



Graphic charter

Typography - logo - templates



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Summary

Current seafood traceability tools and services have the potential to take advantage of novel blockchain technologies to obtain a wide range of data making sustainable seafood practices more visible to consumers. Sea2See project will fill in existing seafood traceability gaps through the development of an innovative end-to-end blockchain model, and professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood. The project will provide technological solutions to answer the need for a valuable source of data collected throughout the whole seafood value chain, verified and covering inputs from diverse stakeholders.

For that purpose, a specific focus will be put on active commitment of stakeholders and real empowerment of consumers through the implementation of societal and sectoral strategies for co-creation, communication and awareness raising.

Keywords:

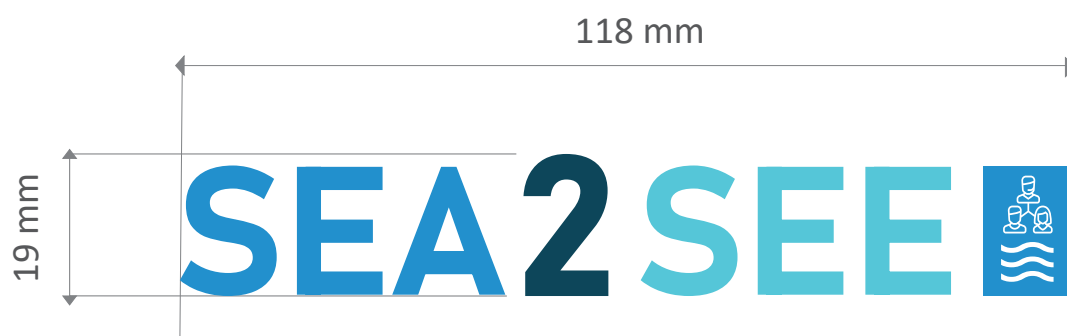
- Sustainable Blue Economy
- Ocean literacy
- Seafood economy
- Seafood sustainability
- Seafood quality and safety
- Food traceability

Logo

Construction for a font size 70 pt



Construction for a font size 70 pt



Logo

Typography: Bahnschrift

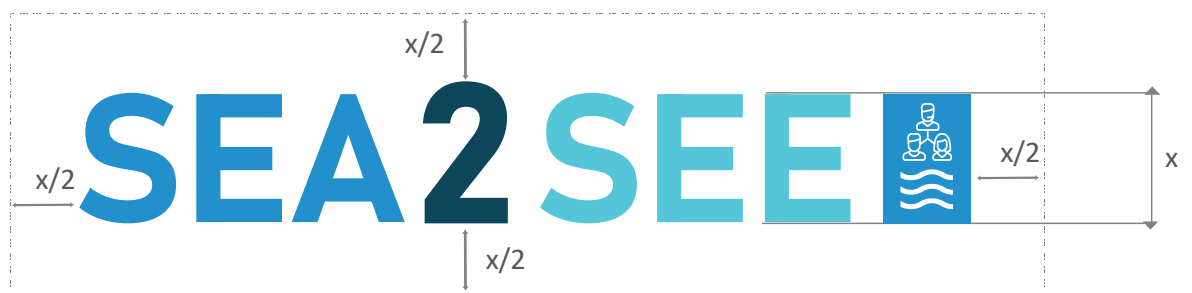
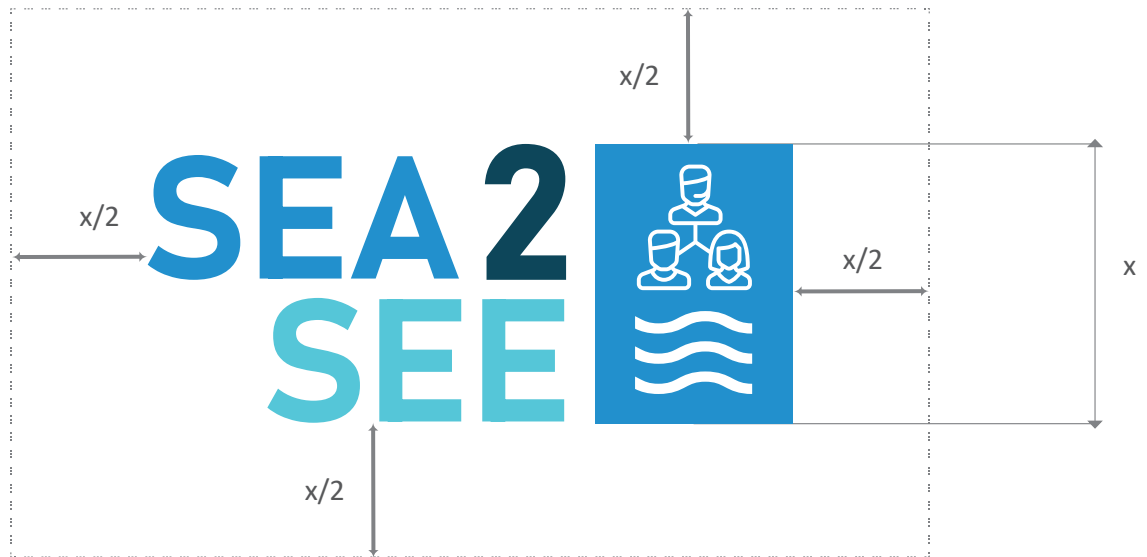
Bahnschrift is a brand new digitization of the famous DIN 1451 character design standard. The design was particularly optimized for legibility, simplicity, and ease in replication. Over the years, DIN has become a popular typeface for a wide range of design applications.

