

INITIATIVE

CIRPASS

“Collaborative Initiative for a Standards-based Digital Product Passport (DPP) for Stakeholder-Specific Sharing of Product Data for a Circular Economy - aims to prepare the ground for a gradual piloting and deployment of DPPs across the European Union from 2023 onwards. The initial focus will be on the electronics, batteries and textile sectors, while laying the groundwork for a cross-sectoral DPP based on common rules, principles, taxonomy and standards.

CIRPASS's ambition is to lead an open and transparent community and relies on a strategy of:

Neutrality – Consortium composition was designed to ensure a technology agnostic stance and to avoid potential biases towards individual companies' interests.

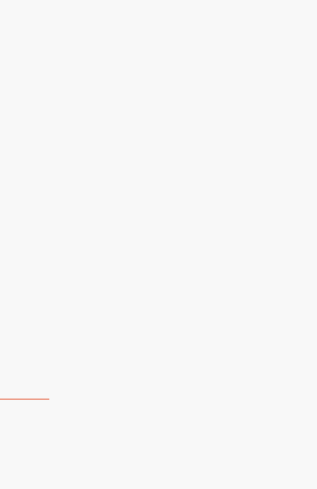
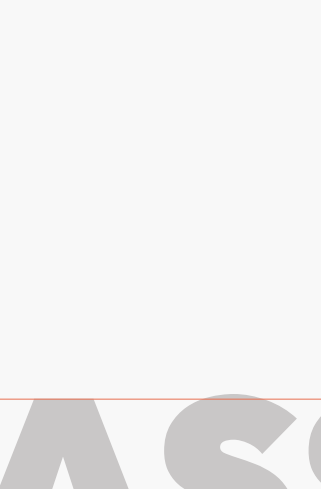
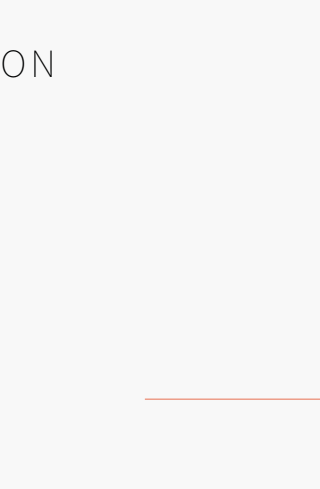
Balance – Industry, represented within CIRPASS by major European industrial associations with a wide-reaching network of members, is balanced with not-for-profit partners such as RTOs and standardisation bodies.*

in CIRPASS - Terms of Reference

INITIAL LOGO DRAFT IN USE:



STUDIES



BRAND

PRINCIPAL CONSTRUCTION



PRINCIPAL



SECONDARY VERSIONS [OPTIONAL USE]



[FOR USE IN SMALL SIZES, WITHOUT DESCRIPTION]



