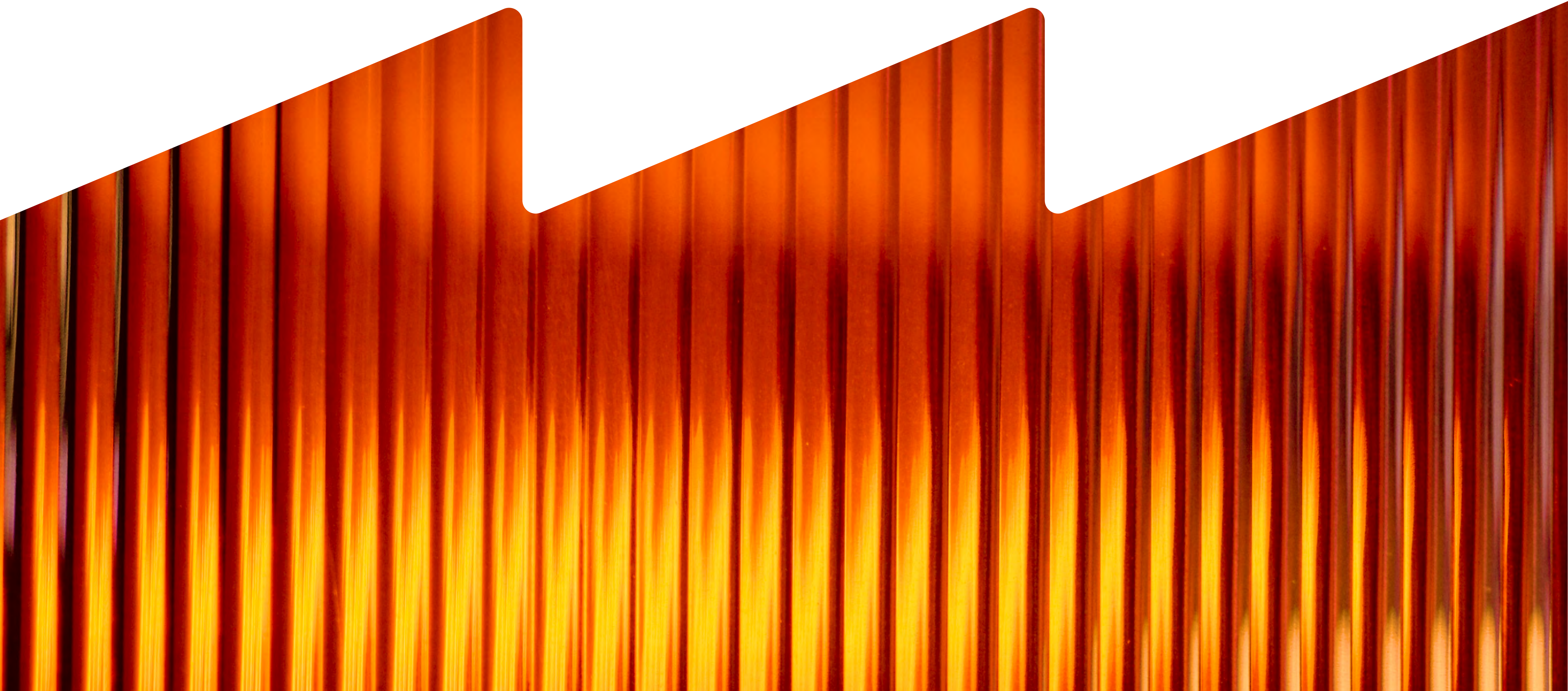




Trans Europe Halles

Brand Guidelines

Version 1.0



Welcome

Our brand guidelines serve as the heartbeat and essence of TEH's identity. They are the roadmap for our team and members, providing clear instructions on how to convey and maintain our brand's image to both internal and external audiences.

This document sets out the basic guidelines for successfully implementing our brand identity.

Our objective is to provide a flexible framework of practical guidelines that ensure global consistency whilst providing scope for creativity and initiative.

A strong brand is one of an organisation's most valuable assets. It is the visual and written expression of everything we are and everything we promise to deliver to our members.

To make it genuinely impactful, it needs to be applied consistently. Everyone has a part to play in doing this and bringing our brand to life – these elements are here to help you.

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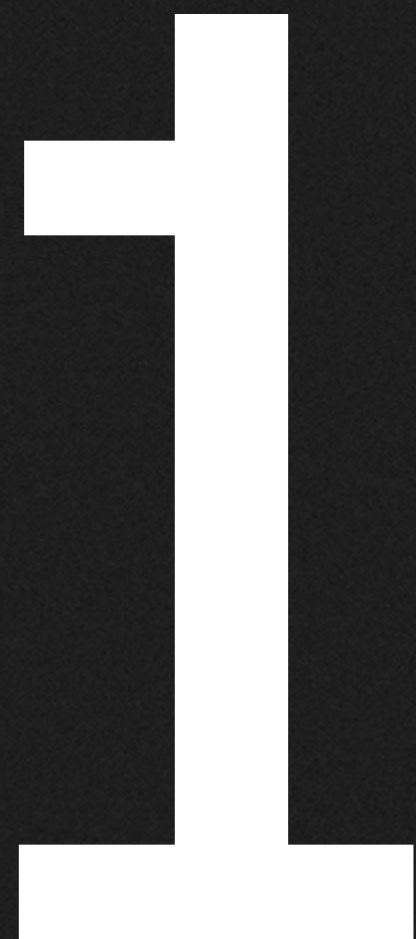
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Our Brand

- 1.1 Foreword
- 1.2 Defining the Brand
- 1.3 Brand Values
- 1.4 Brand Personality
- 1.5 Tone of Voice
- 1.6 Brand Messaging
- 1.7 Brand Identity overview



Foreword

TIFFANY FUKUMA



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ipsum ipsum diam pulvinar. In nisl a mattis vel
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senectus eu.

Defining the Brand

In this section, we outline the building blocks of our brand, including who we are, what we stand for, what sets us apart, our personality, why we choose the words we use and how we've decided to show up in the world.

Overview



At Trans Europe Halles, we are a network, we are 162, we are creatives, we are alternative, we are independent, we are community-driven, we are from everywhere, we are artists, we are thinkers, we are urbanists, we are ecologists, we are builders, doers and dreamers, we are a force of transformation, we are sharers, we are caretakers, we are learners and educators, we are strategists, we are activists, we are in solidarity, we are a family.

Detailed Summary

Purpose

We generate strong connections between grassroots cultural centres and enable them to fulfil their potential: activate communities, neighbourhoods, cities and regions through arts and culture. We advocate for social justice, spatial justice and diversity in places where these values are challenged. We counterweight against displacement, abandonment, gentrification, segregation and other urban plagues. We stand up for what we believe to be the very foundation of democracy: citizen engagement, decolonization and freedom of expression.

Mindset

Rooted in repurposed spaces, our members are united by their exceptional ability to understand and seize the potential of urban spaces. With the help of local communities, they actively transform places of abandonment into places full of life and creativity. They are visionaries, doers, enablers, and drivers of change and fight for an open society where all citizens belong.

Brand Values

Who we are is reflected in our values. These are the central and key benefits that guide our actions, unite our people and uphold our mission.

Overview



Together, we dream, we believe, we plan.
Together, we transform.
Together, we regenerate communities,
neighbourhoods and cities.
Together, we are Trans Europe Halles.

Detailed Summary

Ethics

Total transparency, meaningful actions for real results, no rubbish, no greenwashing, no “bull shit”.

Independence

Grassroots, bottom-up, citizens initiatives, DIY.

Capillarity

Connection, sharing, peer-to-peer, flux of ideas, family spirit, solidarity network.

Creativity

Arts & culture, experimentation, expression, participation.

Renewal

Resilience, continuity, long-term perspective, sustainability.

Brand Personality

Our brand is a reflection of who we are as a company and what we represent in the world of work. If nothing else, our outward-facing brand should represent the best of what we bring to work as colleagues at this company.

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Arts & culture, experimentation, expression, participation.

Renewal

Resilience, continuity, long-term perspective, sustainability.

Tone of Voice

We all express ourselves slightly differently with different groups of people, but these expressions should always be bound by a common tone. Our voice isn't just an intrinsic part of the product, it's an external representation of the people behind it. When representing our brand, use the following checklist to ensure an appropriate tone in both the written and spoken word.

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Renewal

Resilience, continuity, long-term perspective, sustainability.

Brand Messaging

Our messaging is how we communicate to our customers and highlight the value of our products and services. It is the big-picture message we want to convey to our customers.

It is essential to have consistent, clear and concise messaging across all platforms and touch points.

Brand Guidelines

Primary Messaging



We are a Transformative Power for positive change.

Secondary Messaging

Total transparency, meaningful actions for real results, no rubbish, no greenwashing, no “bull shit”.

Connection, sharing, peer-to-peer, flux of ideas, family spirit, solidarity network.

Arts & culture, experimentation, expression, participation.

Resilience, continuity, long-term perspective, sustainability.

Key Descriptive Messaging

Total transparency, meaningful actions for real results, no rubbish, no greenwashing, no “bull shit”. Connection, sharing, peer-to-peer, flux of ideas, family spirit, solidarity network. Arts & culture, experimentation, expression, participation. Resilience, continuity, long-term perspective, sustainability.

Brand Identity Overview

Our messaging is how we communicate to our customers and highlight the value of our products and services. It is the big-picture message we want to convey to our customers.

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Logotype



Brand Colours

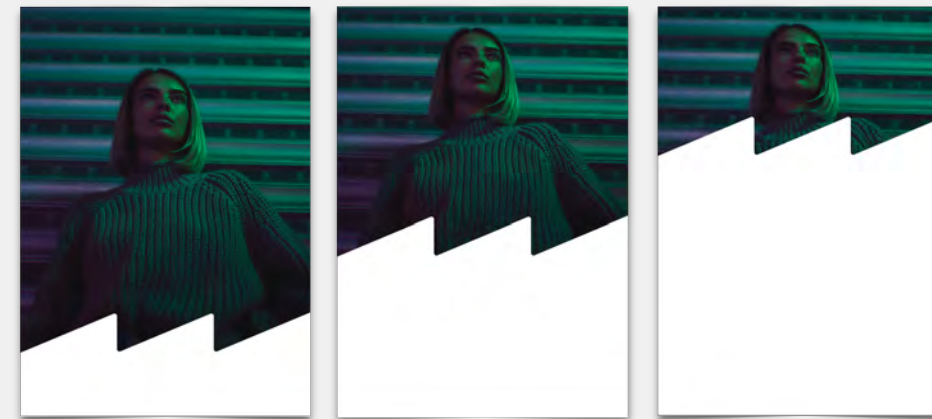


Brand Typography

Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;:-(!?&%)

Graphic device and Layout system



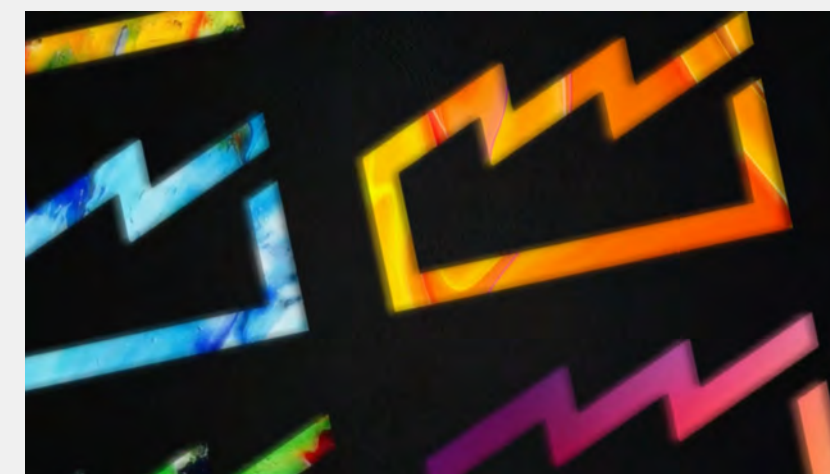
Brand Imagery



Brand Illustrations



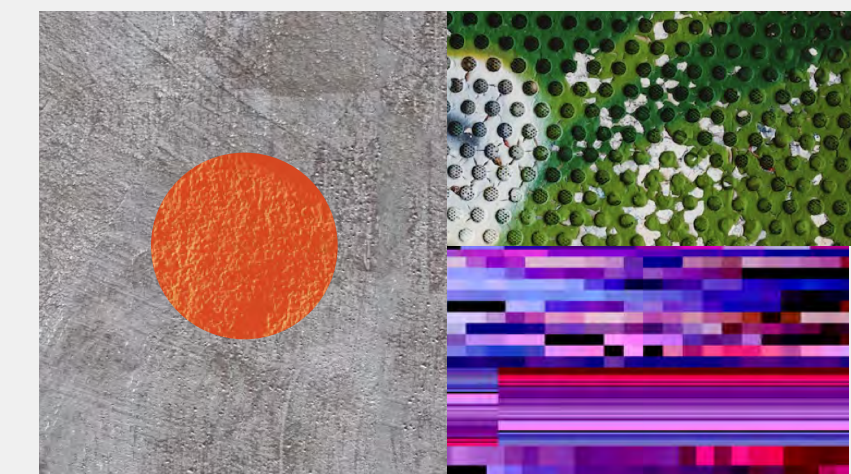
Video



Applications



Textures and Glitch effects



Logotype

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Logotype Intro

This is our Logotype. It is our most important visual asset and should be the first choice when choosing a graphic element to represent our brand. The Logo consists of a Symbol (Sawtooth roof) and a Lettermark (TEH).

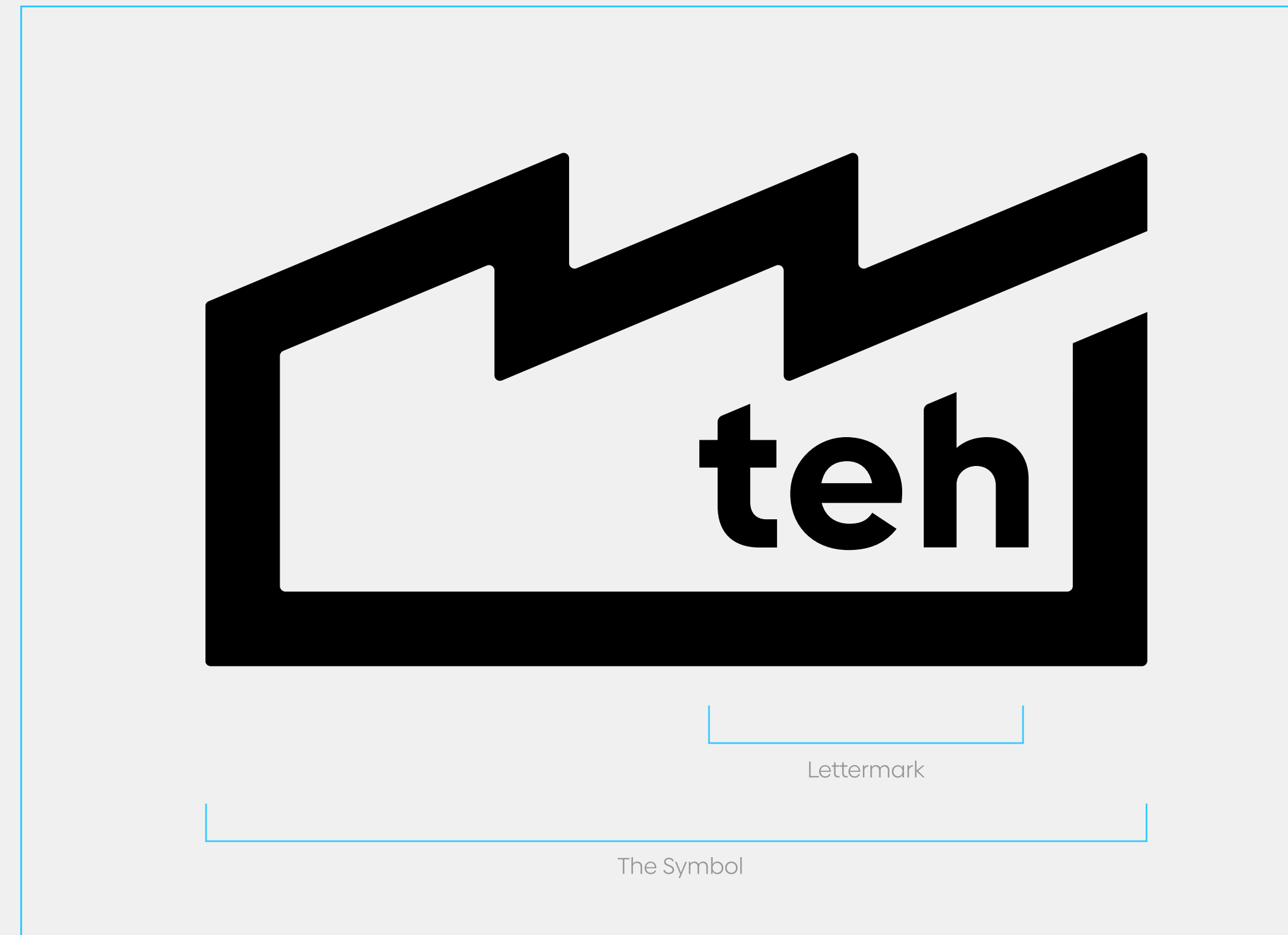
Our Logo is an essential expression of our brand identity. It has been carefully designed and constructed to achieve visual harmony.

Consistent logo use is critical to retaining brand strength by immediately recognising who we are and what we stand for. It must always be applied consistently and should never be altered, modified, or redrawn.

What sets our logotype apart is its adaptability. The symbol can stand alone, representing us in situations where simplicity is paramount – think social media, where small sizes demand clarity. This flexibility ensures that our visual identity remains solid and recognisable across various platforms and contexts.

The lettermark, thoughtfully integrated into the logotype, reinforces our brand's name, creating a cohesive visual story.

The Logotype



The Symbol (without the lettermark)

Our symbol, drawn from the distinctive combination mark featuring the sawtooth roof, excels in situations demanding compact clarity. Its simplicity ensures immediate brand association. Use it without the lettermark in scenarios like social media icons and small-size reproductions for maximum recognition.

In these specific areas, the symbol delivers a strong impact, preserving the essence of our brand even when dealing with limited sizes.

Let its distinctive form amplify our impact.



Logotype Colour Options

Always use these versions to ensure consistency and complete brand recognition across all platforms. Do not attempt to create your own logotype version by altering, or distorting it.

The Orange logotype, shown on the right, is our primary logotype colour scheme. It is used when TEH represents the network without focusing on our members. The other colour options represent different aspects of TEH's network like; Events, Members, Hubs, Services, Resources, About Us and Initiatives.

If using colour is not feasible for technical reasons or if the coloured versions lack contrast or compete with other visual elements, opt for the black or white logotype options.

By incorporating images and movies into our logotype, we are celebrating diversity and creativity.

The TEH logotype isn't just a static design; it's a dynamic canvas. It's an opportunity to showcase our diverse community, varied locations, and vibrant creativity. By integrating images and videos, we bring our logotype to life, sharing the stories of our members and the essence of our brand.

Logotype Colour Options

The Orange logotype is used when representing the network.

The other colour options represent different aspects of TEH's network like; Events, Members, Hubs, Services, Resources, About us and Initiatives. They are mainly used on our website to separate our different offerings.

B/W Logotype Options

The black and white logo may be applied to solid-coloured backgrounds and images as long as visual integrity is maintained.

Image/movie Logotype Options

Use the option to fill the logotype with images and movies only when used as a stand-alone element on white or black backgrounds.



TEH logotype | Primary, Network



TEH logotype | Events



TEH logotype | Members



TEH logotype | Hubs



TEH logotype | Services



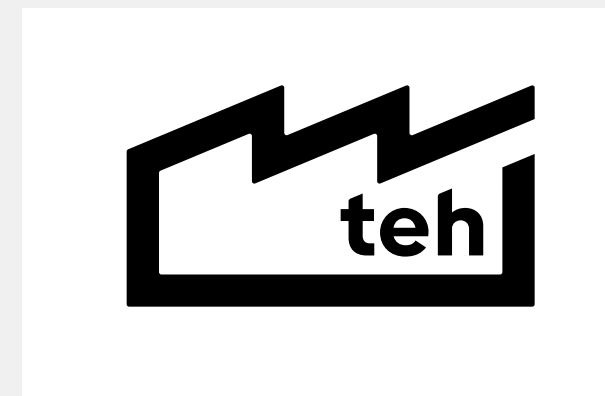
TEH logotype | Resources



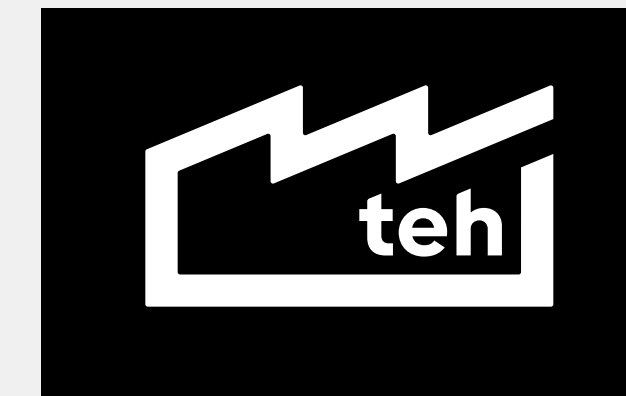
TEH logotype | About Us



TEH logotype | Initiatives



TEH logotype | Black (Positive)



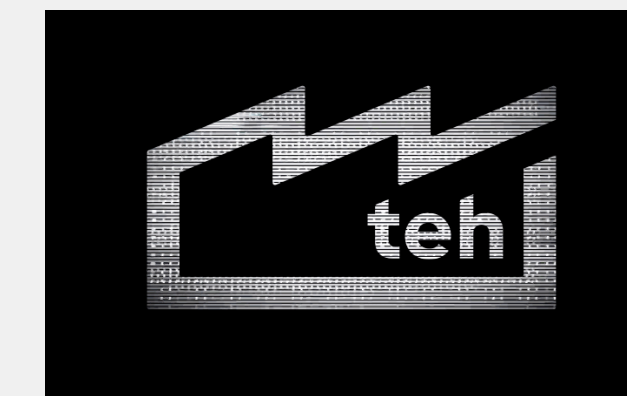
TEH logotype | White (Negative)



TEH logotype | Image (example)



TEH logotype | Image (example)



TEH logotype | movie (example)



TEH logotype | Movie (example)

Exclusion Zone & Minimum Size

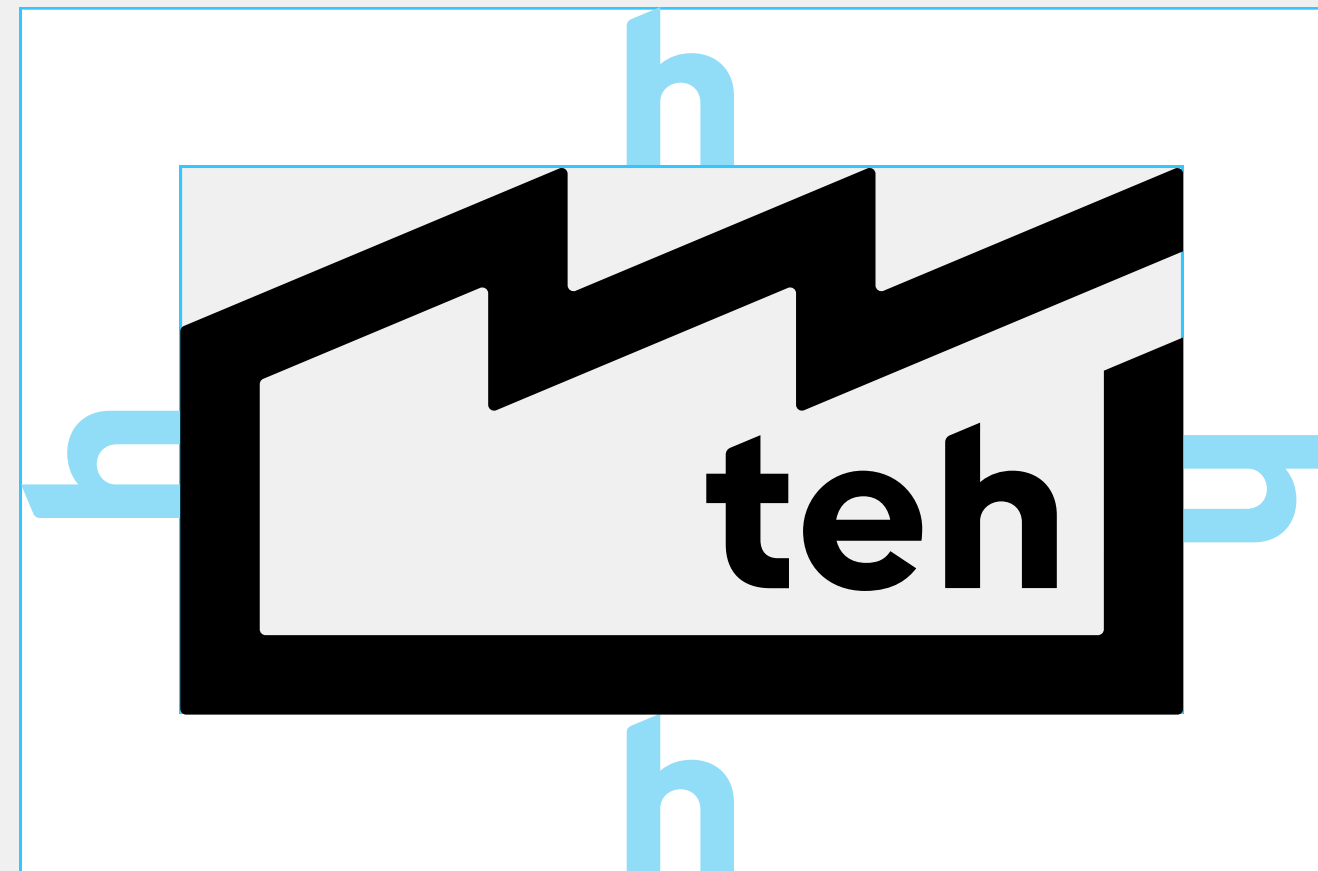
The exclusion zone ensures the legibility and impact of the logotype by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered the minimum safe distance, ensuring the logotype has plenty of room to breathe.

The exclusion zone is equal to the height of the “h” in the lettermark.

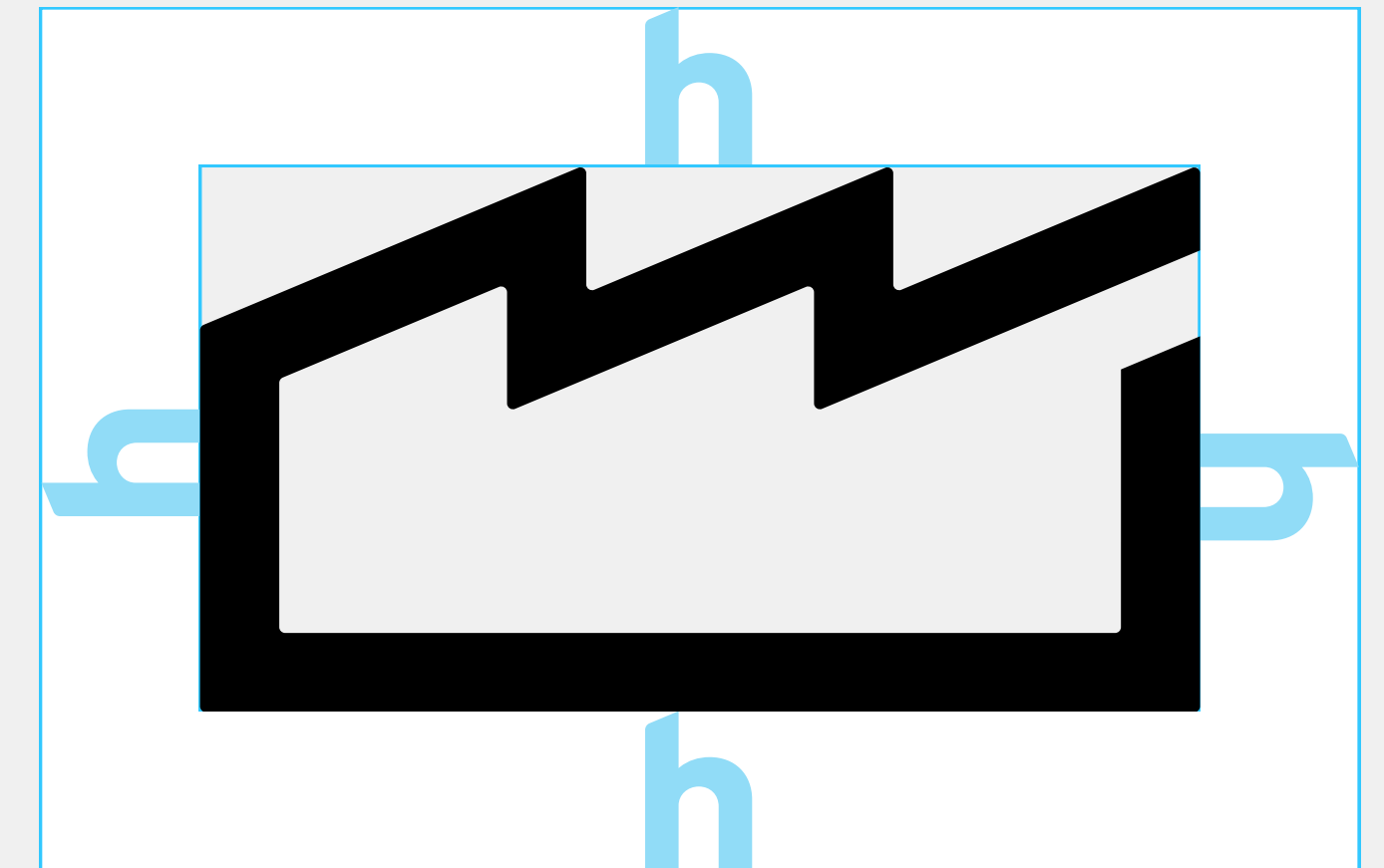
The same exclusion rules apply if you use the Symbol instead of the logotype.

Establishing a minimum size ensures that the impact and legibility of the logotype are not compromised in the application. Use the minimum sizes indicated over the page for small-scale applications of the logotype and Symbol.

Exclusion Zone / Logotype



Exclusion Zone / Symbol



Minimum Size / Logotype



Screen: 60 px / Print: 10 mm

Minimum Size / Symbol



Screen: 30 px / Print: 5 mm

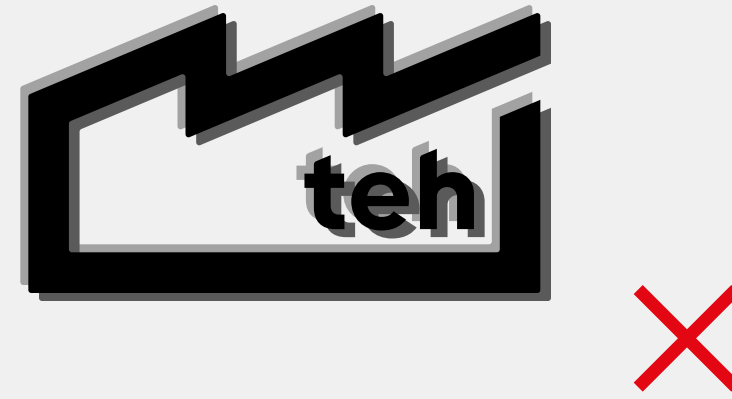
Logotype Misuse

The appearance of the logotype must remain consistent. It should not be misinterpreted, modified, or added to.

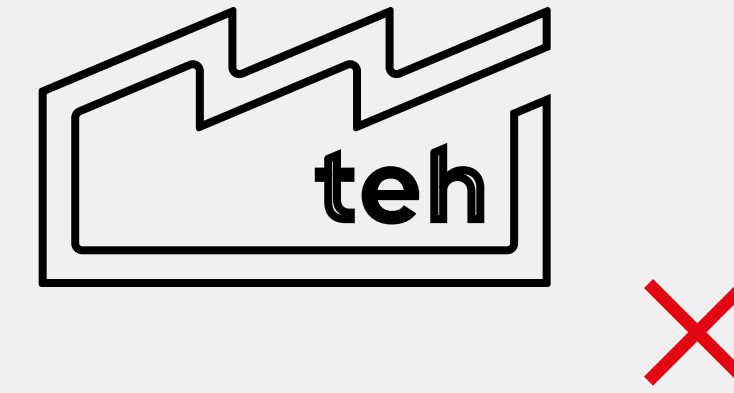
No attempt should be made to alter the logotype in any way. Its orientation, colour and composition should remain as this document indicates – no exceptions exist.

To illustrate this point, some of the more likely mistakes are shown on this page.

