



BRAND IDENTITY
GUIDELINES 2019
version 4.0

SPAZJU
KREATTIV

CONTENTS

04	Mission Statement	15	Colour Use
06	Icon Construction	16	Logo on Colours
07	Logotype	18	Primary Typography
08	Logo Variations	19	Display Typography
09	Logo Clearance Space	20	Alternate Typefaces
10	Logo & Icon Separate Use	22	Location & Address
11	Logo Misuse	26	Programme Projects within Text
12	Foundation & Venue Logos	29	Recommended Layout—Portrait
14	Colour Palette	30	Recommended Layout—Landscape



'A strong commitment to supporting the contemporary creative scene, the Spazju Kreattiv philosophy is to also take in, reflect and support the country's traditional and historical heritage and culture'.

MISSION STATEMENT

Malta's National Centre for Creativity at St James Cavalier will contribute to the cultural well-being by

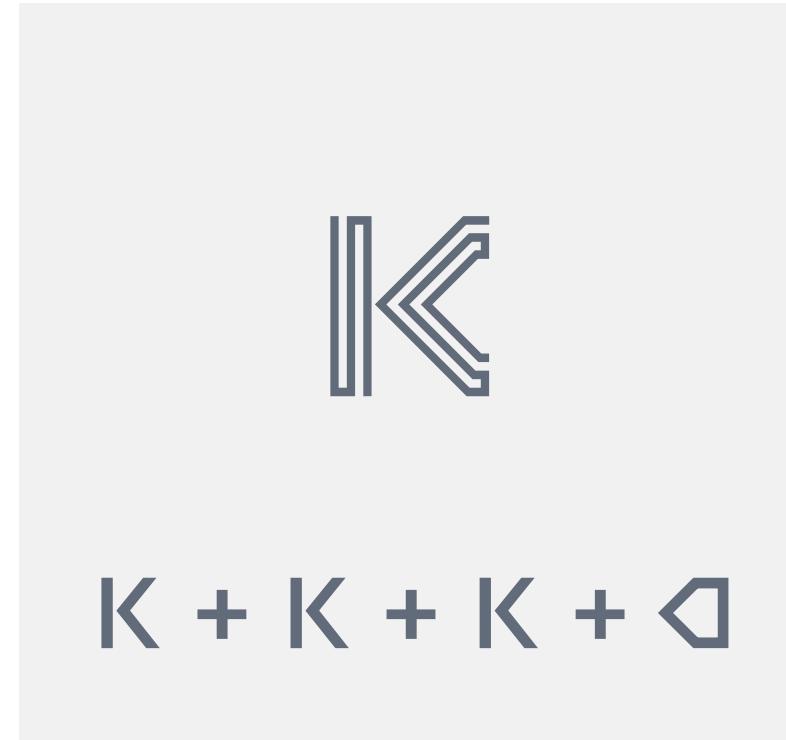
- Acting as a catalyst for all forms of expression, by providing space and extending experience to reach all people and involve them in interactive participation.
- Establishing itself as a centre for cultural exchange with other countries, thus cultivating a sense of cultural identity based on local dimensions and international diversity in the light of Malta's development of cultural tourism.
- Fostering aesthetic and cultural awareness among the younger generation.
- Offering an ongoing dialogue between the various artistic disciplines, in such a way as to conduct and encourage research and documentation related to the arts and popular creativity.
- Contributing to the country's economic and social development and prosperity by promoting artistic creativity as an alternative means of entertainment, self actualisation and empowerment.

O1

ICON &
LOGOTYPE

ICON CONSTRUCTION

The construction of our icon is drawn from 4 elements: the words *Kreattività, Katalist, Kavallier* and the form found in the perimeter of the building where Spazju Kreattiv is located.



LOGOTYPE

Our logo is made up of 2 parts: the K icon and the wording Spazju Kreattiv.

The Spazju Kreattiv logo is built on an intricate grid based on the size of the K. This gives a solid structure to the logotype as well as harmony between all the elements of the logotype.



LOGO VARIATIONS

The Spazju Kreattiv logo can be used in either its original colour as indicated in the adjacent representation on a light background or in negative version on Payne's grey.

Where Payne's grey is not available please use as illustrated in the black and white versions.

As seen on page 18, we introduced a new set of coloured logos to diversify disciplines and types of events. These logos are intended for posters only and should not be used on any other planned promotion such as booklets, leaflets and roll-ups.

Logo in full colour



Negative logo in colour



Logo in black and white



Negative logo in black and white



LOGO CLEARANCE SPACE

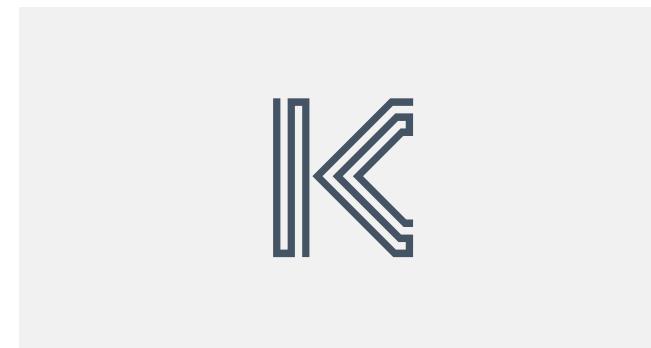
When using the logo, always allow distance x of free space around the logo, where x is the height of the iconic K in the logo. This will ensure that the logo is recognisable within different contexts and from various viewing distances.



LOGO & ICON SEPARATE USE

In certain contexts where space is limited, the K icon is used exclusively. Example: social media profile photos or mobile application icons.

The Spazju Kreattiv logo can also be used without the K icon where the icon is already in use in the same context.



LOGO MISUSE



Do not apply any effects or filters to the logo.



Do not stretch or skew the logo.



Do not place on a busy section of a photo.



Do not change the colours of the logo unless as instructed in this document.



Do not reposition or resize any elements of the logo.



Do not rotate the logo.