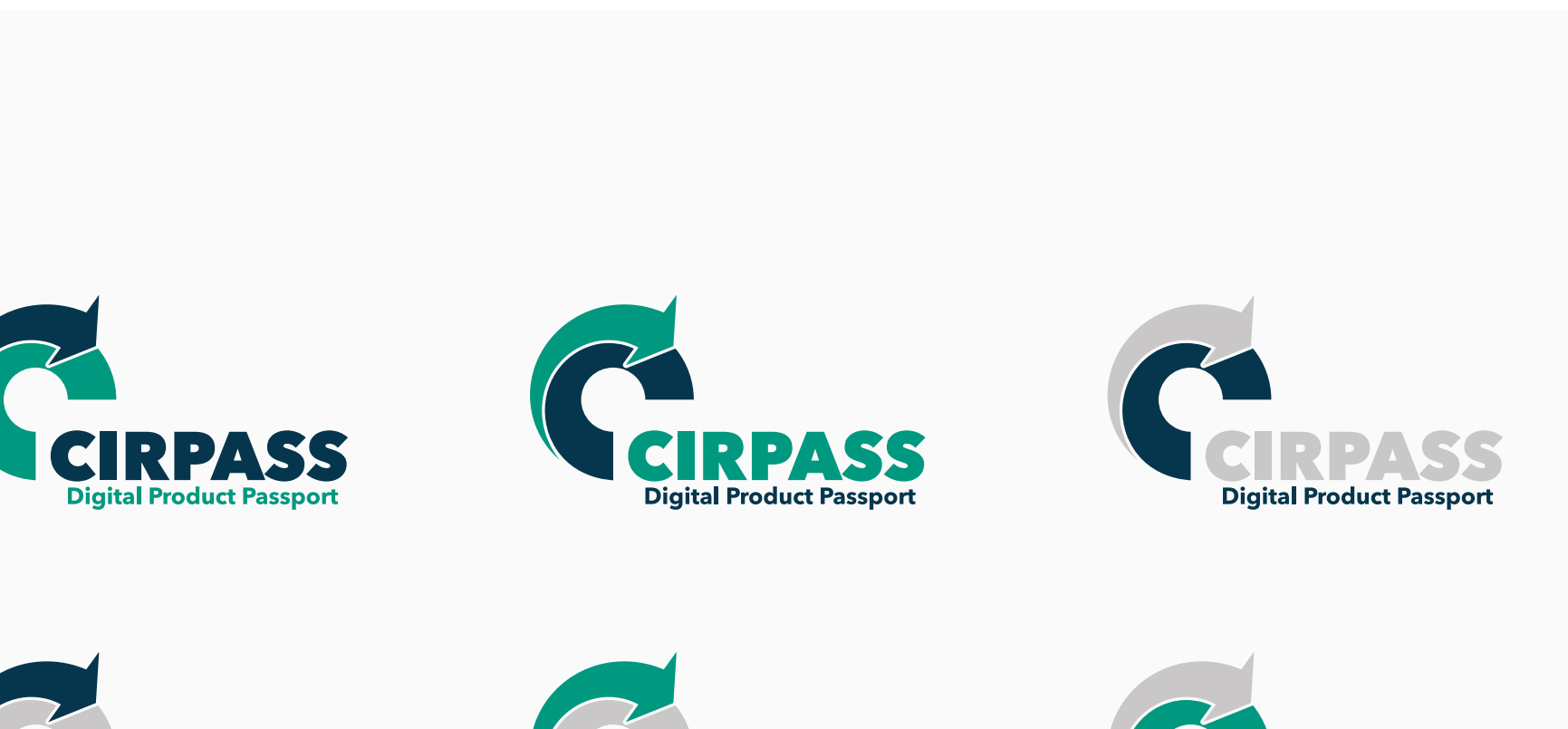
COLOR CODING

[PRINCIPAL COLORS]

THE LOGO SHOULD USE NO MORE THAN 2 COLORS:

THE TWO PRINCIPAL OR THE ONE PRINCIPAL AND THE THIRD COLOR.

[THE COMPOSITION AT RIGHT SERVES ONLY FOR ILLUSTRATING THIS MANUAL.]



HEX: 04364D

HEX: 009980

HEX: CTCTC7

PRINCIPAL COLORS

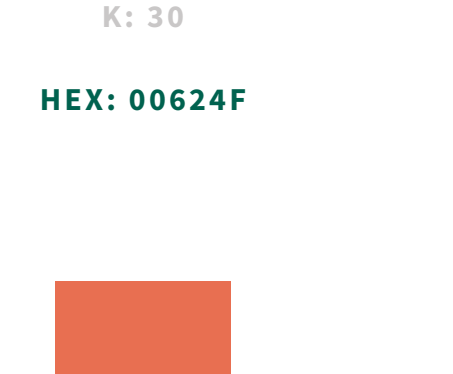
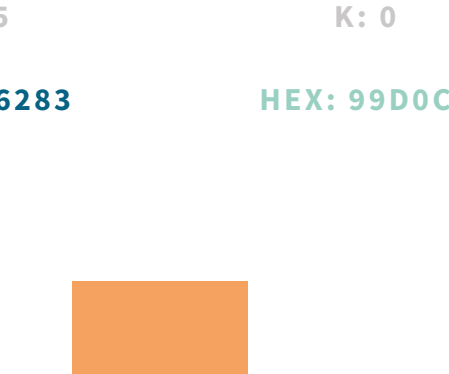
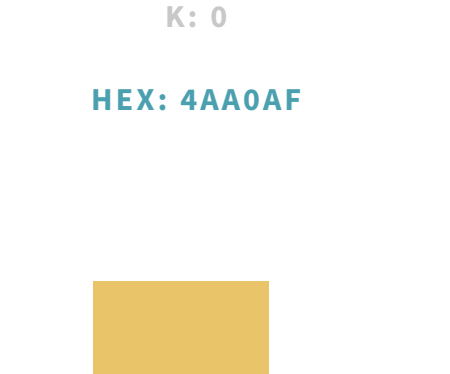
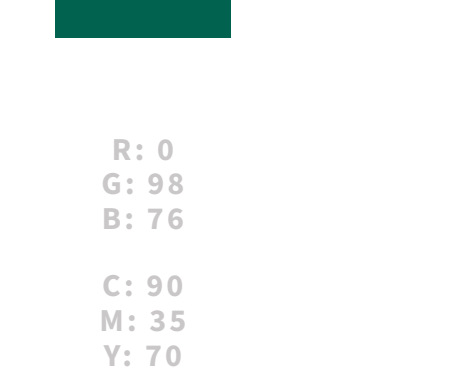
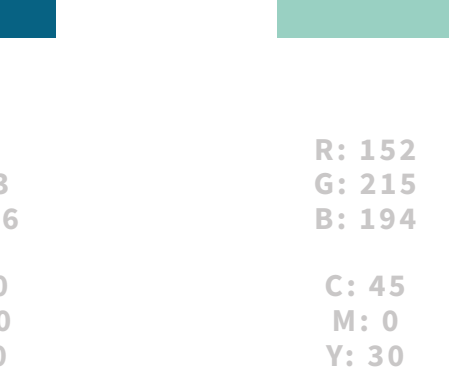
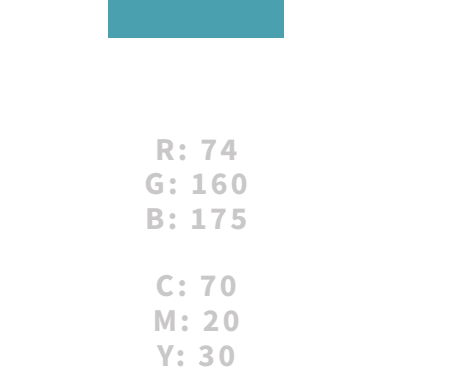
THIRD COLOR

COLOR VARIATIONS [OPTIONAL USE]

AGAIN, **THE LOGO SHOULD USE NO MORE THAN 2 COLORS:**

THE TWO PRINCIPAL OR THE ONE PRINCIPAL AND THE THIRD COLOR.

