

Logo and visual
identity
guidelines

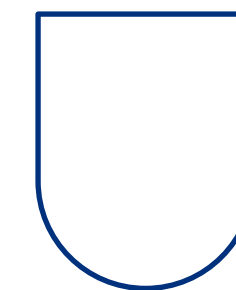
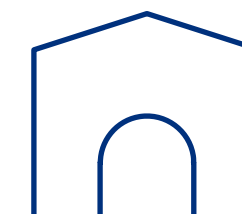
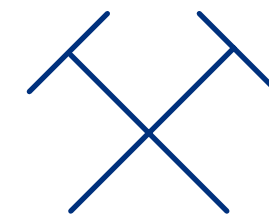
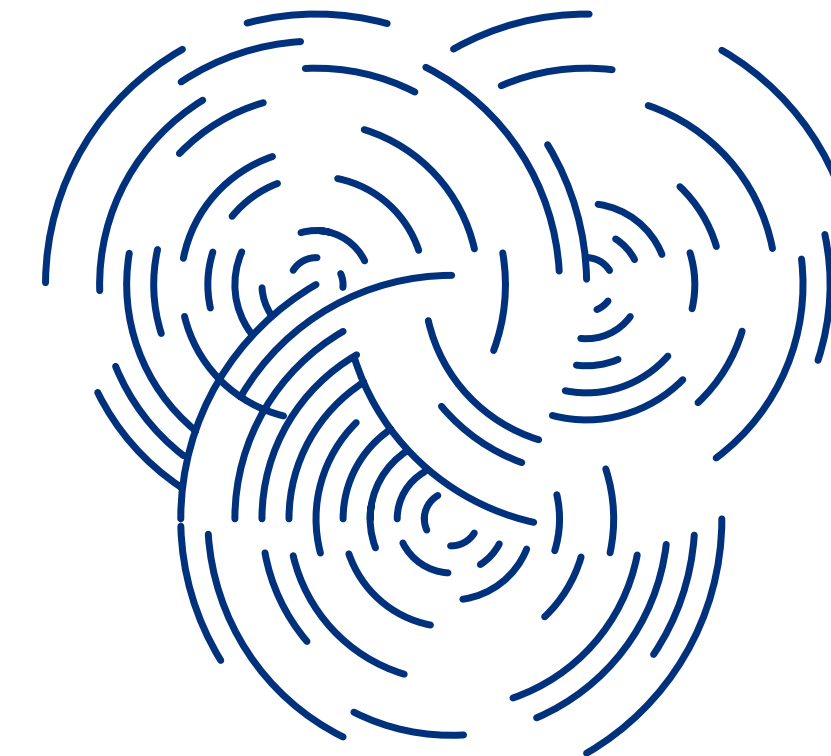
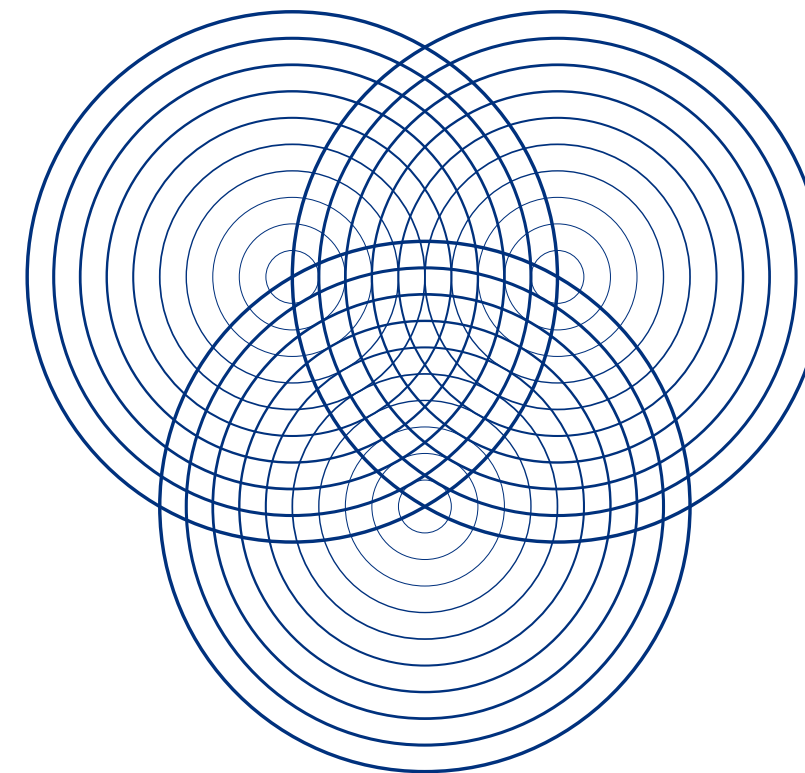
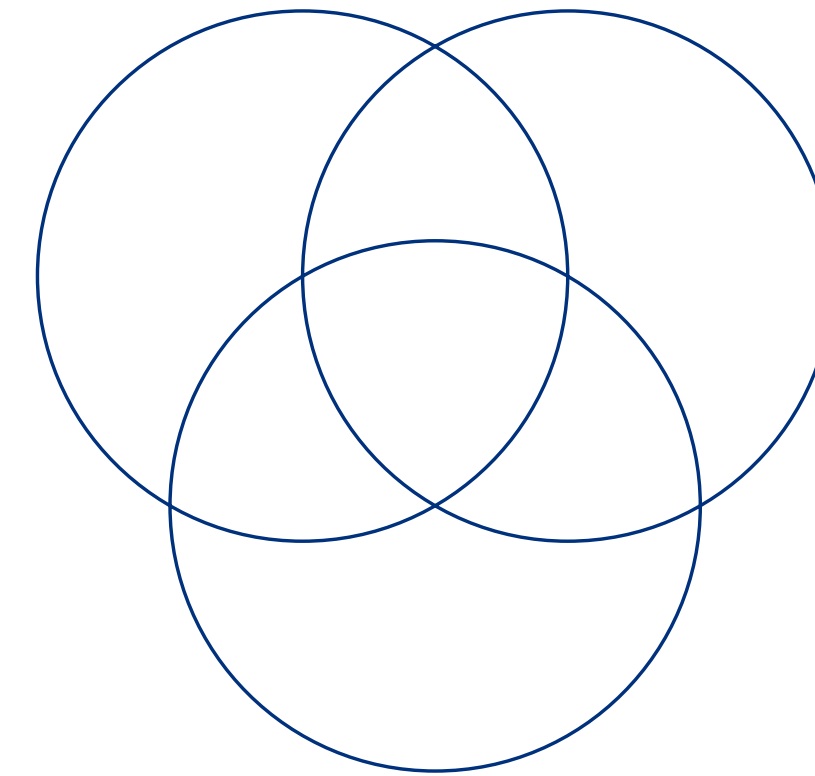
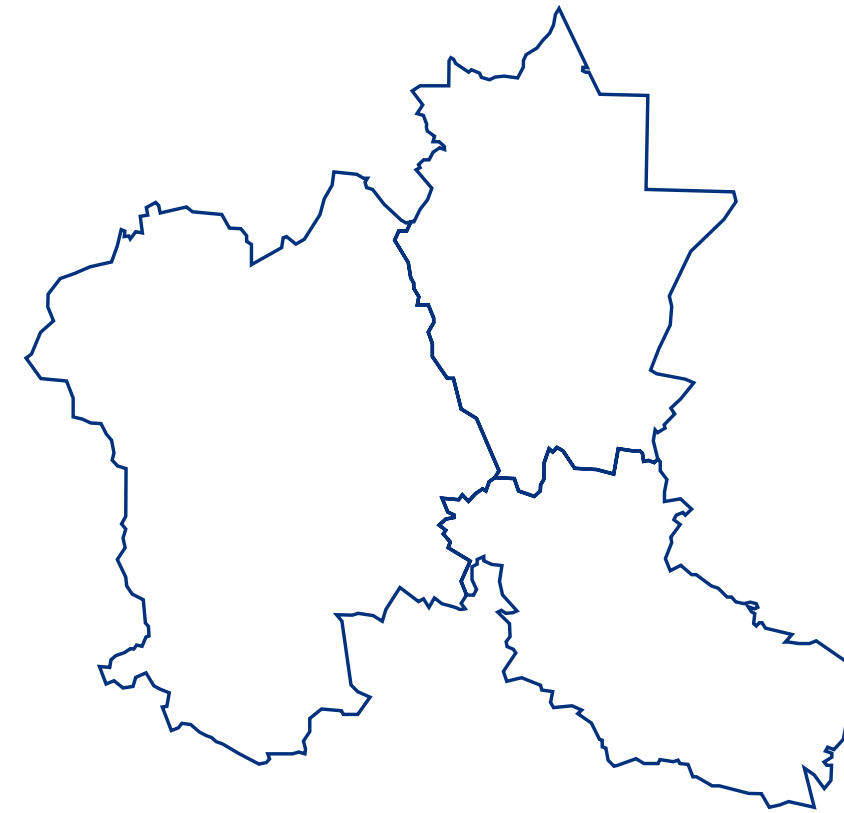


**Miasta
Gwarków**



Origins of the mark

While preparing the first sketches we drew on the potential of first associations and mapped the ideas connected with industrial heritage and the heritage of industrial culture. Both the Miasta Gwarków brand and the main principles of the trail repeatedly build on the power of tripled forces. Tarnowskie Góry – Bytom – Zbrostawice. Ore – Water – Nature. We linked the interplay and mutual reinforcement of the neighbouring towns with rings on water, each of which changes and blends with the waves beside it. These fleeting traces that transform a still water surface became our starting point for the formal solutions.





Origins of the mark

We began sketching by drawing a simple arrangement of three circles, which we then divided into mathematically defined fragments. We complicated and simplified the composition, aiming for a graphically attractive whole in which the lines of one circle fragment have their source in the neighbouring one. Into the resulting abstract shapes we inscribed local icons: the crossed hammers, the Gwarków Gate, water and the undulating landscape. We refined the mark into the synthetic form of a heraldic shield.





Logo Primary version

The primary version of the mark consists of the symbol – the graphic element – and typography: the “Miasta Gwarków” logotype.

symbol



logotype

**Miasta
Gwarków**



Logo The logo field. Construction on a modular grid.

The logo field is the rectangular area that contains the logotype. In the primary horizontal version the width-to-height ratio of the logo field is 2:1.

Placing the logo on a modular grid helps capture the proportions of the mark and defines the relations between its elements. This becomes useful when the mark is reproduced outside print, for example in large-scale wall painting or graphics on large objects.





Logo Basic clear space.

The basic clear space is the preferred area around the mark that separates it from other graphic or text elements. No other graphic or text form may appear within the clear space, which keeps the mark as legible and clear as possible. The clear space is defined by a module equal to half the width of the symbol. The edges of the basic clear space are the minimum margins to keep when placing the logo in layouts.





Logo Mark dimensions

The specified dimensions serve as a reference so that the logo can be reliably reproduced whenever using the existing digital version is not possible.





Logo Scaling the mark. Minimum permitted size.

The minimum size of the mark depends on the reproduction technique and on how the mark is exposed to the viewer. Each time, verify the display conditions and choose a size that keeps the mark legible and easily recognisable.

NOTE
The logo versions shown are illustrative. The numeric values are binding.



Print: 22 mm
Web: 62 px



**Miasta
Gwarków**
Print: 11 mm
Web: 32 px

At the minimum size of the primary horizontal logo, the type size in the logotype is 10.1 pt

At the minimum size of the primary vertical logo, the type size in the logotype is 8.4 pt



Miasta Gwarków
Lokalna Organizacja Turystyczna



Print: 44 mm
Web: 128 px



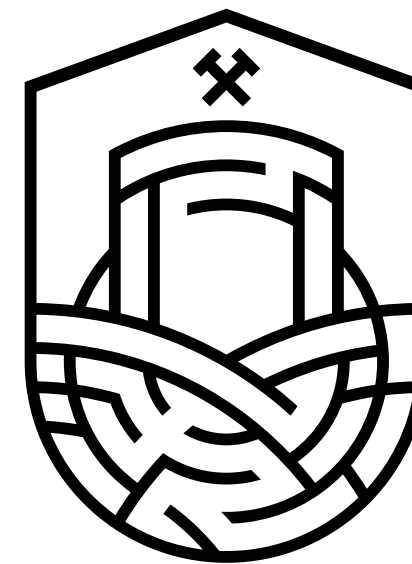
Print: 8 mm
Web: 24 px

At the minimum size of the secondary logo, the type size in the logotype is 10.7 pt

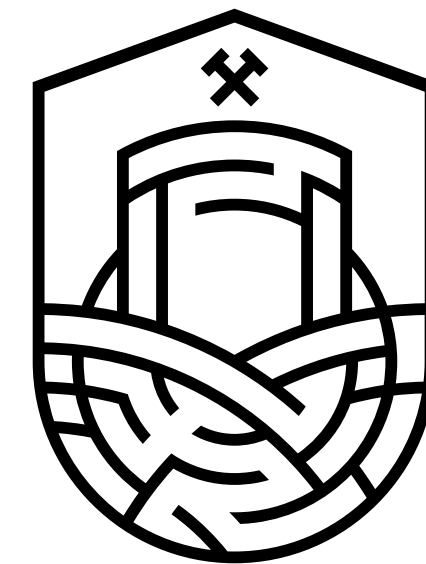


Logo Primary version Variants

The primary version of the mark comes
in a horizontal and a vertical layout.



**Miasta
Gwarków**



**Miasta
Gwarków**



Logo The logo field. Construction on a modular grid.

In the primary vertical version the width-to-height ratio of the logo field is 13:25.





**Logo Basic clear
space.**





Logo Mark dimensions





Logo Secondary version – full name

The secondary version of the mark consists of the symbol – the graphic element – and typography: the “Miasta Gwarków” logotype and the full name of the organisation: “Lokalna Organizacja Turystyczna”.

symbol



logotype

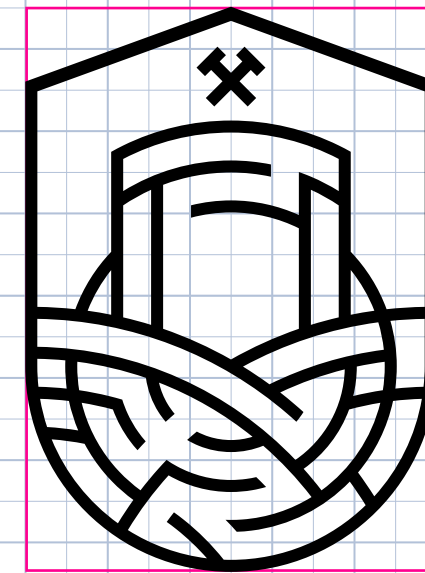
Miasta Gwarków
Lokalna Organizacja Turystyczna

full name / tagline



Logo The logo field. Construction on a modular grid.

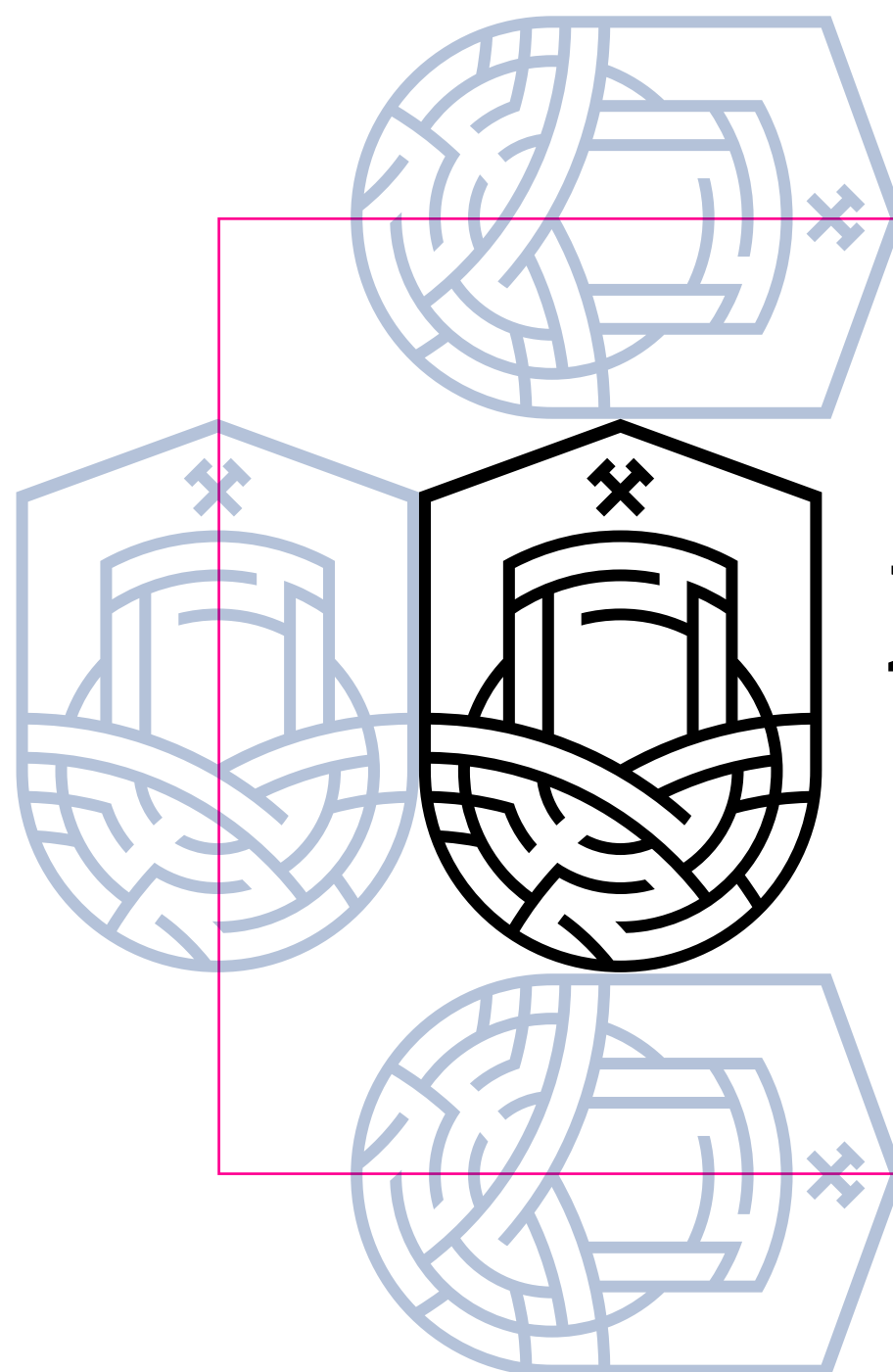
In the secondary version the width-to-height ratio
of the logo field is 11:3.



Miasta Gwarków
Lokalna Organizacja Turystyczna



**Logo Basic clear
space.**



Miasta Gwarków
Lokalna Organizacja Turystyczna





Logo Mark dimensions





Symbol Secondary version – symbol only

In special situations the mark may appear in its short form: the symbol alone.