FOUNDATION & VENUE LOGOS



FONDAZZJONI
KREATTIVITÀ



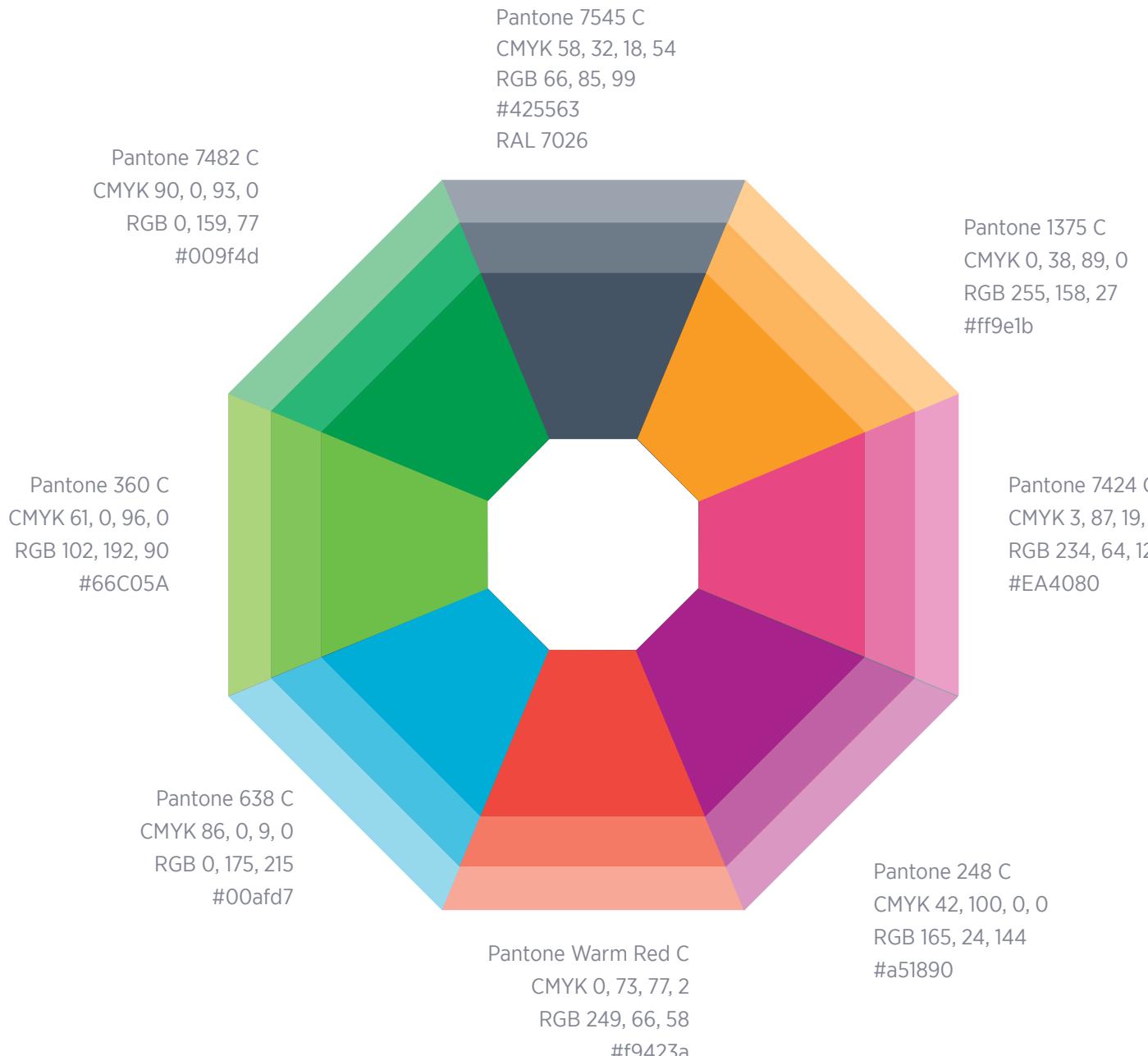
KAVALLIER TA' SAN ġAKBU
ST JAMES CAVALIER

13

O2

COLOUR PALETTE & COLOUR USE

COLOUR PALETTE



15

COLOUR USE

For clarity and ease of reference, we are introducing a new methodology of reference for types of projects within St James Cavalier.

Each of these disciplines or types has a colour from our colour palette linked with it, as displayed in the adjacent colour chart.

ARTI VIŽIVA
VISUAL ARTS

RESIDENZA GĦALL-ARTISTI
ARTISTS' RESIDENCY

IDEAT
IDEAS

ŻGħażagħ
YOUNG PEOPLE

TFAL
CHILDREN

FILM
FILM

ARTI PERFORMATTIVA
PERFORMING ARTS

SPAZJU KREATTIV

LOGO ON COLOURS

Our logo and icon can be used in white on any of our brand colours introduced in the previous page. Our logo and icon must never be used in colour but in white on a background colour as demonstrated in this presentation.

The use of colour behind the Spazju Kreattiv logo should be applied only on the event posters and not on any other planned promotion such as booklets, leaflets and roll-ups .



LOGO ON COLOURS



18

O3 TYPOGRAPHY

PRIMARY TYPOGRAPHY

Gotham Narrow is our primary typeface. We chose

Gotham Narrow for its clear legibility and for its proportions. It works well in long passages of text and its narrow proportions ensure that these can fit in smaller places. The Gotham Narrow family is available in 8 different weights in both italic and regular styles. Gotham Narrow is used for both print and web. A license for web use can be acquired from www.cloud.typography.com

Gotham Narrow

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z Ć Ģ Į Ĵ
a b c d e f g h i j k l m n o p
q r s t u v w x y z Ć Ģ Į Ĵ
1 2 3 4 5 6 7 8 9 0 € \$ & { }

20

DISPLAY TYPOGRAPHY

We use Cera Stencil PRO for display purposes only.

Cera Stencil PRO works best in large sizes. We chose this typeface for its personality which forms part of our brand. This typeface is used mostly for titles, way finding, signage and merchandise.

Cera Stencil PRO

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z Č Ĝ Ĥ ĵ
a b c d e f g h i j k l m n o p
q r s t u v w x y z č ġ ĥ ĵ
1 2 3 4 5 6 7 8 9 0 € \$ & { }

21

ALTERNATE TYPEFACES

Where Gotham Narrow and Cera Stencil PRO are not available use Arial Narrow (where available) or Arial as a primary typeface and Arial Bold as a display typeface.

