

The idea of proposed concept is “practicality” and with it sustainability - sustainability in time and energy. Most of logotypes at the moment are prepared in a vector or bitmap format and when needing such a logotype, you need to get it from a designer, wait for the designer to send you one in the right format and even then there are possibilities that the image of the logotype will not sit right on the format you are setting it.

Thus proposing a logotype constructed only out of letters and font characters.

This solution takes care of a consistent application of the logotype across all formats and environments - from print, to digital - from designer programmes, to basic Word documents or email signatures.

Taking email signatures as an example; when using a device in a night mode, where all the letters turn white - if the logotype in the email is set as an image - the image will not turn white, thus making the logotype invisible. With a logotype built out of letters and font characters, there is never a problem with the logotype to not be seen in the dark mode.

L — I — N — A

To construct or replicate the logotype in any environment, these are the following characters one needs to write ...

L *space* em dash *space* I *space* em dash *space* N *space* em dash *space* A

... resulting in L — I — N — A .

The style of the logotype is set in font Arial Regular, size 24 pt as the basic font size.

Result:

L — I — N — A

The “em dashes” appear in the logotype for two reasons:

- 1 symbolising the connections between the platform’s main fields of work &
- 2 creating a mark that is not just a plain text of a word LINA, but making sure that it slightly stands out as a form.

Having a visual identity based on a system font, the only way to incorporate style is through size and layout. Laying-out texts and images in a specific way will create the spirit of the platform’s identity as a brand.

In case of the visual identity for LINA, the layouts are simple. Based on 4 x 4 grid, all texts are justified to the left and follow the left edge of a format (print or digital). Headings are always set in a “*little-to-big*” sizes and body texts in standard 10-12 pt.

All text sizes also follow the system font sizes (9, 10, 12, 14, 18, 21, 24, 30, 36, ...) that we usually find on all computers.

Having some simple rules as guidelines for the visual identity, we can establish a practice, where some of platform’s visual materials or documents can be easily replicated by any member of the platform - *without the presence of a designer* - creating an environment where there is not a constant need for sending files back and forth to achieve a complete image of the platform.

L — I — N — A

Logotype in various combinations — with a European flag and with or without the full name of the platform. (Scale 1:1)

L — I — N — A



L — I — N — A

European architecture platform.



L — I — N — A



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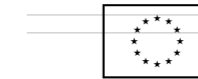
24 pt

L — I — N — A

18 pt

European architecture platform.