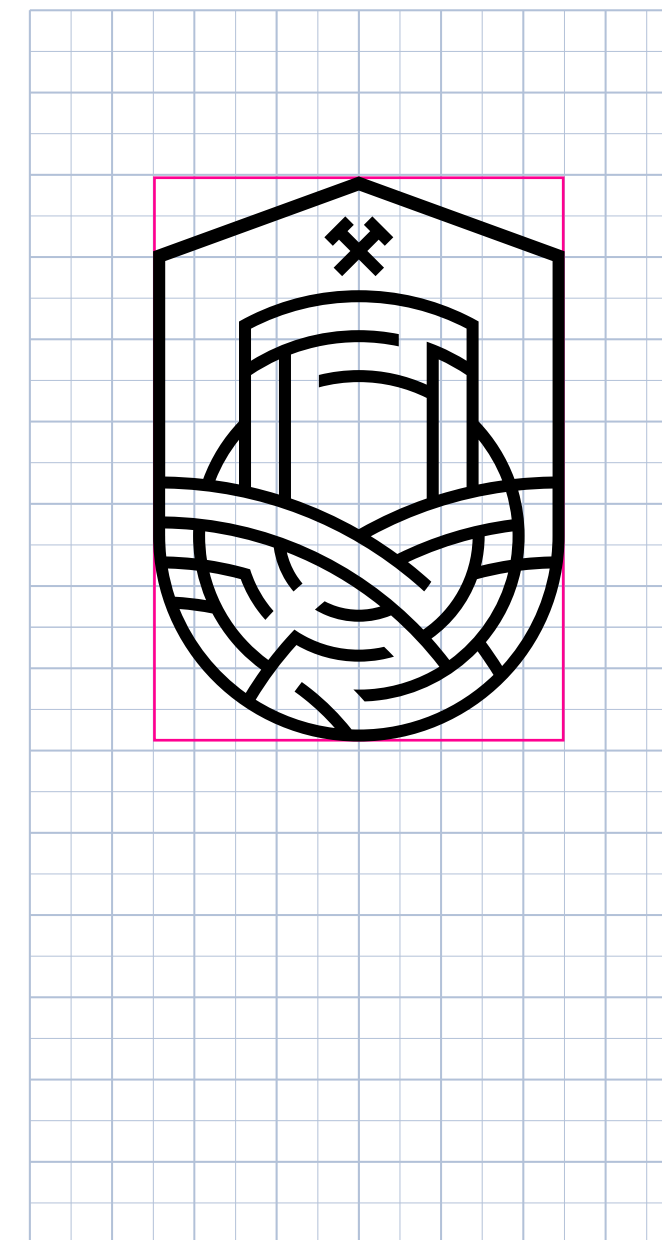


symbol



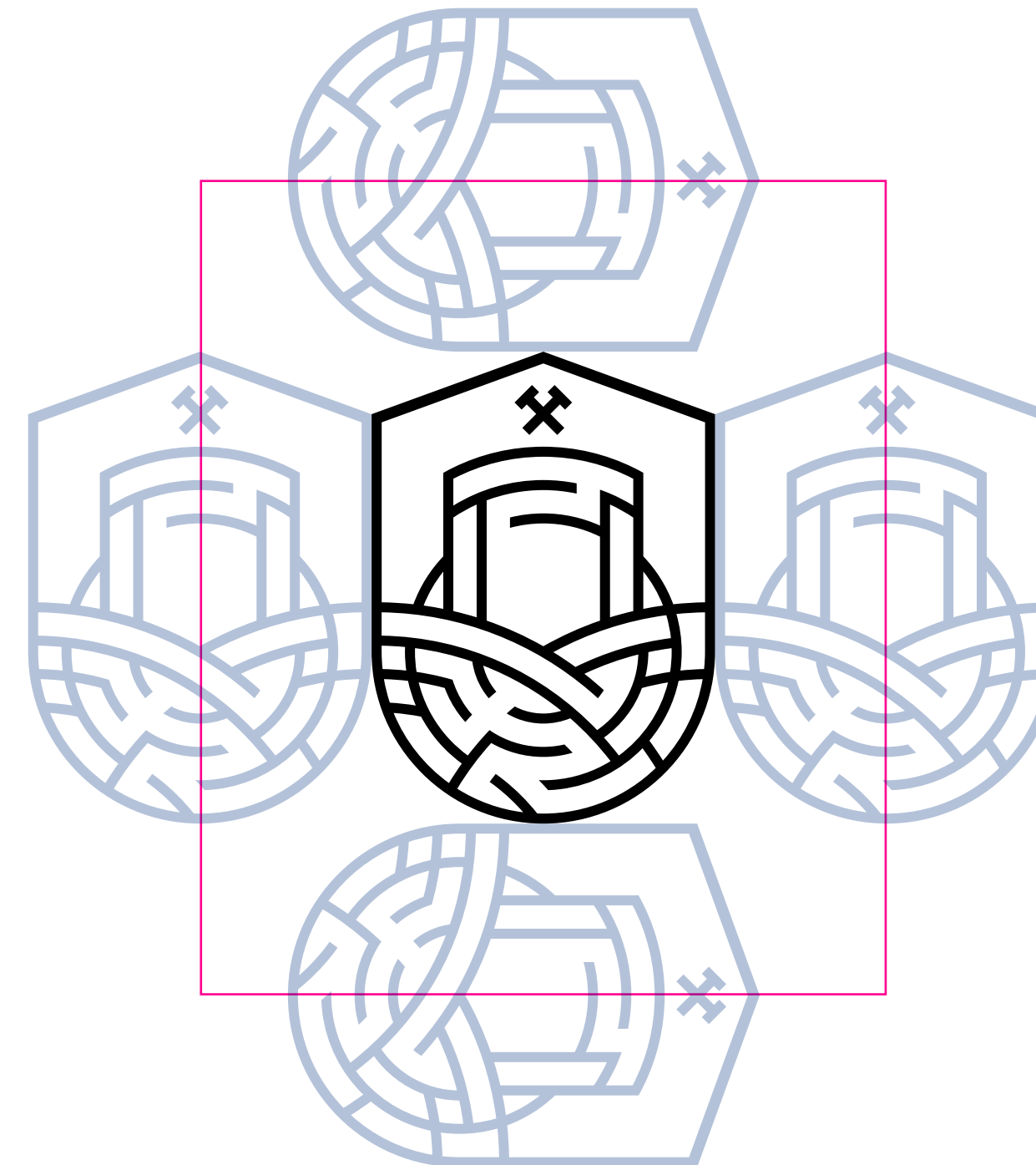
Symbol The logo field. Construction on a modular grid.

In the secondary symbol-only version
the width-to-height ratio of the logo field is 8:11.



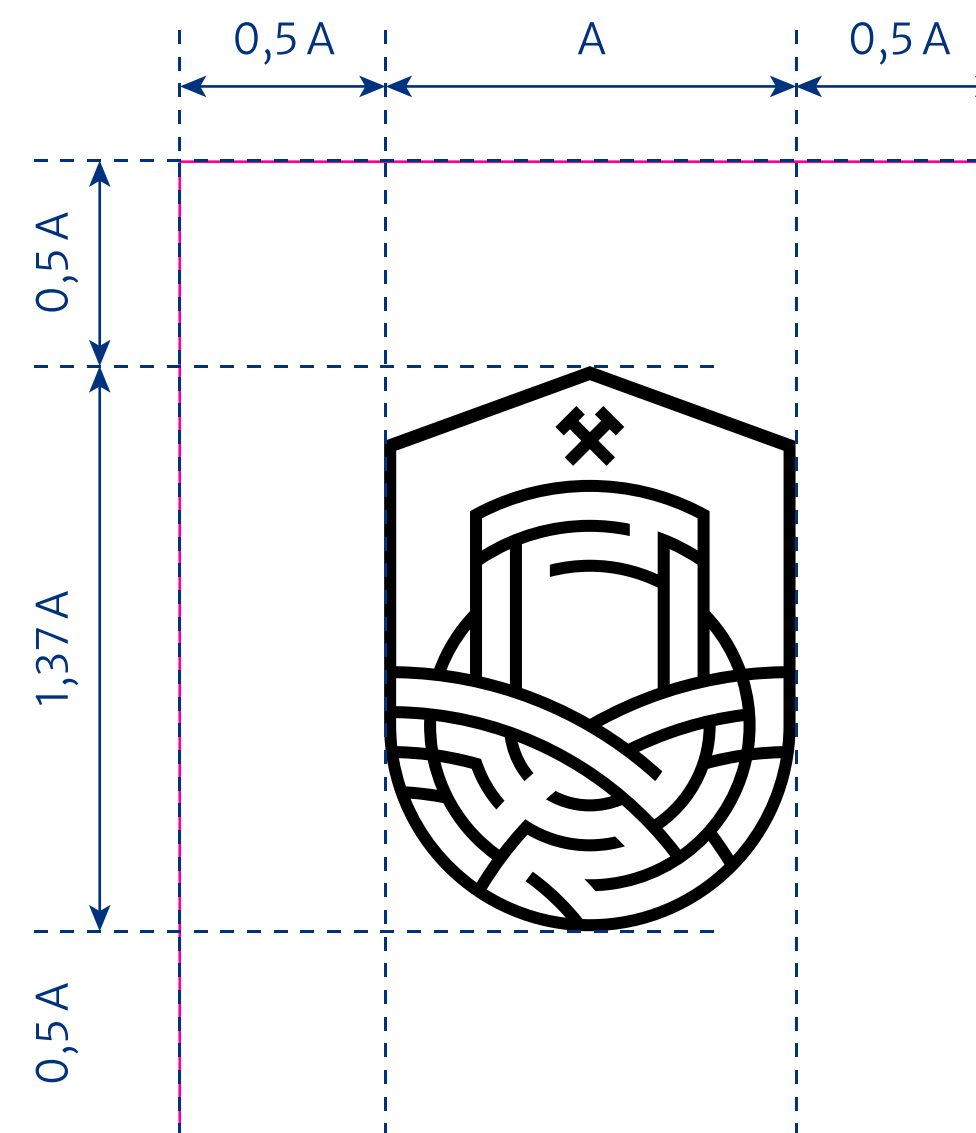


**Symbol Basic
clear space.**





Symbol Mark dimensions





Logo Pairing with other marks





Logo Primary version Colours

The primary version of the mark comes in navy blue (for white backgrounds only) and in black. The colour version of the mark always uses a single colour. Depending on the context and the accompanying graphics, use the mark in one of the colour schemes proposed in this manual. If a design uses only one colour throughout (for example a Pantone), the mark may be applied in that colour. In special cases the mark may be placed on a single-colour label.



**Miasta
Gwarków**



**Miasta
Gwarków**



**Miasta
Gwarków**



**Miasta
Gwarków**



Logo Secondary version – full name Colours

The secondary version of the mark with the full name of the organisation comes in a positive variant in navy blue (for white backgrounds only) and in black. The colour version of the mark always uses a single colour. Depending on the context and the accompanying graphics, use the mark in one of the colour schemes proposed in this manual. If a design uses only one colour throughout (for example a Pantone), the mark may be applied in that colour. In special cases the mark may be placed on a single-colour label.



Miasta Gwarków
Lokalna Organizacja Turystyczna



Miasta Gwarków
Lokalna Organizacja Turystyczna



Miasta Gwarków
Lokalna Organizacja Turystyczna

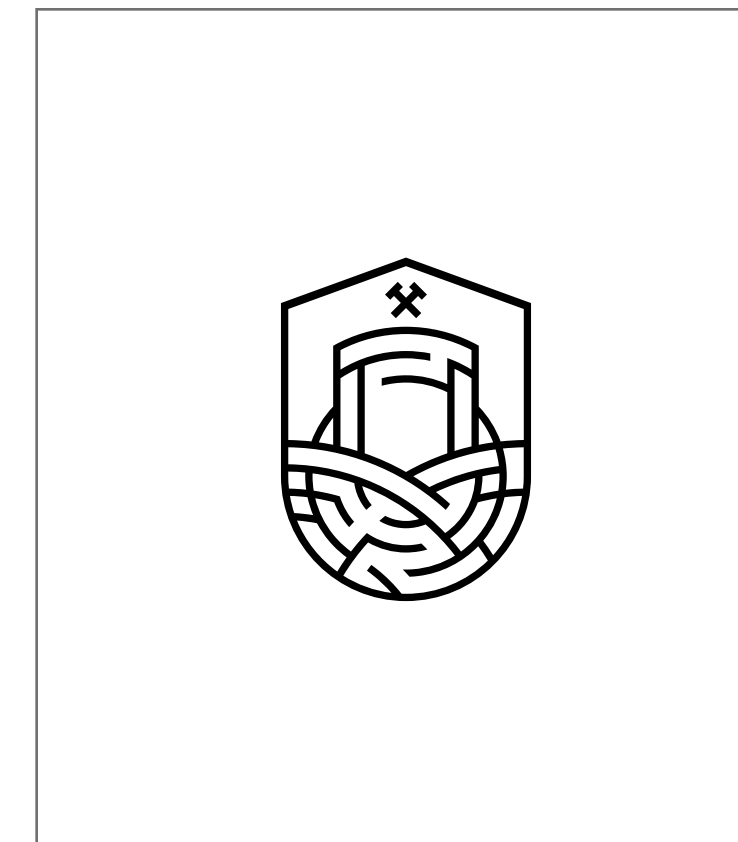


Miasta Gwarków
Lokalna Organizacja Turystyczna



Logo Secondary version – symbol Colours

The symbol-only secondary version of the mark in the positive variant comes in navy blue (for white backgrounds only) and in black. The colour version of the mark always uses a single colour. Depending on the context and the accompanying graphics, use the mark in one of the colour schemes proposed in this manual. If a design uses only one colour throughout (for example a Pantone), the mark may be applied in that colour. In special cases the mark may be placed on a single-colour label.





Logo Primary and secondary versions Use on different backgrounds

Display on varied light, dark and coloured backgrounds requires the black or the white version of the mark. In special cases the mark may be placed on a navy or an orange label. When choosing a version of the mark, always follow its legibility. Depending on the brightness, colour and visual activity of the background, pick the version that allows the mark to be identified unmistakably.

This rule applies to all versions of the marks, both primary and secondary.





Logo Primary and secondary versions Prohibited use

Shown here are examples of improper use
of the mark and prohibited versions.



Do not change the colour of the mark.
Do not use colour variants other than
those shown in this manual.



Do not apply different colours to parts
of the logo. The symbol and the logotype
are always in the same colour.



Do not place the mark
in positions other than those
shown in this manual.



Do not add drop shadows or other
effects that reduce the legibility
of the mark.



Do not use an unsuitable version
of the mark – always choose the version
that contrasts with the background.



Do not change the typeface
of the name – the name may be set
only in Grenze.



Do not distort the mark
or change the proportions
or position of its elements.



Do not violate the clear space
of the mark. Do not place any
elements inside it.



Do not use the logotype alone –
the name may be used only together
with the symbol.



Logo typography Grenze

The Miasta Gwarków mark uses the Grenze typeface in the SemiBold weight.

Grenze is an expressive type family that beautifully reflects the meeting of cultures written into the history of Silesia. Its letters have a distinctive hybrid character. They are based on the classical forms of the Latin serif, used for several hundred years to set the Polish language, much like the first Polish typeface, Jan Januszowski's *Karakter prosty* of 1594. At the same time they carry subtle, unobtrusive elements of blackletter, once used for German and present to this day in Silesian public space: on historic industrial buildings, tenement houses and commemorative plaques. Economy of form, gentle stroke modulation and solid serifs let Grenze combine traditional and modern qualities with ease. Narrow letterforms and generous letter spacing keep the typeface highly legible both at large sizes and on the small screens of electronic devices. The Grenze family consists of 9 weights plus italics, and every style covers the Latin alphabets of all European languages. The Grenze fonts are available free of charge under the OFL licence, which allows unrestricted use in print and on screen, and their presence in Google Fonts makes them easy to use on websites. The typeface was designed by the South American designers Renata Polastri and Omnibus Type. The Miasta Gwarków identity uses Grenze exclusively in the logotype, so the historical references stay visible without dominating the whole message.



**Miasta
Gwarków**

a

Grenze Semibold

**A Ą B C D E Ę F Ę F G H I J K L Ł M N Ń
O Ó P Q R S Ś T U V X Y Z Ź Ż a q b c ć
d e ę f g h k l ł m n ŋ o ó p q r s ś t u v w
x y z ź ż 1 2 3 4 5 6 7 8 9 0**



Identity typography Merriweather Sans

Merriweather Sans is a modern sans-serif type family that forms the basis of Miasta Gwarków's typographic communication. Its author Eben Sorkin created a set of 6 weights with italics that make longer texts easy to read in print as well as on computer screens and mobile devices. The letters of Merriweather Sans are fairly narrow and the lowercase is quite tall, so the typeface performs very well in captions of various lengths, even in vertical formats, while matching the proportions of Grenze used in the logotype. Merriweather Sans gives texts a balanced character: warm and friendly thanks to a humanist construction rooted in the tradition of Latin script, yet neutral and modern thanks to low contrast and the absence of modulation and ornament. The typeface covers more than 100 languages, including all European languages written in the Latin script. A wide range of weights, from thin to heavy, together with high legibility, modernity and friendliness, make Merriweather Sans an excellent typographic building block of the Miasta Gwarków identity. The Merriweather Sans fonts are available free of charge under the OFL licence, which allows unrestricted use in print and on screen, and their presence in Google Fonts makes them easy to use on websites.

a

Merriweather Sans Regular

AĄBCDEĘFĘFGHIJKLŁM
NŃOÓPQRSŚTUVXYZŻŻ
aąbcćdeęfghklłmnńoó
pqrsśtuvwxyzżż
1234567890

Merriweather Sans
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic



Identity typography

Merriweather Sans

Merriweather Sans Light

A Ą B C D E Ę F Ę F G H I J K L Ł M
N Ń O Ó P Q R S Ś T U V X Y Z Ź Ż
a ą b c ć d e ę f g h k l ł m n Ń o ó
p q r s ś t u v w x y z ź ż
1 2 3 4 5 6 7 8 9 0

Merriweather Sans Light Italic

*A Ą B C D E Ę F Ę F G H I J K L Ł M N
Ń O Ó P Q R S Ś T U V X Y Z Ź Ż a ą
b c ć d e ę f g h k l ł m n Ń o ó p q r
s ś t u v w x y z ź ż
1 2 3 4 5 6 7 8 9 0*

Merriweather Sans Regular

A Ą B C D E Ę F Ę F G H I J K L Ł M
N Ń O Ó P Q R S Ś T U V X Y Z Ź Ż
a ą b c ć d e ę f g h k l ł m n Ń o ó
p q r s ś t u v w x y z ź ż
1 2 3 4 5 6 7 8 9 0

Merriweather Sans Italic

*A Ą B C D E Ę F Ę F G H I J K L Ł M N
Ń O Ó P Q R S Ś T U V X Y Z Ź Ż a ą
b c ć d e ę f g h k l ł m n Ń o ó p q r
s ś t u v w x y z ź ż
1 2 3 4 5 6 7 8 9 0*

Merriweather Sans Bold

**A Ą B C D E Ę F Ę F G H I J K L Ł
M N Ń O Ó P Q R S Ś T U V X Y Z
Ź Ż a ą b c ć d e ę f g h k l ł m n
Ń o ó p q r s ś t u v w x y z ź ż
1 2 3 4 5 6 7 8 9 0**

