

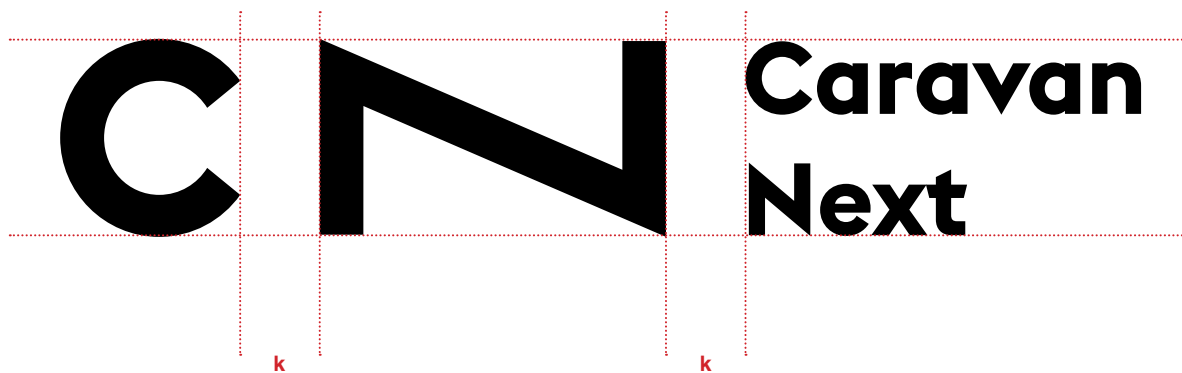
**Caravan Next**

Visual Identity  
Guidelines

1.  
**Caravan Next main logo**

This logo represents the whole project on a European level of communication. It will be used only by the Caravan Next Internal Team.





## 2.

### Caravan Next partner's logo

Each partner has is personal logo, that is the result of the Caravan Next main logo combined with the name of the place where the main activities will take place.

**CN Caravan  
Next**



**CN Caravan Next  
Amsterdam**

Odin Teatret

**CN** Caravan Next  
Denmark

Farm in the Cave

**CN** Caravan Next  
Czech Republic

Teatr Brama

**CN** Caravan Next  
Poland

Technological University of Crete

**CN** Caravan Next  
Greece

ZID Theatre

**CN** Caravan Next  
Netherlands

Omma Studio Theatre

**CN** Caravan Next  
Greece

TNT Atalaya

**CN** Caravan Next  
Spain

Kibla

**CN** Caravan Next  
Slovenia

Rohrmeisterei

**CN** Caravan Next  
Germany

OGR CRT

**CN** Caravan Next  
Italy

UNITO SCT Center

**CN** Caravan Next  
Italy

ALDA

**CN** Caravan Next  
France

Truc Sherique

**CN** Caravan Next  
Slovakia

### 3. Logo size

The size of our logo should be appropriate for the material it is being used on. It should not be smaller than the sizes stated. Sometimes you will need to use the Caravan Next logo at a very small size. The portrait logo should not be reduced beyond a minimum height of 13mm.



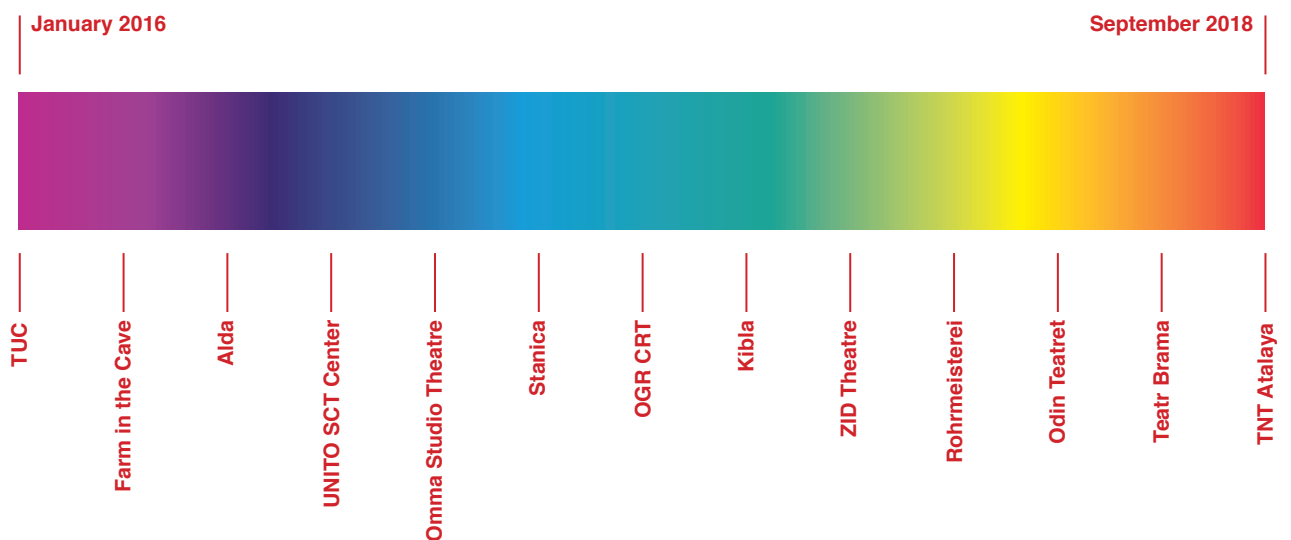
*Minimum size is 45 pixel hight for  
web and screen applications*



*Minimum size is 5 mm hight for  
print applications*

#### 4. Colors

Caravan Next is a project that will last for more than two years that involves thirteen partners from all over Europe. We used the light spectrum as a metaphor to enlighten this concept of duration. A specific color will be assigned to each partner, directly linked to the period of time when its activities will take place.