9 pt

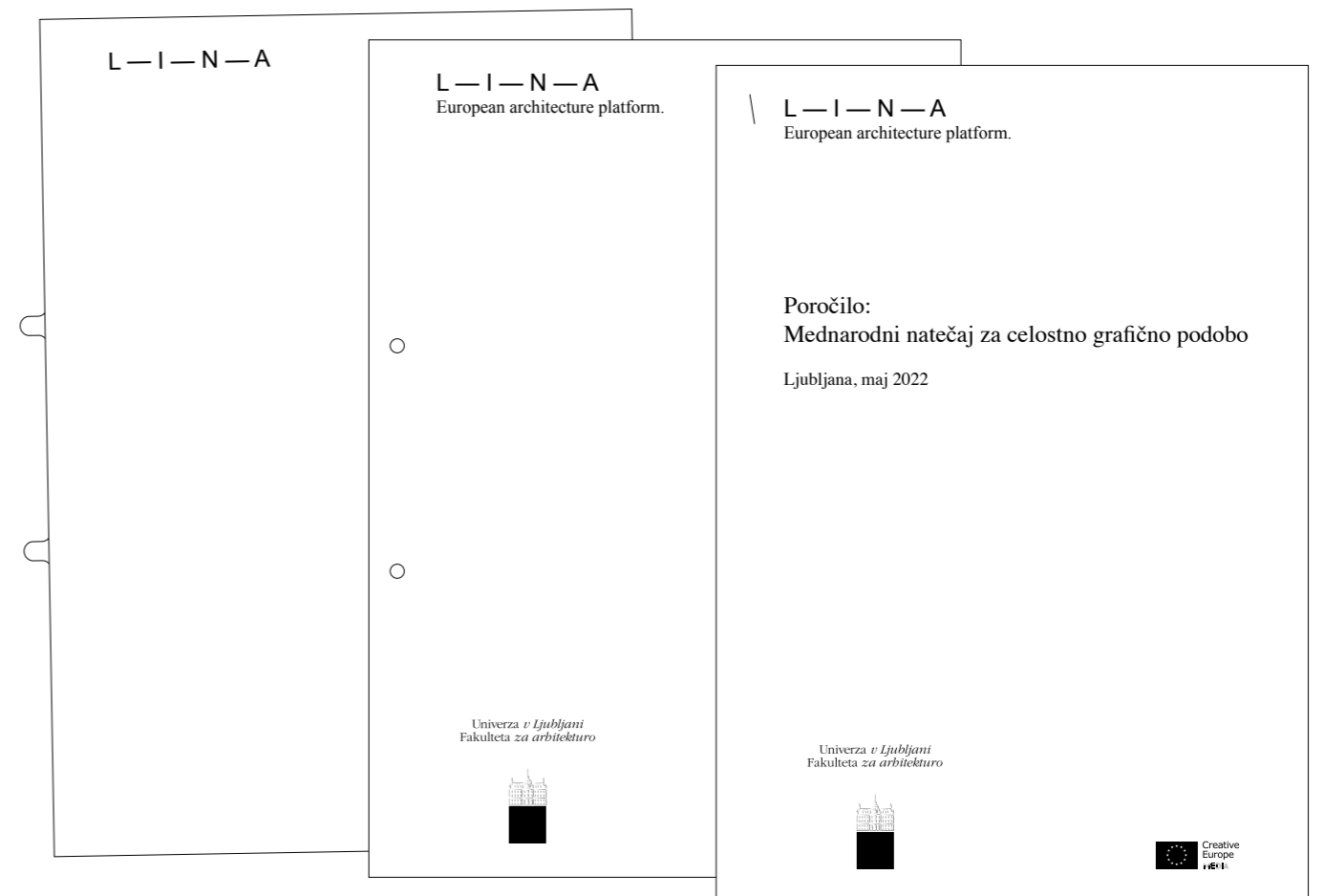


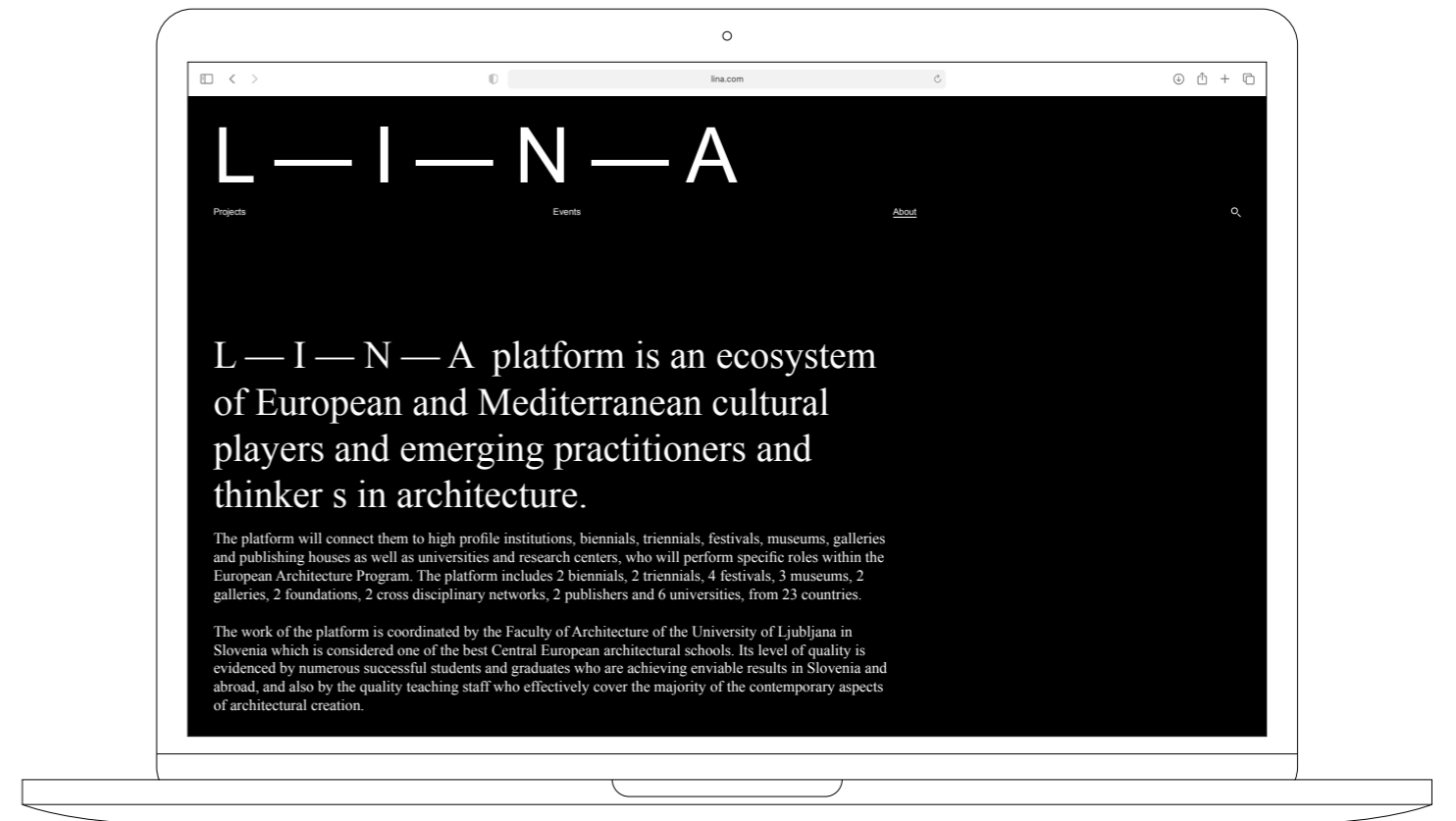