Merriweather Sans Bold Italic

***A Ą B C D E Ę F Ę F G H I J K L Ł M
N Ń O Ó P Q R S Ś T U V X Y Z Ź Ż a
ą b c ć d e ę f g h k l ł m n Ń o ó p
q r s ś t u v w x y z ź ż
1 2 3 4 5 6 7 8 9 0***



Identity typography Merriweather

Merriweather is the serif cousin of the Merriweather Sans family. The proportions of Merriweather (fairly narrow letters, quite a tall lowercase) ensure high legibility at small type sizes, in print and on screen alike. These qualities make the typeface excellent for longer texts and a perfect companion to Grenze and Merriweather Sans. The humanist construction of Merriweather, most visible in the italics, gives texts a warm, pleasant character. On the other hand, solid serifs and low contrast between thick and thin strokes subtly express the technical, industrial background of Miasta Gwarków at larger sizes as well. The typeface covers more than 200 languages, including all European languages written in the Latin and Cyrillic scripts. High legibility, friendliness and sturdiness make Merriweather a perfect complement to the typographic palette of the Miasta Gwarków identity. The Merriweather fonts are available free of charge under the OFL licence, which allows unrestricted use in print and on screen, and their presence in Google Fonts makes them easy to use on websites.

a

Merriweather Regular

AĄBCDEĘFĘFGHIJKLŁ
MNŃOÓPQRSŚTUVXYZ
ŹŻaąbcćdeęfghklłmn
ńoópqrsśtuvwxyzźź
1234567890

Merriweather
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic



Identity typography Merriweather

Merriweather Light

A Ą B C D E Ę F Ę F G H I J K L Ł
M N Ń O Ó P Q R S Ś T U V X Y Z
Ź Ż a ą b c ć d e ę f g h k l ł m n ń
ó ó p q r s ś t u v w x y z ź ź
1 2 3 4 5 6 7 8 9 0

Merriweather Light Italic

A Ą B C D E Ę F Ę F G H I J K L Ł M
N Ń O Ó P Q R S Ś T U V X Y Z Ź Ż
a ą b c ć d e ę f g h k l ł m n ń ó ó p
q r s ś t u v w x y z ź ź
1 2 3 4 5 6 7 8 9 0

Merriweather Regular

A Ą B C D E Ę F Ę F G H I J K L Ł
M N Ń O Ó P Q R S Ś T U V X Y Z
Ź Ż a ą b c ć d e ę f g h k l ł m n
ń ó ó p q r s ś t u v w x y z ź ź
1 2 3 4 5 6 7 8 9 0

Merriweather Italic

A Ą B C D E Ę F Ę F G H I J K L Ł
M N Ń O Ó P Q R S Ś T U V X Y Z Ź
Ż a ą b c ć d e ę f g h k l ł m n ń ó
ó p q r s ś t u v w x y z ź ź
1 2 3 4 5 6 7 8 9 0

Merriweather Bold

A Ą B C D E Ę F Ę F G H I J K L Ł
M N Ń O Ó P Q R S Ś T U V X Y Z
Ź Ż a ą b c ć d e ę f g h k l ł m n
ń ó ó p q r s ś t u v w x y z ź ź
1 2 3 4 5 6 7 8 9 0

Merriweather Bold Italic

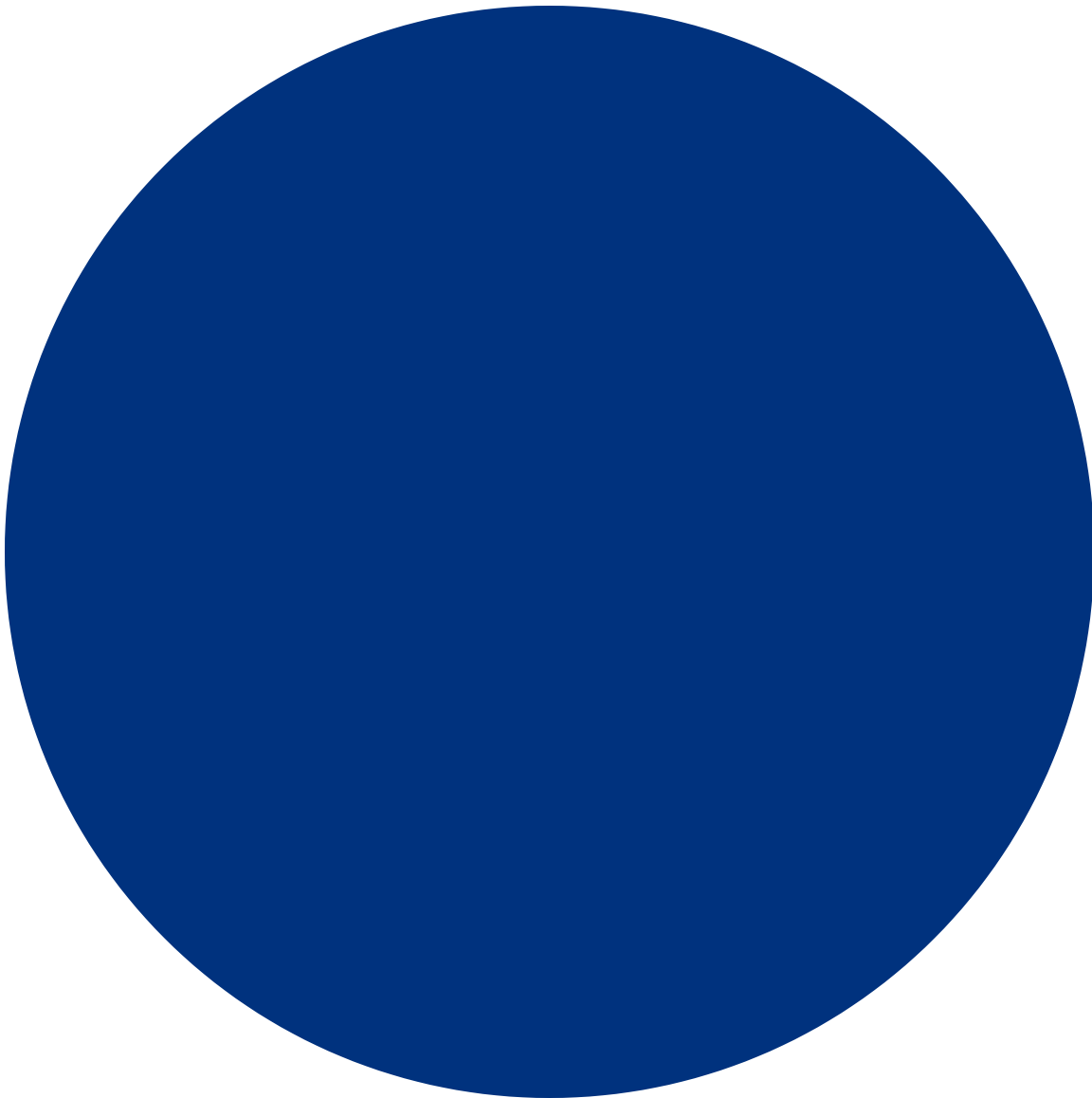
A Ą B C D E Ę F Ę F G H I J K L Ł
M N Ń O Ó P Q R S Ś T U V X Y Z
Ź Ż a ą b c ć d e ę f g h k l ł m n ń
ó ó p q r s ś t u v w x y z ź ź
1 2 3 4 5 6 7 8 9 0



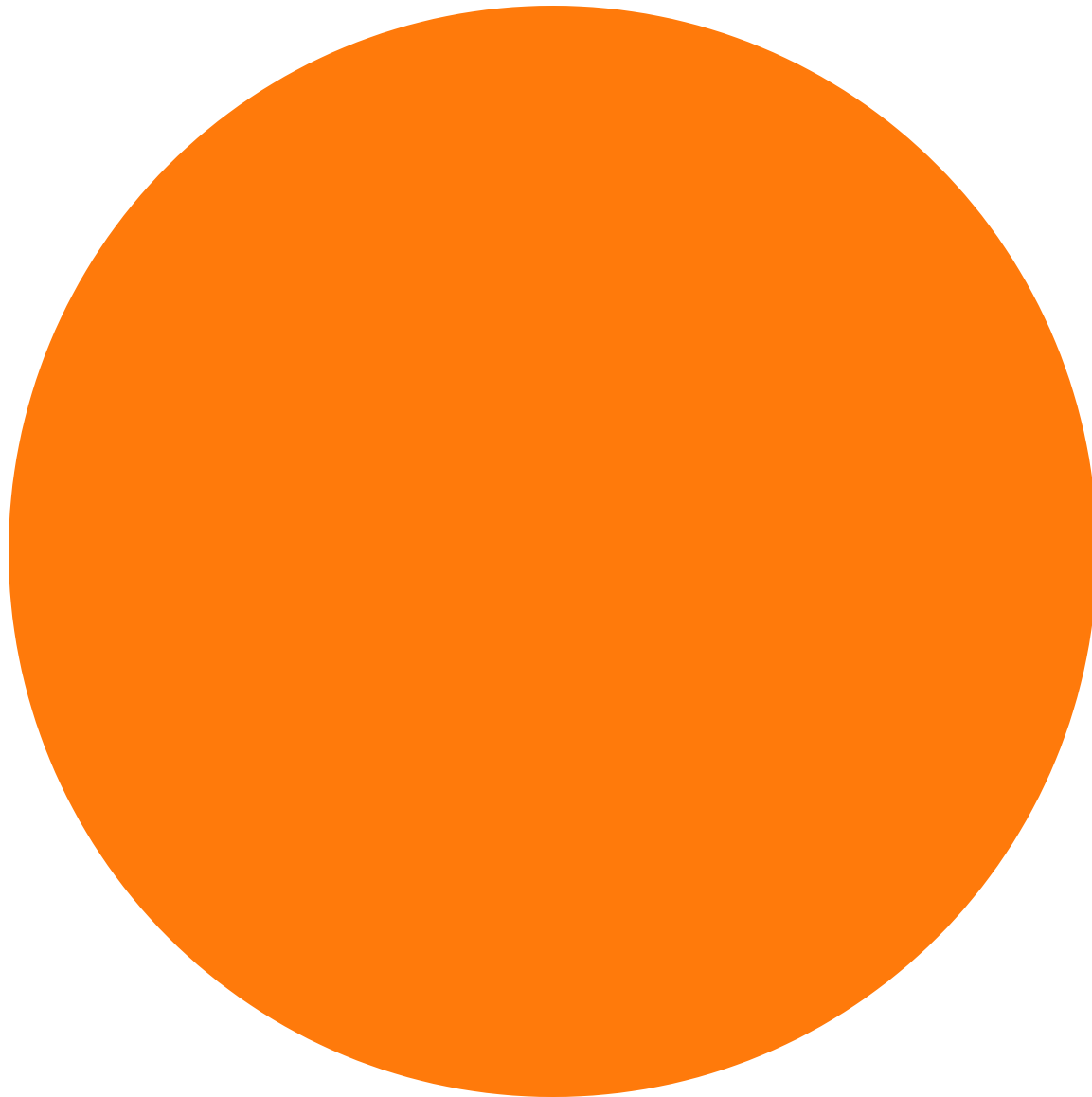
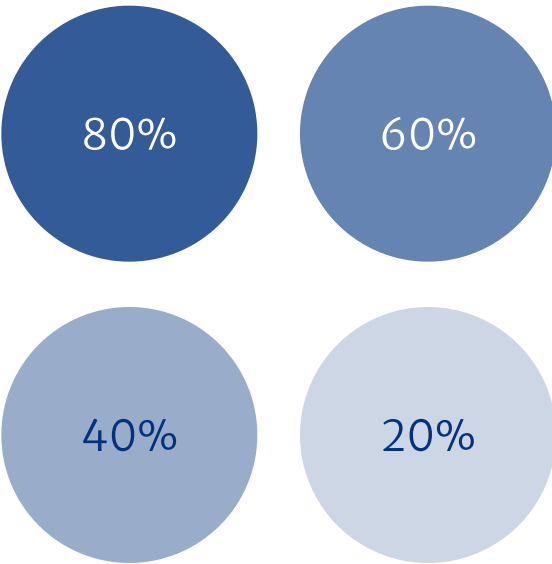
Primary colours

The primary colour scheme is one of the visual attributes that help distinguish the brand from its competitors. For Miasta Gwarków two primary colours are used: navy blue and orange.

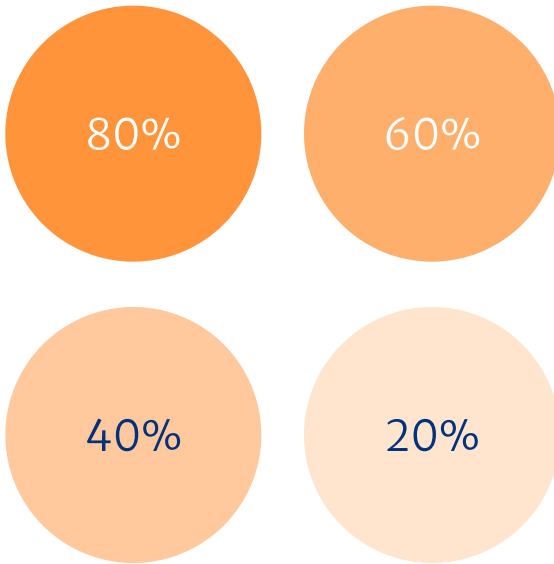
The pairing is contrasting and bold – it attracts attention and sparks interest. Navy blue underlines stability and elegance, while orange is a warm, energetic colour associated with creativity and positive energy.



CMYK	100	85	0	25
RGB	0	50	126	
HEX	#00327E			
PANTONE	287 C			



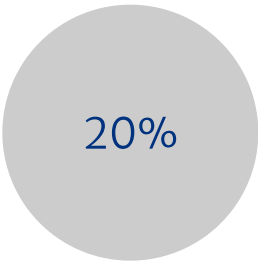
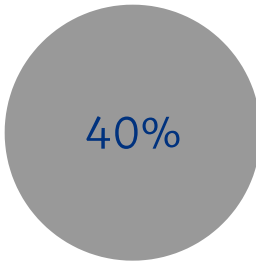
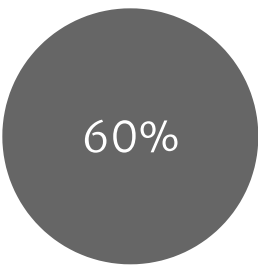
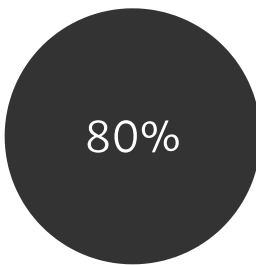
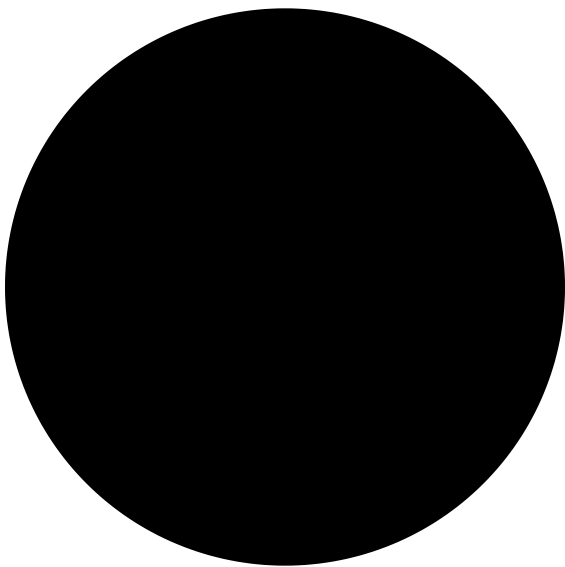
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RGB	255	122	11	
HEX	#FF7A0B			
PANTONE	1585 C			



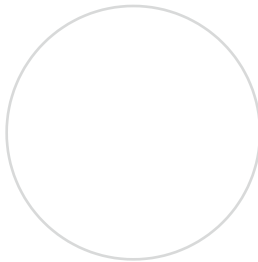
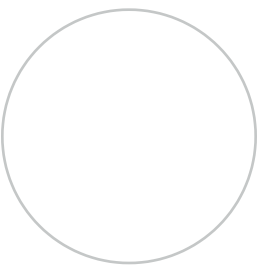
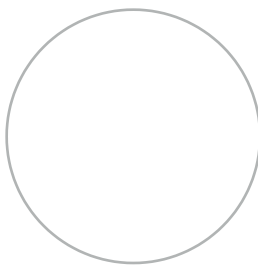
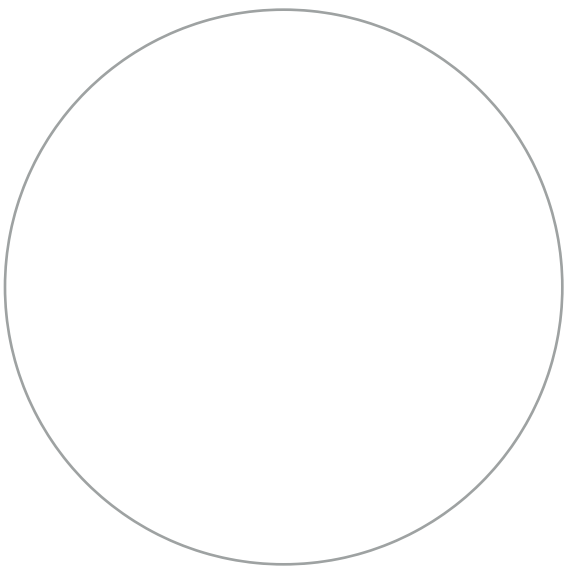


Secondary colours

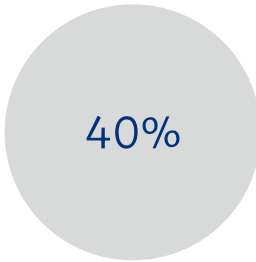
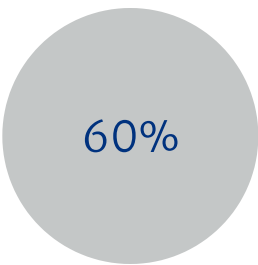
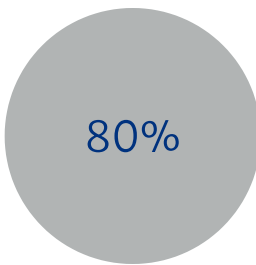
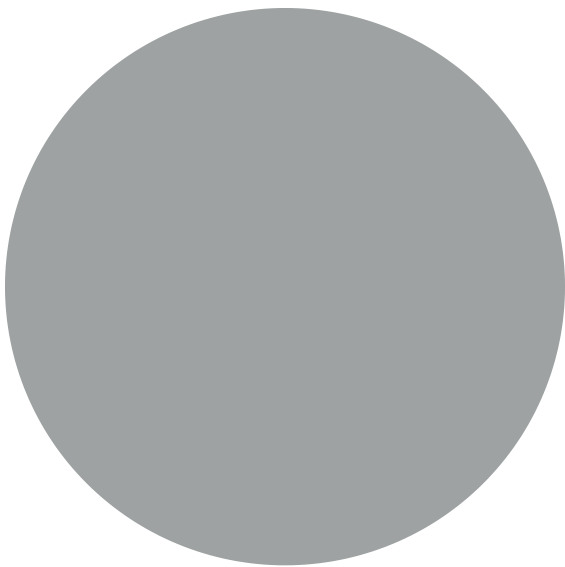
The secondary colours enrich and diversify the primary palette; they can also help build contrasts and set some graphic elements apart.



