

Manual for members / co-communication

The following manual briefly and simply explains how the *Dolomites* Val Gardena brand is to be correctly integrated in promotional material or communication by the members of the Tourist Offices.

“Sustainably visible, jointly discernible.”

An easy to remember symbol, when consistently used, can result an increased visual recognition. An attentive use of the logo creates uniformity and thus makes the brand sustainably visible.



Pic: the logo placement on the printed materials of *Dolomites* Val Gardena.

The logo

Dolomites Val Gardena consists of the new umbrella brand *Dolomites* and the condensed Val Gardena brand.

Clearly playing with their surfaces allows the two brands to be joined together. The surfaces' colours are highlighted and, when put together, deliver a bold symbiosis. The result? An easy to remember logo.

What's special about the new brand is the *Dolomites* name, reminiscent of actual handwriting.

A bold and dynamic row of letters that reaches to the sky; a connection of letters reminiscent of a roped party, placed with precision on a convex quadrilateral — a mountain summit?

Incidentally, the new handwriting is exclusive and hand-made: it came about thanks to the cooperation between CIRCUS, an agency in Innsbruck, and the South Tyrolean handwriting designer Albert Pinggera.

Versions

The new *Dolomites* Val Gardena brand can be used by members of the valley or in communication as a standalone logo (A) or as part of a row of logos (B). Members are free to choose which option they prefer and can vary depending on the use or communication channel.

A _____

Singular LOGO



B _____

ROW OF LOGOS



Grafic design

Colour

The logo (or the row of logos) is always used in its coloured version. The representation of colour depicts the brand at its 'strongest'. The bold core shape, the characteristic handwriting and the traditional colours deliver the best possible recognition factor.

Positioning

The logo, or row of logos, has to be placed against a white background or on neutral, light colours or pictures; we recommend you place it at the bottom (at the end of a letter or on the title page of a catalogue) or at the end (on the overleaf of a catalogue).

Spacing

The digital files come with 'protected areas'. These marginal areas ensure that the logo or the logo in the row of logos is always placed within the minimal required distances.

Size

The digital files are provided on a A3 format. You can find examples of use on the following page as well as recommendations regarding sizes.

Dont's



The digital files cannot be changed. The structure, proportions, and colours of the copies must be maintained.



No shadows can be added as a background effect.

Download LOGOBOX

→ www.valgardena.it/logo

Both logo versions are available as digital formats in the logobox: PDF, JPG, and PNG.*

IMPORTANT: you can only use the digital files you receive from us.

* PDF: to be used when importing the logo in professional layout programs. PDF graphics use vectors, which means their size can be changed at will. For printed copies, please use the PDF files! JPG: to be used when importing the logo in an Office Package. PNG: to be used online.

Use

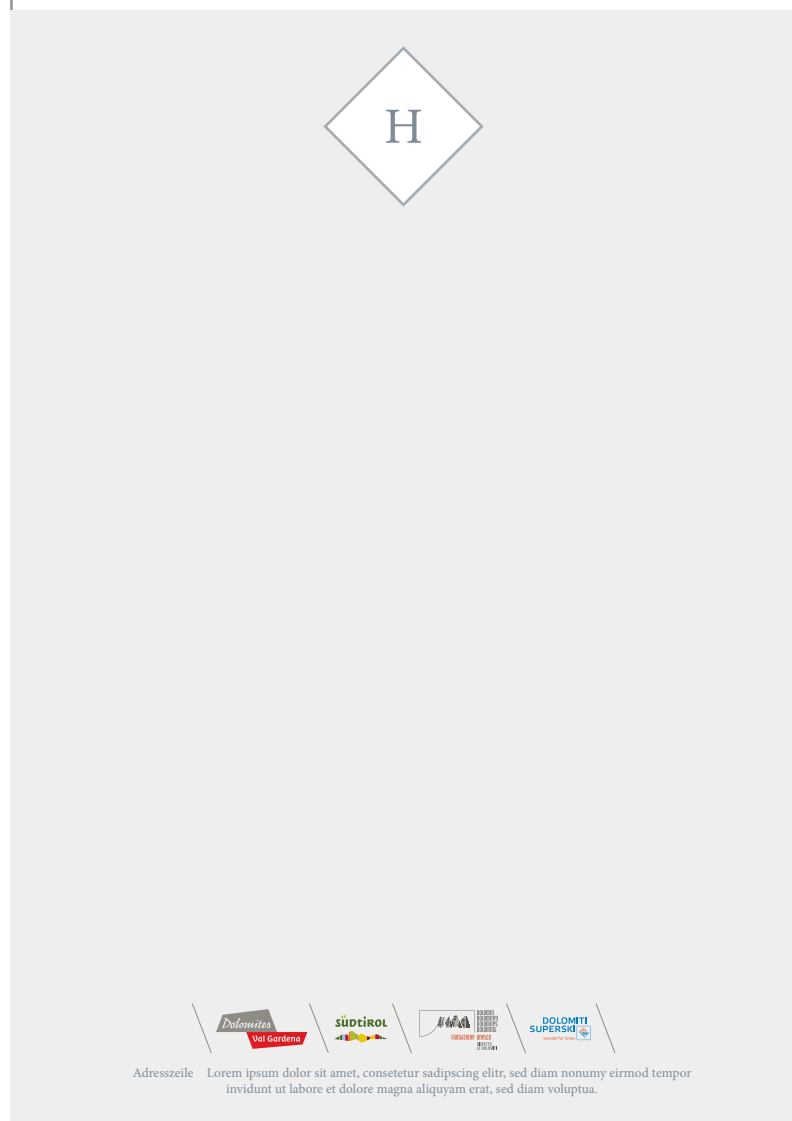
All representations reflect 50% of the original size.

