ROSE STORIES

ROSE STORIES believes in the power of the story. A social enterprise and foundation where we use storytelling to create a more inclusive society. A society where we stand against stereotyping and feelings of social exclusion. We believe that positive curiosity and understanding of each other creates a society where diversity is a matter of cause and each and every one should have the feeling to belong. We aim to stimulate the connection nd dialogue between all sorts of people, who take pride in their own culture and with a sustainable understanding for another culture as a result.

We share stories and enhance their makers. We work by our four pillars: theatre, books, audiovisual drama and ausiovisual non-fiction.

GRAPHIC IDENTITY

APPLICATION PHILOSOPHY

ROSE STORIES

The graphic identity for Rose Stories emits a soft yet powerful message within a modern, clean design.
This is expressed in part in the name and the typeface and part in the use of colour.

Our logo is always visible in red and white. For lettering we prefer dark-grey instead of black,
for a more approachable and soft feel. Any other colour can be added by the visual content.

The 'Rose Stories' logo is an exlclusive font which is only used for the logo.
It can be used in several ways, as seen in the following pages.

LOGO

ROSE STORIES

ROSE
STORIES

ROSE
STORIES

ROSE
STORIES

LOGO

PLACEMENT

ROSE
STORIES

QUICKSAND BOLD (CAPITAL)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

TYPOGRAPHY

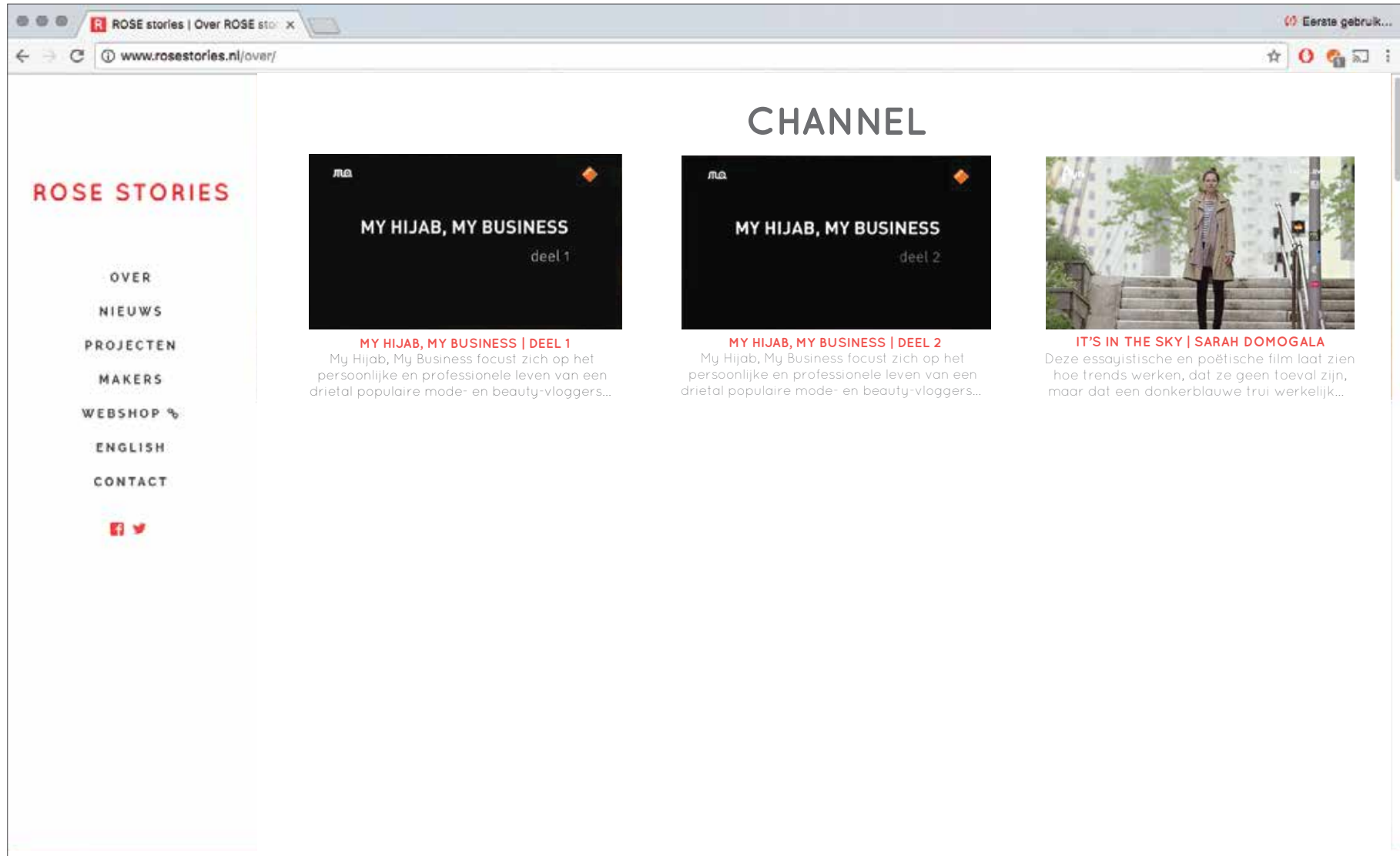COPY | SECUNDARY

Quicksand Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEBSITE

PLACEMENT

WEBSITE

TYPEFACES

Two typfaces are used on the website, in different styles and contexts.

The primary typeface (**QUICKSAND BOLD**) is mainly used for titles and headlines.

The secondary typeface (Quicksand Light) is used for introtext and bodytext.

WEBSITE

TEXT PROPERTIES

All texts are center aligned.

HEADLINE   TITLES   NAME-TITLES
Headline, titles and name-titles are capitalized.

.   Introtexts and bodytexts always starts with a capital.

WEBSITE

TYPOGRAPHY OVERVIEW

TEXTTYPE	TYPEFACE	PROPERTIES
HEADLINE	QUICKSAND BOLD	CAPITALIZED
PAGE-TITLE	QUICKSAND BOLD	CAPITALIZED
NAME-TITLE	QUICKSAND BOLD	CAPITALIZED
USER INTERFACE	QUICKSAND LIGHT	CAPITALIZED
INTRO TEXT	QUICKSAND LIGHT	-
BODY TEXT	QUICKSAND LIGHT	-
QUOTE TEXT	QUICKSAND LIGHT	-
QUOTE SOURCE	QUICKSAND LIGHT	-

ROSE
STORIES

ROSE STORIES | 2017