Arial Narrow

A B C D E F a b c d e f
1 2 3 4 5 6 7 8 9 0 € \$ & { }

22

Arial

A B C D E F a b c d e f
1 2 3 4 5 6 7 8 9 0 € \$ & { }

O4

LOCATION &
ADDRESS
APPLICATION

LOCATION & ADDRESS

Our location names play an important role in brand identity. It is important that these are consistent and recognisable while maintaining legibility.

The representation on the right displays the right way of applying our location and address.

Teatru is an example of a location. For full list of locations please refer to the next page.

Location name — **IT-TEATRU TA' SPAZJU KREATTIV**
Contact information — Kavallier ta' San ġakbu, Valletta

SPAZJU KREATTIV THEATRE
St James Cavalier, Valletta

24

SPAZJU KREATTIV VENUE NAMES

These are the Spazju Kreattiv Venue Names which should be used when communicating an event or project on a poster or designed work. Upper case or title case may be used as appropriate.

SPAZJU A, SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

SPACE A, SPAZJU KREATTIV
ST JAMES CAVALIER, VALLETTA

SPAZJU B, SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

SPACE B, SPAZJU KREATTIV
ST JAMES CAVALIER, VALLETTA

SPAZJU Č, SPAZJU KREATTIV
Kavallier ta' San Ģakbu, Valletta

SPACE C, SPAZJU KREATTIV
St James Cavalier, Valletta

SPAZJI Č1 – Č3, SPAZJU KREATTIV
Kavallier ta' San Ģakbu, Valletta

SPACES C1 – C3, SPAZJU KREATTIV
St James Cavalier, Valletta

25

SPAZJI A & B, SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

SPACES A & B, SPAZJU KREATTIV
ST JAMES CAVALIER, VALLETTA

Spazji A & B, Spazju Kreattiv
Kavallier ta' San Ģakbu, Valletta

Spaces A & B, Spazju Kreattiv
St James Cavalier, Valletta

IT-TEATRU TA' SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

SPAZJU KREATTIV THEATRE
ST JAMES CAVALIER, VALLETTA

It-Teatru ta' Spazju Kreattiv
Kavallier ta' San Ģakbu, Valletta

Spazju Kreattiv Theatre
St James Cavalier, Valletta

SPAZJU KREATTIV VENUE NAMES

IĆ-ĆINEMA TA' SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

SPAZJU KREATTIV CINEMA
ST JAMES CAVALIER, VALLETTA

Iċ-Ċinema ta' Spazju Kreattiv
Kavallier ta' San Ģakbu, Valletta

Spazju Kreattiv Cinema
St James Cavalier, Valletta

STUDJOW A, SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

STUDIO A, SPAZJU KREATTIV
ST JAMES CAVALIER, VALLETTA

Studjow A, Spazju Kreattiv
Kavallier ta' San Ģakbu, Valletta

Studio A, Spazju Kreattiv
St James Cavalier, Valletta

26

ATRIJU, SPAZJU KREATTIV
KAVALLIER TA' SAN ĢAKBU, VALLETTA

ATRIUM, SPAZJU KREATTIV
ST JAMES CAVALIER, VALLETTA

ATRIJU, Spazju Kreattiv
Kavallier ta' San Ģakbu, Valletta

Atrium, Spazju Kreattiv
St James Cavalier, Valletta

O5

PROGRAMME PROJECTS WITHIN TEXT

SPAZJU KREATTIV PROGRAMME PROJECTS WITHIN TEXT

These are examples of how projects within the Spazju Kreattiv Programme should be referred to when communicating an event or project within an article or text.

(Met)afourisms jagħmel parti mill-Programm Spazju Kreattiv.
(Met)afourisms forms part of the Spazju Kreattiv Programme.

JOAN huwa parti mill-Programm ta' Spazju Kreattiv.
JOAN forms part of the Spazju Kreattiv Programme.

Il-wirja ser tittella' fi Spazji Ċ1 u Ċ2 ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

The exhibition will be held at Spaces C1 & C2 at Spazju Kreattiv, St James Cavalier in Valletta.

L-ispettaklu ser jittella' fit-Teatru ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

The performance will take place at the Spazju Kreattiv Theatre, St James Cavalier in Valletta.

JOAN se jittella' fit-Teatru ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta, bejn il-25 u s-27 ta' Mejju fit-8pm.

JOAN will take place at the Spazju Kreattiv Theatre, St James Cavalier in Valletta, between the 25 and 27 May at 8pm.

Il-film ser jintwera fiċ-Ċinema ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

The film will be screened at the Spazju Kreattiv Cinema, St James Cavalier in Valletta.

Call Me By My Name ser jintwera il-Ġimgħa 20 ta' Marzu, fiċ-Ċinema ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

The film will be screened on Friday 20 May, at the Spazju Kreattiv Cinema, St James Cavalier in Valletta.

Ninu kienet orginjarjament kkummisionata minn Spazju Kreattiv bħala parti mill-programm staġonali.

Ninu was originally a Spazju Kreattiv commission as part of the season programme.

Commissions - Future re-stagings:

COMMISSIONS - FUTURE RE-STAGINGS:

These are examples of how projects within the Spazju Kreattiv Programme should be referred to when communicating an event or project within an article or text.

(Met)afourisms jagħmel parti mill-Programm Spazju Kreattiv.
(Met)afourisms forms part of the Spazju Kreattiv Programme.

JOAN huwa parti mill-Programm ta' Spazju Kreattiv.
JOAN forms part of the Spazju Kreattiv Programme.

Il-wirja ser tittella' fi Spazji Ċ1 u Ċ2 ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

The exhibition will be held at Spaces C1 & C2 at Spazju Kreattiv, St James Cavalier in Valletta.

L-ispettaklu ser jittella' fit-Teatru ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

The performance will take place at the Spazju Kreattiv Theatre, St James Cavalier in Valletta.

JOAN se jittella' fit-Teatru ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta, bejn il-25 u s-27 ta' Mejju fit-8pm.

JOAN will take place at the Spazju Kreattiv Theatre, St James Cavalier in Valletta, between the 25 and 27 May at 8pm.

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Call Me By My Name ser jintwera il-Ġimgħa 20 ta' Marzu, fiċ-Ċinema ta' Spazju Kreattiv, Kavallier ta' San Ģakbu, il-Belt Valletta.

