

GRAPHIC CHARTER

2022

tech it

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OVERVIEW

Tech IT is a project that allows Internet users to donate their unused computer equipment on a completely digital and online platform. More than an initiative for computer enthusiasts, Tech IT is dedicated to dusting off the principle of barter and donation. Modern and futuristic, its brand image is linear and design, pure but technical.



LOGO



TECH IT is a «wordmark» logo, meaning that its general shape is based on its name. Its typography is bold, original and custom-made. It is surrounded by fine graphic elements: vessels, digital connectors that intersect and form technological quotation marks.

The colors of TECH IT are not insignificant since they represent two worlds. The blue is dark, professional, and cold often associated with technology, IT. And this shade of red pink breaks these strict codes and warms up the logo by directly reminding the primary objective of TECH IT: mutual aid and exchange.

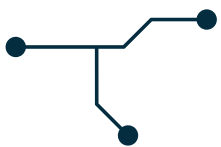


LOGO

Composition

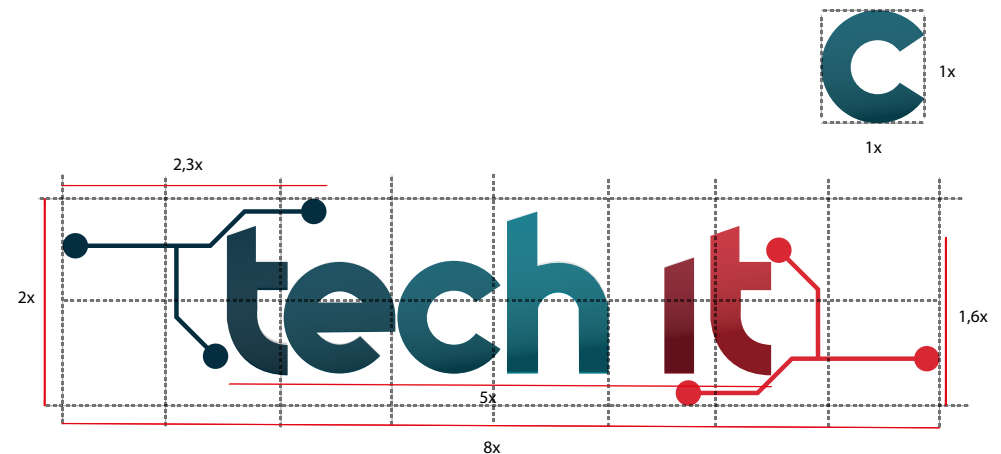
tech it

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The TECH IT logo is composed of its name, in an original, round and modern typography. The name «TECH IT» is a play on words with «Take it», in reference to the donation platform and tech. «tech» and «it» are in a gradient of dark blue and pinkish red, the whole is shaded and gives smooth feeling. The name is surrounded by two quotation marks style «techno», representing connectors.

Construction of the logo



The decomposition of the construction scheme was made from the letter C of «TECH IT» which measures 1 x unit in height and 1 x in width. This x-unit is accompanied by a two-by-eight grid with one square being 1x wide by 1x long. As the legend at the top right shows us, the x unit allows us to give a value to each element of the logo one by one. So the logo is 2x wide and 8x long.

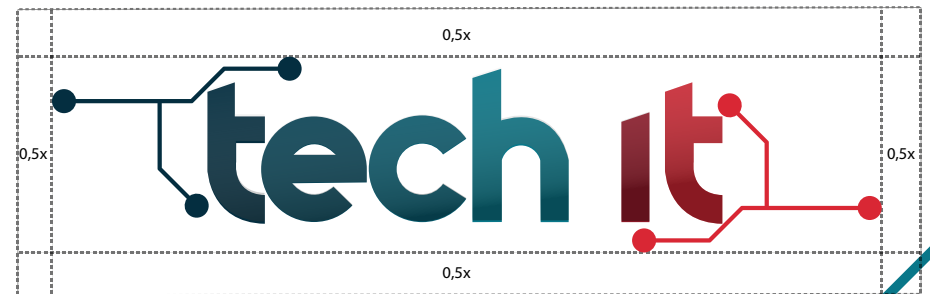
LOGO

Minimum size



The minimum size of the logo should not exceed 1cm by 4 cm, which is 28px by 113px. This size still allows the logo to be read and does not degrade its quality.

