

MALTA
EUROPEAN CAPITAL
OF CULTURE
2018



VISUAL IDENTITY GUIDELINES
VERSION 1.0. CREATED 2014

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THE VALLETTA 2018 BRANDMARK

Valletta 2018 is a manifestation, a catalyst for change to define our cultural identity. Its visual representation is not to create a logo for Valletta, but defining an identity for the event and anchoring this image to the uniqueness of the city.

The Valletta 2018 brandmark is based upon a very abstract influence, inspired by the original architectural plans of Francesco Laparelli da Cortona (1521-1570) with rows of streets set perfectly at right angles to each other with its layered, terraced visual appearance. This brandmark acts as the basis for an identity grid system that would be unique to Valletta 2018. The identity system will increase brand recognition and efficiencies by providing a common visual and iconic framework for all Valletta 2018 communications.

The elements of the new brandmark are choreographed as if on a stage: A vibrant snapshot of an energized performance. The shapes are designed to suggest the dynamic and contemporary nature of the manifestation, while the letters are highlighting the unique and sharp shapes of the cities planning and architecture.

The new identity brings freshness to the historic and rich cultural heritage of Valletta (and Malta) and creates a new look and system that has impact, is lasting, has wide appeal and can establish brand recognition quickly.



THE VALLETTA 2018 BRANDMARK

HOW TO USE OUR BRANDMARK

The Valletta 2018 brandmark has two elements: the Valletta 2018 wordmark and the 'European Capital of Culture' descriptive term.

The logo has both a positive and a negative cut to maximize standout of the brandmark. The positive version must be used on pale backgrounds, the negative on dark backgrounds (as illustrated).

The brandmark must always be reproduced as a single entity from original artwork or files. If it has to be scaled to a different size, it must be scaled proportionately so that its height:width ratio is unchanged. Neither the Valletta 2018 wordmark nor the 'European Capital of Culture' descriptive can be used on its own.

The brandmark must always be used at a 37 degrees angle to the baseline of a document.

The brandmark must not be used within text. In such phrases as 'Produced for Valletta 2018,' 'Valletta 2018' must be written in plain text, in the same font as the rest of the phrase.



POSITIVE VERSION



NEGATIVE VERSION

NOTE

The black box is not part of the brandmark; it is used here to illustrate a dark background.

THE BRANDMARK COLOURS

Our brandmark can only be printed/ shown in black, variants of red, and in grey. These colours must be in the shades illustrated. The Pantone® colours are used when printing with three colour colours. Black is used when printing in one colour. The CMYK variant is used when printing in four colour process. The RGB/Hex variant is used for digital reproduction.



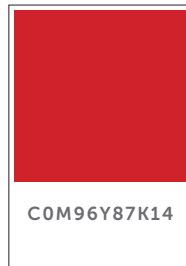
NOTE

Pantone® and CMYK will shades vary on display monitors

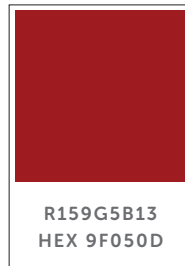
PANTONE® COLOURS VARIANT



PANTONE® COLOURS VARIANT



PANTONE® COLOURS VARIANT



ONE COLOUR VARIANT



CLEAR SPACE AROUND THE BRANDMARK



To ensure the brandmark stands out, it must be positioned within a minimum amount of clear space. The only text allowed within this clear space is credit indicators like 'Produced by', 'Presented by' or 'Production'. To create the greatest impact, allow even more space around the logotype. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

The amount of clear space required is directly proportional to the size of the brandmark. The width of this space is equivalent to the distance between the foremost tip of the 'European Capital Culture' element and the tip of the Valletta 2018 wordmark. The space is required on all four sides of the brandmark, as illustrated.

PREFERRED SIZE OF THE VALLETTA 2018 BRANDMARK

The table below shows the preferred sizes of the Valletta 2018 brandmark in print applications. For each paper size, the width of the brandmark must never be smaller than that specified.

BRANDMARK WIDTH	PAPER SIZE
205mm	A5
31.5mm	A4
43.5mm	A3
62.5mm	A2
87.5mm	A1
124.5mm	A0



62.5mm
A2

BACKGROUND CONTROL

Whenever the brandmark is used on a photographic or other varying background, there must be sufficient contrast between the background and the brandmark to ensure that the brandmark has a high level of standout.

Ensure that the correct version, positive or negative, is used.



POSITIVE VERSION



NEGATIVE VERSION



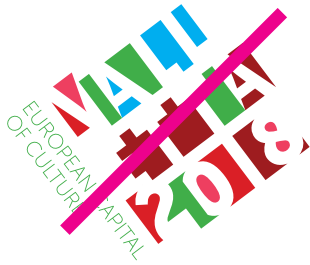
INCORRECT PLACEMENT



CORRECT PLACEMENT

INCORRECT USE OF THE BRANDMARK

The brandmark must always be used correctly. These examples illustrate how the brandmark **MUST NOT** be used.



DO NOT use the brandmark in any other colours than those specified in the guidelines.



DO NOT alter the proportions of the elements that make up the brandmark.