**C27 M95 Y25 K1**  
**R185 G48 B118**



**Caravan Next**  
**Greece**



**C45 M90 Y5 K00**  
**R155 G52 B132**



**Caravan Next**  
**Czech Republic**



**C72 M96 Y9 K2**  
**R102 G43 B123**



**Caravan Next**  
**France**



**C93 M100 Y20 K7**  
**R50 G40 B107**



**Caravan Next**  
**Italy**



**C92 M75 Y3 K0**  
**R27 G77 B150**



**Caravan Next**  
**Greece**



**C80 M37 Y0 K0**  
**R22 G134 B195**



**Caravan Next**  
**Slovakia**



**C77 M20 Y7 K0**  
**R1 G157 B203**



**Caravan Next**  
**Italy**



**C80 M13 Y48 K0**  
**R0 G157 B143**

**CN Caravan Next  
Slovenia**



**C70 M0 Y75 K0**  
**R81 G174 B98**

**CN Caravan Next  
Netherlands**



**C10 M5 Y90 K0**  
**R241 G222 B27**

**CN Caravan Next  
Germany**



**C1 M28 Y93 K0**  
**R249 G191 B11**

**CN Caravan Next  
Denmark**



**C0 M75 Y90 K0**  
**R234 G101 B34**

**CN Caravan Next  
Poland**



**C2 M98 Y78 K1**  
**R223 G14 B52**

**CN Caravan Next  
Spain**

## 5. Logo and background

How to use your logo with different backgrounds.



*Coloured logo should be used just on white background*



*White logo should be used on dark backgrounds.*



*Black logo should be used on pale backgrounds.*

## 6. Logo don't

Caravan Next logo should be used in an appropriate way, avoiding variations that could weaken its readability and its recognisability.



*No different colours*



*No outline*



*No coloured logo on coloured background*

6.  
**Logo don't**

Caravan Next logo should be used in an appropriate way, avoiding variations that could weaken its readability and its recognisability.



## 7. Typeface

The typeface that you are invited to use for all your document (both web and printed) is Helvetica. It is a modern, clear and easy-to-read typeface. Any Helvetica you have installed on your pc, laptop, mac, etc, will be fine.

Using a single typeface for all new materials related to Caravan Next project is just a suggestion, but we think it may help from the beginning to keep everything under the same identity, family, concept.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Helvetica book should be used for body  
copy*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Helvetica bold should be used for main  
headlines*

## 8. Gradient

A gradient, related to the light spectrum, is assigned to each partner. It can be used as background color.



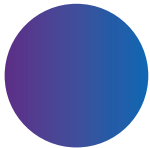
**TUC**  
C45 M90 Y5 K00 / R155 G52 B132 C70  
C2 M98 Y78 K1 / R223 G14 B52



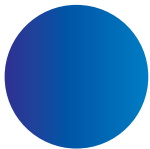
**Farm in the Cave**  
C25 M100 Y10 K0 / R190 G27 B130  
C70 M95 Y5 K0 / R111 G43 B142



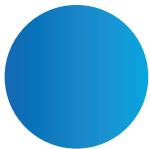
**Alda**  
C45 M90 Y5 K0 / R154 G63 B145  
C90 M100 Y15 K4 / R70 G45 B125



**UNITO SCT Center**  
C80 M100 Y10 K0 / R94 G46 B134  
C95 M60 Y0 K0 / R0 G103 B179



**Omma Studio Theatre**  
C70 M25 Y0 K0 / R46 G45 B119  
C95 M60 Y0 K0 / R0 G162 B255



**Stanica**  
C95 M60 Y0 K0 / R0 G103 B179  
C70 M0 Y0 K0 / R0 G192 B243



**OGR CRT**  
C85 M0 Y0 K0 / R0 G182 B241  
C85 M10 Y50 K0 / R0 G164 B150



**Kibla**  
C90 M23 Y23 K0 / R0 G148 B180  
C60 M0 Y577 K0 / R108 G192 B109



**ZID Theatre**  
C85 M10 Y60 K0 / R0 G163 B135  
C35 M0 Y5100 K0 / R178 G210 B53



**Rohrmeisterei**  
C60 M0 Y85 K0 / R110 G192 B93  
C10 M10 Y95 K0 / R235 G213 B41



**Odin Teatret**  
C10 M10 Y90 K0 / R235 G213 B57  
C0 M85 Y5100 K0 / R240 G78 B35



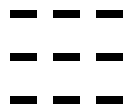
**Teatr Brama**  
C0 M55 Y90 K0 / R246 G139 B51  
C0 M100 Y5100 K0 / R237 G28 B36



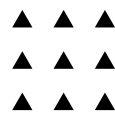
**TNT Atalaya**  
C0 M100 Y100 K0 / R237 G28 B36  
C30 M100 Y51 K0 / R180 G30 B140

## 9. Pattern

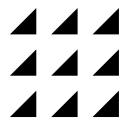
A pattern is assigned to each partner. It can be used as decoration in combination with background color.