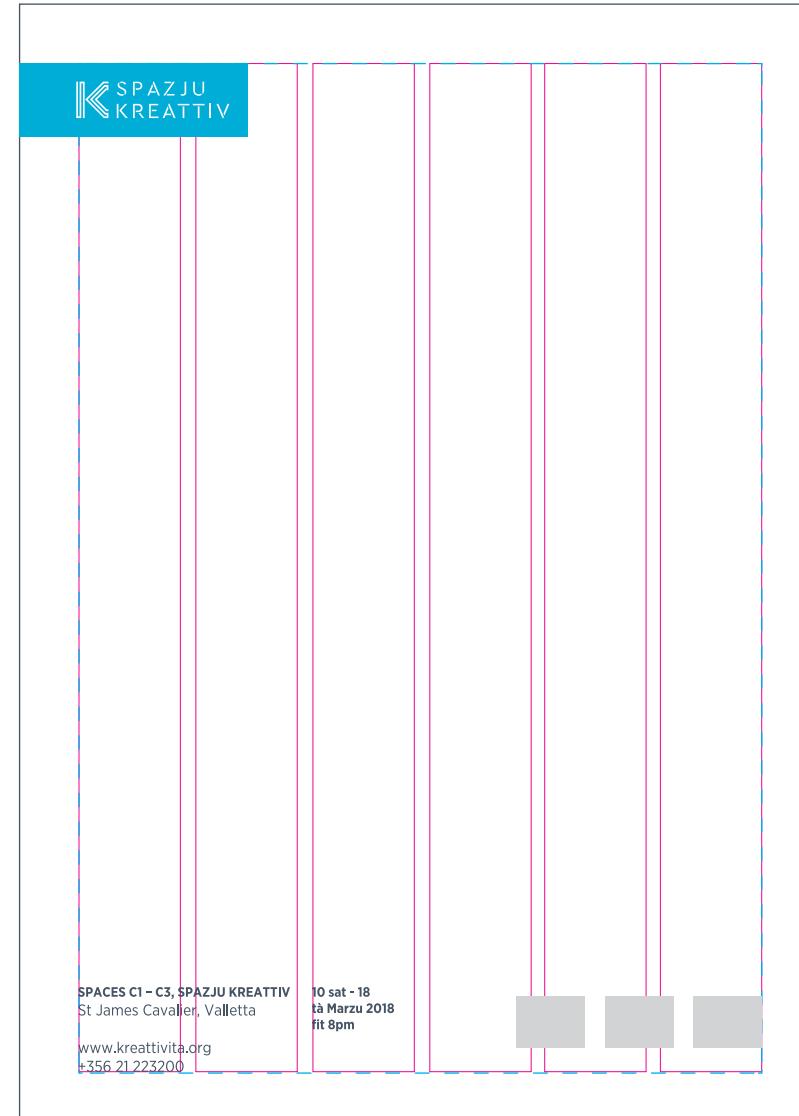
The film will be screened on Friday 20 May, at the Spazju Kreattiv Cinema, St James Cavalier in Valletta.

06

GRID & LAYOUT

RECOMMENDED LAYOUT—PORTRAIT

When using the Spazju Kreattiv brand for events organised by third parties, always refer to the adjacent diagram for portrait layouts and the next page for landscape layouts.



RECOMMENDED LAYOUT—LANDSCAPE



32

DOWNLOAD PAGE



VECTOR PNG



VECTOR JPEG



VECTOR PNG



VECTOR JPEG



VECTOR PNG



VECTOR JPEG



VECTOR PNG



VECTOR JPEG



VECTOR JPEG



VECTOR JPEG



VECTOR JPEG



VECTOR JPEG

K



SPAZJU KREATTIV
20TH ANNIVERSARY
LOGO

20TH ANNIVERSARY LOGO

The Spazju Kreattiv 20th anniversary logo can be used in both the Maltese and English version.



2



20TH ANNIVERSARY LOGO

This logo can be used in either its
original Payne's grey colour on a light
background or in **white** on a dark one.



3



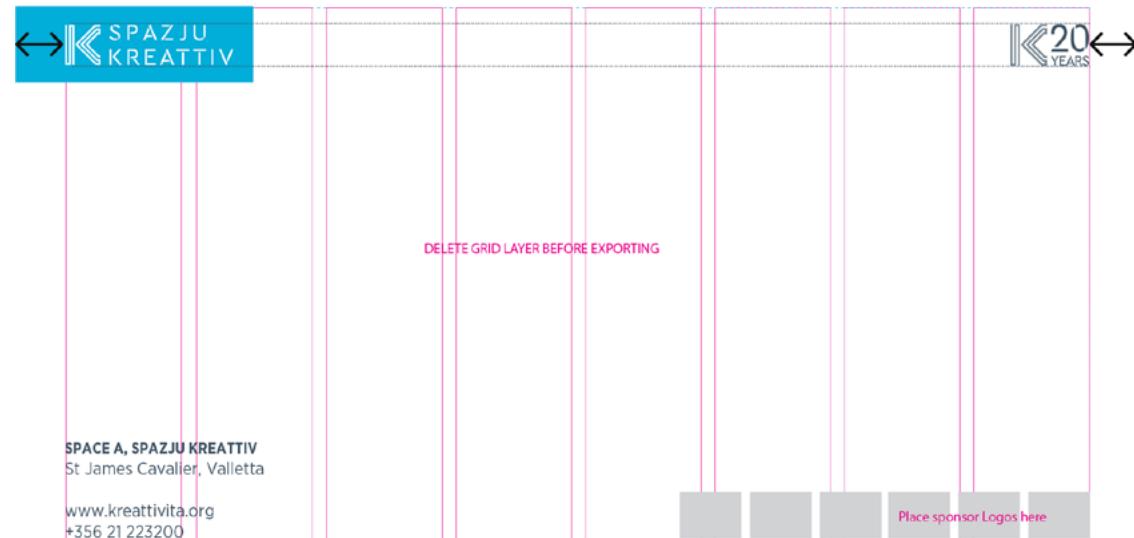
RECOMMENDED LAYOUT

— screen poster

When using the **Spazju Kreattiv**
20th anniversary brand for events
organised by third parties, always refer
to the adjacent diagram.

Distance from the margin is identical
to the opposite Spazju Kreattiv logo.

Logo dimension is determined by
the full Spazju Kreattiv logo. Both '**K**'
should be of identical size.