THE BRAND NAME AND THE UPPER ARROW SHOULD ALWAYS BE IN THE SAME COLOR.



COLOR CODING

[COMPLEMENTARY COLORS]

THESE COLORS CAN BE USED IN GRAPHIC MATERIALS TOGETHER WITH THE LOGO AND HIS PRINCIPAL COLORS



HEX: 4AA0AF

HEX: 076283

HEX: 99D0C1

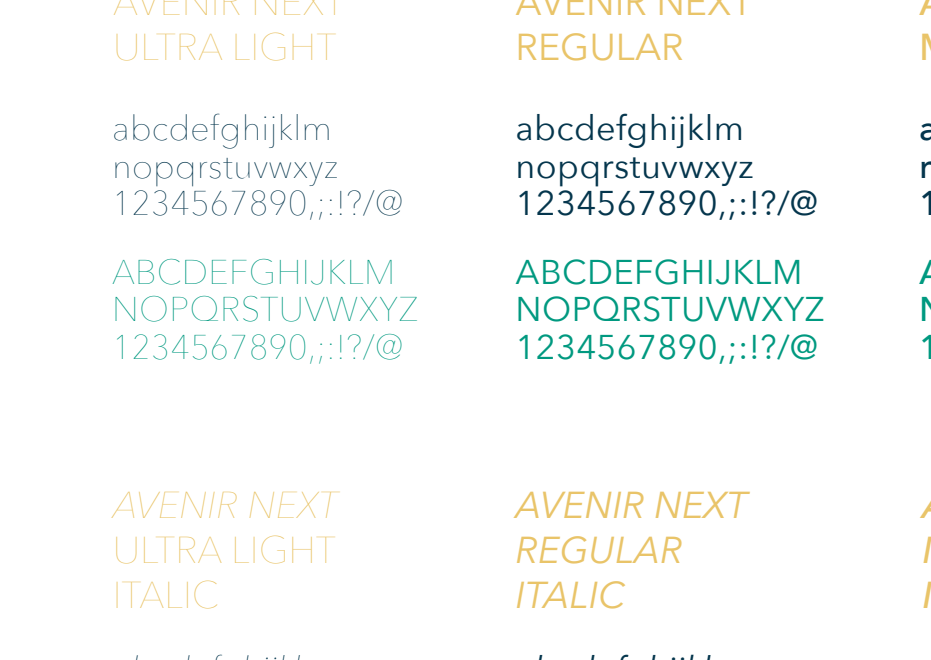
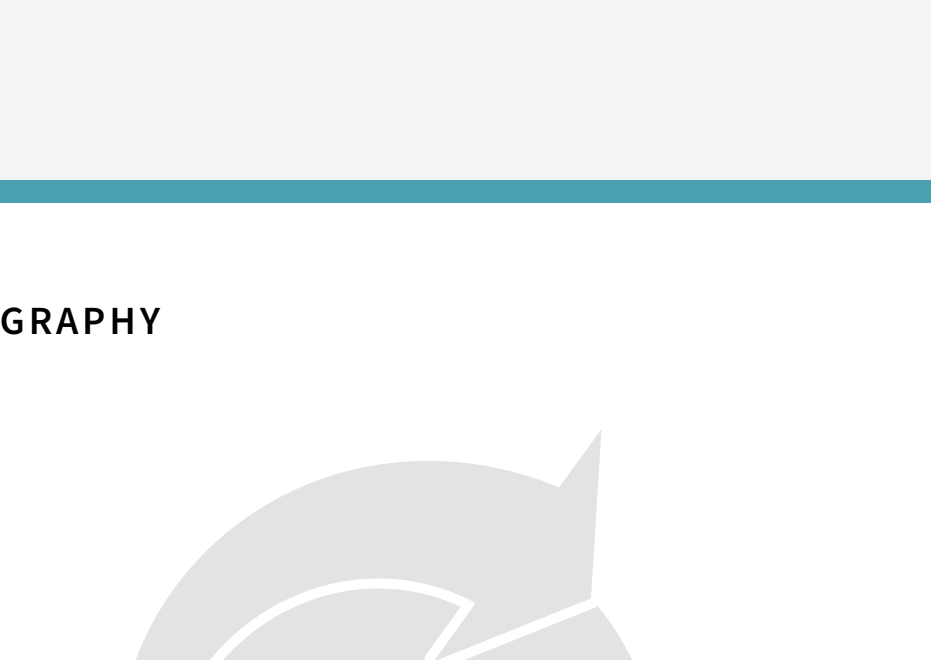
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HEX: E9C46A

