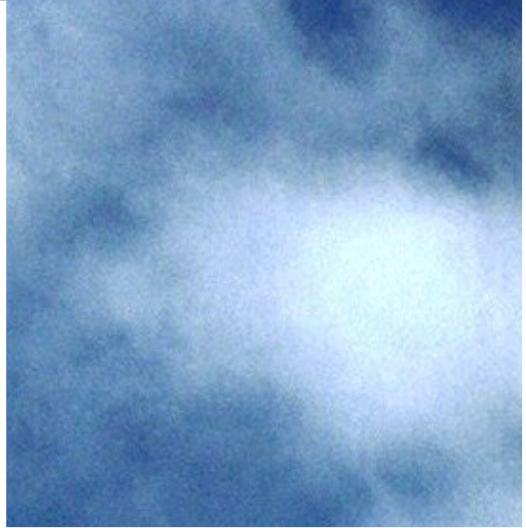
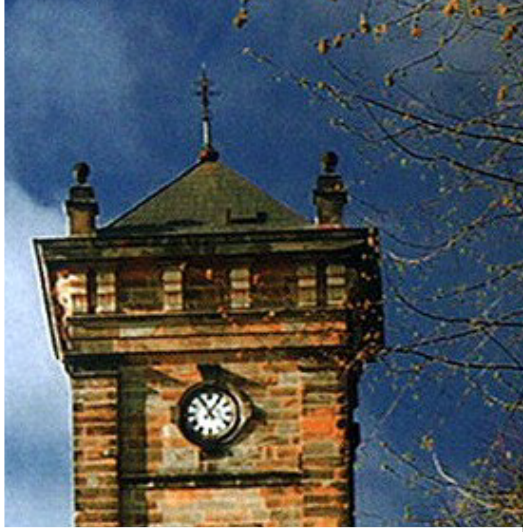
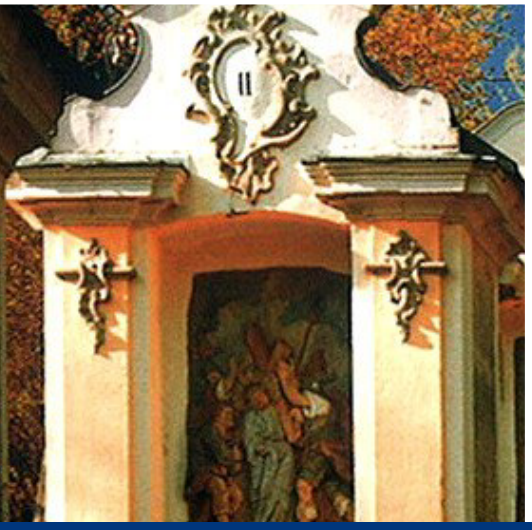

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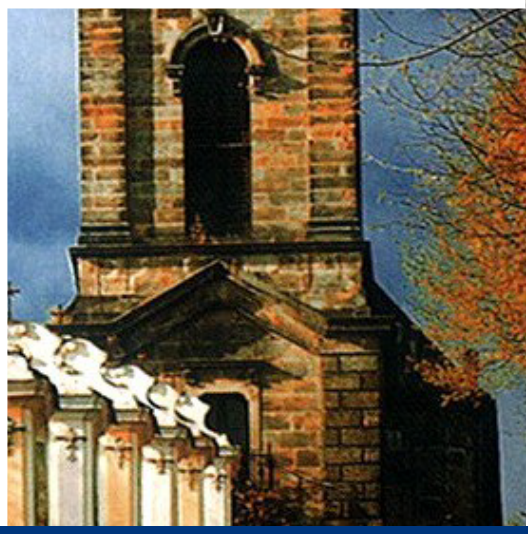
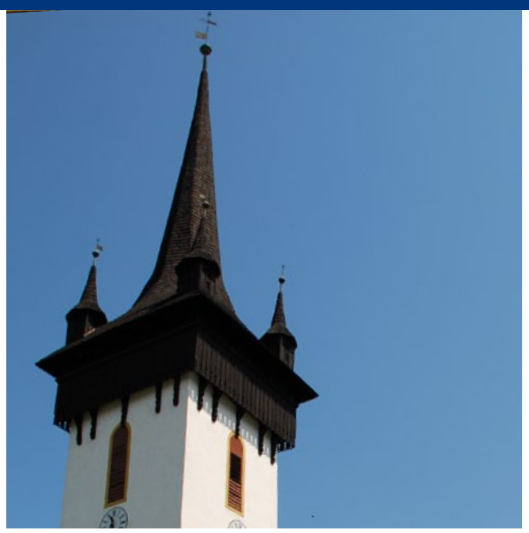


Thetris Project Brand Book



THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE
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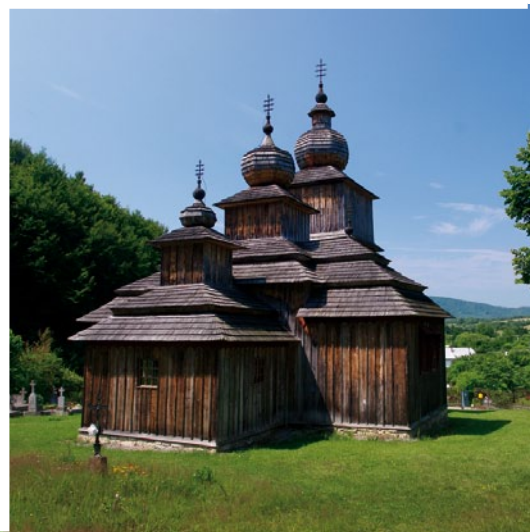

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THETRIS Project Description

THETRIS is the European project focused on sustainable preservation of local churches and sacral monuments in 11 partner regions by developing transnational church routes, elaborating joint strategies and testing innovative solutions to preserve them as the local cultural heritage. The project has been implemented thanks to the Central Europe Programme from ERDF and provides great opportunity for common territorial promotion and knowledge share on European level.

