

CULTURA LITUR

CULTURAL HERITAGE IN RURAL
REMOTE AREAS FOR CREATIVE
TOURISM AND SUSTAINABILITY

VISUAL IDENTITY KIT
V1.0 MAY 2024



WELCOME

This document aims to establish the basis of the CULTURALITY Project Branding and Visual Identity.

Based on the solutions and rules presented here, which have been specifically designed and adapted for the ecosystems of rural and remote areas, which make up the main target group, all the communication materials have been produced, such as the project logo, the entire visual identity and the communication templates that guarantee all the partners a strong and coherent presentation of the project to the different stakeholders.

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TARGET AUDIENCE

- **CULTURAL TOURISM ECOSYSTEM**

Key players with a direct interest in the project.

- **LOCAL COMMUNITIES**

Direct involvement in the project.

- **SOCIETY & GENERAL PUBLIC**

Broader audiences.



THE CONCEPT

The main inspiration for creating the graphic identity of the CULTURALITY project comes from three basic concepts associated both with the traditional practice of artisans in rural areas and with the collaborative dynamics established in inter-institutional projects.

ONE UNIT
A SMALL PART

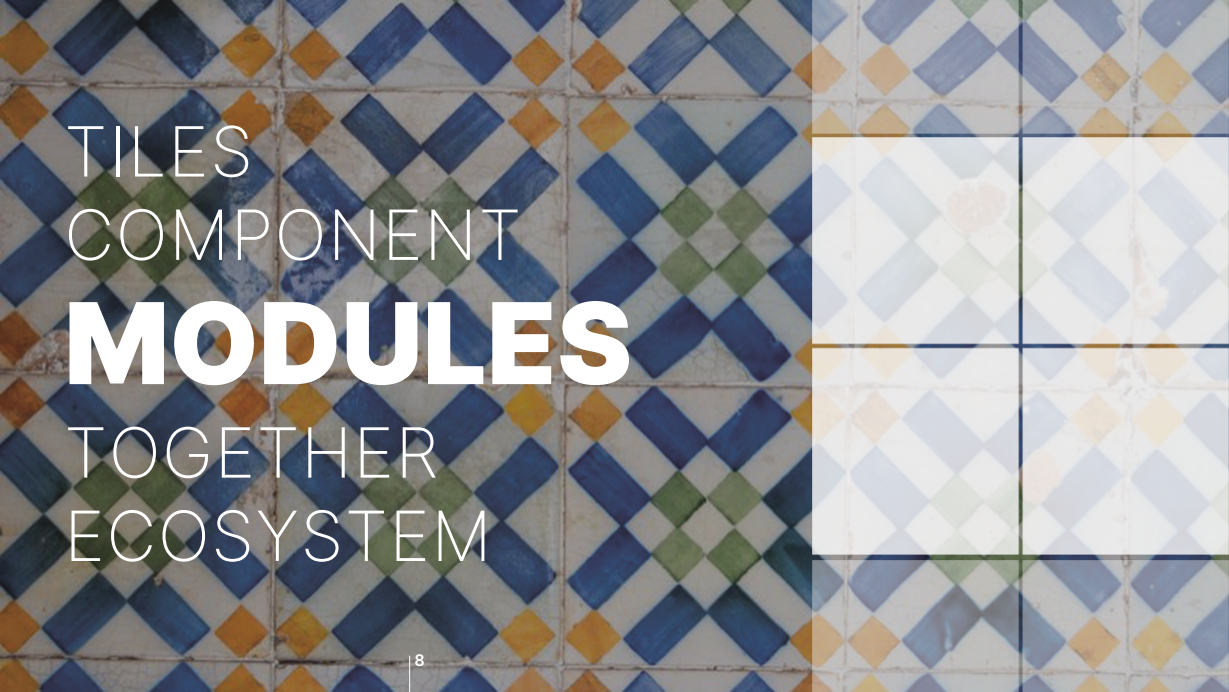


THE STITCH

A NODE
AN INTERSECTION



TIES
RELATIONS
CONNECTIONS
LINKS
ALLIANCES



TILES
COMPONENT
MODULES

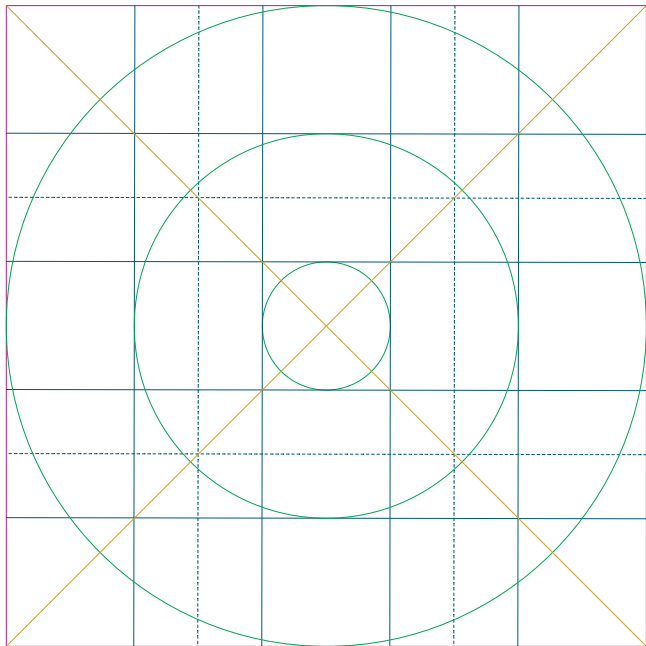
TOGETHER
ECOSYSTEM

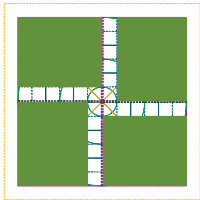
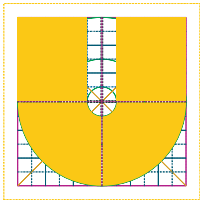
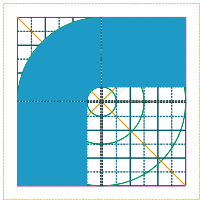
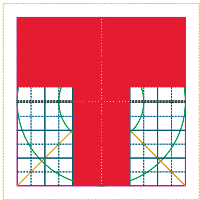
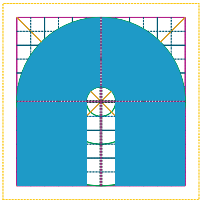
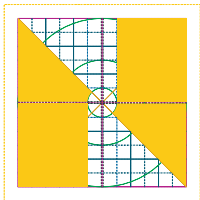
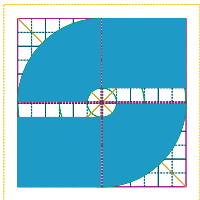
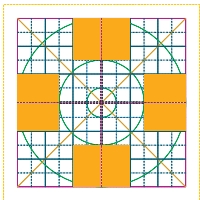
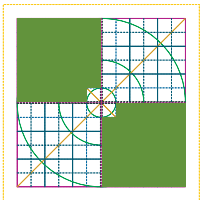
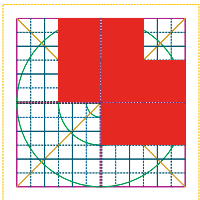
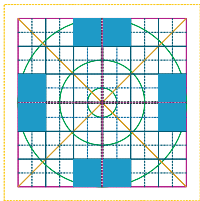
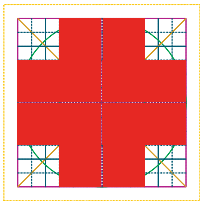
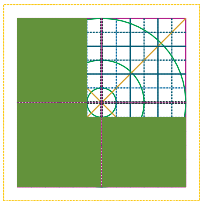
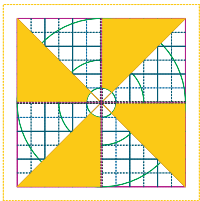
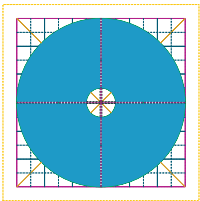
THE SOLUTION

Based on these three main ideas: the **point**, the **connections** and the **modules**, the main purpose became to create a constructive system from which various graphic forms could emerge, representing the collaborative dynamic where the whole becomes greater than the sum of the parts.