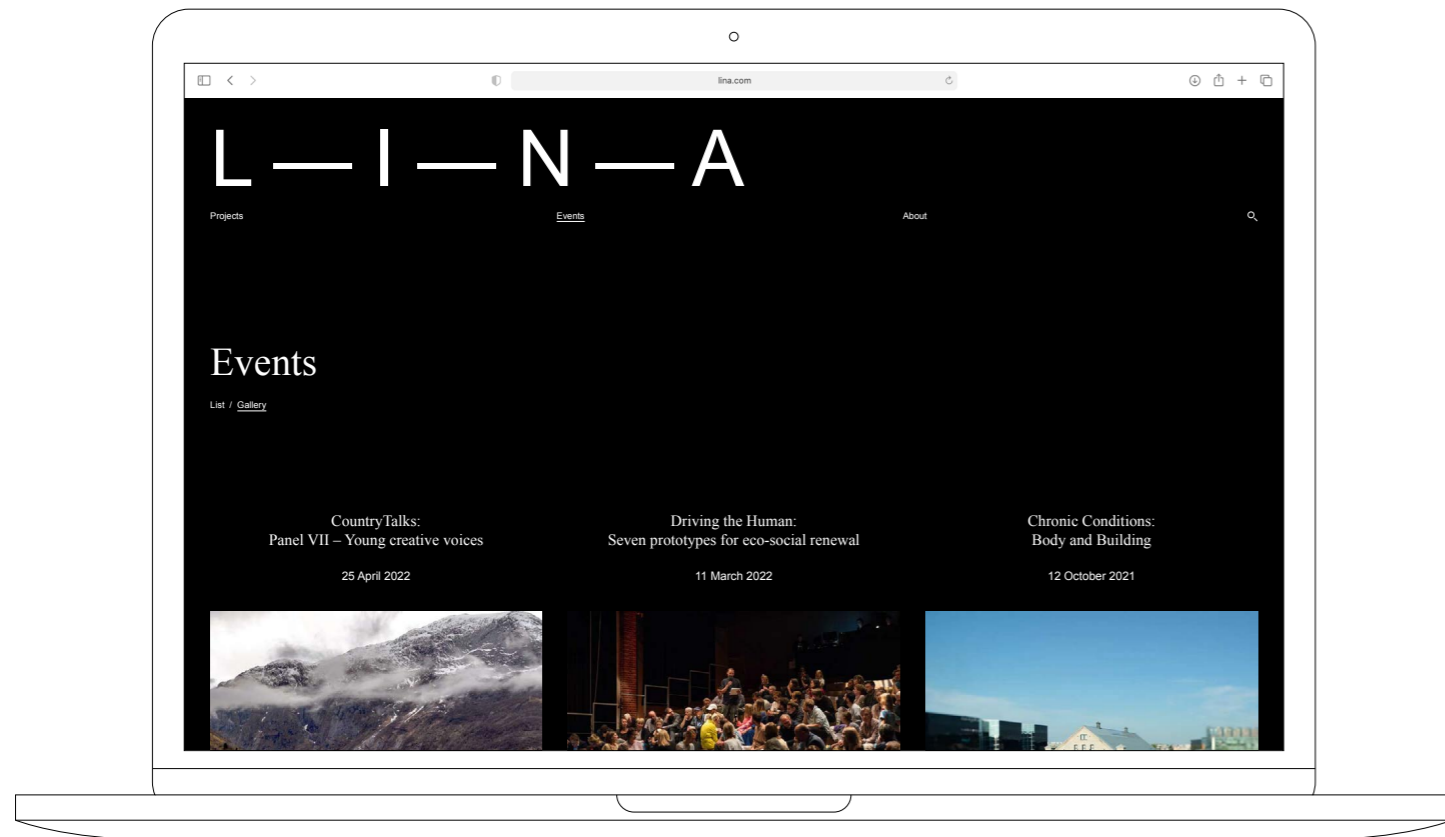
