

# **New European Bauhaus** visual identity

the graphic charter – V1

1. intro

2. the logo

3. the variations of the logo

4. colours

5. the font

6. the grid

7. applications

8. the logo customisation

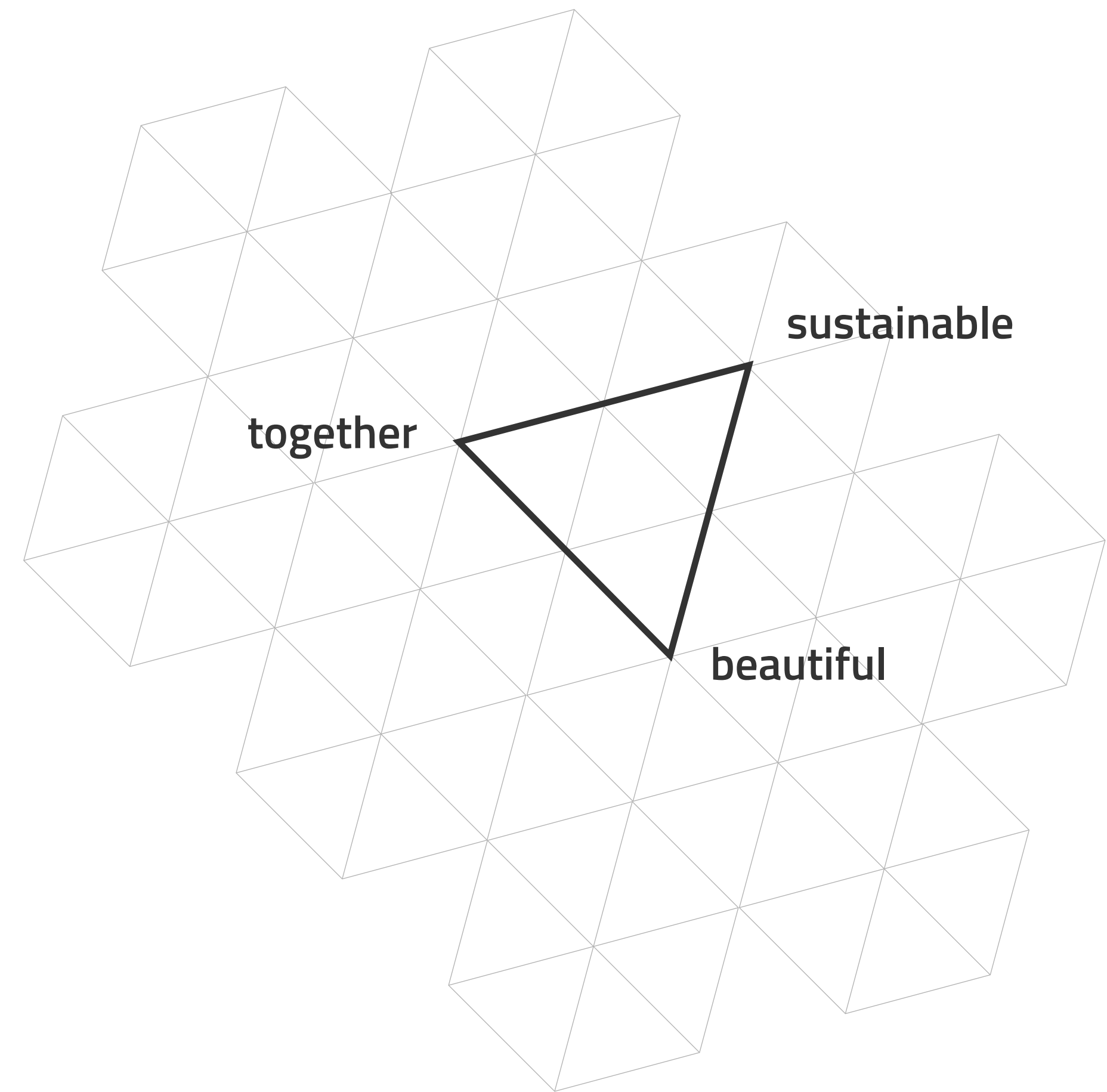
# the graphic charter

The visual identity of the New European Bauhaus was created to reflect the spirit of the initiative and its future evolutions.

These guidelines will give a frame where further visual identities could be developed. This document will be updated accordingly, to include the new visuals and styles.

