

Graphic Charter

2022



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ABOUT

In the richest countries, which are the first market targets of the digital industry, electronic devices (computers, hardware components, mobile phones, mobile devices...) are often renewed after a short cycle of some years, when they are still perfectly functional.

Some categories of users would greatly benefit from this hardware, even if it is not of the last generation. After reset, a computer, for instance, can start a useful second life in a non-profit organisation, in an educational institution, or in a small business in a developing region. And in many cases, the first owners of electronic devices would be just as happy to donate their material as to dump it away.

These are exactly the values that Intec embodies, we want to reduce inequalities and the digital divide in the world. Ecology having become a more than major issue in recent years, this is why we want to allow companies or individuals to be able to donate their computer equipment to other companies, especially the most disadvantaged. And all this will be done via a web platform on which users can exchange their goods.

LOGO

Composition

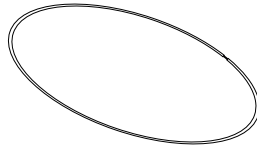
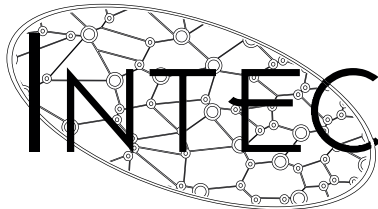
INTERNATIONAL

+

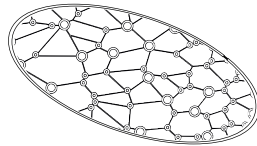
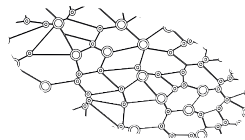
TECHNOLOGY



INTEC



+



For our logo we opted for an extended oval containing the graphic representation of the connections. Being an agency with a project related to technology and the internet, the connections therefore represent the international and internet dimension where we are all connected, but also the human connection between people, through the mutual aid aspect of the project, where we want to connect people to help each other.

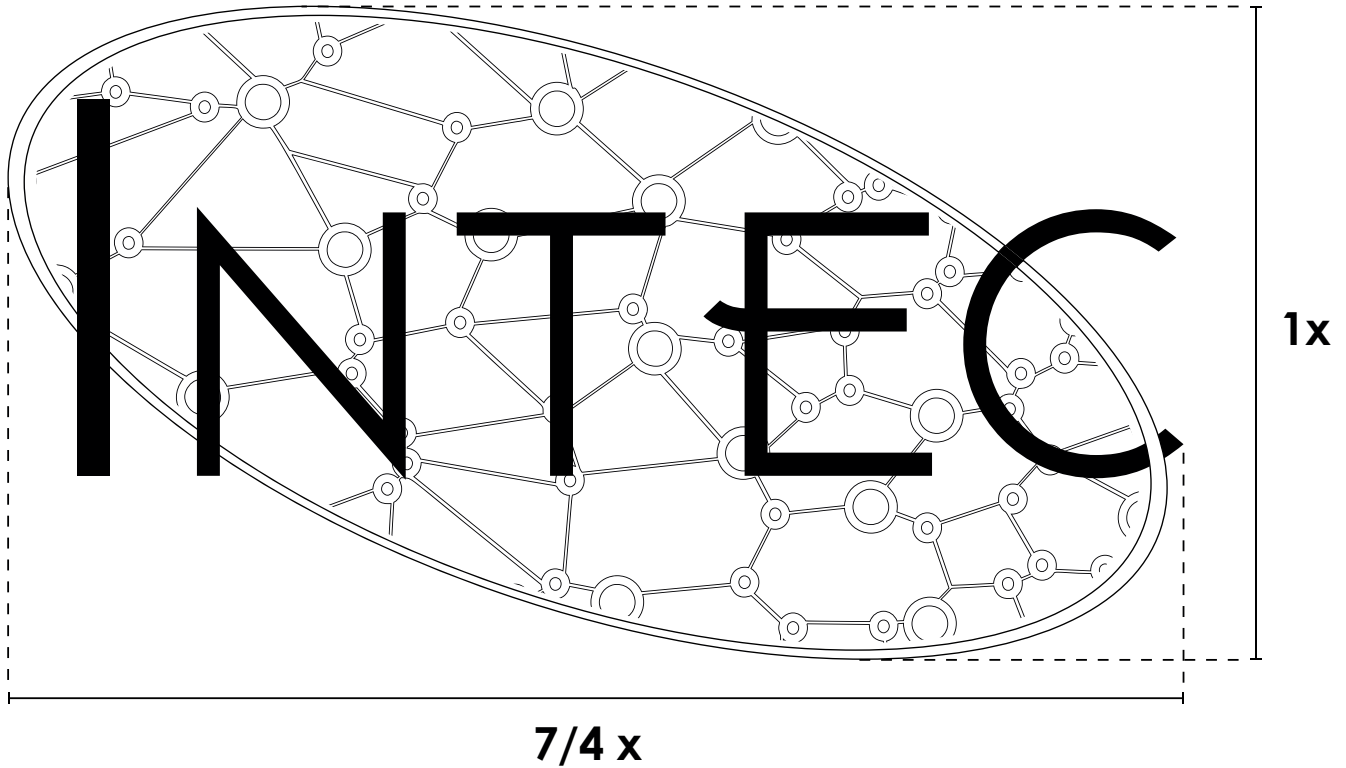
Above the oval representing the connection we put the name of the project «Intec» in the font Above demo, we chose it for its simplicity, the «i» of «intec» is enlarged like a capital letter, indicating to people who we are, the superposition of our name on the connections invites with the idea said previously to connect people while passing by our site.