RECOMMENDED LAYOUT

— screen poster sample



K20 ANIMATION

This animation was developed to be placed at the end of a clip. This animation features a rotation between the Spazju Kreattiv logo and the 20 years text while preserving the 'K' icon position.



K20
YEARS



VALLETTA
INTERNATIONAL
VISUAL ARTS
FESTIVAL

BRAND IDENTITY GUIDELINES 2020

version 1.0

Introduction to VIVA



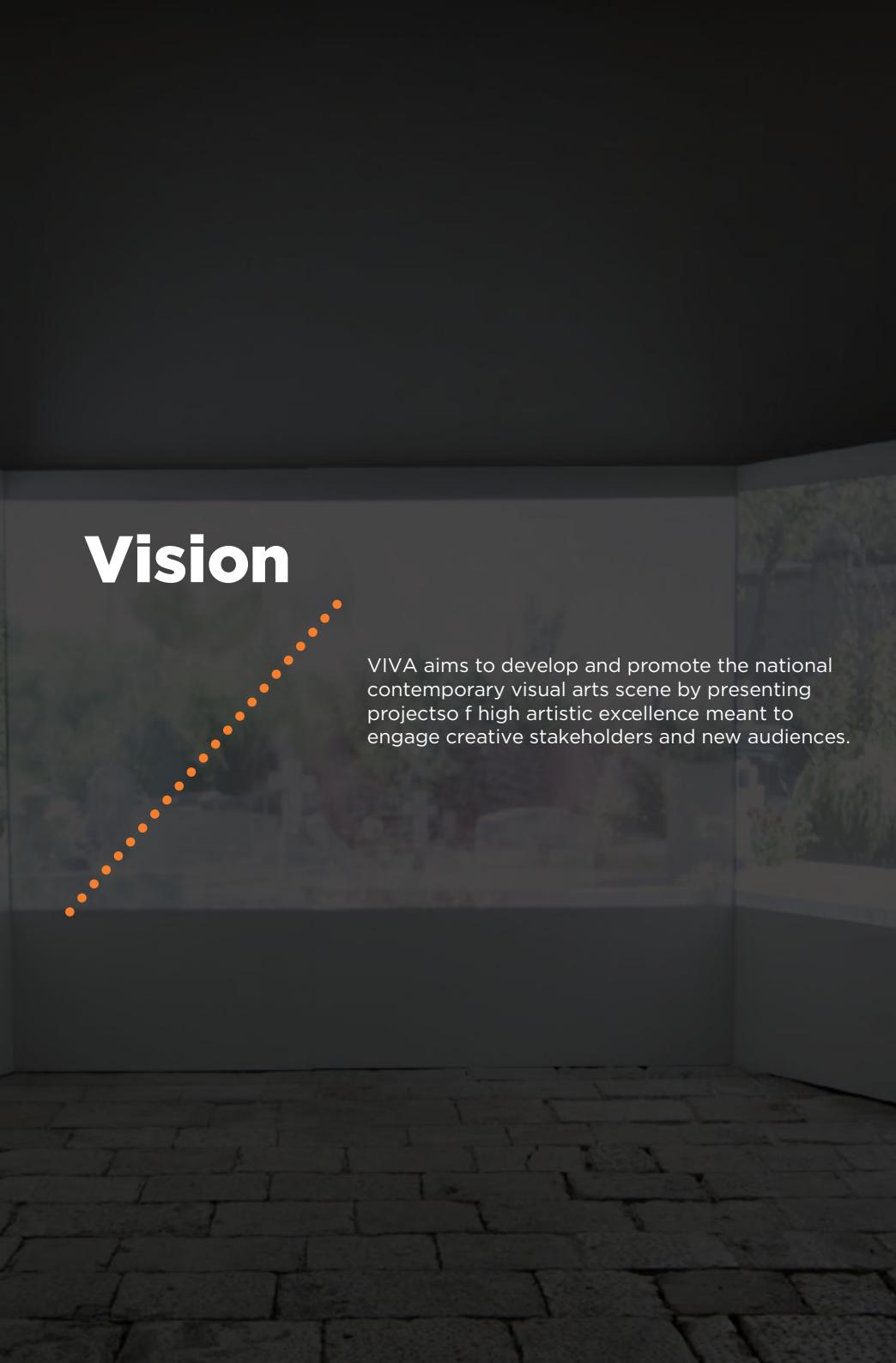
Valletta International Visual Arts, produced by Fondazzjoni Kreattività, aims to develop and promote the Malta's visual arts sector by presenting a programme of high artistic excellence meant to engage new audiences creative stakeholders on an international level.

VIVA was founded in 2014 as a joint venture between Fondazzjoni Kreattività and Valletta 2018 to provide the national contemporary visual arts scene with a platform of high creative excellence and a strong international dimension.

VIVA's programme focuses particularly on the development and presentation of cutting-edge visual arts projects within the Euro-Mediterranean contexts, realities and cultures. It is seen as essential to the effective progression of national contemporary visual arts ecology.

Its future is being developed in the context of a growing contemporary visual arts sector in strengthening of Fondazzjoni Kreattività's remit as a catalyst for contemporary art, the development of the National Fine Art Museum, MUŽA, the Valletta Design Cluster and the Malta International Contemporary Art Space in the coming years, as well as M continuing presence at the Venice Biennale.

Vision



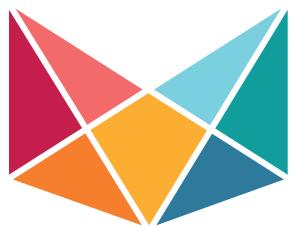
VIVA aims to develop and promote the national contemporary visual arts scene by presenting projects of high artistic excellence meant to engage creative stakeholders and new audiences.

Aims

- To act as a catalyst for the national contemporary visual arts sector;
- To commission, curate and develop innovative works of high artistic excellence;
- To provide creatives with opportunities to engage in dialogue with public and private entities in the process developing long-term cross-collaborations;
- To offer research and development platforms for contemporary visual arts stakeholders;
- To foster and promote audience engagement;
- To nurture the importance of digital documentation and archiving;
- To expand the international spectrum of the national contemporary visual arts sector.

