

CLiViE

Cultural Literacies' Value in Europe



Brand book

Color palette • Typeface • Logo



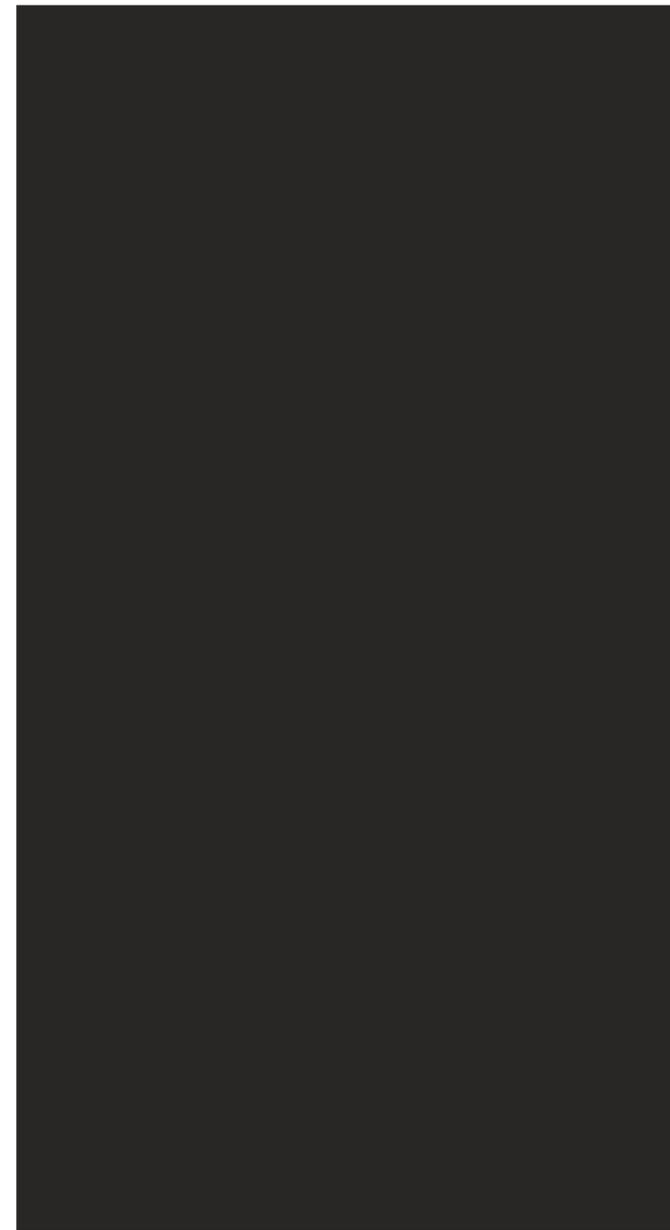
Dark indigo

HEX #272160
RGB 39-33-96
CMYK 59-65-0-62



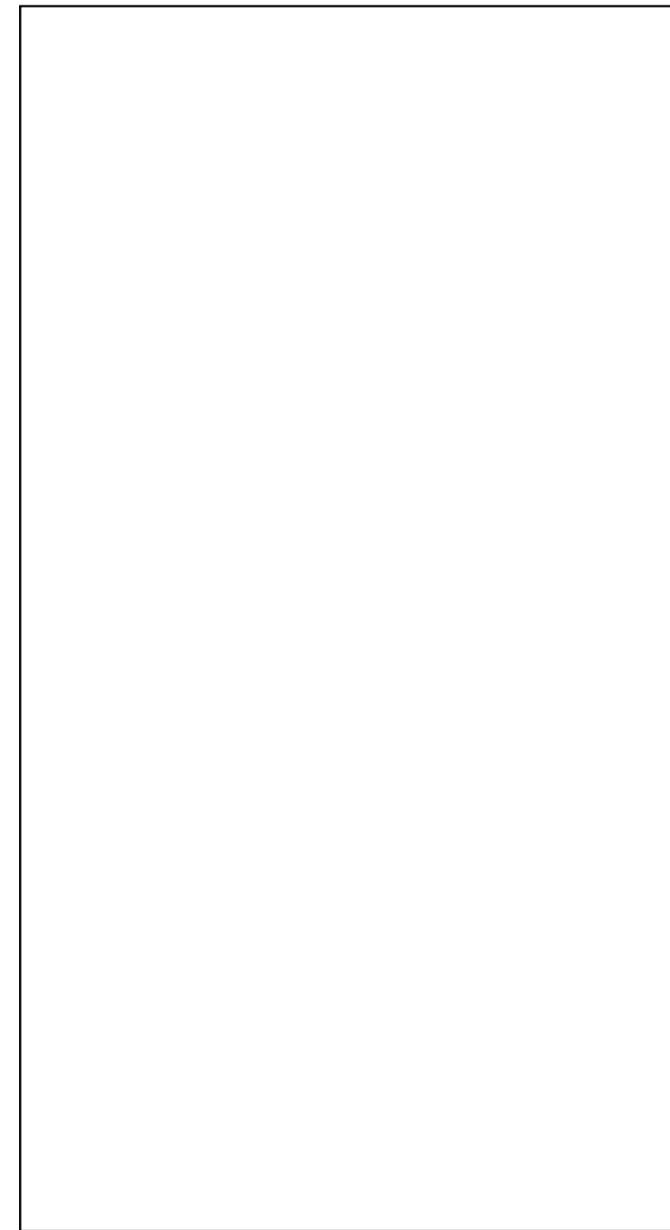
Blood orange

HEX #FA5632
RGB 63-92-0-60
CMYK 0-7-7-84



Coal

HEX #292626
RGB 41 38 38
CMYK 0-7-7-84



White

HEX #FFFFFF
RGB 255-255-255
CMYK 0-0-0-0

Display

Font: Playfair Display

Size: 60 px

Display

Header

Font: Playfair Display

Size: 40 px

Header

Body

Font: Poppins Regular

Size: 15 px

Body

CTA

Font: Poppins Regular Bold

Size: 15 px

CTA

Documents

Font: Aptos

Size: 12 px

Text



The Cultural Literacies' Value in Europe logo embodies the essence of the project's mission and objectives through a design. At its core, the logo features a doodle-style door, representing both the gateway to knowledge and the journey towards cultural literacy. This door symbolizes opportunity, exploration, and access to diverse cultural experiences.

Logo color variations



The logo is versatile and adaptable to the brand's color palette, allowing flexibility in its application. The white version of the logo is specifically designed for use on darker backgrounds to ensure optimal visibility. When selecting the logo color, it is important to consider color contrast and visibility to ensure clear representation.

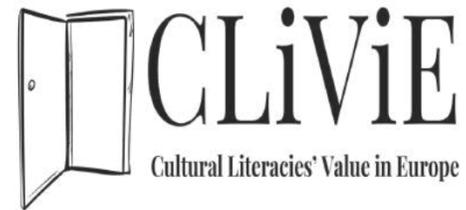
Logo clear space



The clear space surrounding the logotype is an essential element to maintain its visual integrity. This space must always be kept free from any additional graphic elements. Its dimensions are determined by the height of the lower text within the logotype.