Project Brand Book

This brand book contains all relevant information on the corporate design of the CENTRAL EUROPE project THETRIS. It provides the partners with templates for the design of brochures, newsletters, banners, etc. and visualises examples for the application of the templates.

Logotype

Keywords And Principles of the Thetris Logo Design

– 11 squares = 11 partners
– historic form (THETRIS title / cultural heritage) vs. modern form (squares / current need for preservation)
– blue color (color of EU) vs. green color (countryside / nature / growth)
– cross (sacral symbol) vs. Tetris-game (game, cooperation)

Basic Variation

– basic logo variation without acronym
– use on brochure covers, posters etc. /see pages 17, 27

Basic Text Variation

– logo variation with acronym
– use in headers, footers and in a row with EU logos /see pages 12, 20, 25, 26

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Basic Colors

blue

C 100 M 83 Y 0 K 22
R 0 G 54 B 124
HTML #00367C
PANTONE 288

green

C 63 M 0 Y 100 K 0
R 111 G 177 B 33
HTML #6FB121
PANTONE 361

Additional Color

gray

C 0 M 0 Y 0 K 70
R 113 G 113 B 113
HTML #717171

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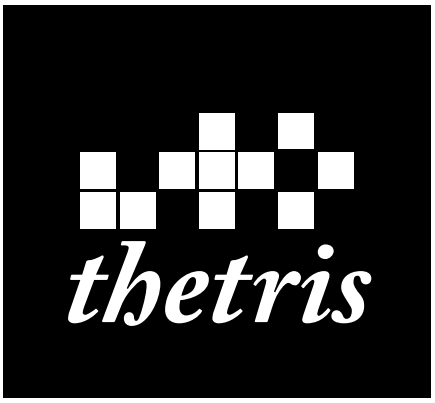
Basic Variation

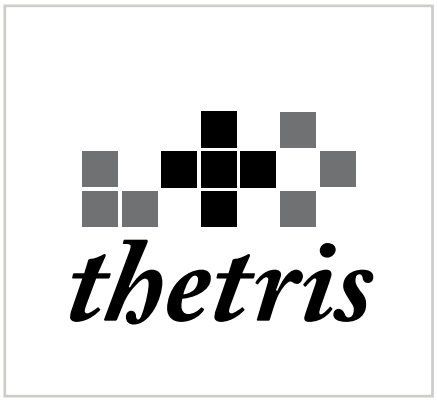
– use on white or light gray background /see page 7

– use this version whenever it is possible



Inverse Variation

– use on black or gray background /see page 7



Black-and-white Variation

– use only if black-and-white print is necessary

thetris | *THEmatic Transnational church Route development with the Involvement of local Society*

thetris | *THEmatic Transnational church Route development with the Involvement of local Society*

Basic Text Variation

– use on white or light gray background /see page 7

– use this version whenever it is possible

thetris | *THEmatic Transnational church Route development with the Involvement of local Society*