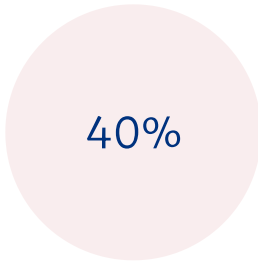
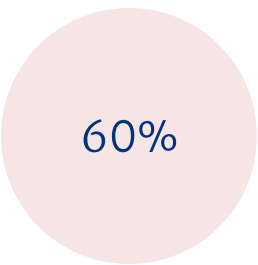
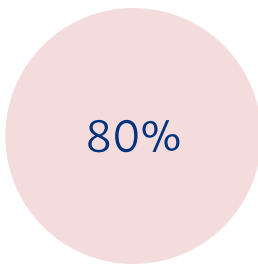
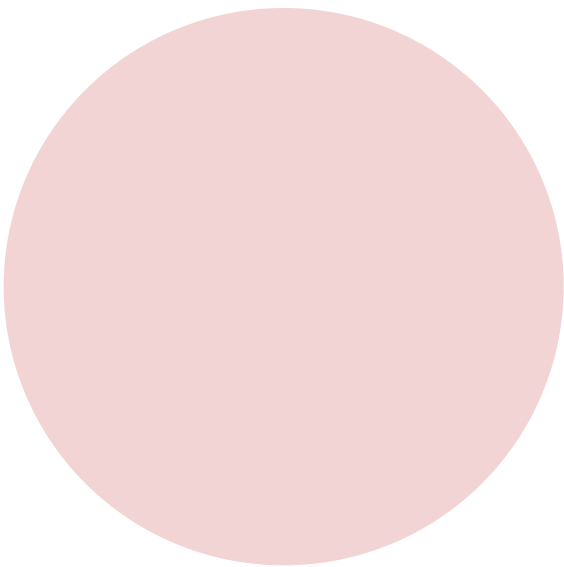
CMYK	60	50	40	100
RGB	0	0	0	
HEX	#00327E			
PANTONE	Black 6 C			



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



CMYK	19	12	13	34
RGB	158	162	162	
HEX	#9EA2A2			
PANTONE	422 C			



CMYK	0	20	10	0
RGB	242	212	213	
HEX	#F2D4D5			
PANTONE	503 C			



Placing coloured elements on backgrounds.

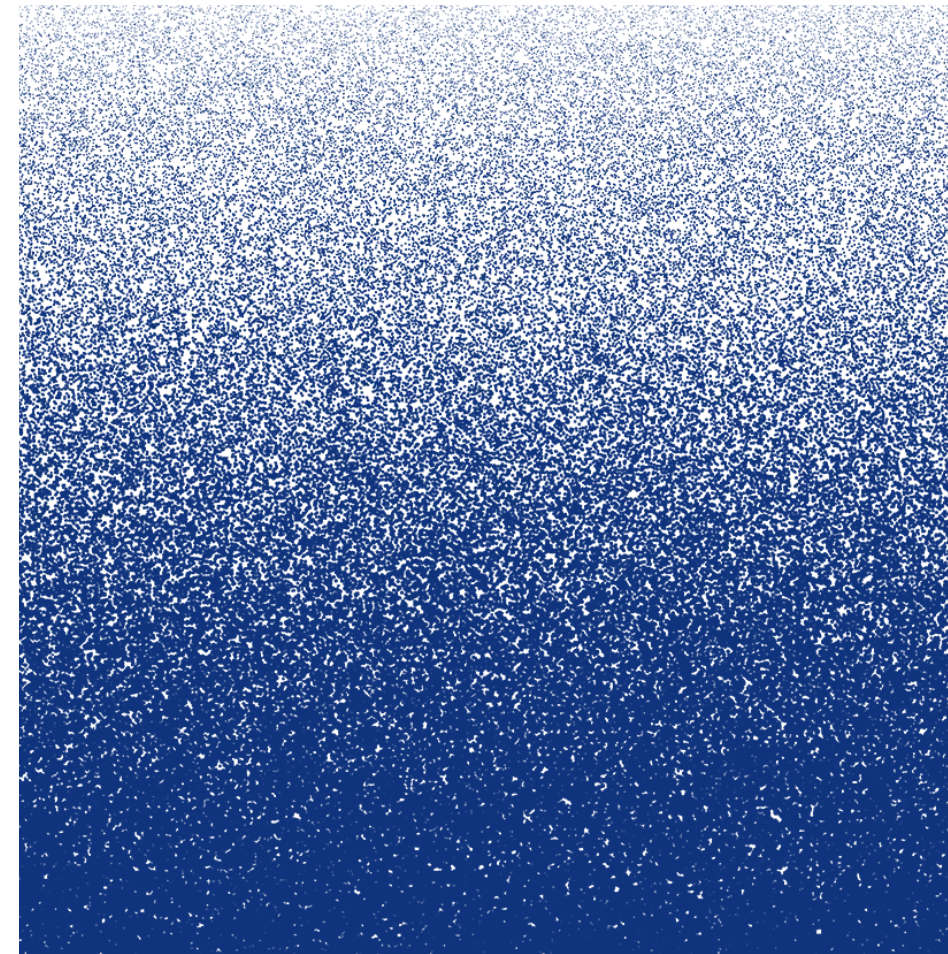
Not all colour combinations are suitable for use: low contrast between them can make text hard to read or graphic elements hard to tell apart. Low contrast can also make a design feel bland and unremarkable, so the colours will not stand out from the competition. For this reason some pairings should be avoided. Orange elements may be placed on a navy background, and navy elements on an orange background, but only when the graphic elements are large enough or purely decorative.

Pairings marked with an exclamation mark require special care for legibility. We advise against using them in small formats and wherever clarity of information is critical.



Additional graphic elements

Additional graphic elements such as icons, patterns or textures develop the graphic language and enrich the brand's visual identity. They can underline its uniqueness, giving it an authentic, recognisable look. They can also support communication with audiences, conveying values, emotions and aspects of the brand's activity in a more understandable and attractive way.



1. Gradient with texture



2. Pictograms



3. Zigzag

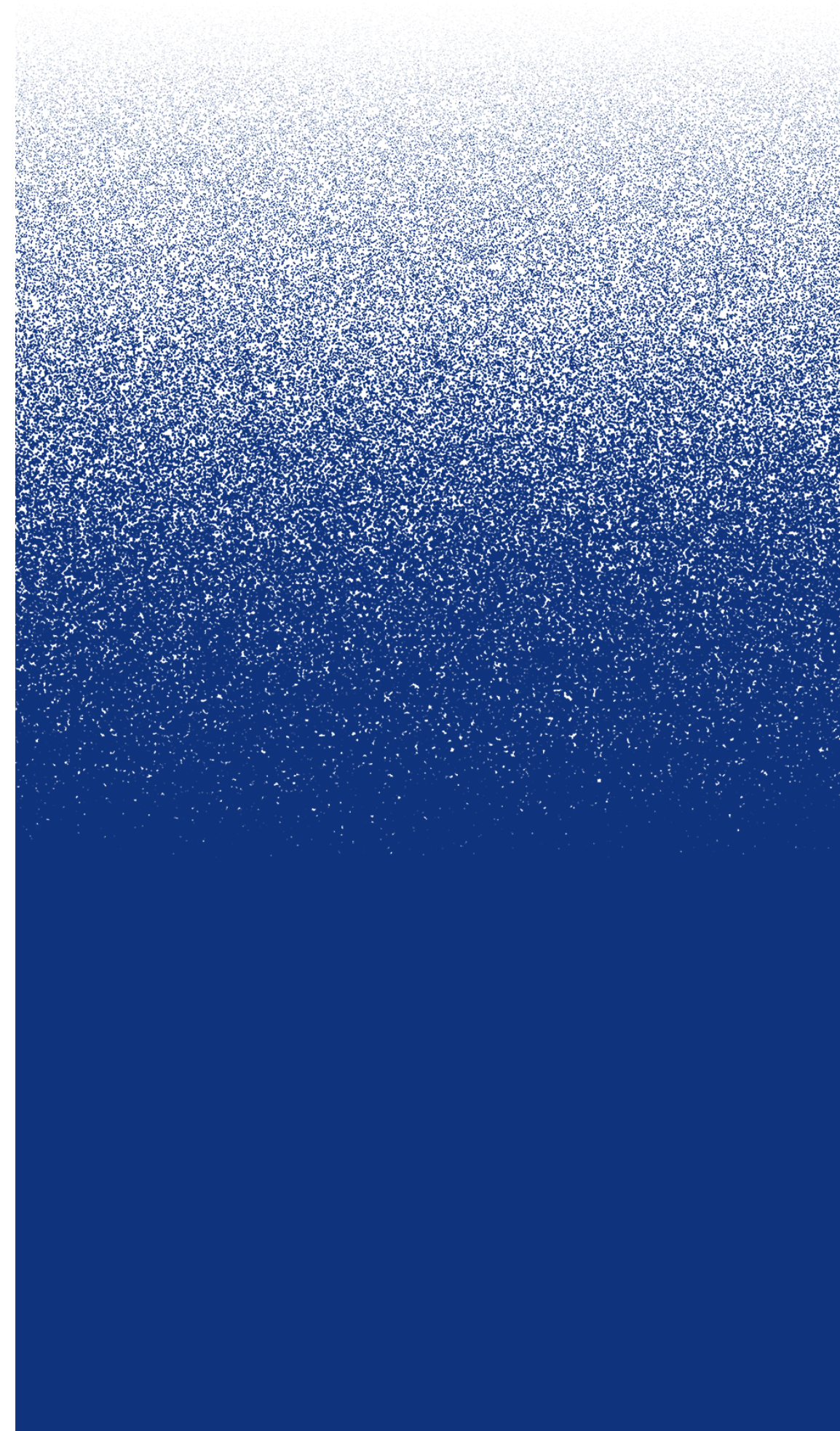


4. Rings



Additional graphic elements – gradient

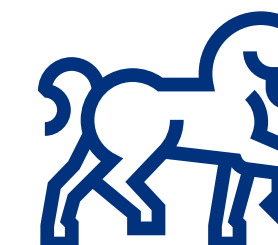
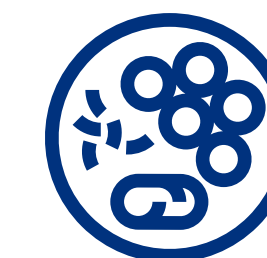
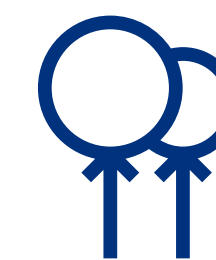
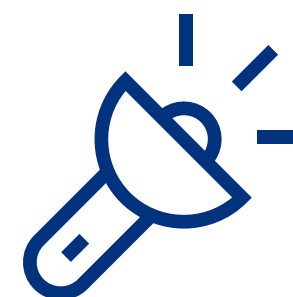
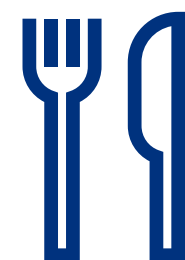
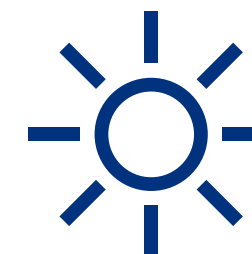
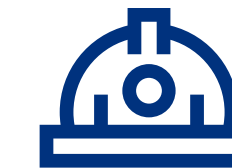
The textured gradient is a visual effect that combines a smooth colour transition with an added texture. It lends extra depth and an interesting organic character. Used in designs, it increases their recognisability, dynamism and appeal, and it works well at small and large scales alike. The gradient can serve as a stand-alone background graphic, and it also allows interesting compositions with photography and typography, letting the other elements of the composition “sink” into it.





Additional graphic elements – pictograms

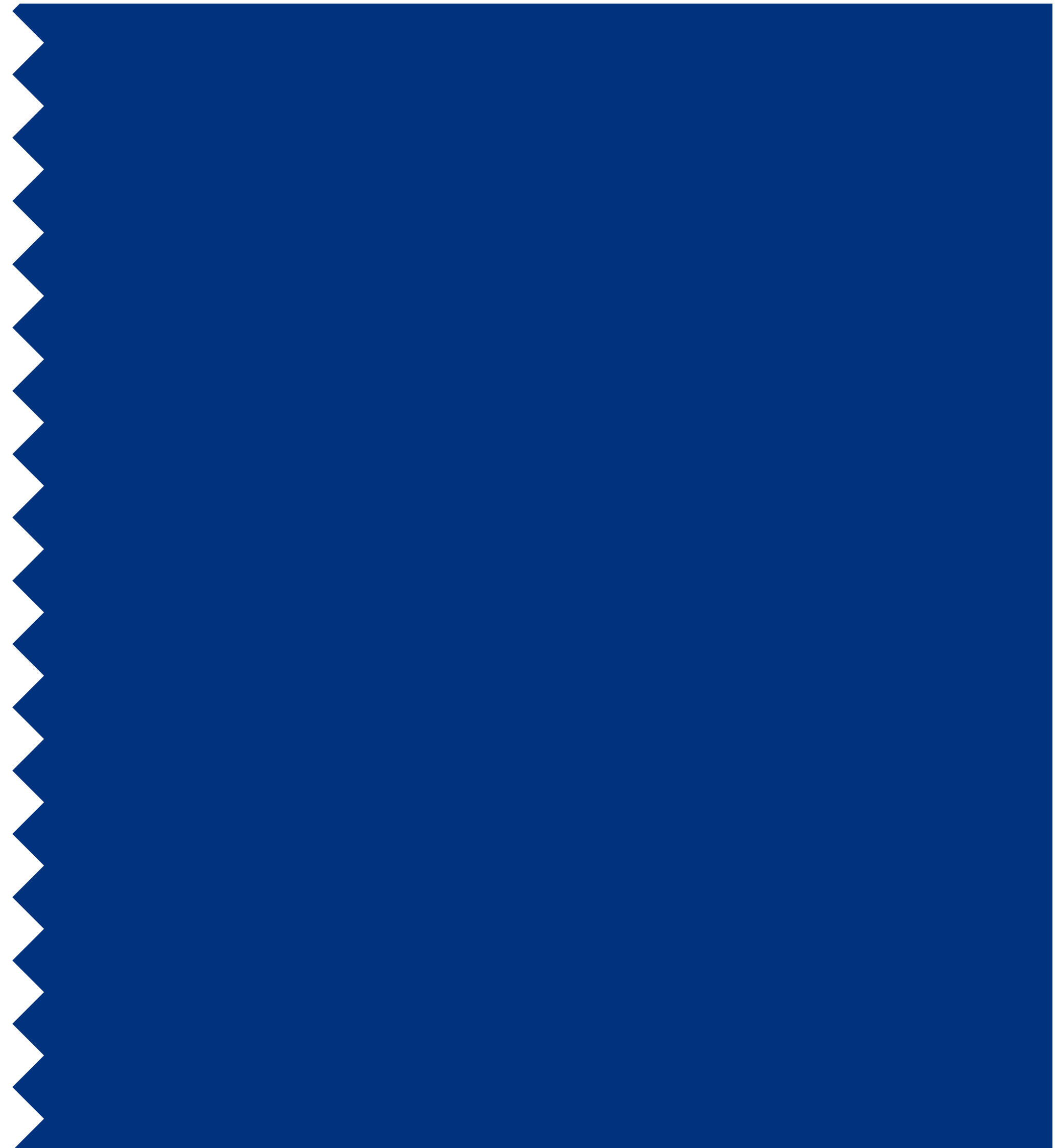
Simple pictograms are an effective addition to a visual identity because they convey specific information quickly and easily. Thanks to their simplicity and minimalism they are easy to recognise and easy to understand for different audiences. They can support the brand's visual communication, allowing services, products or information to be identified at a glance. Their simplicity also makes them easy to scale and adapt to different media, such as print, websites or mobile apps. Being formally consistent with the logo and the other additional graphic elements, they work well not only at small sizes but also in larger formats, as stand-alone illustrations.





Additional graphic elements - zigzag

This graphic element brings to mind the perforated edge of tickets, the separation of postage stamps or the decorative frames of old photographs. It gives the brand's products a touristic, playful, slightly retro character. Used in graphic designs, it increases their appeal and recognisability, and it gives varied materials a consistent, expressive, characteristic detail.





Additional graphic elements – rings

A graphic element reminiscent of the rings that ripples form on the surface of water. Using it gives a design extra energy and a distinct graphic character.

Both the logo and the icon set were designed with such circular forms, so all the elements of the identity combine with one another easily.





Photography

Promotional photographs of the heritage sites should present visiting them as an energetic adventure – dynamic and full of life. It is worth capturing people discovering and exploring the sites, to bring out their emotions and engagement. The photographs should be full of movement and activity, for example showing people marvelling at the spaces around them, taking pictures, listening to a guide or taking part in interactive experiences. Low-angle perspectives or motion effects (such as a blurred background) can further emphasise dynamism and energy. It is also worth including natural-looking light and deep yet detailed shadows, to create an atmosphere of discovering a mystery that promises adventure. When planning photographs, keep in mind the goals to be achieved – for example arousing curiosity and presenting the positive emotions that attract attention and encourage the decision to visit the site. Remembering what role a photograph is meant to play helps avoid weak, dull images (such as ordinary, unremarkable panoramas with figures so distant that their faces cannot be read).

Photographs that encourage visits should be carefully planned and executed so as to properly convey the beauty, historical value and unique character of the site. They should be correctly exposed across the whole frame. Images should be sharp, revealing details and textures. Post-production should mainly involve adjusting contrast and colour saturation. Colours should be rich and contrasting, while keeping a natural, authentic feel.

For photographs to work well with the colours of the visual identity, they should keep the white balance as neutral as possible.

To underline the historical value of the tourist sites, contemporary photography can be juxtaposed within one publication with archive photographs, historical engravings or old technical drawings.



To make photographs more engaging, you can use our proposed method of combining two values at once: People with Culture, or People with Nature. Pick one theme from the middle column and pair it with a theme on the right or on the left. Then choose any attributes that help settle the formal or compositional solutions.

For example, we pick “people – culture”, a resulting theme such as “generations – architecture” and the attributes “emotions – detail”. This lets us sketch scenarios for a photograph of someone passionately explaining a technical topic to their child or grandchild.

Another example: “people – nature”, the resulting theme “leisure – raw materials”, plus the attributes “movement – scale”. This combination suggests scenarios of a family running up a spoil tip against a sweeping panorama, or a tourist exploring the silver mine, captured in a dynamic gesture and framed to show how tight some passages are – or, on the contrary, how spacious some chambers can be.

Values	Culture	People	Nature
Themes	History Architecture Tradition Sport Events Technology	Generations Work Leisure Tourists Residents Adventure	Durability Elements Raw materials Fauna Flora
Attributes	Detail Colour Structure Scale	Movement Emotions Message	Detail Colour Structure Scale



Differentiating designs by publication theme

The visual language of Miasta Gwarków was designed to let designs vary with the theme of a publication. When publishing content of a serious tone, we can restrict the colour palette and the supplementary graphic elements. The result still identifies the brand visually, yet carries an entirely different emotional charge.