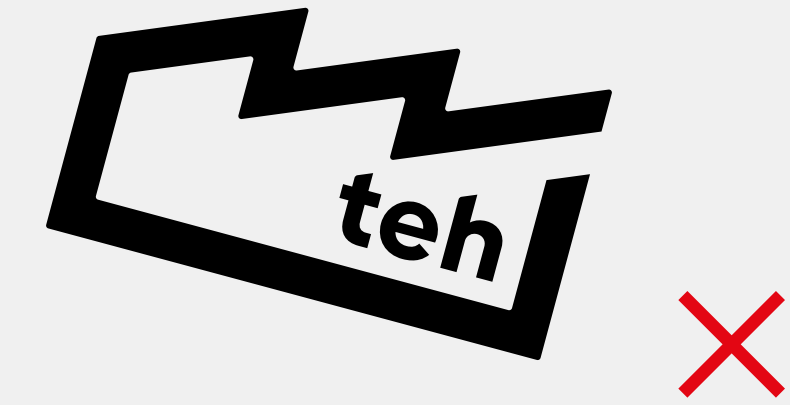
Do not bevel or Emboss the logotype



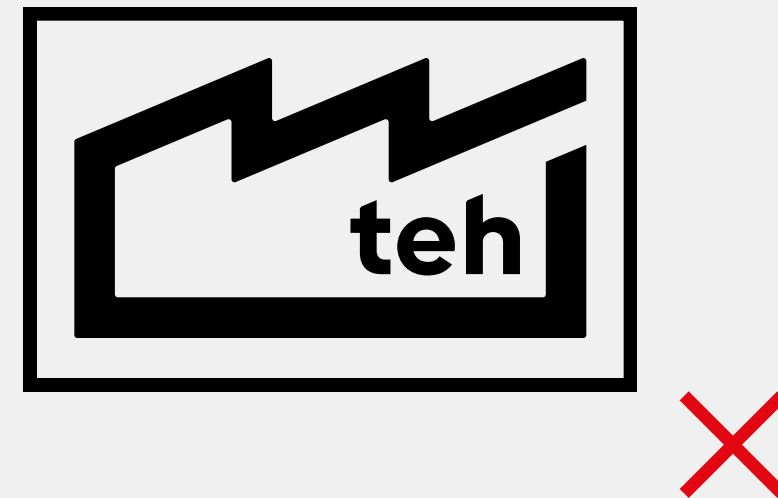
Do not outline the logotype



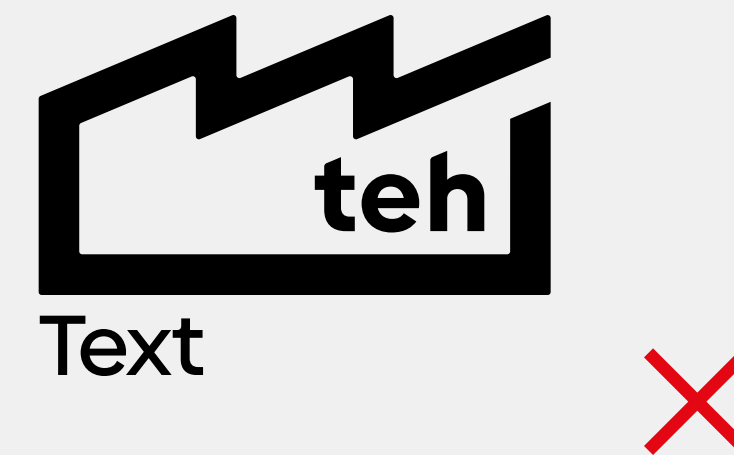
Do not rotate the logo the logotype



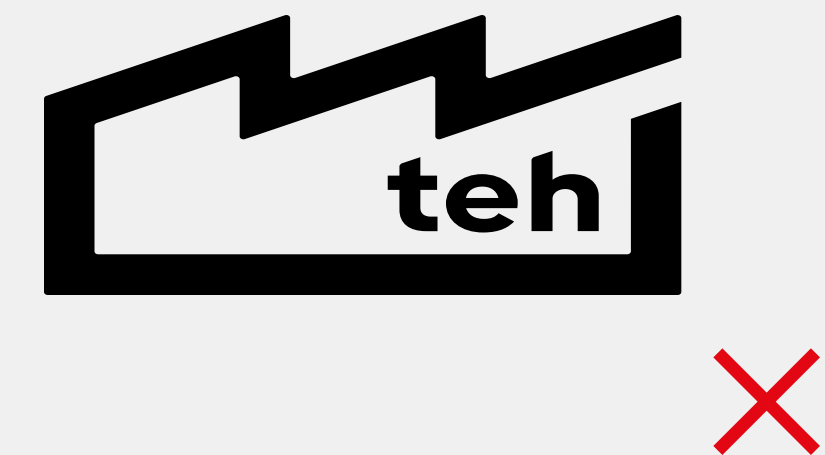
Do not place the the logotype in a holding shape



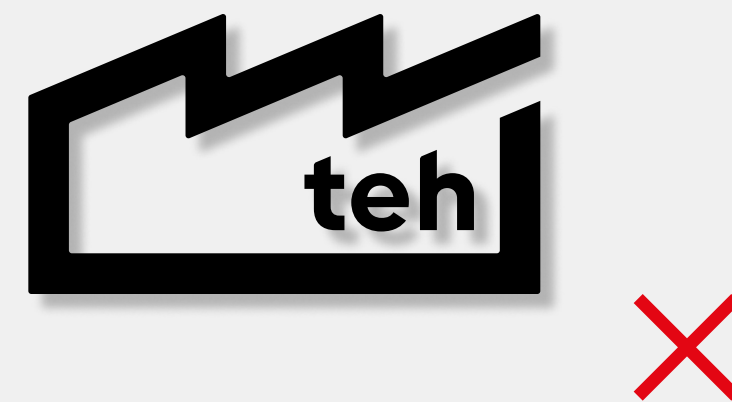
Do not lock up text to the the logotype



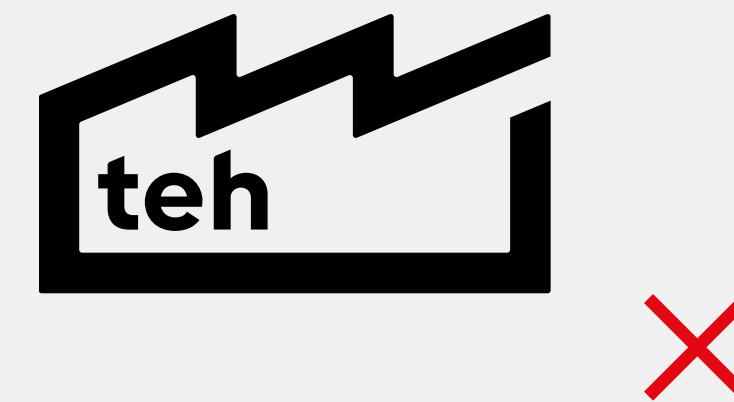
Do not stretch or distort the the logotype



Do not add a drop shadow to the the logotype



Do not rearrange elements in the the logotype



Do not change the relationship of the logotype's components



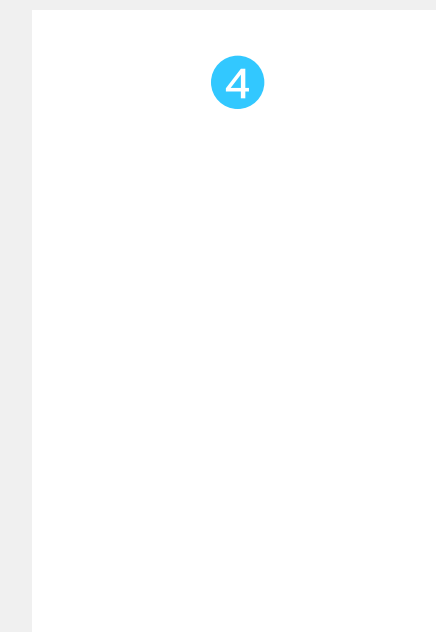
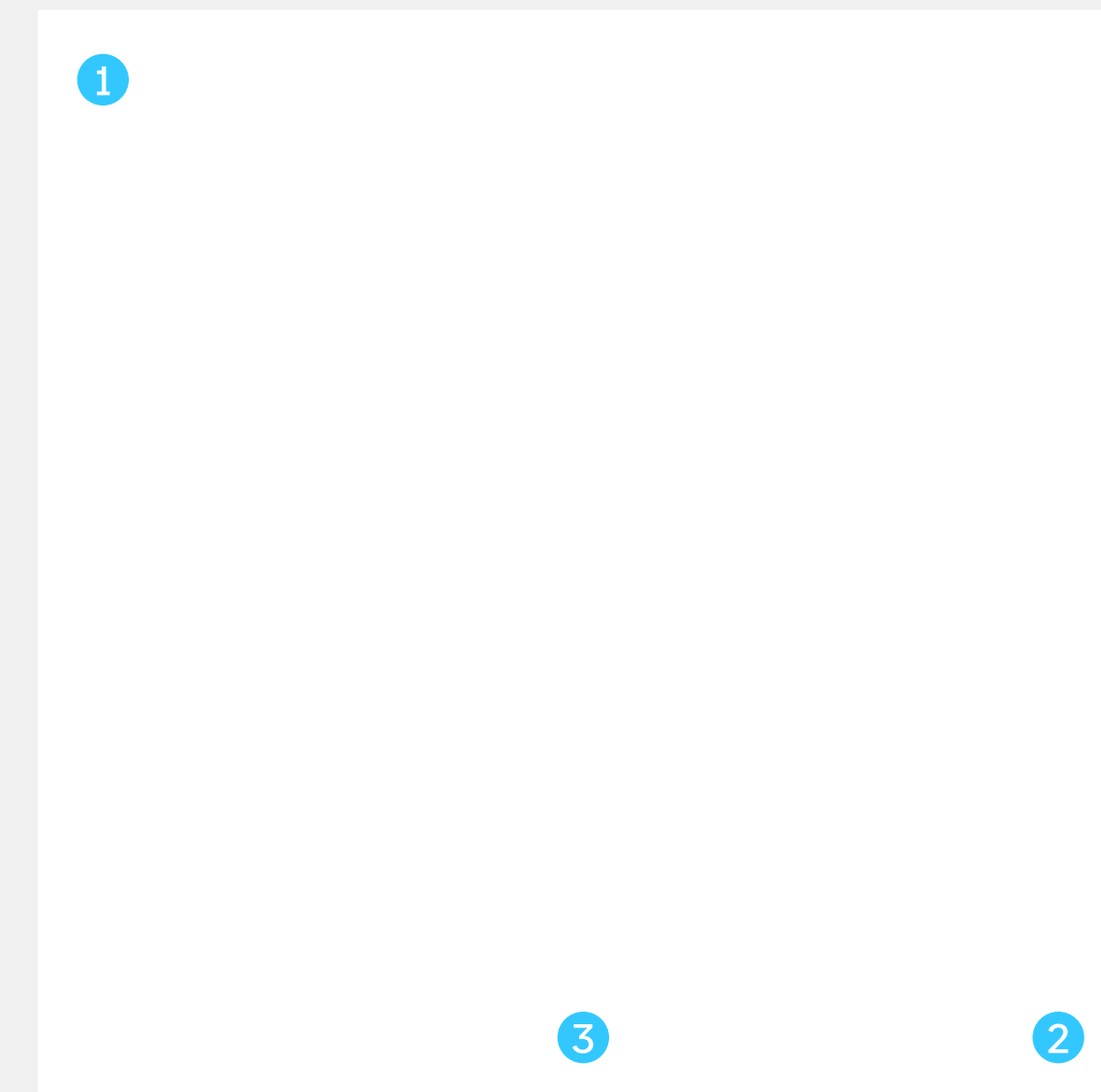
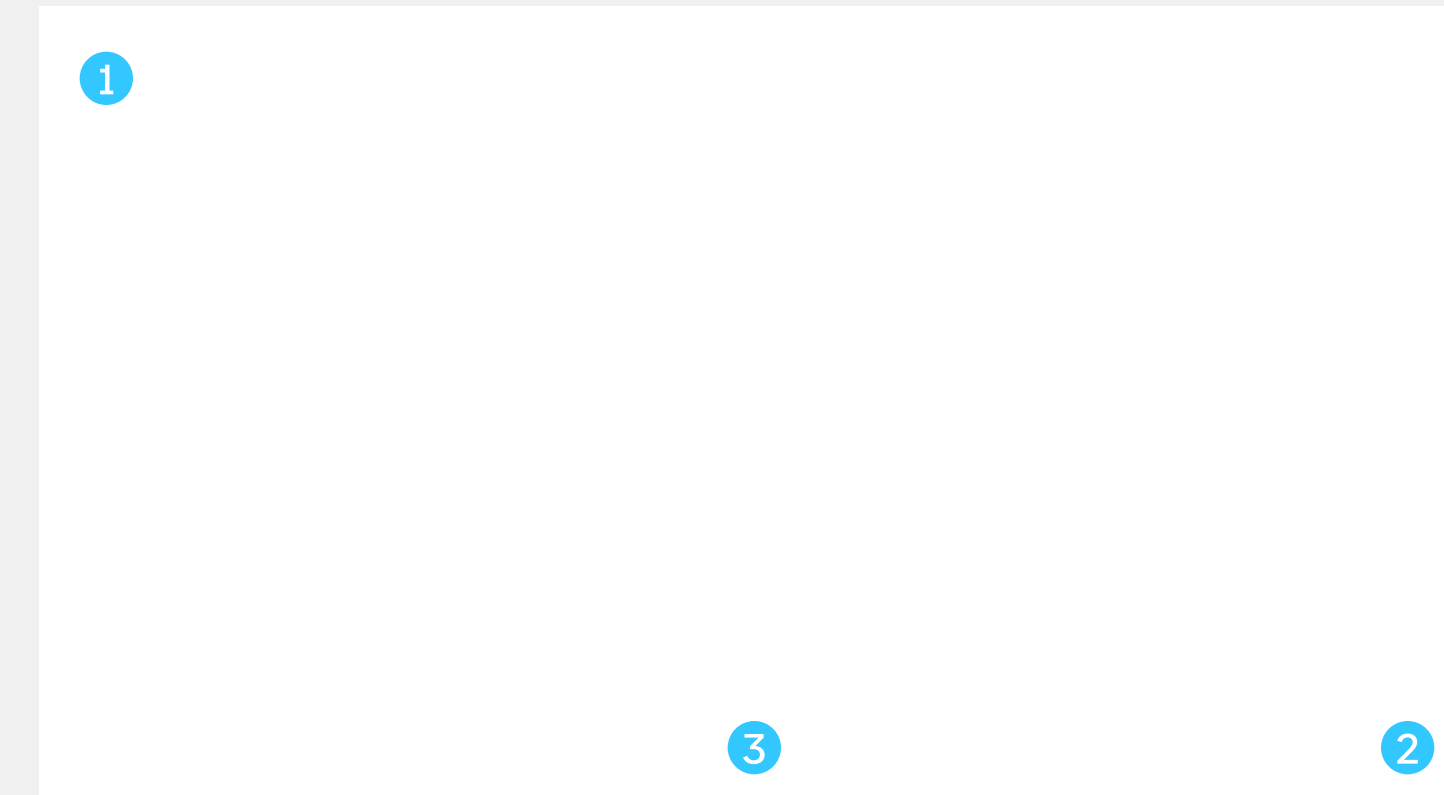
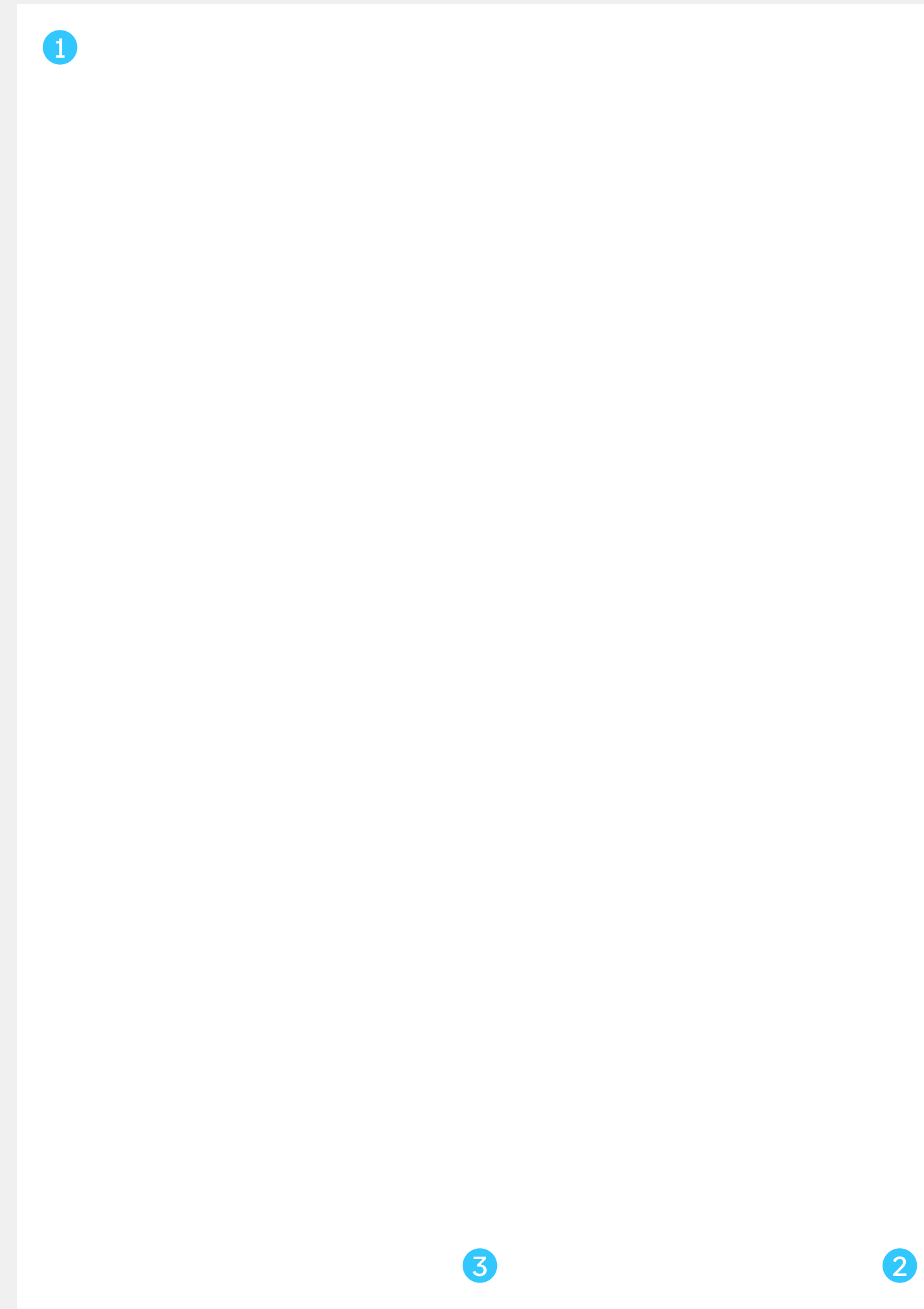
Logotype Placement

Regardless of communication size or dimension, the logotype can only be placed in four locations. This keeps logotype placement simple and consistent while allowing enough flexibility to accommodate our dynamic graphic system. Please remember the logotype exclusion zone.

The TEH logotype should always be placed for maximum legibility.

The placement options are:

1. Top left corner
2. Bottom right corner
3. Bottom centered
4. Top centered (Business card)



Animated Logotype

Our animated logotype can enhance our brand's storytelling by engaging the audience with immersive experiences.

Unlike our static logotype, the animated version can convey dynamic messages through movements and transitions. This approach is efficient in digital spaces where capturing and retaining viewer interest is crucial.



The logotype as a physical object

Our logotype is designed to be easily transformed into a physical object of various sizes. It can be scaled down to fit in the palm of your hand and can be used as a gift for new members or as a trophy to honor outstanding members and centers. Alternatively, it can be produced in a larger format and strategically placed in prominent locations like town squares or old factories, which can potentially turn into new TEH centers.

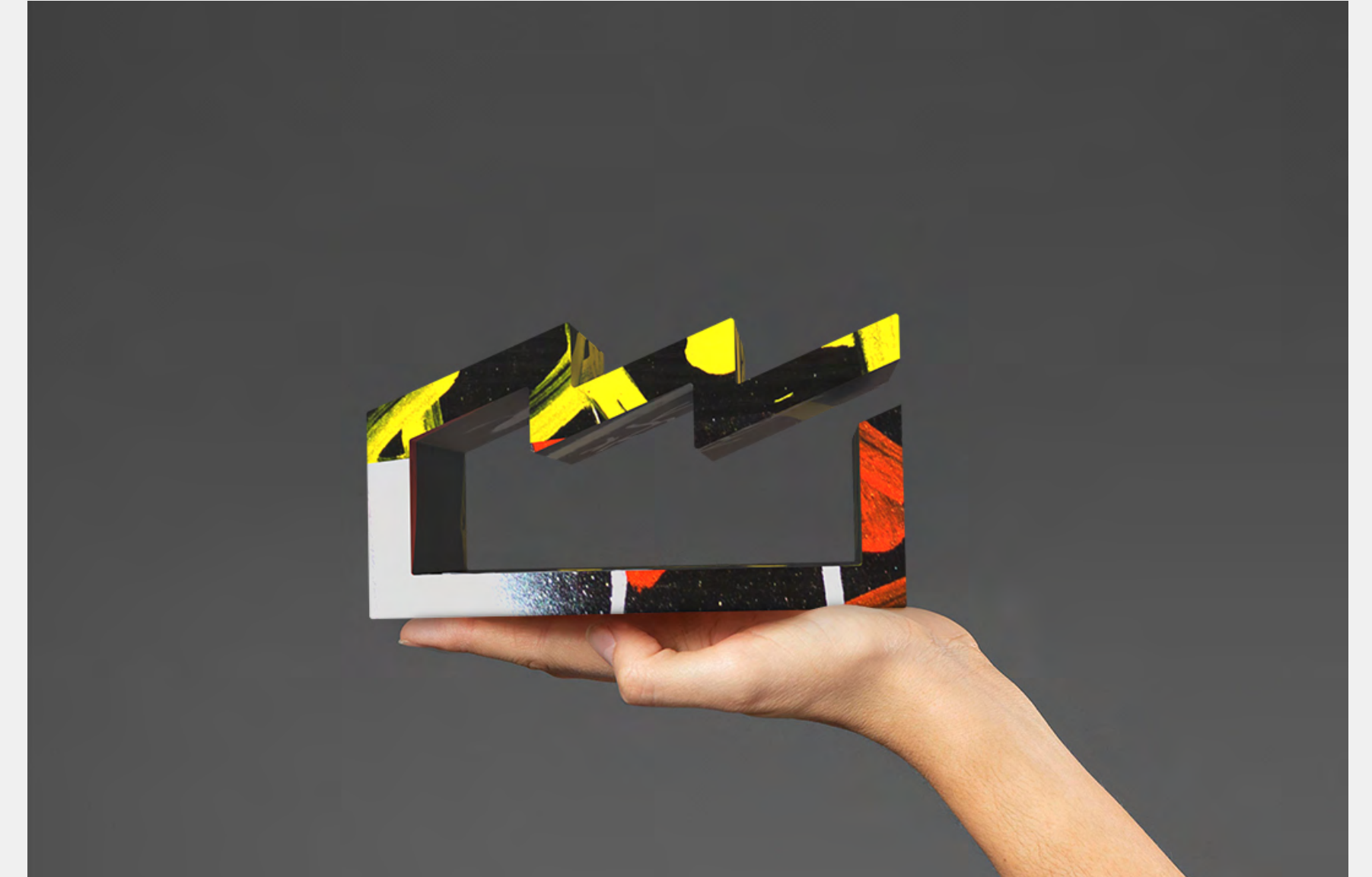
As a tangible item, our logotype is a practical tool to promote and inform people about TEH and its members. Additionally, it allows TEH to gain visibility in unexpected contexts.



The logotype is a canvas

By treating our logo as a canvas, we intentionally open up possibilities to create a unique look while ensuring it remains 100% recognizable due to its distinctive shape.

By allowing creative expressions utilizing various media and colors, we celebrate the diversity and creativity within our network.



Presence

A space for discussions and reflections

The TEH logotype symbolizes both our tangible existence and a collective vision for positive change. It mirrors our members' dedication to repurposing abandoned structures into artistic hubs, rejuvenating overlooked spaces, and positively impacting our cities, neighborhoods, and communities.

By strategically situating the TEH logo in diverse settings, we aim to educate the public and highlight our steadfast commitment to shaping a better world through the intersections of art and community engagement.



Colour

- 3.1 Colour Intro
- 3.2 Primary Colour Palette
- 3.3 Secondary Colour Palette
- 3.4 Colour Usage Examples

3

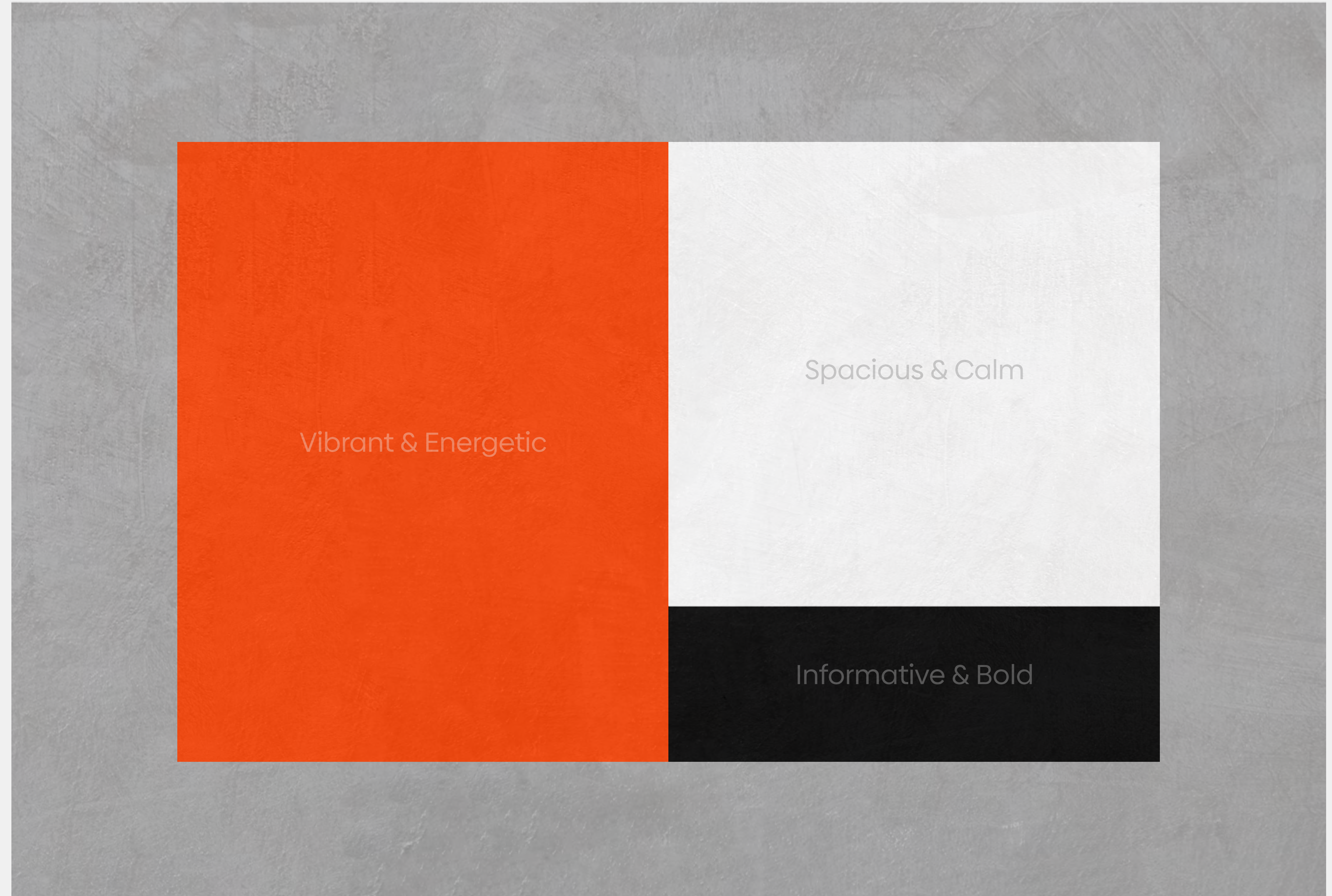


Colour Intro

The colours we choose to represent our brand are crucial in communicating our unique personality and evoking emotional responses. Our primary colour palette, which includes Orange, Black, and White, represents the core identity of our brand. Orange symbolizes the energy, positivity, and passion of our members, while White serves as the perfect canvas, and Black conveys information. These colours are also our preferred background colours.

In addition, our secondary color palette provides flexibility and versatility to enhance our brand's visual language. These colours have been carefully selected to highlight the breadth and diversity of our offerings. The secondary colours should primarily be used for different sections on our website and printed materials.

Both colour palettes should work together harmoniously to convey a unified and compelling brand image.



Primary Colour Palette

Our primary color palette can be expanded with tints when working with graphics such as dividers, diagrams, and backgrounds.

Hexadecimal (Hex) is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and various computing applications to represent colors. These six digits correspond to the colors red, green, and blue.

RGB stands for "red, green, blue." RGB codes should be used when the final product is intended for display or projection on a screen, such as LCDs, CRTs, or plasma displays. Each pixel on the screen is made up of a combination of three colored cells represented by RGB values.

CMYK represents the color values (expressed as percentages) for printed images or text (process colors). CMYK stands for "cyan, magenta, yellow, key," where "key" is another term for black. The four-color printing process combines these four ink colors to reproduce a full range of colors.

Pantone (PMS), which stands for "Pantone Matching System," is a color system frequently used to print decorative (single) colors. A chosen Pantone color can be used for an additional print run to ensure accurate and consistent color representation.

Orange		Black		White	
HEX: FF4000 RGB: 255, 64, 0	CMYK: 0, 83, 100, 0 PANTONE: Orange 21 C	HEX: 000000 RGB: 0, 0, 0	CMYK: 0, 0, 0, 100 PANTONE: Black C		
HEX: FF5B24 RGB: 255, 91, 36	CMYK: 0, 75, 85, 0 PANTONE: 165 C	HEX: 5B5B5B RGB: 91, 91, 91	CMYK: 0, 0, 0, 64 PANTONE: Cool Gray 11 C		
HEX: FF845B RGB: 255, 132, 91	CMYK: 0, 60, 62, 0 PANTONE: 164 C	HEX: 929292 RGB: 146, 146, 146	CMYK: 0, 0, 0, 43 PANTONE: Cool Gray 8 C		
HEX: FFAD92 RGB: 255, 173, 146	CMYK: 0, 42, 40, 0 PANTONE: 1625 C	HEX: _C8C8C8 RGB: 200, 200, 200	CMYK: 0, 0, 0, 22 PANTONE: Cool Gray 8 C		
HEX: FFD6C8 RGB: 255, 214, 200	CMYK: 0, 22, 20, 0 PANTONE: 475 C	HEX: EDEDED RGB: 237, 237, 237	CMYK: 0, 0, 0, 7 PANTONE: –		

Secondary Colour Palette

Secondary colours are a wider range of colours that complement the primary colours. They provide versatility and diversity in TEH's visual identity. Our Secondary colours support the primary palette, offering a more comprehensive range of options for backgrounds, accents, and other design elements.

Our Secondary colours add flexibility to TEH's visual language and can be extended with tints when working with graphics such as dividers, diagrams, and backgrounds. The primary use of these secondary colours should be for different sections on our website and printed materials.

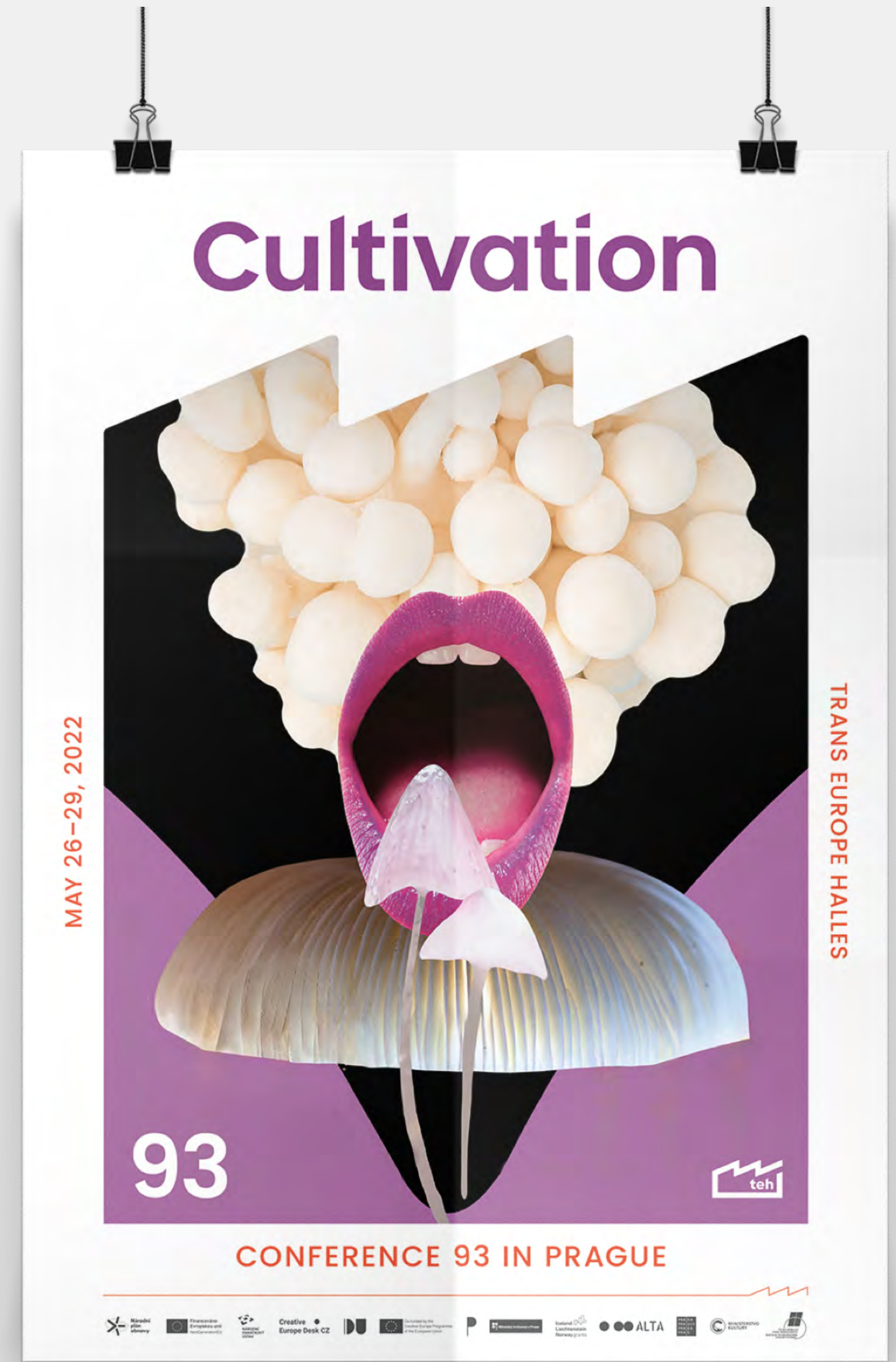
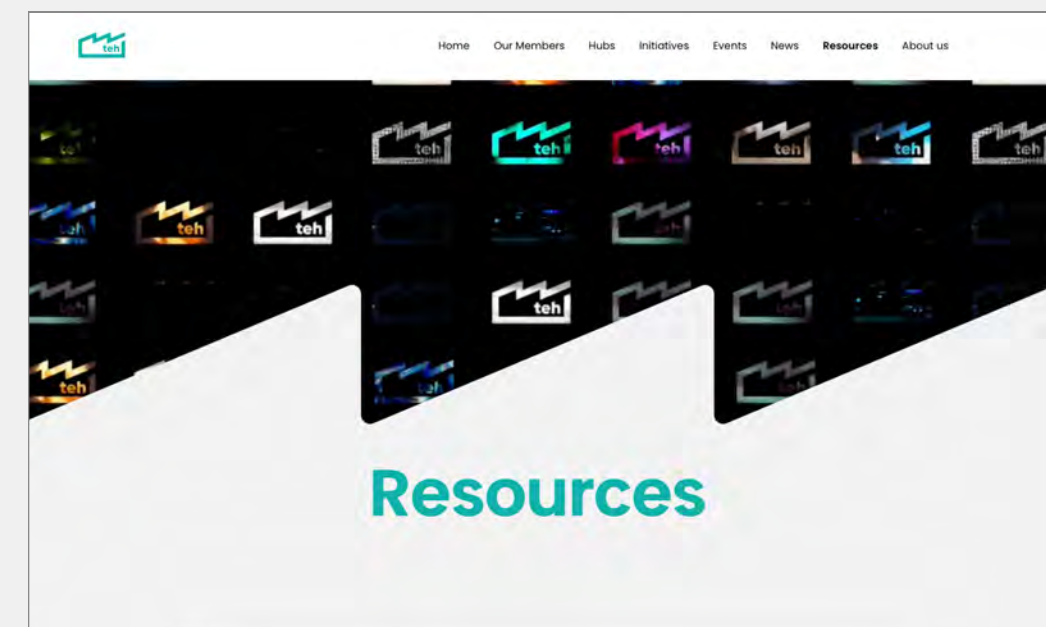
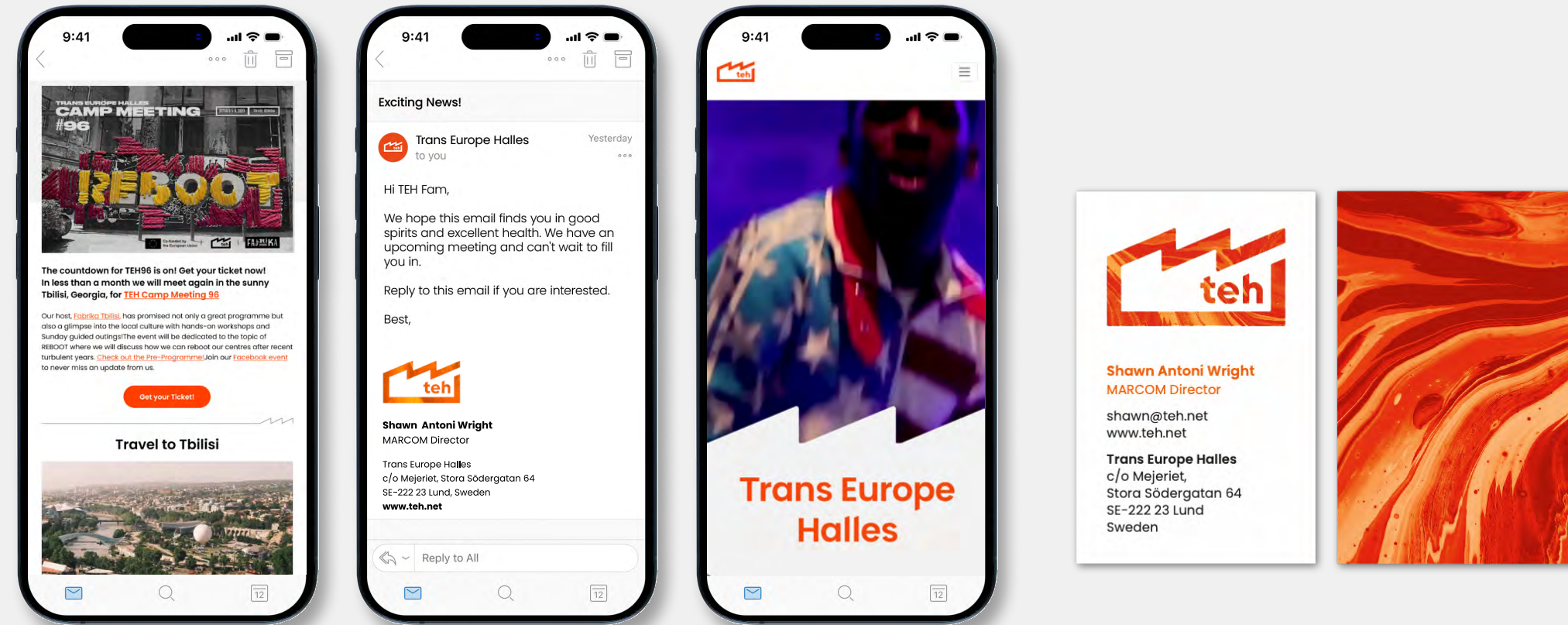
	Events	Members	Hubs	Services	Resources	About us	Initiatives
HEX: E51739	RGB: 229, 23, 57 CMYK: 0, 97, 72, 0 PANTONE: 185 C						
HEX: EB3453	RGB: 235, 52, 83 CMYK: 0, 90, 52, 0 PANTONE: 165 C						
HEX: FF845B	RGB: 255, 132, 91 CMYK: 0, 71, 32, 0 PANTONE: 1787 C						
HEX: F59AA9	RGB: 245, 154, 169 CMYK: 0, 52, 19, 0 PANTONE: 183 C						
HEX: FACCD4	RGB: 250, 204, 212 CMYK: 0, 28, 10, 0 PANTONE: 706 C						
HEX: F7BA0B	RGB: 247, 186, 11 CMYK: 0, 30, 92, 0 PANTONE: 7408 C						
HEX: F9C32F	RGB: 249, 195, 47 CMYK: 0, 25, 87, 0 PANTONE: 123 C						
HEX: FAD263	RGB: 255, 132, 91 CMYK: 0, 18, 69, 0 PANTONE: 164 C						
HEX: FCE197	RGB: 252, 255, 151 CMYK: 0, 11, 50, 0 PANTONE: –						
HEX: FDF0CB	RGB: 253, 240, 203 CMYK: 0, 6, 25, 0 PANTONE: –						
HEX: B229CD	RGB: 178, 41, 205 CMYK: 58, 82, 0, 0 PANTONE: PURPLE C						
HEX: C041D9	RGB: 192, 65, 217 CMYK: 52, 77, 0, 0 PANTONE: 2582 C						
HEX: D071E3	RGB: 208, 113, 227 CMYK: 38, 61, 0, 0 PANTONE: 2375 C						
HEX: E0A0EC	RGB: 224, 160, 236 CMYK: 22, 43, 0, 0 PANTONE: 1625 C						
HEX: EFD0F6	RGB: 239, 208, 246 CMYK: 9, 23, 0, 0 PANTONE: 7436 C						
HEX: 178FE5	RGB: 23, 143, 229 CMYK: 76, 36, 0, 0 PANTONE: 2727 C						
HEX: 349FEB	RGB: 52, 159, 235 CMYK: 71, 26, 0, 0 PANTONE: 279 C						
HEX: 67B7F0	RGB: 103, 183, 240 CMYK: 58, 15, 0, 0 PANTONE: 292 C						
HEX: 9ACFF5	RGB: 154, 207, 245 CMYK: 42, 7, 0, 0 PANTONE: 291 C						
HEX: CCE7FA	RGB: 204, 231, 250 CMYK: 24, 2, 0, 0 PANTONE: 642 C						
HEX: 12B2AA	RGB: 18, 178, 170 CMYK: 74, 0, 40, 0 PANTONE: 326 C						
HEX: 16D9D0	RGB: 22, 217, 208 CMYK: 65, 0, 29, 0 PANTONE: 319 C						
HEX: 46EDE4	RGB: 70, 237, 228 CMYK: 57, 0, 23, 0 PANTONE: 318 C						
HEX: 84F3ED	RGB: 132, 243, 237 CMYK: 45, 0, 17, 0 PANTONE: 317 C						
HEX: C1F9F6	RGB: 193, 249, 246 CMYK: 27, 0, 10, 0 PANTONE: –						
HEX: 19A658	RGB: 25, 166, 88 CMYK: 79, 0, 82, 0 PANTONE: 3405 C						
HEX: 1ECC6D	RGB: 30, 204, 109 CMYK: 69, 0, 73, 0 PANTONE: 7479 C						
HEX: 4BE490	RGB: 75, 228, 144 CMYK: 60, 0, 60, 0 PANTONE: 3385 C						
HEX: 87EDB5	RGB: 135, 237, 181 CMYK: 47, 0, 42, 0 PANTONE: 352 C						
HEX: C3F6DA	RGB: 195, 246, 218 CMYK: 27, 0, 23, 0 PANTONE: –						
HEX: 7CBF39	RGB: 124, 191, 57 CMYK: 57, 0, 92, 0 PANTONE: 361 C						
HEX: 90CC53	RGB: 144, 204, 83 CMYK: 51, 0, 80, 0 PANTONE: 367 C						
HEX: ABD97E	RGB: 171, 217, 126 CMYK: 40, 0, 62, 0 PANTONE: 366 C						
HEX: C7E5A9	RGB: 199, 229, 169 CMYK: 28, 0, 43, 0 PANTONE: 7486 C						
HEX: E3F2D4	RGB: 227, 242, 212 CMYK: 15, 0, 23, 0 PANTONE: –						

