1.0 Definition and idea

EU CHIC is a name of the project, financed from the 7th Framework Programme of the European Commission. The aim of the project is to collect, organize, present and store database of the European immovable cultural heritage. Each relevant cultural heritage object gets its unique identity card with following available data on:
- History of the object
- State of conservation
- Materials
- Risks
- Structure
- Restoration and
- Photo survey.

Corporate design of the project is based on a logo with a line art illustration of some imaginary building silhouettes on a symbolic card. Data part of the logo contains capitalised name of the project “EU-CHIC” and its full name below “Cultural Heritage Identity Card”. Colour scheme is based on two colours: dark blue and gray.
base elements

1.1
Line art construction and measurements
1.2 Color definitions

Color mode present basic color workspace and variations depends of media.

Pantone color mode is suitable for business paper applications like visit cards, envelopes, etc. CMYK color mode is prepared for process print.

RGB mode is made for screen usage.
1.2 Color definitions

Duotone or monochromatic prints requires grayscale or line art color mode.

- Process black 60%
- Process black 40%
- Process black 100%
On different color backgrounds should be used simplified color schemes. On darker base we could use negative (white print) or full color logo.

Some suggestions for color combinations about background/logo are below:
Typographic elements

Base typography is Trebuchet MS and its derivates. Same typo should be used as main data and also plain text in applications such as brochures and other printing materials.

**Trebuchet MS (regular)**

<table>
<thead>
<tr>
<th>Font Size</th>
<th>Example</th>
</tr>
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<tbody>
<tr>
<td>7pt</td>
<td>ABCČDEFGHIJKLMNOPRSŠTUUVŽŽXYQ abcčdefghijklmnop.rsštuvvžxyq 1234567890</td>
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**Trebuchet MS (bold)**

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</tbody>
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Position and size of data text is shown on picture below.

Aplications

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Web: www.fgg.uni-lj.si
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THE CHIC COUNTRIES

The «Cultural Heritage Identity Card» (CHIC) will introduce a proposal for systematic collection and storage of data on the immovable heritage objects across European and neighboring countries. The main objective is to develop and test the guidelines needed for the efficient compilation of the data pertinent to each monument under observation.