

LINA European Architecture Platform

+

LINA European Architecture Platform

LINA



LINA European
Architecture
Platform

 LINA European Architecture Platform

 LINA

-

LINA European Architecture Platform

MAIN LOGOTYPE

LINA



SUBMARK + FAV ICON

European
Architecture
Platform
LINA

LOGOTYPE MUTATIONS

 LINA European Architecture Platform

 LINA

LOGOTYPE + EU FLAG

LINA European Architecture Platform

FACULTY OF ARCHITECTURE OF THE UNIVERSITY OF LJUBLJANA
BRUMEN FOUNDATION
CREATIVE EUROPE PROGRAMME OF THE EU

OPEN CALL
NEW EUROPEAN
BAUHAUS

DEADLINE19. X 2022

NEW WAVE
EXHIBITION

NEIGHBOUR: HOW CAN WE LIVE TOGETHER?

The exhibition is a collaboration between KODE Art Museum, Bergen City Architect and its BOPILOT research project, The National Museum of art, architecture and design, and the architectural firm Helen & Hard.
April 2022

READ MORE

"A SOLUTION TO OUR GLOBAL HOUSING AND CLIMATE PROBLEMS IS HIDING IN PLAIN SIGHT"

High-density, low-rise urban housing is the key to accommodating another three billion people over the next 80 years without costing the Earth, writes architect and urbanist Vishaan Chakrabarti.
May 2022

READ MORE

MORE INFO

MORE INFO

© 2022 LINA

THIS WEBSITE HAS BEEN DESIGNED TO MINIMISE THE ENERGY CONSUMPTION AND CO2 EMISSIONS THAT RESULT FROM NAVIGATING THE INTERNET. TO KNOW MORE ABOUT THIS CLICK HERE.

LIGHT

LANDING PAGE

LINA European Architecture Platform

FACULTY OF ARCHITECTURE OF THE UNIVERSITY OF LJUBLJANA
BRUMEN FOUNDATION
CREATIVE EUROPE PROGRAMME OF THE EU
COLOPHON

OPEN CALL
NEW EUROPEAN
BAUHAUS

DEADLINE19. X 2022

There are just 15 days left to enter LINA Awards 2022, where you could be named architecture, interior or design studio of the year.

DON'T WASTE MORE TIME – START YOUR ENTRY NOW TO WIN ONE OF OUR STUDIO CATEGORIES

© 2022 LINA

THIS WEBSITE HAS BEEN DESIGNED TO MINIMISE THE ENERGY CONSUMPTION AND CO2 EMISSIONS THAT RESULT FROM NAVIGATING THE INTERNET. TO KNOW MORE ABOUT THIS CLICK HERE.