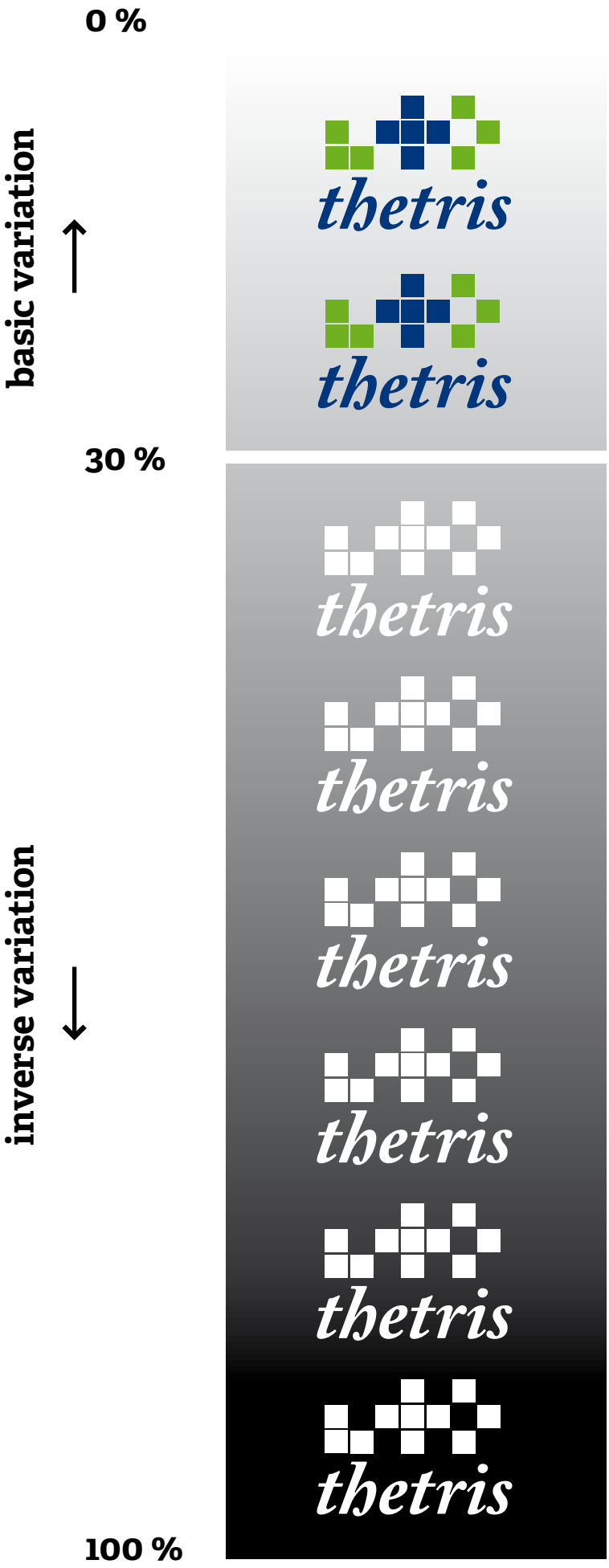
Inverse Text Variation

– use on black or gray background /see page 7

thetris | *THEmatic Transnational church Route development with the Involvement of local Society*

Black-and-white Text Variation

– use only if black-and-white print is necessary



– on colored background use only inverse (white) variation

thetris

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
{}«»§¶·:©®™†•

Font Used in Logo

– Adobe Caslon Pro Bold Italic

– this font is e.g. a part of Adobe Creative Suite

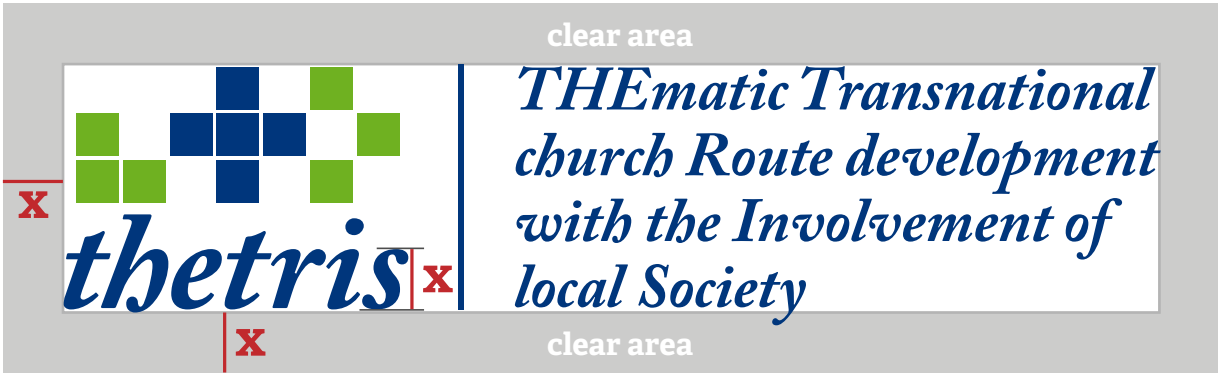
– use this font for captions, web adresses in footer etc.

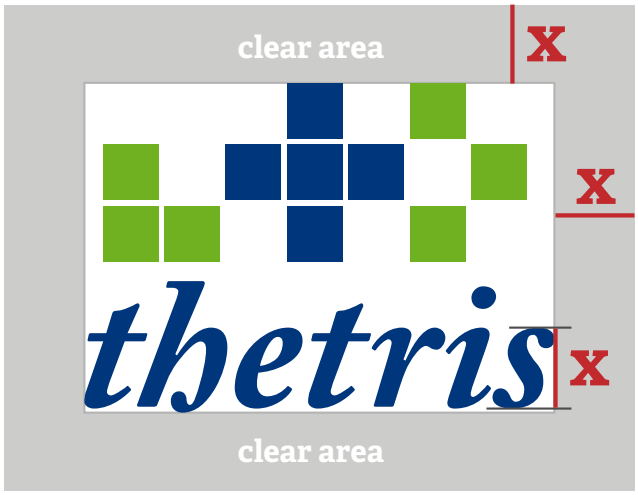
/see pages 17, 19

– if you don't own this font, you can use Times New Roman Bold Italic

Caption, Photo: J. Nagy

www.thetris.eu





Clear Area

– clear area is defined as a height of letter “s”
– this area must always stay without any other graphics

Minimum Size of Basic Logo Variation

– height 1 cm

Minimum Size of Basic Text Variation

– height 1,2 cm

Corporate Design

Basic Corporate Design Rules:

– take a square as a basic rule of your design
– use green and blue color /see color definition on page 4
– use headers and footers /see page 12 and page 13
– for headings use blue and green Arial Bold font and for text use black Arial Regular font
– for other graphics (maps, schemes, etc.) use grayscale /see page 14 and page 27

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
{}«»§¶·:©®™†•

Heading Font

– use Arial Bold as a heading font
– this font is a part of system fonts
– use two-colored (blue and green) headings /see color definitions on page 4 and exmaples of use on pages 18—21 and 23—24
– recommended font size: 17—22 pt

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
{}«»§¶·:©®™†•

Text Font

– use Arial Regular as a text font
– this font is a part of system fonts
– use this font for longer texts
– use black color for this font /see examples of use on pages 18—24
– recommended font size: 10—11 pt / line height: 14—17 pt (17 pt for ideal readability /see page 18)

Example of Heading

Example of text. Example of text. Example of text.