01 **LOGOTYPE**

MAIN LOGO



VIVA

VALLETTA
INTERNATIONAL
VISUAL ARTS
FESTIVAL

5



01.
ICON &
LOGOTYPE

LOGO VARIATIONS

The Viva logo can be used in either its original colours as indicated in the adjacent representation on a light or dark background.

The logo can also be used in its white or Black variant on specific backgrounds which hinder visibility.

HORIZONTAL LOGO



COMPACT LOGO



LOGO VARIATIONS

Each edition of the VIVA festival features a Selected colour combination which is directly obtained from the **full coloured logo.**

7



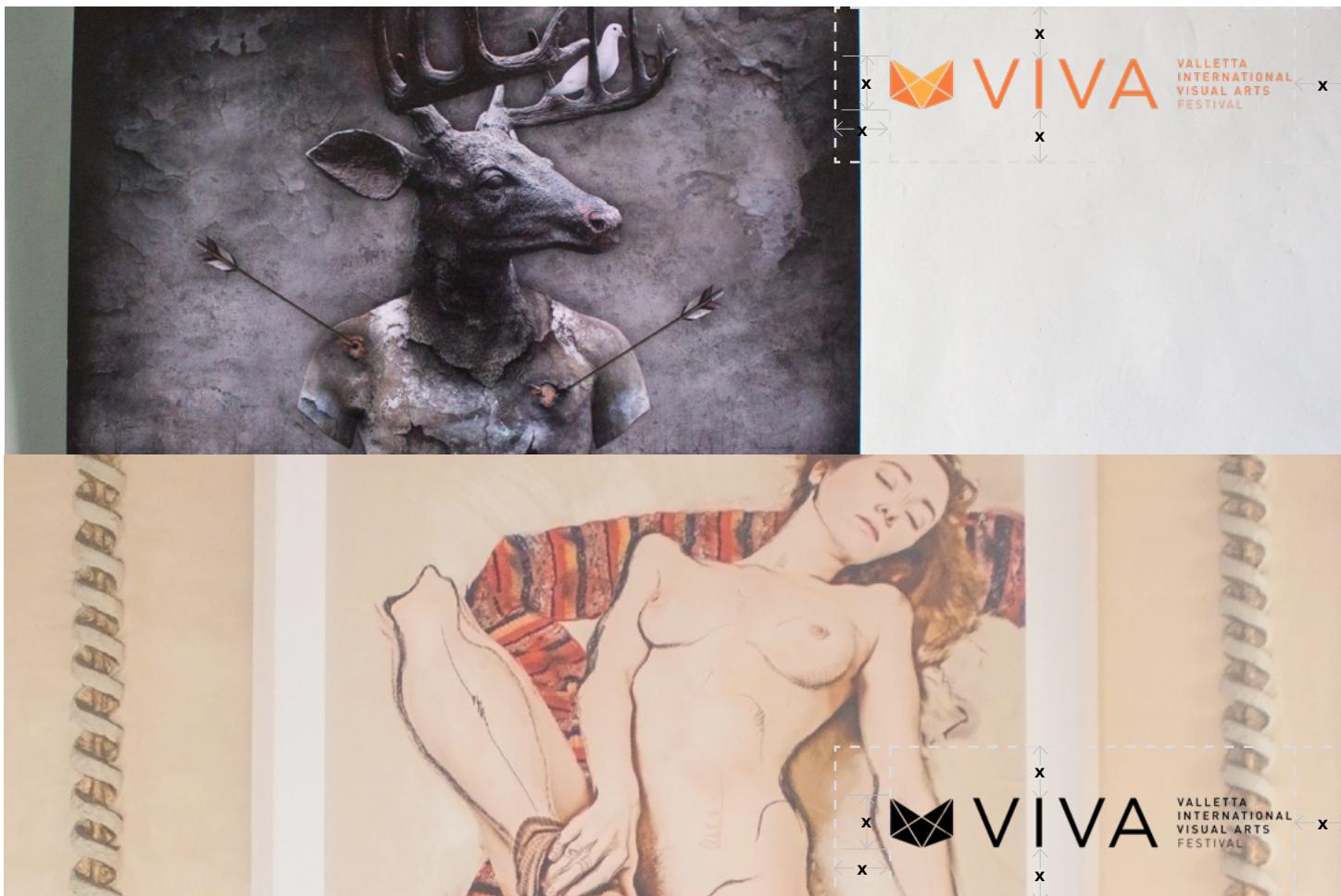
01.
ICON &
LOGOTYPE

LOGO CLEARANCE SPACE

When using the logo, always allow distance x of free space around the logo, where x is the height of the VIVA logo. This will ensure that the logo is recognisable within different contexts and from various viewing distances.



LOGO PLACEMENT SAMPLE



9



01.
ICON &
LOGOTYPE

LOGO & ICON SEPARATE USE

In certain contexts where space is limited, the VIVA icon is used exclusively.

Example: social media profile photos, mobile application and Website icons.

ICON



10

Black icon to be used on specific White backgrounds when necessary



White icon to be used on dark background



01.
ICON &
LOGOTYPE

LOGO MISUSE



Do not apply any effects or filters to the logo.



Do not stretch or skew the logo.



Do not place on a busy section of a photo.



Do not change the colours of the logo unless as instructed in this document.



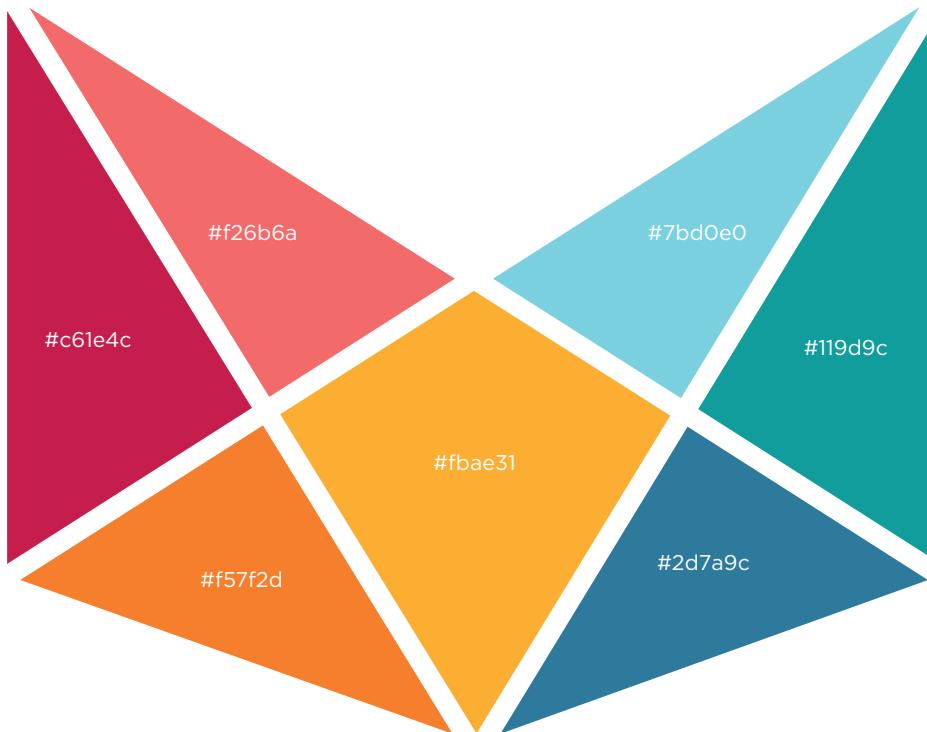
Do not rotate the logo.