The structure of the logo is based on the 3 values of the NEB. It is made by interconnected organic shapes, which are also the basis visual elements of the visual identity.

The NEB logo can be used as it is, or can be customised following the rules. This is an additional possibility to respect the co-creation and the community-based character of the initiative.



# the logo

The New European Bauhaus community has been consulted on the logo and has expressed their preferences based on the following key concepts:

"interconnection, together, and the character of the triangle as a geometry in circular fluidity."

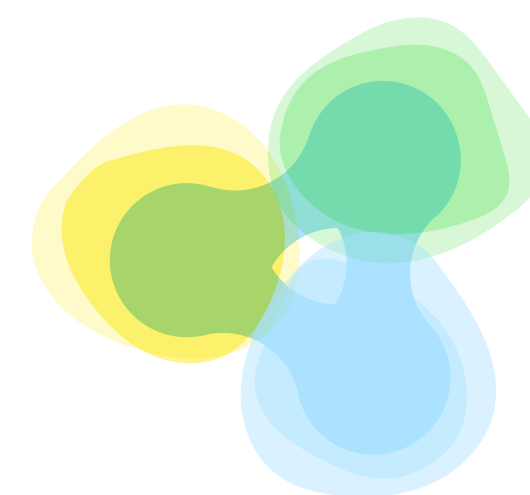
"idea of circular processes and the connection between all three aspects"

"dynamic, cohesive and better corresponds with three pillars of NEB that are "connected" on it, also it can function as a independent graphic sign on it's own, through branding NEB could be associated easily with that graphic sign."

"real movement in it and it seems more positive"

"softer, interwoven and well reflects the idea of interdependence between the three NEB pillars."

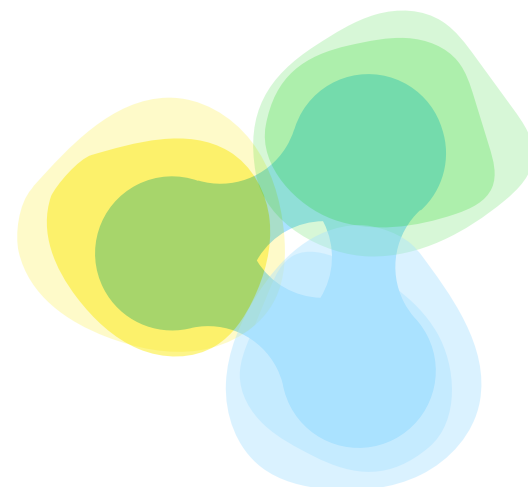
"transdisciplinary and interconnection closer to the holistic spirit of NEB."



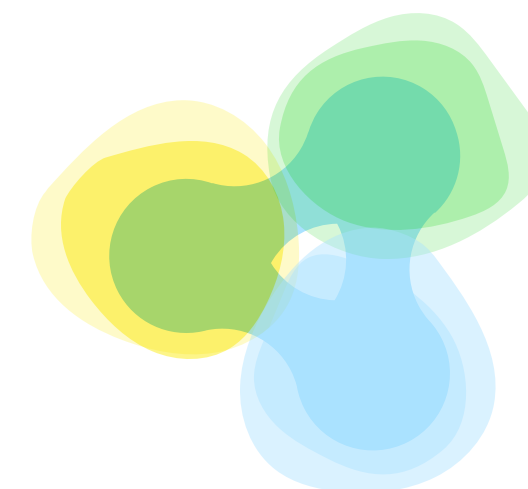
**New European Bauhaus**  
beautiful | sustainable | together



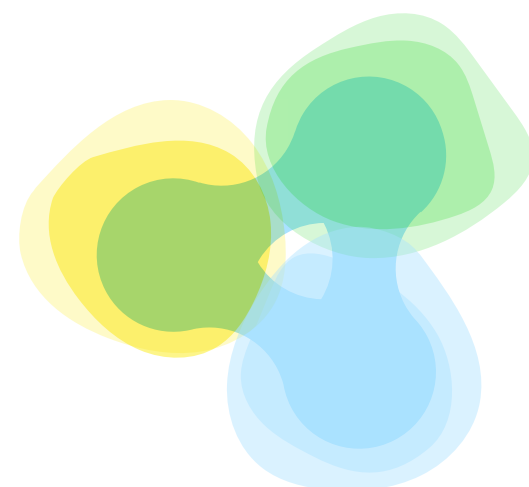
New European Bauhaus  
beautiful | sustainable | together