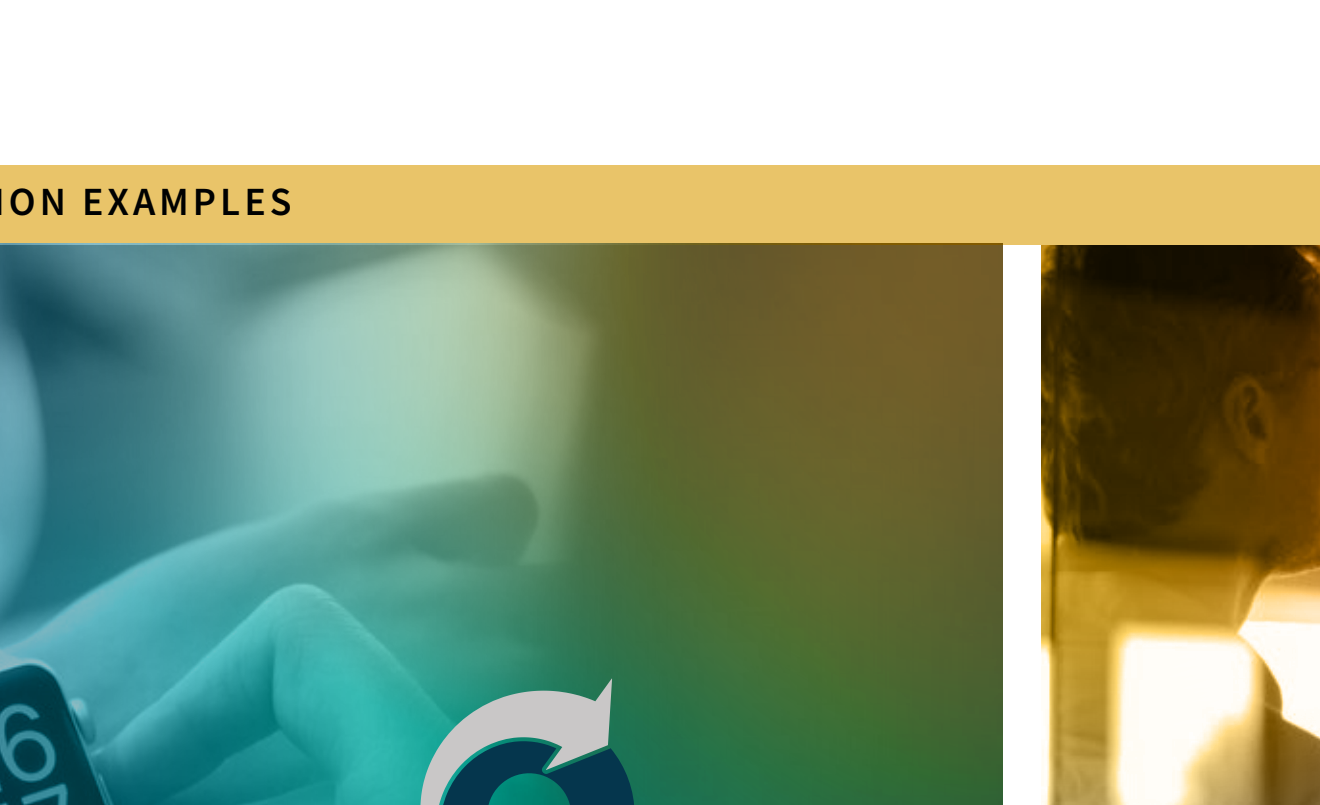
HEX: F4A261

HEX: E76F51

ONE COLOR VERSION TO USE WITH ANY OF THE IDENTITARY COLORS, AND ALSO BLACK OR WHITE



TYPOGRAPHY

