

May 6th, 2025  
Instituto Politécnico de Tomar, Portugal



Graphic Standards Manual

Design e Tecnologia das Artes Gráficas

# 1. INTRODUCTION

The MULTI-HERITAGE2024 visual identity reflects a multidisciplinary approach to cultural heritage, combining elements of history, tradition, innovation, and multiculturalism. This manual outlines the correct use of the logo across all digital and printed formats to ensure consistency, recognisability, and integrity.

## 2. LOGO STRUCTURE

The logo consists of four simplified silhouettes of architectural structures, each representing a cultural and temporal layer:

**Terracotta:** Inspired by traditional Eastern domes (Turkey)

**Aegean Blue:** Evokes the Mediterranean and maritime legacy (Portugal & Italy)

**Golden Sandstone:** Represents stone-built traditions and academia (Czech Republic)

**Charcoal Slate:** A timeless, modern contrast anchoring the palette, evoking the European gothic style.

The name "MULTI HERITAGE 2024" accompanies the shapes in **Josefin Sans Regular** to highlight clarity and contemporaneity.



# 3. LOGO VARIANTS

The logo must appear in its primary full-colour version whenever possible. In situations where colour reproduction is limited, the black or white version may be used. In terms of form, the logo appears in two distinct formats, in a **linear format** and in a **rectangle format**, to accommodate the insert in different types of mediums and platforms.



linear organized logo color



rectangle organized logo color



linear organized logo positive



rectangle organized logo positive



linear organized logo negative



rectangle organized logo negative

# 3. MONOCROMATIC LOGO

In addition to the primary multicolor version, the logo MULTI-HERITAGE2024 may be used entirely in one of the four designated palette colors: **Terracotta (#C1440E)**, **Aegean Blue (#2D6E7E)**, **Golden Sandstone (#D9A441)**, or **Charcoal Slate (#333333)**.

This flexibility serves several purposes:

## 1. Symbolic Emphasis

Each color embodies a different facet of the project's values:

- **Terracotta** symbolizes tradition, human craftsmanship, and Mediterranean warmth.
- **Aegean Blue** represents intercultural connections, maritime legacies, and academic mobility.
- **Golden Sandstone** evokes historical depth, academic prestige, and the enduring nature of heritage.
- **Charcoal Slate** stands for resilience, innovation, and contemporary relevance.

## 2. Visual Versatility

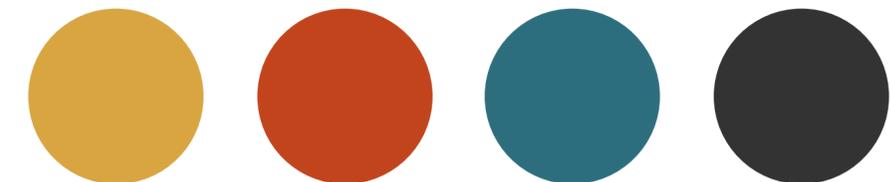
Using a single color version enhances adaptability across different media, especially where printing restrictions or monochromatic contexts apply, without losing symbolic meaning.

## 3. Brand Cohesion with Flexibility

By maintaining the core palette, even when applied in monochrome, the logo remains instantly recognizable and consistent with the MULTI-HERITAGE2024 identity.

## 4. Modern Appeal

Offering solid-color variants introduces a clean, minimalist aesthetic suitable for digital platforms, merchandise, and environmental branding, aligning with modern design trends while honoring heritage.



# 4. CLEAR SPACE AND MINIMUM SIZE

To preserve legibility and visibility, the logo must be surrounded by a minimum clear space equal to the “M” letter shape in the logo.  
 The minimum size for **digital use is 25mm width (approximately 95 pixels at 96ppi)**. For **print, 35mm width** is recommended.



95px digital | 35mm print of width minimum



# 5. COLOR PALETTE

The logo uses a palette inspired by Mediterranean and Central European cultural elements. Colors should be used consistently across applications.



Terracota

Hex C1451D  
RGB 93, 69, 29  
HSB 5, 85%, 76%  
CMYK , 84, 100, 1

Aegean Blue

Hex 2D6F7F  
RGB 5, 111, 127  
HSB 92, 65%, 50%  
CMYK 3, 32, 38, 19

Golden Sandstone

Hex D9A541  
RGB 17, 165, 65  
HSB 9, 70%, 85%  
CMYK , 39, 85, 1

Charcoal Slate

Hex 333334  
RGB 1, 51, 52  
HSB 40, 2%, 20%  
CMYK 0, 60, 56, 68



# 6. TYPOGRAPHY

The official typeface for "MULTI HERITAGE 2024" is a modern geometric sans-serif, selected for its legibility and contemporary and classic feel. Primary Typeface:

