



# TECHNICAL SPECIFICATION DOCUMENT

## ASSOCIATIVE DESIGN SEAL

### 1. Introduction and Framework

This Technical Document establishes the physical, graphic, and digital specifications of the Associative Design (AD) Seal, the official distinctive element intended to identify, authenticate, and ensure the traceability of products “Designed & Made in Portugal.”

This document complements the General Regulation of the Associative Design Brand, defining the mandatory technical rules for the production, application, and use of the seal.

Compliance with this document is binding for all entities certified by AIMMP/ASSOCIATIVE DESIGN and is an essential condition for the validity of the certification granted.

The seal also integrates the **Digital Product Passport (DPP)**, in accordance with European Union policies on sustainability, traceability, and the circular economy.

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## 2. Physical and Graphic Specifications

### 2.1. Format and Dimensions

- Format: Circular
- Diameter: 35 mm (standard size for physical production)

### 2.2. Material and Finish

- Material: Brushed brass
- Finish: Protective anti-UV and anti-corrosion varnish

### 2.3. Lateral Marking

- Sequential engraved numbering (e.g., “PROD ID 00001”), linked to the digital registration system and to the AD Project Bank.

### 2.4. Graphic Versions

- Exclusive use of the official versions approved by AIMMP/ASSOCIATIVE DESIGN;
- Any modification, color alteration, or disproportion is strictly prohibited;
- Digital applications must fully comply with the approved Visual Identity Manual.

**NOTE:** The official graphic versions of the ASSOCIATIVE DESIGN Seal are provided in the annex to this Technical Document and form an integral part thereof.

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### 3. Digital Specifications

#### 3.1. QR Code

Each certified product has a unique and exclusive QR Code that:

- Redirects to the official digital product sheet on the ASSOCIATIVE DESIGN website;
- Cannot be replicated or transferred to other products.

#### 3.2. QR Code Technical Requirements

- Encoding: QR Code ECC level H (high error correction)
- Quiet Zone: minimum of 4 modules
- Minimum recommended size: 15 mm x 15 mm
- Mandatory contrast: light background + dark code (black on white preferred)
- Guarantee of readability on both physical and digital media

#### 3.3. QR Code Content / AD Digital Product Passport

The QR Code is linked to the ASSOCIATIVE DESIGN Digital Product Passport, compatible with the European Union Digital Product Passport (DPP), containing:

- Identification of designer and producer
- Origin and composition of materials
- Applicable certifications (AD, FSC, PEFC, CE, others)
- Environmental and circularity data
- Information on maintenance, repair, and recycling
- Update history throughout the product's life cycle

## 4. Permitted Applications

### 4.1. Seal Placement

- Direct application on the product (metal plate, laser engraving, or durable label)
- Application on packaging, catalogues, websites, and digital communication

### 4.2. Examples of Correct Use

- Application on smooth and visible surfaces
- QR Code legible and in correct proportion
- Full compliance with the Visual Identity Manual

### 4.3. Examples of Incorrect Use

- Alteration of colors, proportions, or graphic elements
- Application on backgrounds that hinder readability
- Printing below minimum dimensions
- Use of the seal on non-certified products

## 5. Issuance and Control Procedures

- Each certified product receives a unique sequential number (PROD ID), linked to the AD Project Bank;
- The issuance of the QR Code and the physical/digital seal is controlled by AIMMP/ASSOCIATIVE DESIGN;
- The seal may only be applied after official approval and formal communication to the producer/designer entity.

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## 6. Security and Monitoring

- The seal integrates security mechanisms: lateral engraving, sequential numbering, and unique QR Code;
- The digital system enables full traceability and detection of duplications or tampering;
- AIMMP/ASSOCIATIVE DESIGN reserves the right to carry out audits and periodic inspections;
- Unauthorized use constitutes a serious infringement and will be sanctioned under the General Regulation of the ASSOCIATIVE DESIGN Brand.

## 7. Final Provisions

- This Technical Document complements the General Regulation of the ASSOCIATIVE DESIGN Brand and is mandatory for all certified entities;
- The document enters into force on the same date as the approval of the regulation;
- Technical amendments or updates will be communicated to certified entities, with a reasonable adaptation period.

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## ANNEX I – Official Graphic Versions of the ASSOCIATIVE DESIGN Seal

- **Figure 1** – Official color version (digital application on light background)
- **Figure 2** – Monochrome version (engraving/laser application or dark background)
- **Figure 3** – Certification symbol for digital communication purposes



**Figure 1.**



**Figure 2.**



**Figure 3.**

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