LIGHT

PROJECT PAGE

LINA European Architecture Platform

FACULTY OF ARCHITECTURE OF THE UNIVERSITY OF LJUBLJANA
BRUMEN FOUNDATION
CREATIVE EUROPE PROGRAMME OF THE EU
COLOPHON

SEARCH

BECOME A MEMBER
SIGN UP
LOG IN

LATEST NEWS
CALENDAR

2022 PROGRAMME

ABOUT LINA
TEAM
JOIN US
HOW IT WORKS

PRESS
IN THE MEDIA
DOWNLOAD LINA LOGO
REPORTS

FOLLOW LINA
NEWSLETTER
FACEBOOK
TWITTER
INSTAGRAM

< > JUNE 2022

ALL LECTURES EXHIBITION WORKSHOPS ONLINE FREE SOCIAL

1 JUNE 2022

CLIMATE PROBLEMS
WORKSHOP

2 JUNE 2022

"A SOLUTION TO OUR GLOBAL HOUSING AND CLIMATE PROBLEMS IS HIDING IN PLAIN SIGHT"
WORKSHOP

3 JUNE 2022

NEIGHBOUR: HOW CAN WE LIVE TOGETHER?
LECTURE

4 JUNE 2022

DECONSTRUCTIVISM "KILLED OFF POSTMODERNISM" SAYS PETER EISENMAN
LECTURE ONLINE

5 JUNE 2022

CONSTRUCTIVISM
LECTURE ONLINE

6 JUNE 2022

DECONSTRUCTIVISM "KILLED OFF POSTMODERNISM" SAYS PETER EISENMAN
LECTURE

7 JUNE 2022

DECONSTRUCTIVISM "KILLED OFF POSTMODERNISM" SAYS PETER EISENMAN
LECTURE ONLINE

8 JUNE 2022

CONSTRUCTIVISM
LECTURE ONLINE

© 2022 LINA

THIS WEBSITE HAS BEEN DESIGNED TO MINIMISE THE ENERGY CONSUMPTION AND CO2 EMISSIONS THAT RESULT FROM NAVIGATING THE INTERNET. TO KNOW MORE ABOUT THIS CLICK HERE.

LIGHT

CALENDAR PAGE WITH SIDE DROPDOWN MENU

LINA European Architecture Platform

FACULTY OF ARCHITECTURE OF THE UNIVERSITY OF LJUBLJANA
BRUMEN FOUNDATION
CREATIVE EUROPE PROGRAMME OF THE EU

SEARCH

BECOME A MEMBER
SIGN UP
LOG IN

LATEST NEWS
CALENDAR

2022 PROGRAMME

ABOUT LINA
TEAM
JOIN US
HOW IT WORKS

PRESS
IN THE MEDIA
DOWNLOAD LINA LOGO
REPORTS

FOLLOW LINA
NEWSLETTER
FACEBOOK
TWITTER
INSTAGRAM

OPEN CALL
NEW EUROPEAN
BAUHAUS

DEADLINE19. X 2022

MORE INFO

© 2022 LINA

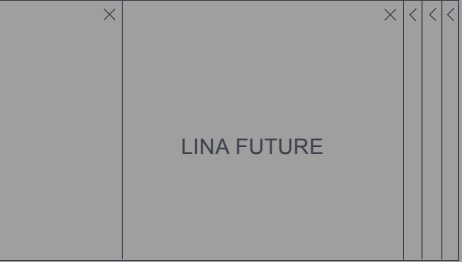
THIS WEBSITE HAS BEEN DESIGNED TO MINIMISE THE ENERGY CONSUMPTION AND CO2 EMISSIONS THAT RESULT FROM NAVIGATING THE INTERNET. TO KNOW MORE ABOUT THIS CLICK HERE.