Colour Usage Examples

These are some examples of how our colour palette should be used to maintain a consistent look and feel for significant brand initiatives, moments, and campaigns.

It is recommended to separate colours with generous areas of white or black in most cases. Avoid using colours side by side.

In layout, use colour to create a hierarchy and space. For digital interfaces, it is best to use black and white backgrounds as other colours are difficult to consistently combine with the colours used for accent elements such as buttons, dividers, etc.



Typography

- 4.1 Typography Intro
- 4.2 TEH Headline
- 4.3 Secondary Typeface
- 4.4 Secondary Typeface Italic
- 4.5 Keynote/PPT Presentations - Type Hierarchy
- 4.6 Email Newsletter - Type Hierarchy
- 4.7 Digital Hierarchy
- 4.8 Print Long-form hierarchy
- 4.9 Type Misuse
- 4.9 Fill TEH Headline with images

4



Typography Intro

Typography is more than just letters on a page. It is the voice of TEH that guides both us and our audience through a seamless and memorable brand experience.

Our typefaces, spacing, and style create a consistent and compelling visual identity. From headlines that capture attention to the details in body text, typography ensures that every communication reflects TEH's personality and values.

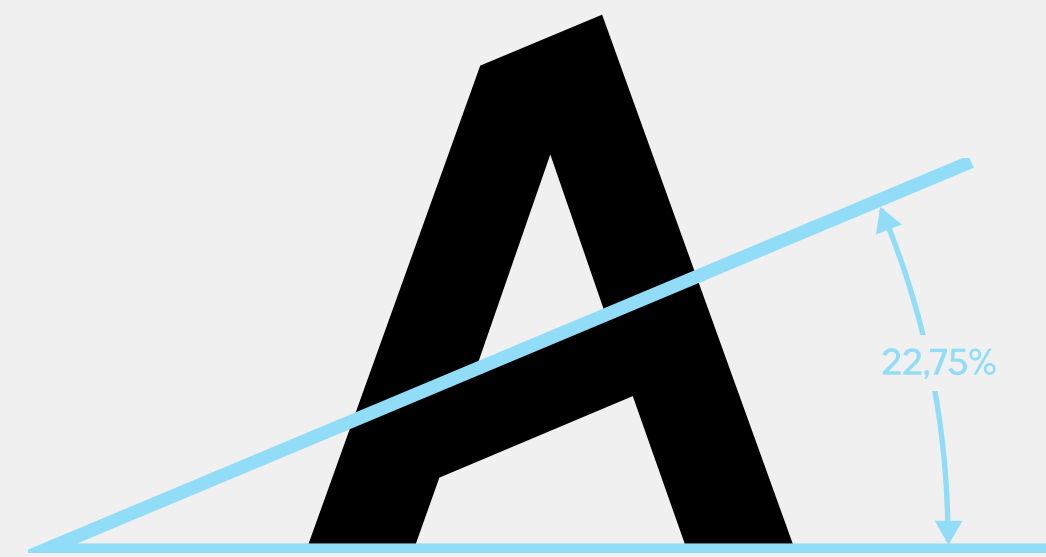
Letters serve as the visual ambassadors of our brand.



TEH Headline

Our custom typeface is what sets us apart from other organizations that use standard fonts. It creates a unique visual identity that gives us a sense of ownership and exclusivity, making it a distinctive element of our network.

Our TEH Headline font is ideal for large headlines and displays on social media, posters, brochures, and presentations.



The Logo

Graphic Device

TEH Headline



TEH Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)

Secondary Typeface

Our secondary typeface, Poppins, is used to complement TEH Headline. It helps to distinguish different sections or messages in all our communications and is easy to read for written copy.

It is important to follow the guidelines for line height, tracking, and text arrangement specified in this document to ensure consistency in our brand.

Poppins Semi Bold

Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)**

Poppins Medium

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)**

Poppins Regular

Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)**

Poppins Light

Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)**

Secondary Typeface Italic

Using italic versions of certain words or phrases can add emphasis, clarity, or visual interest to your text. Therefore, it is recommended that you use them as a complement to your regular text.

Poppins Semi Bold Italic

***Semi Bold
Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)***

Poppins Medium Italic

***Medium
Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)***

Poppins Italic

Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)***

Poppins Light Italic

***Light
Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890.,:;- (!?&)***

Keynote/PPT Presentations – Type Hierarchy

Attention should be given to the written copy. Ensuring legibility as well as visual attraction.

To create a clear hierarchy it is important that we ensure size differences between different kinds of information. Using less sizes creates a more distinct impression.

1. TEH Headline

Size: 72pt
Leading: 82pt
Tracking: Oem

2. Poppins Light

Size: 36pt
Leading: 54pt
Tracking: Oem

3. TEH Headline

Size: 44pt
Leading: 62pt
Tracking: Oem

4. Poppins Light

Size: 28pt,
Leading: 42pt
Tracking: Oem

5. Poppins Semi Bold

Size: 25pt
Leading: 36pt
Tracking: Oem

6. Poppins Light

Size: 20pt
Leading: 30pt
Tracking: Oem

1 Headline

TEH is building bridges and connecting people through cultural exchange and understanding between countries and regions. As a network, we achieve more than we would be able to do individually by pooling our resources, skills, and knowledge and leveraging each member's strengths.

3 Subtitle

TEH is building bridges and connecting people through cultural exchange and understanding between countries and regions. As a network, we achieve more than we would be able to do individually by pooling our resources.

TEH is building bridges and connecting people through cultural exchange and understanding between countries and regions. As a network, we achieve more than we would be able to do individually by pooling our resources.

5 Headline

TEH is building bridges and connecting people through cultural exchange and understanding between countries and regions. As a network, we achieve more than we would be able to do individually by pooling our resources and skills.

Headline

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Headline

TEH is building bridges and connecting people through cultural exchange and understanding between countries and regions. As a network, we achieve more than we would be able to do individually by pooling our resources and skills.

Email Newsletter

This is an example of creating a hierarchy of information in various applications that use short or long-form copy, such as newsletters, ads, and banners.

Brand Guidelines

1. TEH Headline

Size: 76pt
 Leading: 60pt
 Tracking: Oem

2. Poppins Medium

Size: 16pt
 Leading: 24pt
 Tracking: Oem

3. Poppins Semi Bold

Size: 32pt
 Leading: 40pt
 Tracking: Oem

4. Poppins Semi Bold

Size: 20pt,
 Leading: 28pt
 Tracking: Oem

5. Poppins Regular

Size: 16pt
 Leading: 24pt
 Tracking: Oem

6. Poppins Semi Bold

Size: 16pt,
 Tracking: Oem


1

Newsletter

2 Internal Newsletter from Trans Europe Halles

3

TEH 96 – Brace yourselves for the Georgian sun!



4

The countdown for TEH96 is on! Get your ticket now! In less than a month we will meet again in the sunny Tbilisi, Georgia, for TEH Camp Meeting 96


5

Our host, [Fabrika Tbilisi](#), has promised not only a great programme but also a glimpse into the local culture with hands-on workshops and Sunday guided outings! The event will be dedicated to the topic of REBOOT where we will discuss how we can reboot our centres after recent turbulent years. [Check out the Pre-Programme!](#) Join our [Facebook event](#) to never miss an update from us.

6

[Get your Ticket!](#)


Example



Newsletter

Internal Newsletter from Trans Europe Halles

TEH 96 – Brace yourselves for the Georgian sun!



The countdown for TEH96 is on! Get your ticket now! In less than a month we will meet again in the sunny Tbilisi, Georgia, for [TEH Camp Meeting 96](#)

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[Get your Ticket!](#)

Digital Hierarchy

This is an example of using TEH Headline and Poppins to create a hierarchy of information on social media.

Brand Guidelines

Digital Hierarchy

1. Poppins Medium
Size: 32pt,
Tracking: 5%
Leading: 100pt

2. TEH Headline
Size: 84pt,
Tracking: 0%
Leading: 100pt

3. Poppins Medium
Size: 32pt,
Tracking: 5%
Leading: 100pt

4. TEH Headline
Size: 84pt,
Tracking: 0em
Leading: 100pt

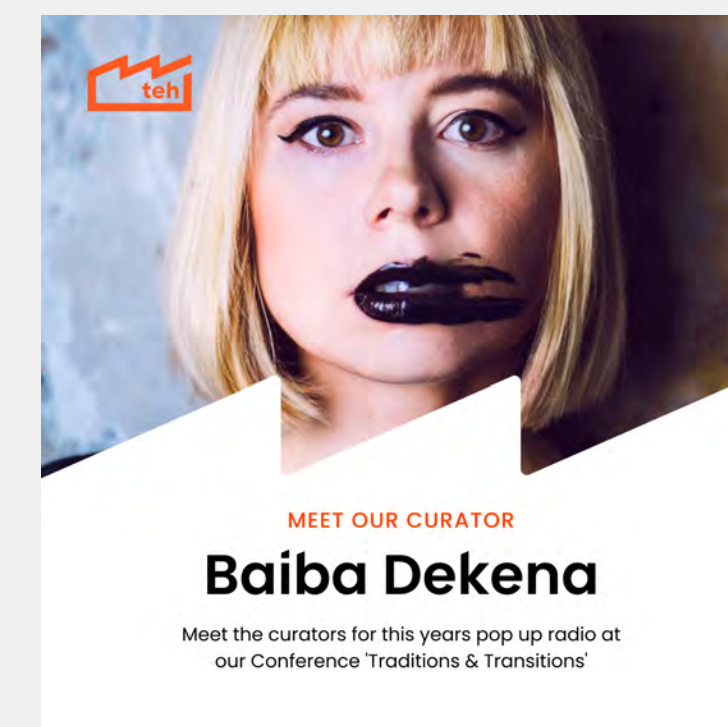
5. Poppins Regular
Size: 28pt,
Tracking: 0%
Leading: 40pt

1 **TRANS EUROPE HALLES**
2 **Admin and Logistics Secretary needed**

3 **MEET OUR CURATOR**
4 **Baiba Dekena**

5 Meet the curators for this years pop up radio at our Conference 'Traditions & Transitions'

Examples



Print Long-form Hierarchy

This is an example of using TEH Headline and Poppins in printed materials such as magazines, brochures, and leaflets.

Brand Guidelines

1. Poppins Medium

Size: 20pt
Tracking: 75em
Leading: 64pt

2. TEH Headline

Size: 56pt,
Tracking: 0em
Leading: 60pt

3. Poppins Semi Bold

Size: 12pt,
Tracking: 0em
Leading: 20pt

4. Poppins Medium

Size: 12pt,
Tracking: 0em
Leading: 20pt

5. Poppins Regular

Size: 10pt,
Tracking: 0em
Leading: 16pt

6. Poppins Semi Bold

Size: 10pt,
Tracking: 0em
Leading: 16pt

7. Poppins Regular

8. Poppins Medium
Size: 8pt,
Tracking: 75em

1

ABOUT

2

Trans Europe Halles

3

As one of Europe’s oldest and largest networks, Trans Europe Halles (TEH) has gained invaluable insight into the experiences of cultural workers in the work-place over the years. From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

4

Over the last five years, we have organised various activities designed to promote well-being among our members. One successful activity was **The Penguin Project** – Enabling Cultural Workers to Build Sustainable Working Environments, organised by TEH member Die Bäckerei and the TEH coordination office.

5

This was followed up by the **Train the Trainer** programme, in which cultural workers were guided for a year to develop new strategies to help understand their motivations, context and ability to shape their working culture towards a more equitable and rewarding relationship of mutual growth. We addresses these needs.

TEH is also involved in is the **Culture for Health** project, where we explore how our wellbeing is actually benefitting from experiencing and producing culture – by looking at the relationship between health, arts and culture. Culture For Health responds to the objective of the Preparatory Action – Bottom-Up Policy Development for Culture & Well-being in the European Union (EU). This action was designed to facilitate the exchange of knowledge, experience and success stories in the EU related to the role of culture for wellbeing and health, to map the most relevant existing practices, to carry out work on the ground and to provide policy recommendations on the topic. Read more about the project here.

7

8

Example



As one of Europe’s oldest and largest networks, Trans Europe Halles (TEH) has gained invaluable insight into the experiences of cultural workers in the work-place over the years. From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

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Type Misuse

It is essential to use good typography in all our communication, whether internal or external. When using our typefaces, it is recommended to avoid the following mistakes.

Do not stretch or distort type



From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

Do not outline text



From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

Do not kern too tightly



From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

Do not tighten tracking or leading too tightly



From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

Do not justify paragraphs



From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

Do not use fonts outside of approved brand fonts



From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

Fill TEH Headline with images

TEH Headline can literally serve as the visual ambassador of our brand.

By filling our headline with videos and images we get a dynamic expression and an extra dimension.

**Together we are
Trans Europe Halles**

**Together we are
Trans Europe Halles**

**Together we are
Trans Europe Halles**

Imagery

- 5.1 Vivid People, Colours & Textures
- 5.2 TEH Editorial Intro
- 5.3 TEH Editorial Examples
- 5.4 Members & Network, Intro
- 5.5 Members & Network, Examples
- 5.6 Vivid People Intro
- 5.7 Vivid People Examples
- 5.8 Events & Performances Intro
- 5.9 Events & Performances Examples
- 5.10 Abstracts & Textures Intro
- 5.11 Abstracts & Textures Examples
- 5.12 Glitch Effects Intro
- 5.13 Glitch Effects Examples
- 5.14 Illustrations Intro
- 5.15 Illustrations Examples

5



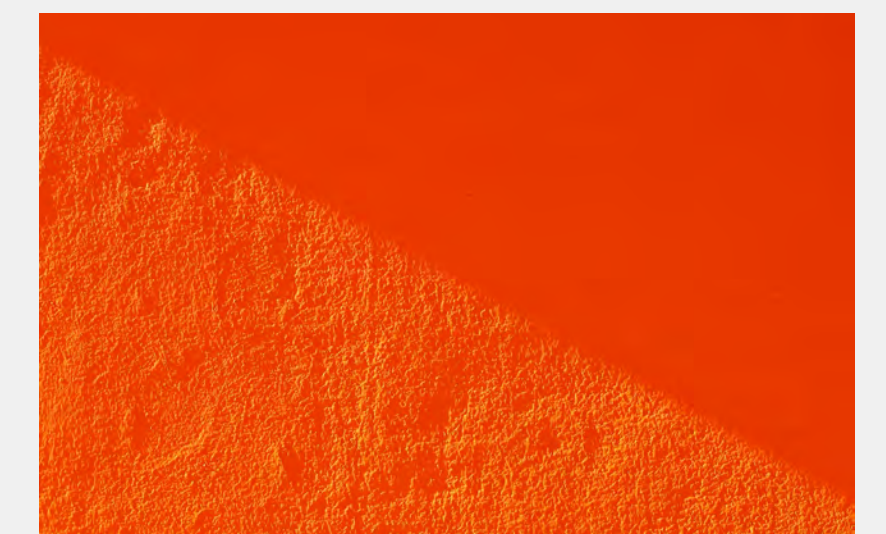
Vivid People, Colours & Textures

This chapter explains how we use our unique imagery style to establish a strong brand identity for our organization.

We understand that videos and images have the power to evoke emotions, convey stories, and create a lasting impact on people. Therefore, by adopting a specific style for our visual content, we can elicit particular emotions that resonate with our target audience and strengthen our emotional connection.

Our videos and photography focus on storytelling, personality, and attitude that helps us create a relatable brand image.

To showcase the diversity and multitude of individuals within the TEH network, we have a wide range of videos and images that represent the different faces of our organization.



TEH Editorial Intro

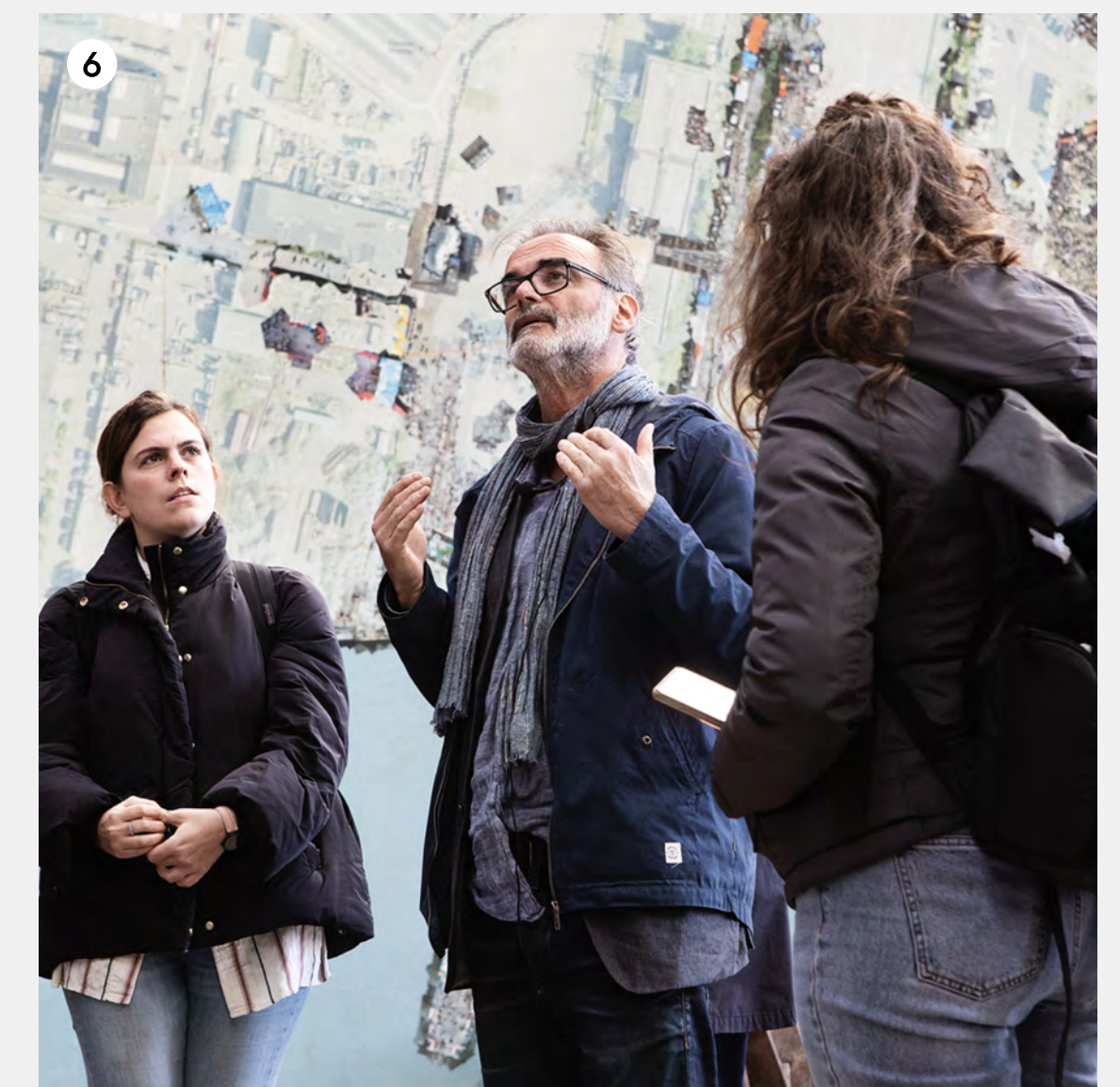
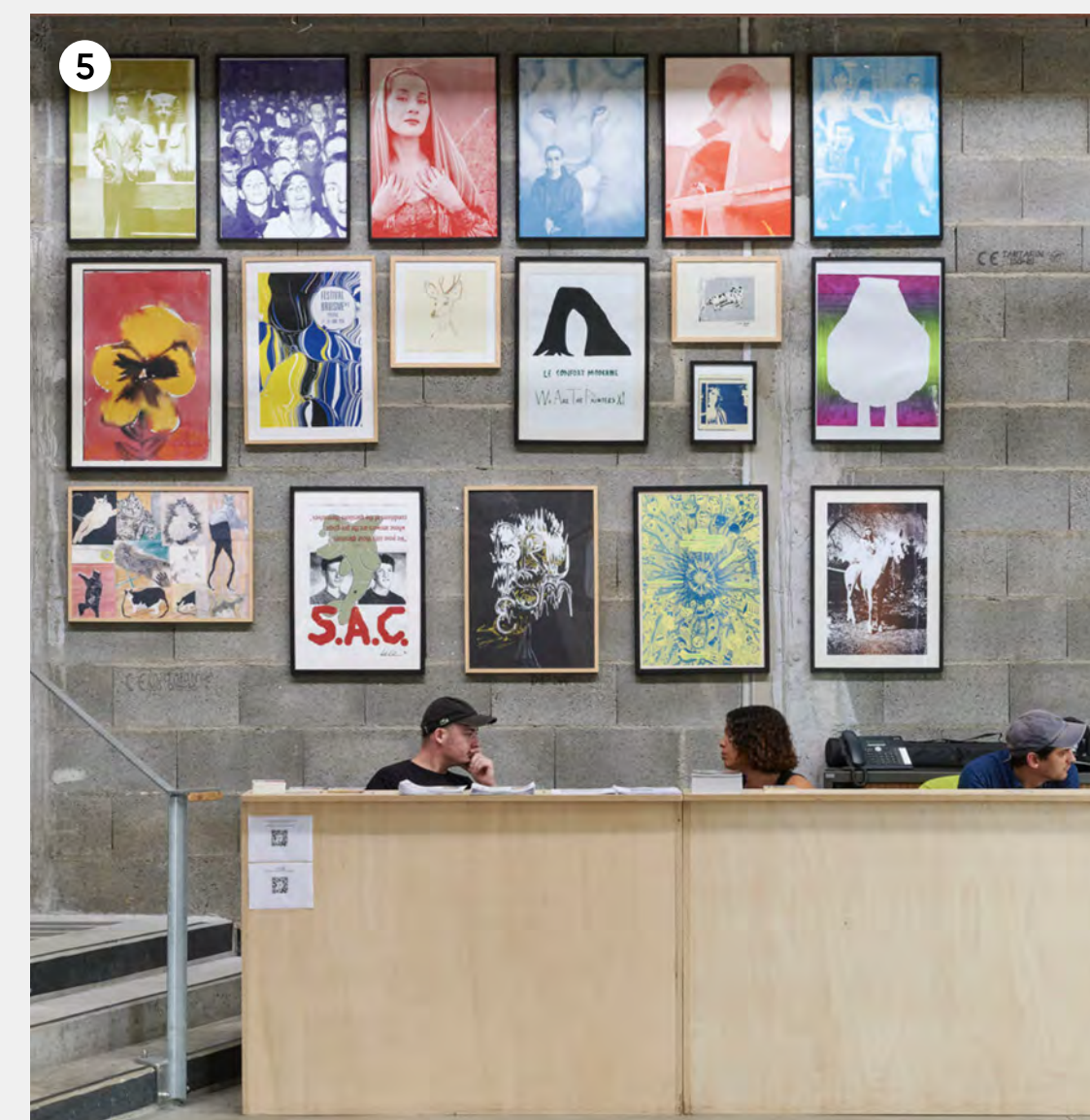
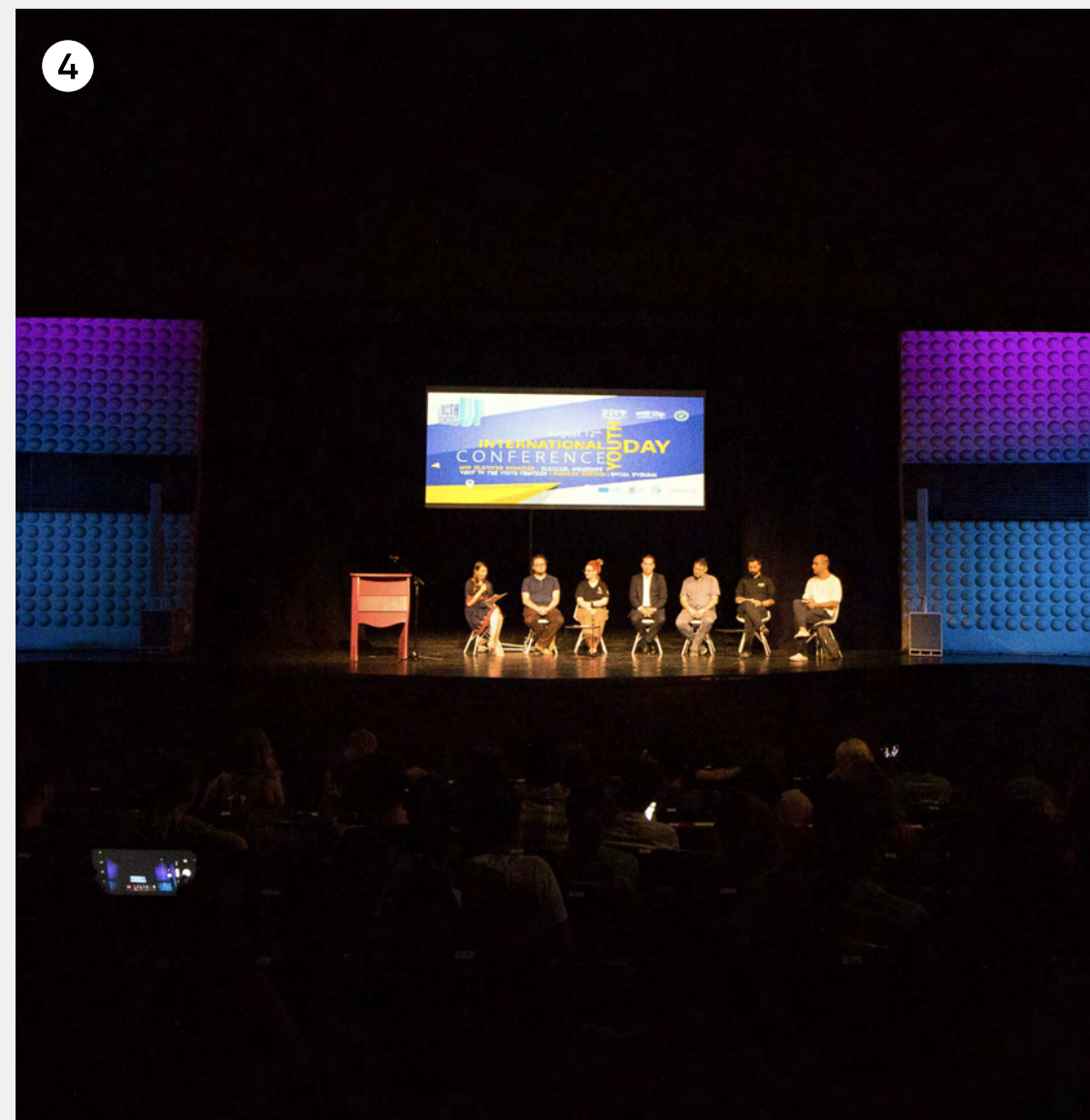
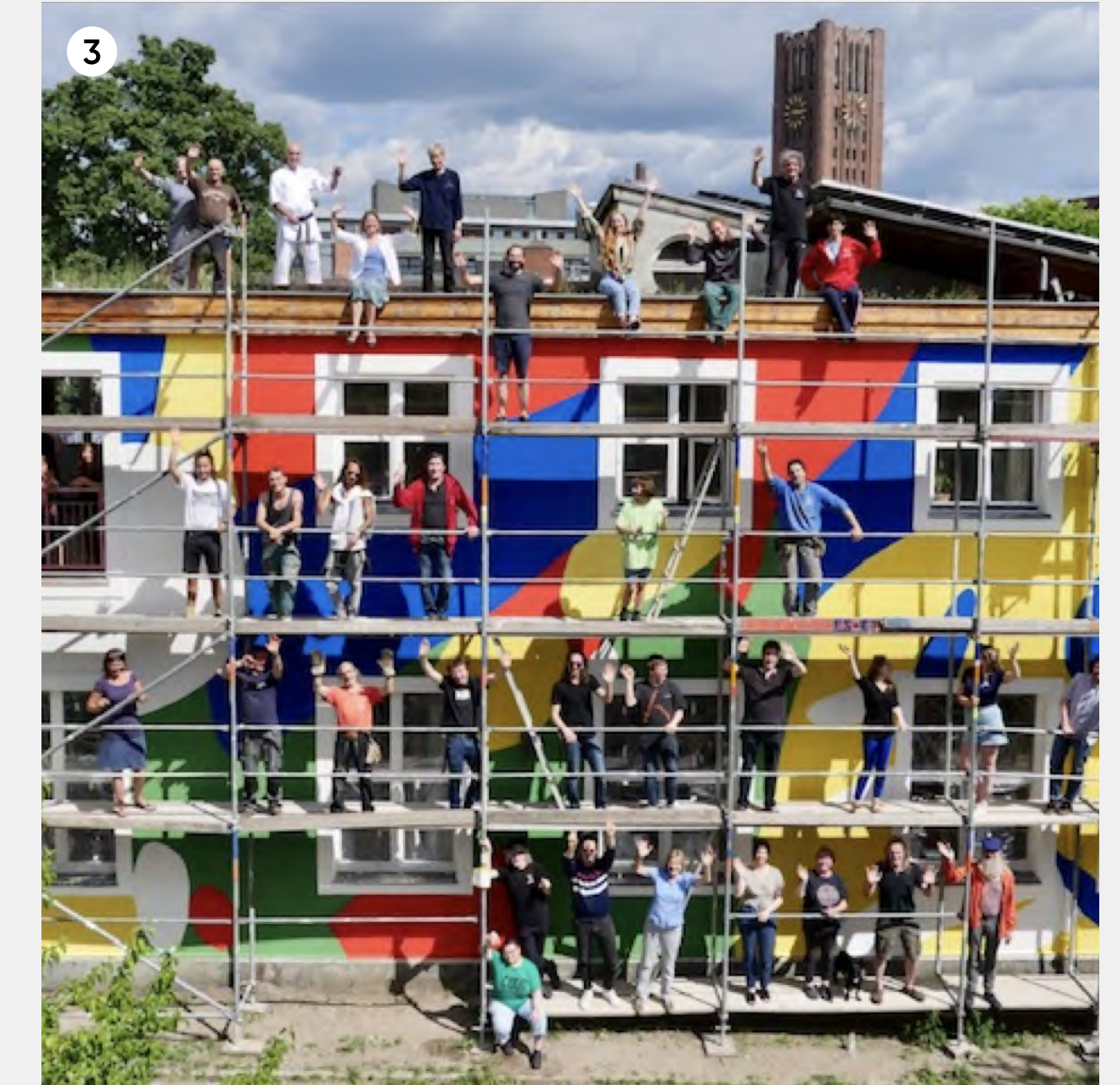
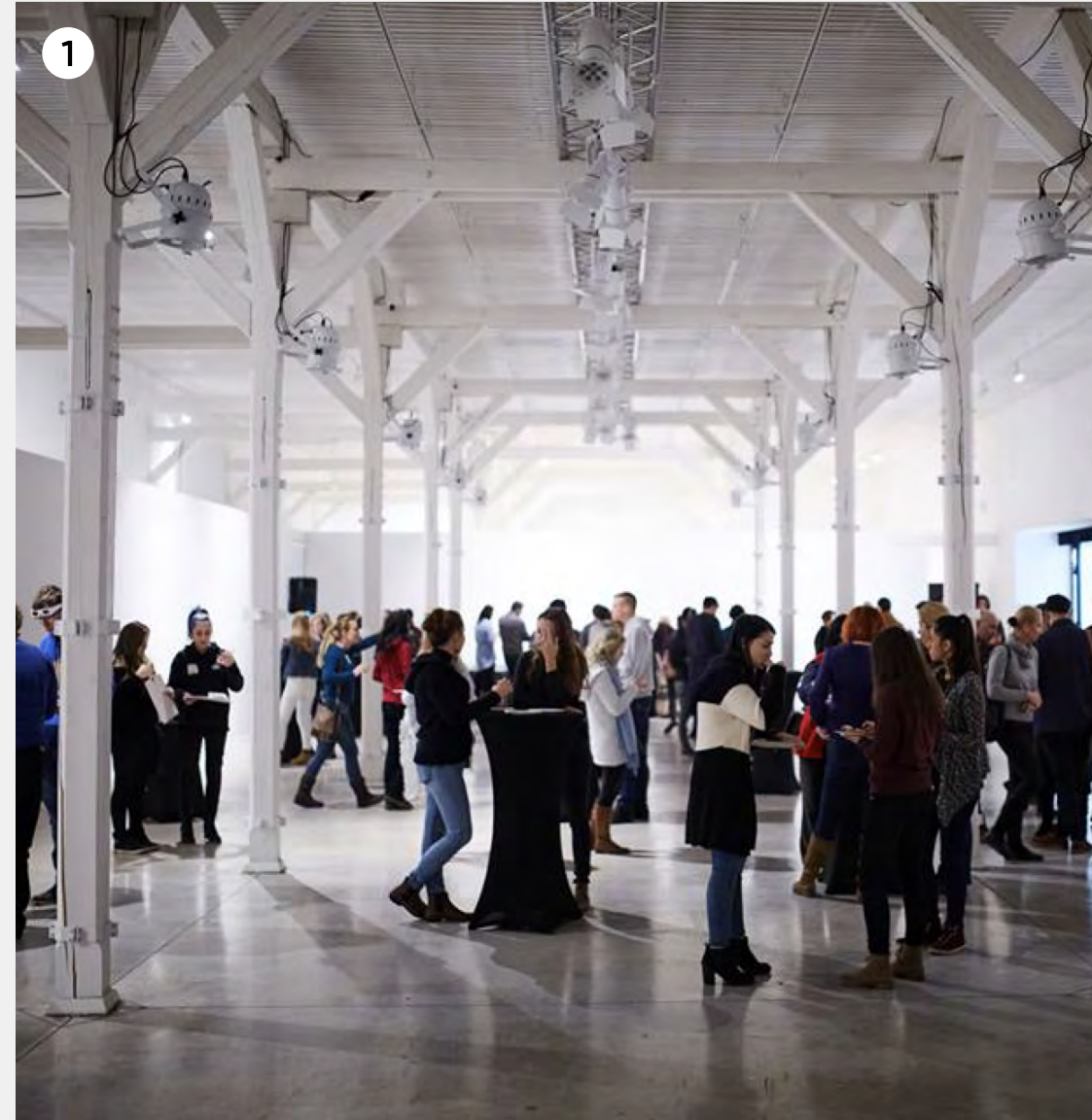
Our editorial videos and photos have a broader focus, emphasizing TEH rather than individual members. They are typically featured alongside written content in news articles, social media, or magazines, aiming to enhance and complement the text by providing visual support to the story or information.