GRID

A basic grid was thus developed, defining all the graphic forms that will give rise to the project's visual identity.





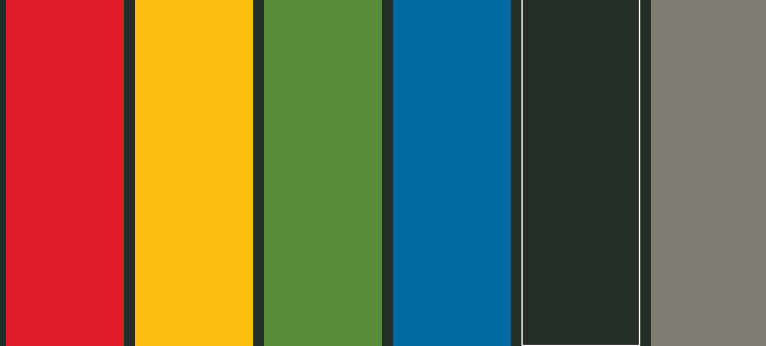
COLOURS

A graphically dynamic constructive system makes it necessary to define a set of colours, to be used in alternation, and which, reduced to a specific number, can effectively guarantee the identity of the project.

For the CULTURALITY project, and to reinforce the unity between partners, it was decided to use the colours of the national flags of each of the countries involved.



COLOURS



PANTONE 199

C: 5
M: 100
Y: 96
K: 2

R: 213
G: 000
B: 050

#:D50032

PANTONE 1235

C: 0
M: 27
Y: 100
K: 0

R: 255
G: 184
B: 028

#:FFB81C

PANTONE 370

C: 67
M: 20
Y: 100
K: 14

R: 101
G: 141
B: 027

#:658D1B

PANTONE 307

C: 100
M: 53
Y: 15
K: 4

R: 000
G: 107
B: 166

#:006BA6

PANTONE BLACK 3

C: 64
M: 48
Y: 61
K: 73

R: 033
G: 039
B: 033

#:212721

PANTONE 8001

C: 47
M: 40
Y: 47
K: 17

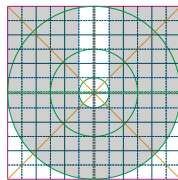
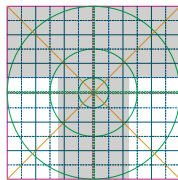
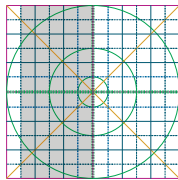
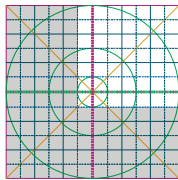
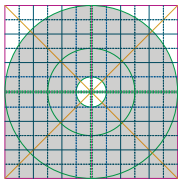
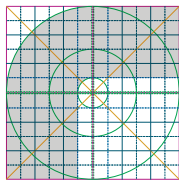
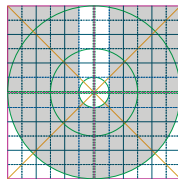
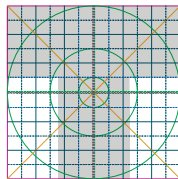
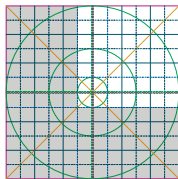
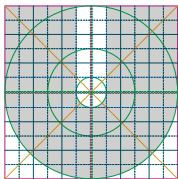
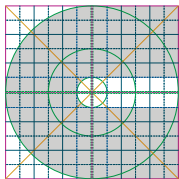
R: 131
G: 127
B: 119

#:837F77

THE LOGO

From this set of decisions, on the grid for constructing the shapes and the colors for delimiting the chromatic palette to be adopted, a logo solution was built that also allows for various reconfigurations, adaptable to different needs and contexts.