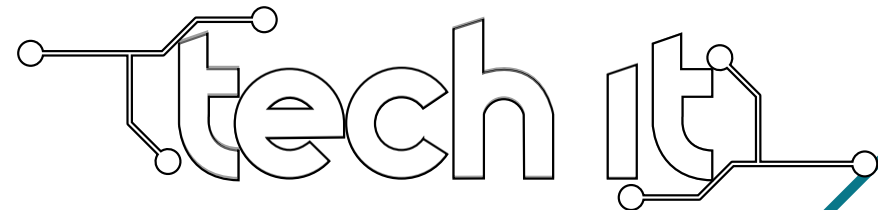
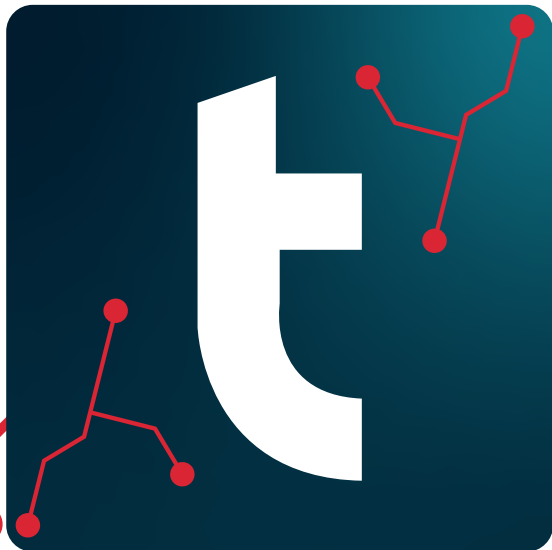
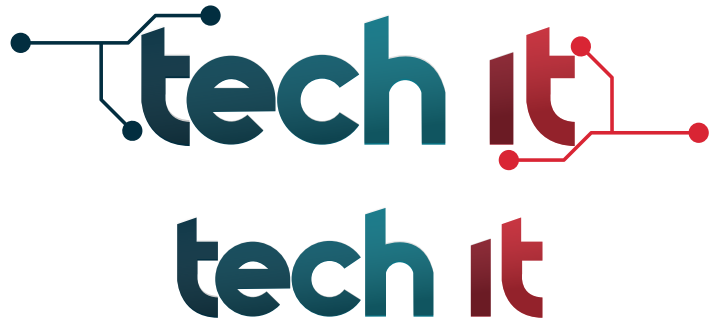
Protection area



A protection zone of 0.5 x must be respected in order to use the logo. It is preferable to increase this protection zone to 1x if possible.