The editorial imagery style is designed to ensure relevance and align with the tone and context of the platform, effectively engaging our audience. For all editorial content, it is essential to use unique photos captured by professional photographers or our members exclusively.



TEH Editorial Examples

1. When documenting meetings and gatherings, we aim to encapsulate the atmosphere and interactions among people and showcase the venue
2. Always document specific activities from our meetings to show diversity and give every gathering a unique touch.
3. Be sure always to show our community and tight bands, which are one of our substantial assets.
4. Our goal with filming or taking photos during presentations, lectures, and panel discussions is to capture the essence of the moment as well as the subject and the location. We strive to capture the atmosphere of the venue, and the details that make each event unique.
5. Depicting our members within their unique surroundings is essential when emphasizing specific locations.
6. When portraying our members in various contexts, strive to discover unique and exciting perspectives.



Members & Network, Intro

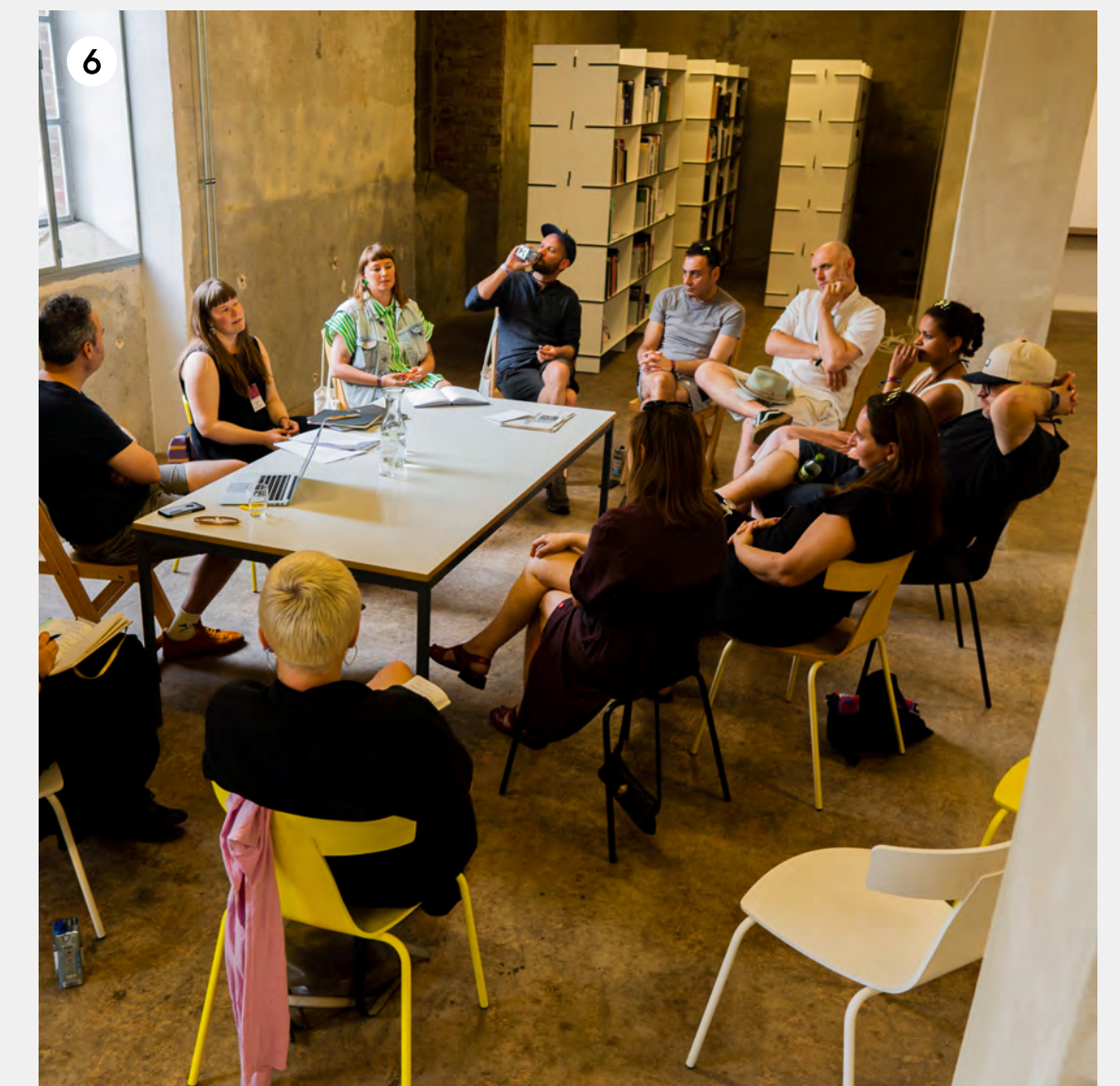
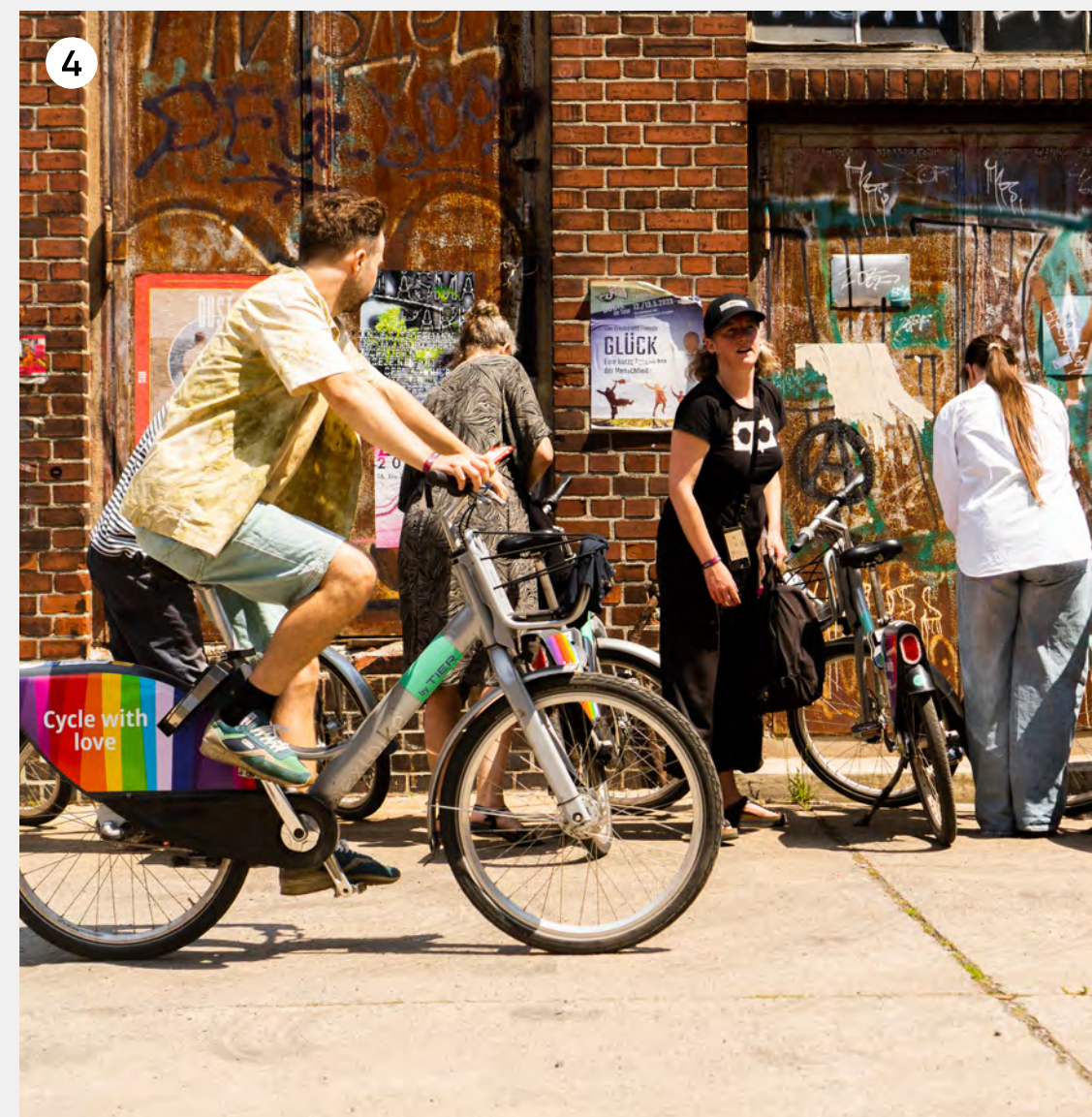
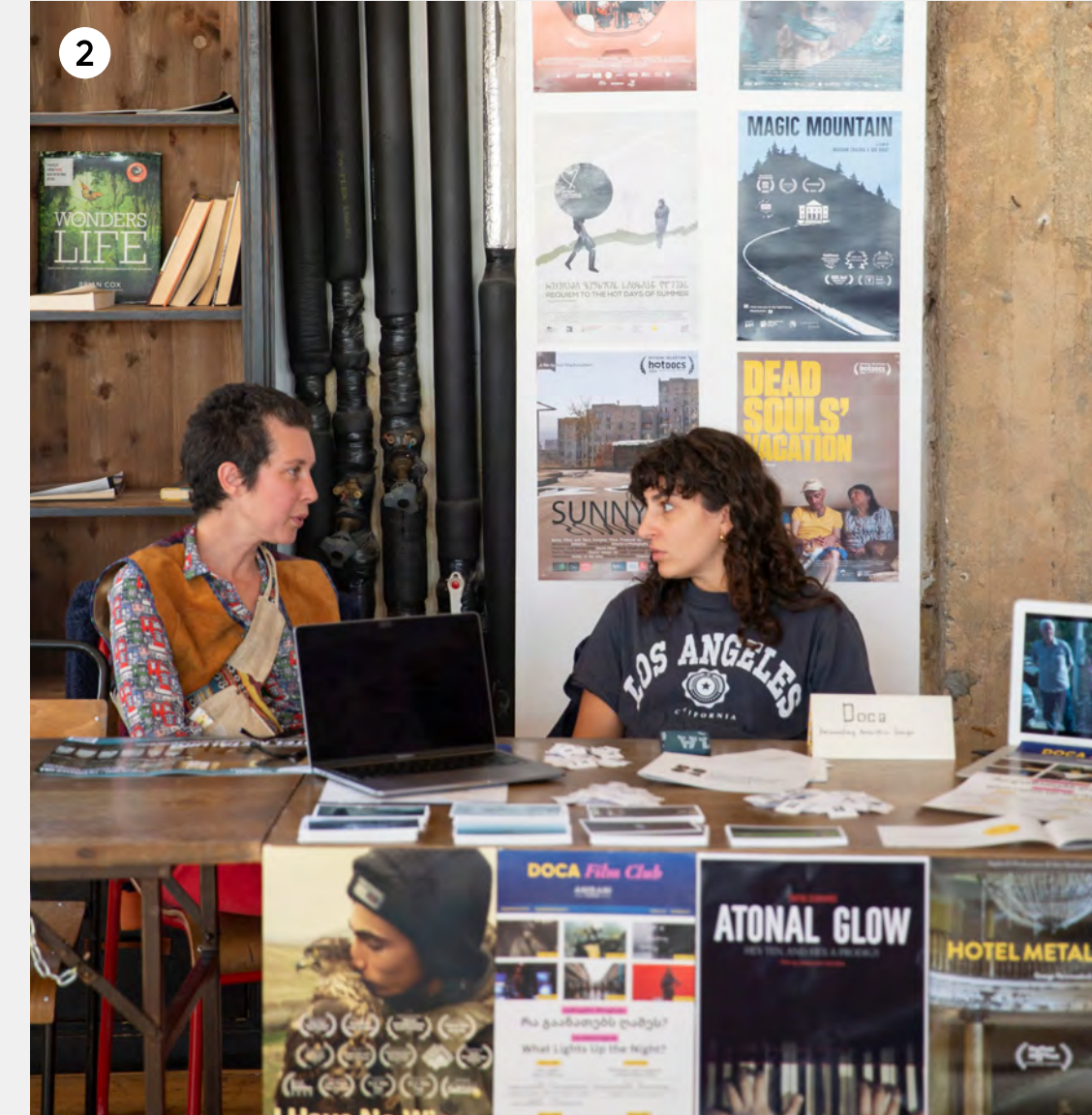
Our members are the driving force behind our success. By highlighting the strong bonds present within our network, we embody the essence of TEH and the value it provides to our members and the relationships they form.

By showcasing the strength of our connections, we are fostering a supportive and collaborative community that benefits everyone involved, helps our members thrive, and contributes to the growth of our network.



Members & Network, Examples

1. We value an open, inclusive environment where diverse talents come together. The TEH network is a welcoming space that encourages exchanging ideas, irrespective of background or discipline.
2. Zoom out to depict our members in their surroundings.
3. By showcasing collaboration, we tell stories of successful partnerships, projects, or shared achievements.
4. Movies and Images of our members in different sceneries and locations provide storytelling opportunities.
5. Use close-ups of individual members for a more personal connection.
6. Meetings and collaborations shows a thriving community where individuals actively contribute and collaborate, reinforcing the network's values.



Vivid People Intro

The TEH network is made up of members who have strong and charismatic personalities. These dynamic individuals embody the essence of our diverse community and serve as beacons of shared cultural experiences.

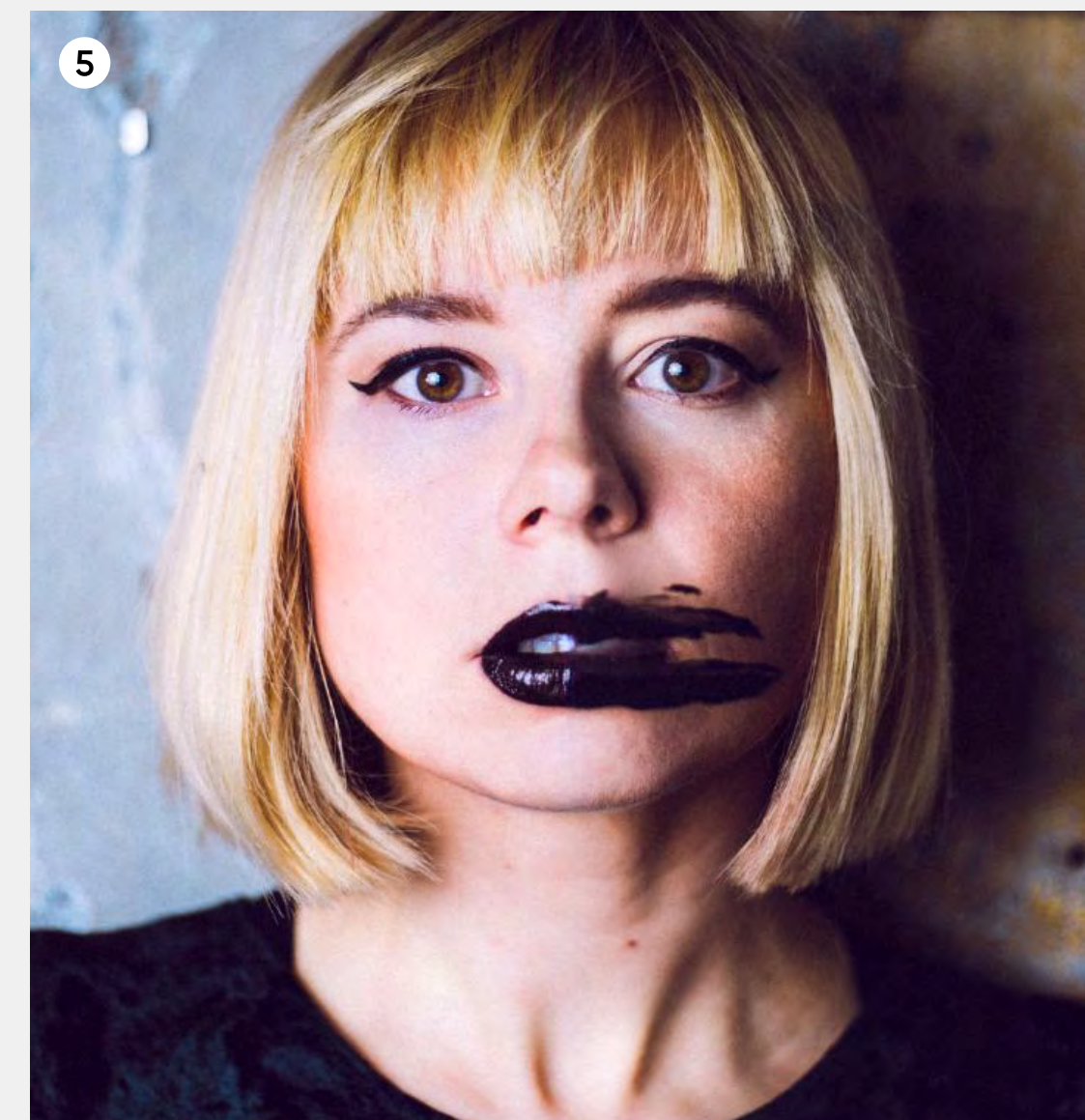
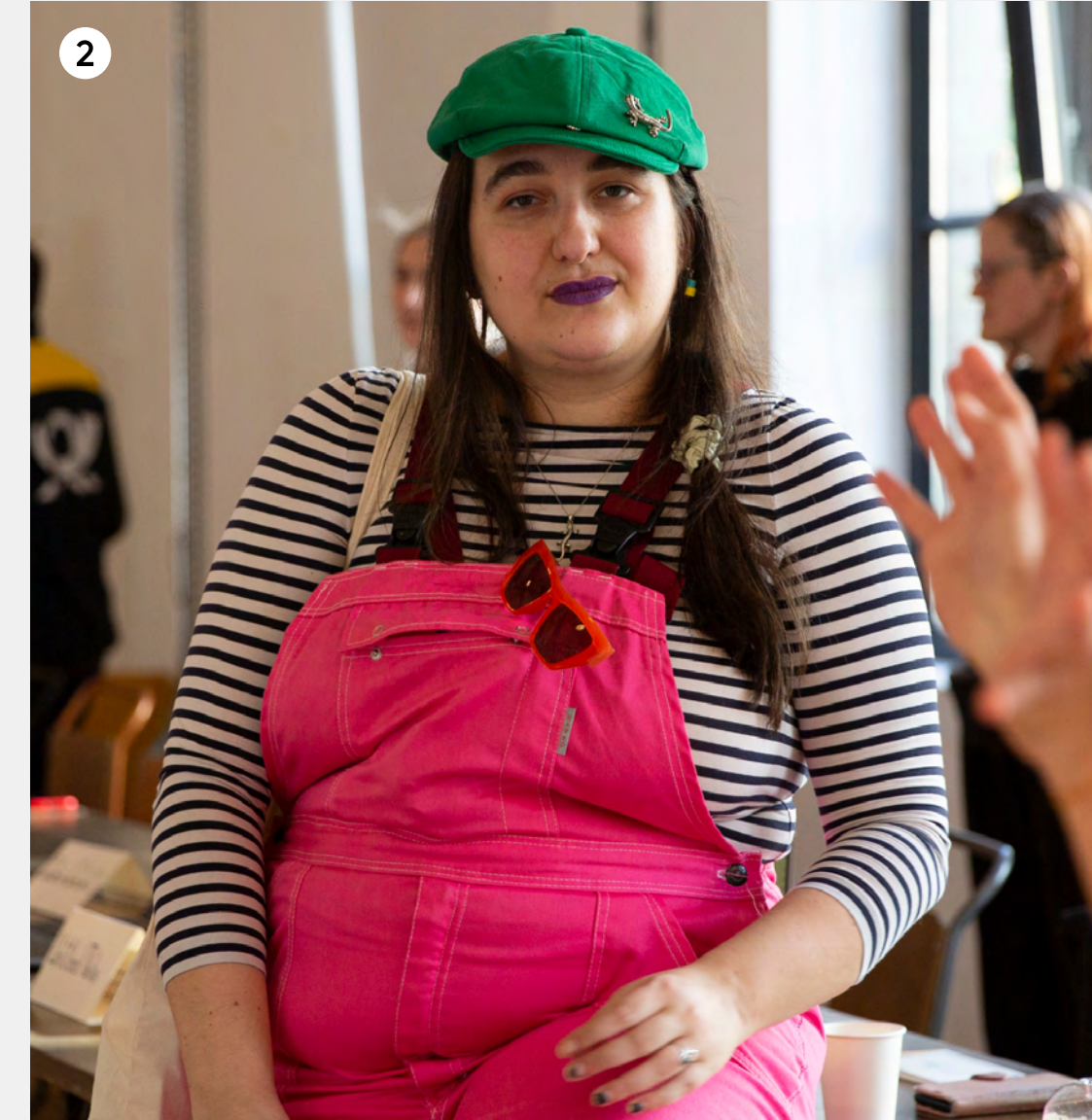
We are a network where every face tells a story, and every personality adds to the richness of our shared experiences.

The tone of our videos and imagery is confident yet welcoming and aims to inspire, showcasing TEH as a space where influential personalities converge.



Vivid People Examples

1. Capture Expressive Personalities: They express themselves with passion and vigour, whether through their words, actions, or creative pursuits.
2. Showcase members with a unique and distinctive style in dressing, communicating, or approaching life, standing out in a crowd.
3. Showcase positive and engaging members who are engaging others with their optimism and zest for living.
4. By Showcasing the diversity of our members, we are breaking stereotypes and preconceived notions.
5. Showcase individuals who are not afraid to be bold and confident in expressing their ideas or taking on challenges.
6. Showcase people with lively, bright, and distinctive characters whose personalities are vibrant, energetic, and full of life.



Events & Performances Intro

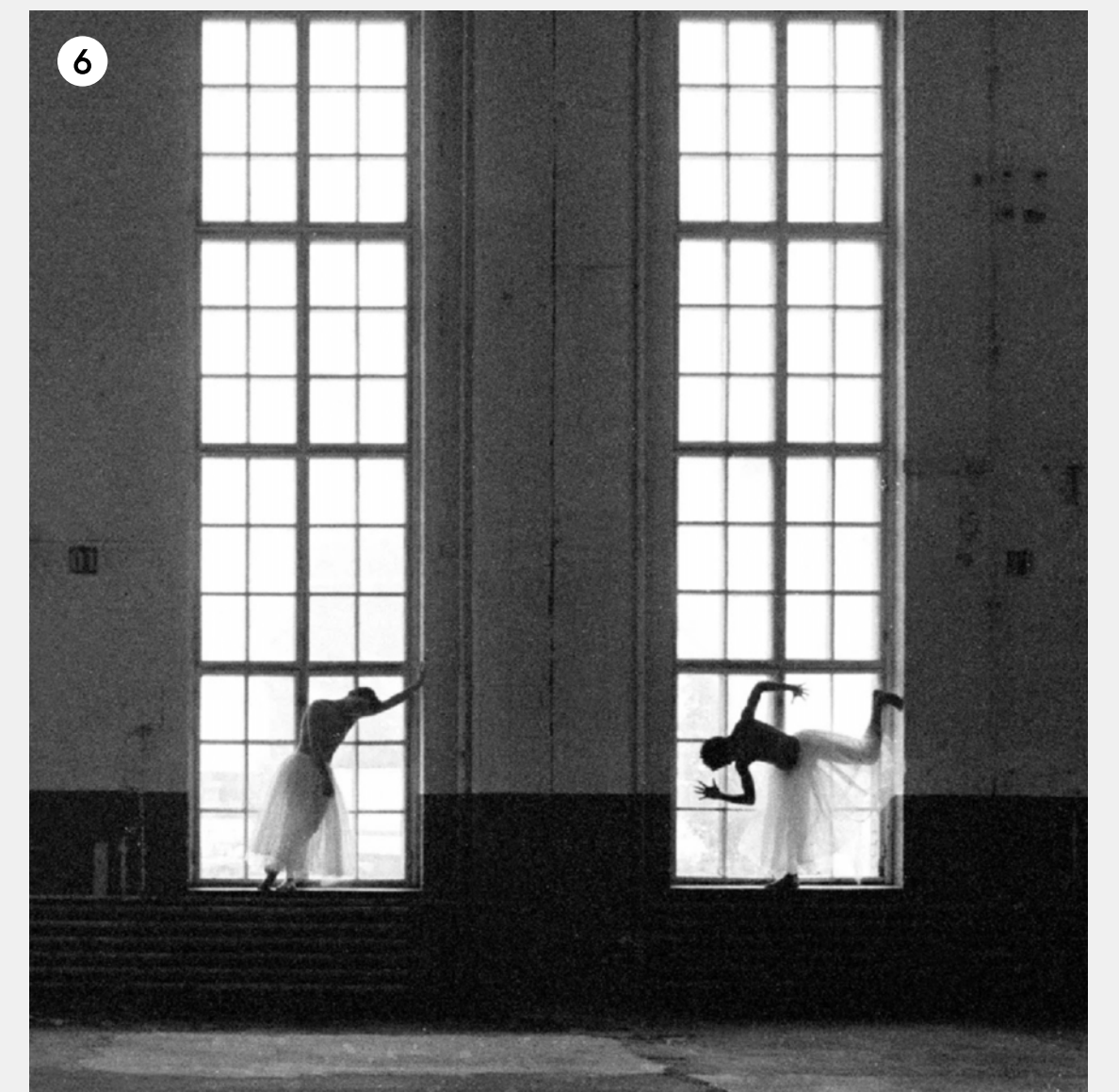
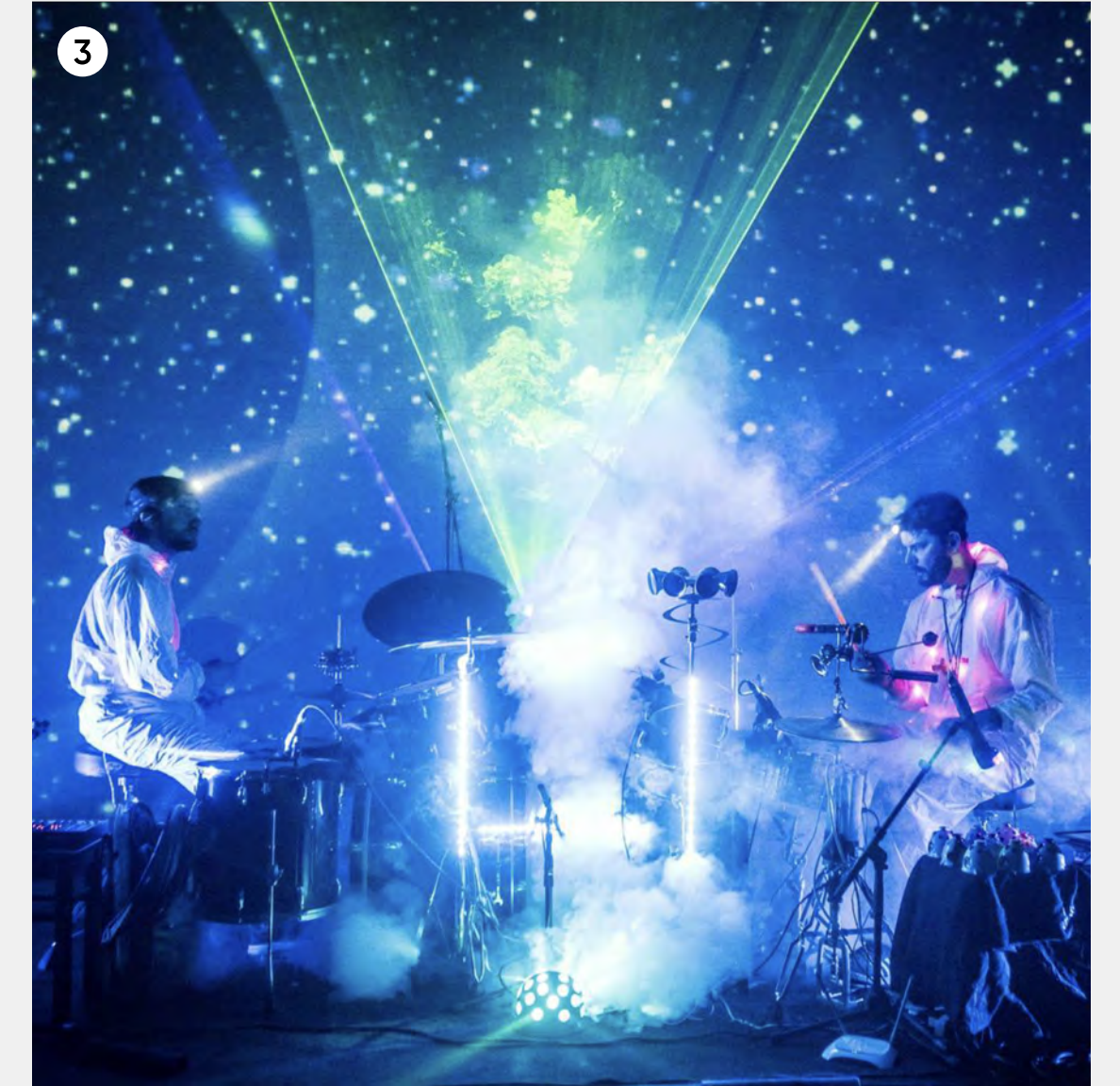
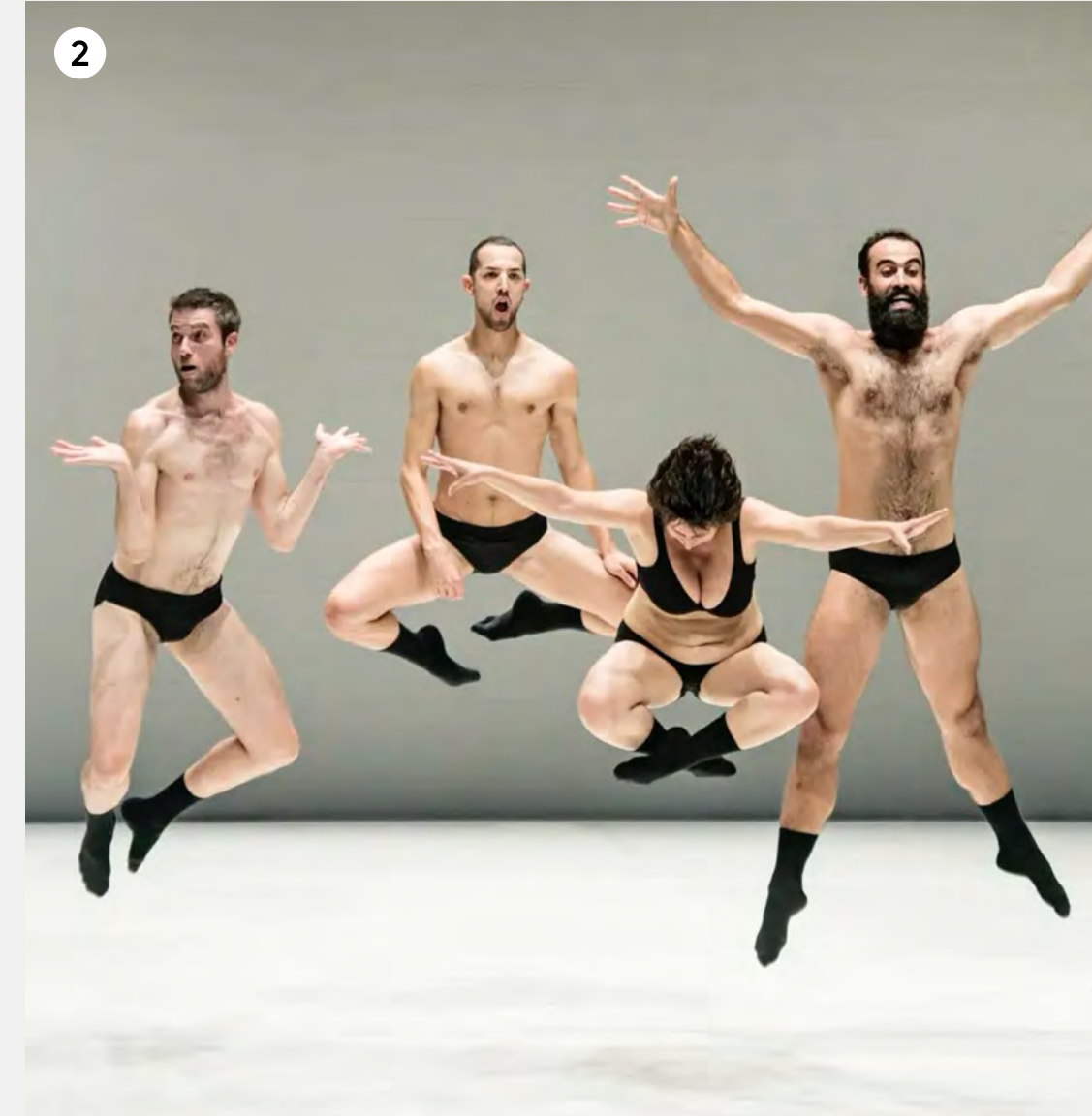
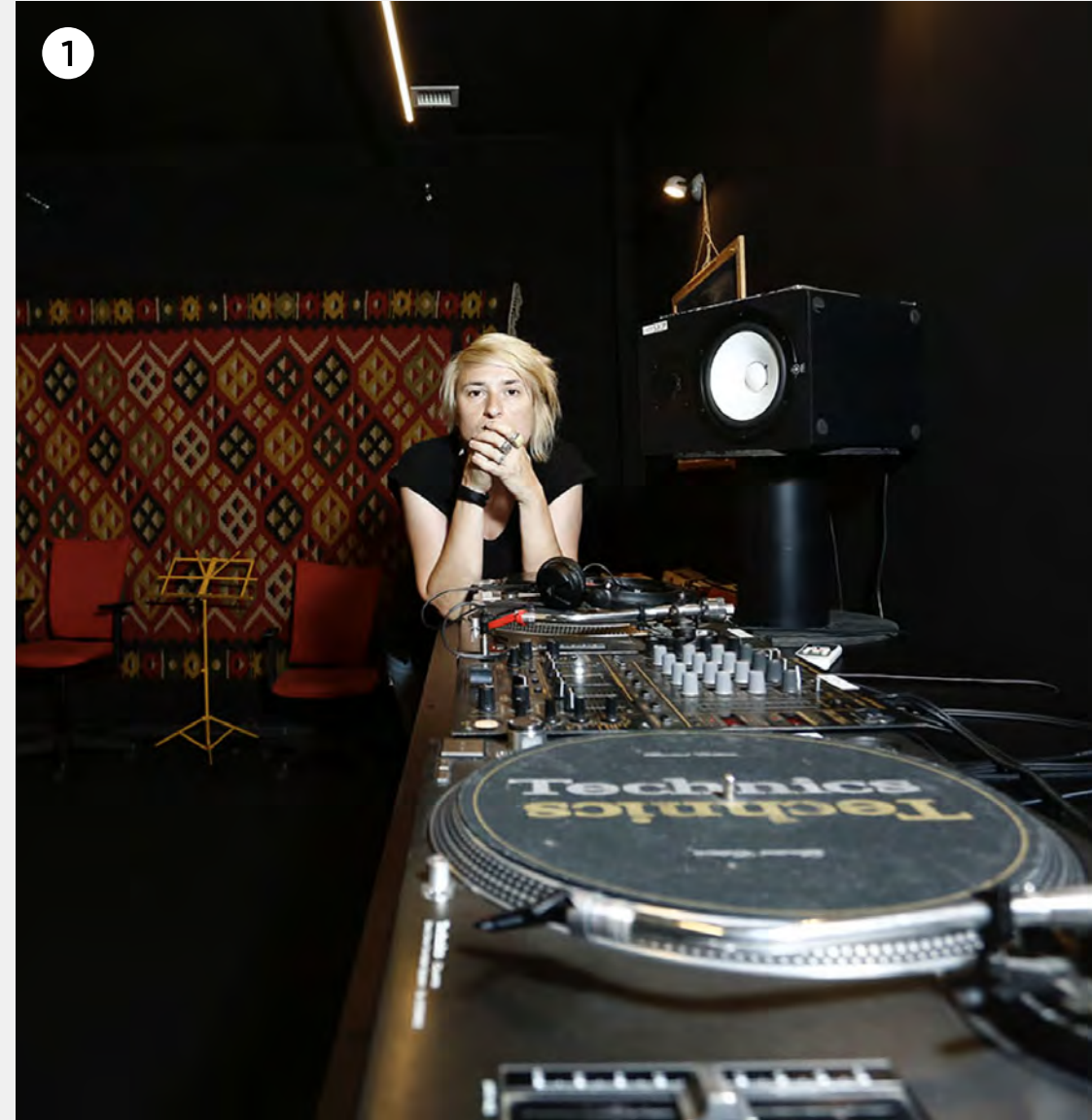
Our event and performance movies and photography focuses on capturing the atmosphere and emotions of each event. The movies and images are intended to capture the distinct energy of every occasion, be it excitement, elegance, or professionalism.