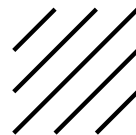
TUC



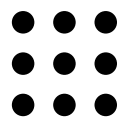
Kibla



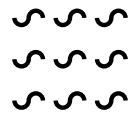
Farm in the Cave



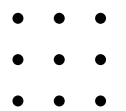
ZID Theatre



Alda



Rohrmeisterei



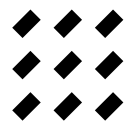
UNITO SCT Center



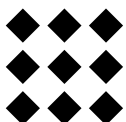
Odin Teatret



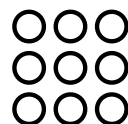
Omma Studio Theatre



Teatr Brama



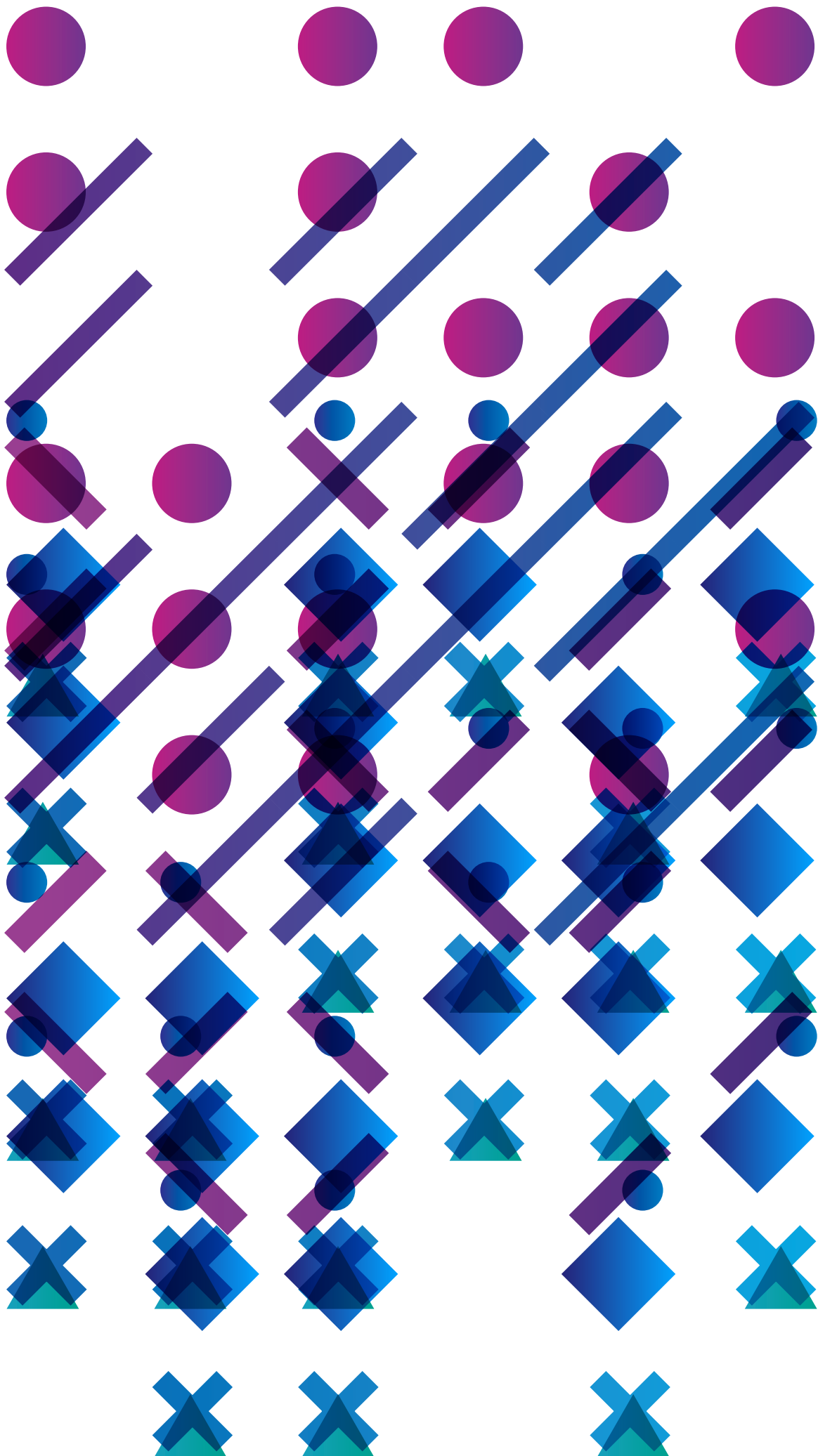
Stanica

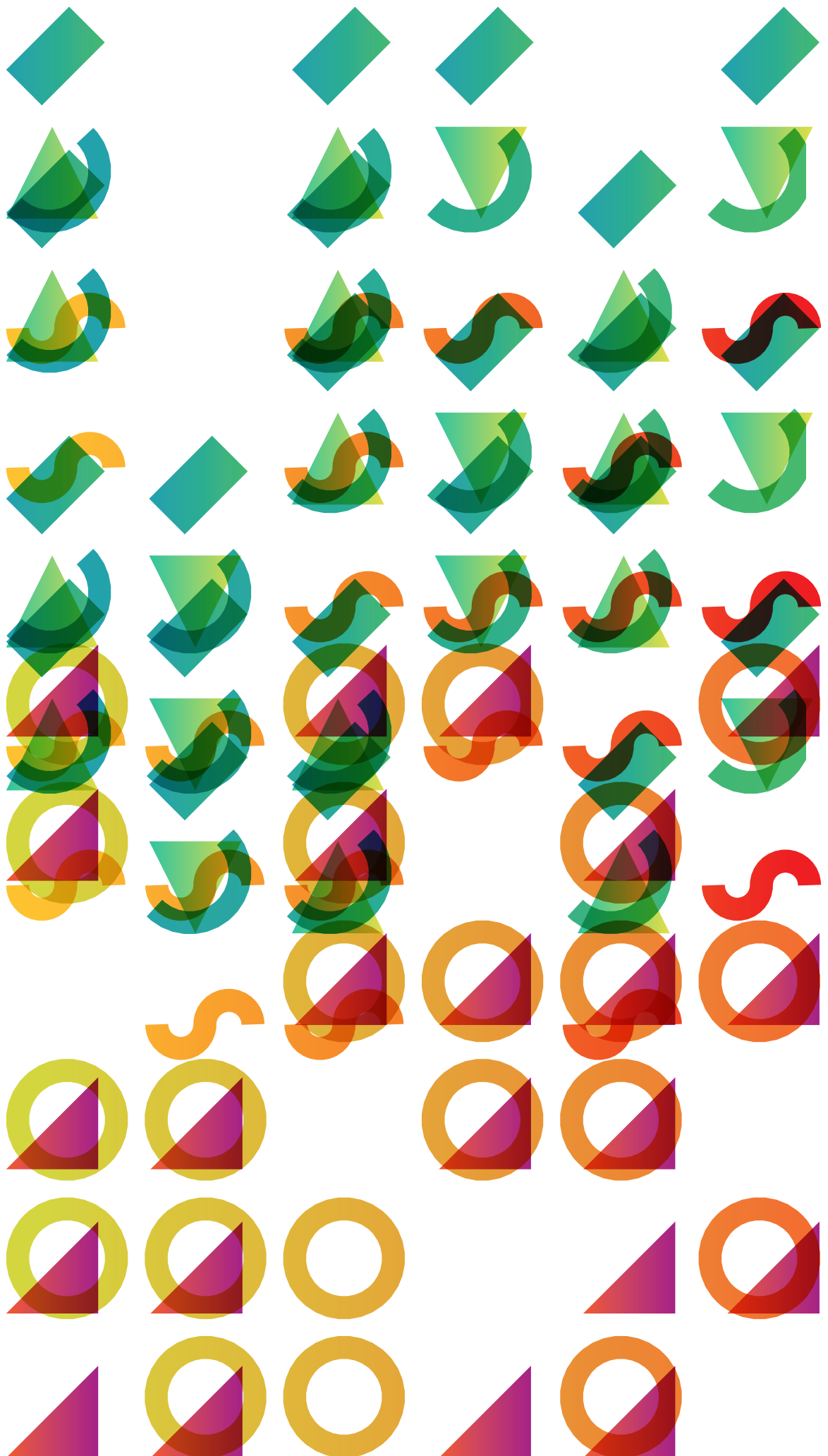


TNT Atalaya



OGR CRT





## 10. Caravan Next visual ID usage Logo positioning

You can design your posters, flyers, etc as you prefer, but we strongly raccomandand you to use always the Caravan Next logo and the EU logo as shown below: on the same line, with the same height.