Two Part Header

– contains THETRIS logo and CE logo
– use in designs containing ERDF logo in footer

Three Part Header

– contains THETRIS logo, CE logo and ERDF logo
– use in designs containing long texts
– for example: newsletters, ppt presentations

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www.thetris.eu

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www.thetris.eu

www.thetris.eu

Cover Footer

– use on covers or in desings containig a lot of photos
– for example: covers, posters etc.
– change proportion of green and blue area according to your design layout
– see pages 17, 19, 23, 24 for example of usage

Tetris Footer

– use in designs containing long texts
– for example: inner pages of bulletins or brochures, newsletters, ppt presentations
– you can repeat this motive horizontally as many times as needed
– see pages 18, 20, 21, 25 for example of usage

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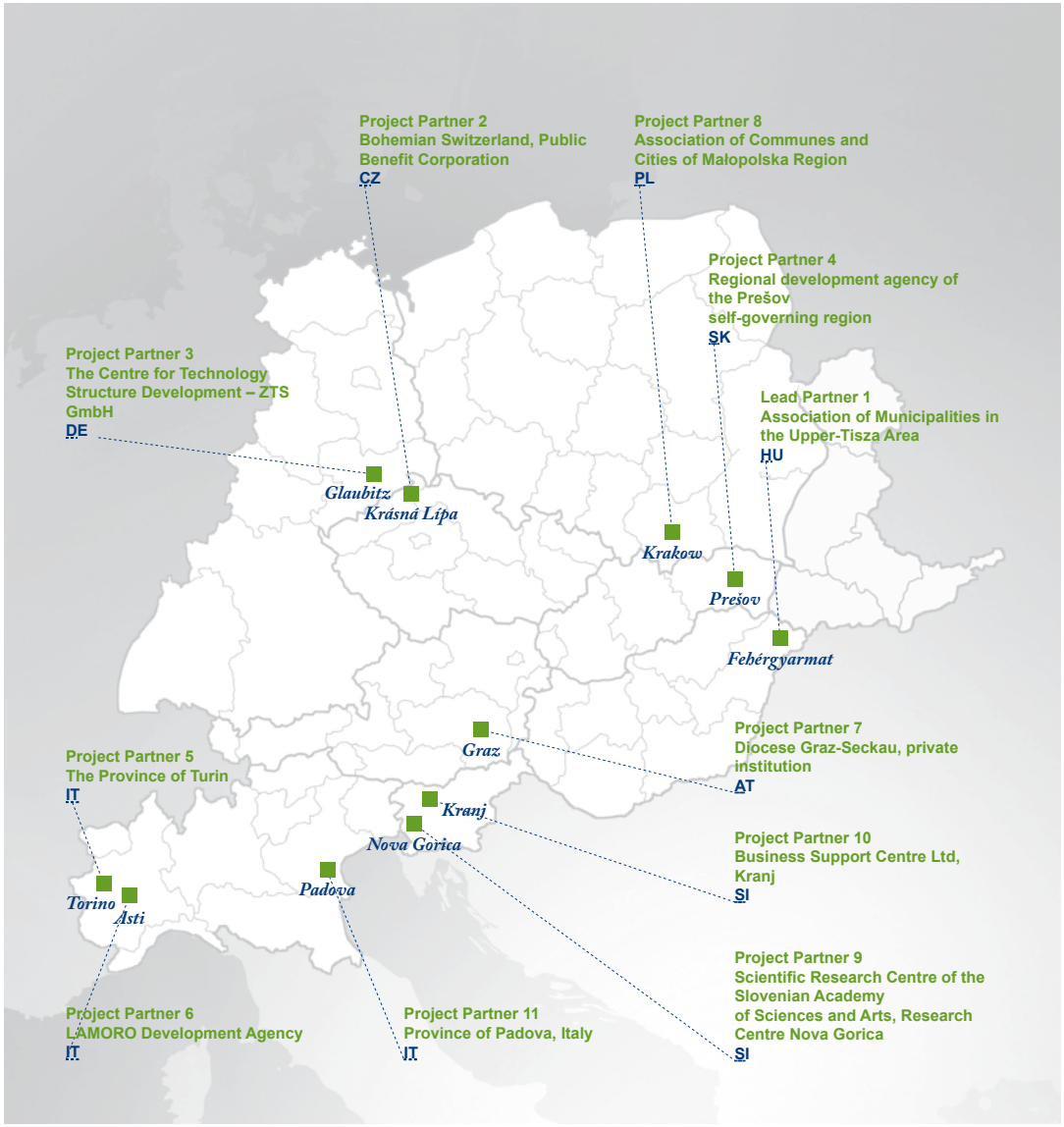
Mandatory Publicity Footer

– for applications without a header /see page 26



Large Map

– use in large scales

– for example on banners, posters

Small Map

– use in small scales

CZ EN HU DE IT SI AT SK PL

CZ

Curabitur id lacus in magna scelerisque iaculis. Nulla facilisi. Nullam interdum molestie mauris, ac pellentesque eros pellentesque non. Mauris mi nisl, pharetra in auctor a, vulputate sed ante. Curabitur ultricies lobortis diam in pulvinar. pellentesque. Ut a ipsum volutpat nibh fermentum porta. Curabitur ultricies lobortis diam in pulvinar.