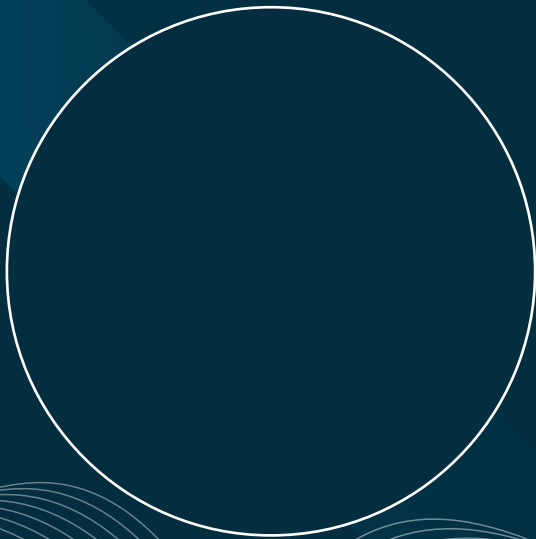
LOGO

DECLINATIONS



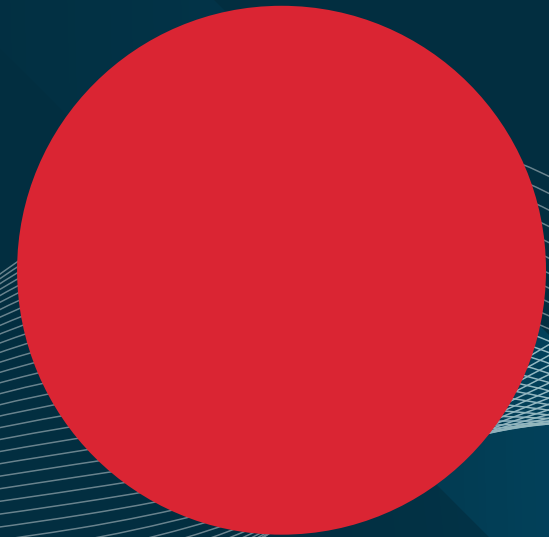
MAIN

COLORS



#022E40

Intense blue: a reminder of the tech univers. Cold and strong, it is one of the major colors of TECH IT image.



#D92534

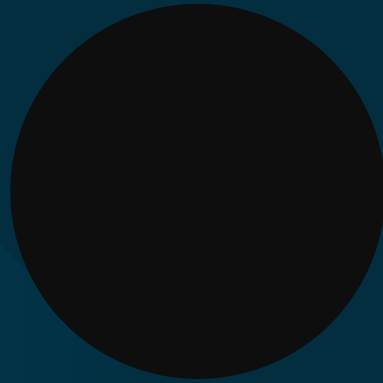
This color is the opposite of blue. It represents the contrast between two worlds: technology and human exchange.

ADDITIONAL COLORS



#097789

it serves as an alternative to dark blue. Lighter, it allows to make gradations and contrasts.



#0F0F0F

Cette teinte de gris n'est pas un noir profond. Elle est élégante et permet d'habiller et de structurer les visuels.



#E0E0E0

This shade of gray is not a clean white. It is subtle and allows for flat white backgrounds.



#999999

This shade of gray is used as a shading. It is placed by touch, without questioning the user's intention.

TYPOGRAPHY

CODE is a title typography

This font is a title font. Thanks to its two weights, the Bold and the light, the alternation between the two gives a futuristic graphic effect.

CODE Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!.,:;&

CODE Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!.,:;&

LT Wave is a under title typography

Wave is a futuristic and round font. It can be used as a title as well as a subtitle, despite its originality, it is readable and clear.

LT Wave Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!.,:;&

LT Wave Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!.,:;&

TYPOGRAPHY

Creato Display is a text typography

This font is sans serif, perfect for texts because it is composed of many weights, from thin to extra bold.

Creato Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!.,:&

Creato Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!.,:&

Noto Sans is a text typography

Noto is a font proposed by Google in 2012, offering over 800 languages. It is a perfect font to write TECHIT texts in several languages.