02

COLOUR PALETTE & TYPOGRAPHY

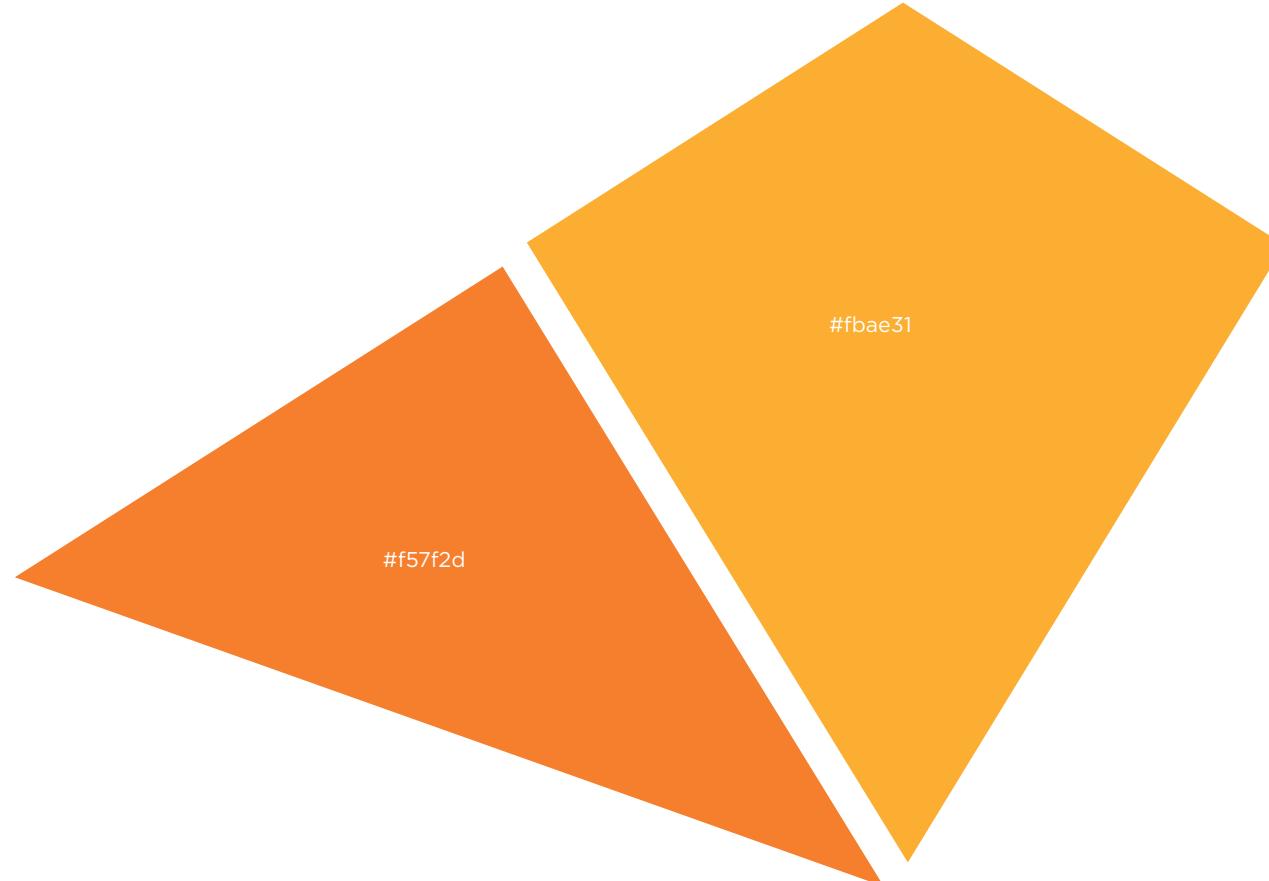
COLOUR PALETTE OPTIONAL



13



LAST EDITION COLOUR SELECTION



14



PRIMARY TYPOGRAPHY

Gotham Narrow is our primary typeface. We chose Gotham Narrow for its clear legibility and for its proportions. It works well in long passages of text and its narrow proportions ensure that these can fit in smaller places. The Gotham Narrow family is available in 8 different weights in both italic and regular styles. Gotham Narrow is used for both print and web. A license for web use can be acquired from www.cloud.typography.com

typography.com

Gotham Narrow

A B C D E F G H I J K M N O
P Q R S T U V W X Y Z Ć Ģ Į Ĵ
a b c d e f g h i j k l m n o p
q r s t u v w x y z Ć Ģ Į Ĵ

15



DISPLAY TYPOGRAPHY

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones with Jesse Ragan and released from 2000. Gotham's letterforms were inspired by examples of architectural signage of the mid-twentieth century.

Gotham

A B C D E F G H I J K M N O
P Q R S T U V W X Y Z Ć Ģ Į Ĵ
a b c d e f g h i j k l m n o p
q r s t u v w x y z Ć Ģ Į Ĵ
1 2 3 4 5 6 7 8 9 0 € \$ & { }

16





V | V A

VALLETTA
INTERNATIONAL
VISUAL ARTS
FESTIVAL

żigużajg

**BRAND IDENTITY
GUIDELINES 2019**

version 1.0



01

LOGOTYPE

LOGO VARIATIONS



Arts for Children & Young People



Arts Festival for Children & Young People

3

ŽiguŽajg season logo

To be used for ŽiguŽajg season related media and content branding

ŽiguŽajg festival logo

To be used for ŽiguŽajg festival related media and content branding

Note: The ŽiguŽajg festival branding is unique for each annual edition.