**CN logo  
up on the left**

**CN** Caravan Next  
Italy



**EU logo  
up on the right**

100 x 70 cm

**CN** Caravan Next  
Slovakia



70 x 35 cm

**CN** Caravan Next  
Slovakia



42 x 29 cm

**CN** Caravan Next  
Slovakia



10 x 15 cm

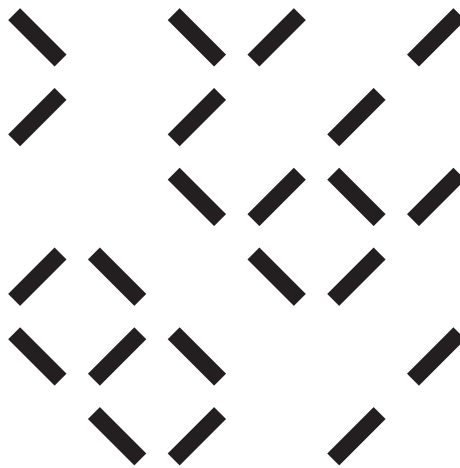
**CN** Caravan Next  
Slovakia



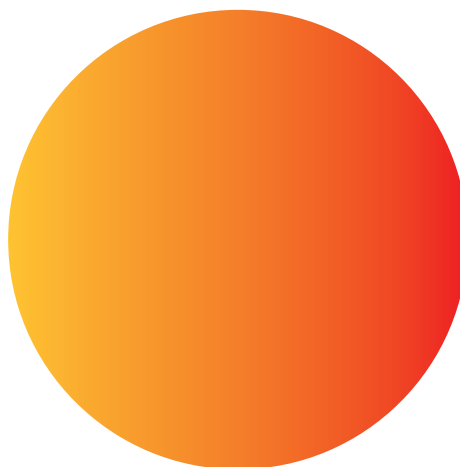
## 11. Caravan Next visual ID usage Printed matters

We designed a few layouts that can help you communicate your activities: feel free to use them.

Pattern



Gradient



# Since the last Friday

---

**Holstebro Festuge**  
12 — 18  
August 2017

Odin Teatret  
Særkærparken 144  
Holstebro — Denmark

[www.caravannext.eu](http://www.caravannext.eu)



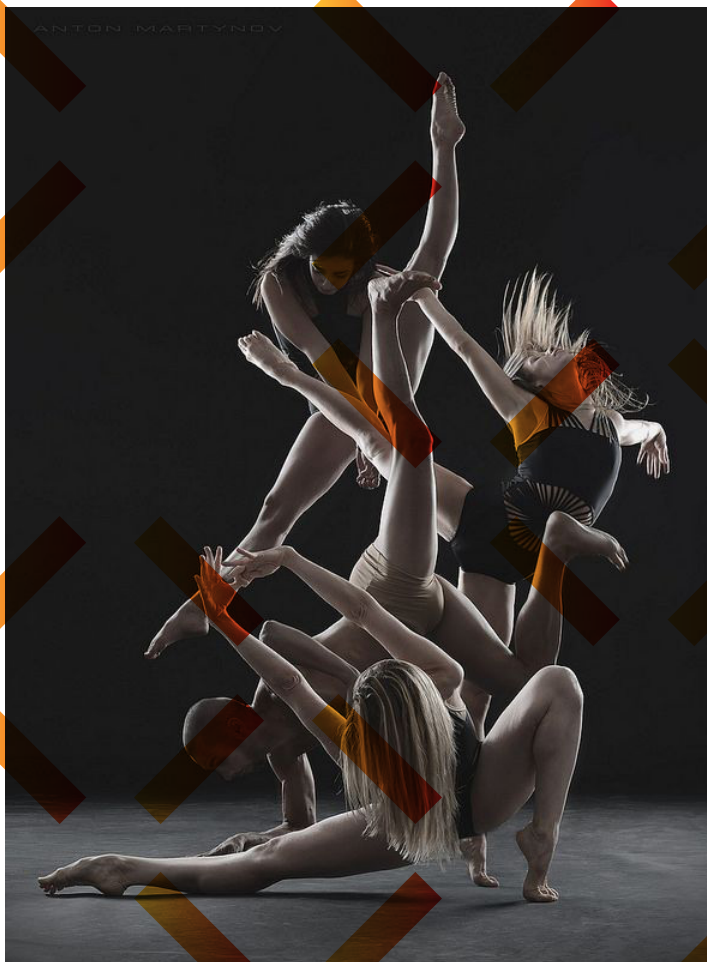
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# RETUR: MØDER PÅ STORSKÆRMEN 12 August 2017

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.

Særkærparken 144  
Holstebro—Denmark

[www.caravanext.eu](http://www.caravanext.eu)



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## RETUR: MØDER PÅ STORSKÆRMEN

12 August 2017

---

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.

Særkærparken 144  
Holstebro—Denmark

[www.caravanext.eu](http://www.caravanext.eu)

main logos  
area

CN Caravan Next  
Netherlands



heading  
area

# I love you, Honey- bear.

main info  
area

**Ziggy Stardust Fest**  
15 November —  
22 December 2016

ZID Theater  
De Roos van  
Dekamaweg 1  
1061 HR Amsterdam  
[www.caravannext.eu](http://www.caravannext.eu)

partner logos  
area

C/O careof

sky

●●● MUSEO DEL NOVECENTO

CN Caravan Next  
Netherlands



# THE MAN WHO FELL TO EARTH

16 December 2016

Sed ut perspiciatis unde omnis  
iste natus error sit voluptatem  
accusantium doloremque  
laudantium, totam rem.