We wanted for our logo the representation of modernization and the internet, without losing the human link, which is the heart of our project.



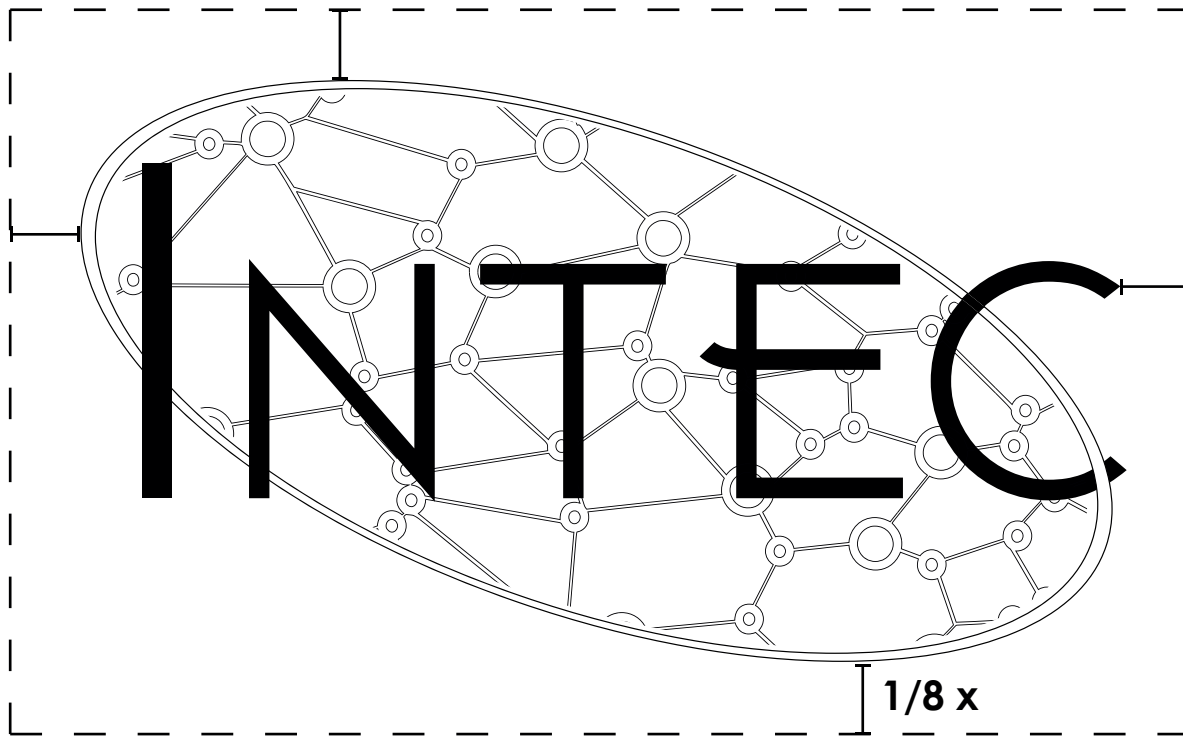
LOGO

Dimensions



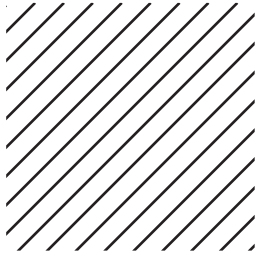
LOGO

Protection area



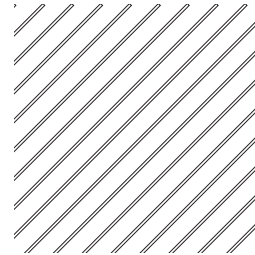
COLORS

Main



Black

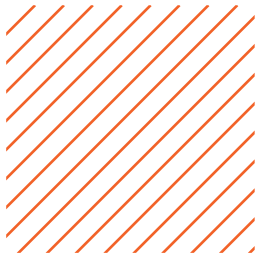
hex: #000000
Sleek color easy to use and clearly visible



White

hex: #ffffff
Simplicity, this color serves as a support and makes our visuals accessible.

Secondary



Orange

hex: #EA591C
Symbol of transport, it represents the links between our users

Meaning

Our colors therefore represent accessibility and simplicity as well as sharing and transport.



FONTS

Logo font

ABOVE DEMO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sans Serif font, light and easy to read, its curves are reminiscent of modernity, which links our logo to technology