Moreover, we are committed to showcasing the diversity within TEH's community, including participants, audience, and members. This commitment ensures that everyone feels represented and included in our photography.



Events & Performances Examples

1. Capture each artist or performer in their typical environment alongside their equipment, creating unique photographs for every individual.
2. Ensure that each performance is captured in a unique and captivating manner that does justice to the event.
3. Capture the entire experience, including lights, backdrops, special effects, and more.
4. Capture the complete experience to illustrate the interaction between the artists and the audience.
5. Get closer to capturing the complete experience, ensuring that the true atmosphere, emotions, and nuances are vividly portrayed in the imagery.
6. Using black-and-white movie clips and photography can enhance the experience and set the right tone for specific occasions.



Abstracts & Textures Intro

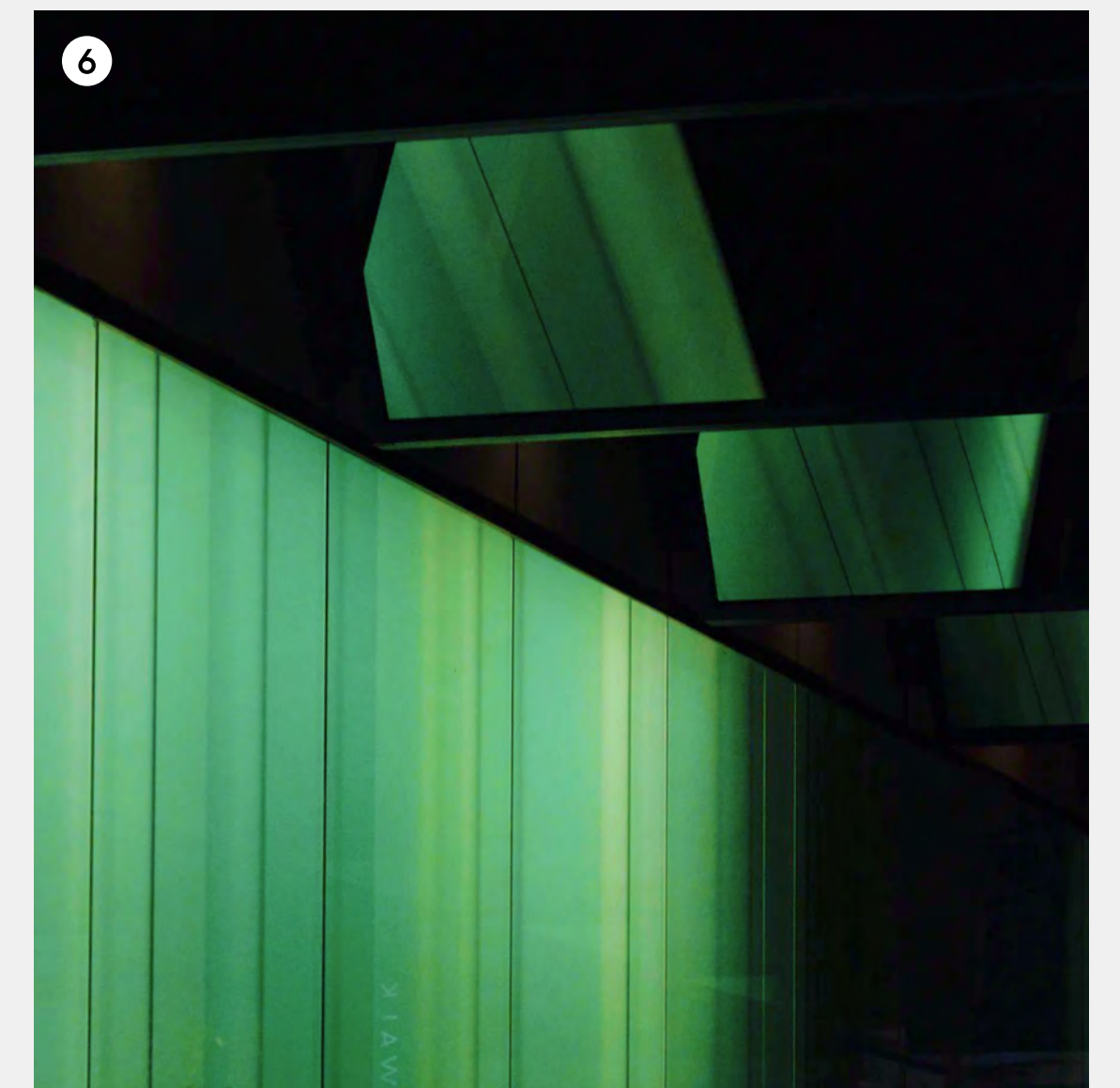
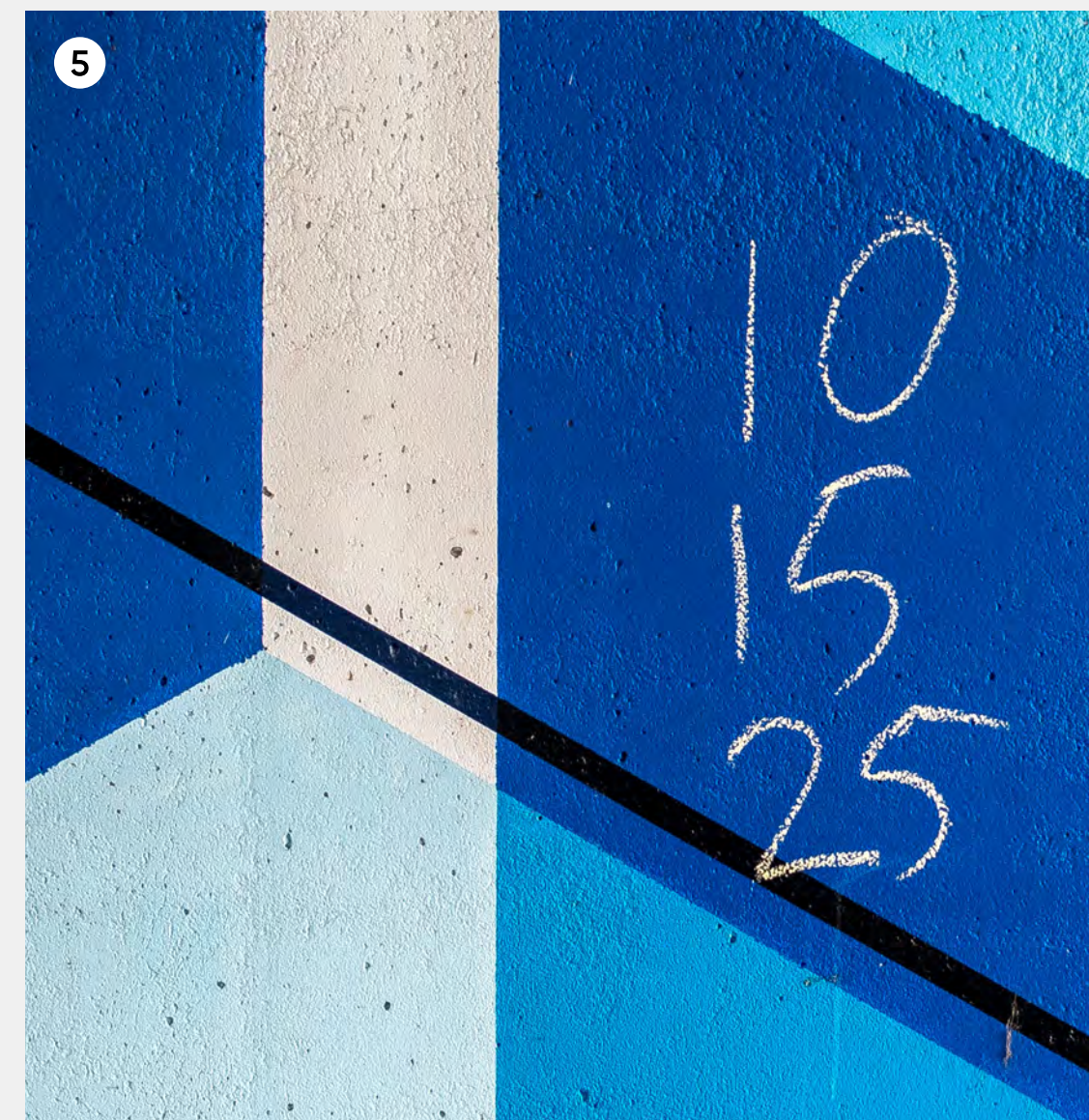
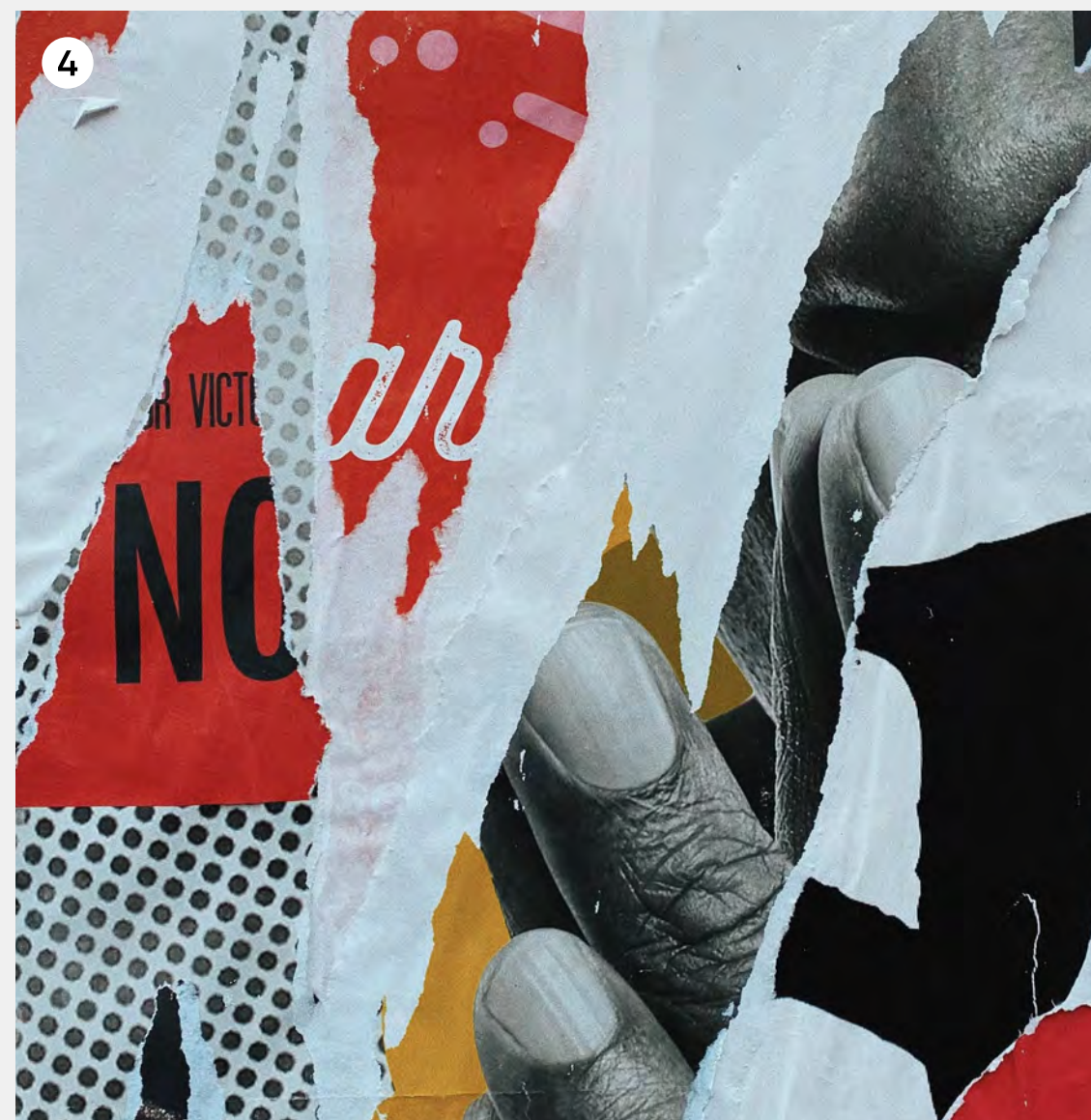
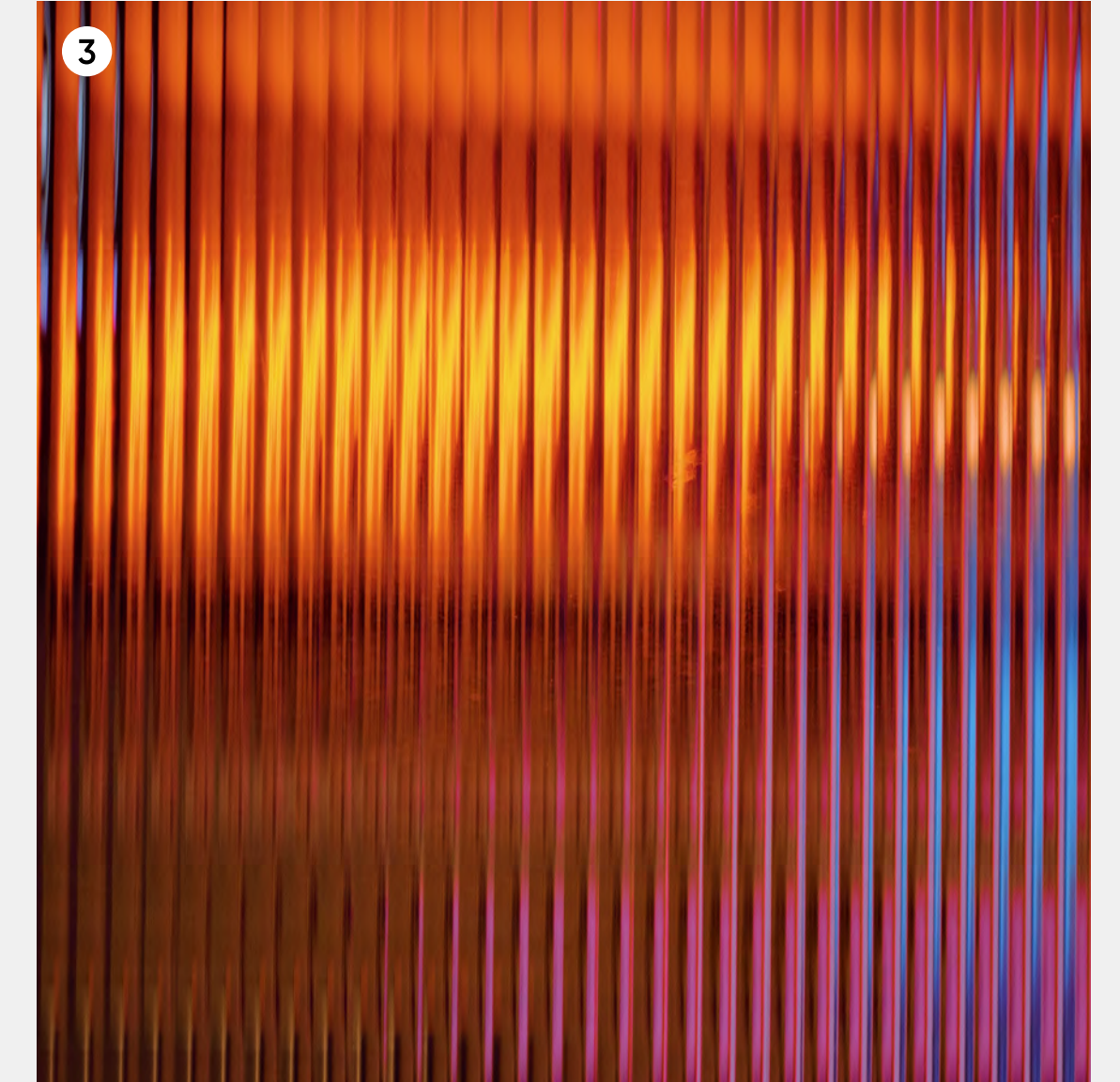
Abstract and texture videos and imagery are powerful tools for creative expression. They allow us to tell stories without words, using visuals to convey emotions, concepts, and brand values in a unique and non-literal way. This, in turn, engages our audiences on a deeper, more emotional level.

The texture videos and imagery is closely linked to our core idea of reinventing and reusing abandoned buildings. We create a distinctive and memorable brand by incorporating it into our visual identity.



Abstracts & Textures Examples

1. Using abstract videos and imagery conveys a sense of artistic expression creativity, and communicating an avant-garde approach.
2. The textured facade backdrop is a signum for TEH as it is closely associated with our idea to reinvent abandoned buildings.
3. Using different materials combined with light effects, we create a dynamic backdrop to capture our audience.
4. Collages allow for diverse storytelling by combining various visual elements.
5. Videos and Images depicting murals give our backdrops personality and a creative edge. They are a canvas for messaging and to get attention.
6. Abstractions of interiors and architecture link to our core idea of rejuvenating spaces and are a perfect backdrop for messaging.



Glitch Effects Intro

Integrating videos and images with glitch effects adds a contemporary and edgy dimension to our visual identity. With their layered and intricate visuals, they communicate TEH as a multifaceted space accommodating various artistic and cultural experiences.

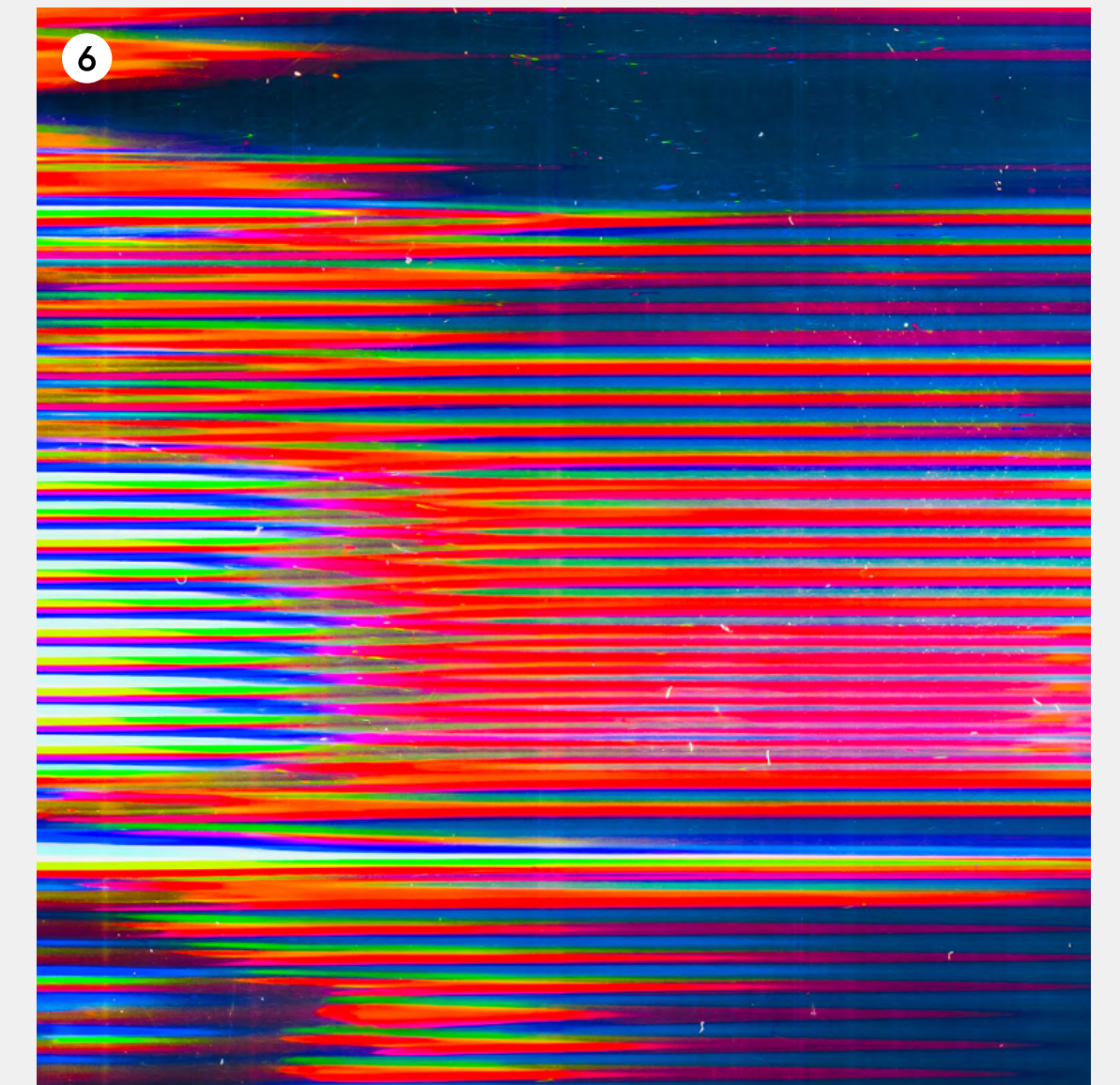
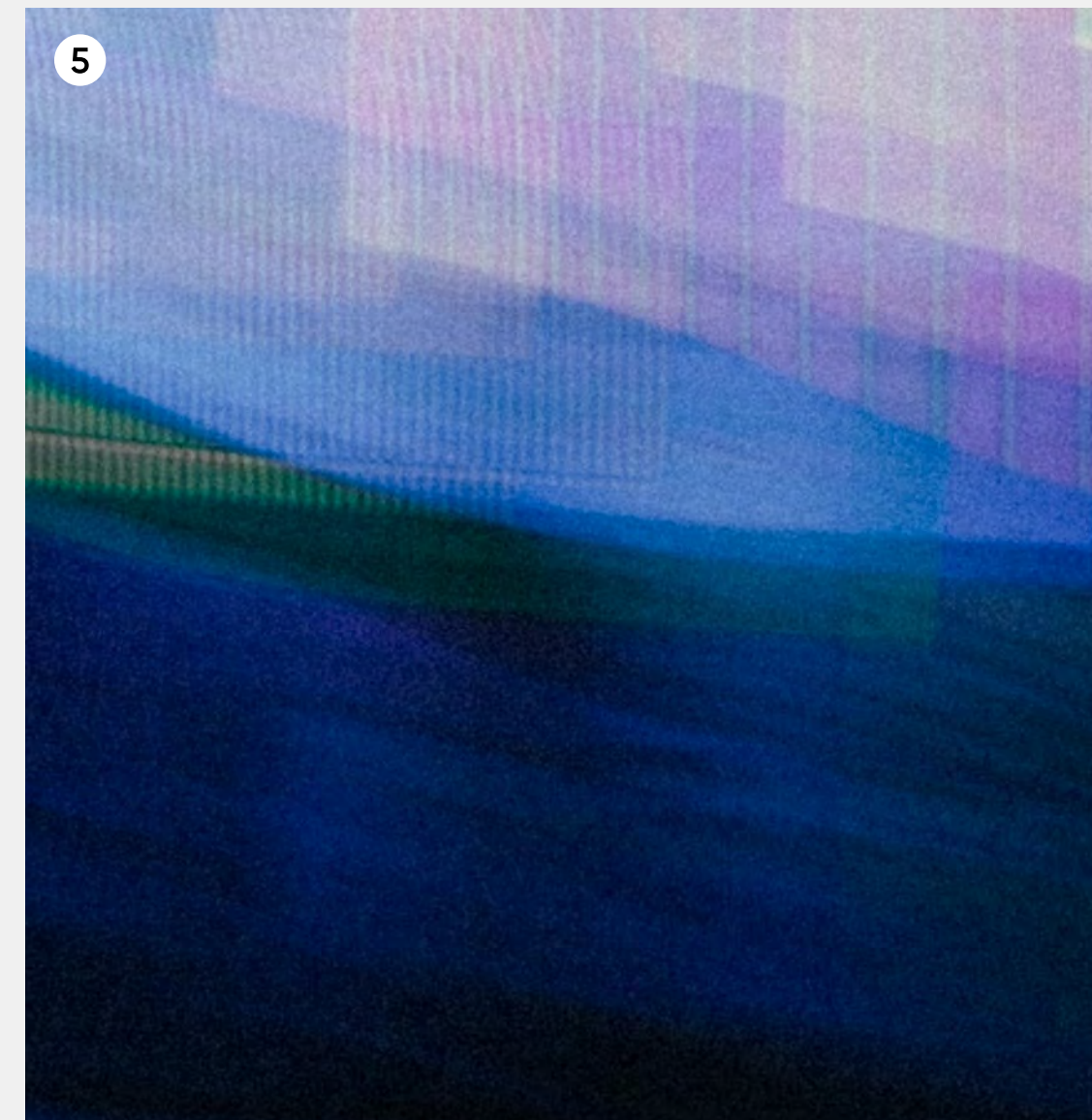
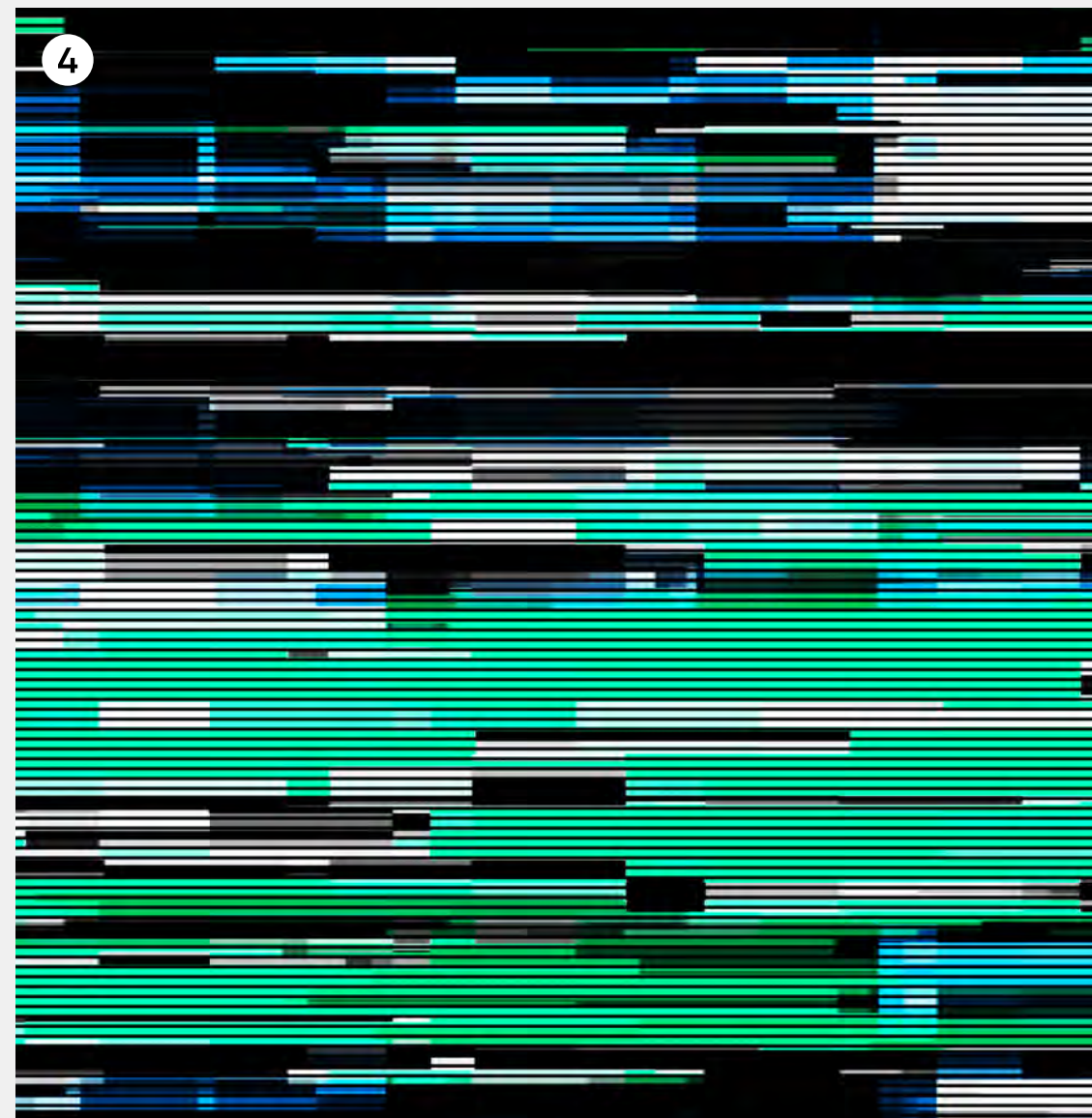
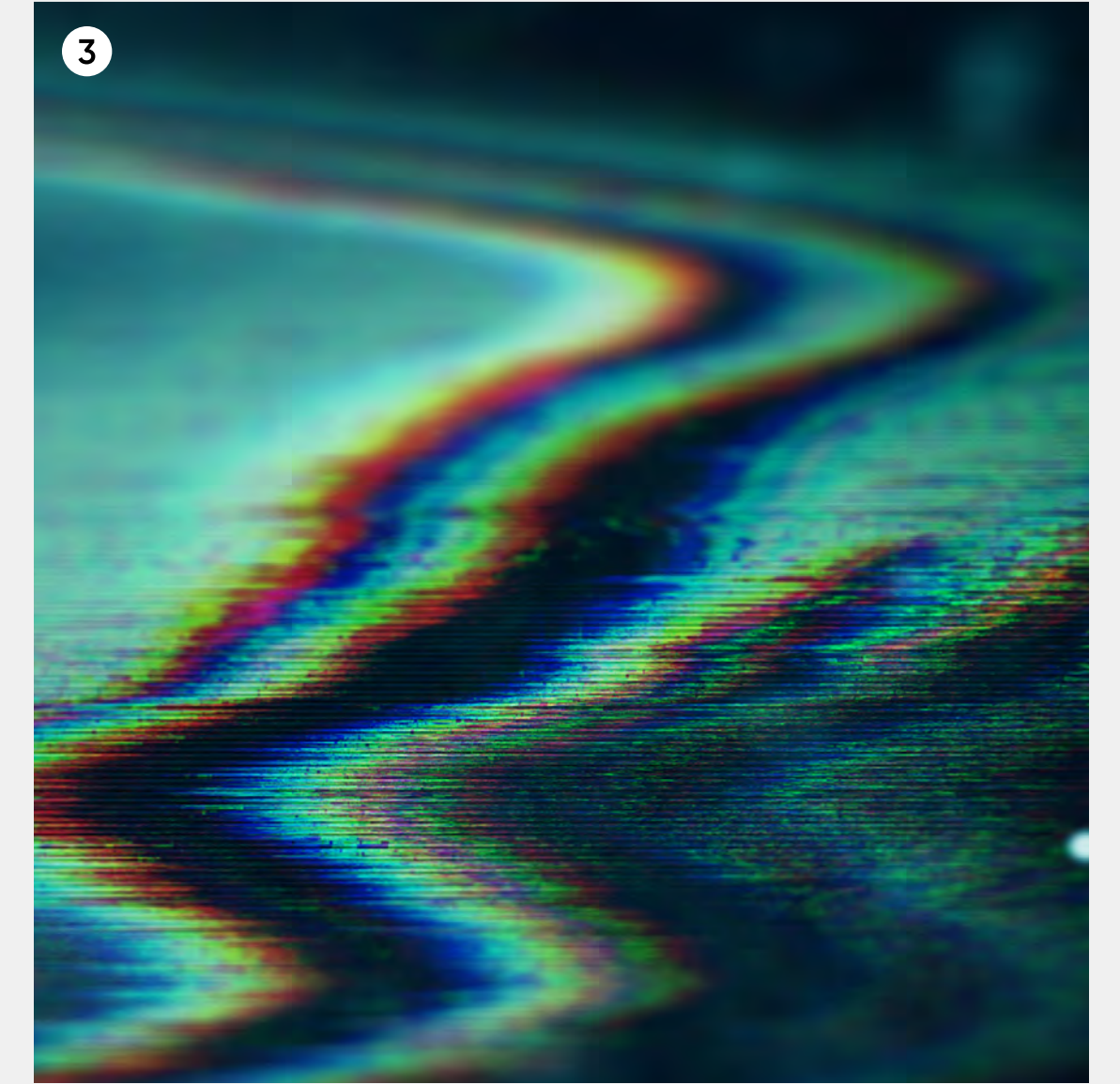
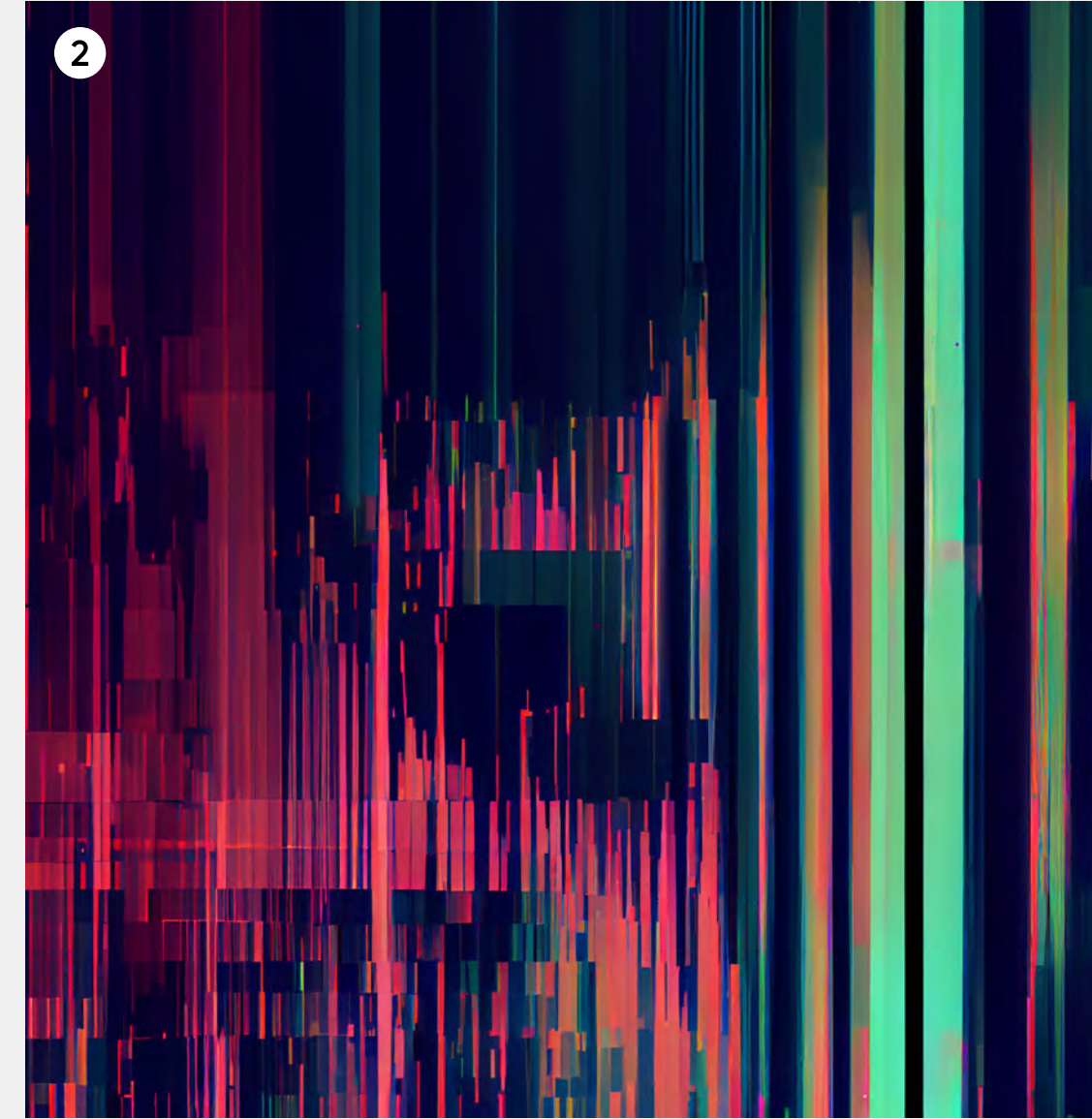
Glitch effects celebrate imperfection, embracing the idea that beauty can emerge from flaws and convey a sense of realness and humanity.