DARK

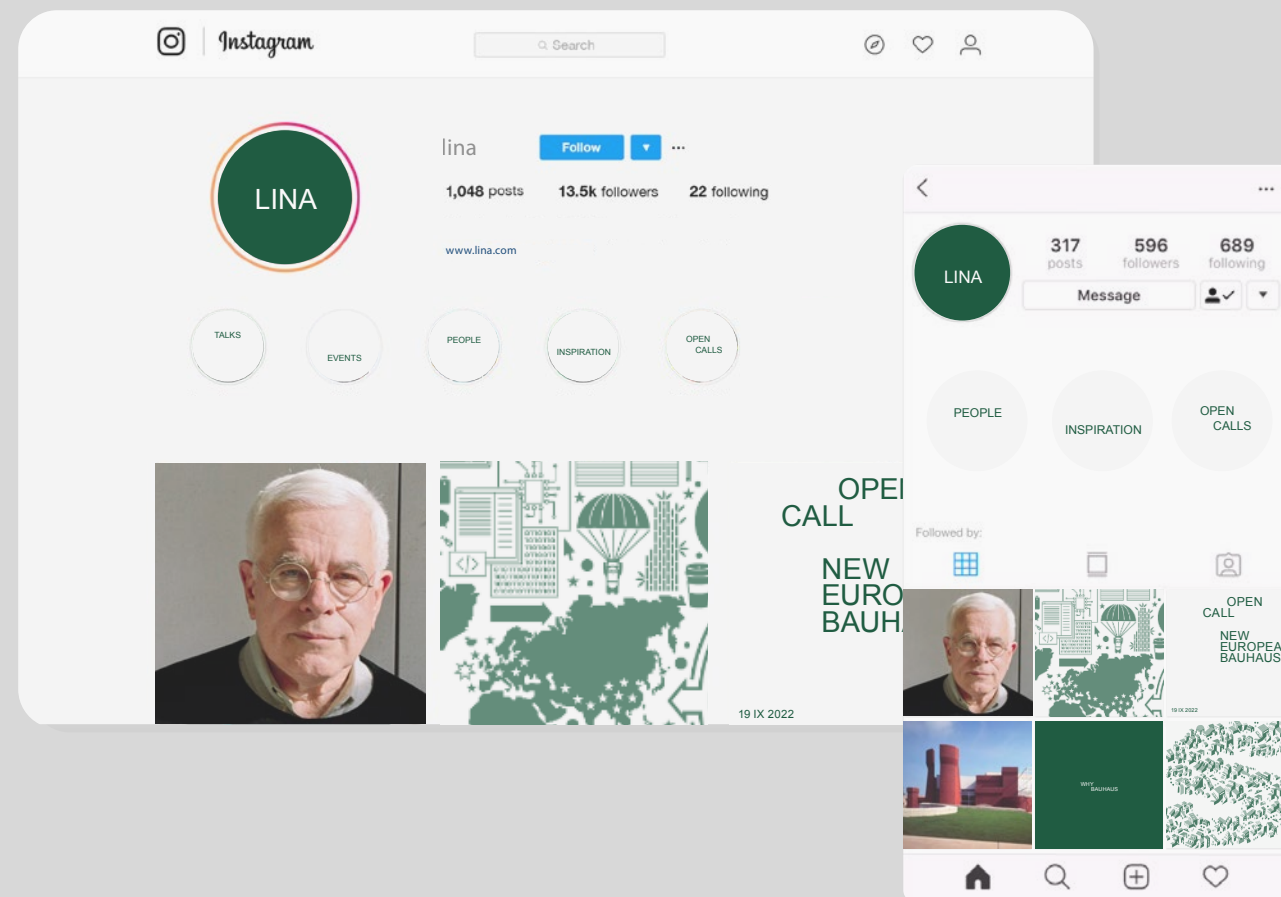