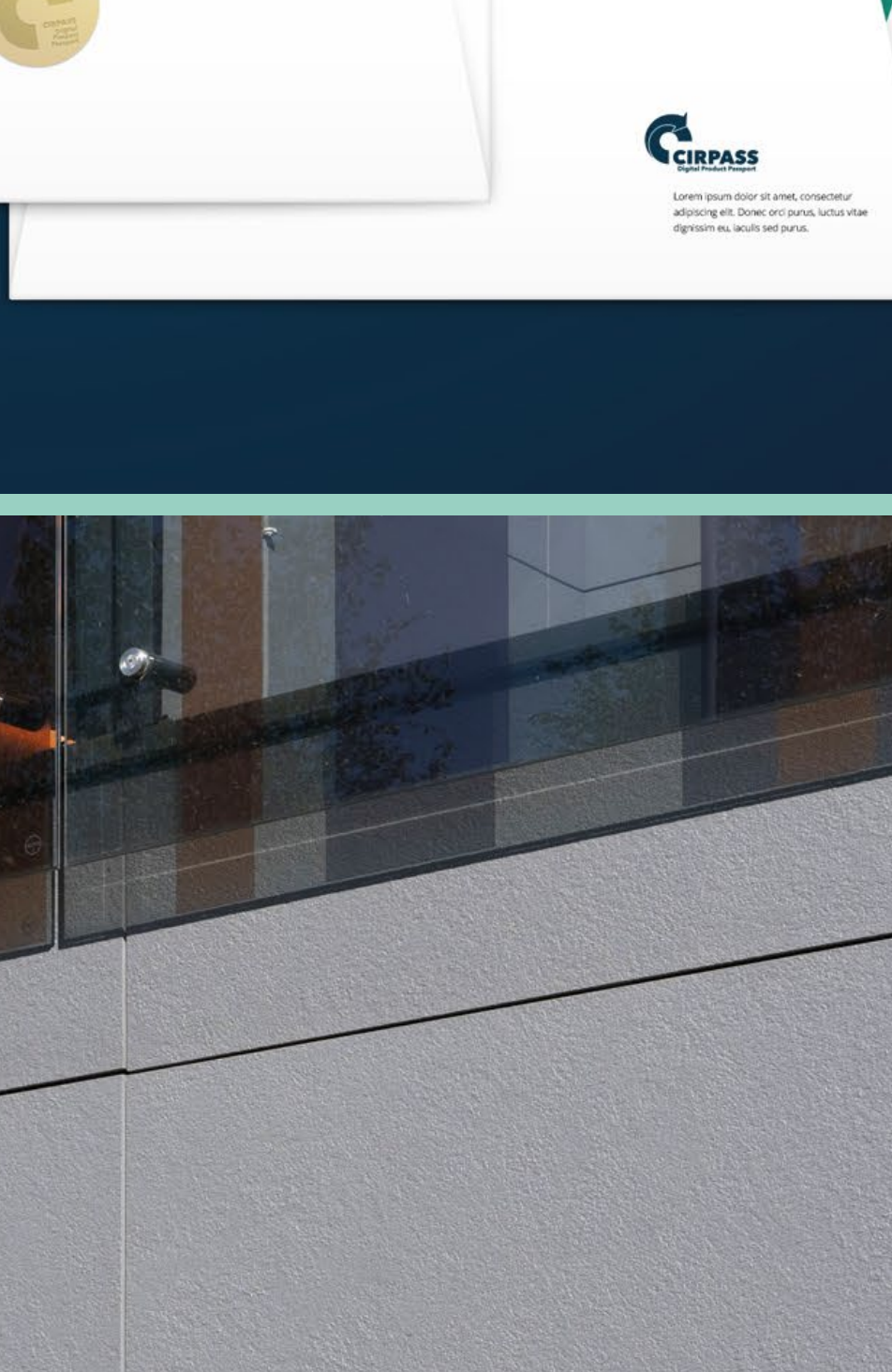
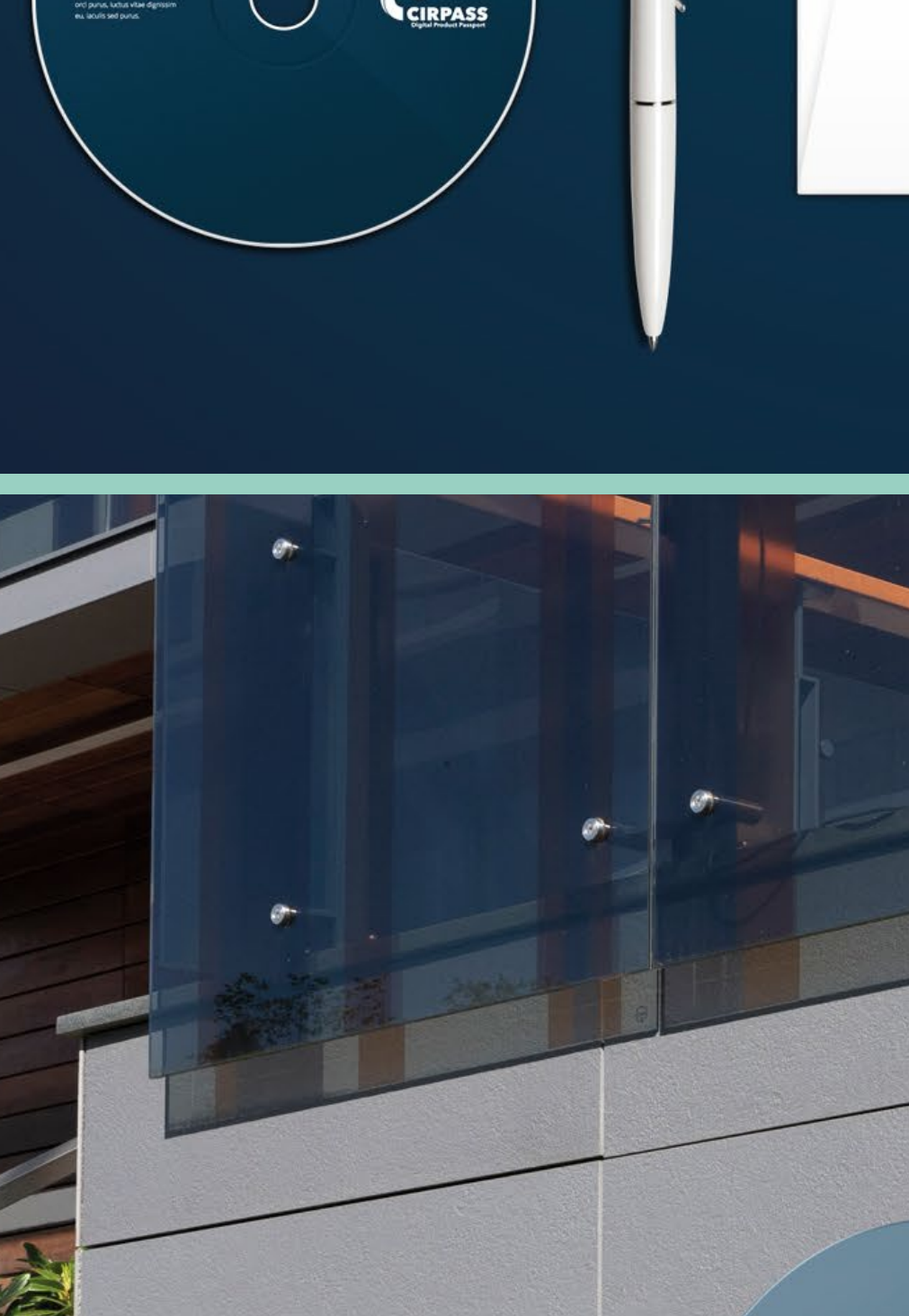
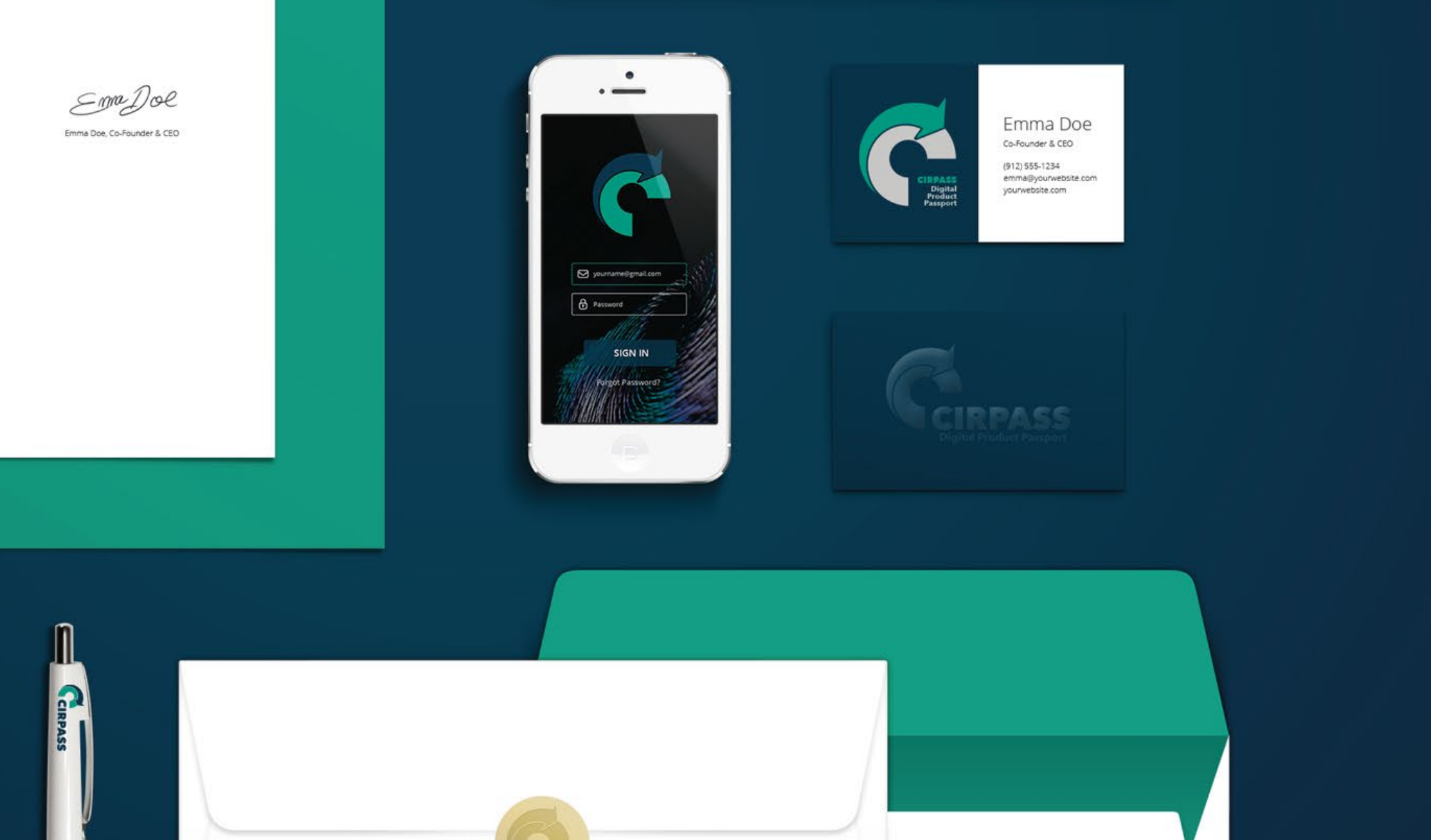
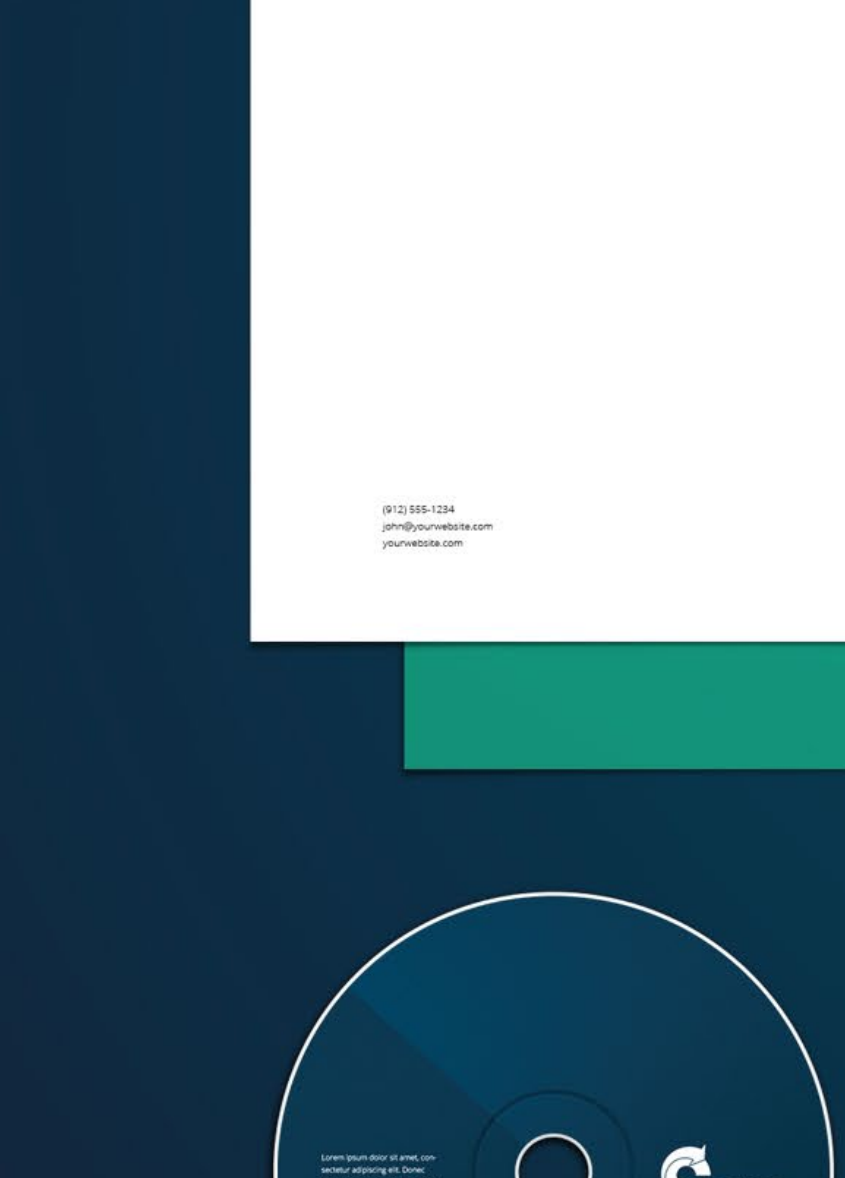
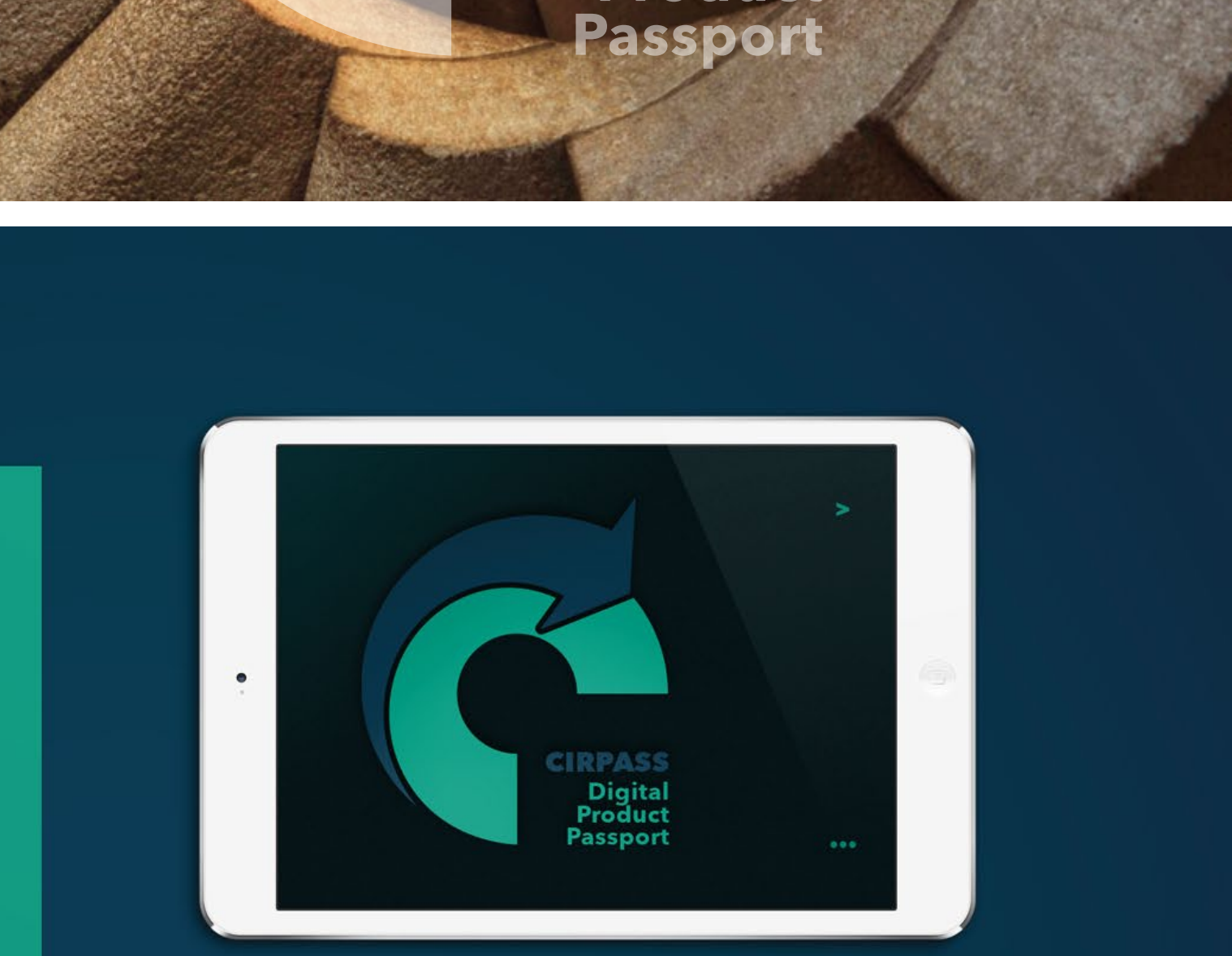