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Noto Sans Arabic

تزع ء داذا ناسنا ارومس

Noto Sans Bulgarian

беручи до уваги, що народи Об'єднаних Націй підтвердили в Статуті

Noto Sans Vietnamese

Nhân dân các nước thành viên Liên Hợp Quốc trong bản Hiến chương

PROBIBITED

USES

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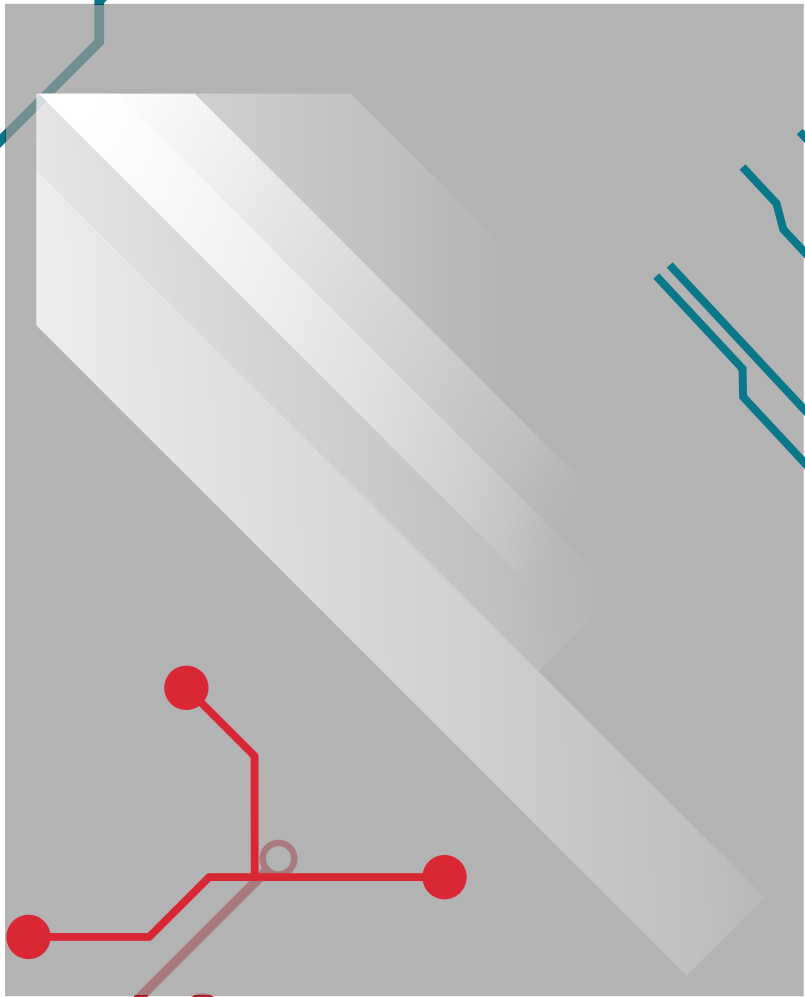
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GRAPHIC