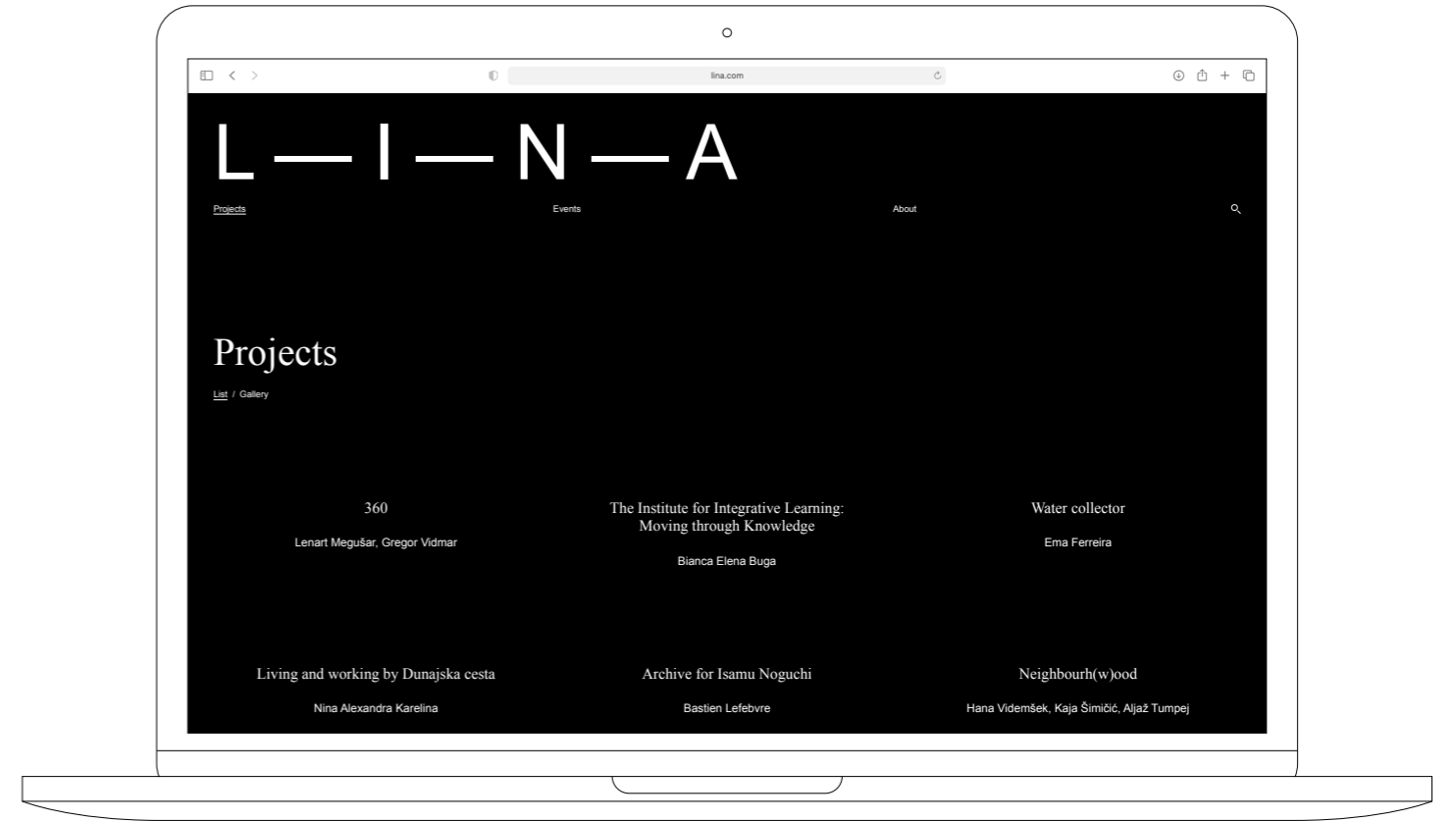
Funded by
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