


SUM4Re



The design

In relation to the shapes used in the logo design, we start with the essence of the project, summarized as "Creating materials banks from digital urban mining." With this starting point, it was decided to incorporate the number 4 and the letter R to encapsulate the concept of the 4Rs.

Using the Laws of Gestalt, specifically the principle of "figure and ground," I explored how the figure and the ground can exchange their roles, allowing the background to become the figure and vice versa. This dynamic is reflected in the design by using the negative spaces of the 4 and the R, which allows the brain to associate and recognize the elements.

The orderly arrangement of the four elements is not random; they represent four different construction entities that are stored and organized coherently. This structure suggests a sum of parts, symbolized by the "+" sign between them.

Within these ordered and stored entities, a arrow tip is included that relates to a pointer or locator. This addition emphasizes the functionality of tracking, evaluating, identifying, storing, and locating, facilitating the shared use of materials.



Safety area



Color palette

	# 293ff4	CMYK 83 73 0 0	RGB 41 63 244			
	WHITE 0 0 0 255 255 255 #ffffff	# 63d5c6	CMYK 55 0 30 0	RGB 99 213 198	# 152644	CMYK 96 84 44 47

Typography

Aa

Poppins Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#€%&***

The logo consists of four colored squares (blue, green, red, yellow) arranged in a 2x2 grid, with the top-left square missing its top-left corner.

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