

VISUAL IDENTITY GUIDELINES

VERSION 1.0 CREATED 2018



VALLETTA
CULTURAL
AGENCY



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OUR LOGO



VALLETTA
CULTURAL
AGENCY

VCA Red

CMYK: 0/100/85/0
RGB: 237/27/52
Hex: ED1B34
Pantone: 185C

VCA Grey

CMYK: 70/60/60/50
RGB: 58/62/61
Hex: 3A3E3D
Pantone: 432C

The Valletta Cultural Agency logo

The Valletta Cultural Agency logo is an evolution of the Valletta 2018's experience. It captures the transformation of Valletta's cultural and artistic ecosystems by using graphic elements that are inspired by the architectural legacy of Valletta as well as the new landmarks that constitute its rebirth. The angular shapes of the fortifications and the new city entrance, together with the Renzo Piano Parliament building, become a platform for the VCA. In it, Culture continues to play an important role for the artistic entities, the community and other stakeholders to engage with.

This logo is used on all Valletta Cultural Agency communications. The logo should be used by the Valletta Cultural Agency for marketing and brand communications.

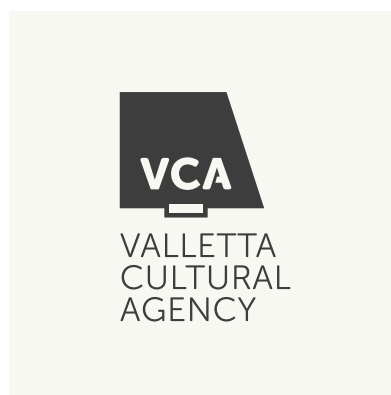
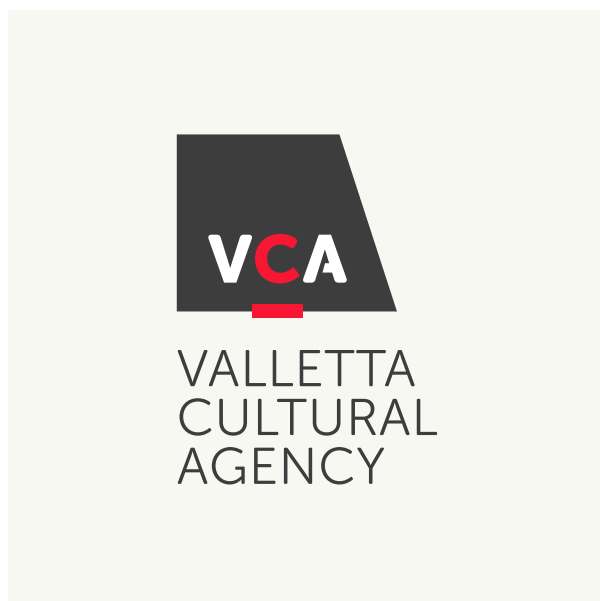
The Valletta Cultural Agency logo must be clearly visible wherever it is used. It is essential that our logo is used correctly and consistently in all communications. It must never be redrawn or modified.

LOGO REPRODUCTION

The Valletta Cultural Agency logo should be reproduced either in its approved two tone colours (when on a light colour or image) or reversed white-out (when on a dark colour or image).

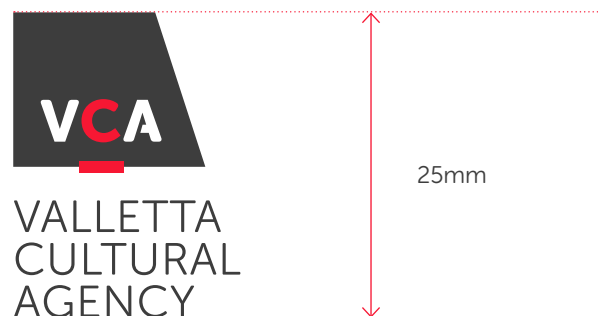
There may be occasions where for practical reasons (such as the project being printed in a single colour), or aesthetic reasons (the logo looks better using another colour which is used predominantly in the design) that the logo needs to be produced in an alternative colour. On these occasions please discuss this with the Valletta Cultural Agency's marketing team.

When using the logo on a photographic background, ensure it is positioned on an area which is free from tonal variation or image detail, and where it will be clearly visible. In all situations, ensure that there is a significant contrast between the logo and the background.