What if the logo needs to be smaller than 20px?

If the logo needs to be used in small format - under 20px - it remains in one line.



Protection zone



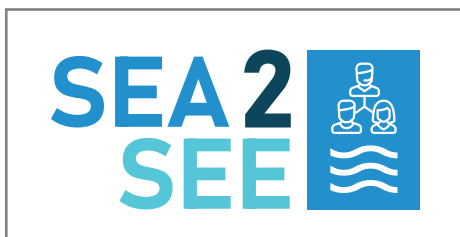
What you cannot do with this logo



Distortion



Rotation



Put the logo in a box



Change colors and font

Allowed variations

No color declination is allowed except for white logotype on logo's colors background.



Colors

Institutional palette

For Graphics, Design & typography . Similar shades are also accepted.



#57C7D9

R: 87
G: 199
B: 217

C: 59%
M: 0%
Y: 15%
K: 0%



#0890CC

R: 8
G: 144
B: 204

C: 79%
M: 31%
Y: 2%
K: 0%



#0B465B

R: 11
G: 70
B: 91

C: 95%
M: 65%
Y: 45%
K: 32%

Similar shades:



#8BD4E0



#60B2DC



#5A7E8E



#ACDFE9



#8EC8E5



#89A2AE



#DFF2F6



#D1E8F4



#D1DADF

Typography

Bahnschrift

Web Headings
logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Regular

Headings
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Italic

Headings
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri Bold

Headings
Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

How to display the acknowledgement of EU funding?

Display the EU emblem



**Co-funded by
the European Union**

Disclaimer

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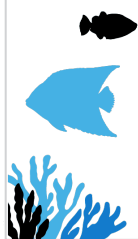
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Stationary

Word document - Title page



TITLE



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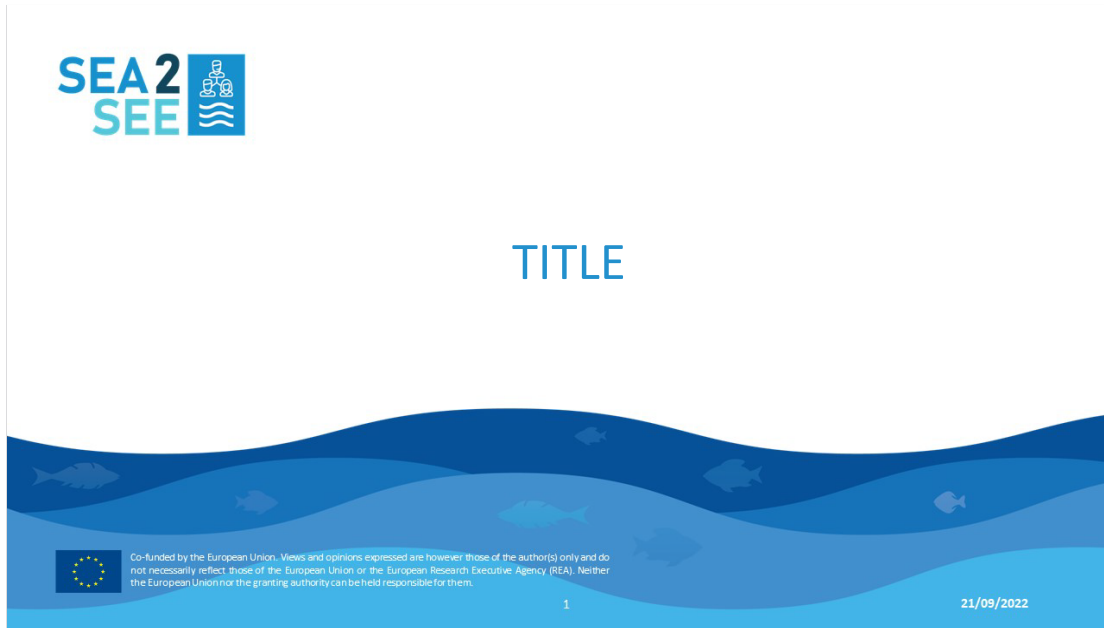
Word document - Pages



Word document - letterhead



Powerpoint - Title slide



Powerpoint - slides



Stationery set



SEA2
SEE

TITLE

SEA2
SEE

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Current seafood traceability tools and services have the potential to take advantage of novel blockchain technologies to obtain a wide range of data making sustainable seafood practices more visible to consumers. Sea2See project will fill in existing seafood traceability gaps through the development of an innovative end-to-end blockchain model, and professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood. The project will provide technological solutions to answer the need for a valuable source of data collected throughout the whole seafood value chain, verified and covering inputs from diverse stakeholders.

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