ELEMENTS

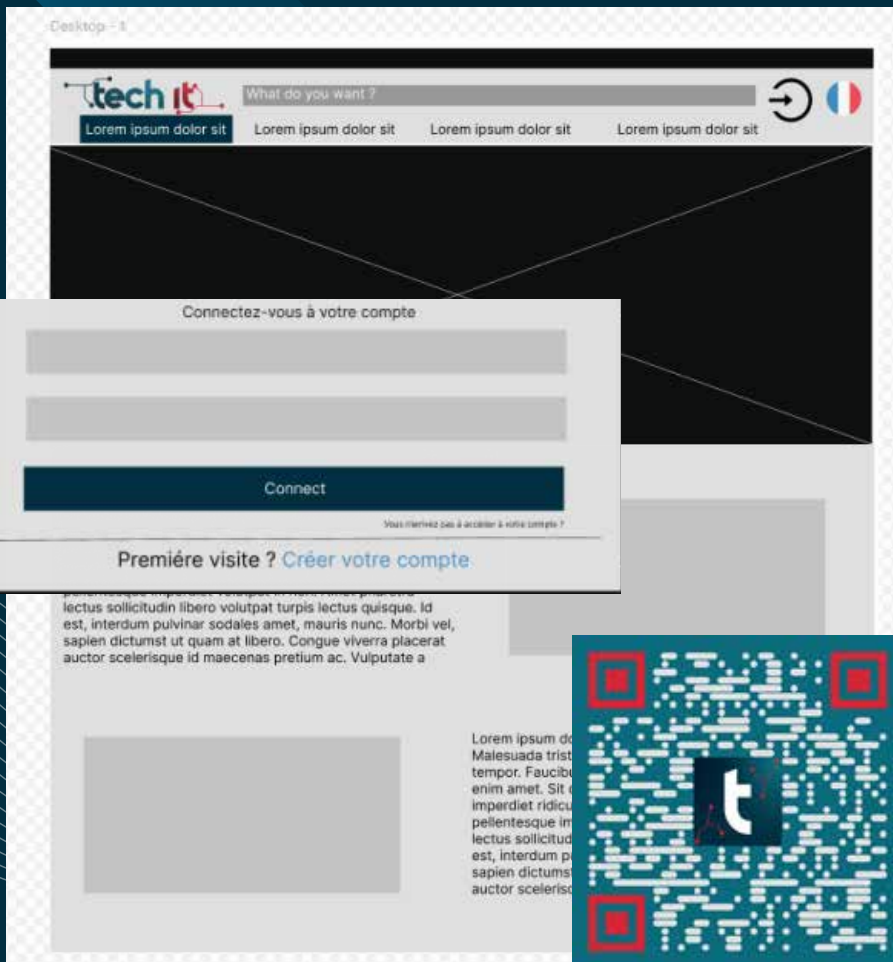


PRINT AND DERIVATIVES

For all print productions, the logo must be put forward. Preferably on a white or light background. If the background is dark or black, it is advisable to place a translucent rectangle (40% opacity) to show the colors of the logo. The logo can be placed vertically or horizontally if it is better highlighted. The graphic elements, the different variations can be used as needed.



ANNEX WEB



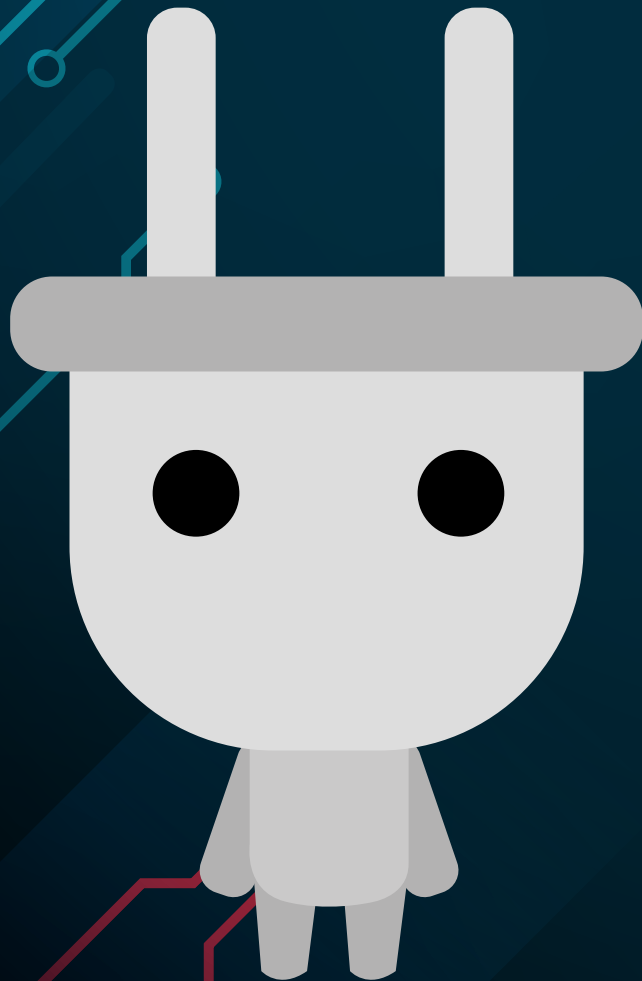
Our TECH IT website is built in a simple and organized way to simplify the user's navigation. It consists of a menu with different headings. Users will be able to access our social networks such as Instagram, Facebook, TikTik to contact us. In order to inform the public about TechIT, we have made available presentation of the project in the homepage.