EN

Quisque erat justo, dictum nec ultricies nec, porta vitae tellus. Fusce ante nunc, facilisis et euismod ac, consequat cursus turpis. Maecenas feugiat malesuada arcu non condimentum. Fusce mollis cursus eleifend. Cras accumsan augue congue nibh luctus blandit. Morbi molestie vehicula lobortis.

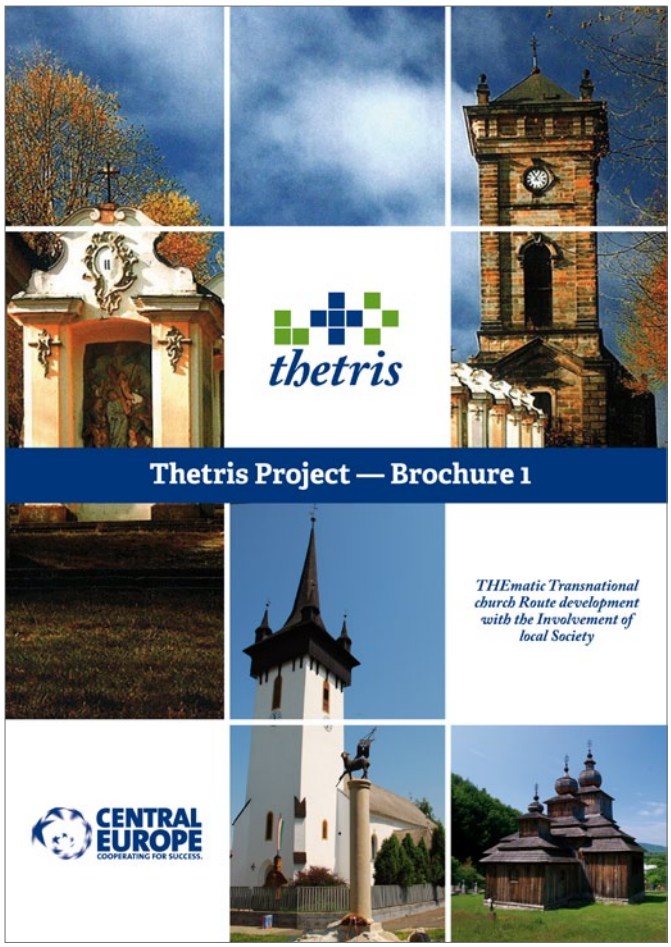
1 2 3 4 5 6 7 8 9 10

Additional Graphic and Layout

– use blue and green squares as a adittional graphic
– for example: numbering of photos, marking of language mutations etc.
– prefer square shape of photos to other formats
– use 2—4 text columns /see pages 20—24 for example of usage

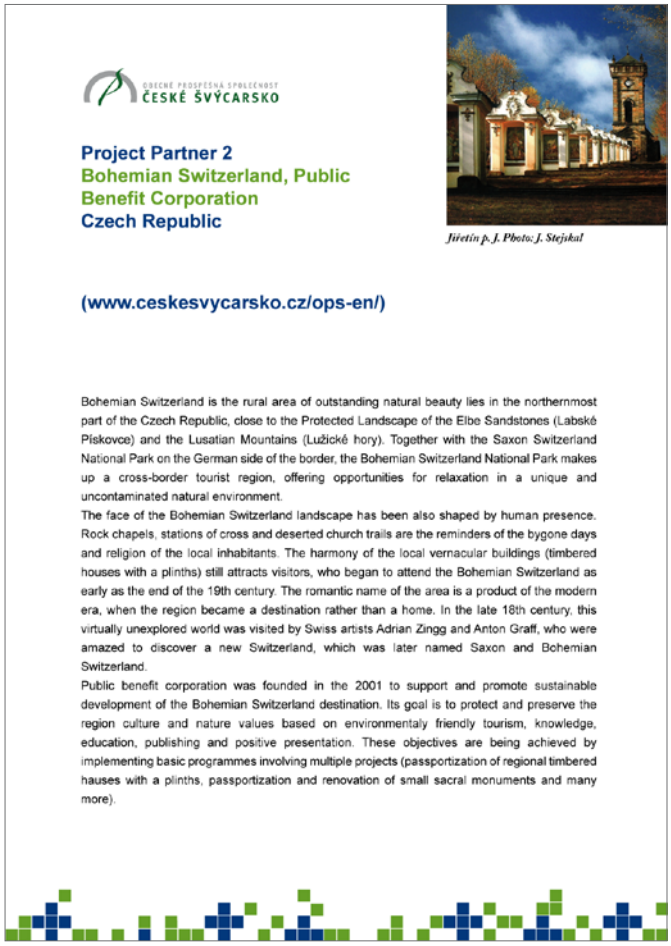
Applications

– all applications can be found on DVD folder “Applications”