Secondary fonts

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Imposing and easy to read, its visibility makes it ideal for our titles

Eras Light ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Sans Serif, this font corresponds to our style and our sobriety. Its discretion makes it the perfect font for our subtitles

Share Tech

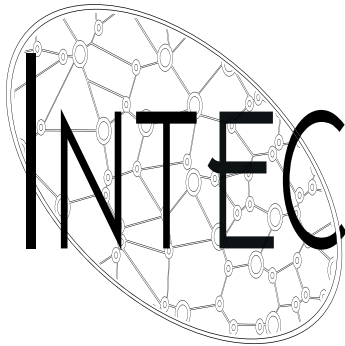
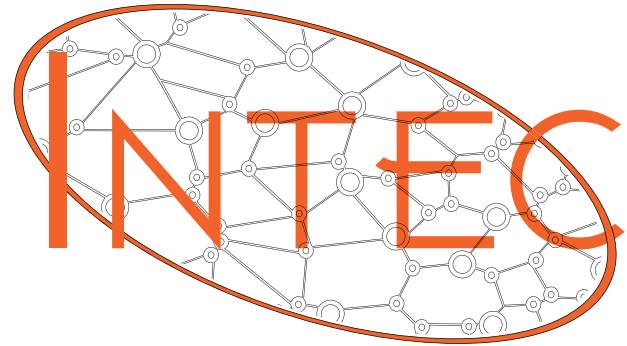
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Continuing the theme, the boldness of this font presents simplicity and visibility. This font corresponds to what we have to offer and is used for our texts.



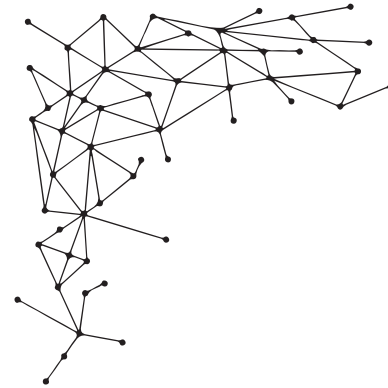
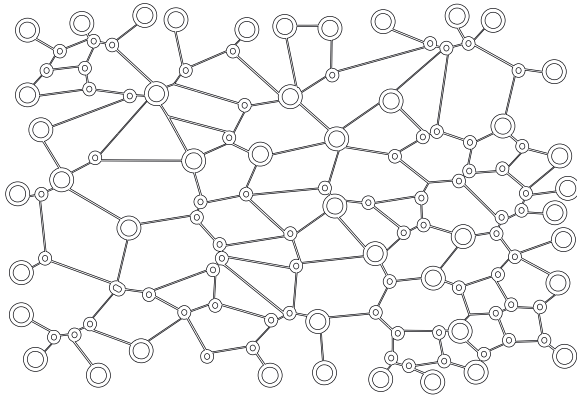
PROHIBITED



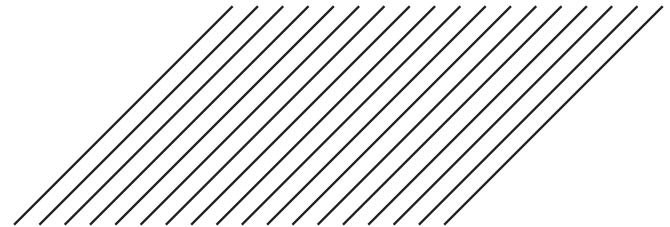
It is forbidden to:

