

A graphic image to mark
the 100th anniversary of World War I

Visual Identity Manual

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Basic premises

Basic premises for designing the logo were associations raised by World War I and anniversaries: soldiers, military interventions, civilians – refugees, the colour red, dates – digits. The logo has been designed on the basis of these associations, with an emphasised horizontal line and dynamics, i.e. a march from left to right (soldiers and civilians facing this direction, colour gradations of gray). Recurring elements (people and the fallen, digits) present the massive participation as well as the dimensions/duration of the war.

In addition to the logotype, a slogan has been taken from the contemporary literature of writer Manica Koman: “Večen bo na vas spomin” (“the memory of you will be eternal”). The images and text form together an integral logotype marking the 100th anniversary of World War I.

Typeface

ArnoPro-BoldItalic
ArnoPro-BoldSmtext
ArnoPro-BoldSubhead

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

0123456789 .,-

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

0123456789 .,-

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

0123456789 .,-

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Colours

The colours reflect the remembrance of the event itself –
the grey symbolises the gloominess of the events,
the red is for the blood shed in the years of combat.

Figures



15C 100M 100Y

People



K40



K45



K50



K55



K60



K65



K70

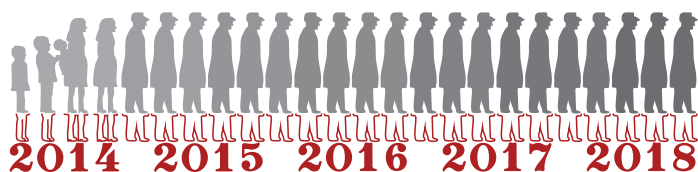
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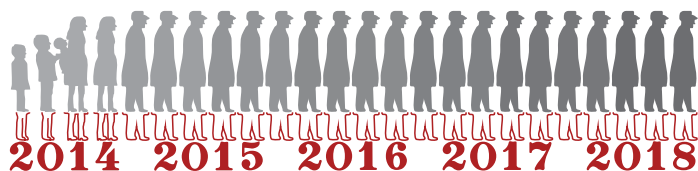
Symbol

The symbol is composed of people who experienced the tragedy of
World War I, the digits representing its duration.

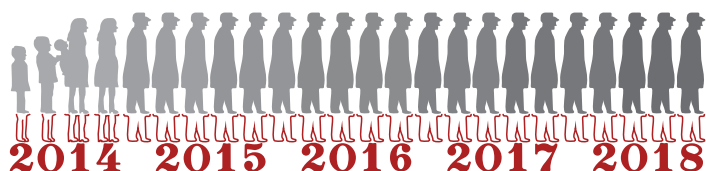
Primary form of the symbol



The memory of you will be eternal Manica Koman, 1915



The memory of you will be eternal Manica Koman, 1915

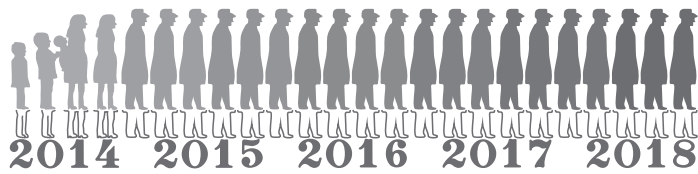


Slovenian National Committee for Commemorating the 100th
anniversaries of World War I.

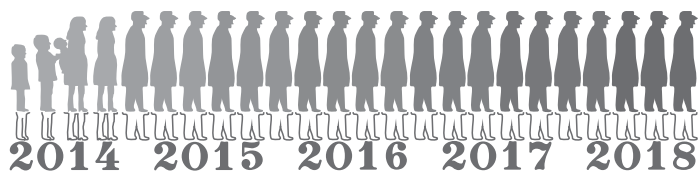
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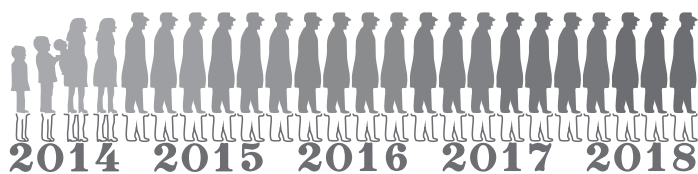
Secondary form of the symbol



The memory of you will be eternal Manica Koman, 1915



The memory of you will be eternal Manica Koman, 1915

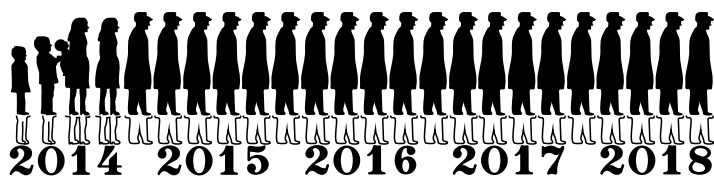


Slovenian National Committee for Commemorating the 100th
anniversaries of World War I.