CHARACTERS



VARIATIONS

One line

[Full Horizontal]

CULTURALITY

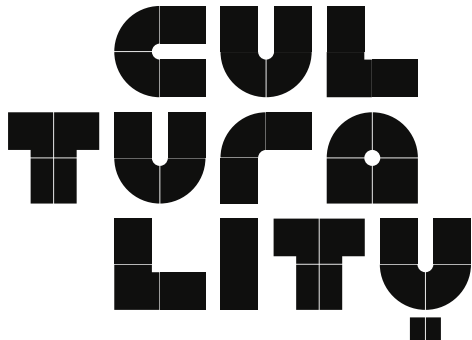
VARIATIONS

Two lines
[Horizontal]

CULTUR
ALITU

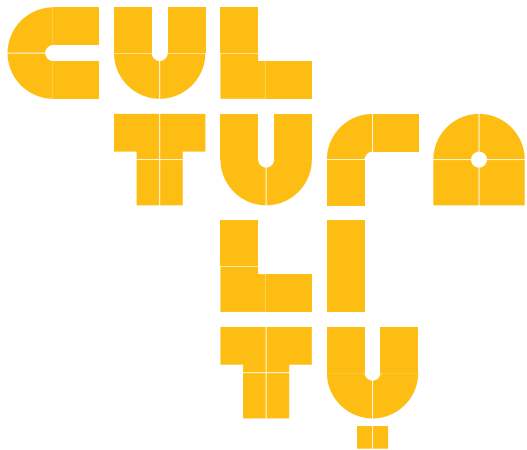
VARIATIONS

Three lines
[Vertical]



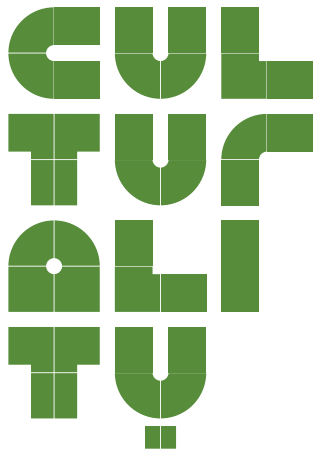
VARIATIONS

Four lines
[Full Vertical A]



VARIATIONS

Four lines
[Full Vertical B]



THE LOGO

With project name in full

The need for the logo to be accompanied by the name of the project in full [CULTUral heritage in RurAL remote areas for creative tourism and sustainabILLTY] meant that the typographic block had to be integrated into the different variations.

VARIATIONS

Four lines [Full Vertical B]
with project name in full.



VARIATIONS

Four lines [Full Vertical A]
with project name in full.



VARIATIONS

Three lines [Vertical] with
project name in full.



VARIATIONS

Two lines [Horizontal] with
project name in full.

CULTU
RALITY

CULTURAL HERITAGE
IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM
AND SUSTAINABILITY

VARIATIONS

One line [Full Horizontal]
with project name in full.

CULTURALITY
CULTURAL HERITAGE IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM AND SUSTAINABILITY

PROTECTION

To preserve logo integrity and readability, a protection area has been defined in relation to other graphics.

The boundaries of the logo protection area have been defined as the size of one unit of the grid.



MINIMUM SIZES

For the minimum sizes, it was decided that the maximum reduction, when accompanied by the designation, should not be less than 15 mm in the height of a character (base module size).



TYPOGRAPHY

As with all the previous decisions, it was also necessary to find a typeface that would allow for a wide range of solutions and, at the same time, provide some plastic formality with the logo.

The choice of font Inter met both of these concerns, as it is a versatile typeface with effective solutions for both print and digital media.

