



Brand Manual

Atrium Go!

atrium go!

Logo usage manual

May 2019

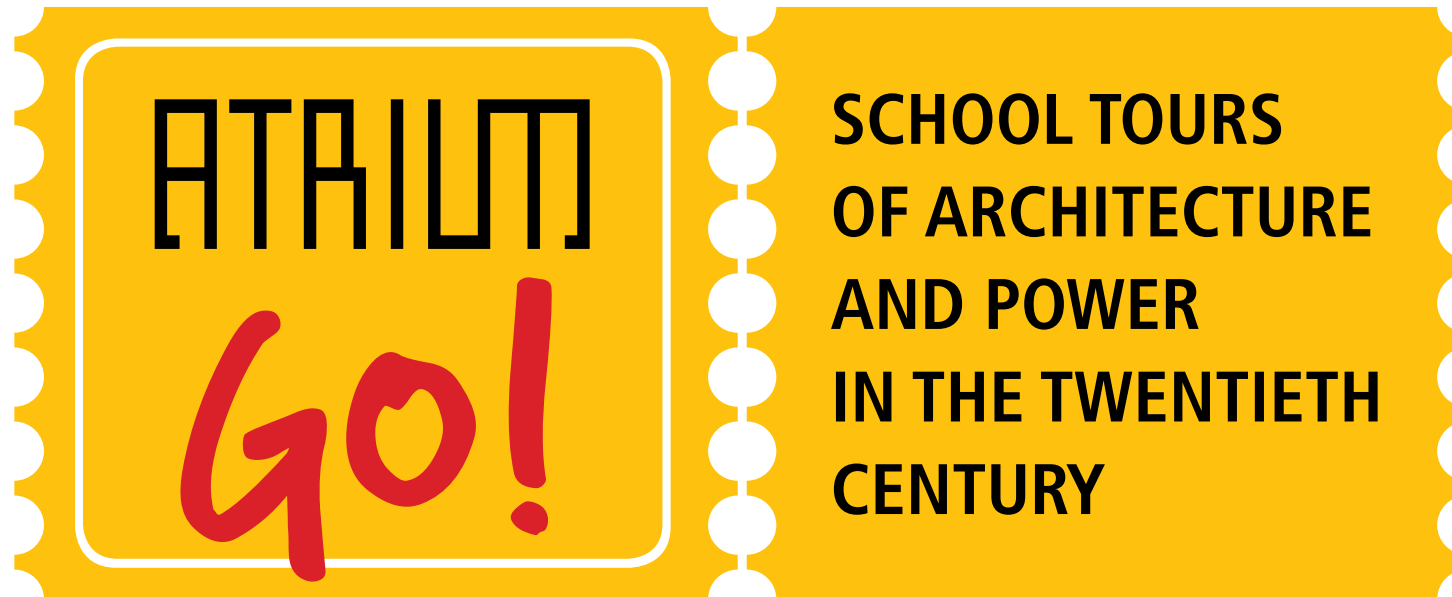
MISSION

ATRIUM GO! is a brand of **school tours for high school students**, funded by the INTERREG Italy-Croatia CBC Programme , that promotes educational programs dedicated to the discovery - through innovative methodologies – of the **history of the 20th-century non-democratic regimes,**

from totalitarian to dictatorial and authoritarian regimes. Therefore, the main goal of ATRIUM GO! is to increase the students' awareness and to make them **responsible tourists and citizens.**

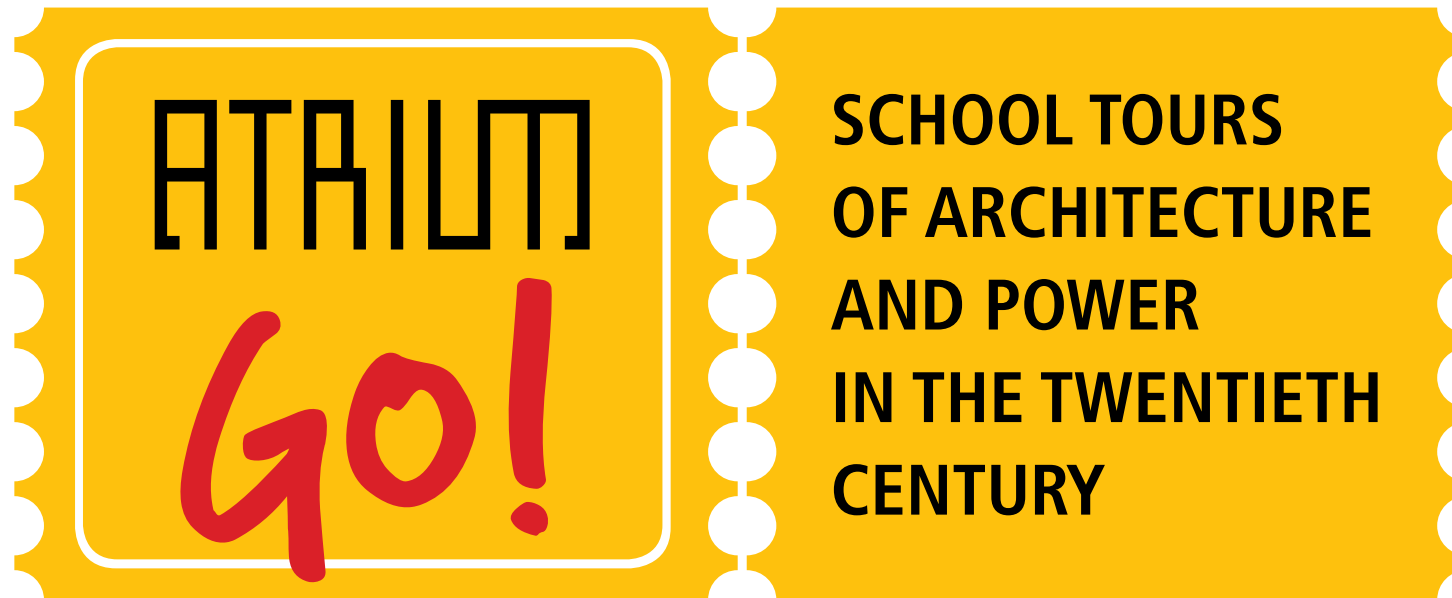
At the core of the project are the guidelines of ATRIUM, the European Cultural Route of the Council of Europe, which are based on **democratic principles and values:** they promote the knowledge of the tangible and intangible cultural heritage of these regimes, through a **critical approach based on the concept of “dissonance”.**