ZID Theater  
De Roos van Dekamaweg 1  
1061 HR Amsterdam

[www.caravannext.eu](http://www.caravannext.eu)

c/o careof

sky

●●● MUSEO DEL NOVECENTO

# me, you and everyone we know

---

**MIRANDA JULY**  
**— TALK**  
02 November 2017

ZID Theater  
De Roos van Dekamaweg 1  
1061 HR Amsterdam

[www.caravannext.eu](http://www.caravannext.eu)

---

Sed ut perspiciatis unde  
omnis iste natus error sit  
voluptatem accusantium  
doloremque laudantium,  
totam rem aperiam, eaque

ipsa quae ab illo inventore  
veritatis et quasi architecto  
beatae vitae dicta sunt  
explicabo.

C/O careof

sky

●●● MUSEO DEL NOVECENTO

999 FILMS



# ME, YOU AND EVERYONE WE KNOW

02 November 2017

ZID Theater  
De Roos van Dekamaweg 1  
1061 HR Amsterdam

[www.caravannext.eu](http://www.caravannext.eu)

Sed ut perspiciatis unde  
omnis iste natus error sit  
voluptatem accusantium  
doloremque laudantium,  
totam rem aperiam, eaque

ipsa quae ab illo inventore  
veritatis et quasi architecto  
beatae vitae dicta sunt  
explicabo.

C/O careof

sky

MUSEO DEL NOVECENTO

999-FILMS



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## PERFUME SIR?

02 November  
2017

ZID Theater  
De Roos van Dekamaweg 1  
1061 HR Amsterdam

[www.caravannext.eu](http://www.caravannext.eu)

---

Sed ut perspiciatis unde  
omnis iste natus error sit  
voluptatem accusantium  
doloremque laudantium,  
totam rem aperiam, eaque

ipsa quae ab illo inventore  
veritatis et quasi architecto  
beatae vitae dicta sunt  
explicabo.

CN Caravan Next  
Netherlands

Co-funded by the  
Creative Europe Programme  
of the European Union



# ME, YOU AND EVERYONE WE KNOW

02 November 2017

ZID Theater  
De Roos van Dekamaweg 1  
1061 HR Amsterdam

[www.caravannext.eu](http://www.caravannext.eu)

Sed ut perspiciatis unde  
omnis iste natus error sit  
voluptatem accusantium  
doloremque laudantium,  
totam rem aperiam, eaque

ipsa quae ab illo inventore  
veritatis et quasi architecto  
beatae vitae dicta sunt  
explicabo.