DO NOT do not use the brandmark at any other angle other than the 37 degrees one



DO NOT apply effects or filters to the brandmark



DO NOT separate the brandmark elements.

MASTER TYPEFACE

Museo Sans Rounded

by JOS BUIVENGA

Museo Sans Rounded is our master typeface. It is a contemporary sturdy, low contrast, geometric, highly legible sans serif typeface. It reproduces well at small font sizes.

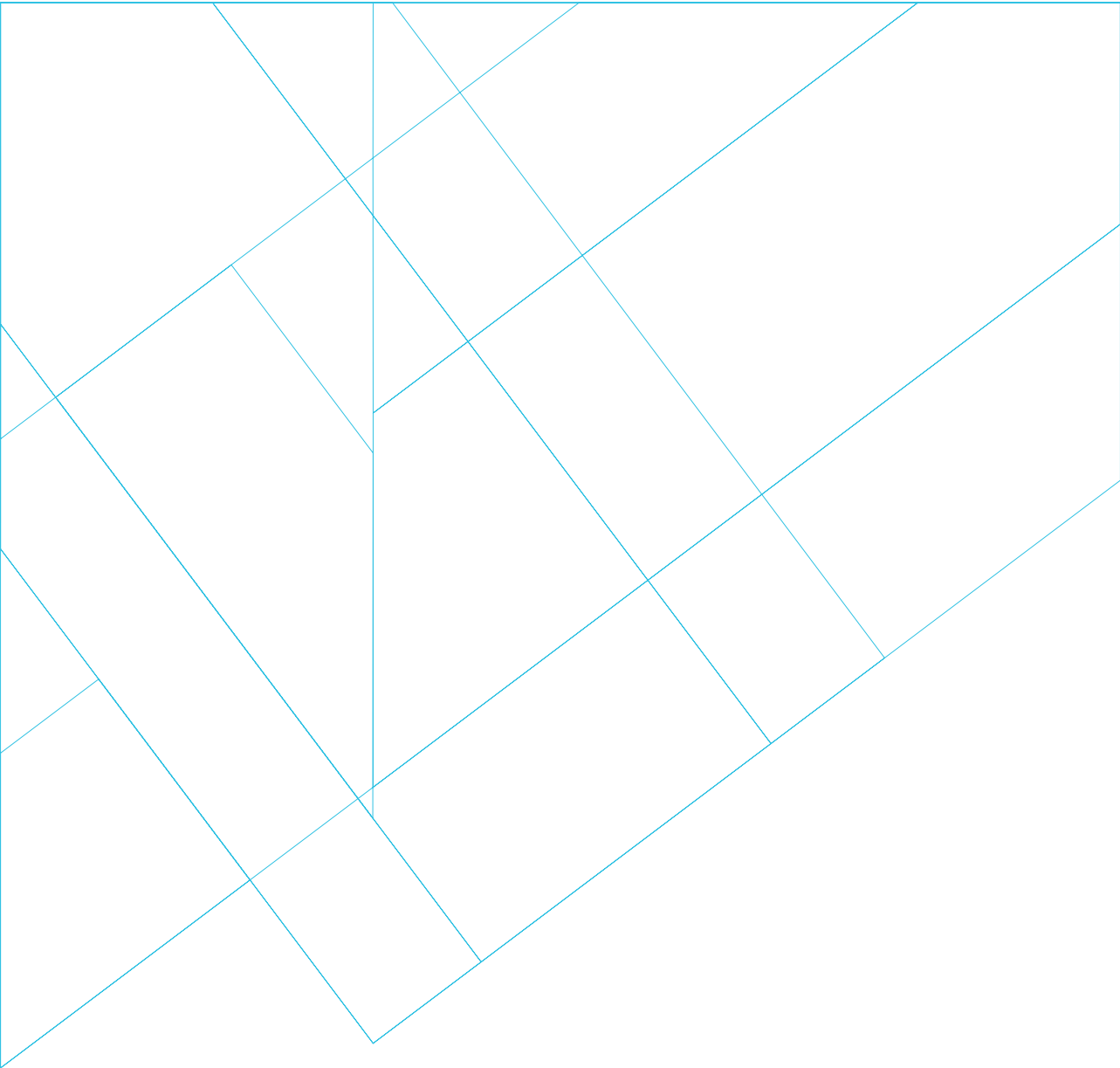
It should be used for all display text (e.g. poster titles and text, brochures headings); it can also be used for body-copy. It can be bought from MyFonts www.myfonts.com; it has 5 weights from thin to ultra.

Museo Sans Rounded is available for web through Adobe© Typekit

Cultural activity
Valletta's Master plan
27 April 2018

THE VALLETTA 2018 BRAND GRID

At the base of the Valletta 2018 identity lies an intricate grid inspired by the architectural plans of Valletta. The grid uses a series of lines set at 37 degrees, which is the angle of the Valletta promontory, to create visual anchorage to the typographic and photographic elements.



EXAMPLES OF THE VALLETTA 2018 BRAND APPLICATION

The below applications are a visual representation of the Valletta 2018 brand. These examples are just for visual reference and not meant to be the final version of such application.