Example 01

Letter A4

→ Row of logos

→ Logo size: 70% of the digital file



Digital file used:

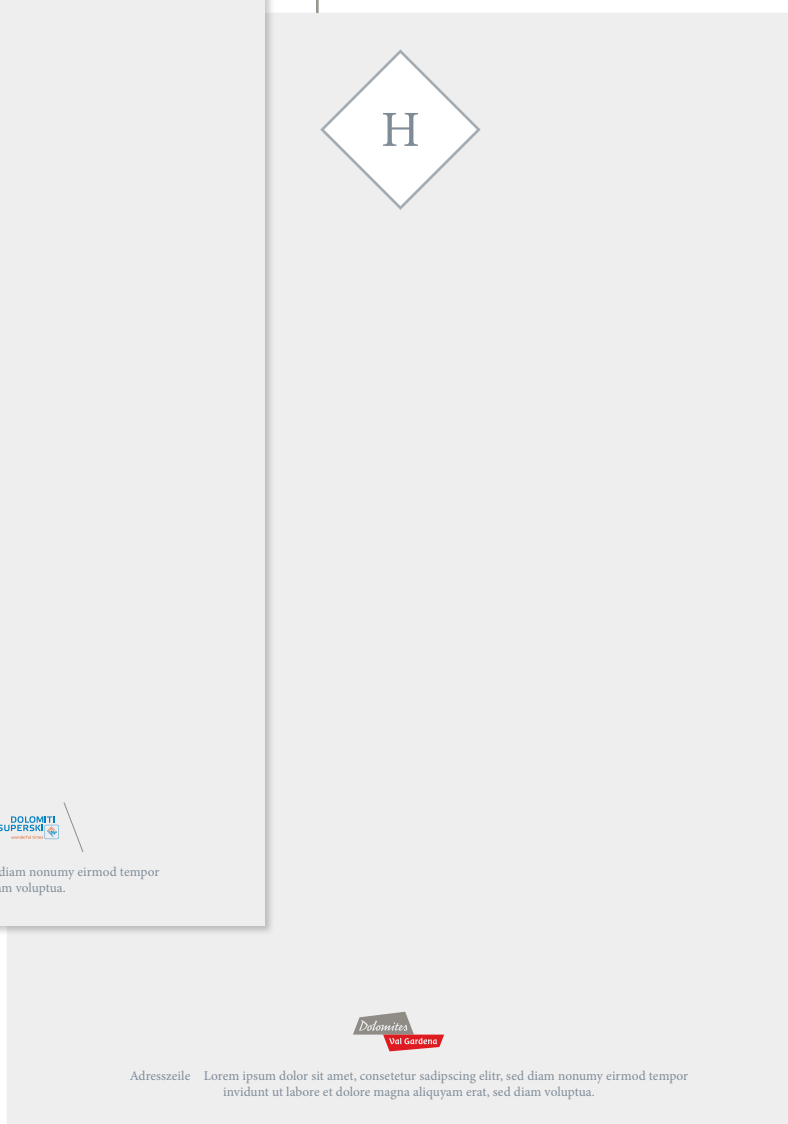
Logobalken_D_V-G_MITGLIEDER-CO-KOM_4C.pdf

Example 02

Letter A4

→ Logo on its own

→ Logo size: 70% of the digital file



Digital file used:

Logo_D_V-G_MITGLIEDER-CO-KOM_4C.pdf

Example 03

Overleaf folder 160 × 160 mm

→ Row of logos

→ Logo size: 50% of the digital file



Digital file used:

Logobalken_D_V-G_MITGLIEDER-CO-KOM_4C.pdf

Example 04

Overleaf folder 160 × 160 mm

→ Logo on its own

→ Logo size: 50% of the digital file



Digital file used:

Logo_D_V-G_MITGLIEDER-CO-KOM_4C.pdf

Recommended sizes

PRINT

LOGO on its own

ROW OF LOGOS

A3 → 100%
A4 → 70%
A5 → 70%
< A5 → 50% (minimal size)

A3 → 100%
A4 → 70%
A5 → 70% (minimal size)
< A5 → 50% (minimal size)

The sizes mentioned above are just guidelines that you can use also for intermediate formats.

Recommended sizes

WEB

The digital files have been optimised to be used for the standard desktop browser. Responsive versions on mobile devices should be adapted when designing or programming a website.

Quality

To maintain a uniform and strong brand, please send us your versions for a final check!

Please send them to: logo@valgardena.it