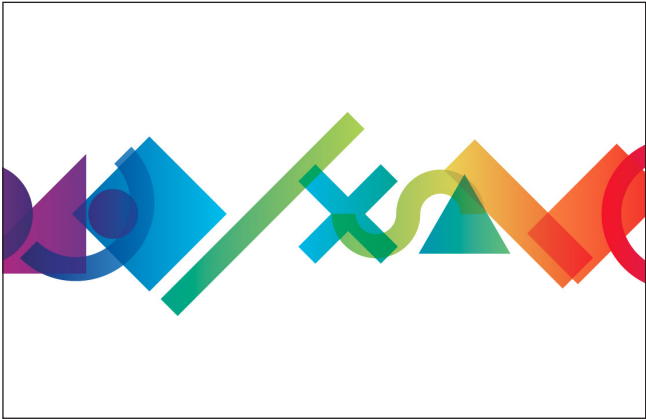
C/O carenf

sky

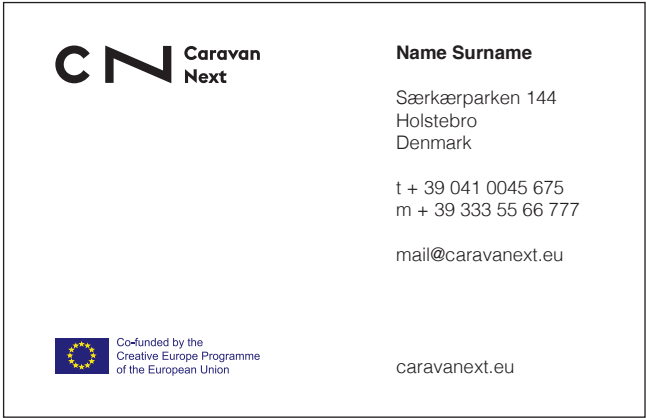
●●● MUSEO DEL NOVECENTO

999 FILMS

12.  
Business Card



General EU Business Card — Front



General EU Business Card — Back



**TUC**



**Kibla**



**Farm in the Cave**



**ZID Theatre**



**Alda**



**Rohrmeisterei**



**UNITO SCT Center**



**Odin Teatret**



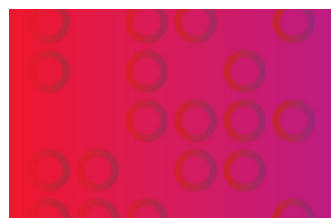
**Omma Studio Theatre**



**Teatr Brama**



**Stanica**



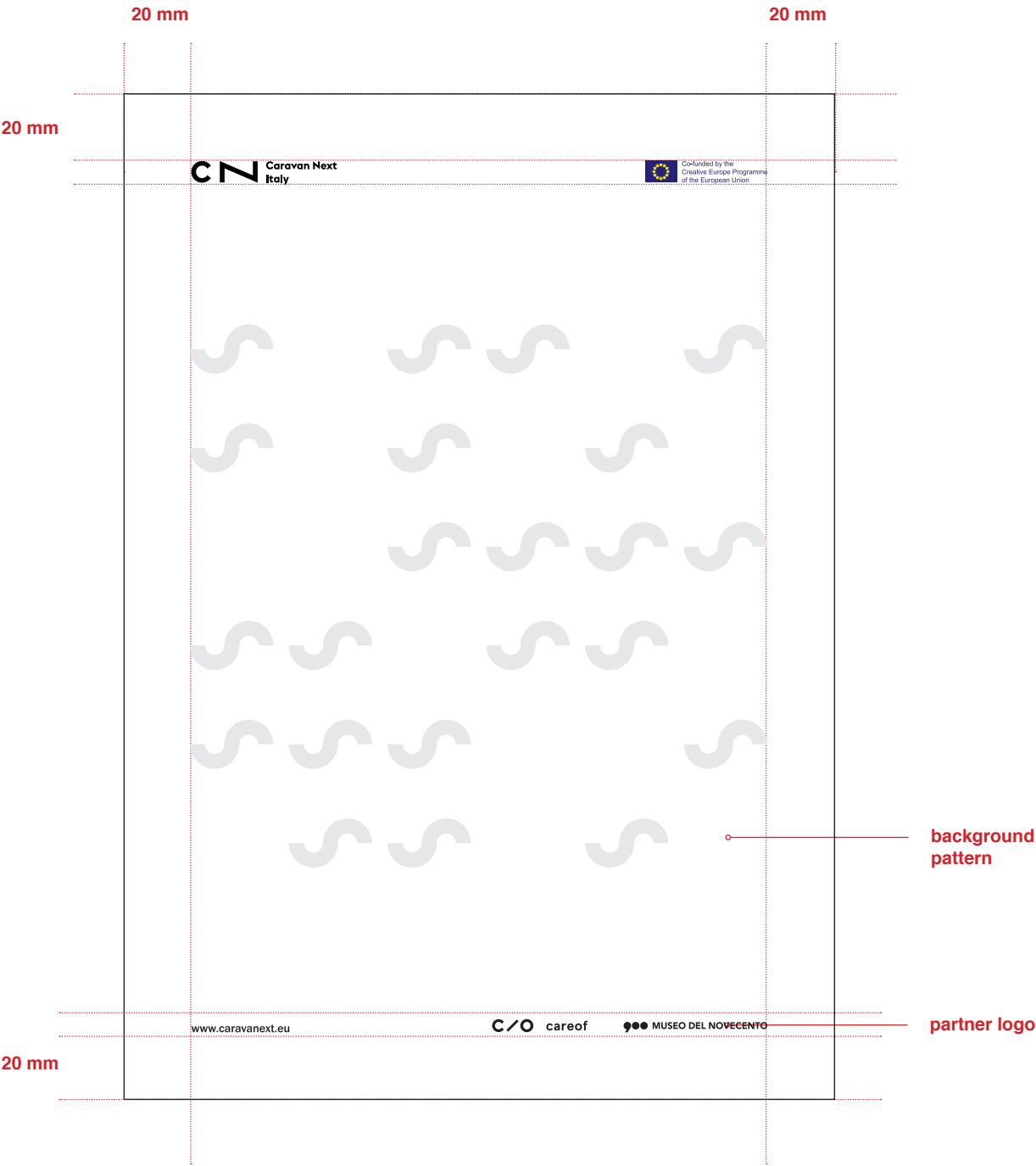
**TNT Atalaya**



**OGR CRT**

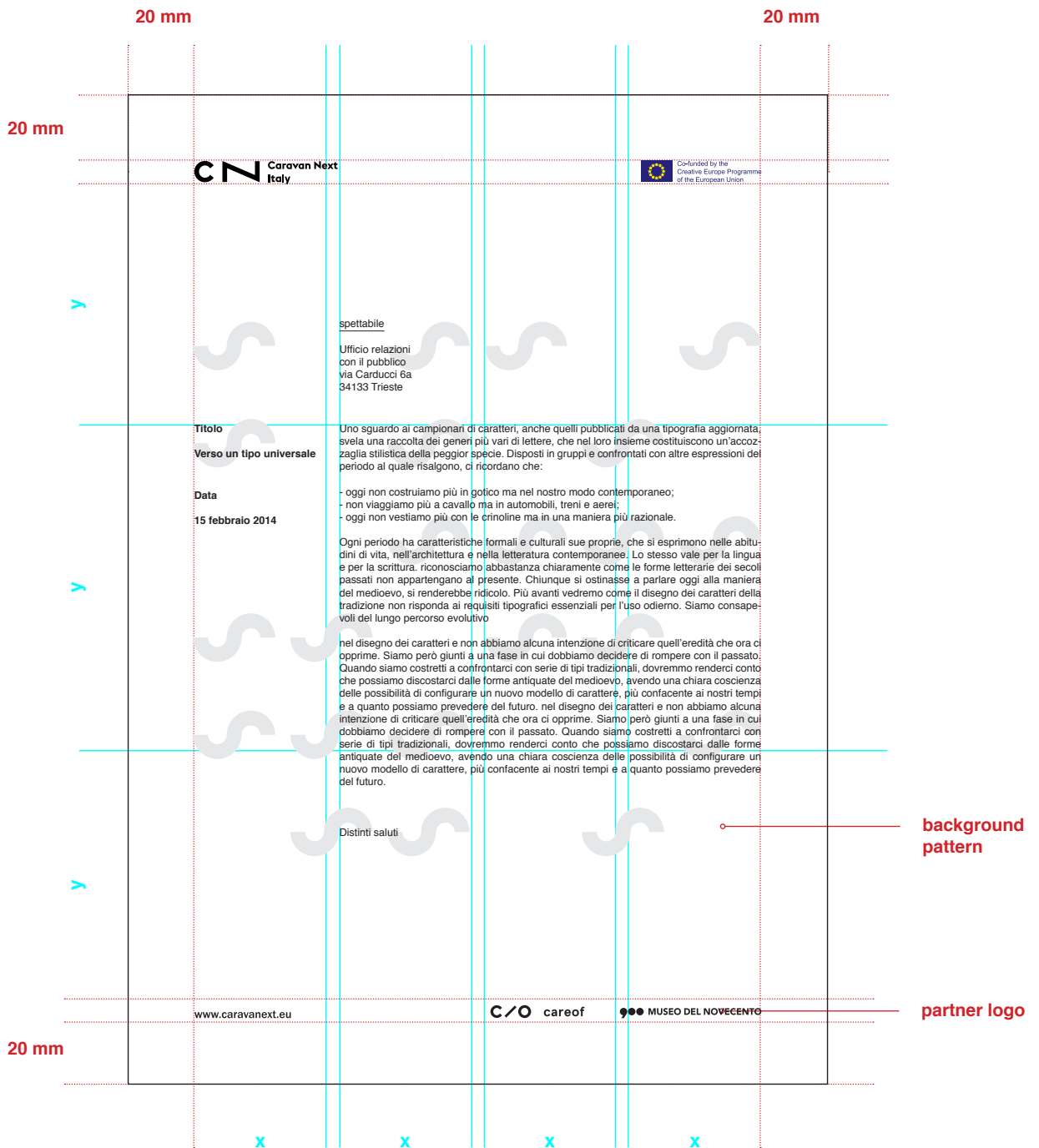
13.  
Letterhead

A4 — 210 x 297 mm



## 14. Document

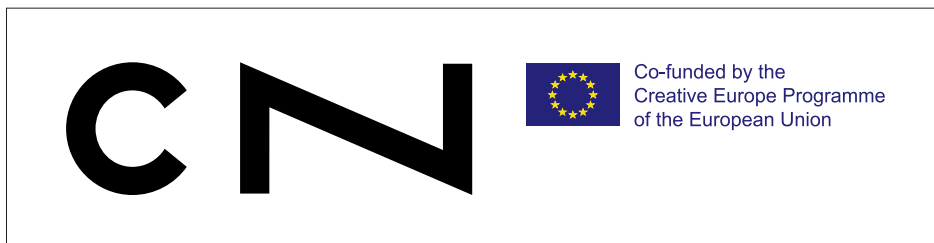