New European Bauhaus  
beautiful | sustainable | together



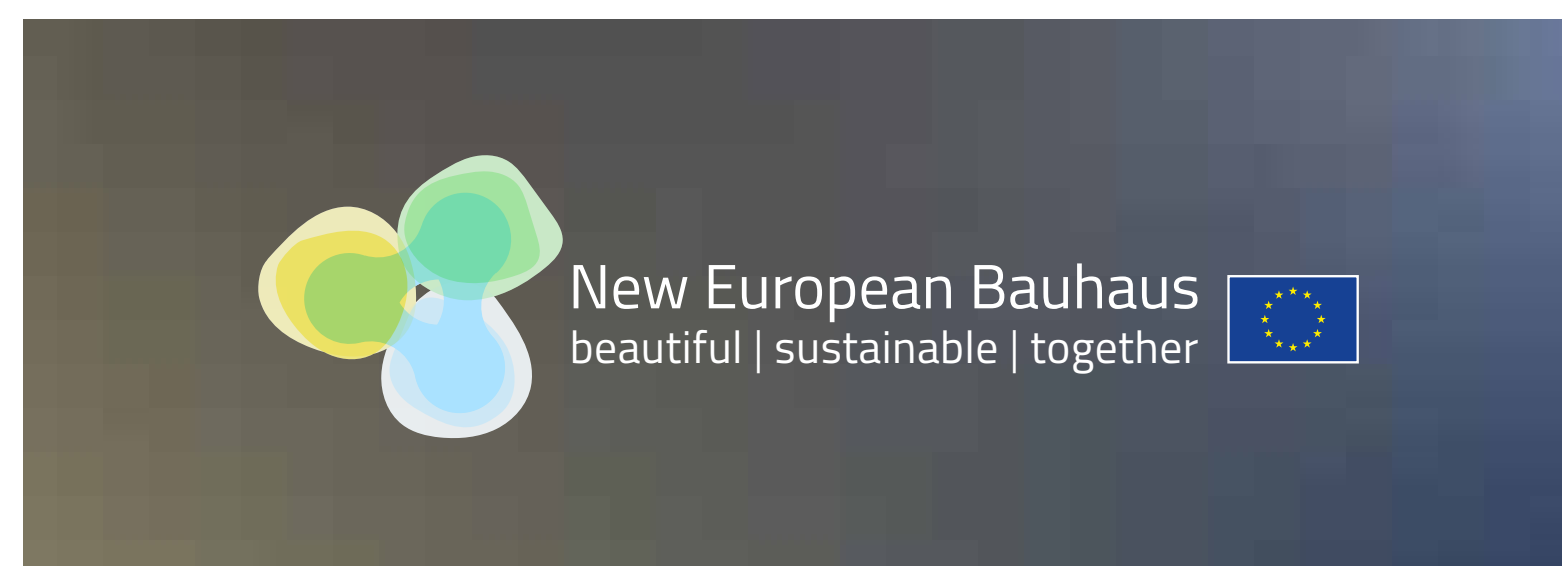
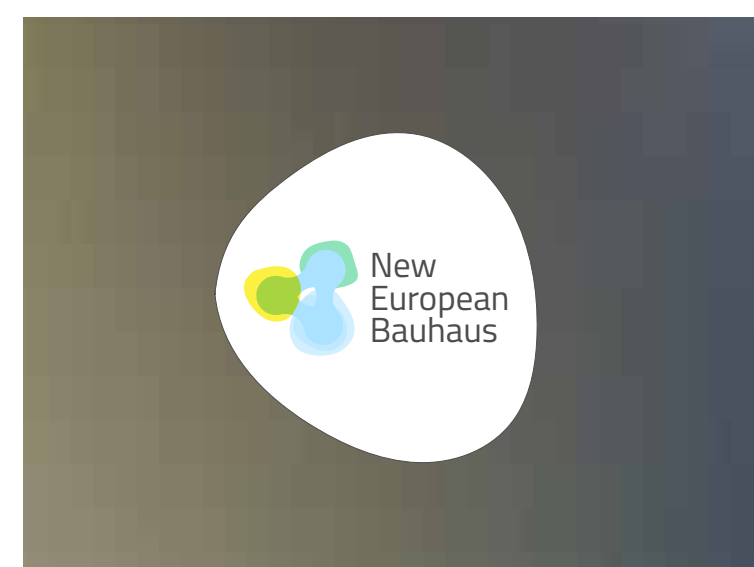
New European  
Bauhaus 



