

MANUAL IDENTITY



JANUARY 2023

background

TransEuroWorkS brings together knowledge from economics, political science, social psychology, and sociology, including sub-disciplines in social policy, political economy, and comparative welfare states, which are multidisciplinary by nature. Thus, such a multi-disciplinary approach is essential to understanding the full impacts of the new forms of non-standard work and labour market changes on workers, institutions, work relations, and policymaking.

transeuroworks

The graphic identity of the Transeuroworks project is based mainly on multidisciplinary, equality and the generation of the labor welfare state. To these concepts is added that of social protection policies.

To convey all these concepts, we have put an identity with three different formats, the main one, represented typographically, mixes lowercase and uppercase fonts but keeping the same height, thickness and box. Its strokes are

marked and thick and have a separation between characters that allows legibility at a great distance.

This main form can be combined with the icon or reduced form of the brand, in which the initials TWE are shown with the shape of the umbrella and all together, would form an arrow.

As a third form, we find the acronym accompanied by the graphic resource that represents protection, the umbrella.



lower case, for everyone

same height and weight, equality

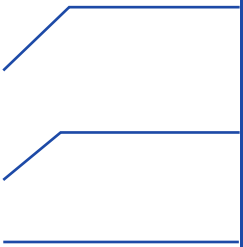
the medium weight of the typeface provides legibility, clarity and security

brand concepts

transeuroworks



transeuroworks



umbrella
letter t
arrow

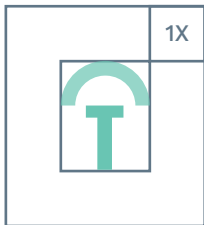


intermediate
form of brand
representation,
maintaining the
representative
elements of the
identity and
being usable in
all types of
media.

brand concepts

construction and protection area

The construction of the mark and protection area serves to keep the brand image legible and without deformation regardless of the size scale or format in which it is represented. The value 1x marks the protection area to be respected.



Reduced form
of brand identity



Regular form of
brand identity



Primary form of
brand identity

font family

main typeface

Corporate typography to give personality and continuity to the brand. The identity is represented by a font, where the different weights and colors will give importance to headlines or paragraphs.

RUBIK

ABCDEFGHIJKLM

MNÑOPQRSTUVWXYZ

WXYZ

ABCDEFGHIJKLM

MNÑOPQRSTUVWXYZ

WXYZ

color

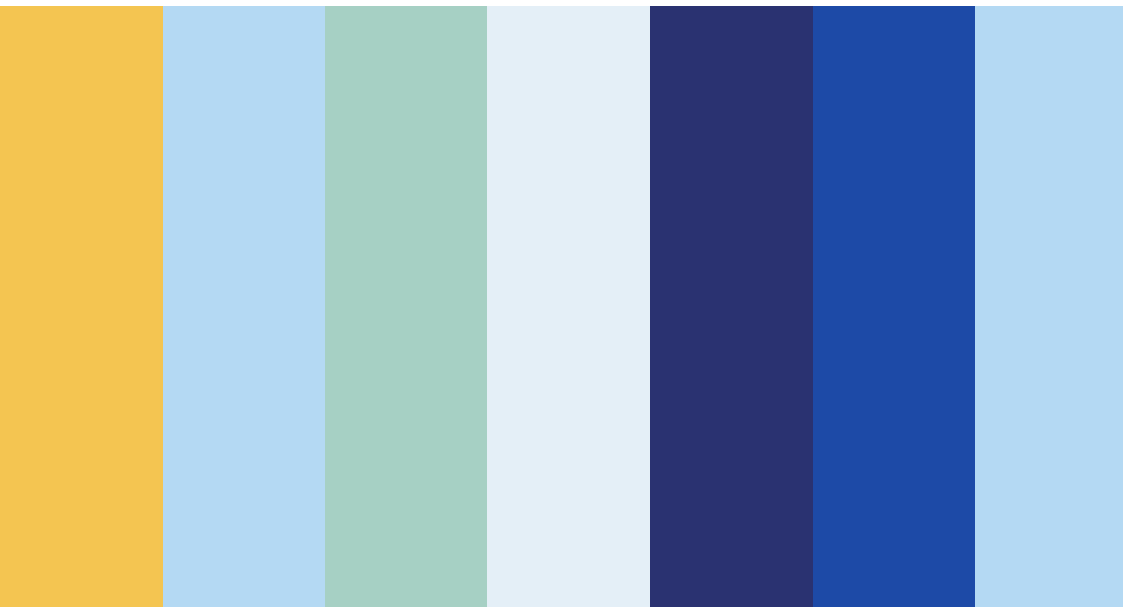
Color is a fundamental element in the conceptualization of Transeuroworks' corporate identity.

It symbolizes multidisciplinary and the differences that are found under the same "umbrella". They are high-contrast colors where the two main colors, green (symbolizes the regular) and orange (the difference, the outstanding) play an outstanding value for the different resources and brand formats.



105, 197, 179
#69C5B3

242, 81, 35
#F25123



use correct

Below we show the different variables of brand usage. Maintaining the shape, colour and security space regardless of the device or space in which it is displayed.



use incorrect

Incorrect uses are examples of how not to use the brand, some of these are: deformation of the logo, use of non-corporate colours, inadequate separation or non-corporate typography.