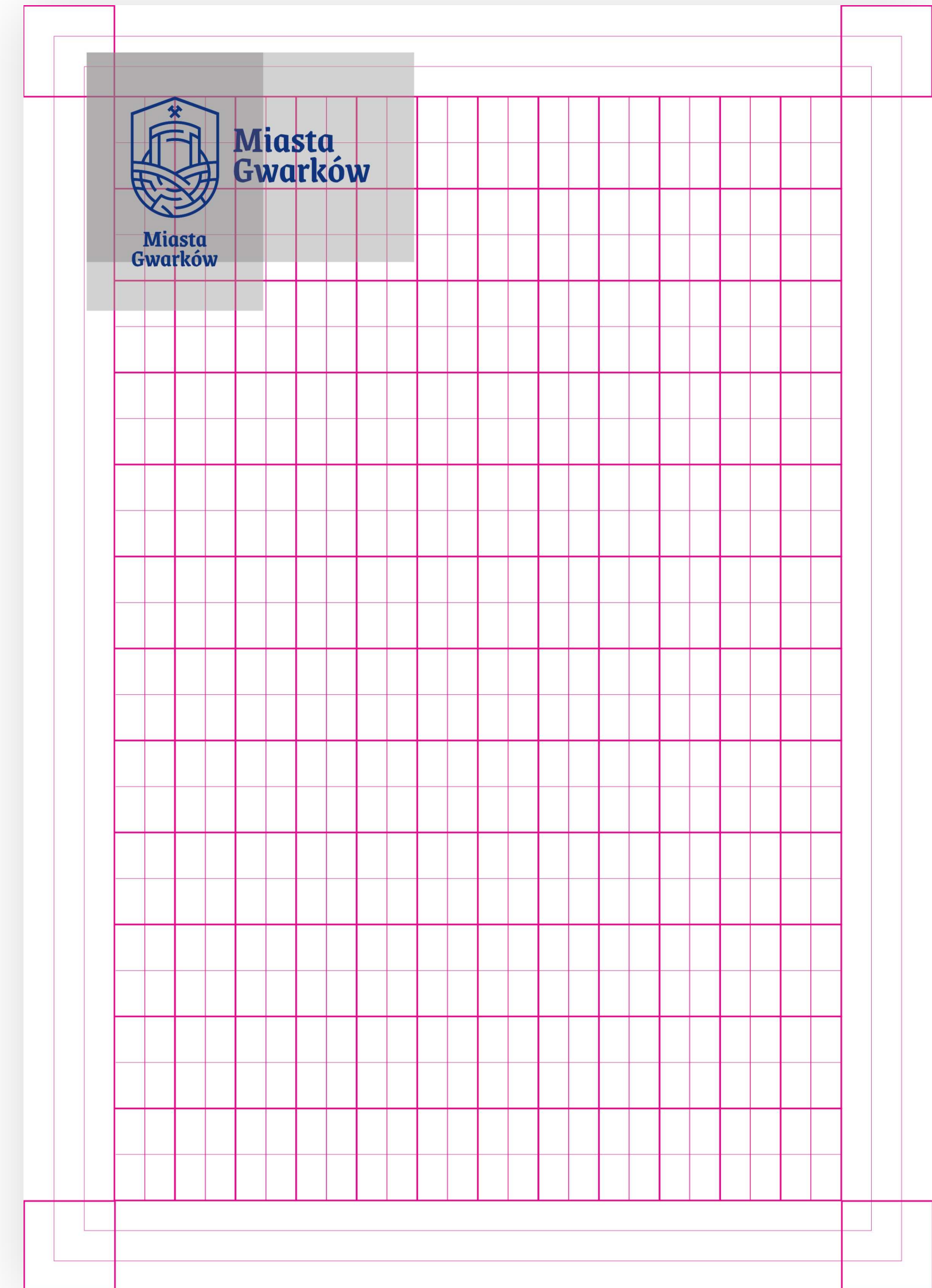
When we want to evoke positive, energetic associations, we should use the full colour palette and more of the supplementary graphic elements.

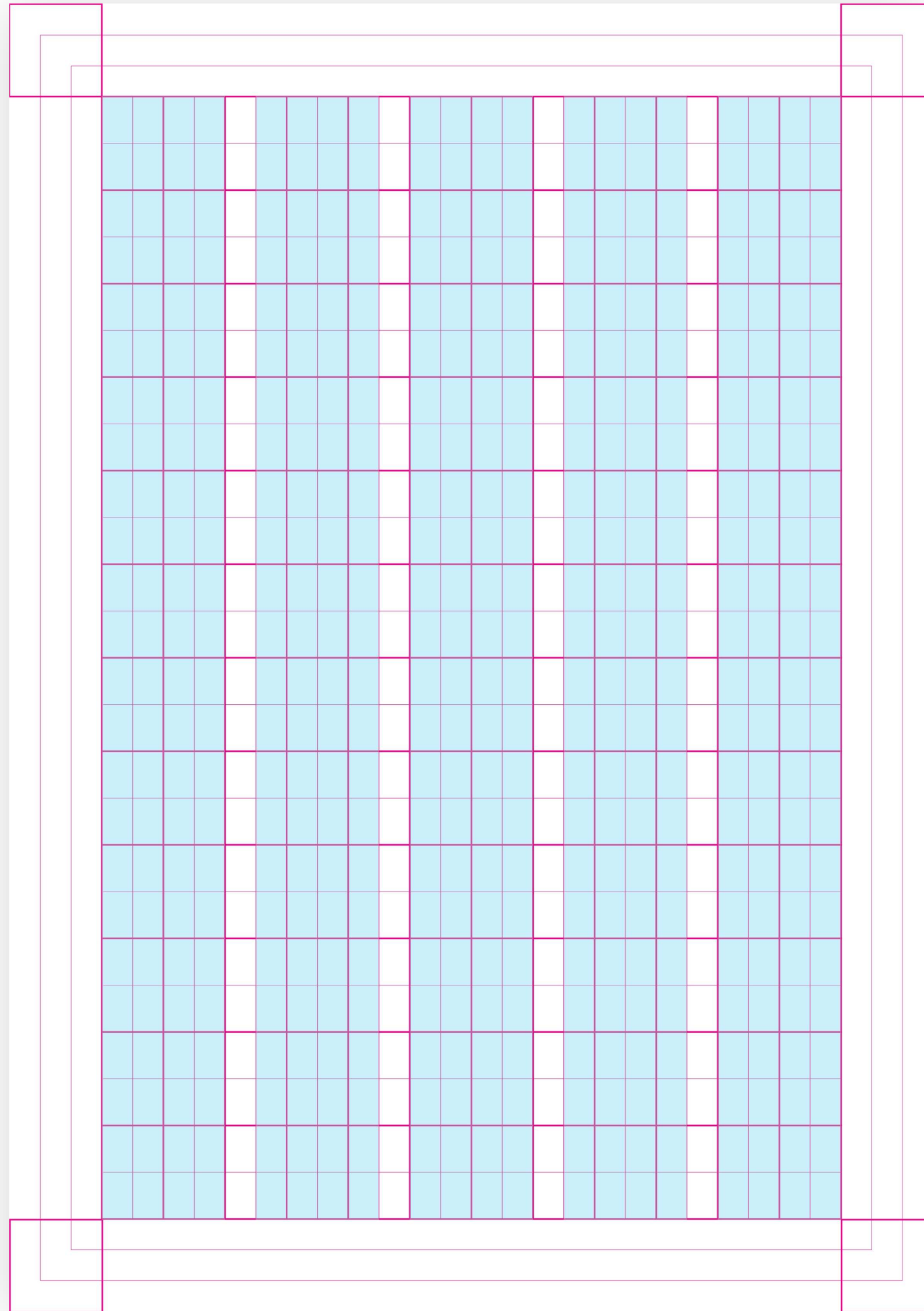




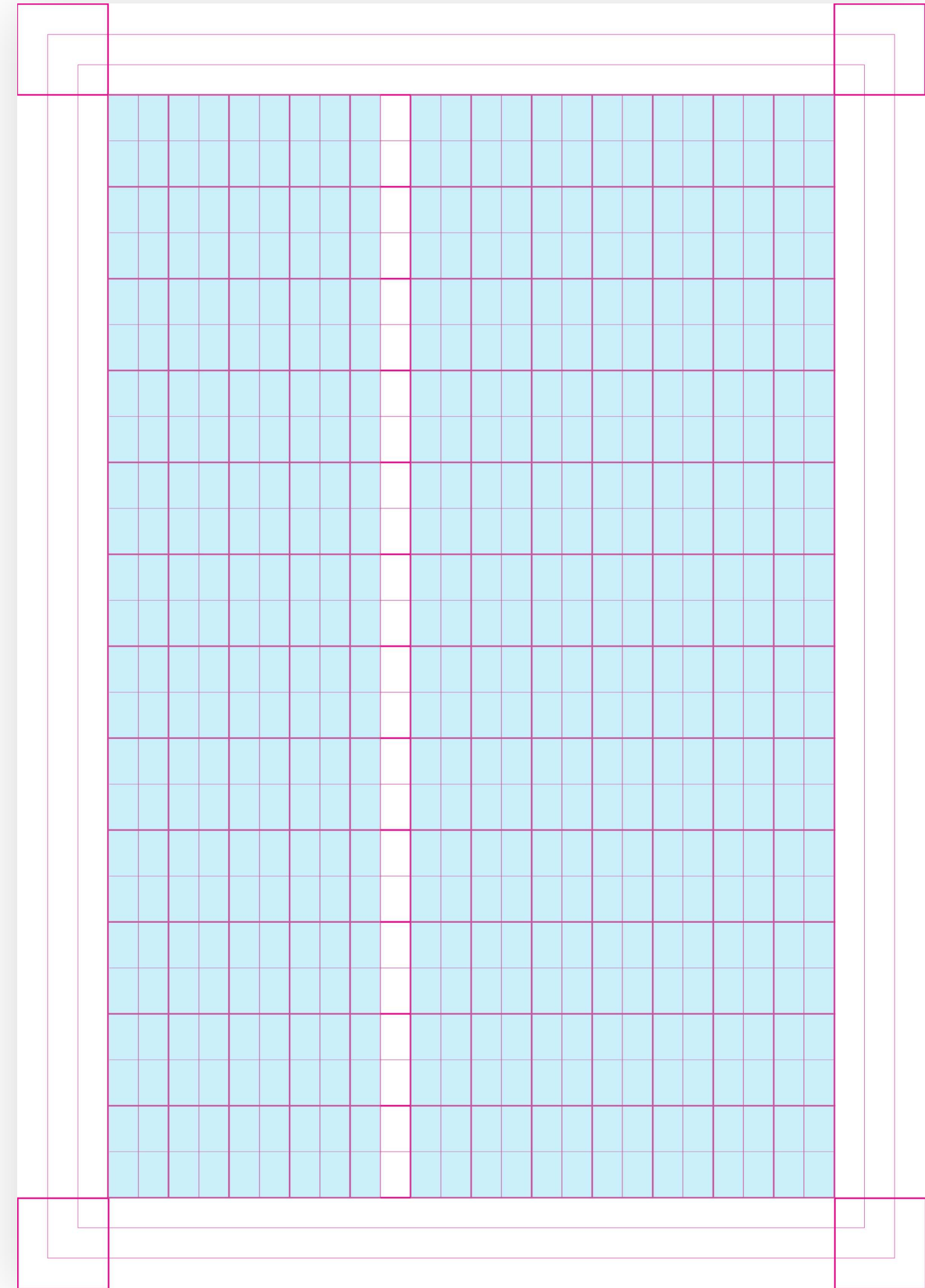
Layout – composition grids

Layout grids are a key tool in graphic design and matter greatly for a visual identity. They help establish balance, proportion and the arrangement of elements in designs such as leaflets, websites or promotional materials. Grids allow content to be positioned precisely, which translates into legibility and aesthetics. A consistently applied layout also keeps different materials visually coherent. Working with grids makes designing fast and efficient, and makes later editing and adaptation to different media easier.





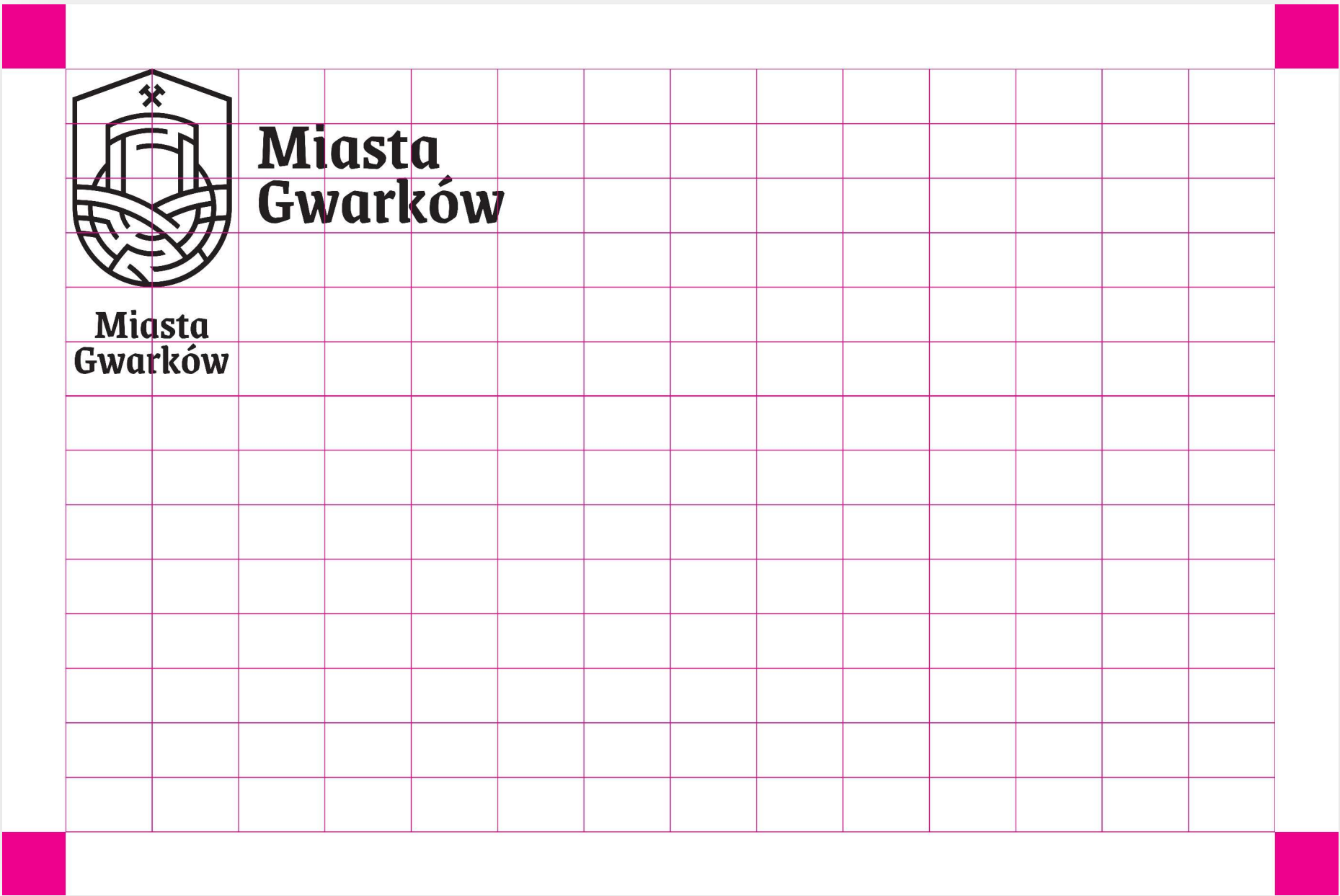
Sample layout in A proportions – multi-column arrangement



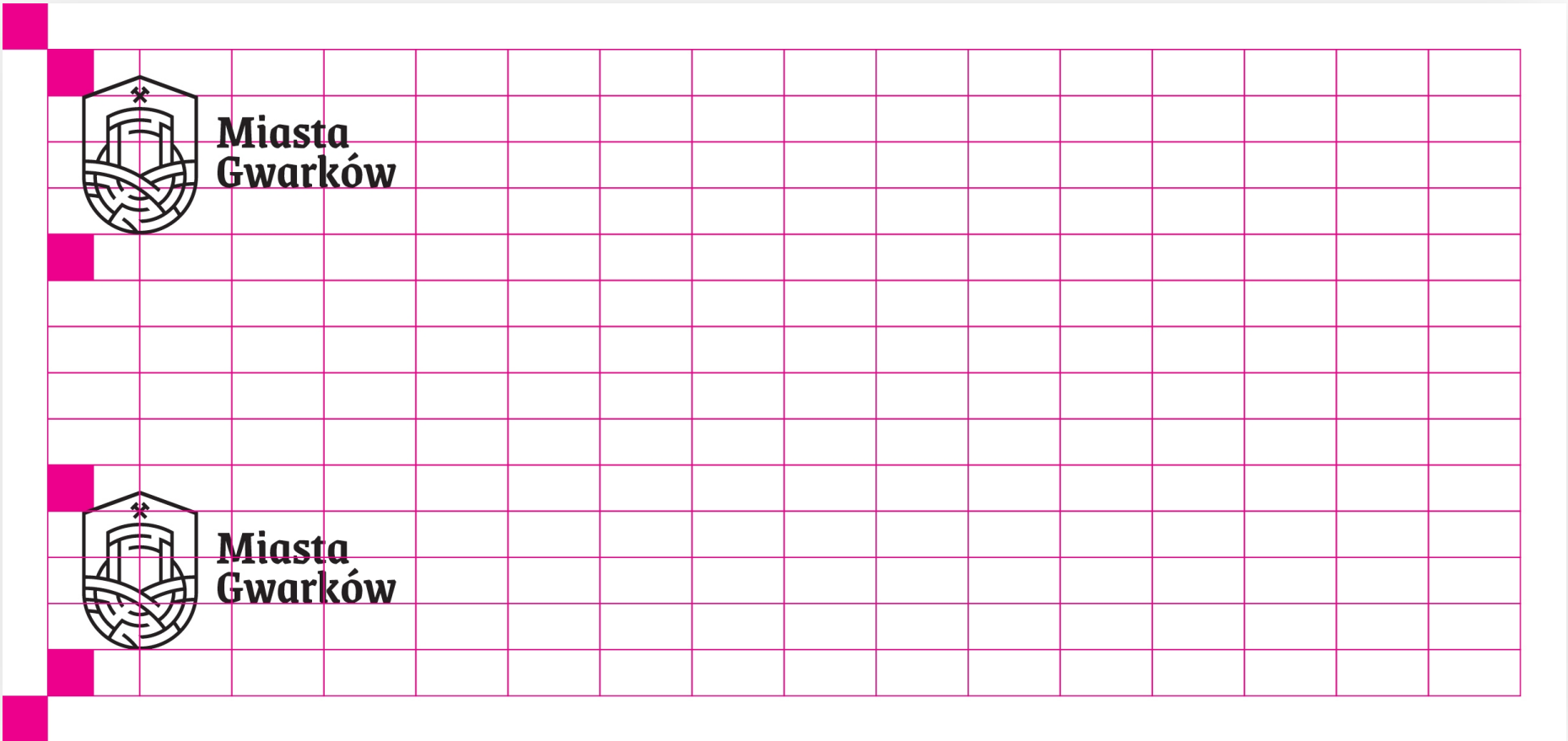
Sample layout in A proportions – asymmetric arrangement