TYPOGRAPHY

Inter

Designed by Rasmus Andersson

Inter is a font family licensed under the [Open Font License](#), carefully crafted & designed for computer screens and print.

| | |
|-------------|---|
| Thin | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| Extra Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| Medium | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| SemiBold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| ExtraBold | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |
| Black | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!"#\$%&/'\()=?'+- |

TYPOGRAPHY

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.



VISUAL UNIVERSE

PATTERNS

PATTERNS



PATTERNS

PATTERNS

PATTERNS

The background of the entire page is a repeating geometric pattern. It consists of a grid of yellow squares. In each yellow square, there are four smaller blue squares, one in each corner. These blue squares are arranged such that their corners meet at the center of the yellow square, forming a white pinwheel or star shape. The pattern repeats across the entire page.

PATTERNS

The image features a dense, repeating geometric pattern. The background is a light blue grid. Overlaid on this grid are various shapes in dark blue and yellow. The shapes include squares, rectangles, and triangles, some of which are arranged to form larger, more complex motifs. The overall effect is a vibrant, abstract design with a strong sense of rhythm and structure.

POSTERS



MS WORD

Templates for cover and continued pages

CULTURAL HERITAGE IN RURAL REMOTE AREAS FOR CREATIVE TOURISM AND SUSTAINABILITY

HEADING 1

YOUR TITLE HERE – Heading 1 very, very, very long.

Sub-title here, a bit smaller... or not.

Finally, some normal text on this last lines, but it as to be more than one line.
some normal text on this last lines, but it as to be more than one line. some
normal text on this last lines, but it as to be more than one line.

Example of table 2

| |
|-----------|
| Content 1 |
| Content 2 |
| Content 3 |

Example of table 3

| | item |
|--------------|------|
| 1. Content 1 | item |
| 2. Content 2 | item |
| 3. Content 3 | item |

Funded by the European Union

This project has received funding by the European Union Horizon Europe research and innovation programme under Grant Agreement No. 101018026 – CSA 7LARA-ITV

Logos: MUSEUM NORD, ZRC SAZU, Applied Arts, urliscaif, and various regional logos.

MS WORD

Templates for cover and continued pages



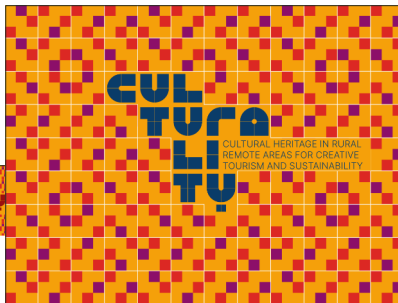
HEADING 1

Example of heading 1

Sed ut perspiciatis unde o
laudantium, totam rem ap
architecto oeatiae vitae d

Heading 3

Et harum quidem rerum fo
nobis est eligendi opto o
Sed ut perspiciatis unde o
laudantium, totam rem ap
architecto oeatiae vitae d
sit aspernatur aut odit au
voluptatem sequi nesciun
amet, consectetur, adipis
labore et dolore magnam
nostrum exercitationem u
consequatur?



YOUR TITLE HERE - Heading 1 very, very, very long.

Sub-title here, a bit smaller... or not.

Finally, some normal text on this last lines, but it as to be more than one line. some normal text on this last lines, but it as to be more than one line.



This project has received funding by the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101012020 - CULTURALITY



nderit qui in ea voluptate velit esse quam nihil molestiae
sim eum fugiat quo voluptas nulla paratur? At vero eos et
simos ducimus qui blanditis praesentium voluptatum
bres et quas molestias excepturi sint occaecati cupiditate
curia qui officia deserunt mollitia animi, ut est laborum et
rerum facis est et expedita distinctio. Nam libero
ligendi opto cumque nihil impedit quo minus id quod
sem vel eum iure reprehenderit qui in ea voluptate velit
squat, vel illum qui dolorem eum fugiat quo voluptas nulla
hinc et justo odio dignissimos ducimus qui blanditiis
atque corrupti quos dolores et quas molestias excepturi
conident, similique sunt in culpa qui officia deserunt mollitia
fuga.

lia voluptas sit aspernatur aut odit aut fugit, sed quia
h qui ratione voluptatem sequi nesciunt. Neque porro
in qua dolor sit amet, consectetur, adipisci velit, sed quia
ha incidunt ut labore et dolore magnam aliquam quaerat
veniam, quis nostrum exercitationem ullam corporis
sed ea ea commodi consequatur?

