



Definition and idea

EU CHIC is a name of the project, financed from the 7th Framework Programme of the European Commission. The aim of the project is to collect, organize, present and store database of the European immovable cultural heritage. Each relevant cultural heritage object gets its unique identity card with following available data on:

- History of the object
- State of conservation
- Materials
- Risks
- Structure
- Restoration and
- Photo survey.

Corporate design of the project is based on a logo with a line art illustration of some imaginary building silhouettes on a symbolic card. Data part of the logo contains capitalised name of the project "EU-CHIC" and its full name below "Cultural Heritage Identity Card". Colour scheme is based on two colours: dark blue and gray.



base elements



Color definitions

Color mode present basic color workspace and variations depends of media.

Pantone color mode is suitable for business paper applications like visit cards, envelopes, etc.
CMYK color mode is prepared for process print.

RGB mode is made for screen usage.



Pantone 3015 / C100 M30 Y5 K20 / R0 G96 B145



Pantone 430 / C20 K40 / R140 G143 B145

Color definitions

Duotone or monochromatic prints requires grayscale or line art color mode.

base elements



Process black 60%



Process black 40%



Process black 100%

Color definitions - color schemes

On different color backgrounds should be used simplified color schemes. On darker base we could use negative (white print) or full color logo.

Some suggestions for color combinations about background/logo are below:



Typographic elements

Base typography is Trebuchet MS and its derivatives. Same type should be used as main data and also plain text in applications such as brochures and other printing materials.

Trebuchet MS (regular)

7pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
9pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
10pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
12pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
15pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890

Trebuchet MS (bold)

7pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
9pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
10pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
12pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890
15pt	ABCČDEFGHIJKLMNOPRSŠTUVZŽXYQ abcčdefghijklmnoprsštuvzžxyq 1234567890

Basic data

Position and size of data text is shown on picture below.



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Web: www.fgg.uni-lj.si

eu chic
Cultural Heritage Identity Card

20pt
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10pt

SEVENTH FRAMEWORK PROGRAMME

Cultural Heritage Identity Card

Text color: R37 G74 B100

Text size

Header: 20pt Trebuchet MS Bold, spacing between lines - 120%

Plain text: 10pt Trebuchet MS Bold, spacing between lines - 120%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18



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Middle of page

Typical design element
developed from part of logo