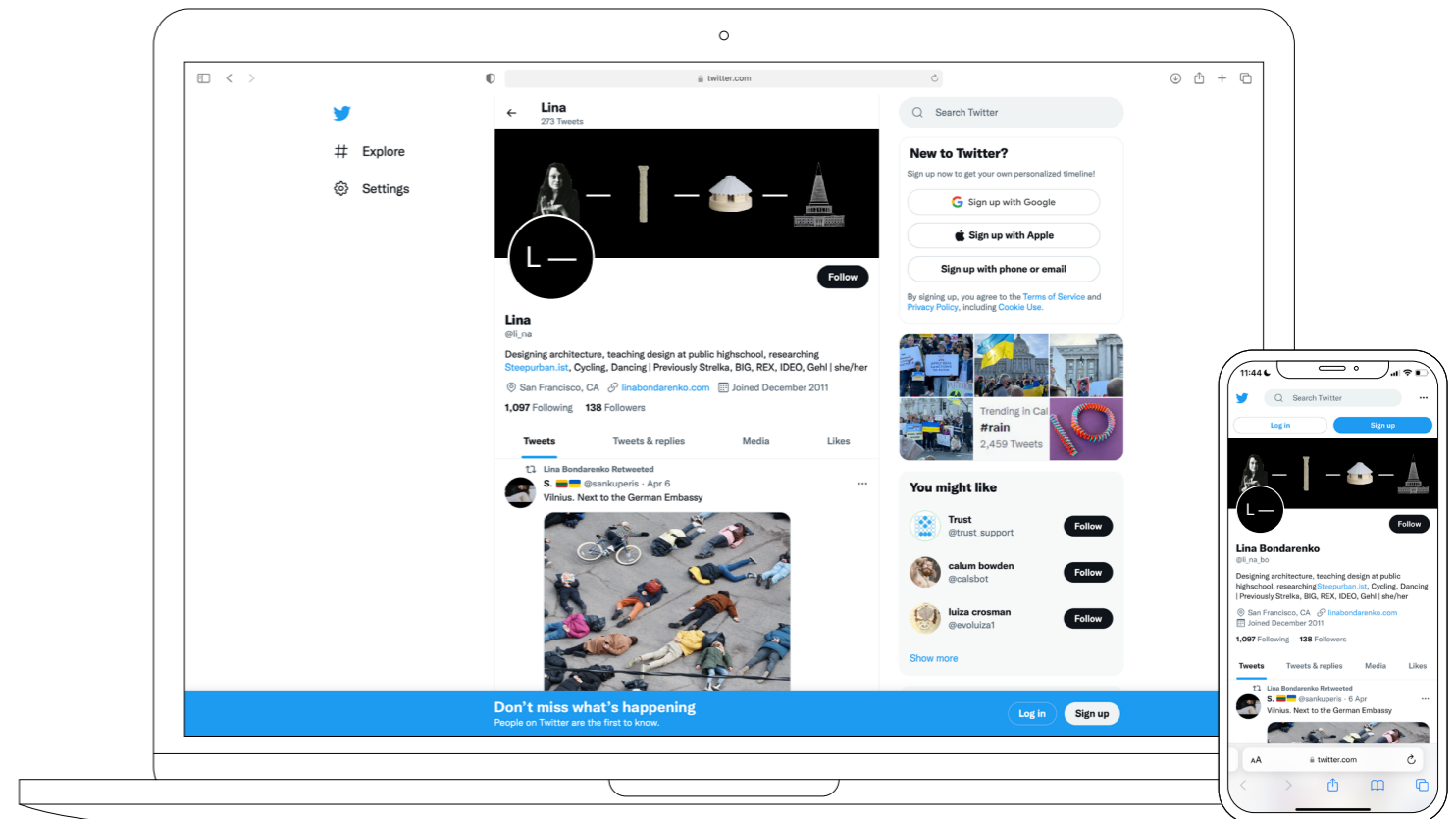