– layout of brochure title page
– special format of acronym is allowed for this square layout

– layout of brochure map



OBECNĚ PROSPĚŠNÁ SPOLEČNOST
ČESKÉ ŠVÝCARSKO

Project Partner 2
Bohemian Switzerland, Public Benefit Corporation Czech Republic

Jiřetín p. J. Photo: J. Stejskal

(www.ceskesvycarsko.cz/ops-en/)

Bohemian Switzerland is the rural area of outstanding natural beauty lies in the northernmost part of the Czech Republic, close to the Protected Landscape of the Elbe Sandstones (Labské Pískovce) and the Lusatian Mountains (Lužické hory). Together with the Saxon Switzerland National Park on the German side of the border, the Bohemian Switzerland National Park makes up a cross-border tourist region, offering opportunities for relaxation in a unique and uncontaminated natural environment.

The face of the Bohemian Switzerland landscape has been also shaped by human presence. Rock chapels, stations of cross and deserted church trails are the reminders of the bygone days and religion of the local inhabitants. The harmony of the local vernacular buildings (timbered houses with a plinths) still attracts visitors, who began to attend the Bohemian Switzerland as early as the end of the 19th century. The romantic name of the area is a product of the modern era, when the region became a destination rather than a home. In the late 18th century, this virtually unexplored world was visited by Swiss artists Adrian Zingg and Anton Graff, who were amazed to discover a new Switzerland, which was later named Saxon and Bohemian Switzerland.

Public benefit corporation was founded in the 2001 to support and promote sustainable development of the Bohemian Switzerland destination. Its goal is to protect and preserve the region culture and nature values based on environmentaly friendly tourism, knowledge, education, publishing and positive presentation. These objectives are being achieved by implementing basic programmes involving multiple projects (passportization of regional timbered hauses with a plinths, passportization and renovation of small sacral monuments and many more).

– layout of brochure inner page

Published by:

České Švýcarsko o. p. s.
Křinické nám.1169/10
407 46 Krásná Lípa
www.ceskesvycarsko.cz

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http://fehergyarmatkisterseg.hu/
on behalf of:
Ms. Zsófia Münnich / Debrecen: +36 52524760
zsofia.munnich@eszakalfold.hu

The PDF version of the brochure is possible to download on:

www.thetris.eu

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– layout of cover / reverse

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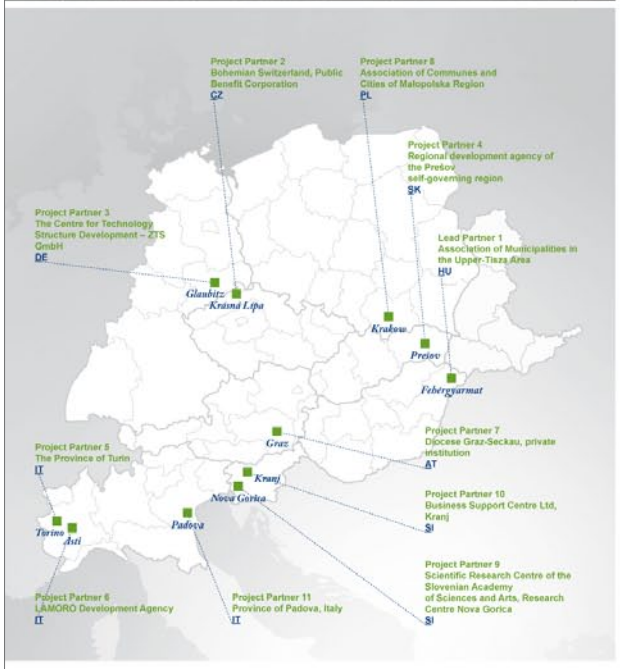

Central Europe map with project partners site

Curabitur id lacus in magna scelerisque iaculis. Nulla facilisi. Nullam interdum molestie mauris, ac pellentesque eros pellentesque non. Mauris mi nisl, pharetra in auctor a, vulputate sed ante. Curabitur ultricies lobortis diam in pulvinar. Nunc tristique semper molestie. Fusce vitae eros risus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque mattis nunc sit amet libero dignissim nec tempor sapien pellentesque. Ut a ipsum volutpat nibh fermentum porta.

Quisque erat justo, dictum nec ultricies nec, porta vitae tellus. Fusce ante nunc, facilisis et euismod ac, consequat cursus turpis. Maecenas feugiat malesuada arcu non condimentum. Fusce mollis cursus eleifend. Cras accumsan augue congue nibh luctus blandit. Morbi molestie vehicula lobortis. Aliquam pellentesque nunc ac magna ornare quis suscipit nibh laoreet.

Nunc tempus enim eget neque hendrerit blandit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer semper rhoncus justo in rhoncus. Phasellus sollicitudin aliquet ligula nec volutpat. Praesent in nunc est. Duis nec rutrum turpis. Nulla facilisi. Pellentesque tincidunt mauris sit amet eros venenatis

porta vitae tellus. Fusce ante nunc, facilisis et euismod ac, consequat cursus turpis. Maecenas feugiat malesuada arcu non condimentum. Fusce mollis cursus eleifend. Cras accumsan augue congue nibh luctus blandit. Morbi molestie vehicula lobortis. Aliquam pellentesque nunc ac magna ornare quis suscipit nibh laoreet.

