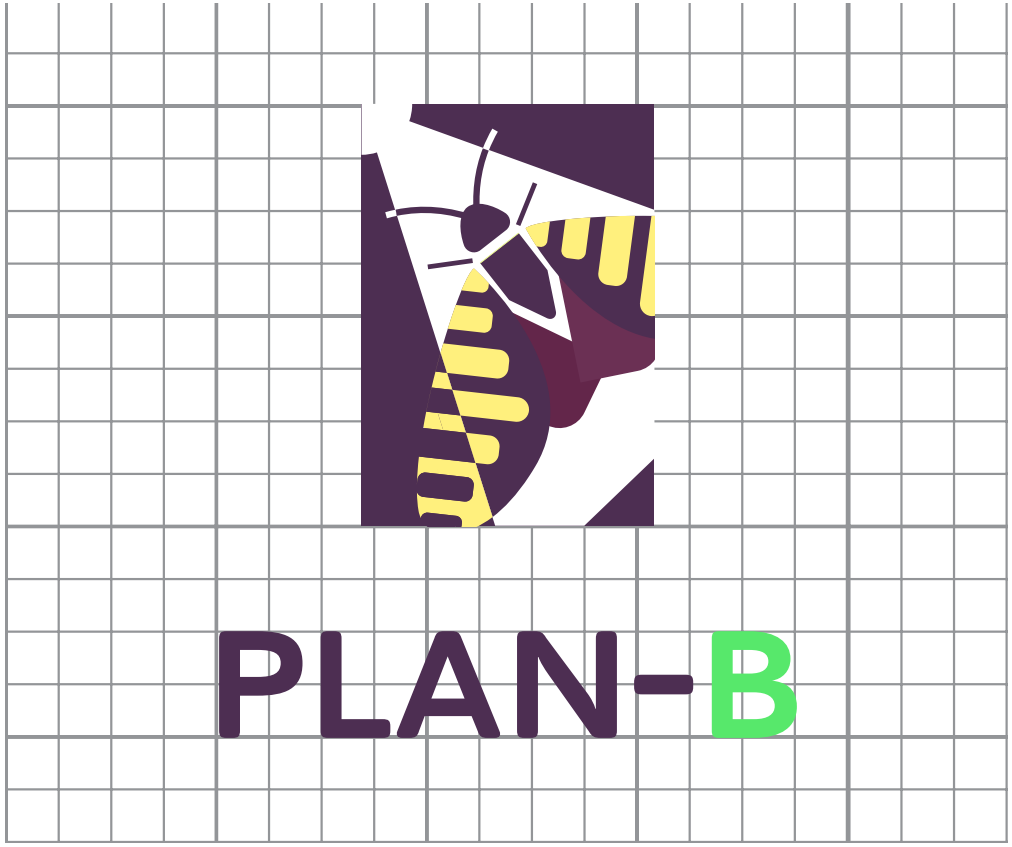
PLAN-B

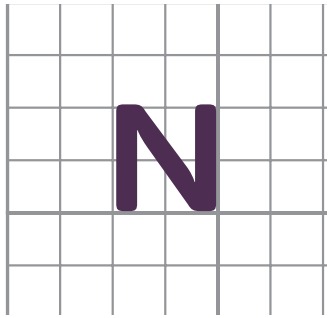
Black and White

Construction

The construction of this logo is based on the proportions of the letter N to calculate the rest of the elements.

From this measurement, by creating a grid, the spaces between elements and their location can be calculated.





Area of respect

The area of respect of the logo is determined by the dimensions of the letter “N”.

This space is the minimum necessary to place the logo next to other elements that require its proximity.

Incorrect versions

In this section we can see the incorrect versions for the use of the logo.

Any process that deforms or alters the logotype does not have permission to use it.

INCORRECT USE OF SHAPES AND COLOUR

PLAN-B

OMISSION OF ELEMENTS

PLAN-B

INCORRECT POSITIONING OF THE ELEMENTS

PLAN-B

DIFFERENT TYPEFACE

PLAN-B

INCORRECT SIZES

PLAN-B

DEFORMATION OF THE ELEMENTS

PLAN-B

COLOR PALETTE

Palette and symbology

This color palette is warm and close to attract the viewer more and create harmony between the logo and the user.

To create this warm palette greenish and yellow tones have been chosen. They have the connotations: nature, serenity, luminosity, joy, biodiversity and light.