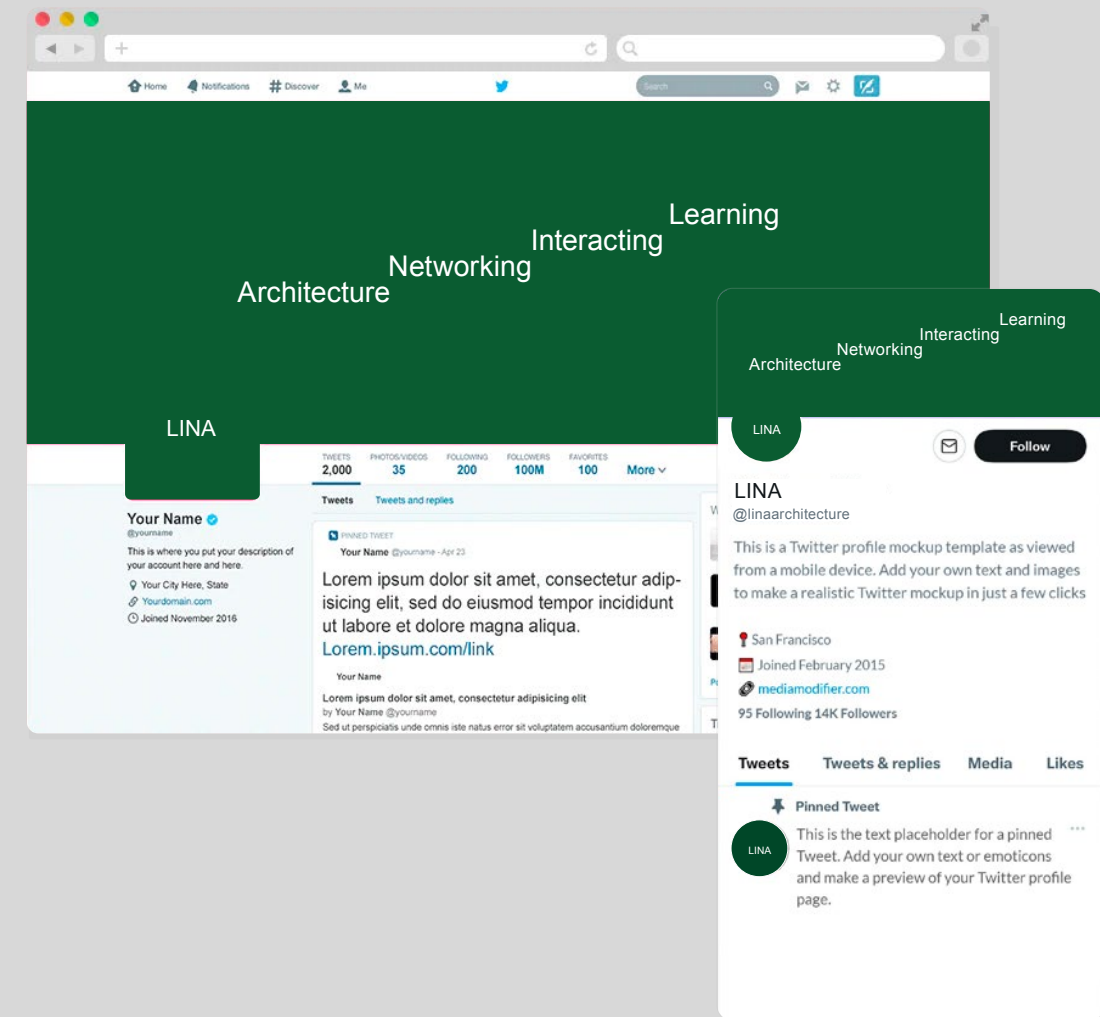
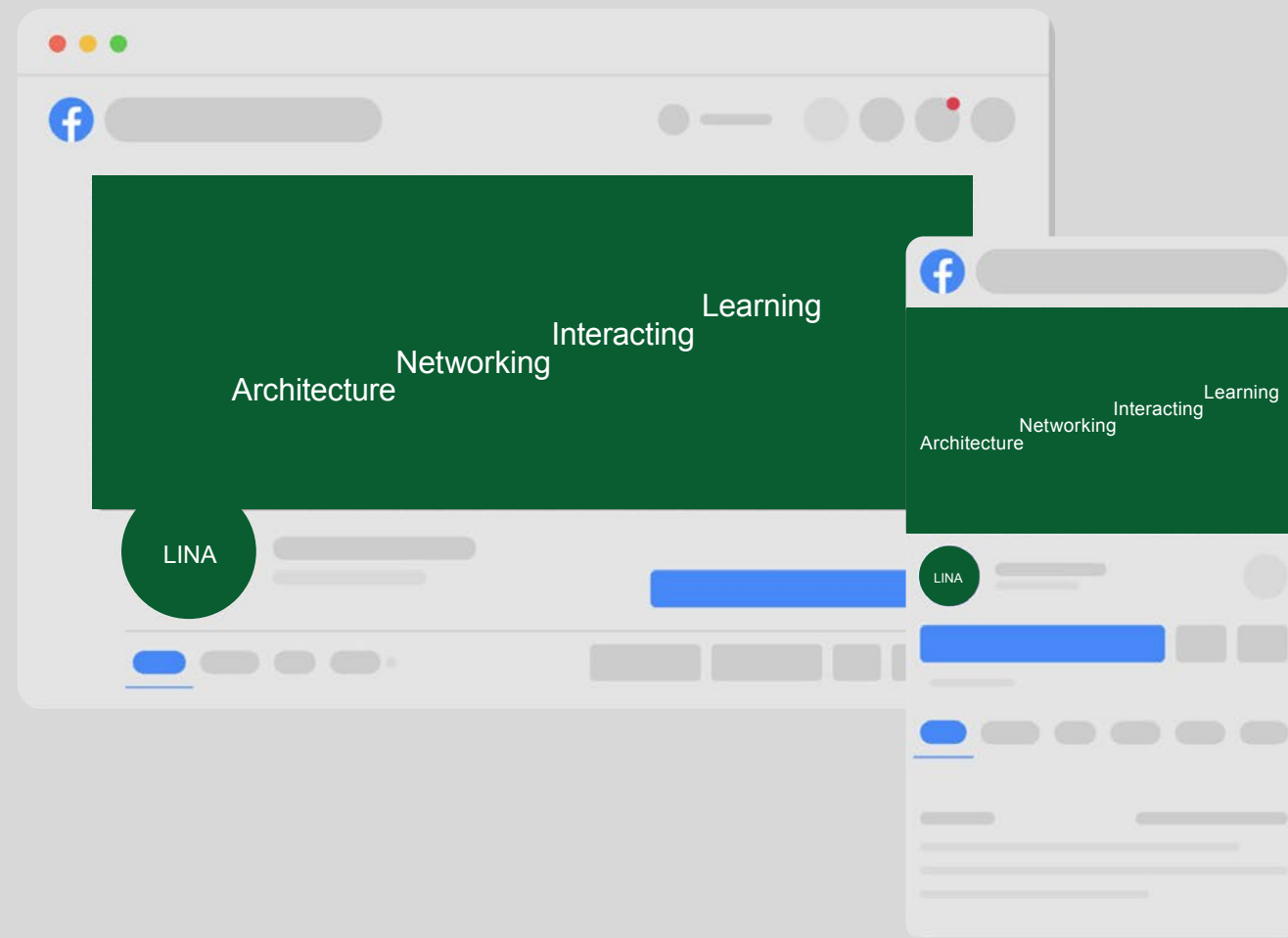
LANDING PAGE WITH SIDE DROPDOWN MENU - DARK MODE