Nunc tempus enim eget neque hendrerit blandit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer semper rhoncus justo in rhoncus. Phasellus sollicitudin aliquet ligula nec volutpat. Praesent in nunc est. Duis nec rutrum turpis. Nulla facilisi. Pellentesque tincidunt mauris sit amet eros venenatis

Project partners logos

ČESKÉ ŠVÝCARSKO
DIÖZESE GRAZ-SECKAU
ZTS
agentúra regionálneho rozvoja PSK
BSC
PROVINCIA DI TORINO
LAMORO AGENZIA DI SVILUPPO

EUROPEAN UNION
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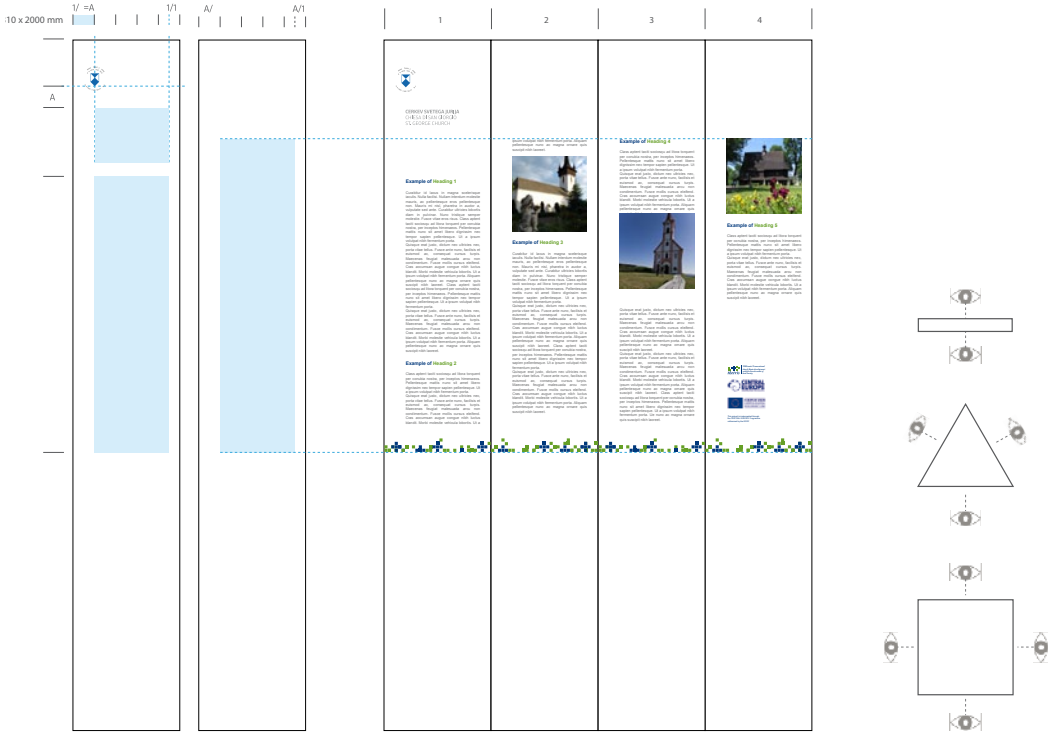
– signpost for the information small table on the wall (35 x 25 cm)

– signpost for the information desk / lectern (80 x 40 cm)

– signpost for the information board (60 x 80 cm)



– signpost, format 31 x 200 cm (Slovenian layout)

– signpost, monochromatic version for metallic surface

– layout of newsletter title page

– layout of newsletter inner page

Example of Heading 3

Curabitur id lacus in magna scelerisque iaculis. Nulla facilisi. Nullam interdum molestie mauris, ac pellentesque eros pellentesque non. Mauris mi nisl, pharetra in auctor a, vulputate sed ante. Curabitur ultricies lobortis diam in pulvinar. Nunc tristique semper molestie. Fusce vitae eros risus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque mattis nunc sit amet libero dignissim nec tempor sapien pellentesque. Ut a ipsum volutpat nibh fermentum porta.

Quisque erat justo, dictum nec ultricies nec, porta vitae tellus. Fusce ante nunc, facilisis et euismod ac, consequat cursus turpis. Maecenas feugiat malesuada arcu non condimentum. Fusce mollis cursus eleifend. Cras accumsan augue congue nibh luctus blandit. Morbi molestie vehicula lobortis. Ut a ipsum volutpat nibh fermentum porta. Aliquam pellentesque nunc ac magna ornare quis suscipit nibh laoreet. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque mattis