Logo misuse

This section is dedicated to illustrating improper uses of our logos. Here, you will find clear examples and explanations to ensure the logos are presented in a manner that upholds the integrity and visual impact of our brand across all platforms and mediums.



Please do not change proportions of the logo.



Please do not use a logo in a color different from the brand palette.



Please ensure the logo is not placed on a background that lacks sufficient contrast.



Please do not use logo in a poor quality.



Please do not rotate or tilt the logo.

Website



www.clivieproject.eu



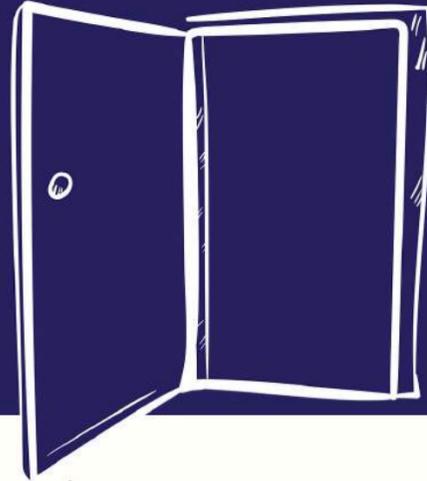
Cultural Literacies' Value in Europe

'One can only see things clearly with the heart. What is essential is invisible to the eye.'

The Little Prince, Antoine de Saint-Exupéry, 1943

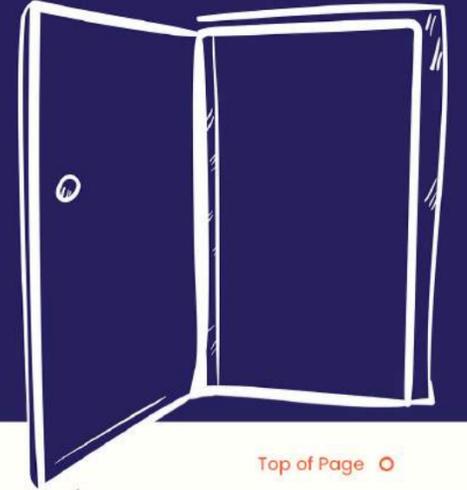
About the project

about us



The Cultural Literacies' Value in Europe

publications



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Publications

More publications coming soon.

events

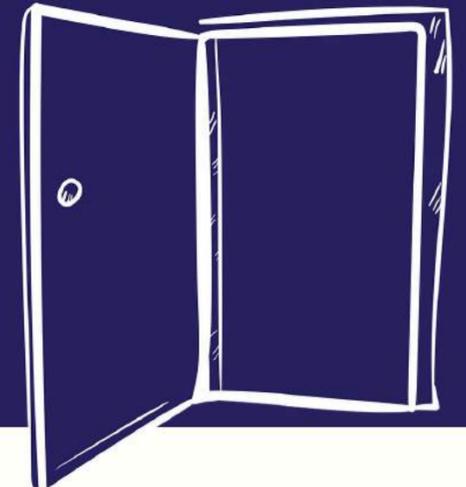


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[Listening to young people and their voices](#) 
[Second General Assembly](#) 

First General Assembly

The first General Assembly meeting of the CLiViE project will be held in Helsinki on April 24th, 2024.

press pack



Logos

Coordinating Organization



UNIVERSITY OF HELSINKI

Partners



SGH



UNIVERZITA
KARLOVA



VYTAUTO
DIDŽIOJO
UNIVERSITETAS
MCMXXII



RĪGAS STRADIŅA
UNIVERSITĀTE



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