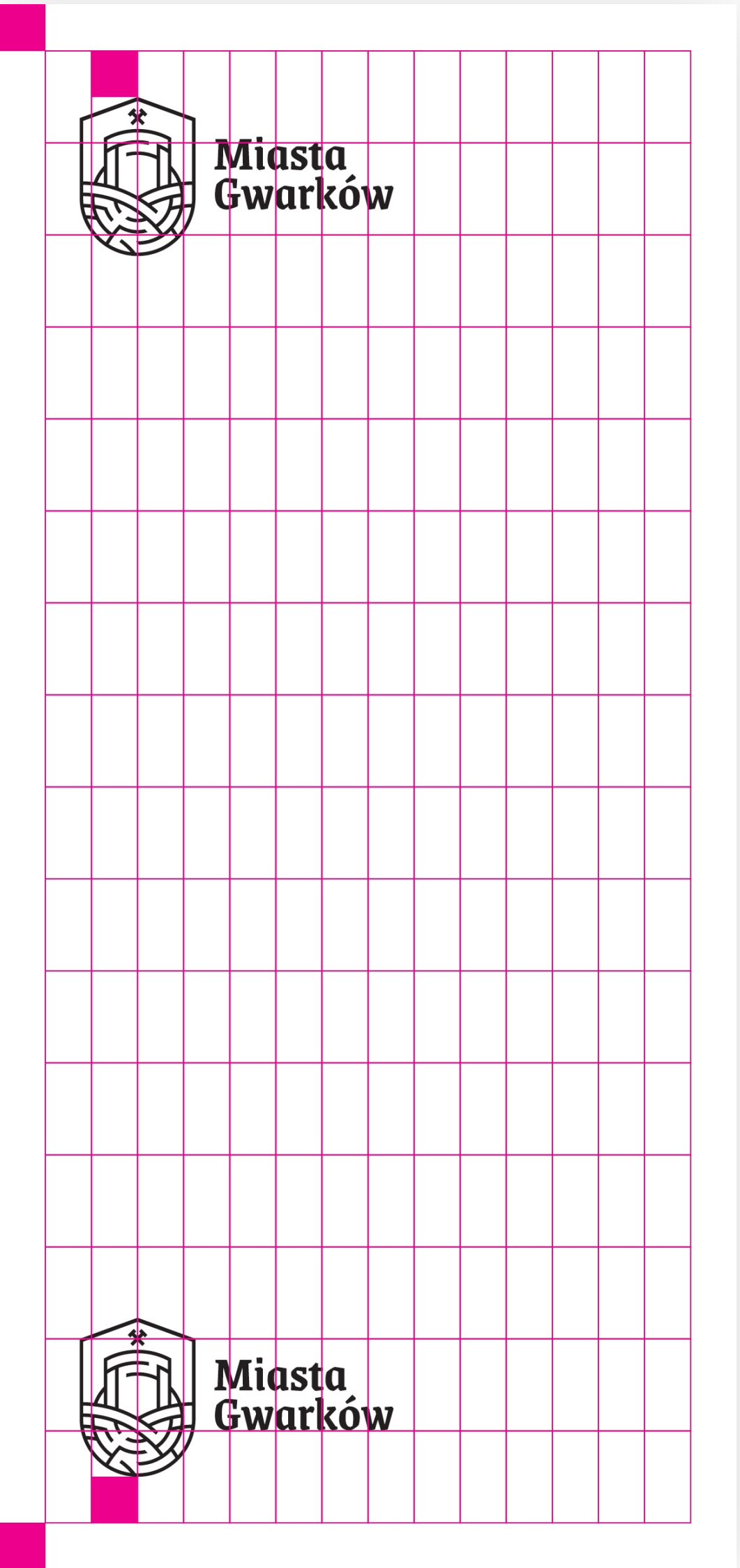
Sample layout
with the logotype
placed, in 3/2
proportions



Sample layout
with
the logotype
placed, in DL
landscape
proportions



Sample layout
with
the logotype
placed, in DL
portrait
proportions





Sample posters, playbills and press ads

The designs shown are delivered
as an attachment to this brand manual.





Miasta_Gwarkow_kompozycje_pion_formaty_A_PACZKA



Miasta_Gwarkow_billboard_3_2_PACZKA









Miasta Gwarków

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ODKRYJ
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23 – 30

CZERWCA 2023

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23 – 30

CZERWCA 2023

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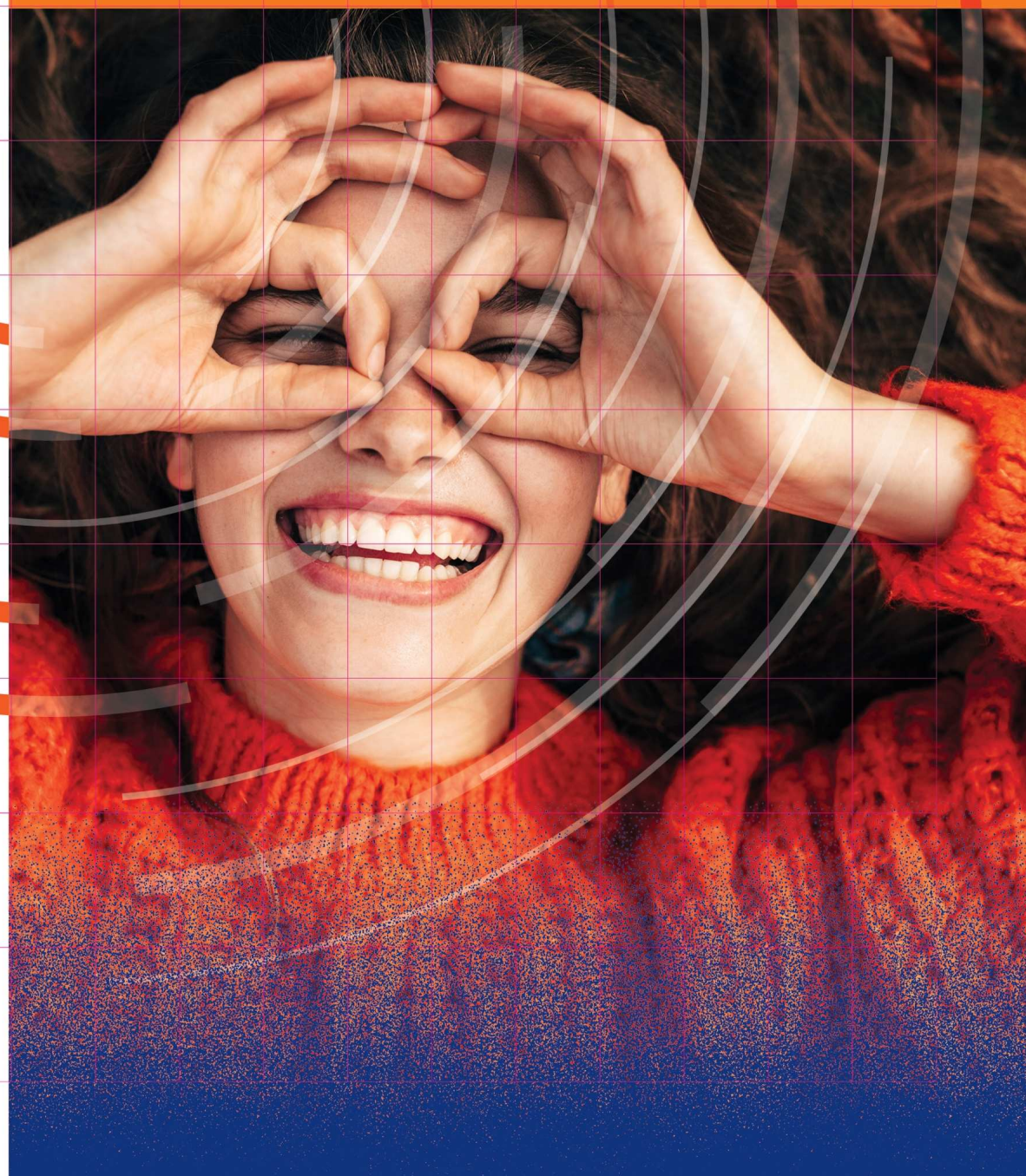
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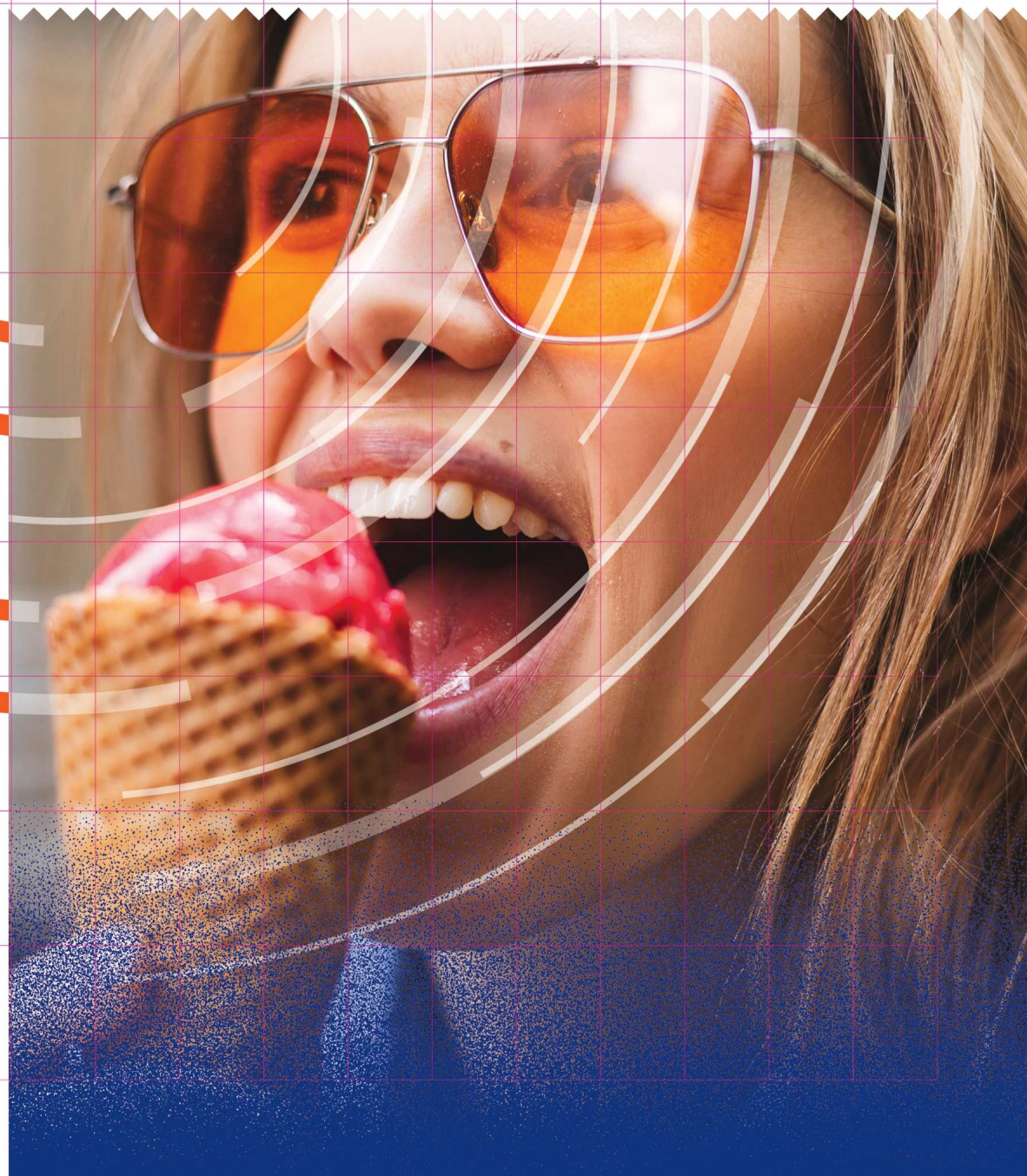
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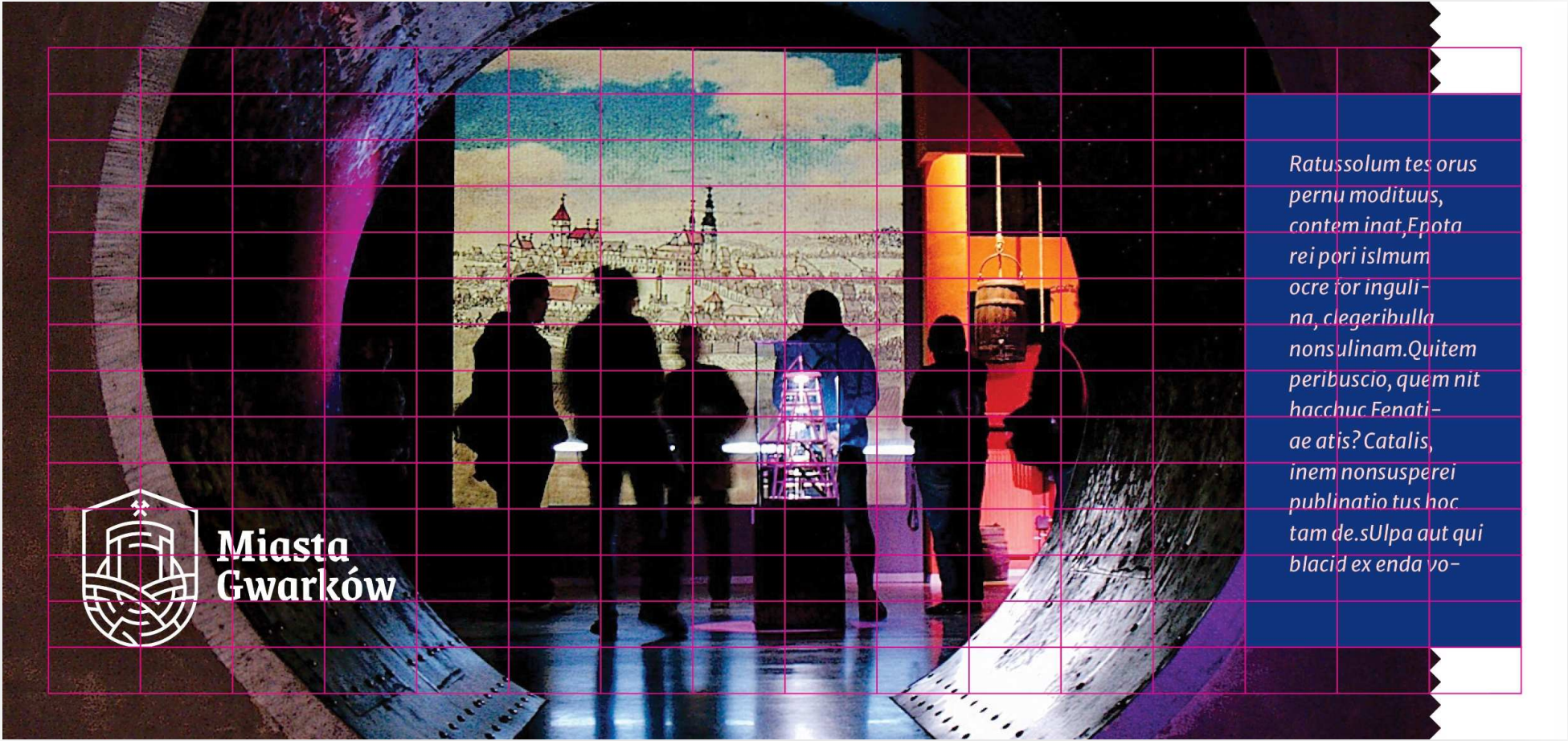


Sample brochures

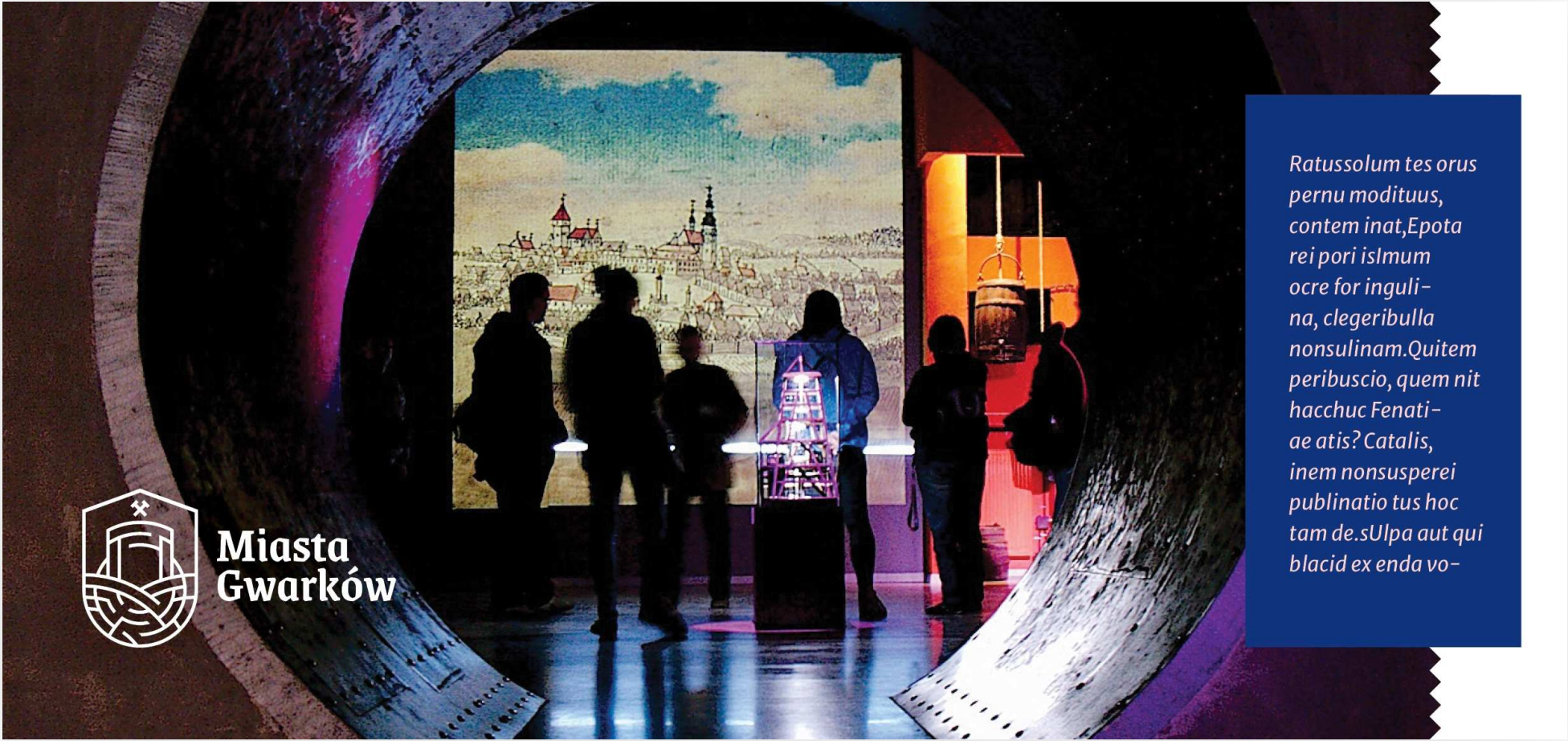
The designs shown are delivered as an attachment to this brand manual.