MINIMUM LOGO SIZES

Minimum size print



Minimum logo sizes

To make sure that the logo is always readable and recognisable, it must be reproduced at 25mm as a minimum size. The exceptional use version of the logo is available for situations where the logo is required to be used below the minimum size - this applies for web usage only, where the minimum size is of 45px

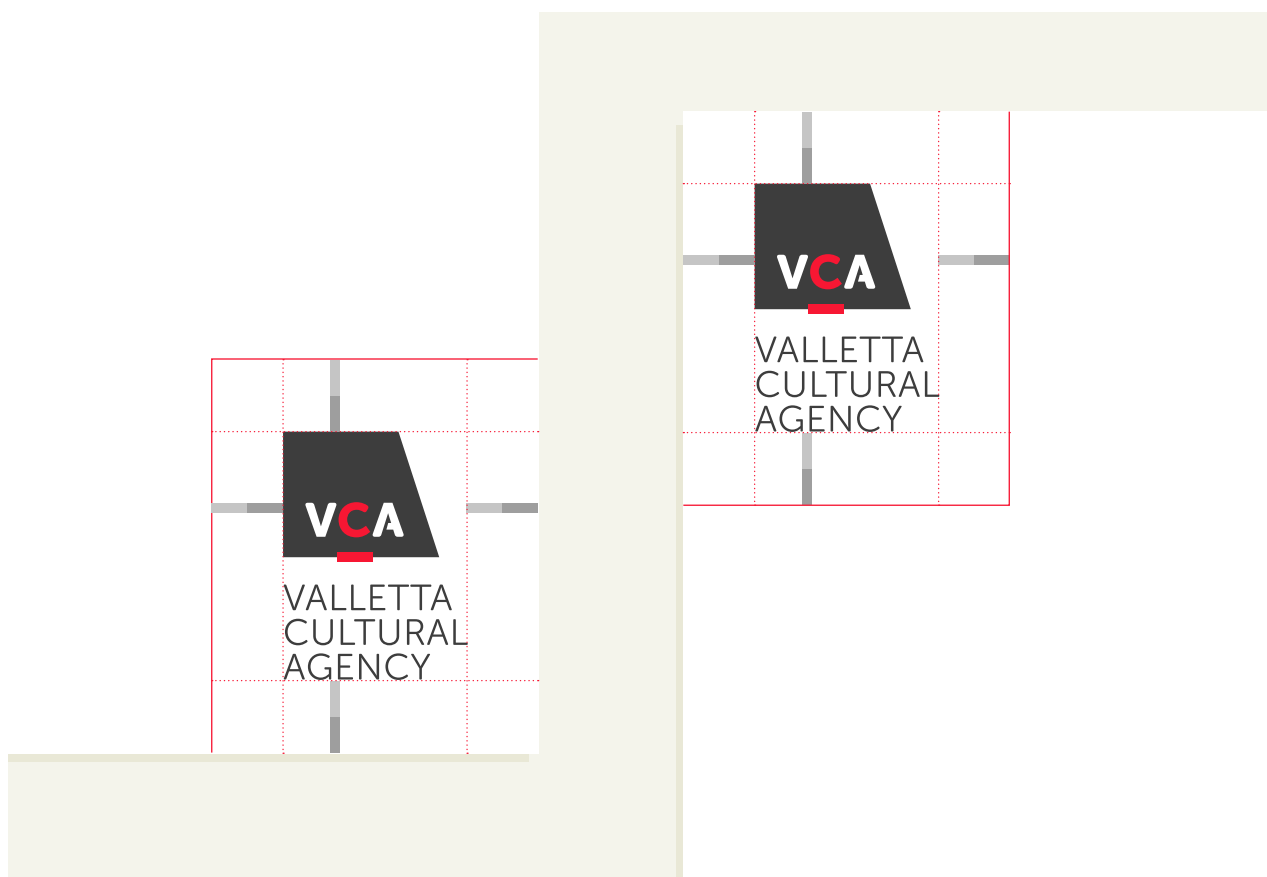
LOGO POSITIONING

Exclusion zone

The exclusion zone (indicated by the solid line) is the minimum area around the Valletta Cultural Agency logo that must remain clear of typography or any other graphic device. When placed on a photographic image, please ensure that the logo is placed on a clear background to help visibility. The formula for the exclusion zone is shown here and applies to all sizes of logo reproduction. It is calculated by using twice the length of the bar underneath the C in the Valletta Cultural Agency logo and varies in direct proportion to the size at which the logo is reproduced.

Positioning

The positioning of the logo should be in any of the four corners of a design layout. In emails and on the Valletta Cultural Agency websites the logo should be positioned in the top left-hand corner to ensure that it is always visible when viewed in different sized browser windows. When the logo is applied to materials where there is no obvious grid or edge of the page to align the logo to (i.e. merchandise or event materials), it should be sized and positioned appropriately to the particular application. On these occasions, please discuss this first with the Valletta Cultural Agency marketing team.



TYPOGRAPHY

Museo Sans Rounded

Cultural
engagement

Museo Sans Rounded

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

Digital and desktop applications

On digital and desktop applications where Museo Sans Rounded is not available, it can be replaced with Arial. Arial is used in Bold for standfirsts and in Regular for body copy.

