

# ReCEE logo explained

*By Osiel González Dávila*



**ReCEE**

Research Centre for the  
Environment & the Economy

# Colours and fonts

- The logo was designed by Osiel González Dávila
- ReCEE's icon uses five colours: red, blue, green and orange. Each colour relates to each of the Aristotelian elements and ReCEE key research topics (see later slides). A white background is used to denote the blank space.
- The font used is Helvetica. Colour black. The reason is that this font is easy to read even in small digital spaces. Helvetica is also used in the logo of a multitude of well-renowned brands: Lufthansa, Evian, Toyota, American Airlines, etc.

# ReCEE logo explanation

# Since ancient times...

- Human beings have been concerned in understanding their environment.

# ReCEE mission statement

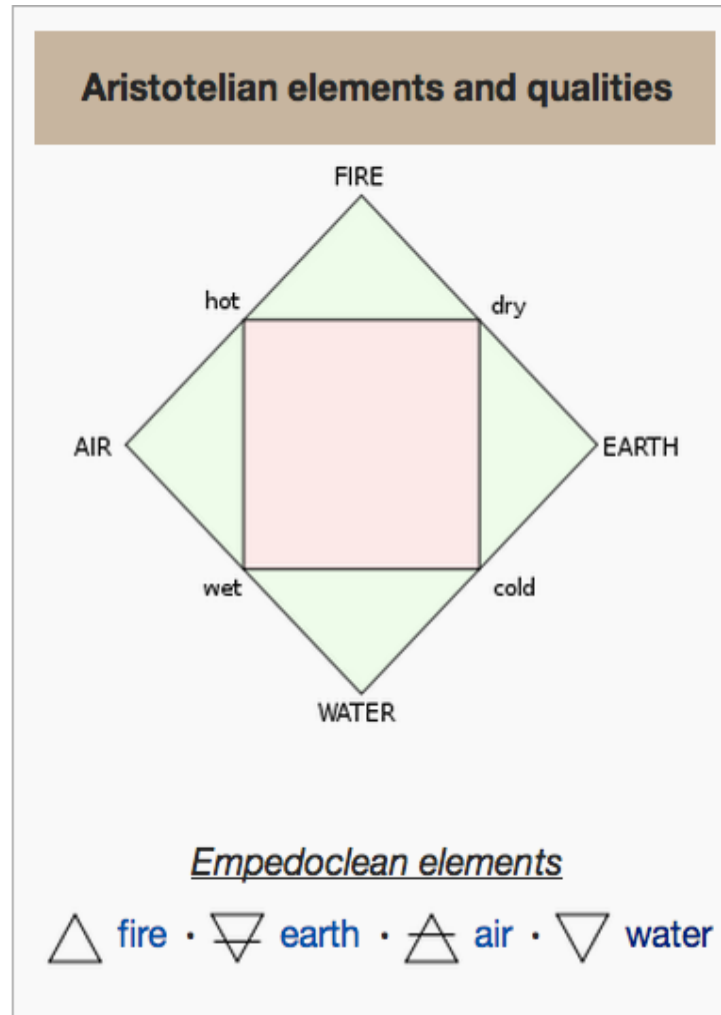
- ReCEE does policy relevant interdisciplinary research on **environmental, natural resources** and **energy** issues.

# ReCEE key research topics

- Ecosystems
- Water
- Air
- Energy

# Aristotelian elements

- A set of classical elements believed to reflect the simplest essential parts and principles of which anything can consist (**Universe**)