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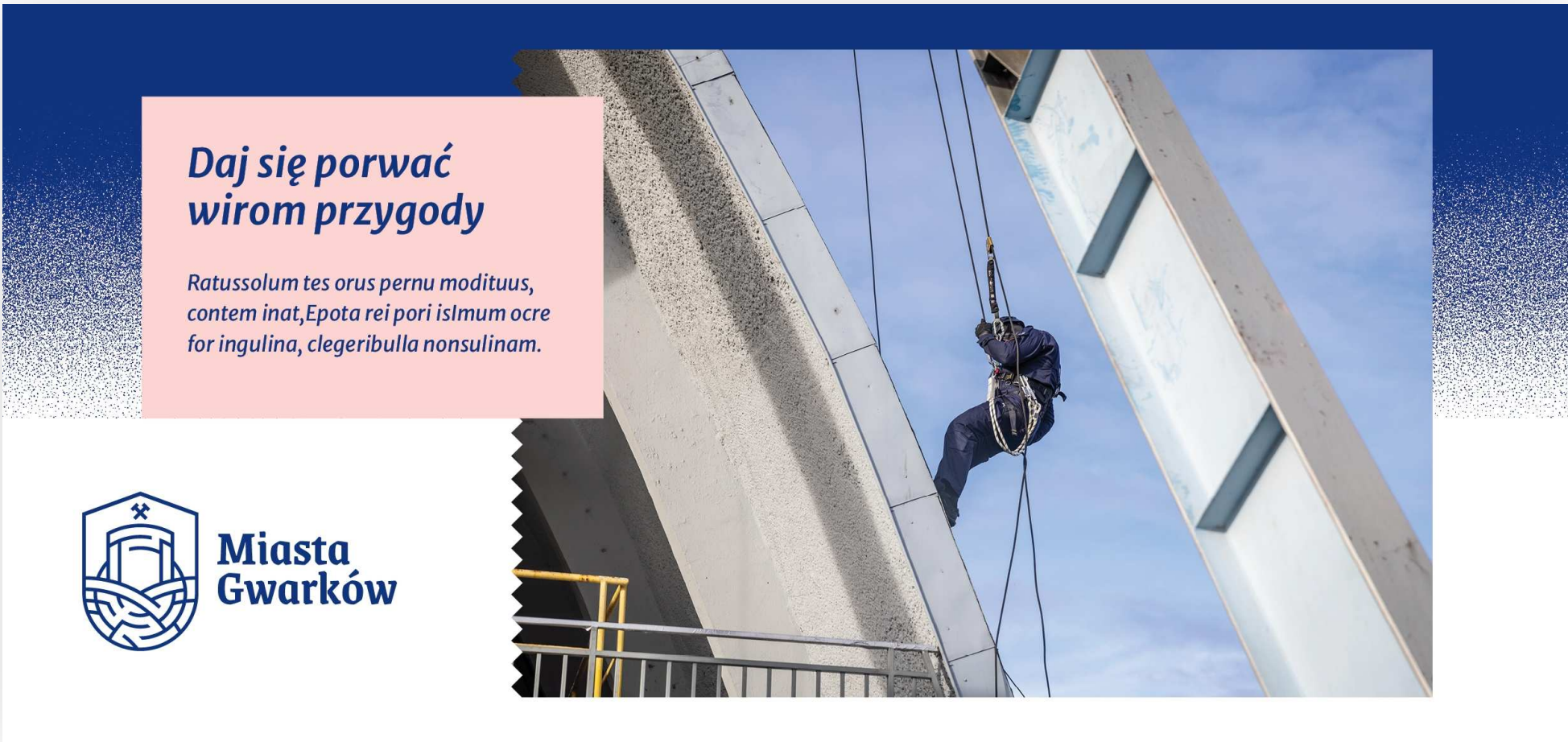
Zanurz się w historii

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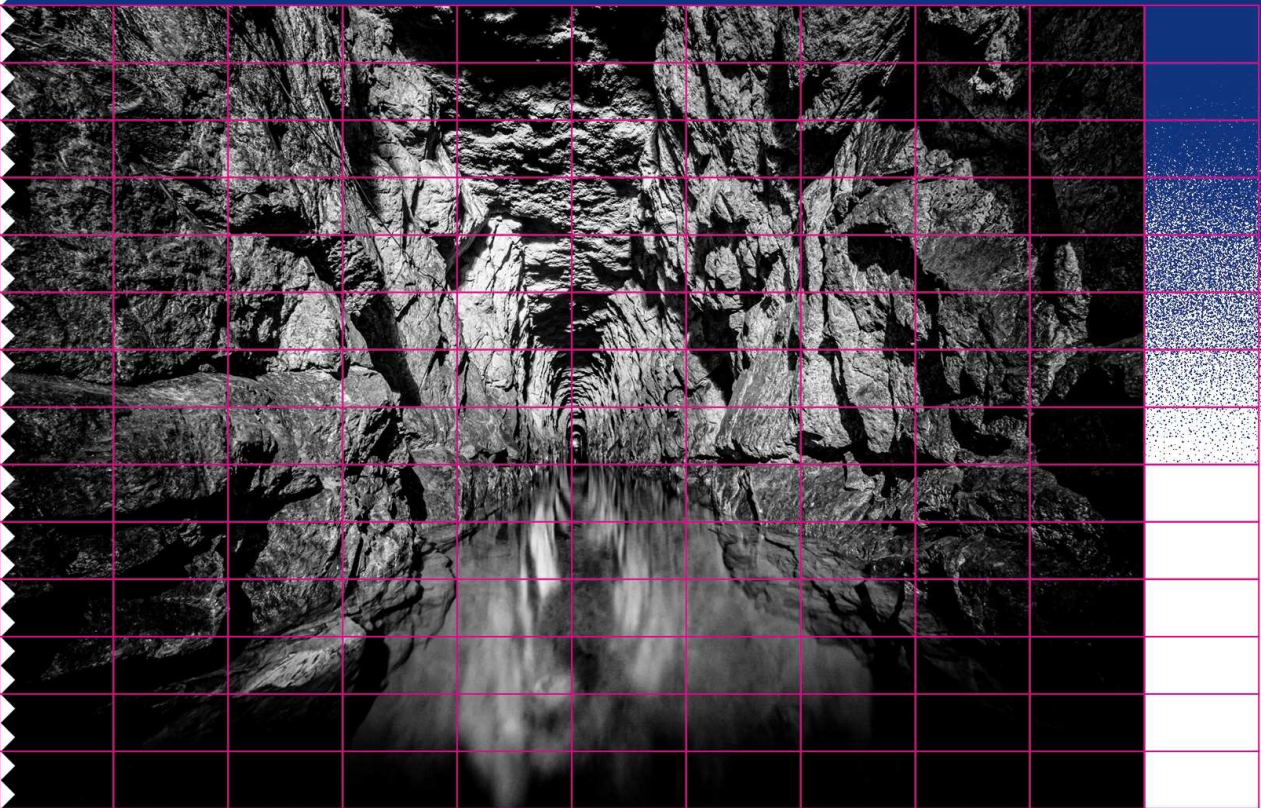


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**Miasta
Gwarków**



Zanurz się w historii

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**Miasta
Gwarków**



**Miasta
Gwarków**

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**Miasta
Gwarków**

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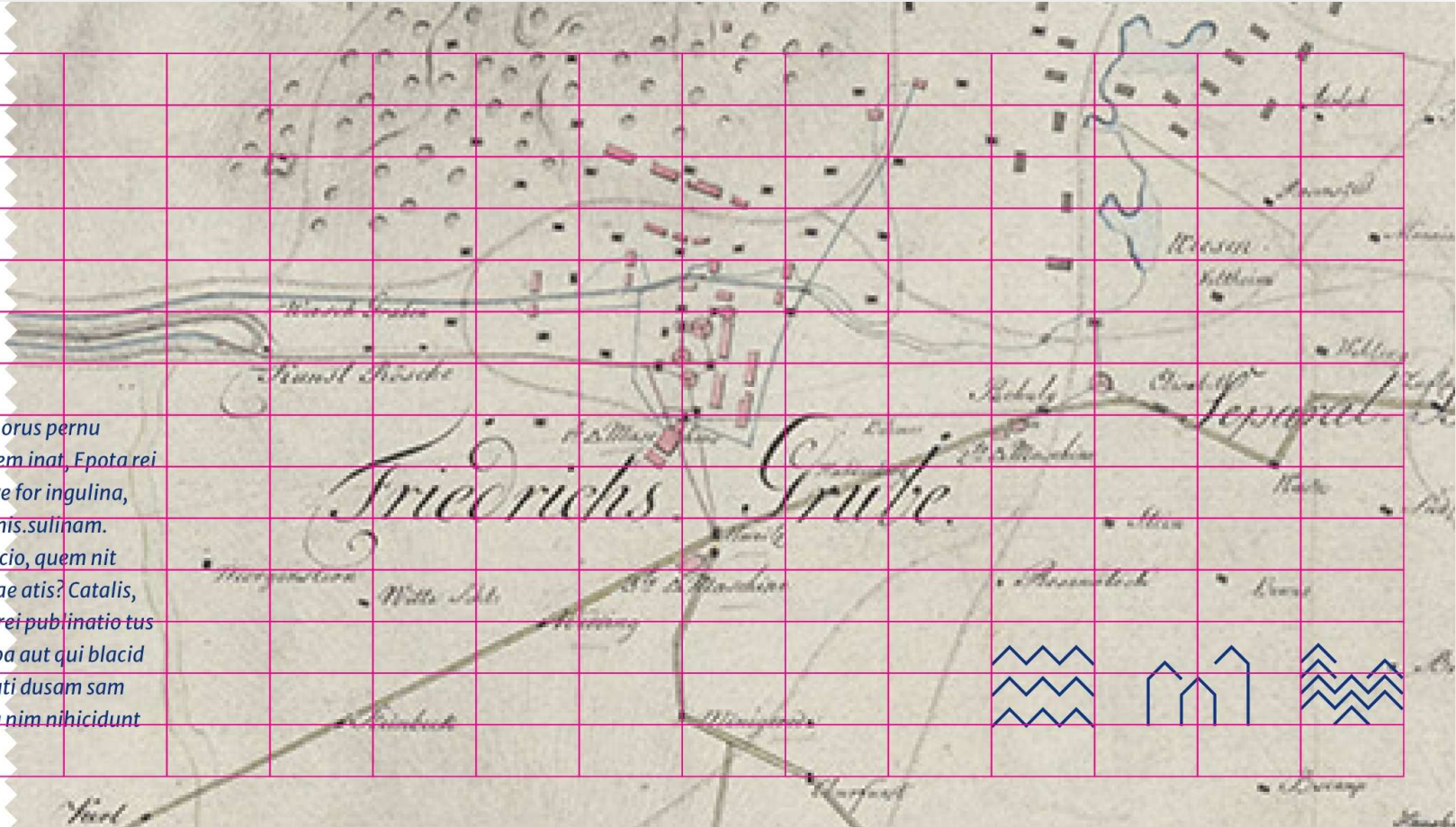






**Miasta
Gwarków**

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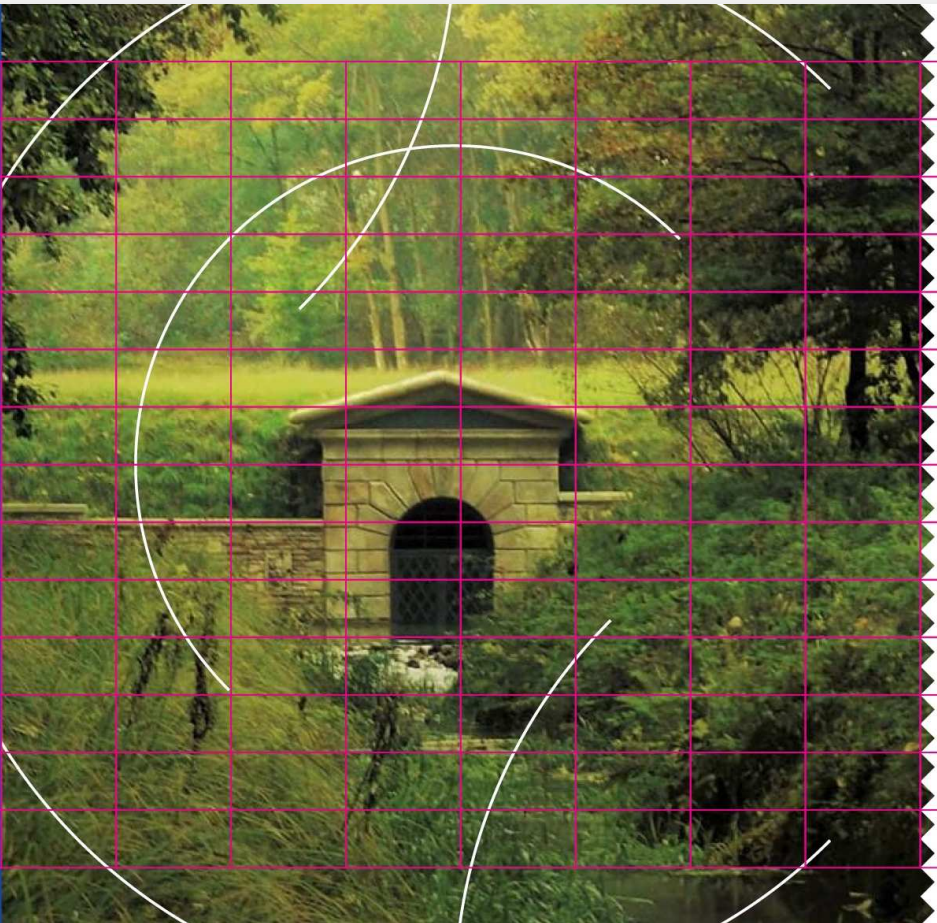
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**Tarnowskie
Góry**

