DIGIDO

GRAPHIC

CHARTER

TEAM

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I. ABOUT US

A lot of companies are throwing away their electronic equipment before their end of life, and renewing it too often. These practices lead to a questioning about electronic wastes. Indeed, each year, companies are throwing away 145k tons of business and industrial wastes, which gradually destroys the environment.

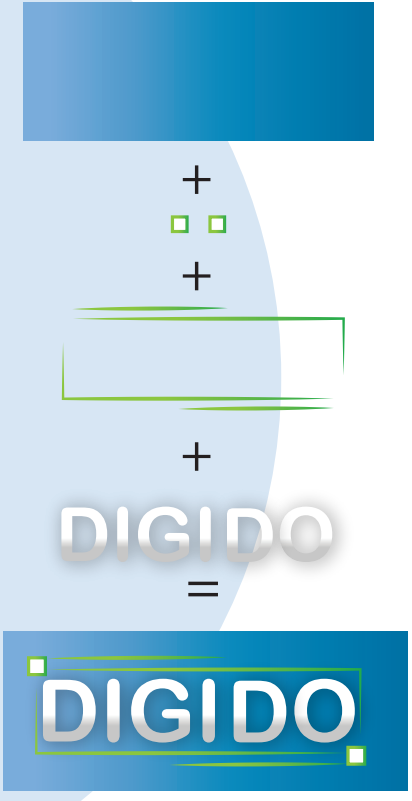
To counter this problem, we are making up DigiDo: a digital second-hand electronic equipment redistributing platform.

We will allow associations, little enterprises and even educational institutions to recover equipment from companies, administrations and individuals who want to give it up. This aims to give it a second life and provide a second-use to these hardwares.

We have got two main goals: we are wanting to satisfy donors' needs and expectations, as well as the people who order the equipment. With this platform we hope to massively develop this practice.

II. LOGO DETAILS

COMPOSITIONS



The name is a fusion of digi for digital and do for donation forming «Digido». The notion of digital in the name represents the fact of giving access to digital and the word donation represents the fact of giving one's digital devices.

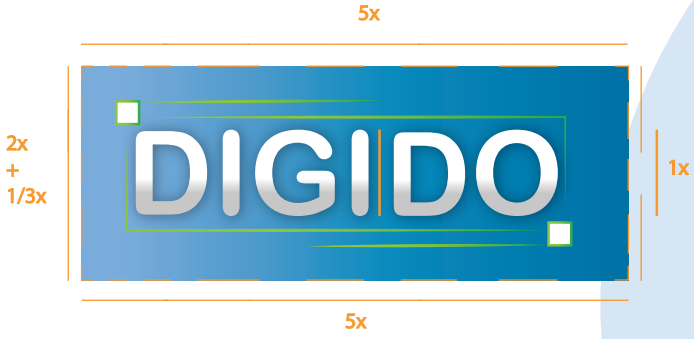
The logo is initially composed of a background in a gradient of colours.

Then we find simple squares with thick contours representing electronic chips and lines in gradient of colour representing cables connected to the electronic chips

And finally we have the name Digido on top of it made with a grey-white gradient.

II. LOGO DETAILS

CONSTRUCTION



MINIMUM SIZE

As for the minimum size of the logo, we concluded that a size of
concluded that a size of 2.2 x 2.4 cm was perfect
was perfect, so as not to degrade the quality of the
quality of the image.

II. LOGO DETAILS

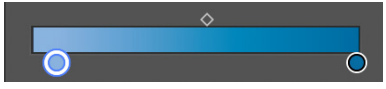
PROTECTION AREA

III. COLOURS

LOGO COLOURS

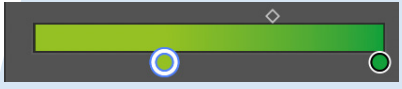
#D2D0D0
R: 210 **G:** 208 **B:** 208
C: 20.78 **M:** 15.92 **Y:** 16.55 **K:** 0.75

