

# Brand identity

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REGIONE DEL VENETO

Regione Emilia-Romagna



Project Acronym	VALUE
Project ID Number	10046694
Project Title	EnVironmental And cuLtUral hEritage development
Priority Axis	Environment and cultural heritage
Specific objective	3.1
Work Package Number	5
Work Package Title	Promotion of the district and of the tourism products/service
Activity Number	5.1
Activity Title	Development of a relational community and brand identity
Partner in Charge	PP1 Po Delta Veneto Regional Park
Partners involved	All
Status	Final
Distribution	Public

## Index

Brand identity manual .....	3
Balavan Kozjak heritage trails .....	6
Via Apsyrtides Trail .....	8

## Brand identity manual

### Concept and project elements

With the aim of creating a distinctive graphic sign for the Cultural District, Po Delta Veneto Regional Park identified the main reference points for the development of the concept and visual identity: *to promote the archaeological, cultural and tourist heritage, to enhance resources, to diversify and integrate the offer of the territories.*

The concept starts from the identification of unique and characteristic elements, making an essential graphic transposition, which deliberately can not and should not be exhaustive of the multiplicity of elements of interest of the territory.

### Definition of a visual identity

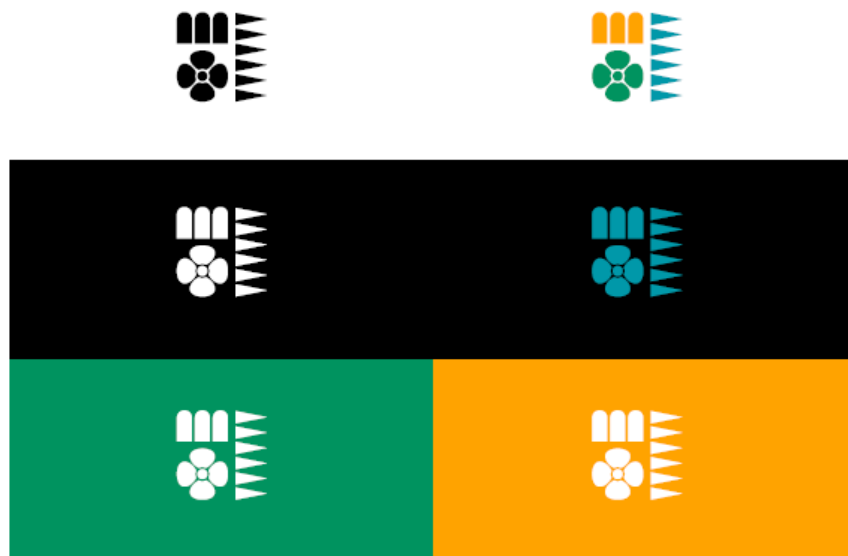


*Institutional colors, monochromatic logo and polychromatic logo*

The introduction to the iconic mark at first glance occurs with two elements: the first on the top left, synthesizes the frieze present in the *channel of the volutes*; the second on the lower left, is synthesized in the *eye of the volute* as a decorative element of the *volute ribbon*. Both pictographs are abstractions of the Ionic capital, a tribute to the architectural orders of classic Greek-Roman architecture. The two figures are enriched by a third element of ideal conjunction: the elaboration and iconic synthesis of a





detail on the decoration of a Cratere Attico. The complex of the elements culminates in the evocative intention of the identified concept.

Added value of the treatment of graphic symbols is suggestion. To the eyes of the observer – according to personal sensitivity – they become further characteristic elements of the territory included in the vast area: *the architectural elements and details, the naturalistic and floral heritage, the sea that meets the land.*



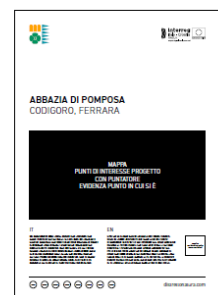
*Logotype variants*

The choice of graphic treatment and naming that (eventually) will accompany the sign also takes into account the sustainability of matching the logo of the VALUE project, outlining in a clear, simple and direct way the area of the District. The clarity and comprehensibility of visual identity make the brand versatile and adaptable to all pilot actions planned in the project, both in Italy and Croatia.

 <b>Verde Marino</b>  <b>Pantone™</b> 340 <b>CMYK</b> 100/0/37/41 <b>RGB</b> 0/150/95 <b>HTML</b> #00965e	 <b>Azzurro Acquamarina</b>  <b>Pantone™</b> 320 <b>CMYK</b> 100/6/0/35 <b>RGB</b> 0/156/166 <b>HTML</b> #009ca6	 <b>Giallo Cadmio</b>  <b>Pantone™</b> 137 <b>CMYK</b> 0/34/96/3 <b>RGB</b> 247/163/10 <b>HTML</b> #f7a30a	 <b>Nero Seppia</b>  <b>Pantone™</b> Process Black <b>CMYK</b> 0/0/0/100 <b>RGB</b> 10/10/10 <b>HTML</b> #0a0a0a
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Colors palette