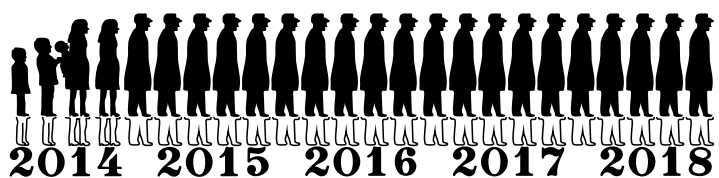
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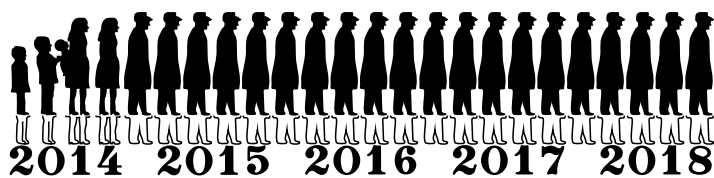
Black-and-white form of the symbol



The memory of you will be eternal Manica Koman, 1915



The memory of you will be eternal Manica Koman, 1915

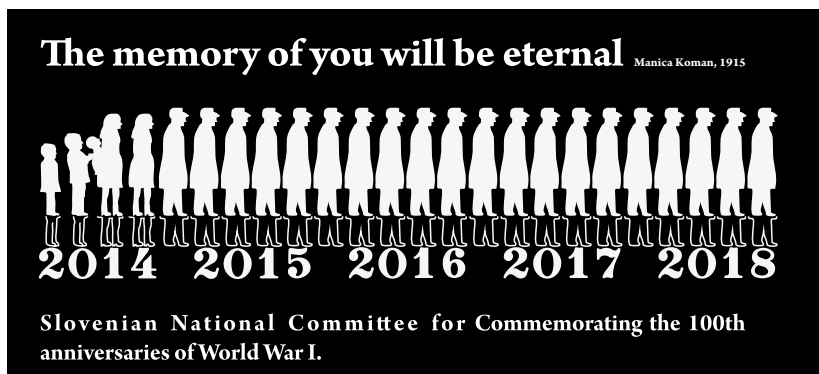


Slovenian National Committee for Commemorating the 100th
anniversaries of World War I.

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Negative of the symbol



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Language mutation of the symbol

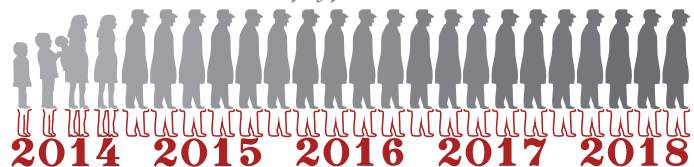
The original version of the symbol is Slovenian and allows translation into English. In addition to the Slovenian and English versions, bilingual version can also be used.

Večen bo na vas spomin Manica Koman, 1915



Nacionalni odbor za obele evanje 100-letnic 1. svetovne vojne, Slovenija

Večen bo na vas spomin Manica Koman, 1915 *The memory of you will be eternal*



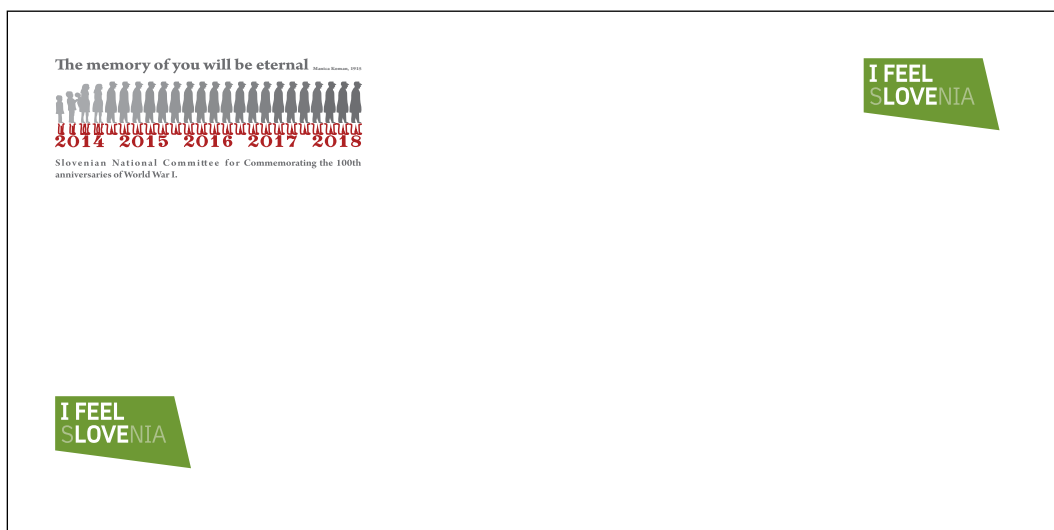
Nacionalni odbor za obeleževanje 100-letnic 1. svetovne vojne,
Slovenija / Slovenian National Committee for
Commemorating the 100th anniversaries of World War I.

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The appearance of the symbol together with the second-level symbol

The symbols appear in the same format together, though separately. The second symbol is subordinate to that marking the 100th anniversary of World War I. For this reason, the second symbol should be positioned, if space permits, to the right or below that marking the 100th anniversary.



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