#FFFFFF
R: 255 **G:** 255 **B:** 255
C: 0 **M:** 0 **Y:** 0 **K:** 0



#89B2DF
R: 137 **G:** 178 **B:** 223
C: 49.83 **M:** 20.89 **Y:** 0 **K:** 1.12

#006CA1
R: 0 **G:** 108 **B:** 161
C: 100 **M:** 18 **Y:** 0 **K:** 32



#95C121
R: 149 **G:** 193 **B:** 33
C: 50.07 **M:** 0 **Y:** 99.58 **K:** 0

#08A03B
R: 8 **G:** 160 **B:** 59
C: 81.57 **M:** 4.54 **Y:** 99.1 **K:** 0.1

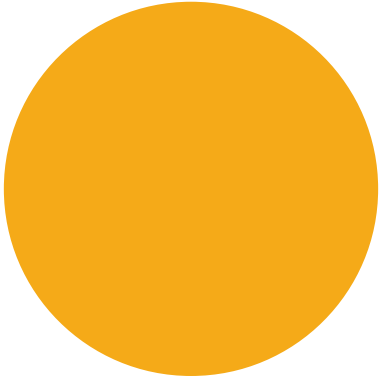
The green gradient colour represents the ecological aspect of the project by giving already used digital devices.

The grey-white gradient of the name digido represents the metallic side of the digital cameras.

The blue gradient represents the colour of the web and technologies.

III. COLOURS

ADDITIONAL COLOR



#F5AA18
R : 245 **G :** 170 **B :** 24
C : 2 **M :** 38 **Y :** 95 **K :** 0

The colour orange, a warm colour, allows us to bring contrast with the blue and dynamism to the project. Inspiring communication and creativity, it fits perfectly with our agency.

IV. Typography

LOGO TYPOGRAPHY

Arial Bounded MT Bold

This font, designed by Robin Nicholas, is an evolution of the widely used and versatile Arial font. This typeface has line ends that give a very different feel to the font where the rounding is more apparent.
It is only used for the title of the logo.
It has the particularity of being slightly rounded on the edges, its boldness makes it impactful while giving a family feel to the logo due to its rounded shapes.

Aa
Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

IV. Typography

TYPOGRAPHY OF ACCOMANIMENTS

Rubik is a sans serif font family with slightly rounded corners, designed by Philipp Hubert and Sebastian Fischer at Hubert & Fischer.
This typeface is used for headlines, as the boldness of the typeface makes headlines more impactful and bold, and is also used for page numbers.

Rubik Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Focus Grotesk OTF is a sans serif font that takes advantage of its geometric shapes.
This typeface is used for texts, it allows a smooth reading of the text despite the bold font used for the titles by relying on these geometrical shapes and the slightly thin body of the typeface.

Focus Grotesk Bold

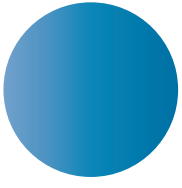
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