New European Bauhaus   
beautiful | sustainable | together

# Variations of the logo

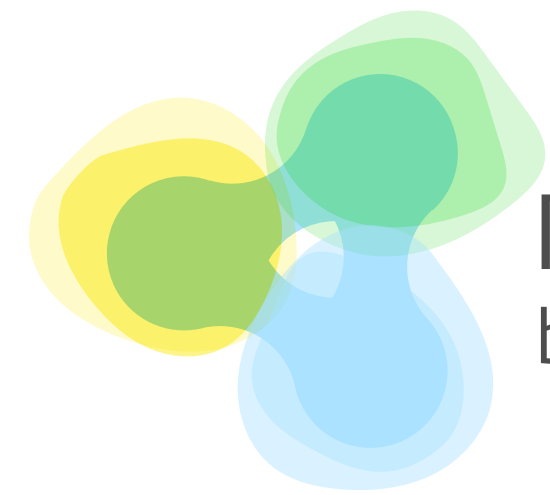
negative versions – to use with dark backgrounds



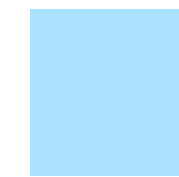
simplified version – to use when small



# the colours



New European Bauhaus  
beautiful | sustainable | together



**R** 170 **G** 226 **B** 255



**R** 116 **G** 220 **B** 171



**R** 252 **G** 238 **B** 37



**R** 77 **G** 77 **B** 77

We use Titillium font, an open source font from Google created by the Accademia di Belle Arti di Urbino.

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When the use of  
Titillium is not possible  
we use Calibri