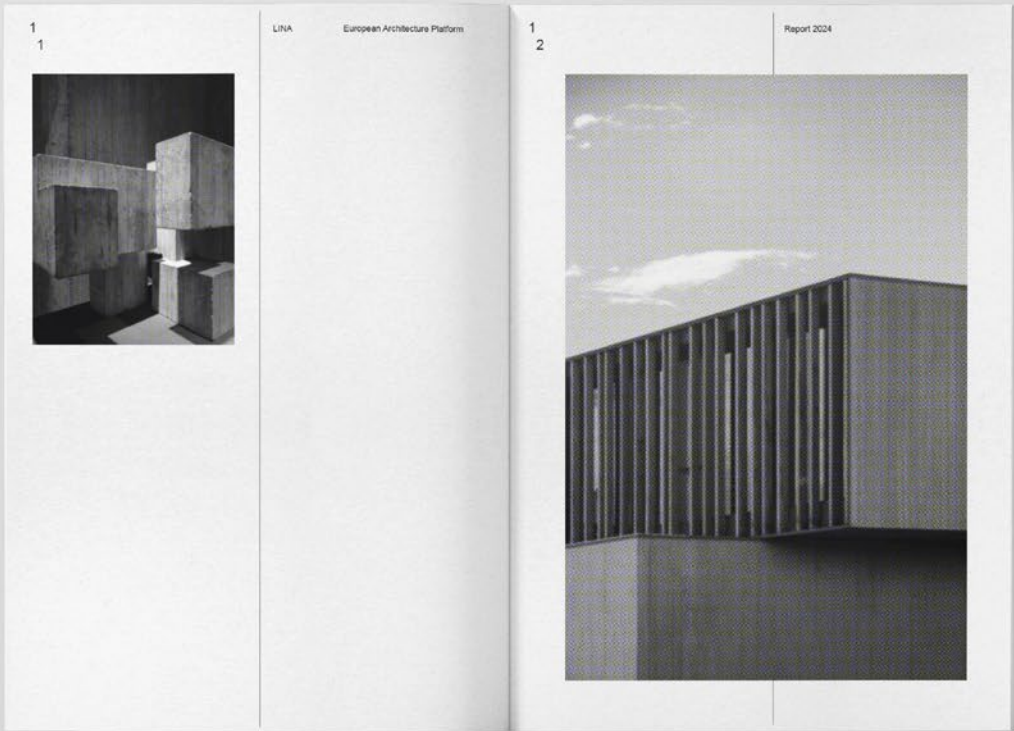
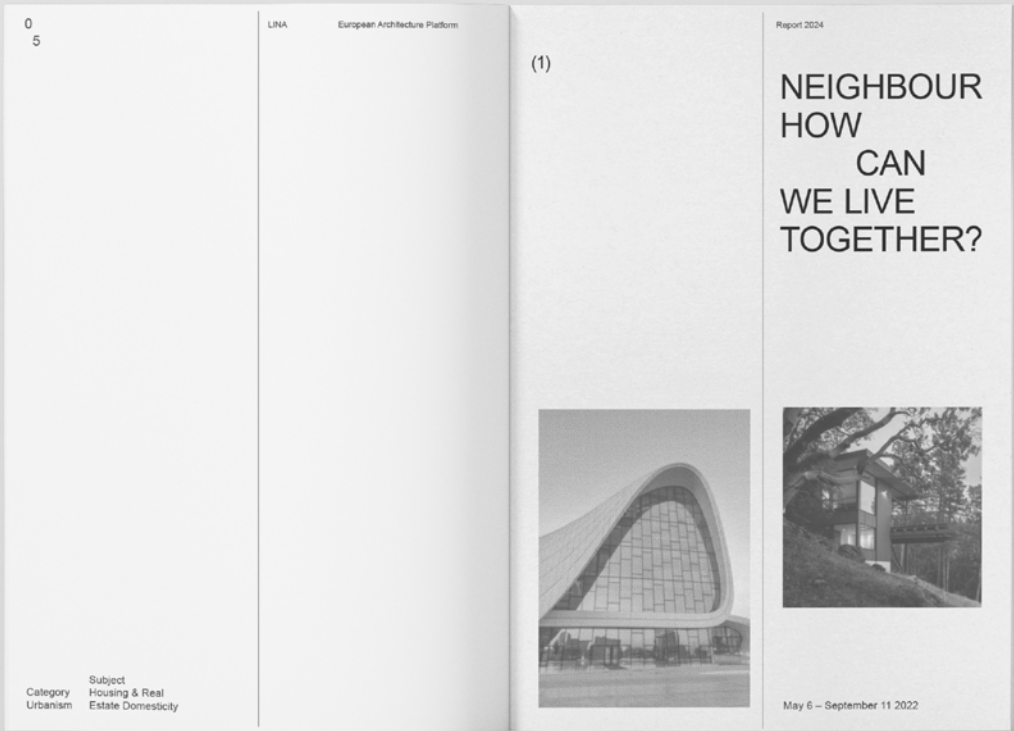
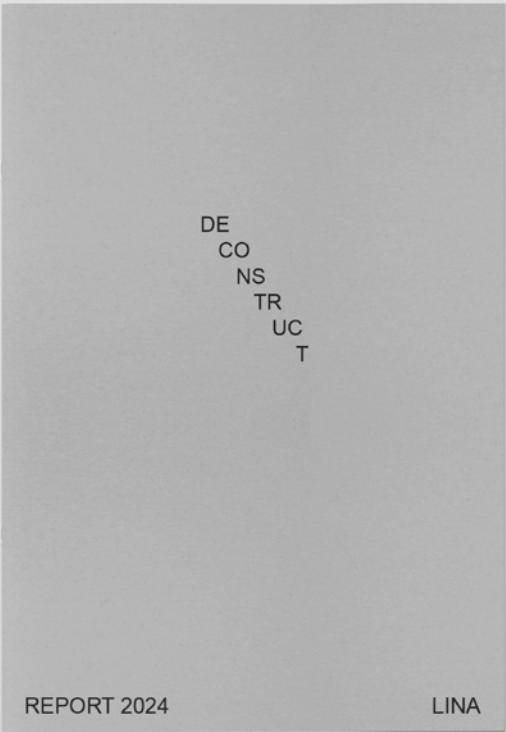
PROVIDED EXAMPLE WEBSITE ORGANISATION CONSIST OF 3 VERTICAL FORMS
1—SIDE DROPDOWN MENU
2—MAIN WEB INFO
3—ADITIONAL NEWS/ARTICLES