Energy,  
Environmental  
& Natural  
Resources



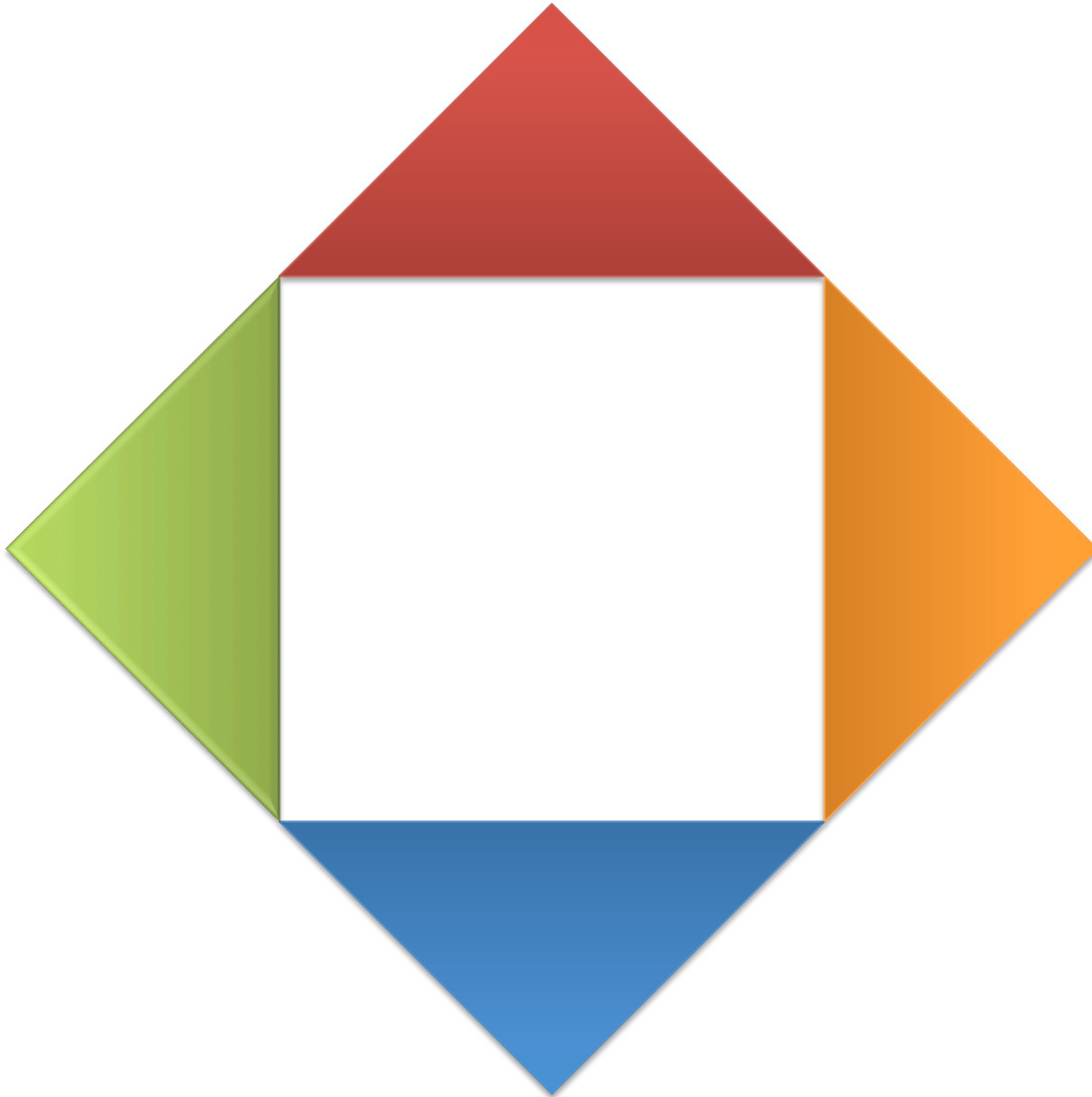
The four elements

FIRE

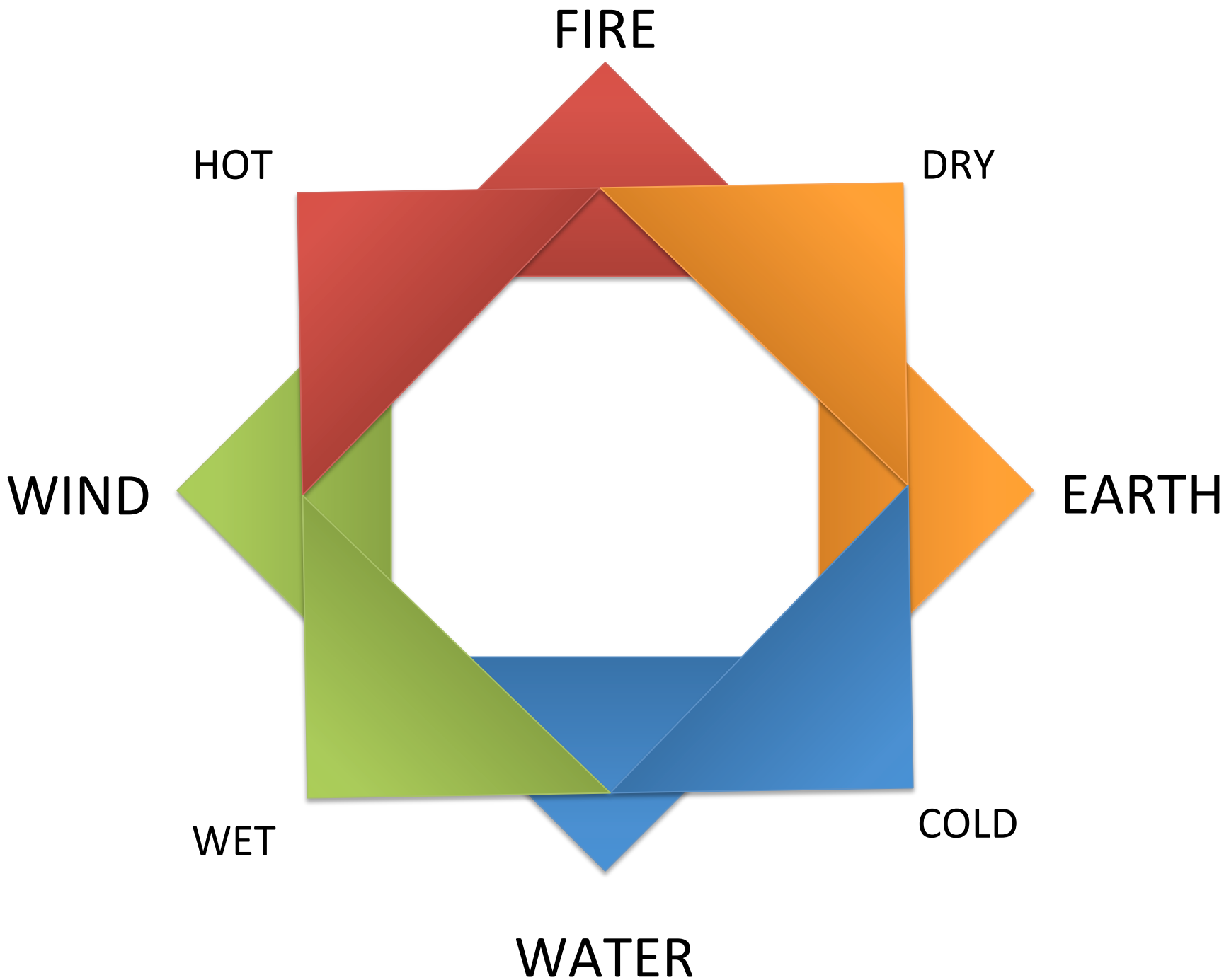
WIND

EARTH

WATER



Elements and qualities



ReCEE Logo





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