Calibri

*Calibri*

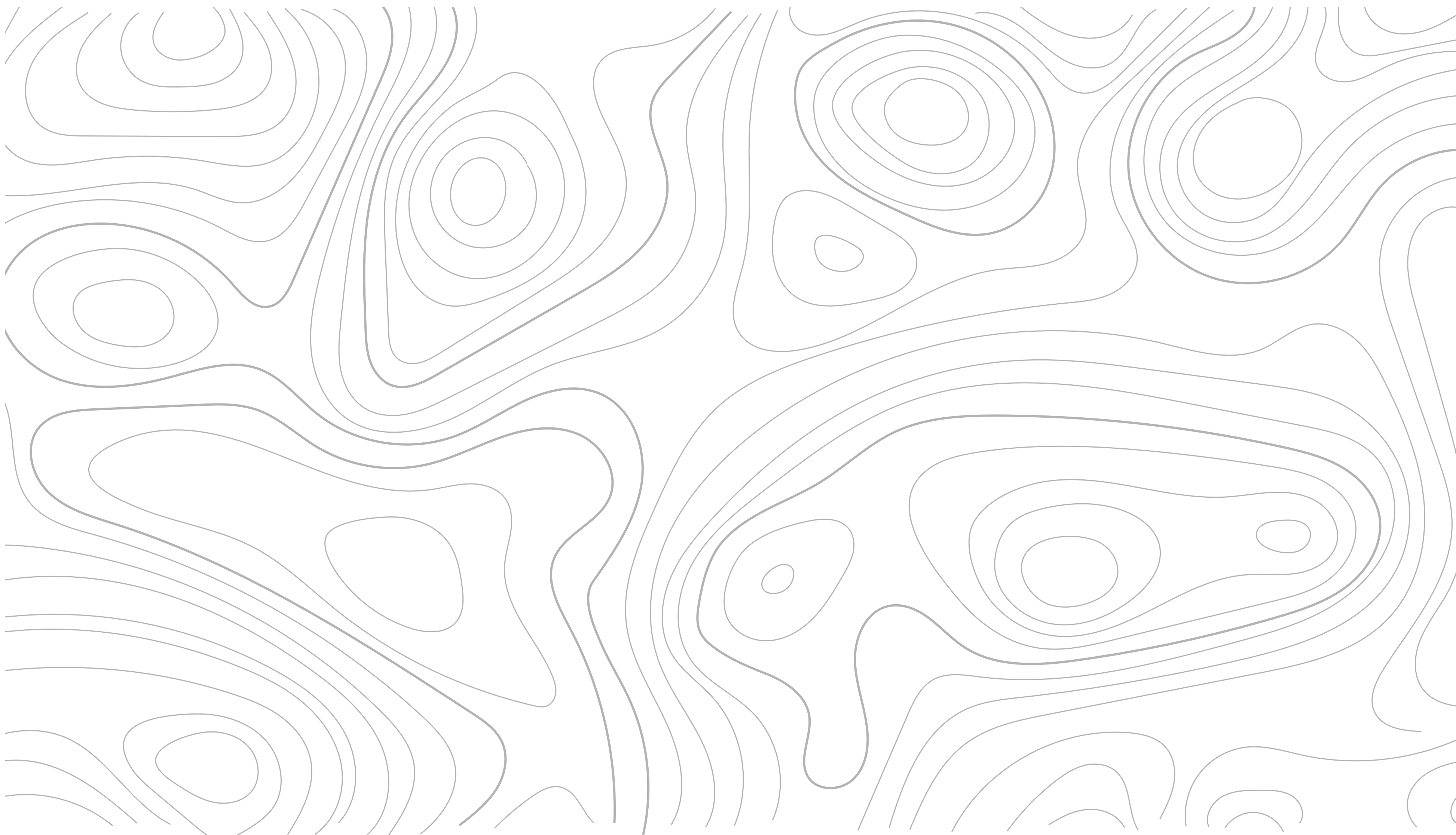
Calibri

*Calibri*

**Calibri**

***Calibri***





# the grid

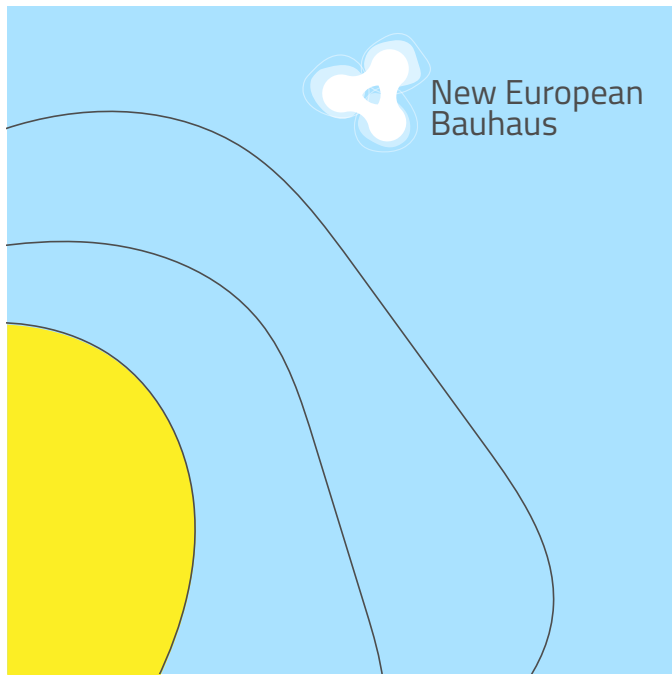
the organic grid  
evokes the natural  
shapes, the territory  
and the local aspects  
of the NEB projects.



# the additional grid

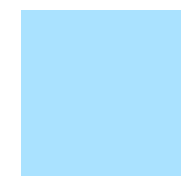
This grid can be combined  
with the organic grid,  
adding more structure in  
the layouts