Users will have access to information about each product through detailed and clear product sheets. And of course the site will be very accessible because it will be fully responsive, so it will be available on tablet, mobile phone cell phone, computer.

Several QR codes in the shapes and colors of TECH IT will be arranged in our various communication media.



OTHERS GRAPHICS



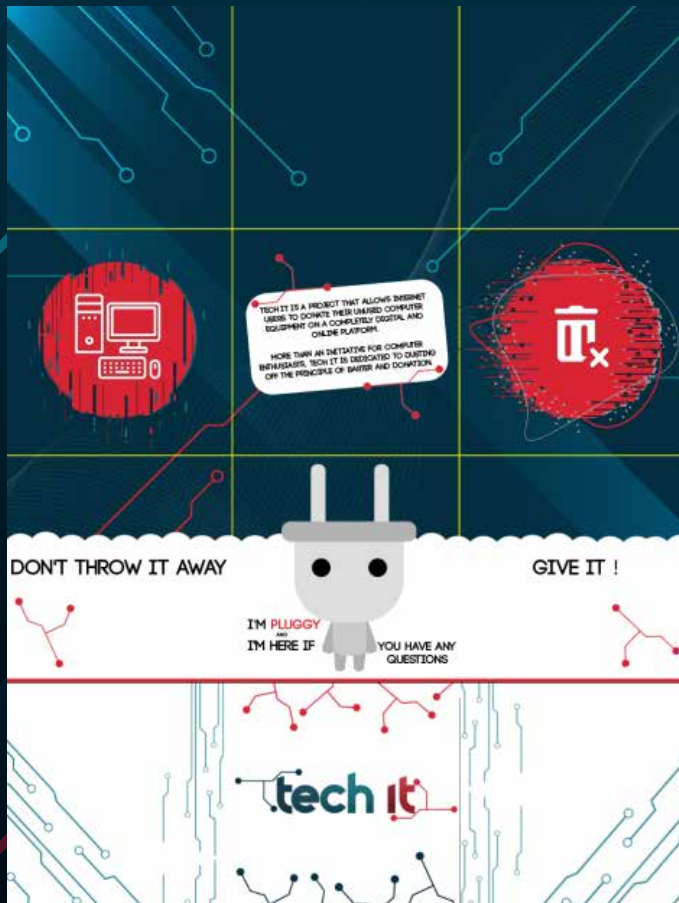
MASCOT PLUGGY

Pluggy is the mascot of TECH IT. His design is flat and minimalist. Inspired by an electric plug, his head is voluminous with two round eyes. He is made of a shade of gray. It has no mouth, inspired by cute little Japanese characters. Its function is not only decorative, it also serves as a mediator between users and the site, as it will partially entertain and help the user when using the site. It also serves as a strong image for the brand, and public communication campaigns.

SOCIAL MEDIA

MANAGEMENT

SOCIAL MEDIA

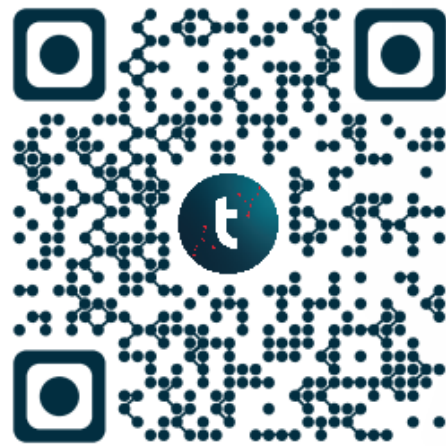


Our social networks have a very strong and technical image. Especially on our instagram account, where the overall look of our feed is for us very important. Each post that follow each other forms one and the same image, despite the fact that the subject of each post is distinct.

It is imperative to keep this image on each social network, whether for photos or even videos.

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@its_tech_it
contact.techit.pro@gmail.com

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