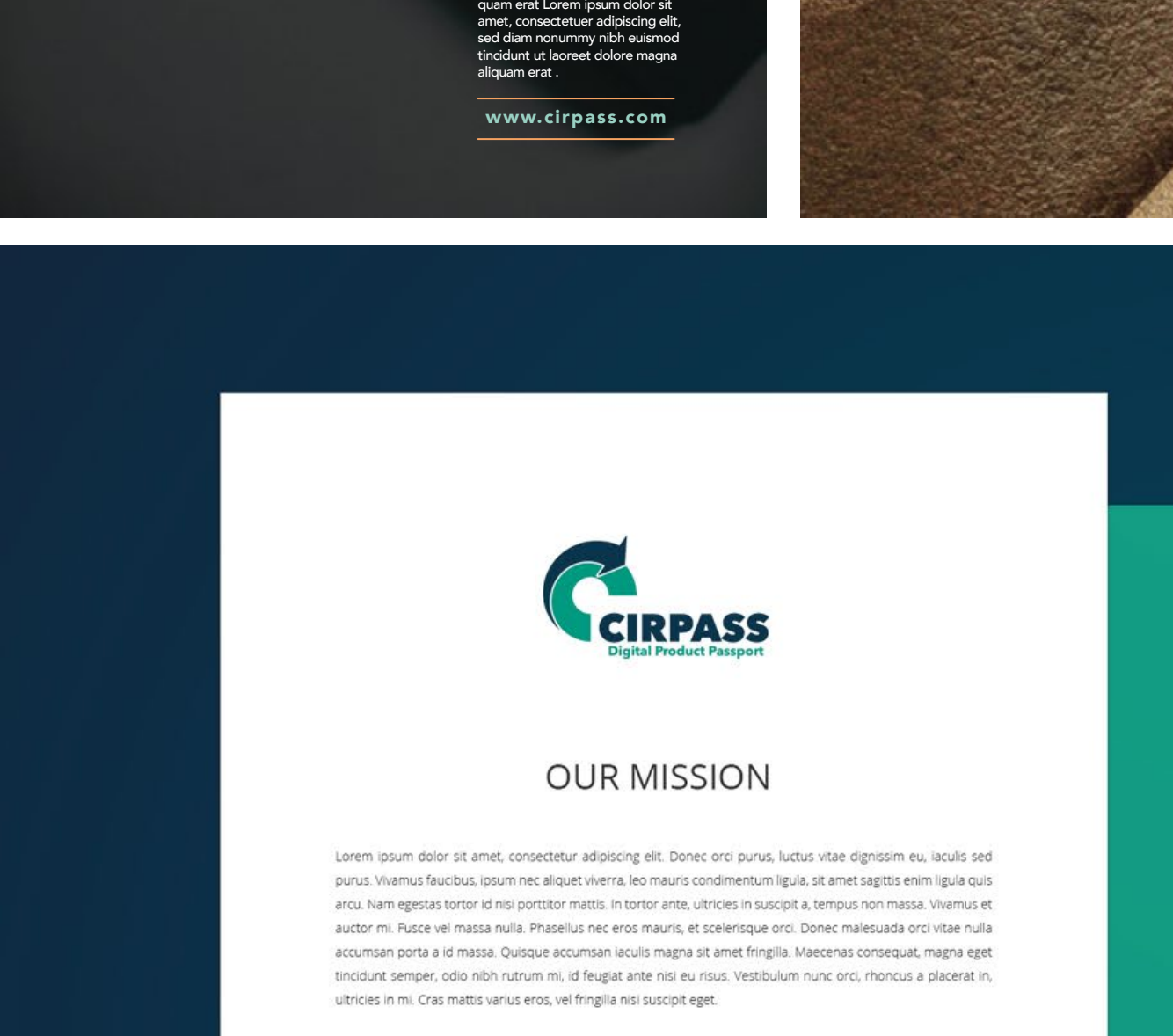


AVENIR NEXT

Elegant typeface constructed by Swiss Designer Adrian Frutiger, one of the most popular typographic designers all over the globe. He made this typeface public in 1988.



APPLICATION EXAMPLES



LOGO AND DISCLAIMER



USE OF THE LOGO

All the CIRPASS productions must display the EU funded logo.

All written productions, i.e., reports, must include the disclaimer alongside the logo.

Available formats

» Designer files: eps.

» All other types of use: png.

Download the logo