LOGO VARIATIONS

The ŽiguŽajg logo can be used in either its original colours as indicated in the adjacent representation on a light or dark background. The logo can also be used in its white variant on specific backgrounds which hinder visibility.

Logo in full colour



White logo in white

LOGO CLEARANCE SPACE

When using the logo, always allow distance x of free space around the logo, where x is the height of the ŽiguŽajg logo. This will ensure that the logo is recognisable within different contexts and from various viewing distances.



5

LOGO PLACEMENT SAMPLE

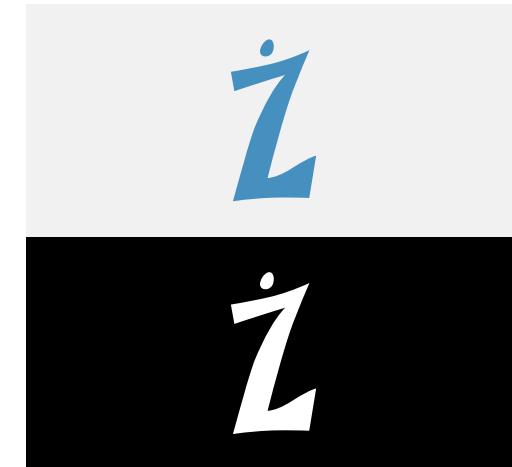


6

LOGO & ICON SEPARATE USE

In certain contexts where space is limited,
the Ž icon is used exclusively.
Example: social media profile photos, mobile
application and Website icons.

Ž icon



7

LOGO MISUSE



Do not apply any effects or filters to the logo.



Do not stretch or skew the logo.



Do not place on a busy section of a photo.



Do not change the colours of the logo unless as instructed in this document.



Do not rotate the logo.

02

COLOUR PALETTE & TYPOGRAPHY

COLOUR PALETTE

OPTIONAL



#4490c0
R:68 G:144 B:192

#e2482f
R:226 G:72 B:47

#7ab449
R:122 G:180 B:73

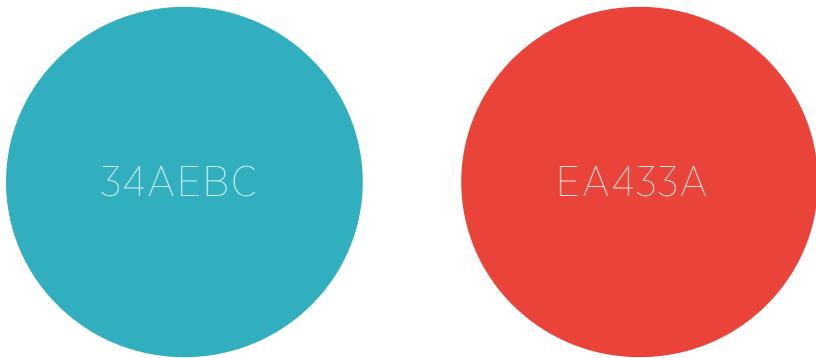
#34aebc
R:52 G:174 B:188

#f1962f
R:241 G:150 B:47

10

COLOUR PALETTE

OPTIONAL



The two colours mostly featured in our website &
ŽiguŽajg season booklet.

11

PRIMARY TYPOGRAPHY

Gotham Narrow is our primary typeface. We chose Gotham Narrow for its clear legibility and for its proportions. It works well in long passages of text and its narrow proportions ensure that these can fit in smaller places. The Gotham Narrow family is available in 8 different weights in both italic and regular styles. Gotham Narrow is used for both print and web. A license for web use can be acquired from www.cloud.typography.com

Gotham Narrow

A B C D E F G H I J K M N O
P Q R S T U V W X Y Z Ć Ģ Į Ĵ
a b c d e f g h i j k l m n o p
q r s t u v w x y z Ć Ģ Į Ĵ
1 2 3 4 5 6 7 8 9 0 € \$ & { }

12

DISPLAY TYPOGRAPHY

Luckiest Guy is a friendly heavyweight sans serif typeface inspired by 1950s advertisements with custom hand lettering.

We use **LUCKIESTGUY** for display purposes only. **LUCKIESTGUY** works best in large sizes. We chose this typeface for its fun personality. This typeface is used mostly for titles, wayfinding, signage and merchandise.

LUCKIESTGUY - GOOGLE FONTS

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z Ć Ę Ģ Ĵ

A B C D e F G H I J K L M n o p

Q R S T U V W X Y Z Ć Ę Ģ Ĵ

1 2 3 4 5 6 7 8 9 0 € \$ & { }

13

03

PROGRAMME PROJECTS WITHIN TEXT

14

PROGRAMME PROJECTS WITHIN TEXT

These are examples of how projects within the ŽiguŽajg **season** and **festival** should be referred to when communicating an event or project within an article or text.

Commissions - Future re-stagings

SEASON:

Ssslip tifforma parti mill-istaġun ta' ŽiguŽajg fil-programm ta' Spazju Kreattiv.
Ssslip forms part of the ŽiguŽajg season in the Spazju Kreattiv programme.

FESTIVAL:

Ssslip tifforma parti minn ŽiguŽajg il-festival internazzjonali tal-arti għat-tfal u ż-żgħażaq. Ssslip forms part of ŽiguŽajg international arts festival for children and young people.

15

SEASON:

Ssslip kienet orġinārjament kkummisionata minn Spazju Kreattiv bħala parti mill-istaġun ta' ŽiguŽajg.
Ssslip was originally a Spazju Kreattiv commission as part of the ŽiguŽajg season.

FESTIVAL:

Ssslip kienet orġinārjament kkummisionata minn ŽiguŽajg il-festival internazzjonali tal-arti għat-tfal u ż-żgħażaq. Ssslip was originally a ŽiguŽajg international arts festival for children and young people commission.

In all references the ŽiguŽajg should be written with both 'Ž' in capital letters.

ŻigUŻajg

Arts for Children & Young People