- Put the logo on a dark background
- Change logo colors
- Change the dimensions of the logo

GRAPHIC ELEMENTS

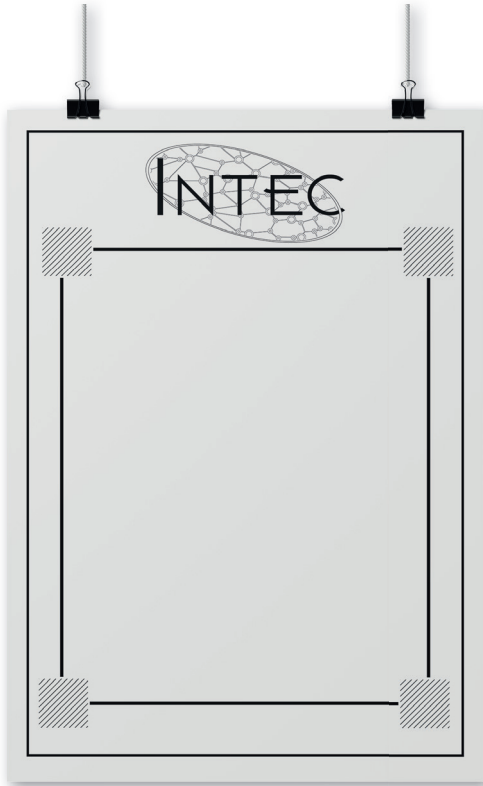


Our graphic elements are symbols of a network representing the links that we create between our users. The shapes used represent our simplicity and accessibility but also referring to modernity and technology, the very products that we share.



APPENDICES

Print



Poster

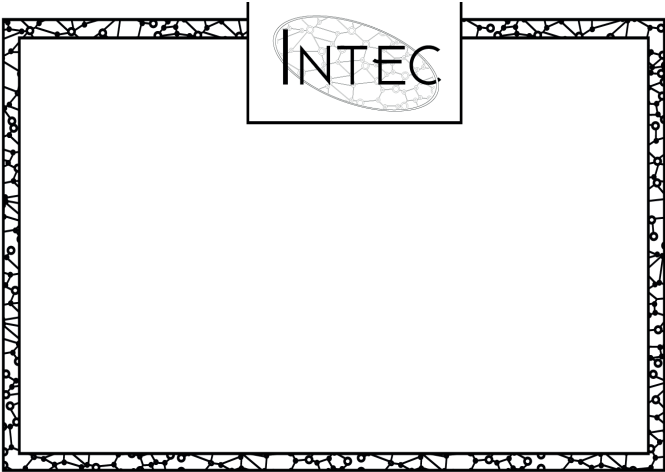


Cards

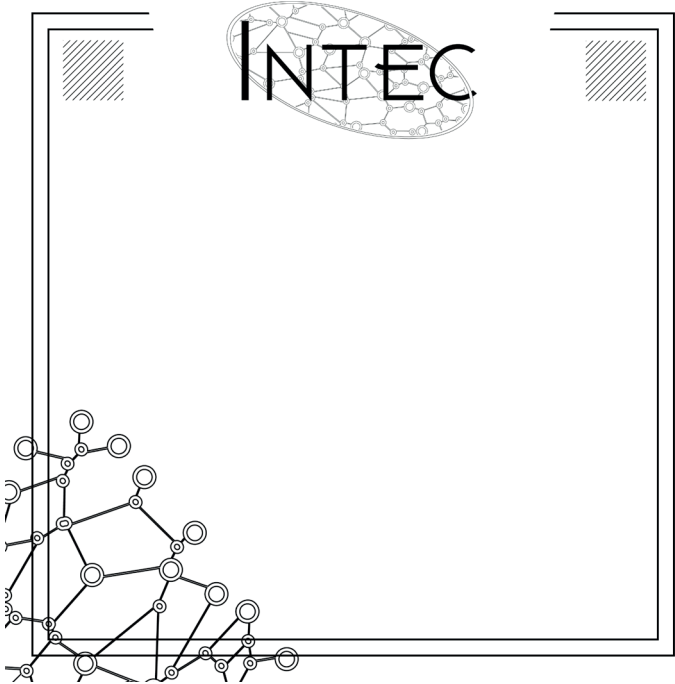


APPENDICES

Web



LinkedIn



Intsagram