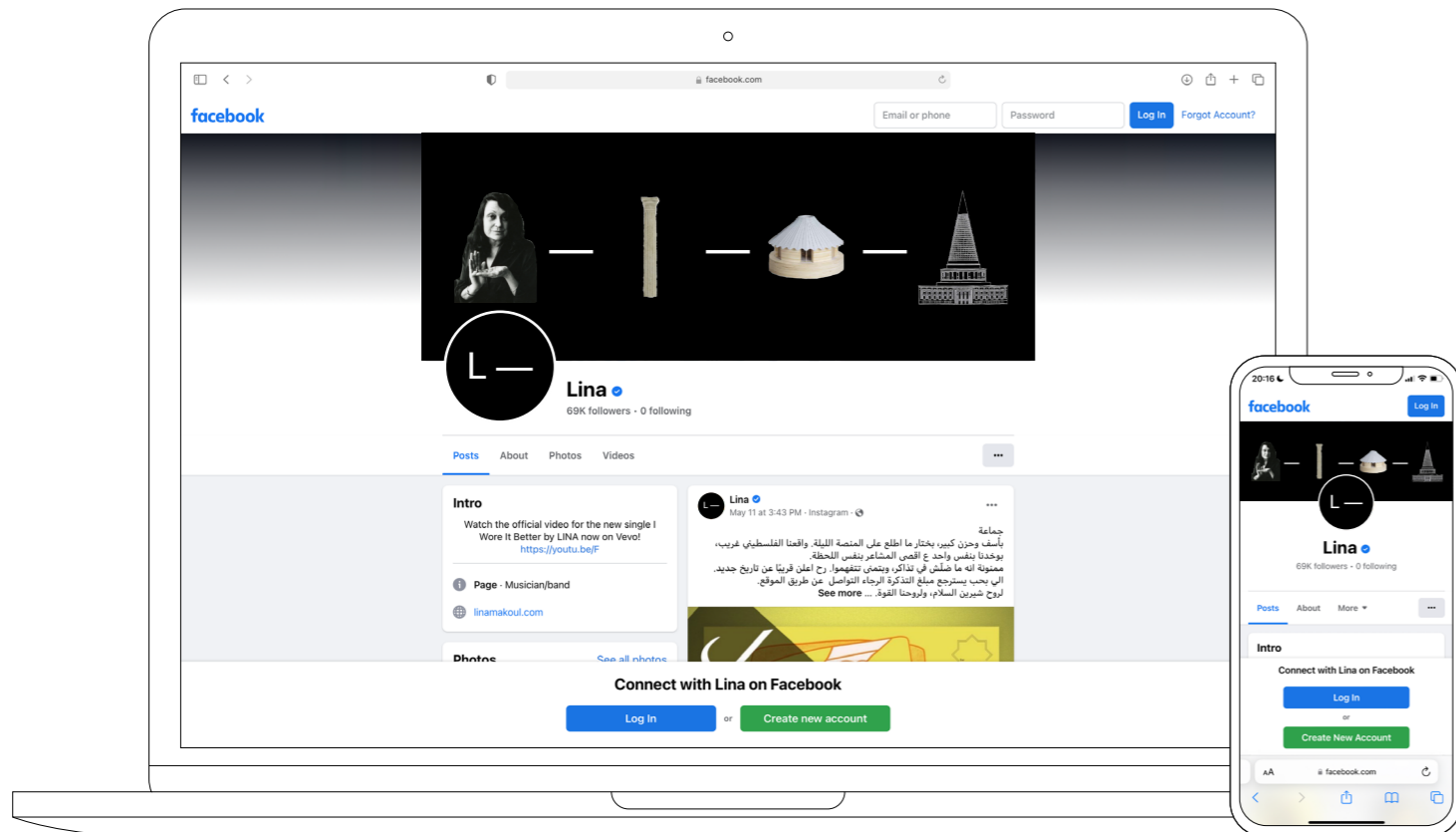
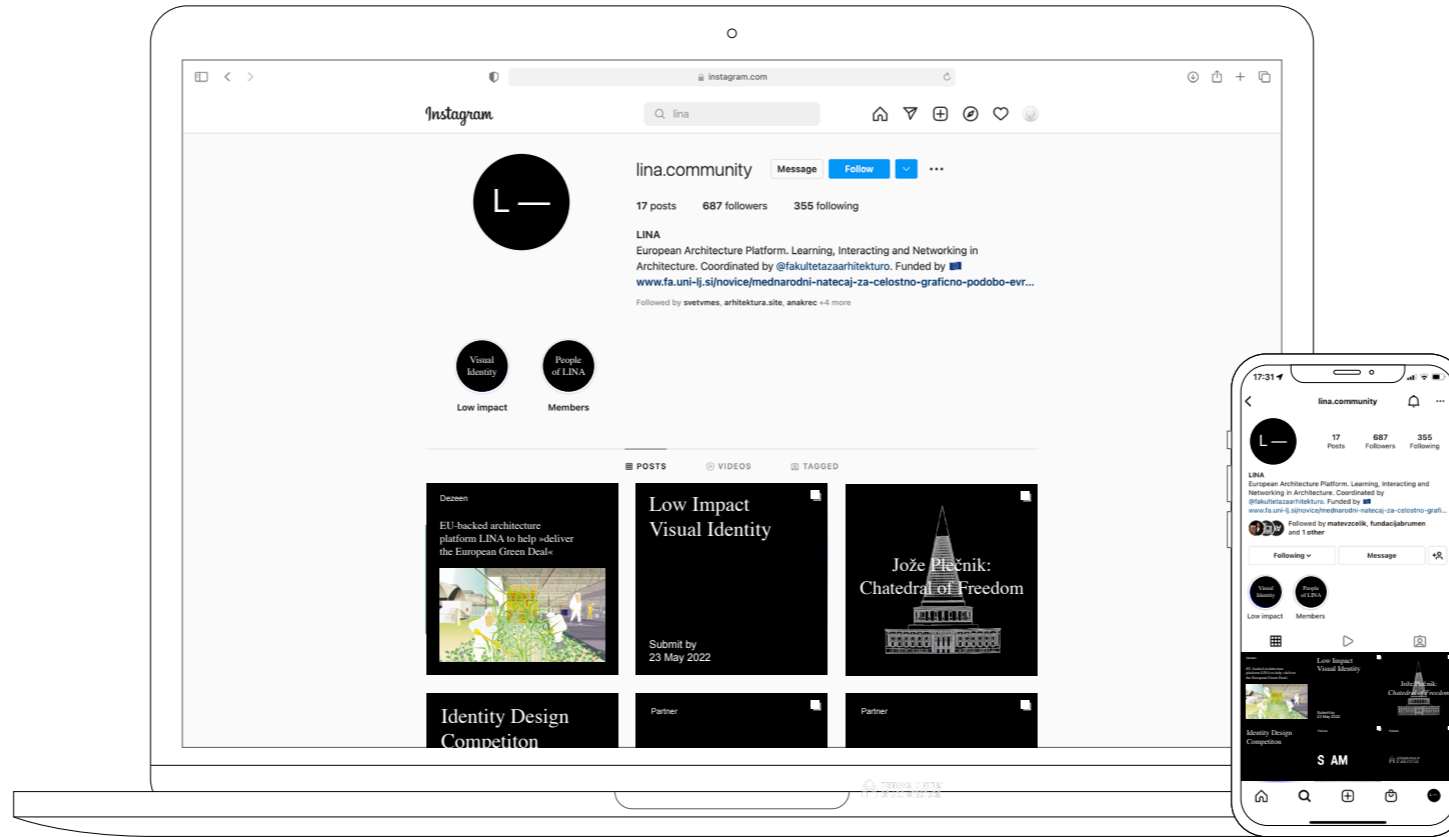
Logotype position and size on a title page of a PDF or Powerpoint presentation.