GRAPHIC DEVICES

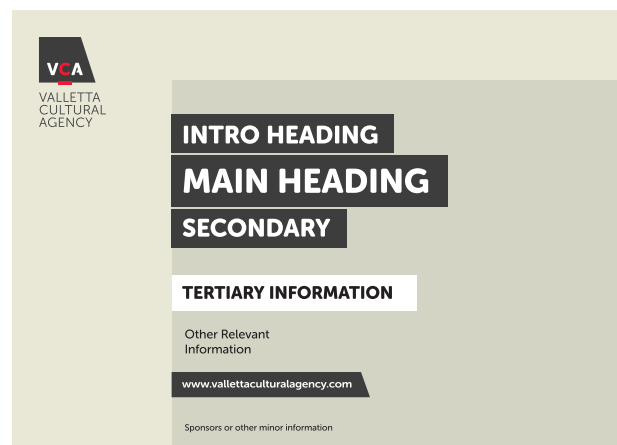
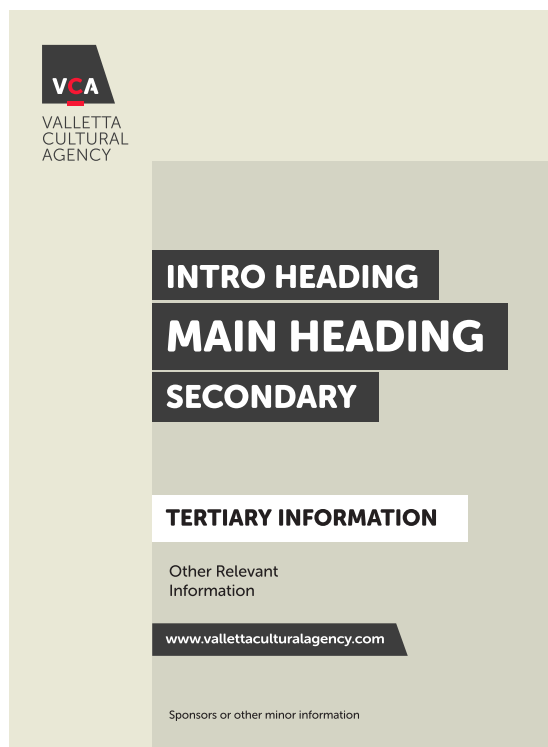
VCA Official Events Frame

The VCA Official Official Events is a simple, flexible device with which we can communicate official Valletta Cultural Agency events alongside our branding. It gives prominence to what we have to say and creates a visual language that is recognisable as ours.

The Valletta Cultural Agency sits at the top left corner of the page with the exclusion zone around. The VCA Official Events page is to be set with the page frame anchored to the bottom right corner. It should highlight the area with a colour blending mode according to the image underneath.

The typography should be set in white over darker strips with the hierarchy according to the information we need to communicate.

The Valletta Cultural Agency website should be set on a strip which has its edges reflecting the Valletta Cultural Agency logo.

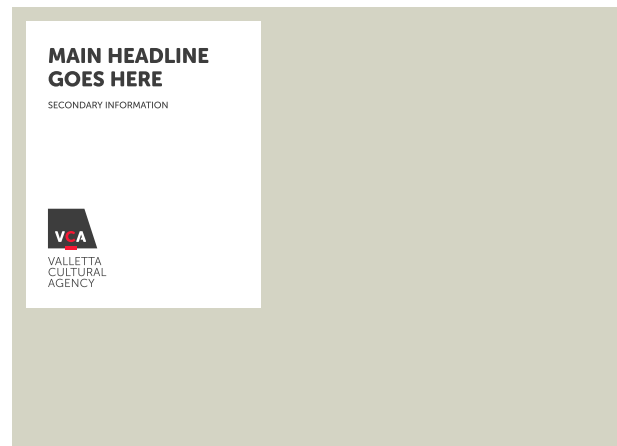


GRAPHIC DEVICES

VCA Corporate Frame

The VCA Corporate Frame is to be used in publications, digital application or corporate communication.

Within the document, a white container element is to be set at the top left corner set at a proportional distance from the edge. Within the white container element the Valletta Cultural Agency logo is to be anchored at the bottom left corner with the exclusion zone around. The typography should be set in the VCA grey and anchored at the top left corner, aligned with the logo.



GRAPHIC DEVICES

Application of the VCA Frames

The VCA Frames can be adapted to suit different applications and formats. It should not have to restrict the use of imagery or copy. Type size can be brought down to fit longer titles within the frame. The examples on this page demonstrate how the device may be adapted to be more compatible with different images.



For further information please contact

Valletta Cultural Agency
Marketing team

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