



TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

D2.1.5 AD HOC TEMPUS BRANDING

Document control

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1. INTRODUCTION

Ad hoc branding is based on the urban renewal of neglected urban port areas in the creation of long-term urban strategies, while respecting the cultural heritage and customs of the community. The identity of ad hoc branding has the possibility of application and application for all PPs, guided by the basic urban elements of port areas in search of a common denominator and connection with urban areas.

All idea about the ad hoc branding has been established from the fact that all ports have something in common, and that are the fluxes. Fluxes of people, goods, services, technology, culture and urbanism. Following that idea, within the ad hoc branding, there were created a symbols and pictograms which can be easily applied and it is easy to understand.

Ad hoc branding will be applied when designing and designing graphic materials, targeted to develop the platform, to design the “Sail it” maps layout and the Visibility plan as well as to promote TEMPUS events.

2. ELEMENTS

a) Logos

Main theme

The main idea of the logo is two dynamic streams that go their separate ways, thus symbolizing the life that has always flowed in ports. Fluxes.

Table 1: Examples and usage for exhibition occasions

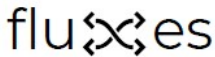


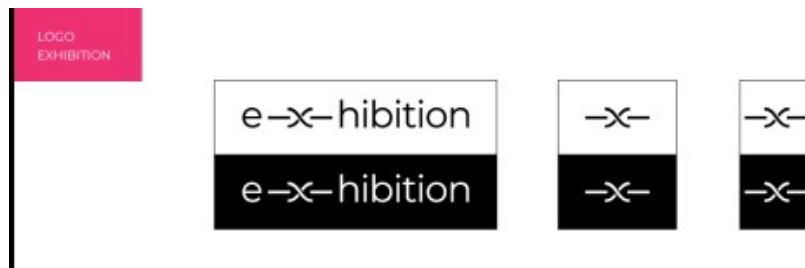
 Port of Rijeka	 Exhibition	 Fluxes
<p><i>Web Exhibition</i></p>	<p>Variation of the sign for the Exhibition</p>	<p>Possible Application on all promotional materials</p>

Table 2: Exhibitions logo



b) Pictograms

In ad hoc branding, pictograms have also been developed to make it easier understand the meaning and importance of the ports and to attract the interest of the public through simple presentation. The pictograms are divided in four themes: Flux of Goods, Flux of Tehnology, Flux of people and Flux of Culture.

Table 3: Pictograms in circe



Table 4: Pictograms in sqare



c) Background theme

When creating promotional materials such as posters etc., the use of stylized ships from different historical periods is also recommended.

Table 5: Old ships as a background theme



d) Colours

Logos and pictograms created for the purposes of ad hoc branding are monochromatic, it is recommended to use white, red (RGB: 254, 96, 85) or black, taking care to use exclusively white elements of logos and pictograms on colourful backgrounds.

The other elements besides the logo, pictograms and colours are developed and all together is explained and described for applying and use in the final deliverable, document in PDF format delivered to LP.

3. AD HOC BRANDING MANUAL, FINAL VERSION



D2.1.5.TempusBrandingGuidelines01-23

Ad hoc TEMPUS branding manual was prepared as a part of the start-up communication tool to be used further in designing the TEMPUS web platform, sail-it maps either in digital or virtual form and in promotion materials in the occasion of the specific events organized under the TEMPUS project.