THE IDEA IS TO ADD MORE HORIZONTAL PAGES AS THE STRUCTURE GROWS.



LINA WEBSITE CONCEPT DESIGN





DESIGN
CONCEPT

¹ The Serbian/Croatian/Bosnian compound word *nadogradnja* translates to English roughly as: to build upon an existing structure, to upgrade, to develop. I opt for this one word in accordance with the guiding principle underpinning this proposal.

*Nadogradnja*¹ – is the idea behind the concept, both intellectually and visually. The visual identity is constructed using basic blocks of texts, leaving out anything superfluous. The guiding principle is to build a simple system which is easy to use and, crucially, *nadograditi*.

The whole identity is made of the default typeface, Arial, and the palette is reduced to three colours. Green is the primary one, immediately communicating the ‘green’ idea embedded in LINA philosophy.

The logo as such is reduced to being virtually non-existent – the LINA acronym is a line of letters, but it can also be seen as a string of modular elements, communicating to its audience inherent simplicity and multidimensional complexity at the same time.

This identity consciously flirts with brandless philosophy to stand against the overwhelmingly overdesigned environment and to give way to the content it offers, thus raising its value and stressing its importance.

SUSTAINABILITY
APPROACH

The green approach is a fundamental contemporary topic, and it will be a mandatory mindset when planning any kind of project. The proposal for the LINA website seeks to follow the highest standards necessary for sustainable functioning. It renounces large photos, insisting on text instead. However, it would have been unnecessarily radical to remove visual representations entirely, as they aid the comprehension of content, but these are presented in a low definition and in monochrome style, with a photo preview enabled. Further, once a user selects a piece of content, she/he/they will have an option to view visual material in full colour and resolution. The design is based on one systemic typeface only, Arial, and all the additional elements are vectors. Viewing in both light and dark mode is enabled.

The eco-mindset goes beyond online representation, radiating through other materials used by LINA. Accordingly, the proposal for report design is on a white background which saves ink usage, and the images are compressed whenever possible. The proposed printing mode is to use one colour only on 100% recycled paper using soy or vegetable-based inks for traditional presses and non- toxic water-based inks for large format printers. Ideally, printing should be digital and on-demand only.

The standards for the sustainable approach are constantly evolving, and the simplified visual display is designed to be flexible, facilitating the adaptability necessary to respond to the challenges of keeping up to date with the ever improving norms that the LINA team will face.

JELENA LUGONJA
GRAPHIC DESIGNER

+ 1 (267) 991 48 29
+ 381 (63) 87 39 527

jelenalugonja.net
hello@jelenalugonja.net