A4 — 210 x 297 mm



## 14. Sticker

A sticker may help you to promote your Caravan Next activities, if you are using an image or a pattern.

You will find a template ready to use in attachement.  
If you prefer to do by yourself it's fine, just please don't forget the EU logo!



## 14. Facebook Banner



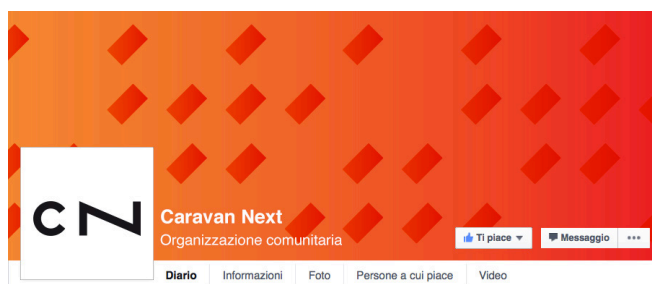
**Bright image**  
Colored monogram + Pattern



**Black & white image**  
Colored monogram + Pattern



**Dark image**  
Colored monogram



**Background pattern**  
Black & White monogram

## **Caravan Next Visual Identity guidelines**

—

**design by AUT**

[www.98800.org](http://www.98800.org)

[aut@98800.org](mailto:aut@98800.org)