**Josefin Sans** for "MULTI" and "2024" Weights: Regular; Typeface: Josefin Sans for "HERITAGE" Weights: Bold

Josefin Sans Regular

123456789

**Josefin Sans Bold**

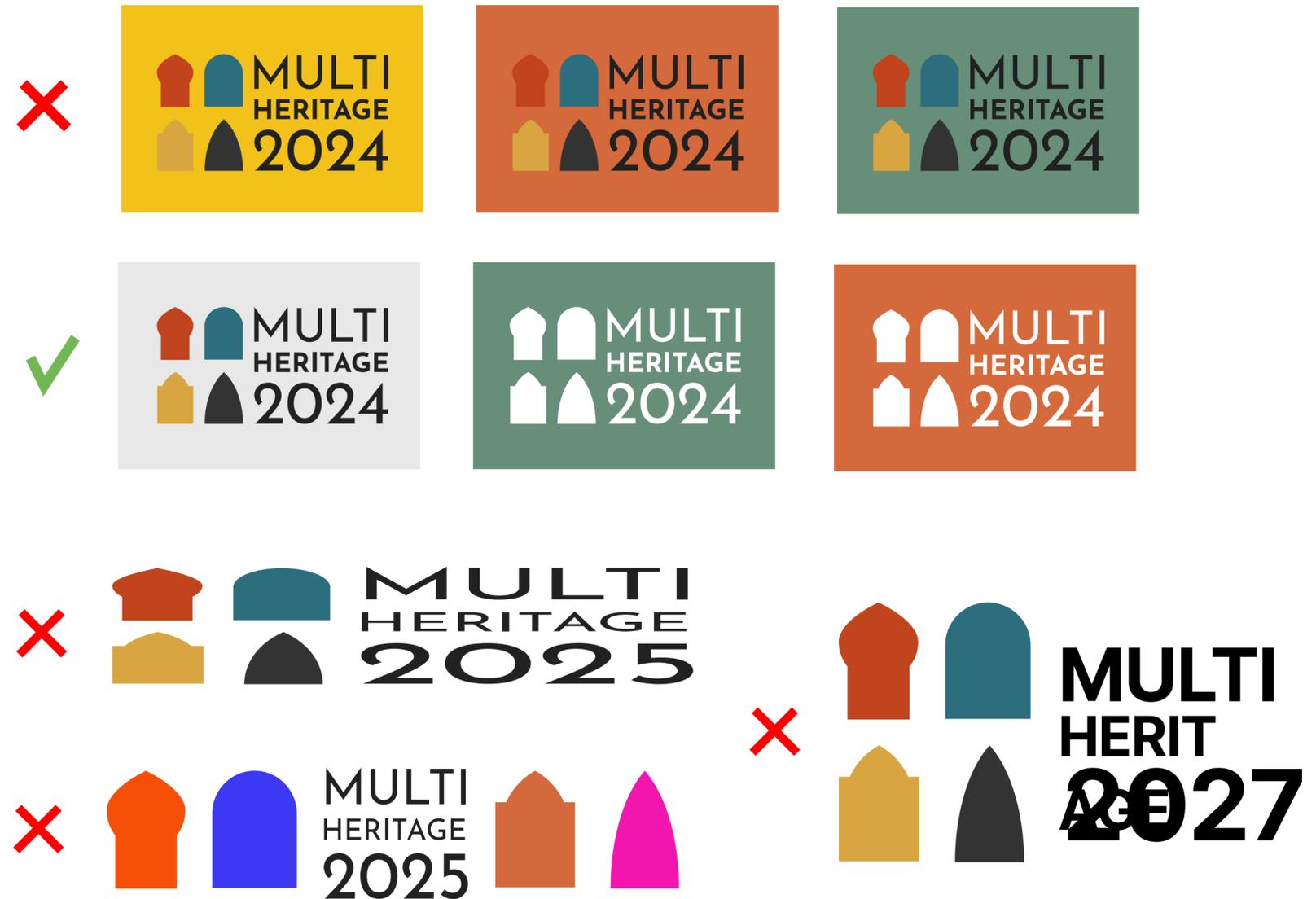
MULTI  
HERITAGE  
2024

# 7. INCORRECT USAGE

To protect the visual identity, the logo must not be altered. The following are not allowed:

- Stretching or compressing
- Changing colors
- Adding shadows or effects
- Rearranging elements
- Using unapproved typefaces

Care has to be made when applying the logo on coloured background. When in doubt, use a positive or negative, maintaining high contrast at all times.





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Milan, Lombardi  
20053  
general@multiheritage.it  
+39321861945

Date: 27th April, 2024

To:  
Michael

**Subject: Official Acceptance of the MULTI-HERITAGE2025 Logo Design**

Dear Michael,

On behalf of the MULTI-HERITAGE2025 project team, we are delighted to formally accept your exceptional logo design. Your proposal captured with remarkable clarity the multidisciplinary essence, cultural richness, and innovative vision that define our project. The harmonious integration of architectural forms, combined with the modern yet timeless color palette, resonates profoundly with the spirit of heritage preservation we seek to promote.

The entire selection committee was particularly impressed by your ability to synthesize diverse cultural influences into a clean, distinctive visual identity. Your approach successfully bridges tradition and modernity, creating a logo that is not only highly recognizable but also adaptable across a wide variety of platforms and media. The attention to detail in balancing symbolism and functionality truly elevates your design to a professional standard of excellence.

We sincerely thank you for your creativity, sensitivity, and commitment to this project. We are excited to feature your logo across all official materials for MULTI-HERITAGE2025 and are confident that it will contribute significantly to the visibility and success of our program. Congratulations on this outstanding achievement.

With warm regards,

Olimpio D'Orio  
Project Coordinator  
MULTI-HERITAGE2024



**Michael Mercury**  
Rua Aurora de Macedo, 3  
2300-455  
Tomar

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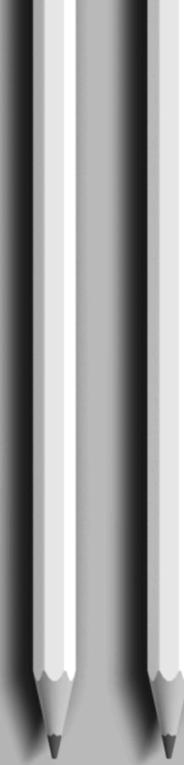
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