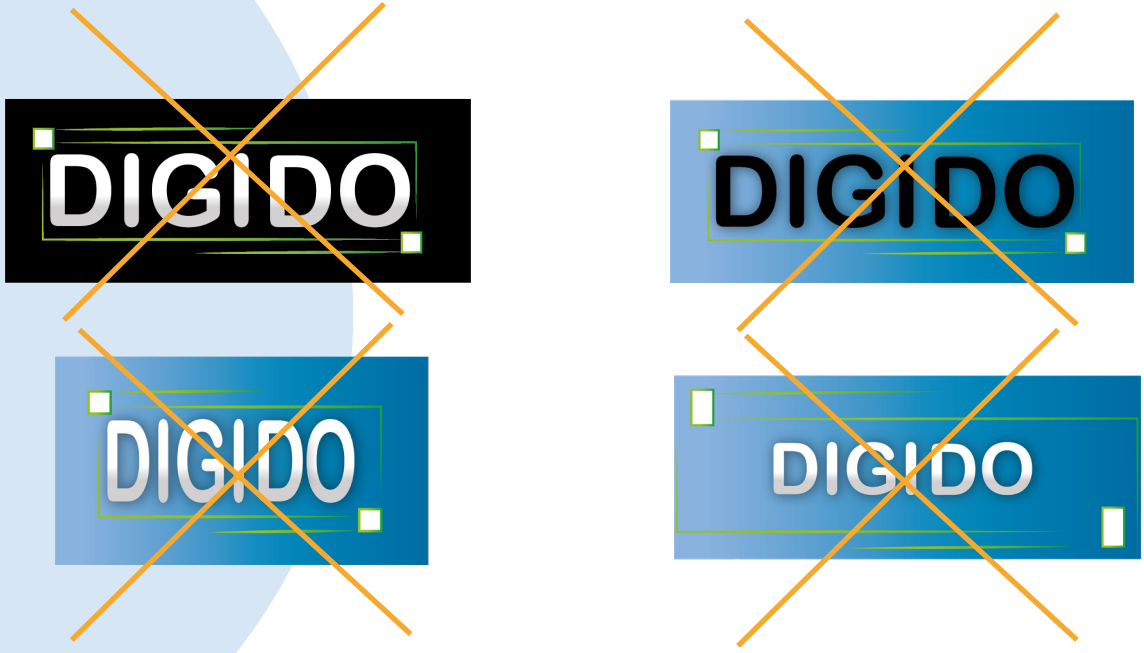
V. GRAPHIC ELEMENTS

1.

2.

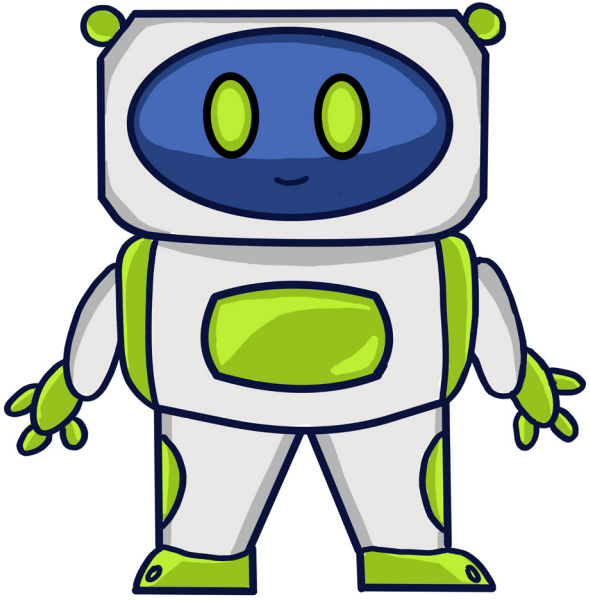
3. 

VI. PROHIBITED



VII. MASCOT

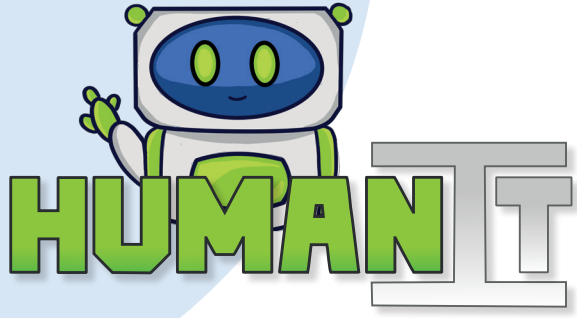
MASCOT



Our agency's mascot takes on the appearance of a small robot. It allows us to differentiate ourselves from other agencies. It serves as a living and animated interface. A mascot allows for better brand identification and differentiation.

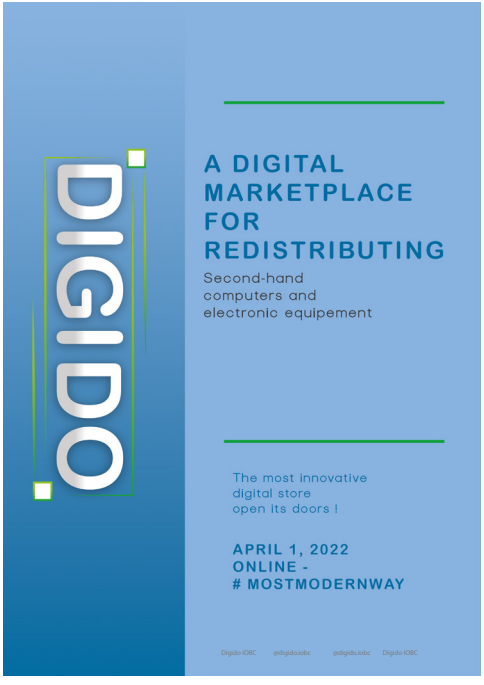
VII. MASCOT

LOGO OF THE AGENCY



VIII. ANNEX

PRINT



VIII. ANNEX

WEB

VIII. ANNEX

WEB

1
DIGIDO
A DIGITAL MARKETPLACE FOR
REDISTRIBUTING
Second-hand
computers and
electronic
equipement !
01
-
04
-
22
APRIL 1, 2022 - ONLINE