Table of table 1

| |
|--|
| |
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| |

lia voluptas sit aspernatur aut odit aut fugit, sed quia
h qui ratione voluptatem sequi nesciunt. Neque porro
in qua dolor sit amet, consectetur, adipisci velit, sed quia
ha incidunt ut labore et dolore magnam aliquam quaerat
veniam, quis nostrum exercitationem ullam corporis
sed ea ea commodi consequatur?

FINISHES

Pressed cardboard



FINISHES

Printed in black on
cardboard



FINISHES

Printed in black on
cardboard [with full name]

**CULTU
RALITY**

CULTURAL HERITAGE
IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM
AND SUSTAINABILITY

FINISHES

Hot embossing on leather



MERCHANDISING

Tote bag



MERCHANDISING

Tote bag

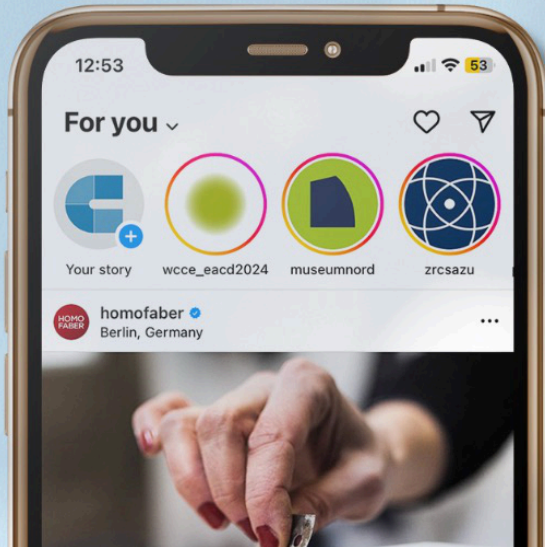


BANNERS



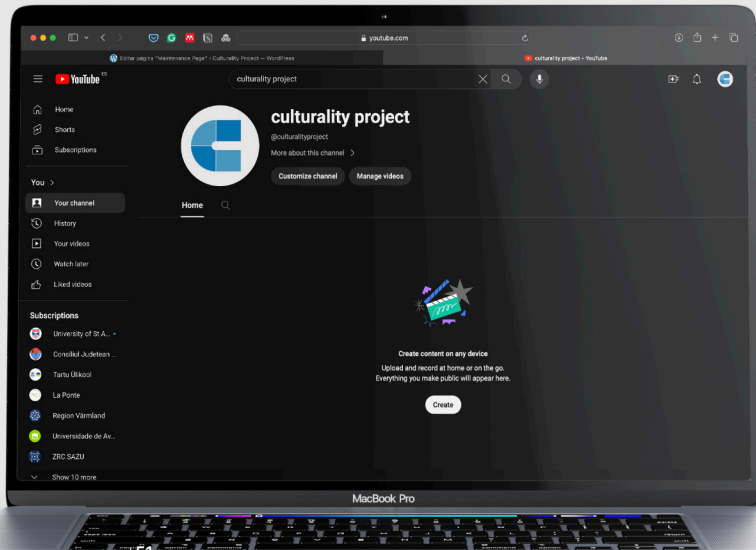
SOCIAL MEDIA

Instagram



SOCIAL MEDIA

YouTube



CULTURALITY

CULTURAL HERITAGE
IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM
AND SUSTAINABILITY



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