Whether applied to background images or movies, maintaining a consistent glitch aesthetic across various platforms creates a unified and recognizable visual identity.

This reinforces the cultural network's brand and conveys innovation, diversity, and dynamism. It creates a visually compelling narrative that reflects the richness of artistic expressions within the network.

Glitch Effects Examples

1. Chromatic distorted video clips, images and colours
2. Horizontal glitch effects
3. Moiré effects
4. Defragmented and distinct, digital noise
5. Airy and light chromatic distortion
6. Bold and Colourful effects



Illustrations Intro

Illustrations offer limitless creative possibilities and storytelling opportunities that go beyond the constraints of photography.

Our members, including illustrators and artists, have the freedom to explore diverse styles, colors, and compositions. This allows them to craft visually stunning and groundbreaking representations of our network.

The sky's the limit, and there are no boundaries.



Illustrations Examples

1. Use Mixed media techniques for Hero sections, posters and covers, depicting various motives like people, surroundings and stories.

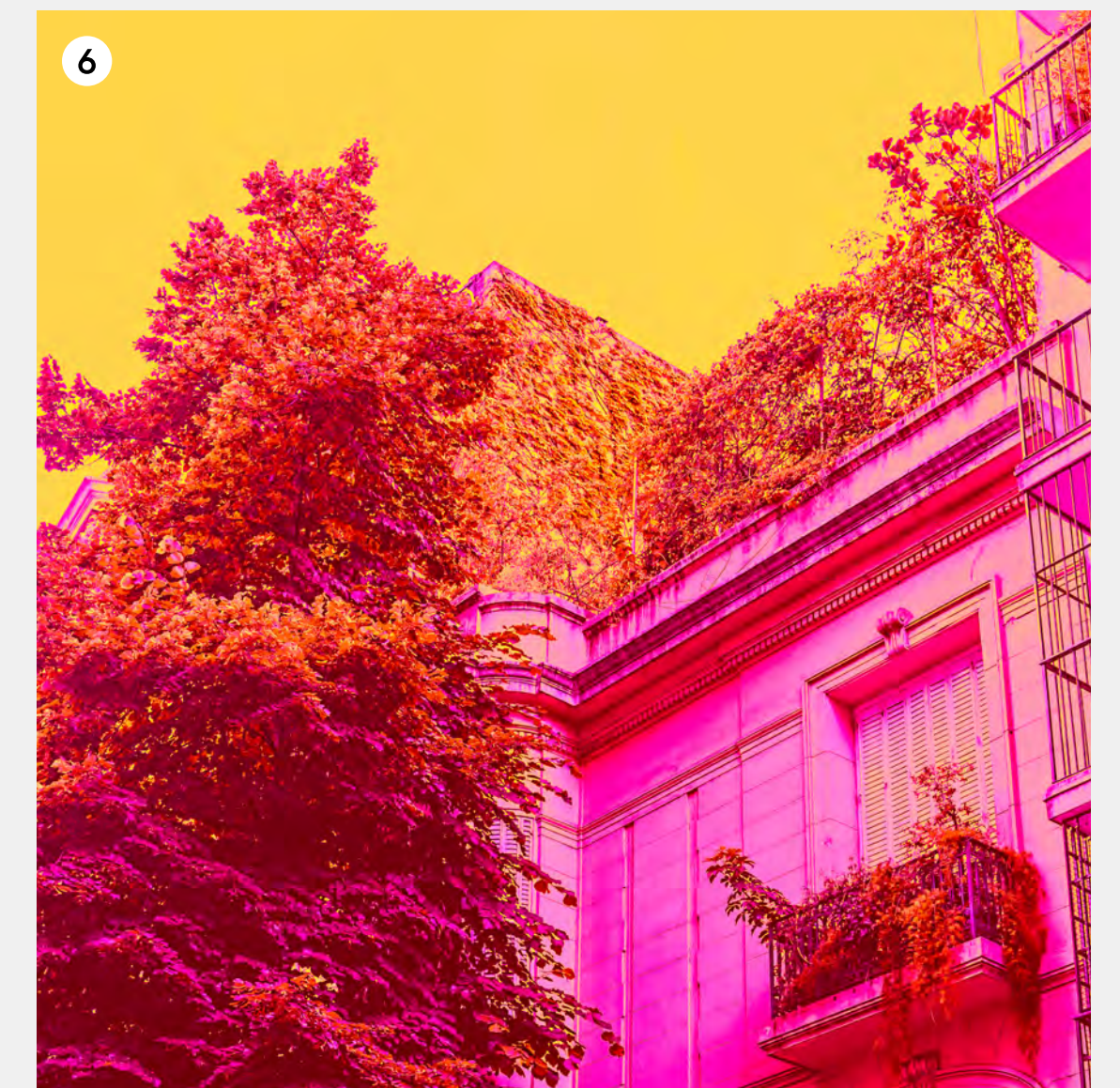
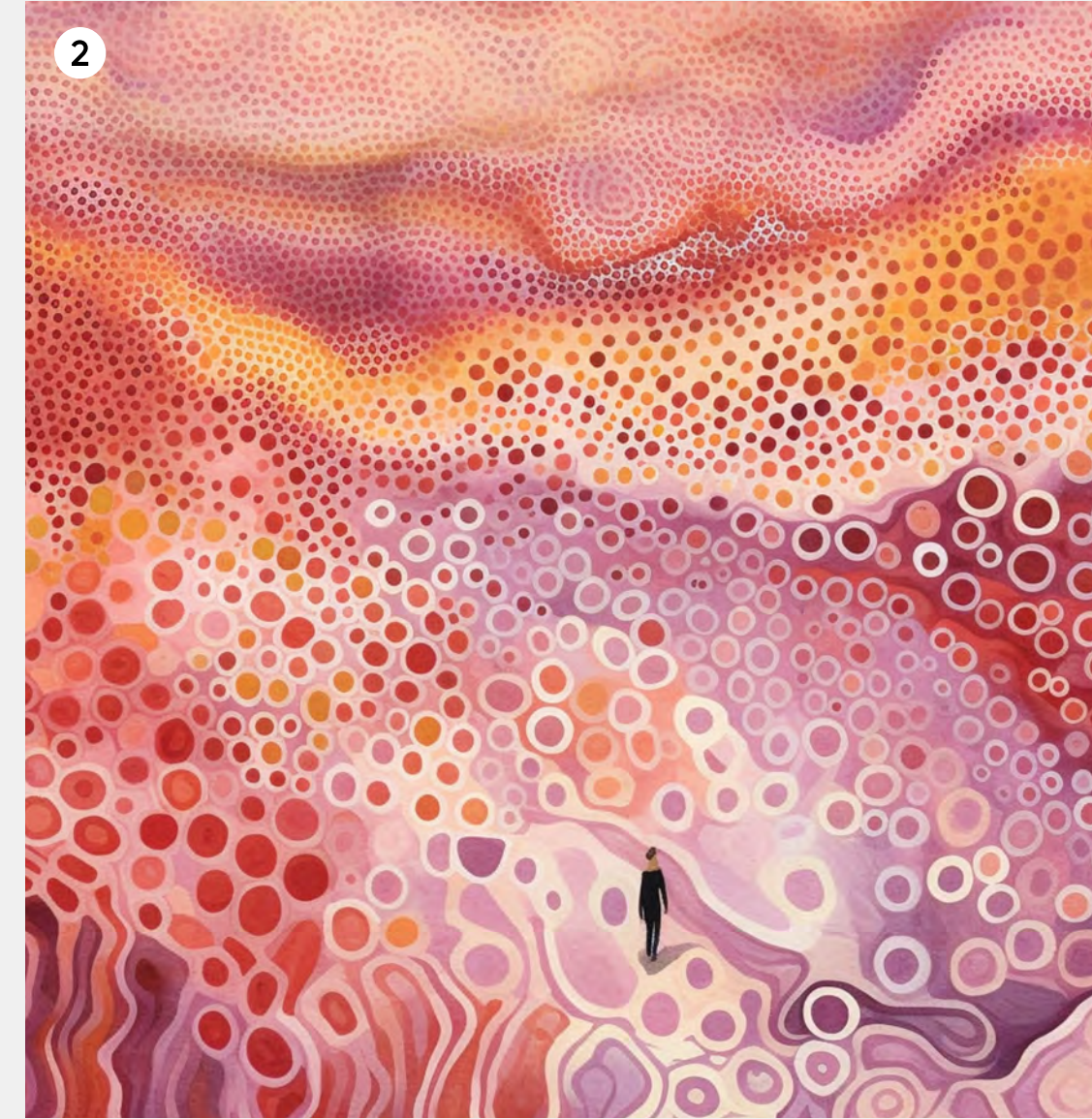
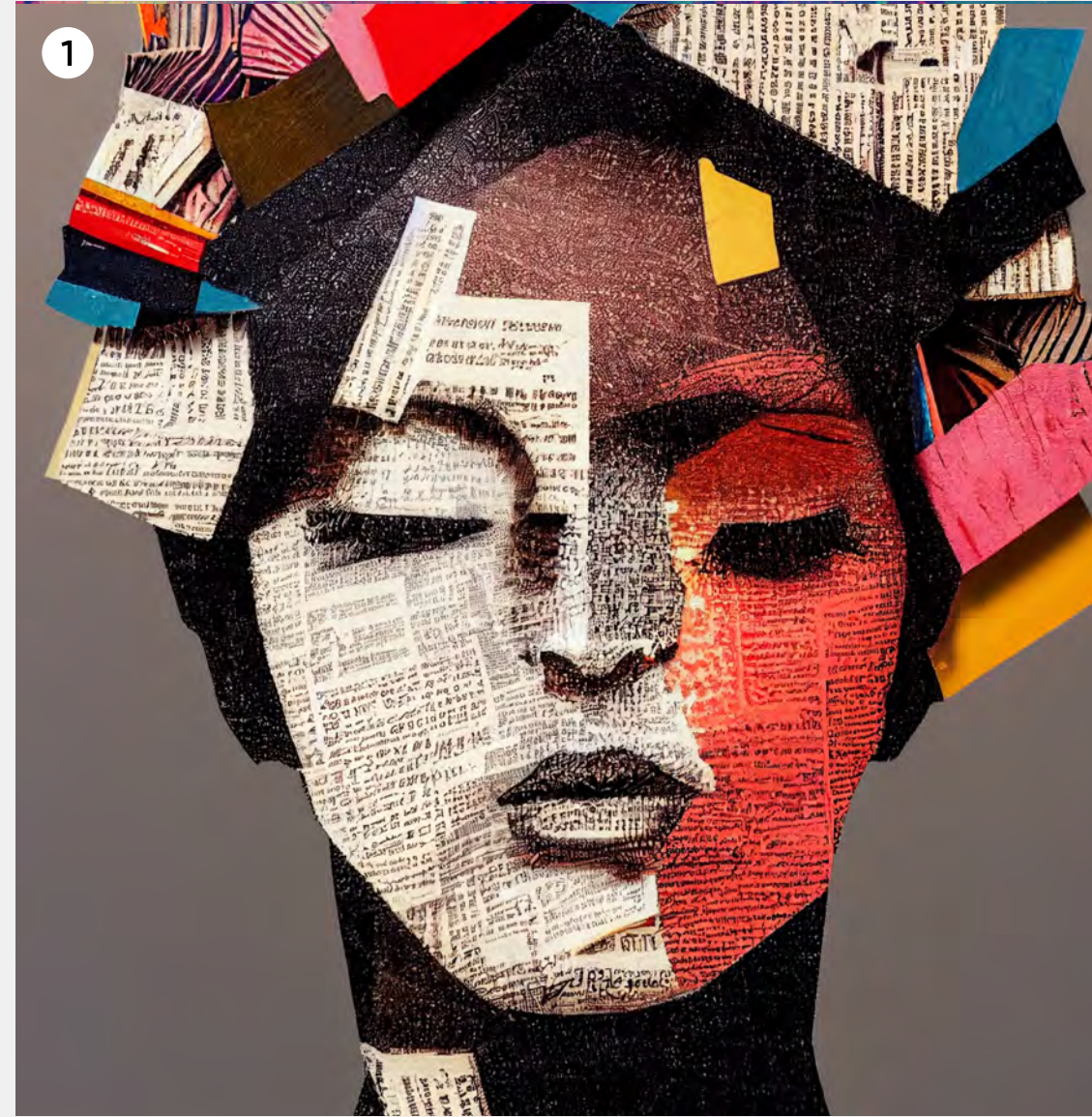
2. Use both editorial and descriptive illustrations to accompany written text. They enhance the overall quality of the content and make it more engaging for the audience.

3. Graffiti and Murals are closely integrated into our core idea, creating a solid bond with our members.

4. Use Abstract paintings for visualising moods and expressions.

5. Use 2D vector illustrations for tech related subjects.

6. Experiment with bold and colorful effects to describe our vivid network.



Graphic Device

- 6.1 The Sawtooth Rooftop
- 6.2 Graphic Device - A flexible layout System
- 6.3 Layout System Examples
- 6.4 Web, Keynote & Powerpoint
- 6.5 Mural & Tote Bag
- 6.6 Social Media



The Sawtooth rooftop

The sawtooth roof has become an iconic symbol of industrial architecture. It was first introduced by British architect William Fairbairn in 1827. Recently, there has been a renewed interest in sawtooth roofs because of their ability to increase natural light and decrease energy costs.

This iconic design, which is both historical and contemporary, has inspired the creation of the TEH logo and graphic device.



Graphic Device - A flexible layout system

Our graphic device is designed with the same silhouette as our logotype and is inspired by the Sawtooth rooftop. By using it consistently across all our communication channels, we ensure a unified visual language and a cohesive and impactful brand presence.

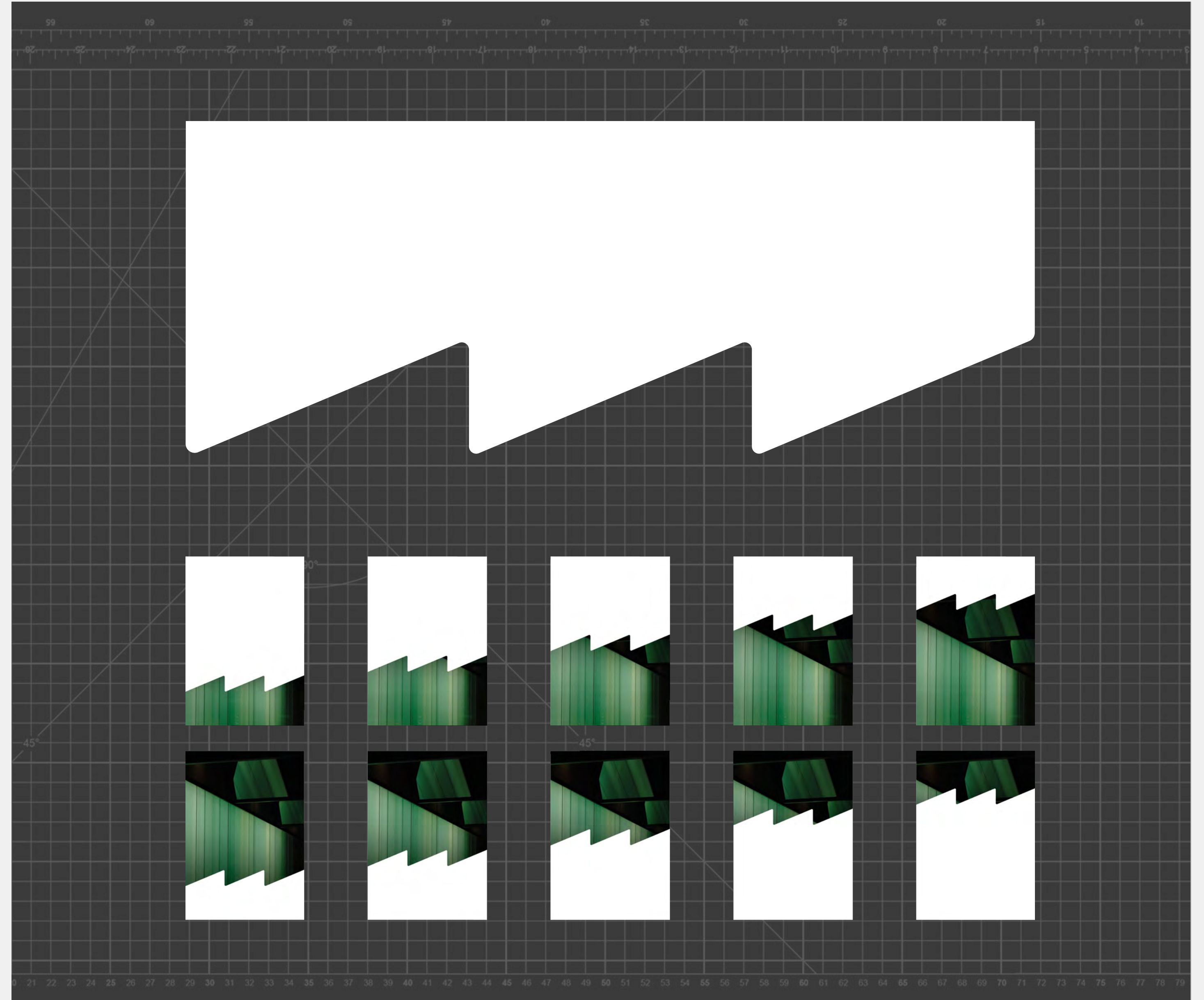
The silhouette is our visual North Star and is the second most important identifier after our logotype.

Graphic Device

Use only solid colors, preferably white or black or filled with videos or images for the graphic device. The device can be as shown or rotated 180°.

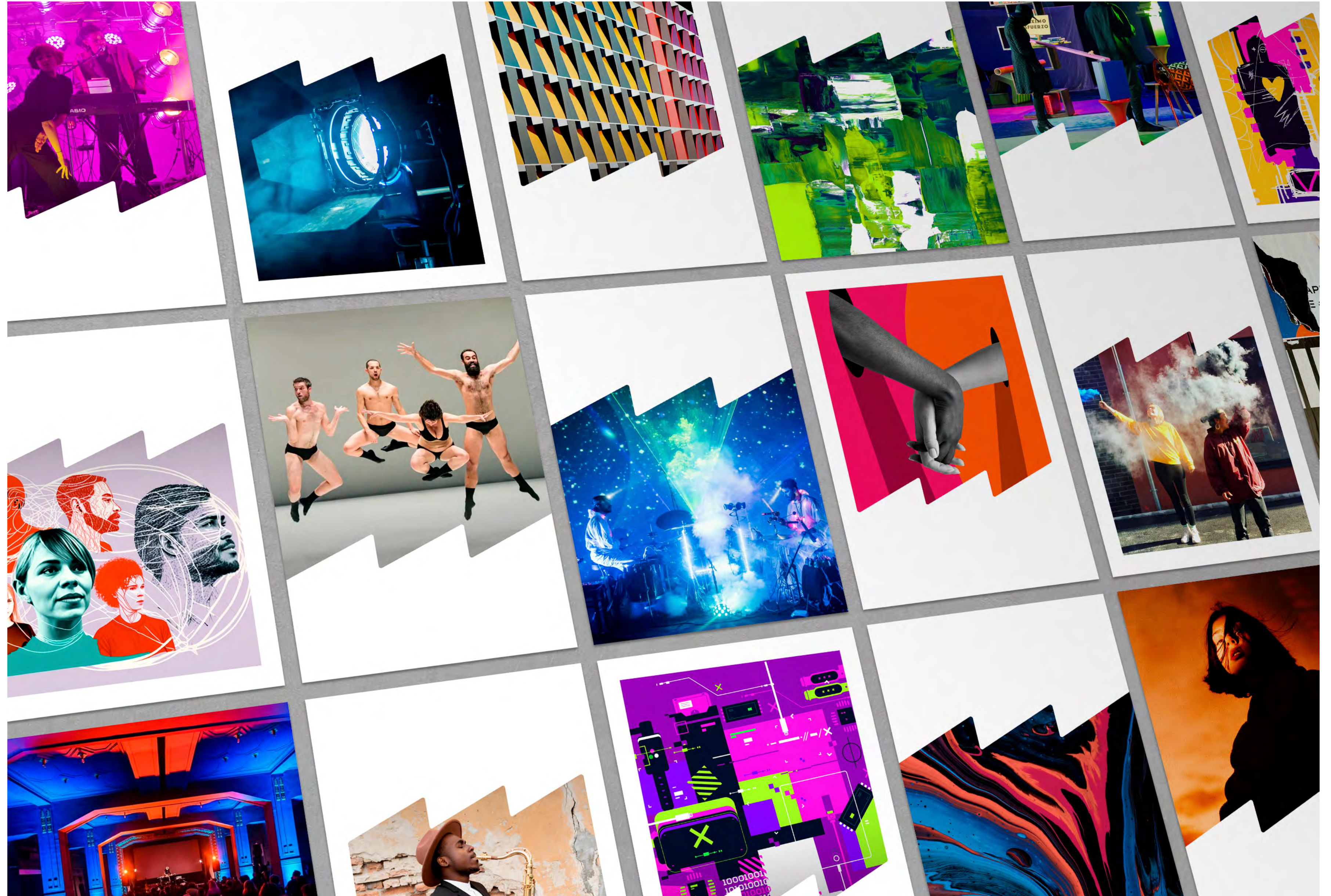
A flexible layout system

The Graphic Device can be adjusted vertically to accommodate various forms of media content including visuals, videos, and text.



Layout System Examples

The Graphic Device is flexible and adjusts to support different types of content and optimal impact.



Web, Keynote & Powerpoint

Example



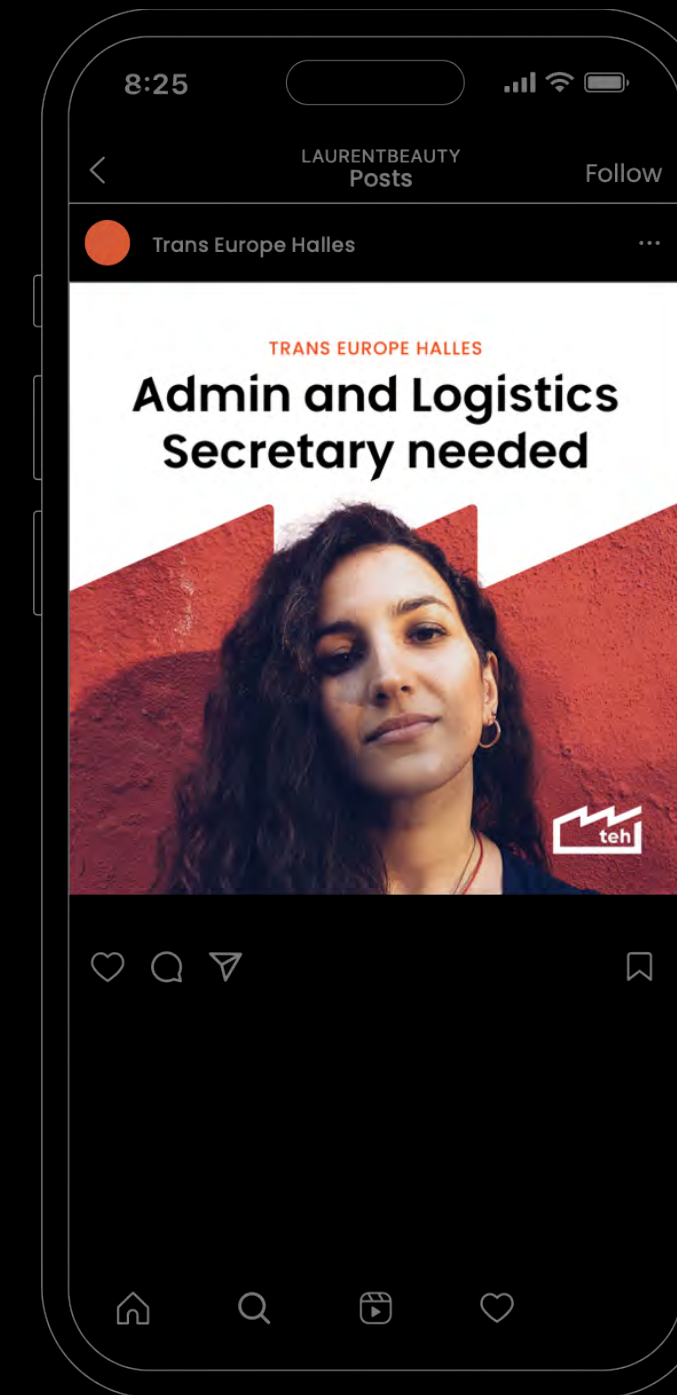
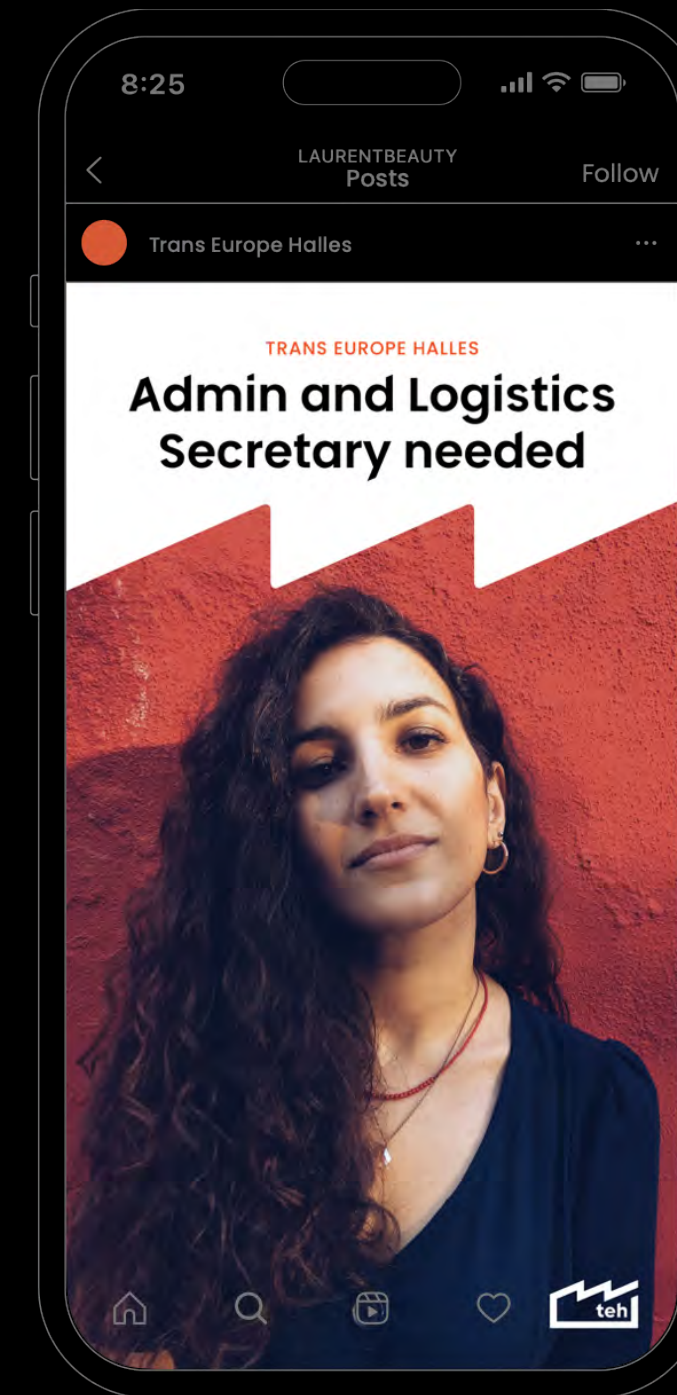
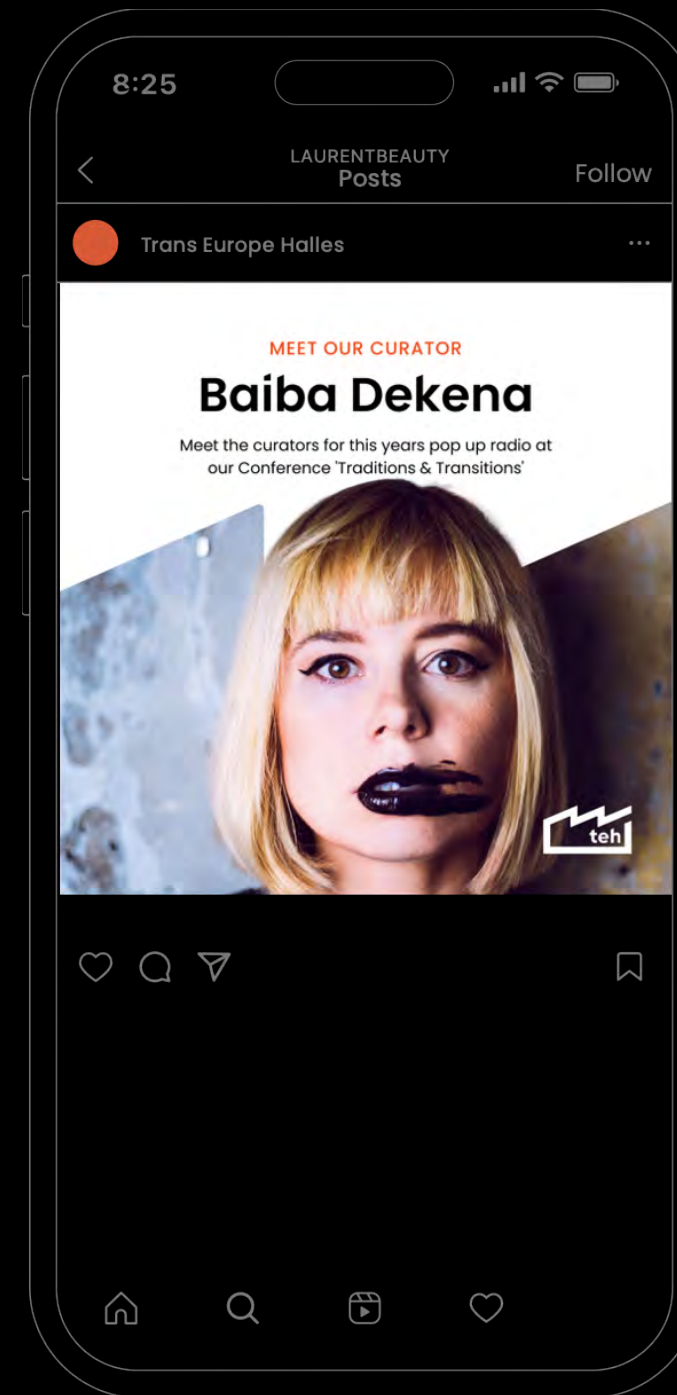
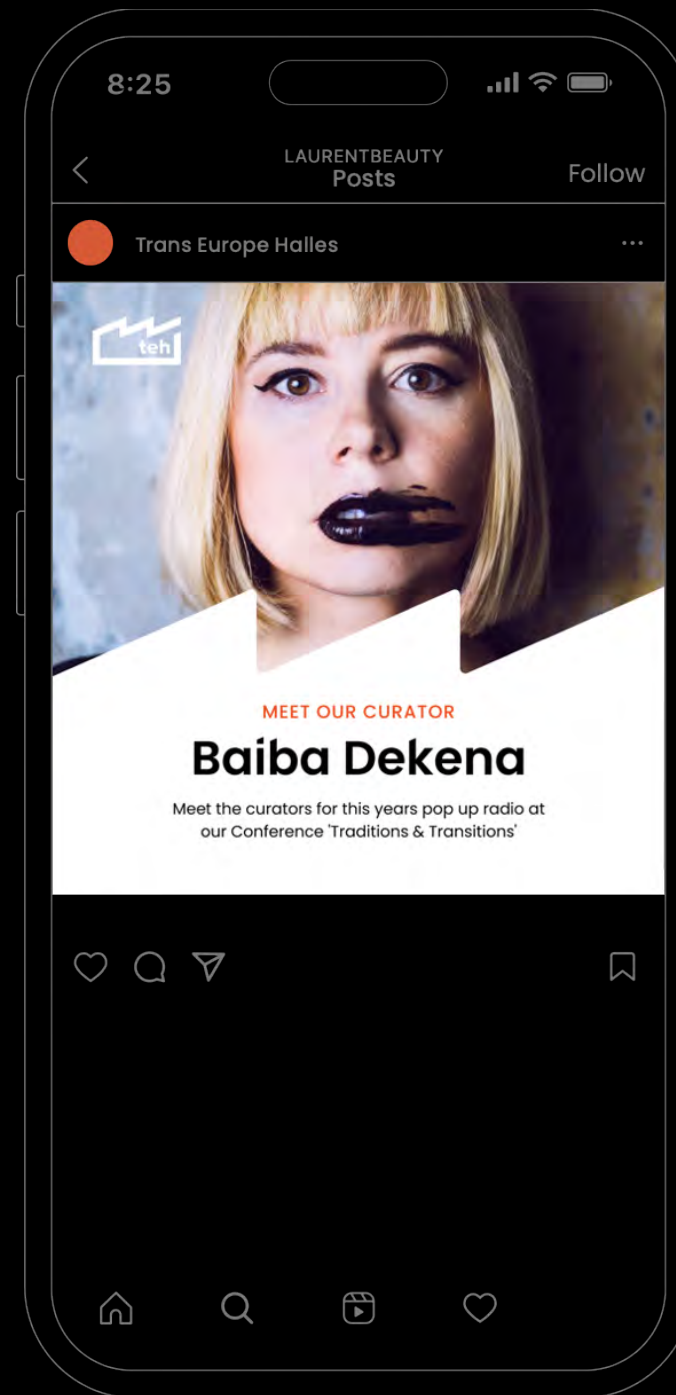
Mural & Tote Bag

