Co-funded by the European Union

KODECET

BRAND GUIDELINES

Knowledge development for circular economy transition

Creating digital centre of excellence in universities in Asian emerging markets (India and Thailand)

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ABOUT KODECET

Creating digital centre of excellence in universities in Asian emerging markets (India and Thailand)

Objectives:

To develop a digital knowledge-based capacity building center that will support the development and dissemination of knowledge on the Circular Economy.

The Digital Centre will focus on creation and dissemination of the knowledge and practices in fundamentals of circular economy and transition management of circular economy and sustainability solutions at different levels.

PARTNERS:

Finland :

UNIVERSITY OF JYVÄSKYLÄ

Austria :

FH | JOANNEUM
University of Applied Sciences

India :

BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

NIRMA UNIVERSITY
INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A+' GRADE

Thailand :

PSU PRINCE OF SONGKLA UNIVERSITY

PAYAP UNIVERSITY

KODECET LOGO :

The KODECET logo is the touchstone of our brand and one of the most valuable assets.

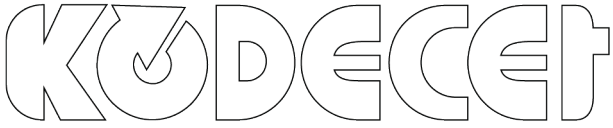
Logo Usgae :

The KODECET logo is the touchstone of our brand and one of the most valuable assets.

ALIGHMENT :

The logo can be used in horizontal and vertical alignment.

BACKGROUND



Using with Erasmus + Logo

The KODECET logo must come after the Erasmus+ logo in horizontal alignment as shown below.

When using KODECET logo together with the Erasmus+ and partner's logo, the sequence should be Erasmus+, KODECET , and the partner's logo. The alignment should be horizontal as shown in example below.

Example :

KODECET Colors :

The colors give us our personality. Our main color, **green**, symbolizes growth and sustainability. It has been chosen for KODECET to highlight our commitment to education and eco-friendly practices, ensuring a distinctive and memorable identity.

PRIMARY COLOR

RGB : R 56 / G 167 / B 71

HEX : #37A047

PANTONE: 7739 C

KODECET Colors :

SECONDARY COLOR

RGB : R 56 / G 167 / B 71 ,

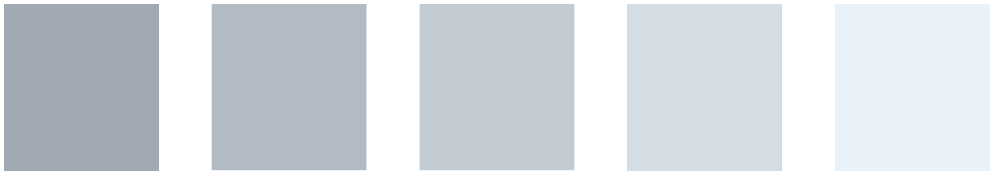
HEX : #37A047

PANTONE: 7739 C

RGB : R 48 / G 118 / B 128 ,

HEX : #307680

PANTONE: 647 C



RGB : R 161 / G 170 / B 180 ,

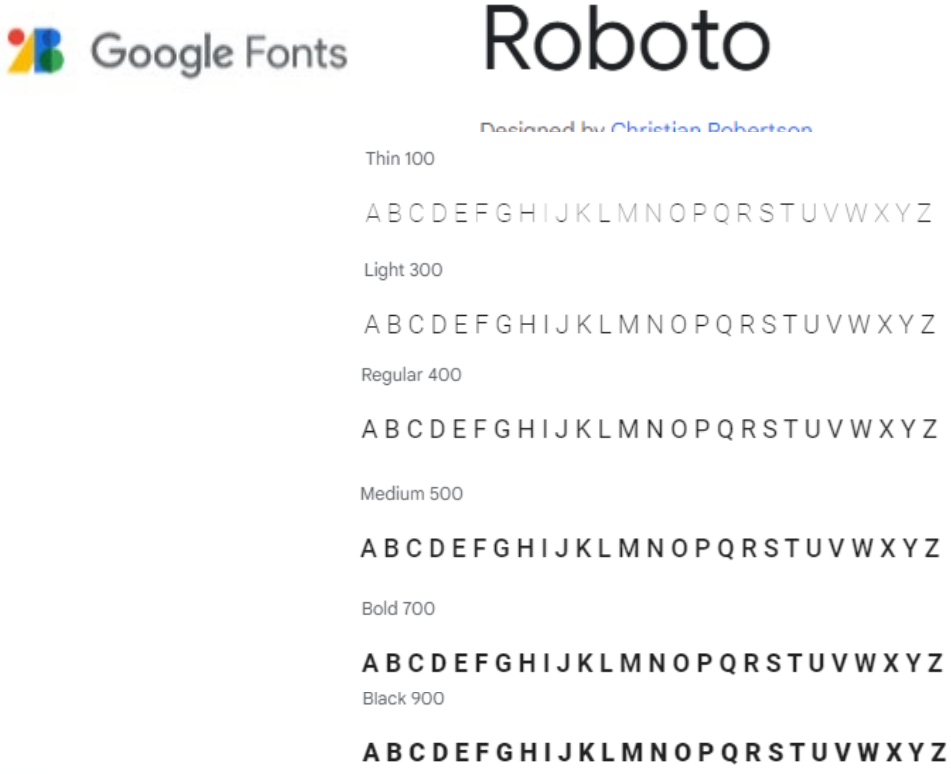
HEX : #A1AAB4

PANTONE: 7543 C

TYPOGRAPHY

Roboto has a dual nature. It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

These fonts are licensed under the Apache License, Version 2.0.



How to Download and Install the Roboto Google Font

1. Go to the Google Fonts website:
   https://fonts.google.com/specimen/Roboto
2. Click the button “Get font”
3. Click the button "Download all”
4. Save and choose the desired download location
5. Extract the downloaded file (Roboto.zip)
6. Copy the font files to your system's font folder:
   - Windows: C:\Windows\Fonts
   - Mac: /Library/Fonts
   - Linux: Depends on your distribution, usually in the ~/.fonts or /usr/share/fonts folder
7. Restart your computer (not always necessary).

DISCLAIMER

All Printed and electronic materials must have a disclaimer at the footnote which states the following.

FOR FORMAL PUBLICATION :

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FOR MARKETING & PROMOTION :

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