Logotype position and size on a letterhead and other formal documents — in combination with other logotypes.







LINA visual identity — Sustainability approach

At this point sustainability approach is mostly hypothetical. The main direction is to minimize the time, energy and material consumption to produce or present an image of the platform.

Working with standards. When designing printed materials, we would only design within formats that are standard and making sure that there is not much of extra waste in the process of printing.

Using A-standard formats for letterheads, booklets, etc. and B-standard formats for posters and large format prints. Even in case of folded prints, we would start with a standard format and fold it in halves or thirds.

This approach would also speed up the process of designing, where we would only focus on layouts, paper selection and print technologies.

Paper selection is probably also one of the main points of sustainability as far as material consumption goes- there has to be a standard for the platform's selected materials, where a specific paper is selected for all printed mater. The selected paper should be made out of already recycled paper and delivered from the nearest paper factory. Paper used on a daily basis can also be selected in two ways: 1) use a whatever paper is nearby and 2) only a standard chosen paper can be used - probably recycled.

Colour or more like No colour - only for images. The biggest sustainability attribute in the proposed visual identity of the LINA platform is the approach to separate printed from digital with color because in print we can then only print in K (black) color and not C, M and Y and in the digital environment it is known that using black as a background will result in less energy consumption on OLED displays (mobile devices).

Next level would also be printing images in black raster or reproducing them only in one color for screens - *RGB* - to only use one light to produce and image.

Also, making sure that all the materials created within and for the platform are long lasting and can be used more the one time - textile, signage, infographics, etc.

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