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**Miasta
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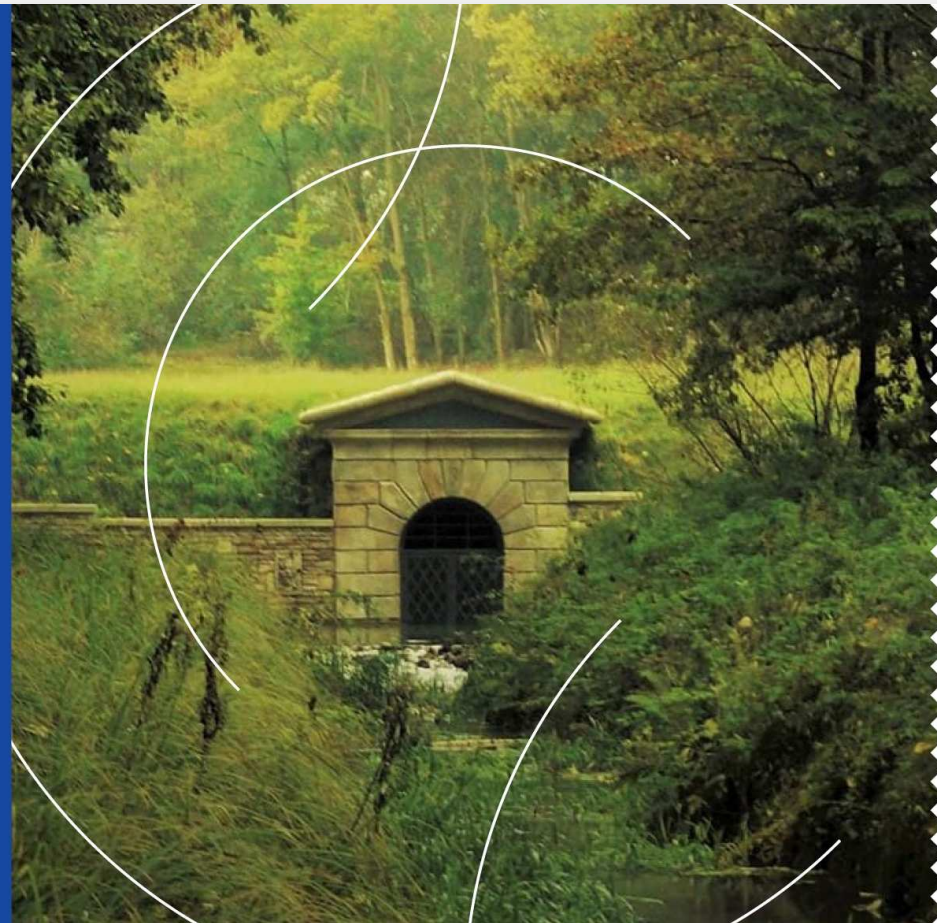
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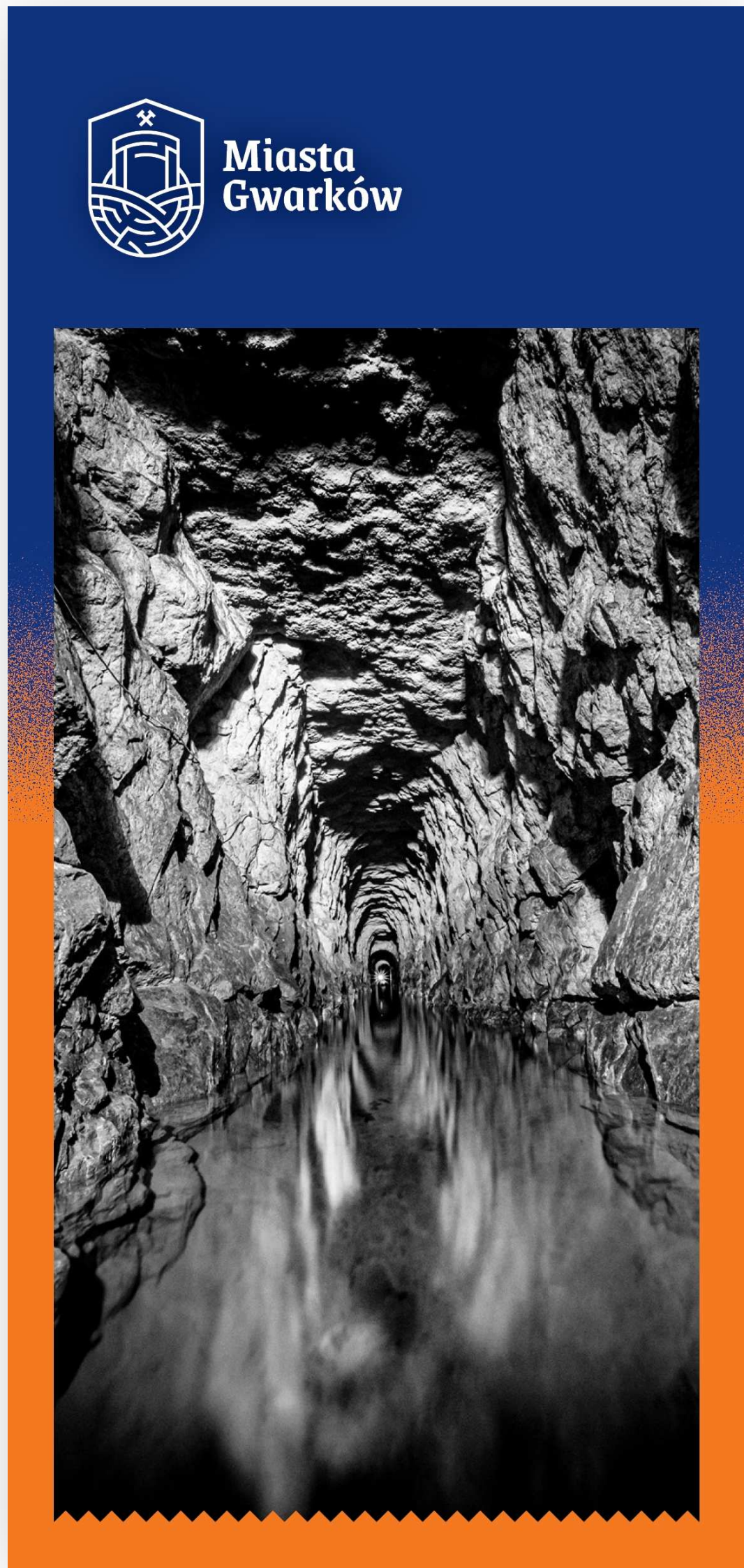
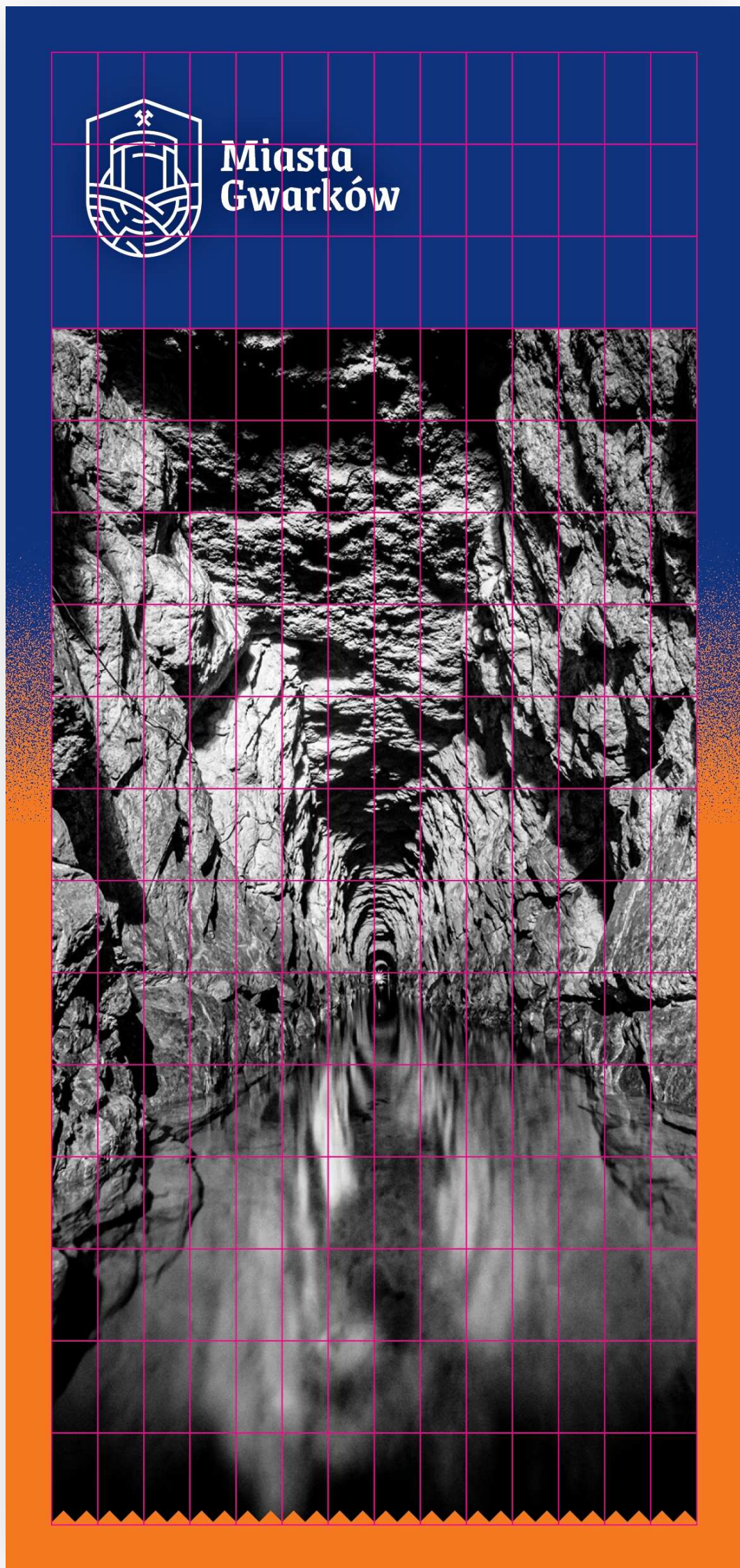
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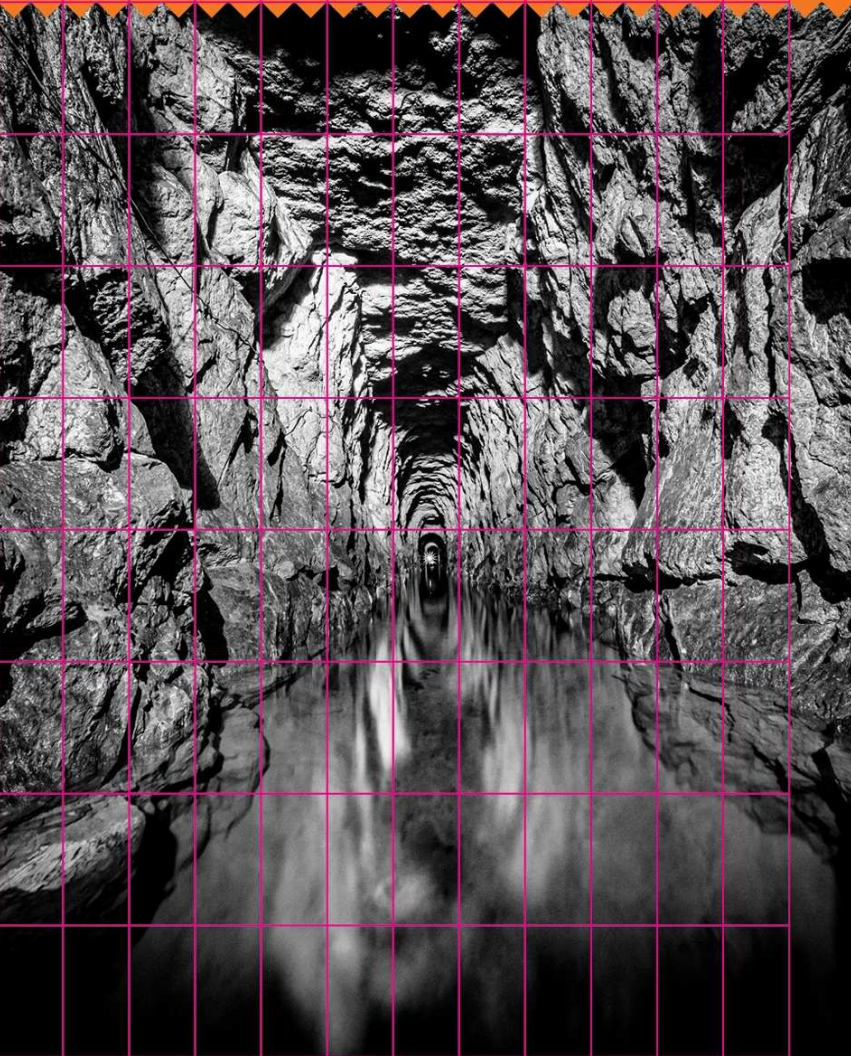




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Gwarków**

Zanurz się w historii

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Daj się porwać wirom przygody

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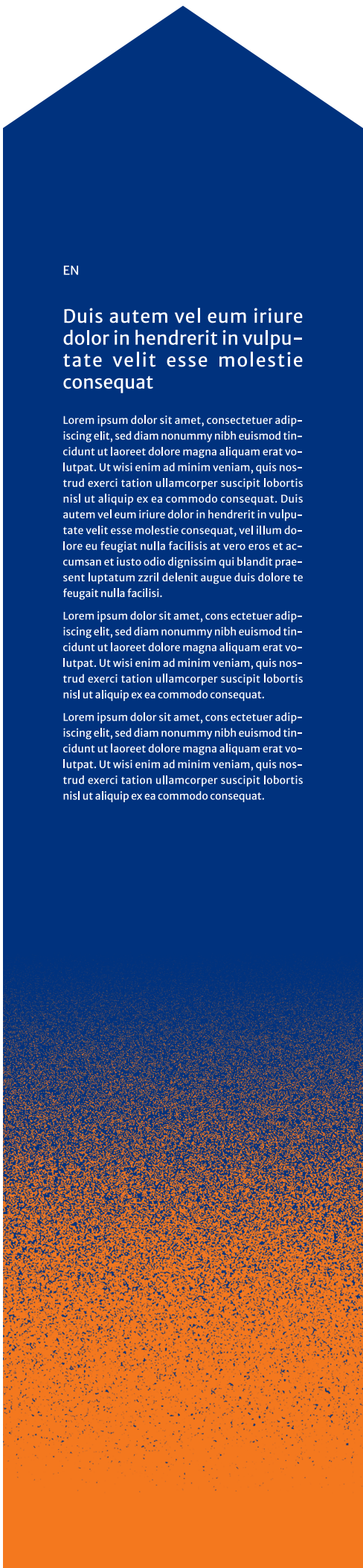
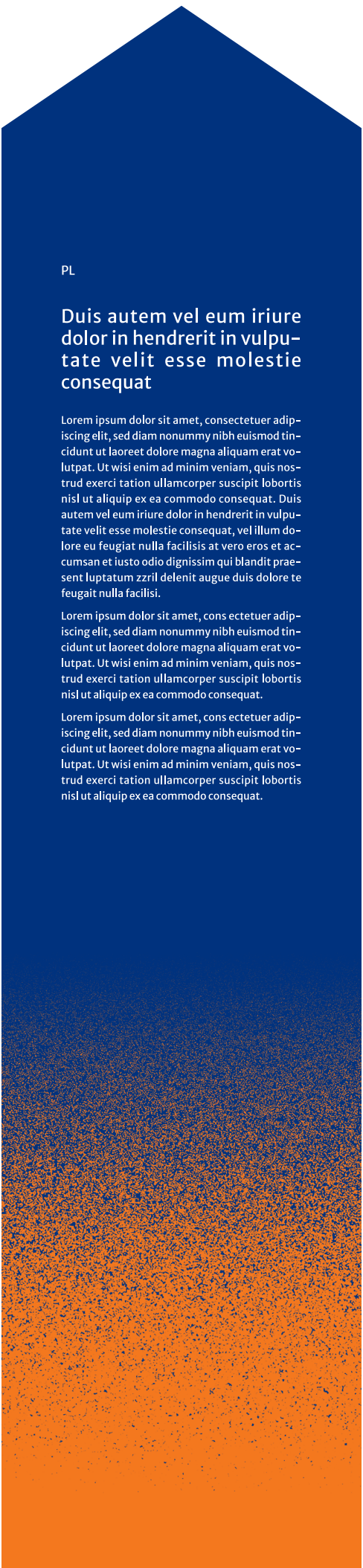
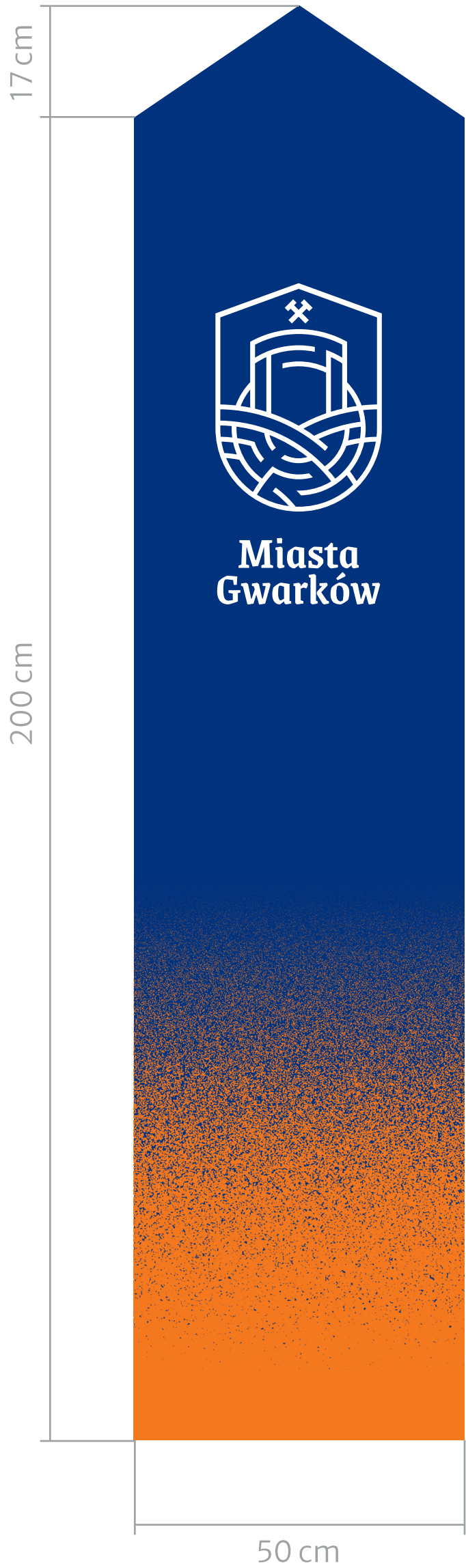
Information boards

The outdoor information board takes the form of a post that recalls the markers of old mining fields. The design assumes a free-standing post with a steel frame clad in composite panels of the Dibond type, at least 5 mm thick. The post is navy blue with an orange gradient, the white vertical version of the logotype and white typography. It is 217 cm tall and 50 cm wide. If an information board has to be mounted on a building wall, its size should be decided case by case, depending on the architectural features of the building and the amount of content on the board. Where possible, keep a vertical composition with proportions between 1:3 and 1:2 (for example 50 cm wide and 150 cm tall, or 50 cm wide and 100 cm tall). Wall-mounted boards should be installed so that the fixings stay hidden and the board itself stands 3 cm away from the wall surface.





Information boards





Business cards

The designs shown are delivered as an attachment to this brand manual.





Business cards

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as an attachment to this brand manual.





Letterhead

The designs shown are delivered as an attachment to this brand manual.



**Miasta
Gwarków**

Tarnowskie Góry, 26.04.2023

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Agnesa Kowalik

Miasta Gwarków
Lokalna Organizacja Turystyczna
ul. Rynek 14 / 3.11
42-600 Tarnowskie Góry
NIP 6452576931



Company folder

The designs shown are delivered
as an attachment to this brand manual.





Invitation design

The designs shown are delivered as an attachment to this brand manual.









Paper bag

The designs shown are delivered as an attachment to this brand manual.







Batfan flag

The designs shown are delivered
as an attachment to this brand manual.





Lanyard with ID badge

The designs shown are delivered as an attachment to this brand manual.











Online ad designs Sample Instagram posts and Facebook covers.

The designs shown are delivered
as an attachment to this brand manual.





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23 – 30
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23 – 30
CZERWCA 2023

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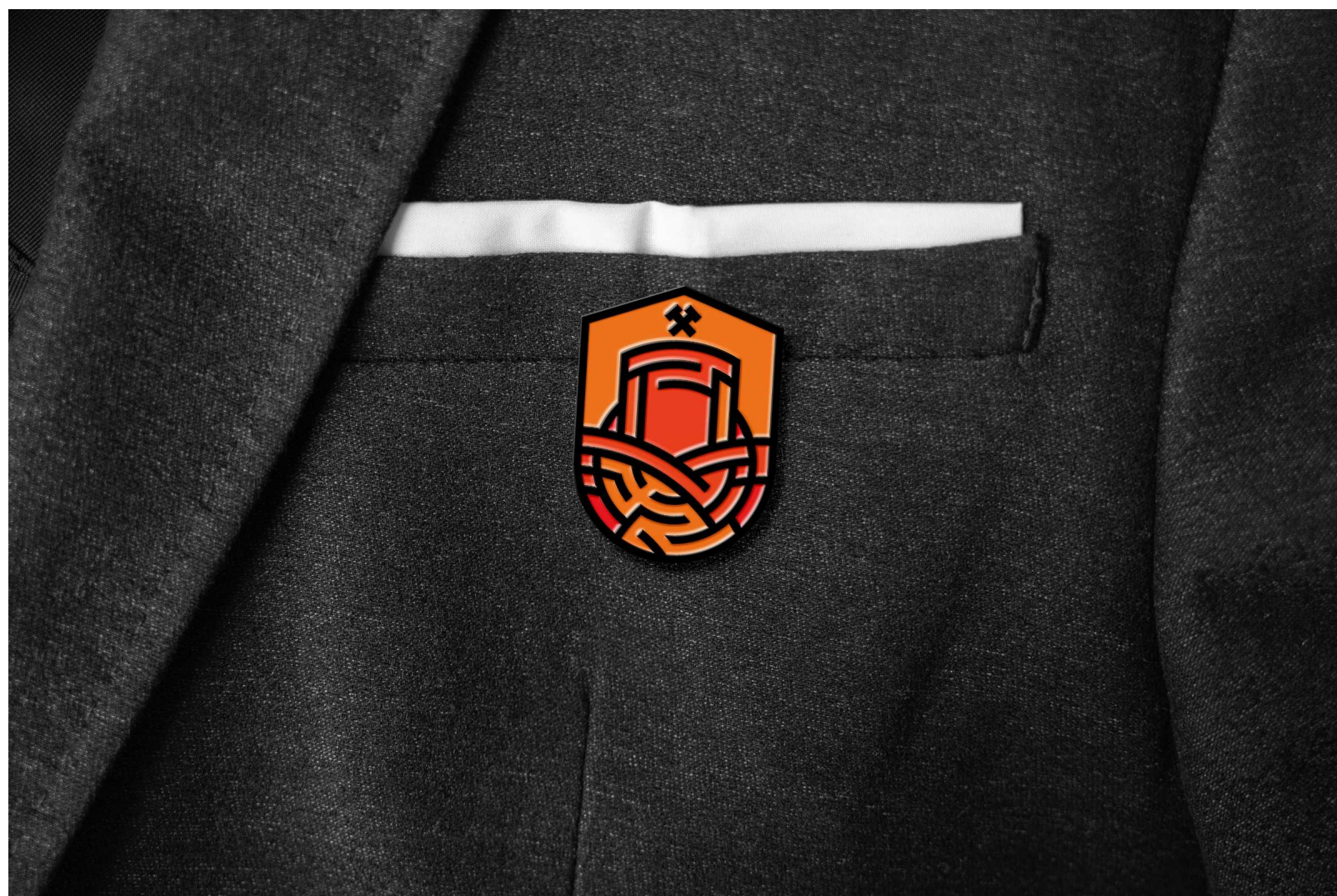


Sample merchandise

















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Gwarków

Design and development:

Agnieszka Wróblewska
Jerzy Koenigshaus

Version 1