THE LOGO


The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be altered in any way.




**COLOUR VERSION
(CMYK)**

Please, use the CMYK versions of the logo for digital or off-set printing.

 M = 25
Y = 100

 C = 10
M = 100
Y = 100

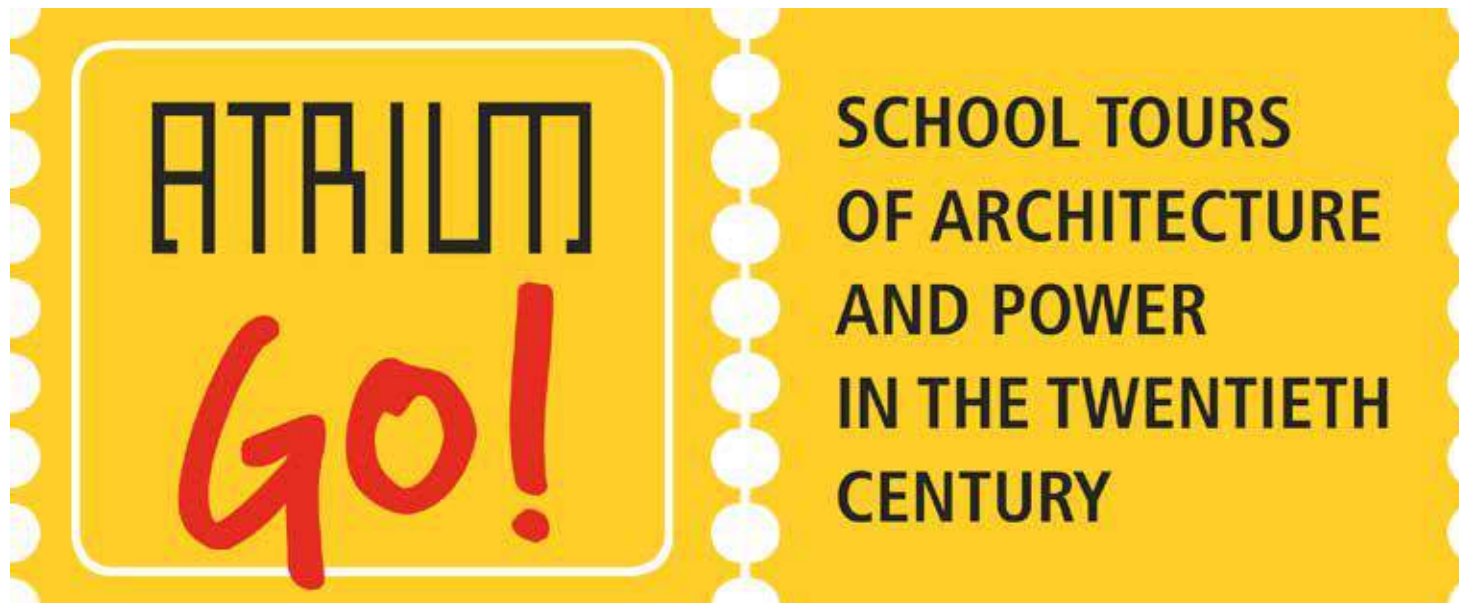
 K = 100

**MINIMUM DIMENSIONS
ALLOWED**



H = mm 15





COLOUR VERSION (RGB)

Please, in case of using the logo on the Web, in show-reel or in Power Point files, use only the RGB versions.