It also has darker colours, such as purple and violet, to evoke the night and contrast with the yellow tone, as it is its complementary colour.This tones reinforce relaxation, trust and creativity.

CMYK (78, 81, 39, 38) RGB (77, 45, 82) #4d2d52	CMYK (78, 81, 39, 38) RGB (77, 45, 82) #4d2d52	CMYK (38,0,67,0) RGB (152,222,116) #98de74	CMYK (2,8,58,0) RGB (255,240,127) #fff07f

TYPOGRAPHIES

Haboro Soft Ext

The typography used for the logo is a geometric and rounded font based on its main family, Haboro Sans. The endings of this font have a wide variety of weights and options, and its appearance gives it a friendly and contemporary touch.

Being a sans-serif font, it allows a clear reading on screen and in any paper. This is also thanks to the openness of its eyes and the spacing between characters.

With such remarkable isotypes, it was necessary to find a simple typography that would not take too much attention away from the main focus of the graphic image. That is why this font is a great choice to complete the set of the imagotype.

Specifically, the style chosen for the logo is Haboro Soft Ext, an extended variant of Haboro Soft that has greater kerning and width in its characters.

The applications of this font would be the logo and titles.

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

ExBold

Quicksand

Quicksand is a free font from Google Fonts and it is a display sans serif with rounded terminals.
It is designed for display purposes but kept legible enough to use in small sizes as well.

In this case, Quicksand will be used in body text for the website and documents.

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Medium

The quick brown fox jumps over the lazy dog

Bold

Oxygen

The Oxygen is a sans serif font with straight and condensed endings.

It works well in all graphical user interfaces, desktops and devices.

This font was chosen to create contrast with the Quicksand font and will be used in headings on the web and in documents.

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

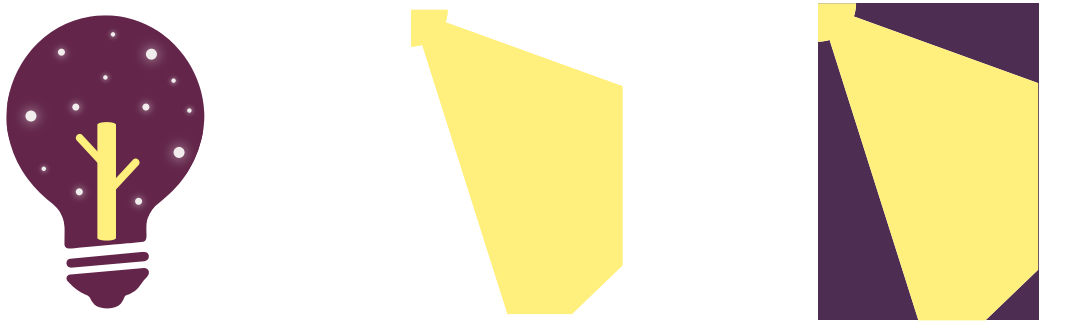
Bold

BRAND ASSETS

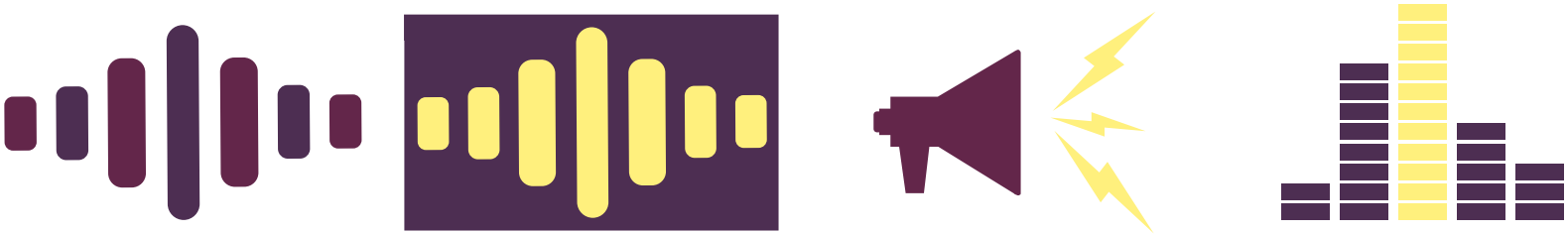
This icons have been designed to complete the visual image of the project and use them as resources in documents, posters, infographics and on the website.

These icons would represent the three main axes of the project: Biodiversity, light pollution and noise pollution.

Biodiversity



Light pollution



Noise pollution

MOCK UPS

PLAN-B