Example



Social Media

Examples



Applications

- 7.1 Email Signature
- 7.2 Email Newsletter
- 7.3 Social Media Intro
- 7.4 Social Media Examples
- 7.5 Keynote & PPT template
- 7.6 Poster (Portrait)
- 7.7 Poster (Landscape)
- 7.8 Print long-form Intro
- 7.9 Print long-form Template
- 7.10 Print long-form Example
- 7.11 Print long-form Typography
- 7.12 Business cards
- 7.13 Letterhead & Invoice
- 7.14 Miscellaneous Touchpoints
- 7.15 Material Board Intro
- 7.16 Material Board Examples



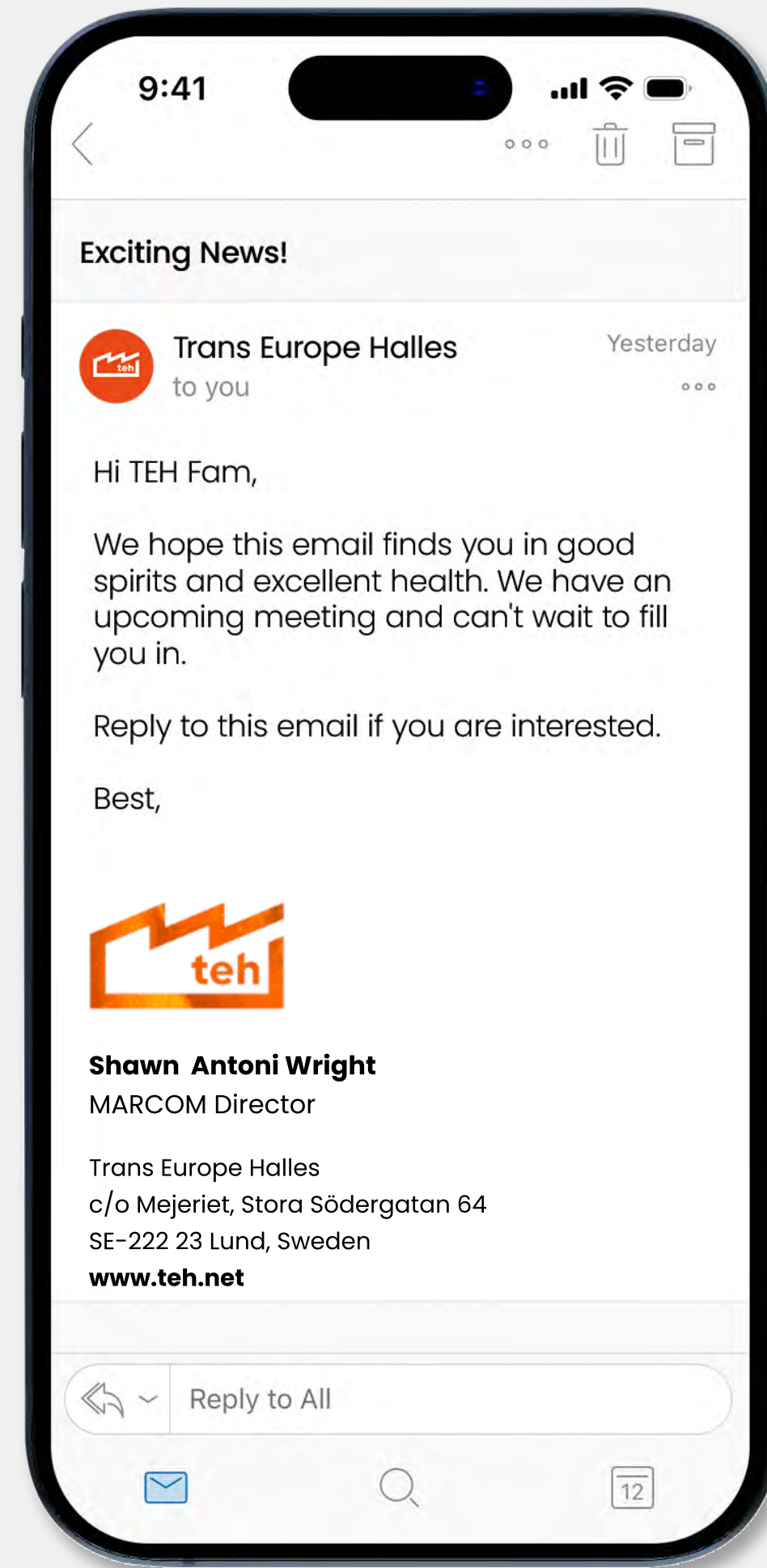
Email Signature

Our email signature is a versatile tool that can leave a lasting impact, convey vital information, and maintain brand consistency in all your email communications.

Your email signature should be placed at the end of your emails, right after your closing salutation (e.g., "Sincerely" or "Best regards").

The objective to use different animated GIF logos in our email signature is to highlight personality and embrace diversity. It will become a valuable asset in our communication, reinforcing your brand identity and making a positive impression.

Remember that every email you send is an opportunity to leave a lasting mark.



Example of our email signature on mobile device

Email Signature Anatomy

TEH Logo width: 120 px



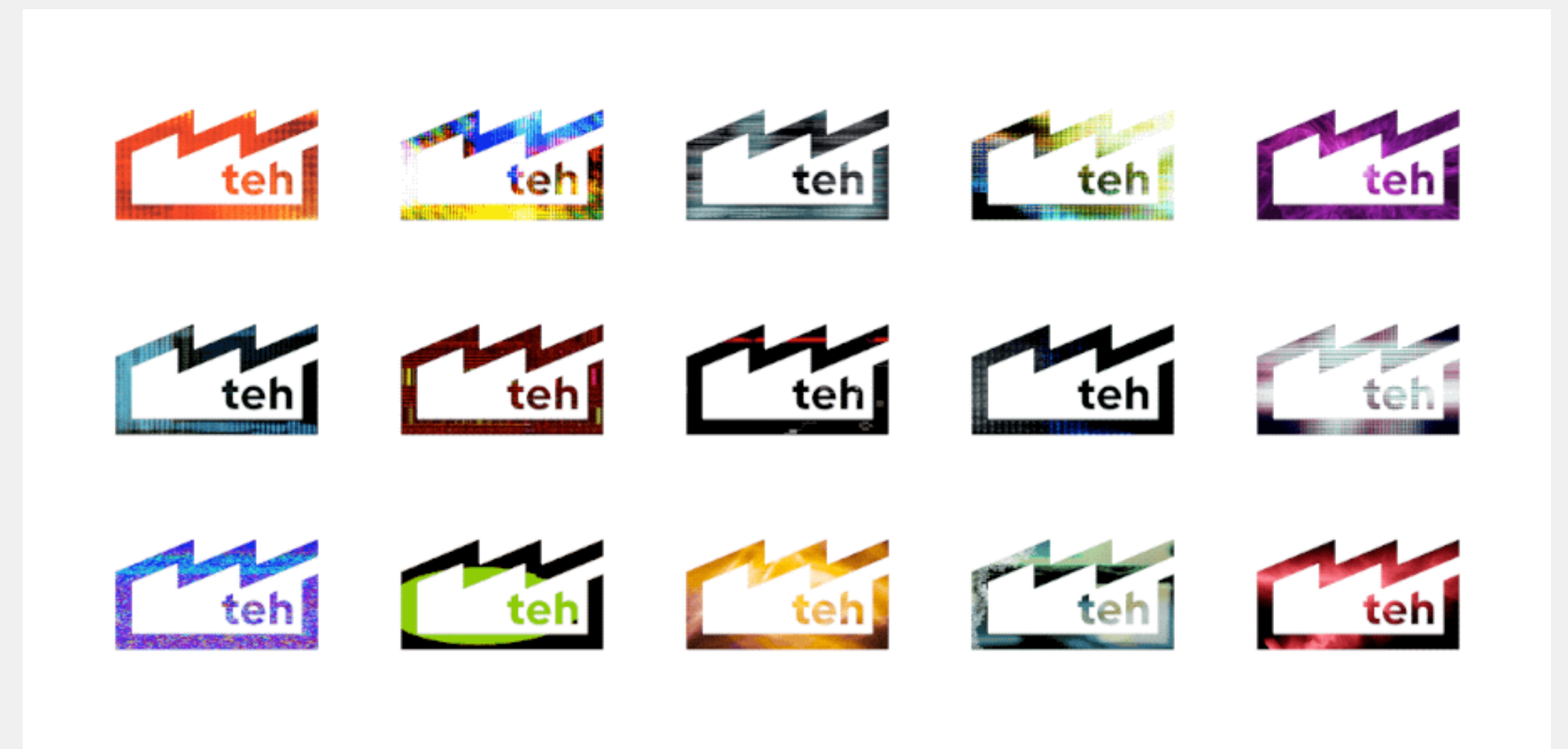
Typeface: Poppins Bold 16pt/auto
Typeface: Poppins Regular 16pt/auto

Shawn Antoni Wright
MARCOM Director

Poppins Regular 14/auto

Trans Europe Halles
c/o Mejeriet, Stora Södergatan 64
SE-222 23 Lund, Sweden
www.teh.net

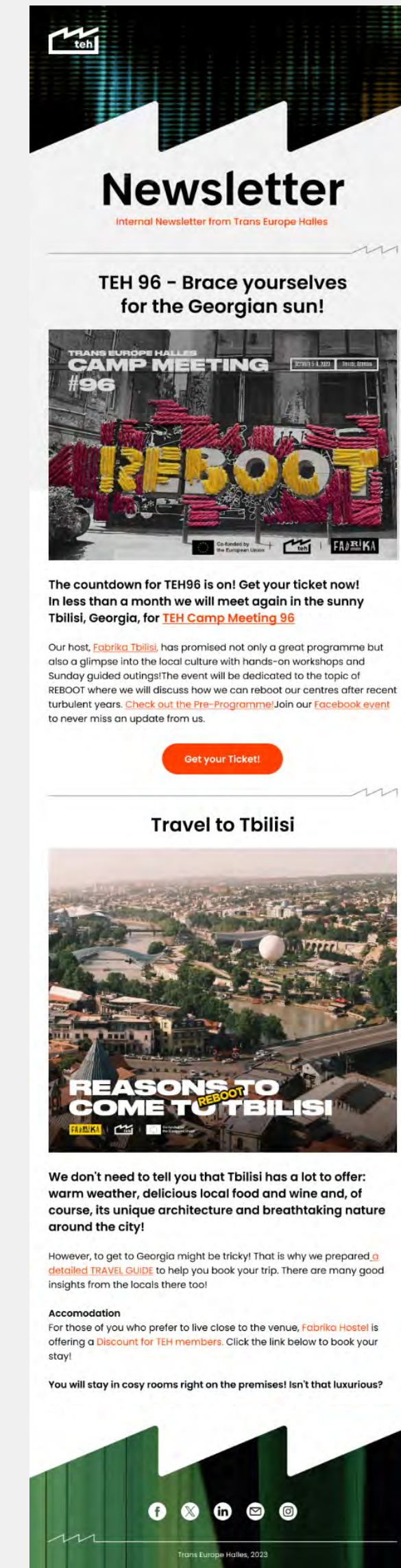
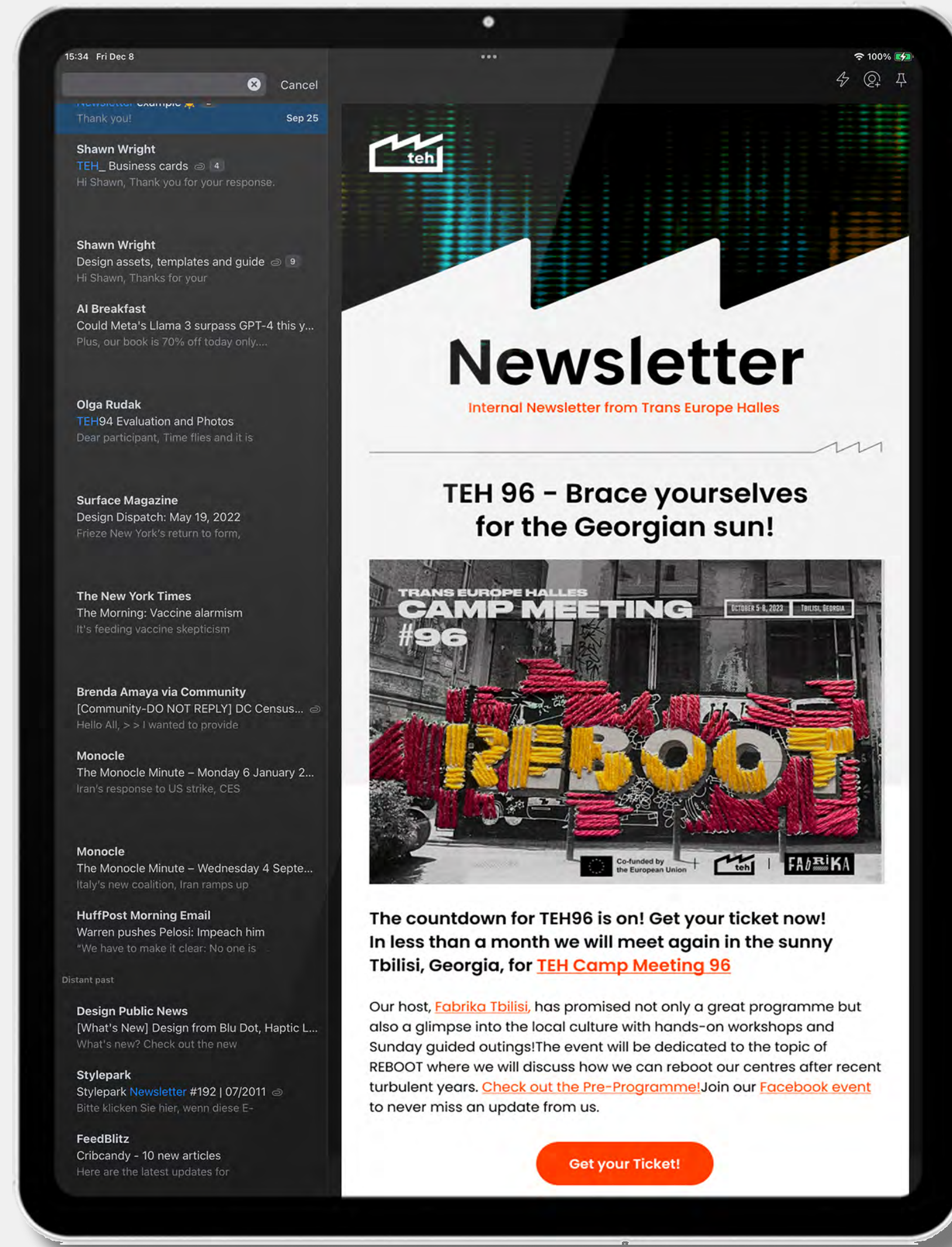
Poppins Bold 14/auto



The Email signature includes 15 different gif animated logos. Select the one that best reflects your preferences.

Email Newsletter

Our TEH email newsletters establish a cohesive and recognizable look, contributing to consistency, professionalism, differentiation, and effective communication with our members and audience.

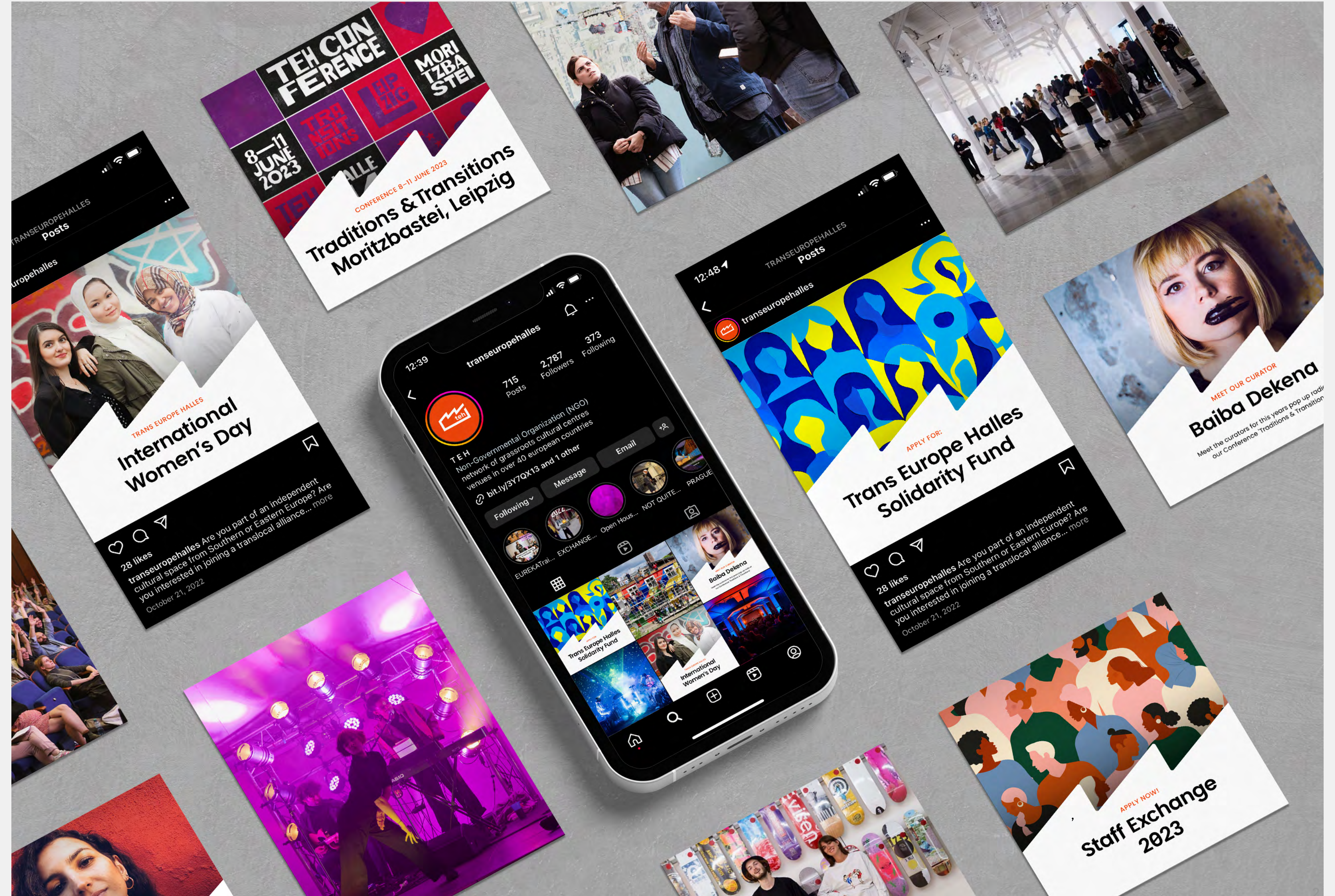


Social Media Intro

Social media is incredibly beneficial to us, providing unique opportunities for engagement, community building, and promoting our cultural initiatives.

In order to make the most out of our social media presence, it is important to create content that resonates with our audience and encourages them to interact with us.

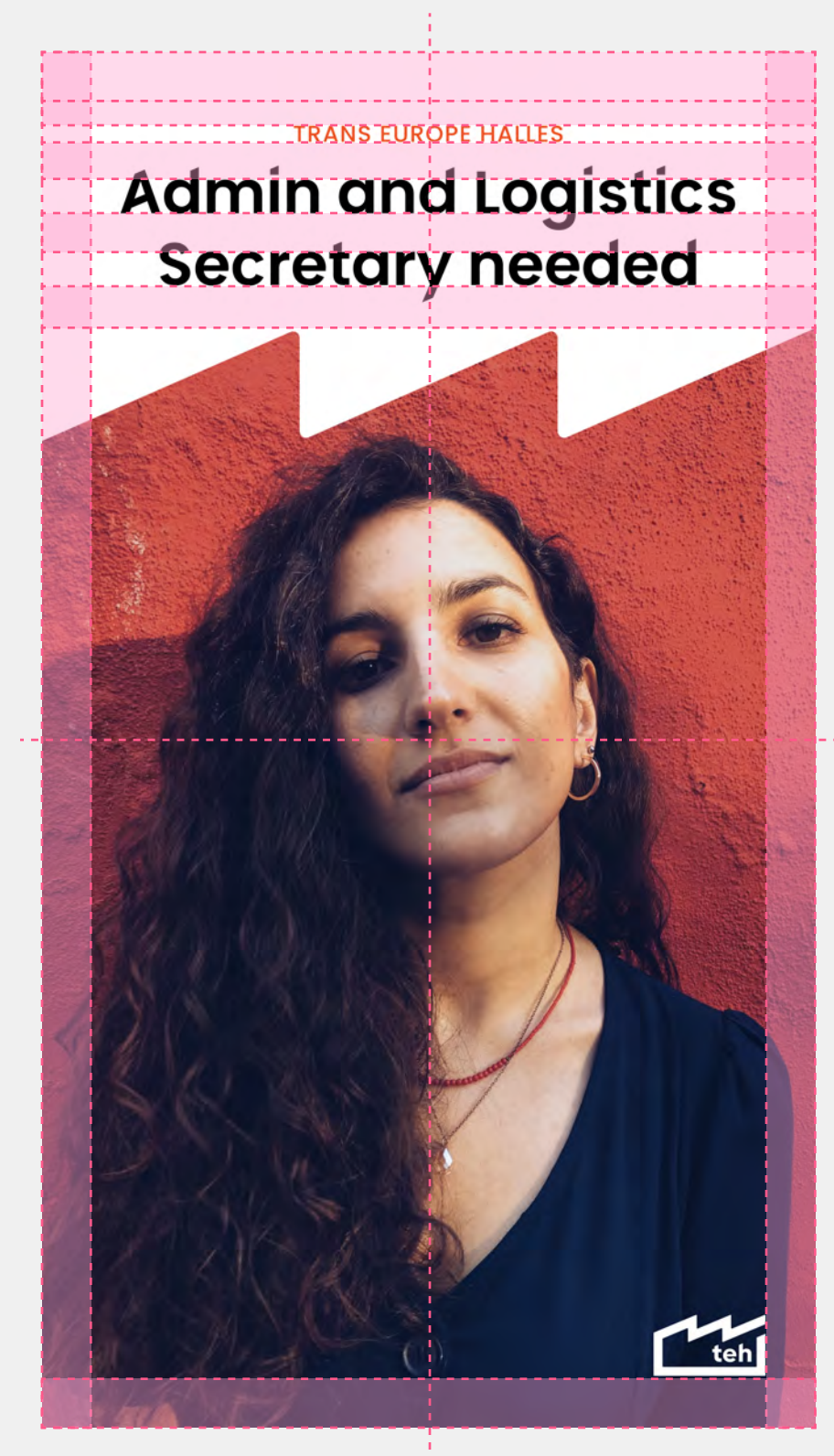
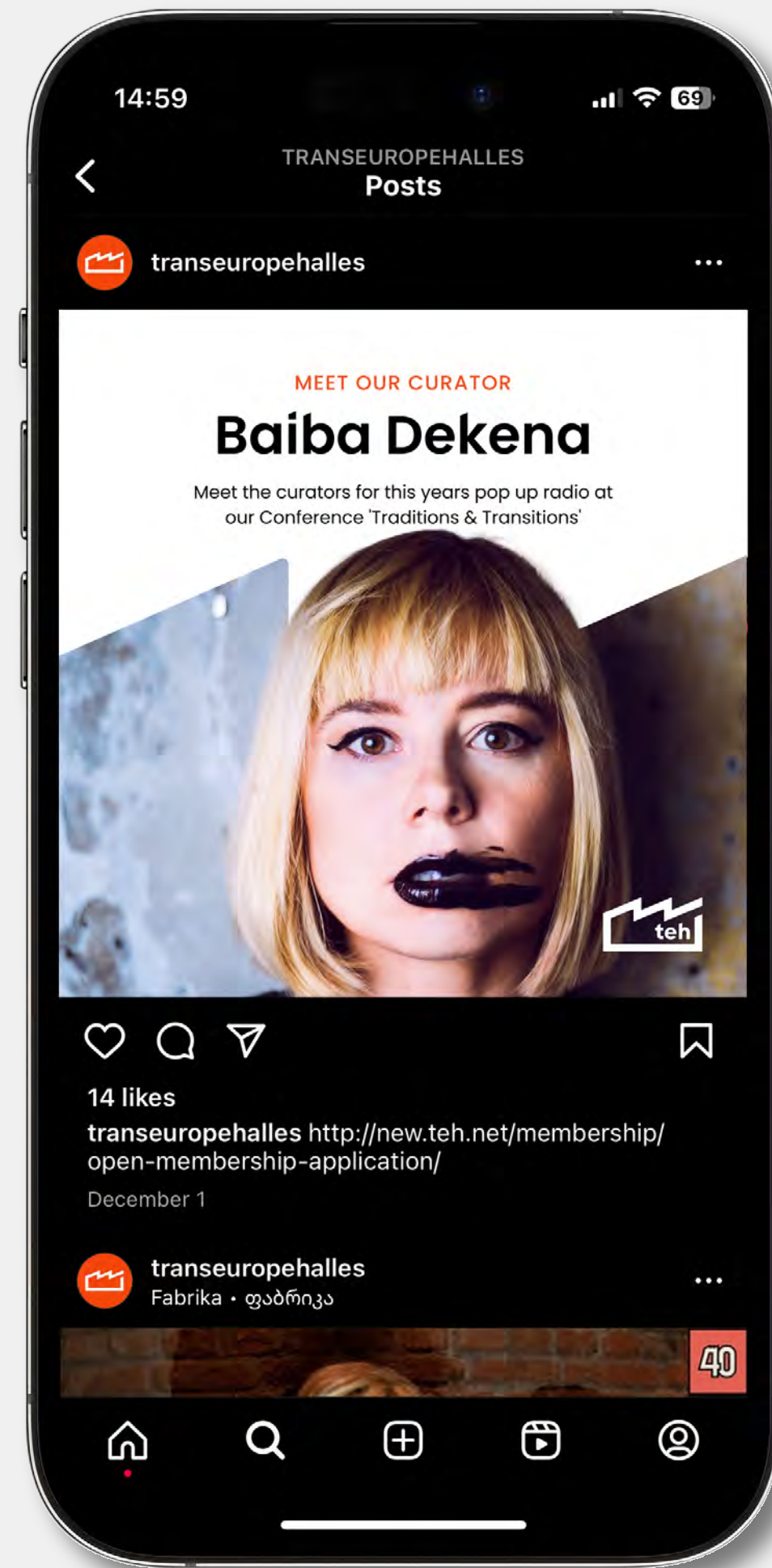
To maximize the advantages of social media and optimize our content, we need to ensure that our messaging is consistent, engaging, and tailored to each specific platform. By doing so, we can better connect with our audience and build strong relationships with them.



Social Media Examples

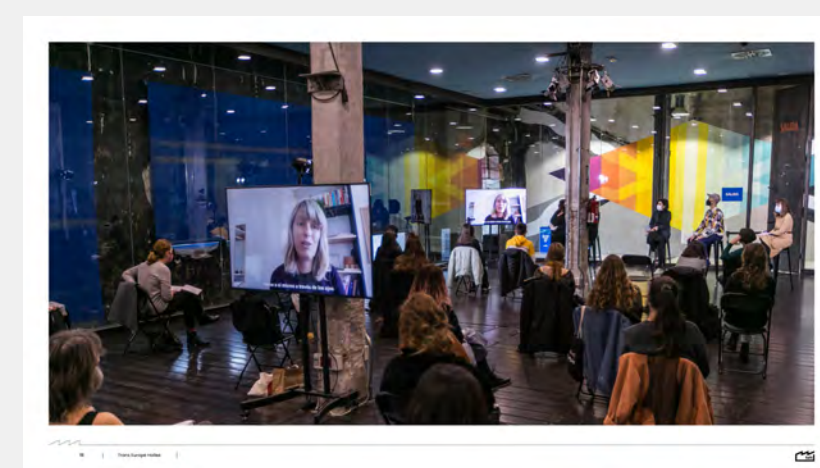
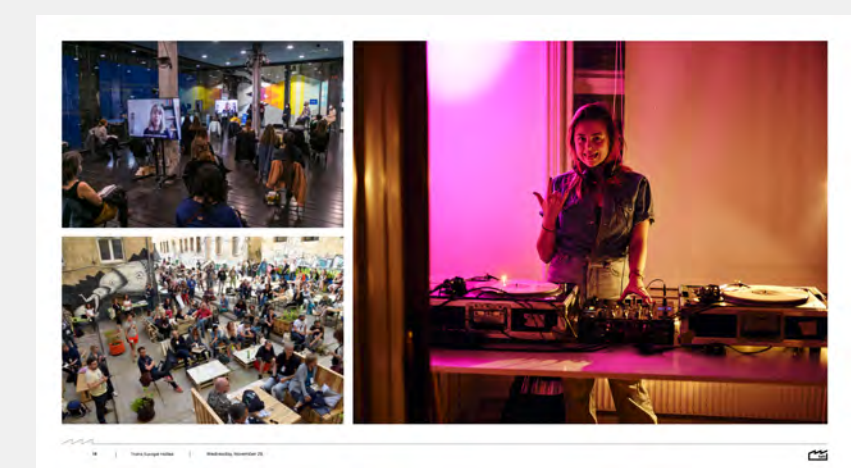
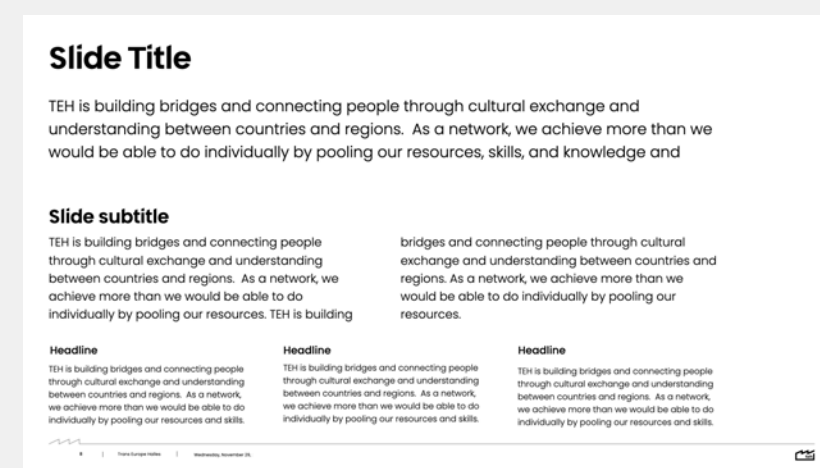
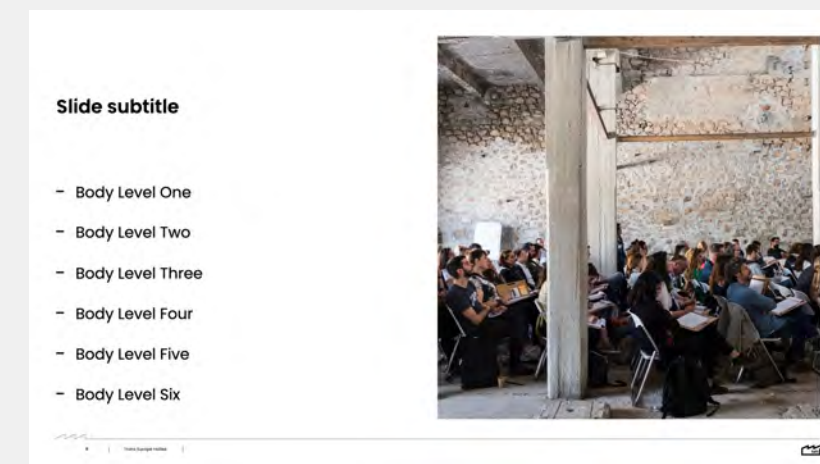
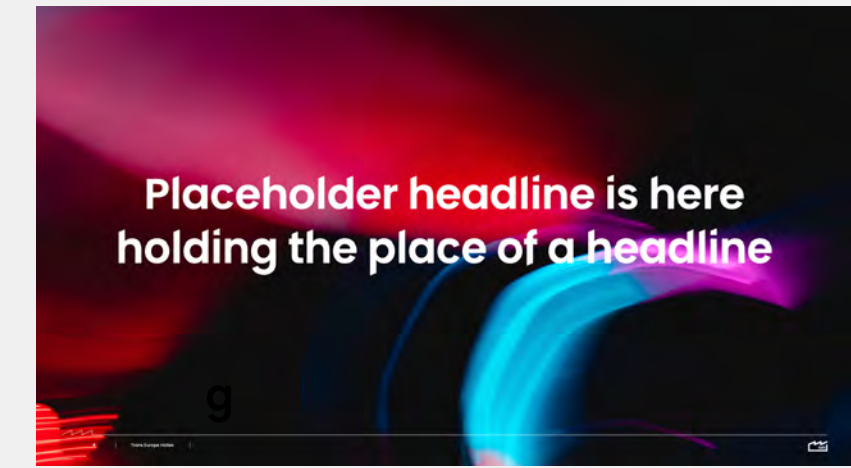
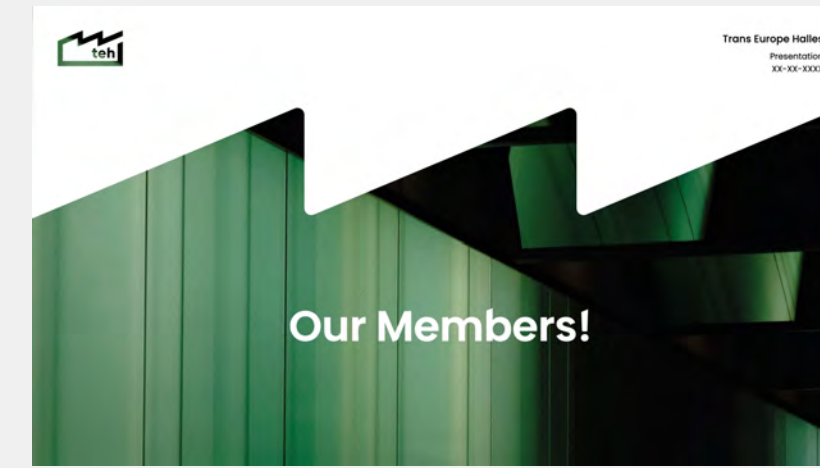
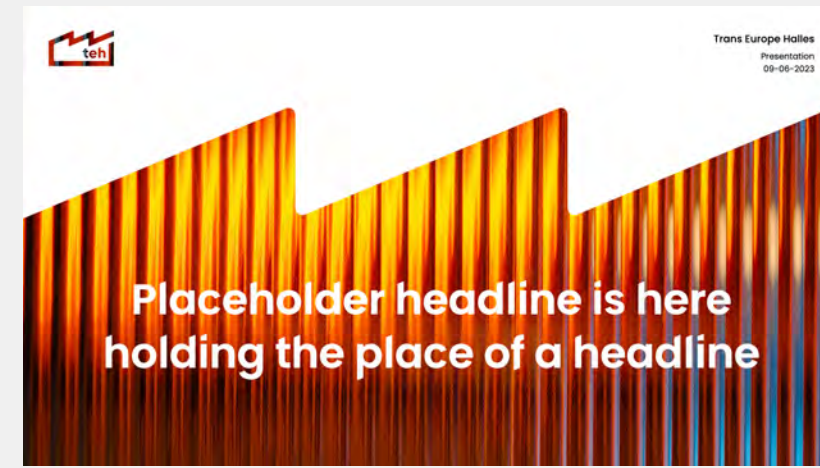
By using all the elements in our toolbox i.e., Graphic device, TEH Headline and Imagery style, we always make sure that we are recognized in social media.