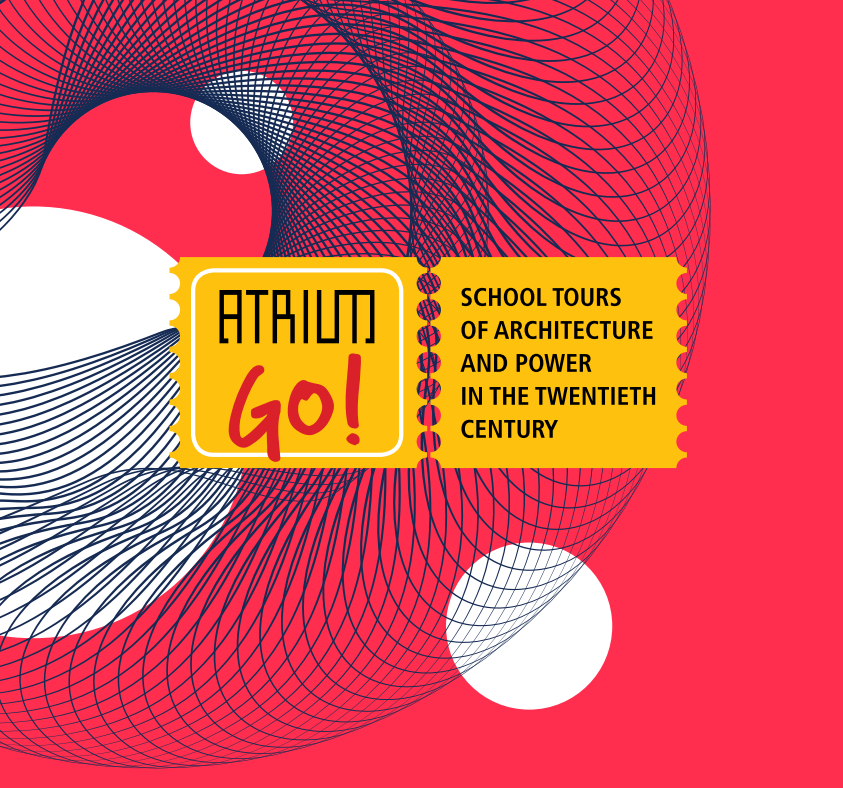
R = 255
G = 194
B = 15
ffc20f



R = 218
G = 33
B = 39
da2127



R = 35
G = 24
B = 2
231802



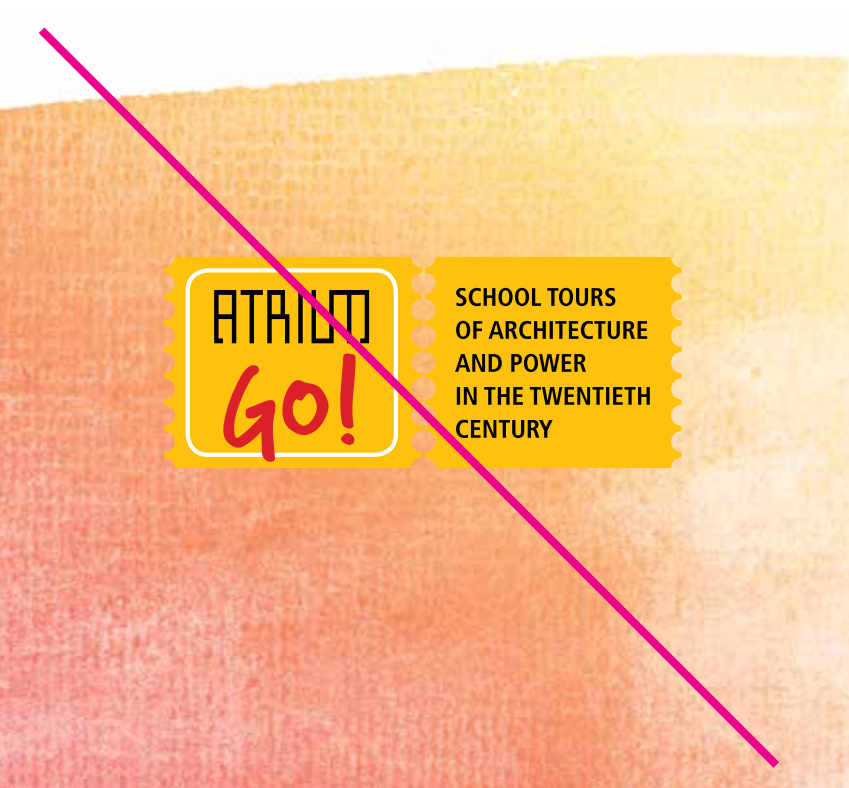
COLOR VERSION LOGO ALLOWED BACKGROUNDS

The yellow color of the logo allows it to be superimposed on different types of background, keeping the legibility of the texts unchanged.



COLOR VERSION LOGO NOT ALLOWED BACKGROUNDS

The color logo cannot be placed on backgrounds that have similar colors or excessively confusing textures.



**MONOCHROME
POSITIVE VERSION**

The monochrome positive version of the logo is dedicated to the limited cases in which the use of colors is not possible and the background is dark.

**MINIMUM DIMENSIONS
ALLOWED**



H = mm 15



**SCHOOL TOURS
OF ARCHITECTURE
AND POWER
IN THE TWENTIETH
CENTURY**