# applications examples



# specific applications – NEB Prizes 2022

## NEB Prizes colours



**R** 170 **G** 238 **B** 255

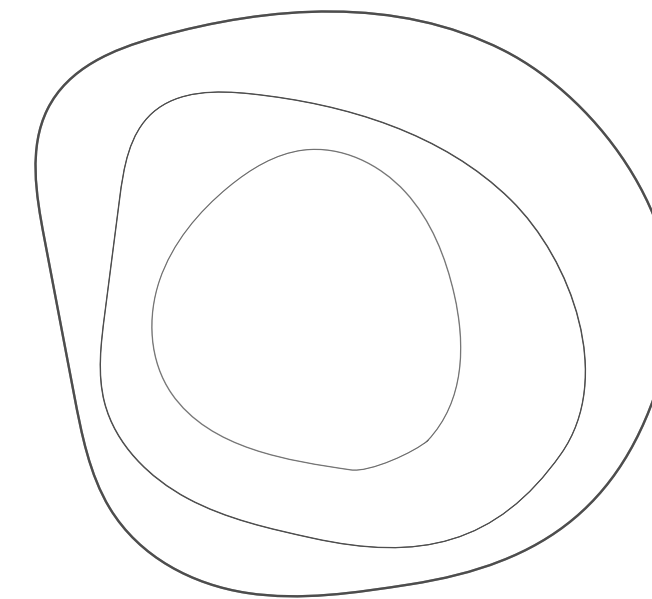


**R** 168 **G** 211 **B** 37

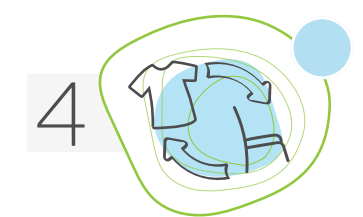
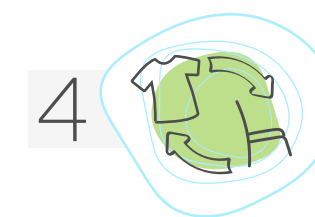
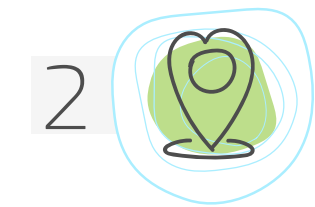
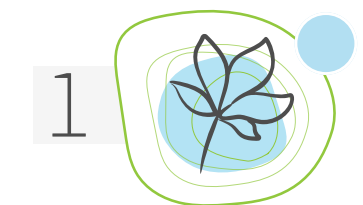
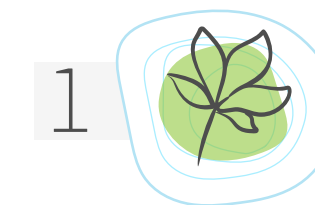


**R** 77 **G** 77 **B** 77

## graphic elements

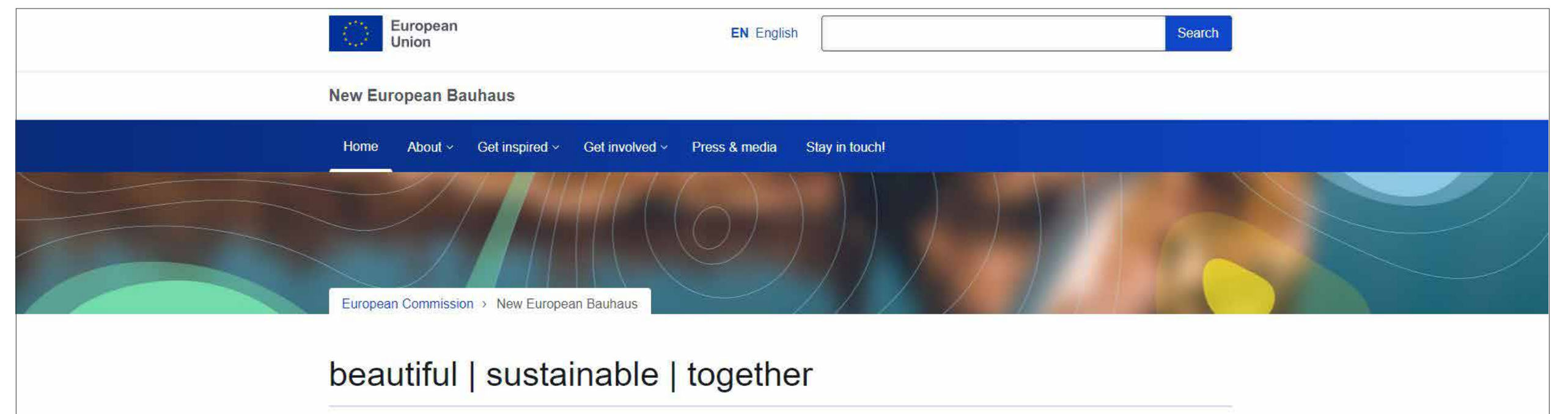


## category icons





# Website and Newsletter



# Customisation of the logo

The partners and the rest of the community will be able to use the NEB logo as seen in the previous sections, or will have the possibility to customise it with their name and/or their colours.

Specific guidelines for this opportunity will be available soon.



NEB logo  
+ partners' name



partners' colour (s)  
and name