Project partners logos

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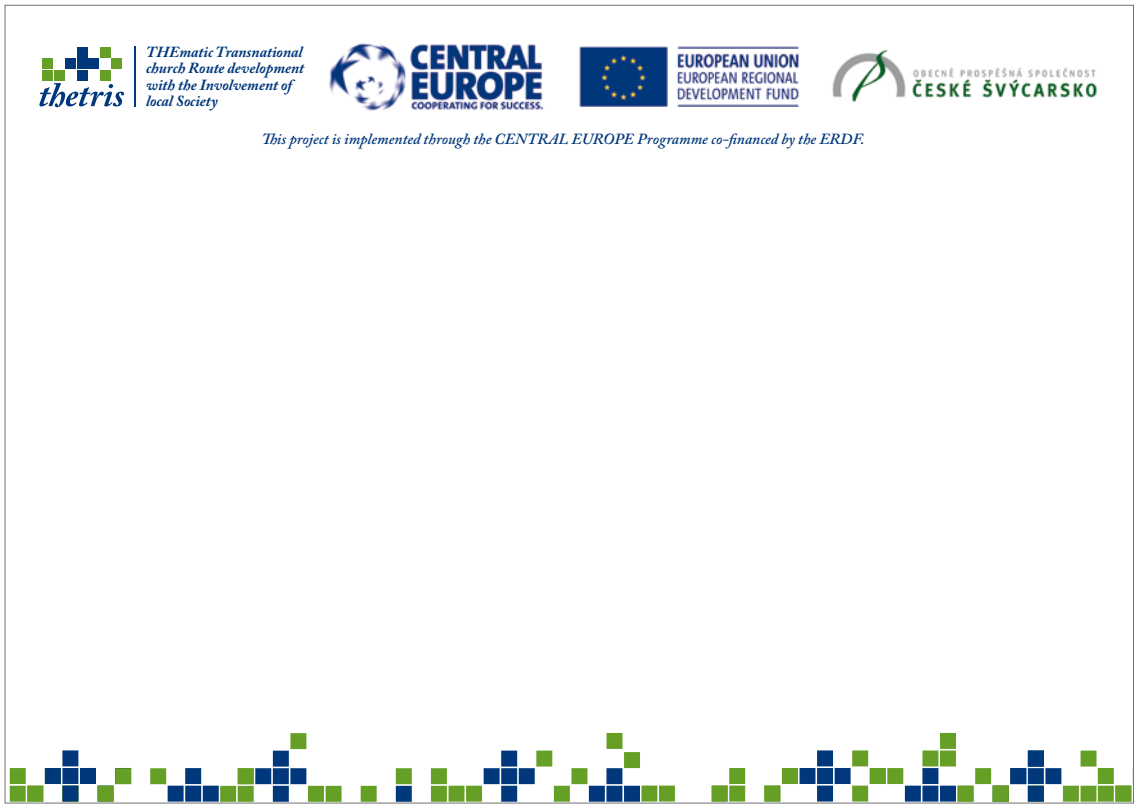
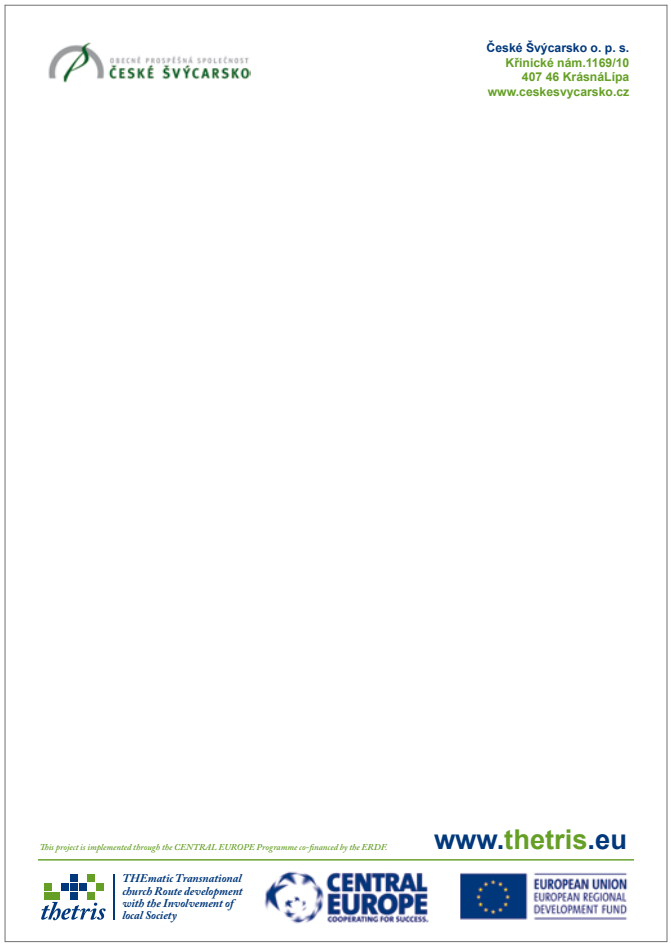
THETRIS Newsletter Nr. 2

– layout of newsletter last page



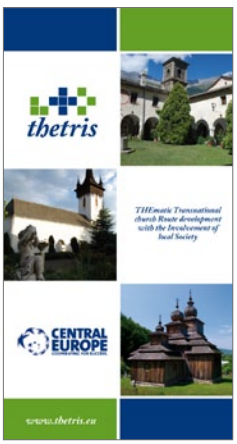
– powerpoint presentation layout



– layout of letterhead paper

– mandatory publicity of the Thetris project

– example of map layout



– example of map cover

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Ondřej Horáček
www.ohoracek.cz

Published by:

České Švýcarsko o. p. s.
Křinické nám.1169/10
407 46 Krásná Lípa
www.ceskesvycarsko.cz

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