Our Logo is optional and can be left out in most cases.



Keynote & PPT Template

For presentations, always use Apple Keynote or Microsoft PowerPoint and choose a template from the selection on the left. These templates will ensure consistency and visual appeal.



Poster (portrait)

We always ensure recognition by using all the elements in our toolbox, i.e., graphic device, TEH header, and imagery style.

To the right you see two examples of how to use our graphic device in portrait.



Poster (Landscape)

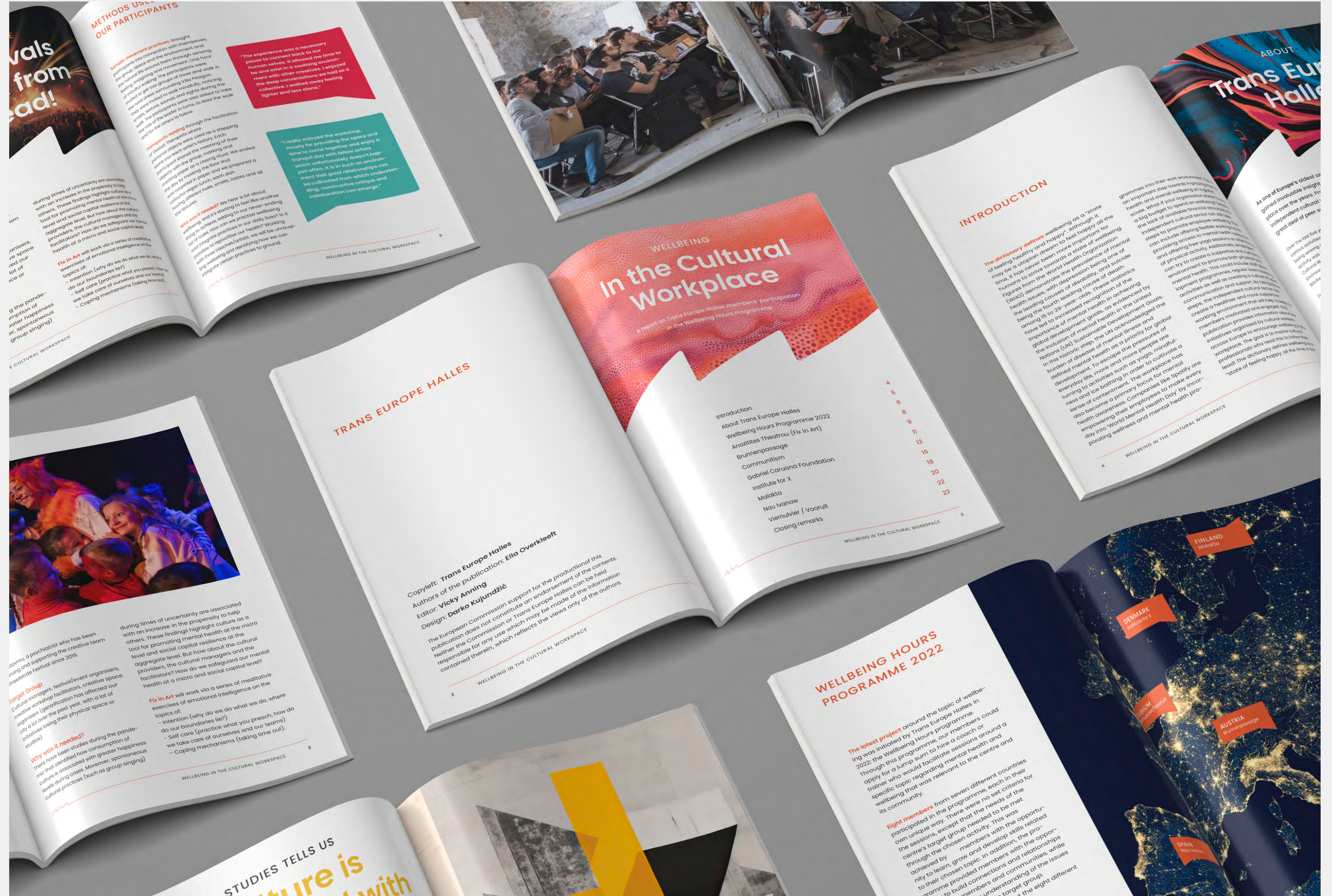
We always ensure recognition by using all the elements in our toolbox, i.e., graphic device, TEH header, and imagery style.

To the right, you see two examples of how to use our graphic device in landscape.



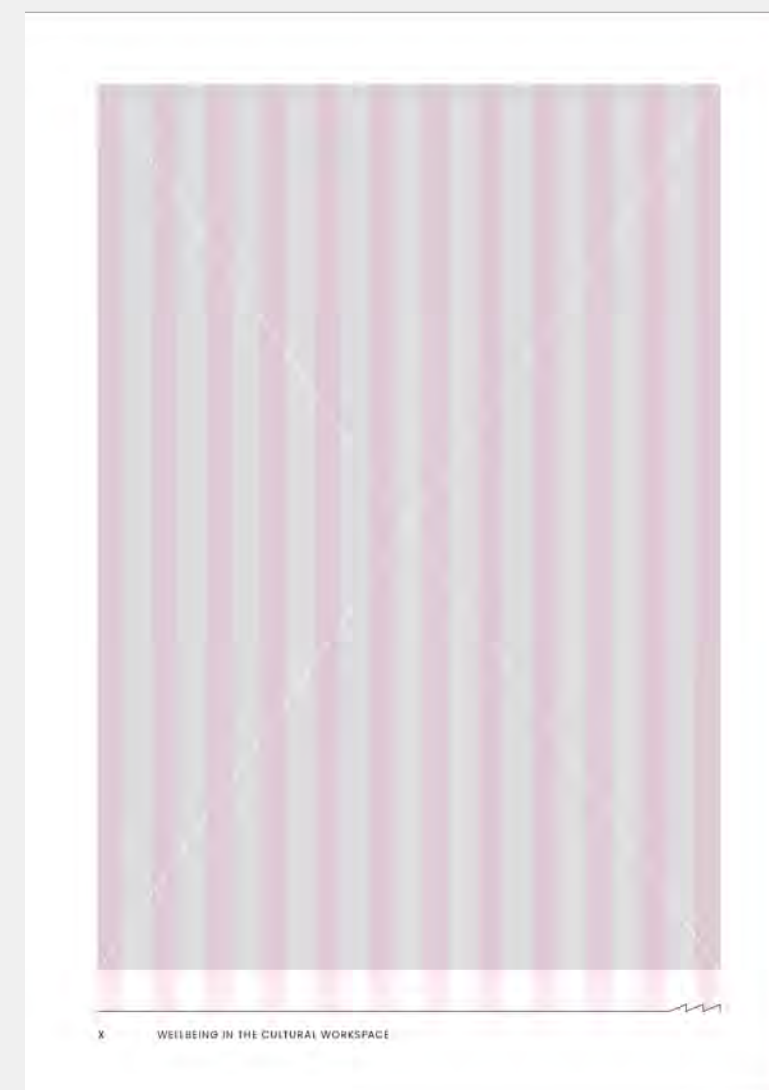
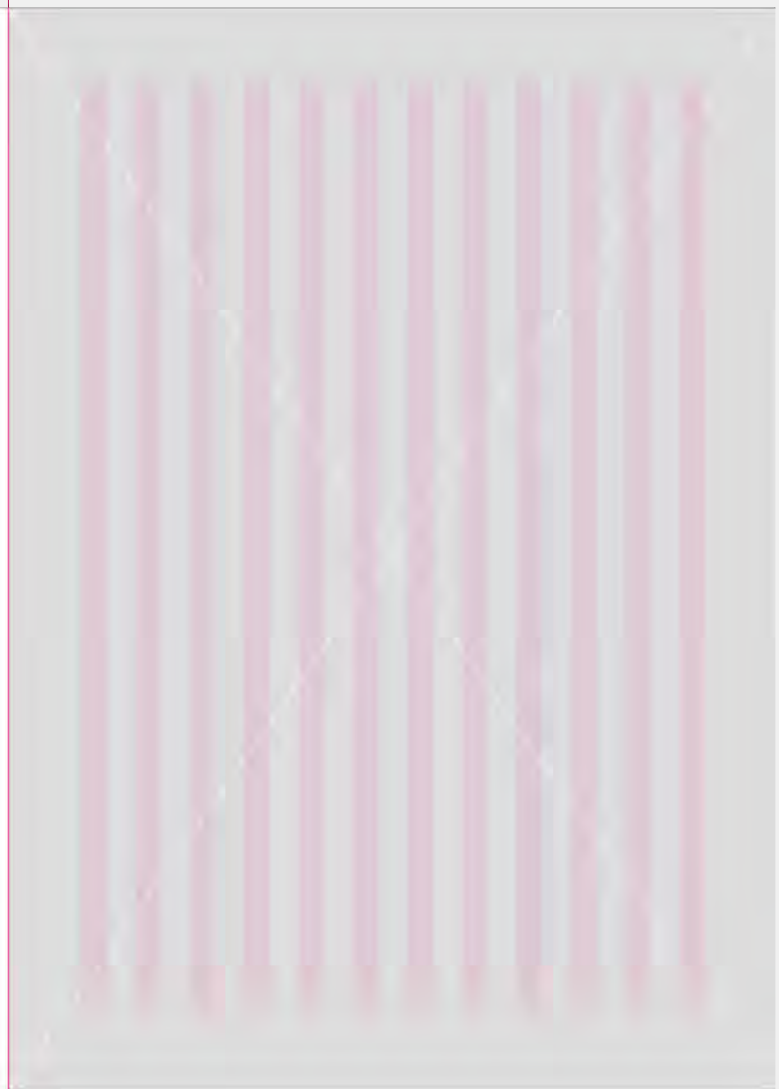
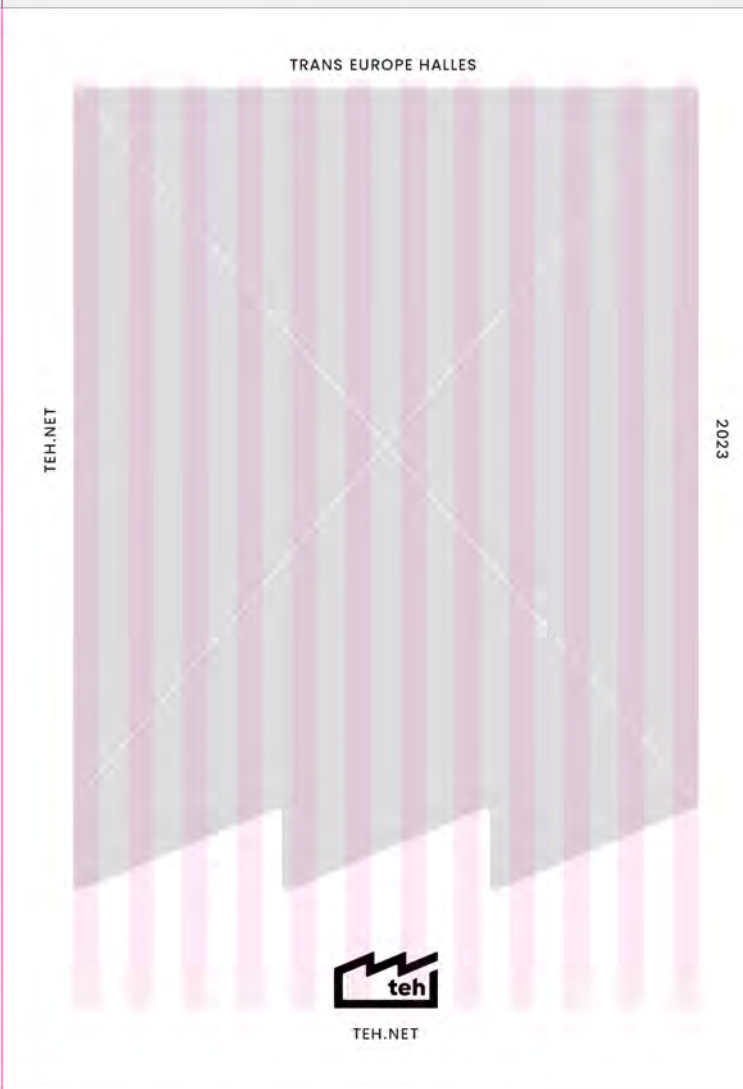
Print Long-form Intro

Our printed material follows the same rules as our digital media, but sizes and proportions are adjusted to fit standard formats and optimized for legibility.

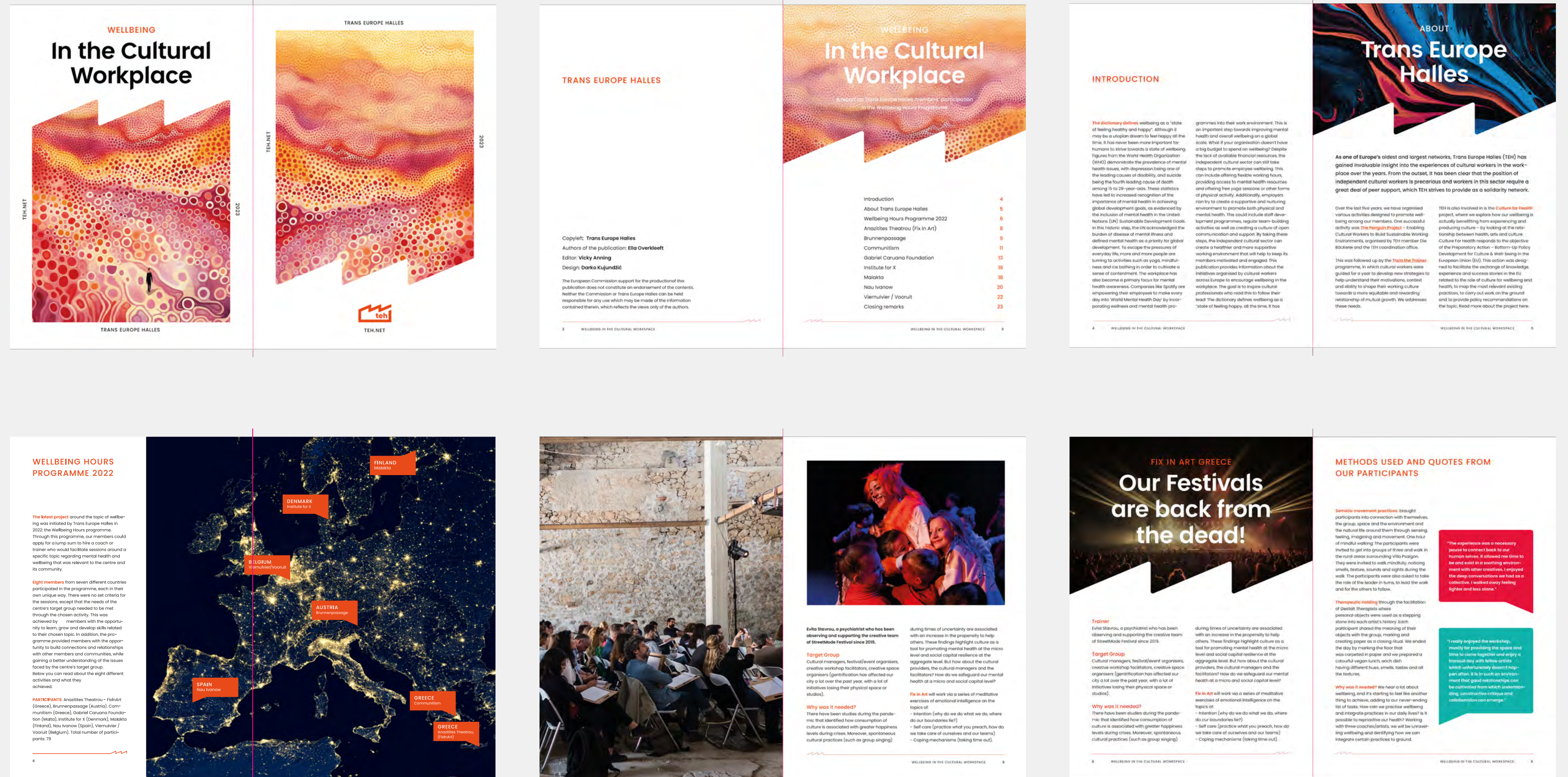


Print Long-form Template

The template is flexible and can be adjusted depending on the content.



Print Long-form Example



Print Long-form Typography

This is an example of using TEH Headline and Poppins in printed materials such as magazines, brochures, and leaflets.

Brand Guidelines

1. Poppins Medium

Size: 20pt
Tracking: 75em
Leading: 64pt

2. TEH Headline

Size: 56pt,
Tracking: 0em
Leading: 60pt

3. Poppins Semi Bold

Size: 12pt,
Tracking: 0em
Leading: 20pt

4. Poppins Medium

Size: 12pt,
Tracking: 0em
Leading: 20pt

5. Poppins Regular

Size: 10pt,
Tracking: 0em
Leading: 16pt

6. Poppins Semi Bold

Size: 10pt,
Tracking: 0em
Leading: 16pt

7. Poppins Regular

8. Poppins Medium
Size: 8pt,
Tracking: 75em

1

ABOUT

2

Trans Europe Halles

3

As one of Europe’s oldest and largest networks, Trans Europe Halles (TEH) has gained invaluable insight into the experiences of cultural workers in the work-place over the years. From the outset, it has been clear that the position of independent cultural workers is precarious and workers in this sector require a great deal of peer support, which TEH strives to provide as a solidarity network.

4

Over the last five years, we have organised various activities designed to promote well-being among our members. One successful activity was **The Penguin Project** – Enabling Cultural Workers to Build Sustainable Working Environments, organised by TEH member Die Bäckerei and the TEH coordination office.

5

This was followed up by the **Train the Trainer** programme, in which cultural workers were guided for a year to develop new strategies to help understand their motivations, context and ability to shape their working culture towards a more equitable and rewarding relationship of mutual growth. We addresses these needs.

TEH is also involved in is the **Culture for Health** project, where we explore how our wellbeing is actually benefitting from experiencing and producing culture – by looking at the relationship between health, arts and culture. Culture For Health responds to the objective of the Preparatory Action – Bottom-Up Policy Development for Culture & Well-being in the European Union (EU). This action was designed to facilitate the exchange of knowledge, experience and success stories in the EU related to the role of culture for wellbeing and health, to map the most relevant existing practices, to carry out work on the ground and to provide policy recommendations on the topic. Read more about the project here.

7

WELLBEING IN THE CULTURAL WORKSPACE

8

5

Example



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WELLBEING IN THE CULTURAL WORKSPACE

5

Business cards

Our business card designs enable staff to showcase their individuality and personal style. By providing various options for color and background images, we enhance the potential for a more memorable and personal connection during networking or business interactions.

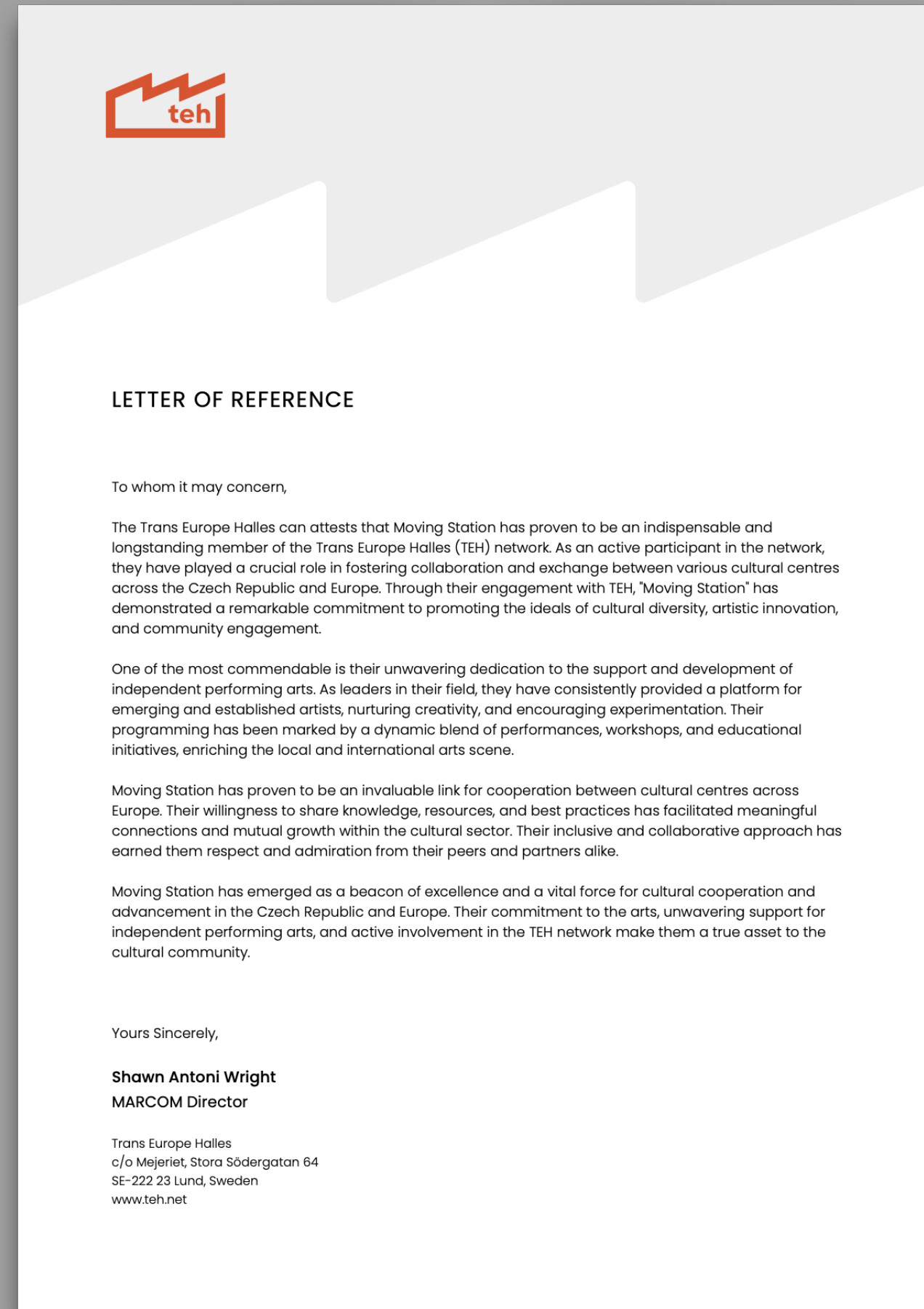
The availability of individual design choices encourages creativity, fostering a culture of innovation and expression within the workforce. These unique designs can serve as icebreakers, sparking conversations that leave a lasting impression and contribute to positive interactions with clients, partners, or stakeholders.



Letterhead and Invoice

Our Letterheads and Invoices are not just functional tools but also an essential part of conveying TEH's Brand Identity.

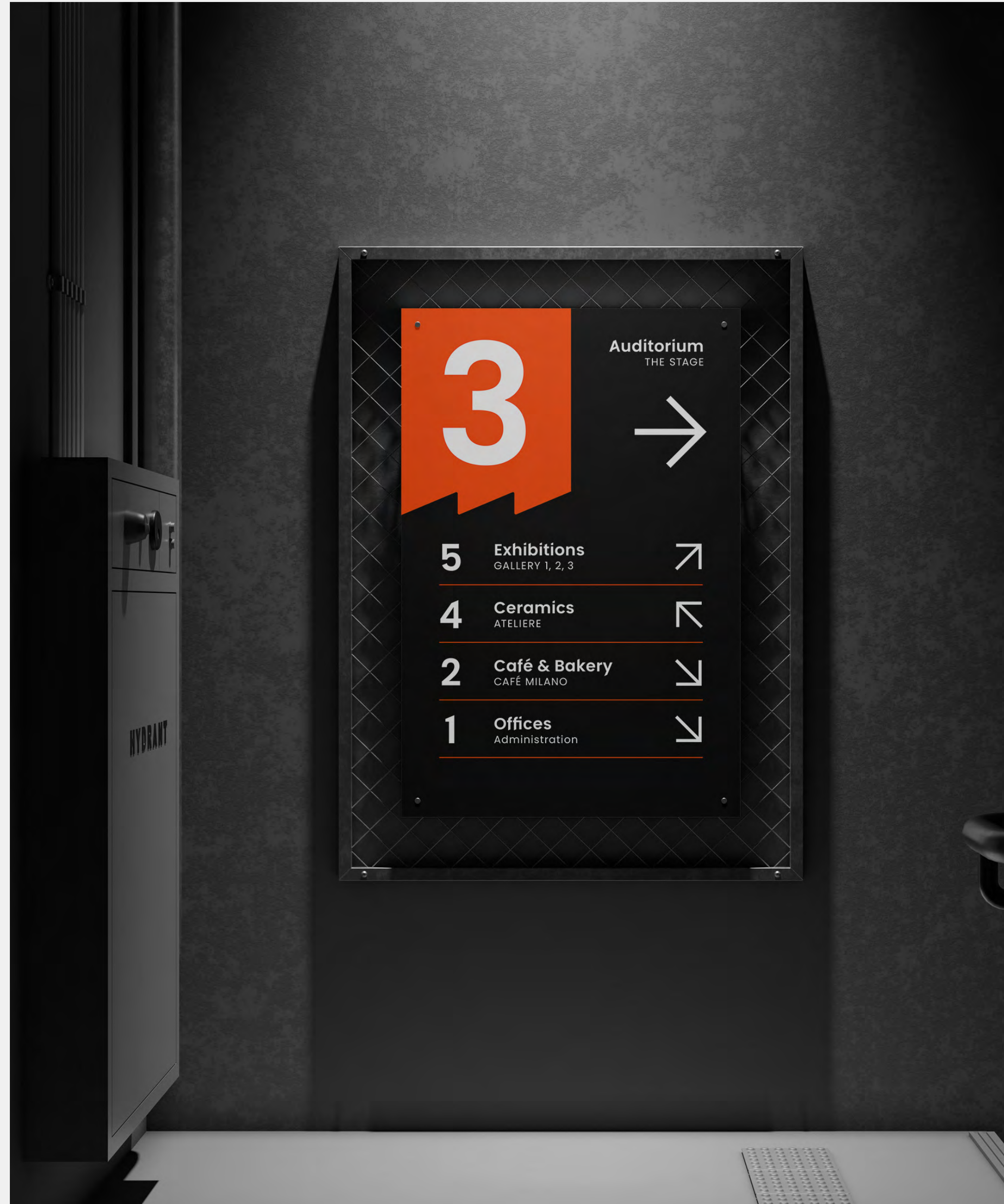
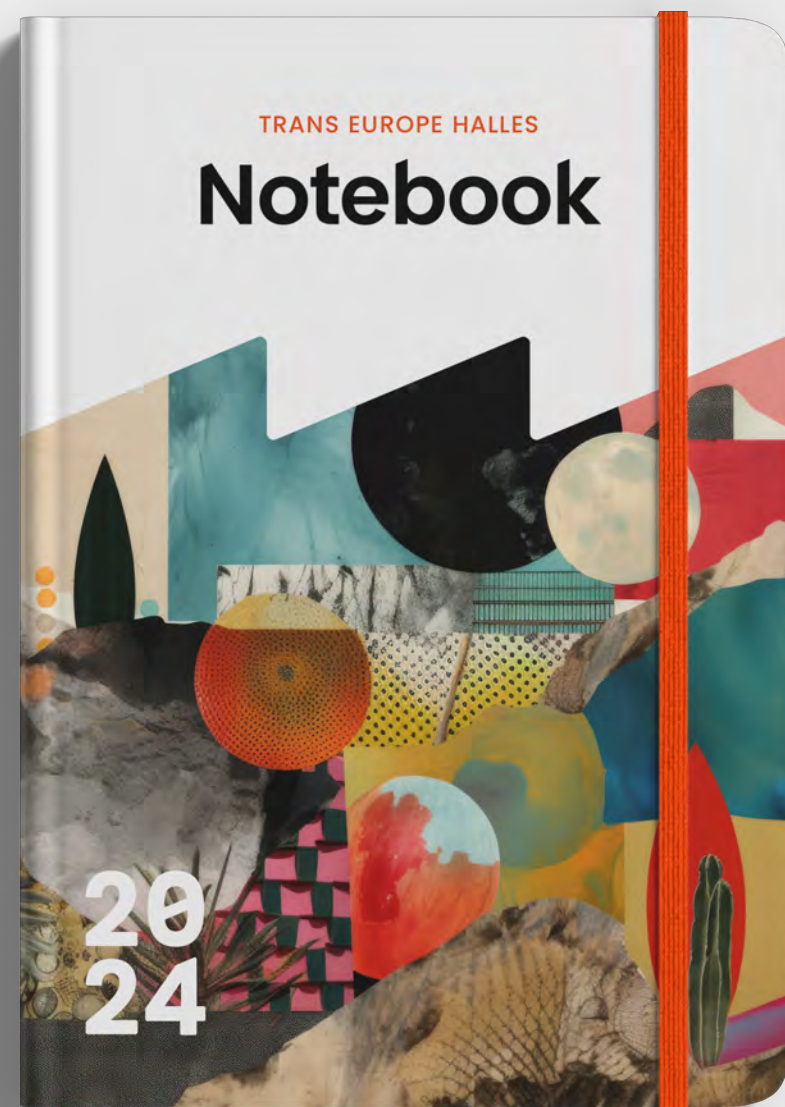
The templates help and contribute to how our members and partners perceive our brand, leaving a lasting impression.



Miscellaneous Touchpoints

By using our custom-made typeface, distinctive graphic device, imagery styles, and colours in a consistent manner, we can establish a strong and recognizable brand identity.

Here, we have provided some examples to inspire and help you understand how to apply the rules in the brand guidelines.



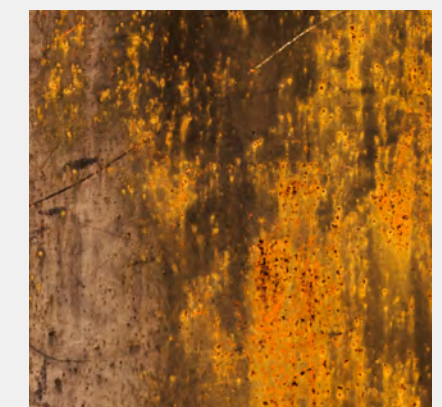
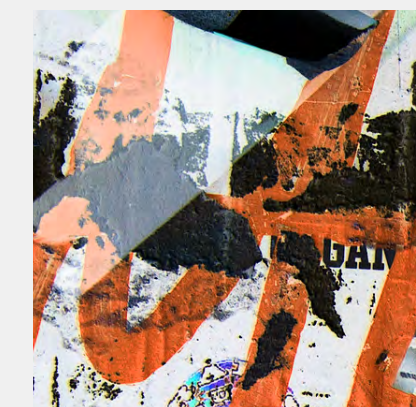
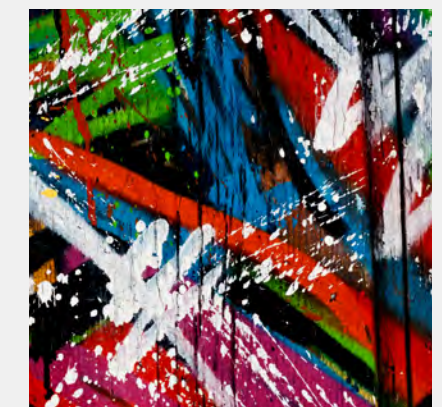
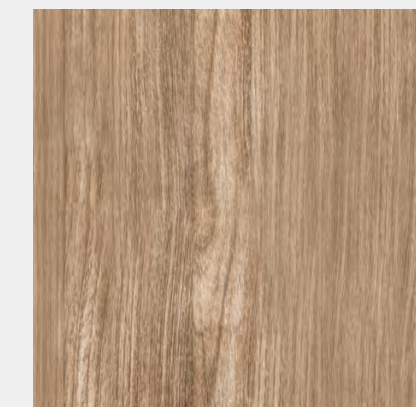
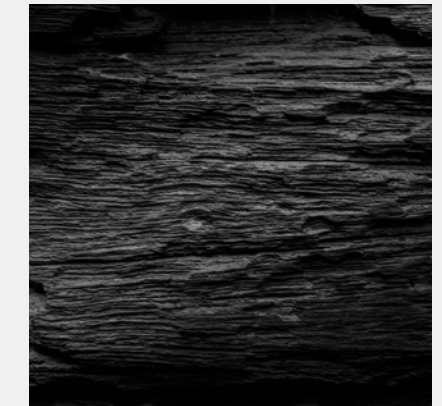
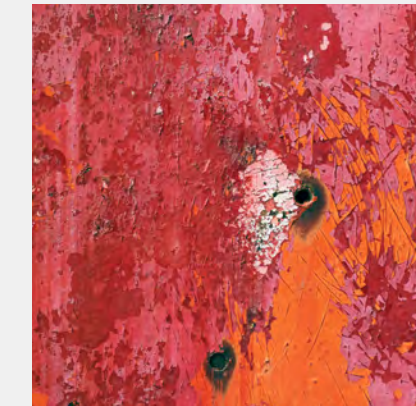
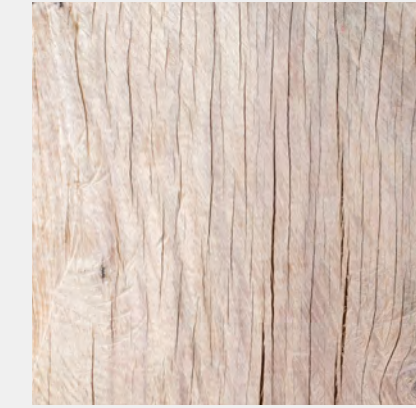
Material Board Intro

The Material Board serves as a guide for our brand's preferred appearance, which includes textures, materials, shapes, and colors. By following the reference board, TEH can maintain a uniform visual identity that connects with our members and target audience.



Material Board Examples

Keep and cherish worn-out materials from the buildings. There is a true beauty in the patina of rusty surfaces and aged brick walls, contrasting with natural materials like wood and painted surfaces.



Questions?



For more information about our brand, feel free to contact our marketing and communications director, **Shawn Wright**.

Shawn@teh.net