### Application of the visual identity



## Balavan Kozjak heritage trails



Logotype variants

Balaban  
KOZJAK  
HERITAGE  
TRAILS

Balaban  
KOZJAK  
HERITAGE  
TRAILS

Balaban  
KOZJAK  
HERITAGE  
TRAILS



Balaban  
KOZJAK  
HERITAGE  
TRAILS

CMYK: 89/76/55/69  
RGB:9/25/41

Balaban  
KOZJAK  
HERITAGE  
TRAILS

CMYK: 89/76/55/69  
RGB:9/25/41

Balaban  
KOZJAK  
HERITAGE  
TRAILS

CMYK: 89/76/55/69  
RGB:9/25/41

Balaban  
KOZJAK  
HERITAGE  
TRAILS

CMYK: 89/76/55/69  
RGB:9/25/41

Balaban  
KOZJAK  
HERITAGE  
TRAILS

CMYK: 89/76/55/69  
RGB:9/25/41



Graphic standards



## Via Apsyrtides trail

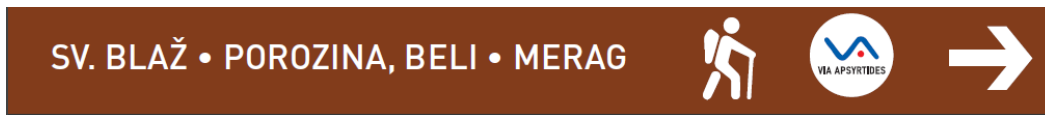
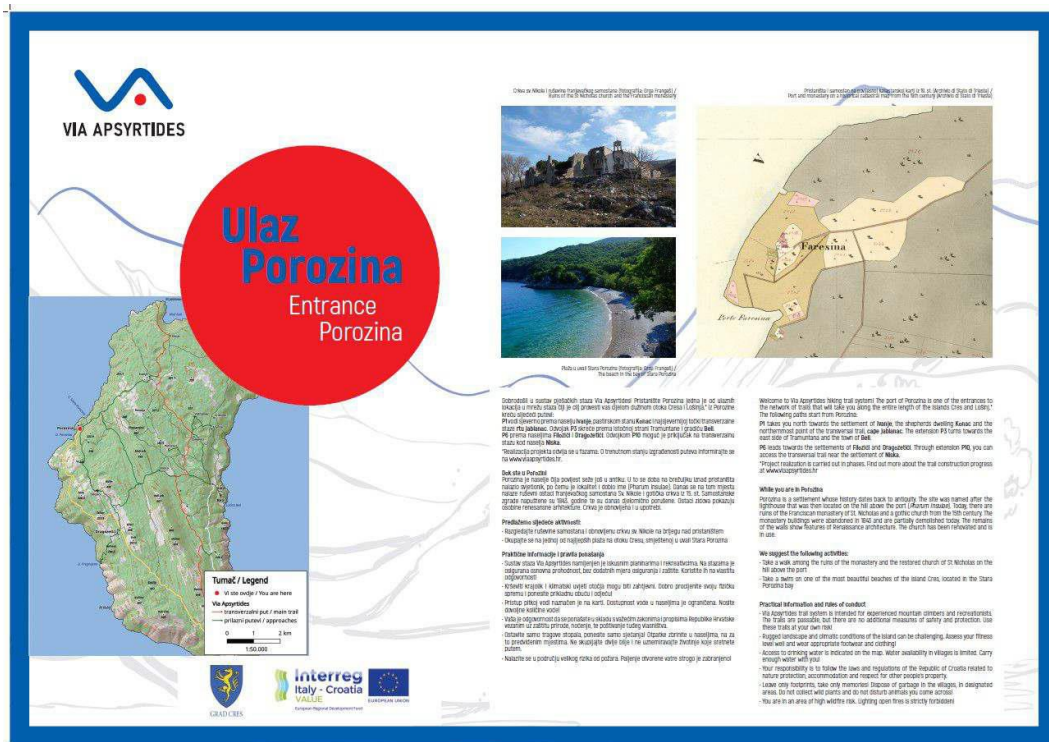
Town of Cres has developed a network of historical paths, from the northernmost part of the island Cres, down to town of Cres, for a total length of 75 km. This network will be integrated into a unique new tourist infrastructure - the Via Apsyrtides trail, which will connect Cape Jablanac on the north of the island Cres, with the southernmost part of island Ilovik, creating a 150 km long trail which connects all the most interesting and most important sites of the Cres - Lošinj archipelago.

A brand identity was created to accompany this trail - a unique trail logo, trail markings, trail map, informational boards and signposts.



*Logotype and color palette*

## Application of the visual identity

**Ulaz Porožina**  
Entrance Porožina

**Uvodna riječ / Introduction**

Često se kaže: 'Uvodna riječ je najvažniji dio govora'. Isto vrijedi i za putovanje. Uvodna riječ je ono što vam omogućuje da se upoznate s novom zemljom i ljudima. U ovom slučaju, to je ulaz u Porožinu, jedan od najljepših i najsigurnijih ulaza na otok Brač. Ovaj ulaz je idealan za one koji žele uživati u prirodi i historiji ovog područja. U ovom brošuri možete pronaći sve potrebne informacije o ovom ulazu, uključujući rute, znamenitosti i praktične savjete. Nadamo se da će vam ovaj brošur biti od velike pomoći pri planiranju vašeg putovanja.

**Praktične informacije / Practical information**

Često se kaže: 'Praktične informacije su ključ za uspješno putovanje'. U ovom brošuri možete pronaći sve potrebne informacije o ovom ulazu, uključujući rute, znamenitosti i praktične savjete. Nadamo se da će vam ovaj brošur biti od velike pomoći pri planiranju vašeg putovanja.

**Praktične informacije i pravila ponašanja / Practical information and rules of conduct**

Via Apisirtides trail system is intended for experienced mountain hikers and mountaineers. The trails are suitable, but there are no additional measures of safety and protection. Use these trails at your own risk. Rough terrain and climatic conditions of the island can be challenging. Assess your fitness level and wear appropriate footwear and clothing. Access to drinking water is indicated on the map. Water availability in villages is limited. Carry enough water with you. Your responsibility is to follow the laws and regulations of the Republic of Croatia related to nature protection, accommodation and respect for other people's property. Leave only footprints, take only momentary disposal of garbage in the villages, in designated areas for litter and waste points and do not disturb animals you come across. You are in an area of high wildfire risk. Lighting open fires is strictly forbidden.