



This is a very simply to show you how the brand identity would look beside an image.



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CULTURAL
PARTNERSHIP **culture for all**



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Sub brands of the 5 thematic groups could have the same typographic treatment.



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Design idea 3

Design:

Unification,
joined up, flowing,
collaboration, a common
thread, rolling hills of
D&G.

Concept development:

- animation
- flowing lines can
separate images
and colours
- connecting words



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Design idea 4

Design:

5 overlapping circles creating the letter 'c' for Culture.

Each circle represents the 5 thematic themes. The styling of this brand identity can be developed into the 5 thematic themes so they work together as a unified brand.

Concept development:

An inclusive and contemporary design, where the circles and overlapping shapes can build on the values of the brand.



This is a very simple way of creating a **sub brand** for each of the **5 thematic groups**, where the theme is within a circle and colour coded.

Each of the **thematic groups** would have their own **colour**.



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This is a very simple way of creating a **sub brand** for each of the **5 thematic groups**, where the theme is the brand icon 'C' colour coded.

Each of the **thematic groups** would have their own **colour**.



community
health & wellbeing
CULTURAL PARTNERSHIP



This is a very simple way of creating a **sub brand** for each of the **5 thematic groups**, where the theme is within a circle and colour coded.

Each of the **thematic groups** would have their own **colour**.

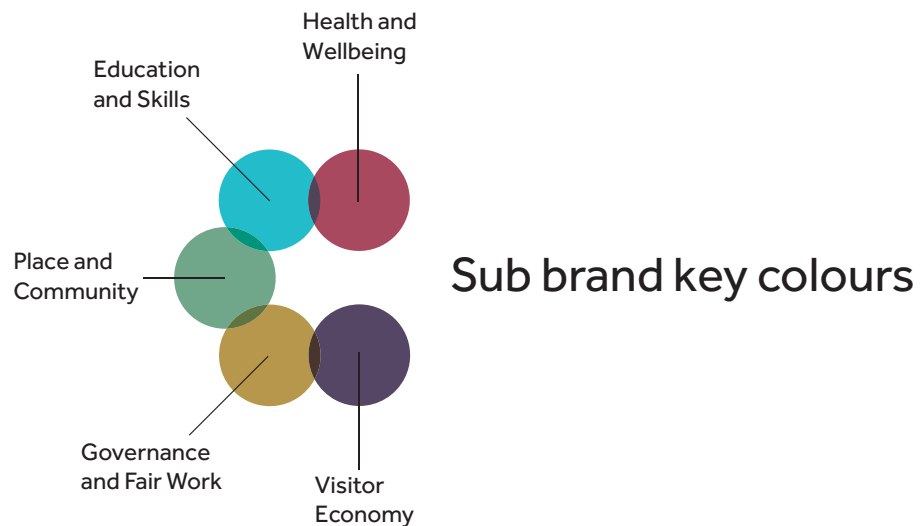


Design idea 4

Design:

The same design using multiple colours, where the circles on the top level brand identity overlap and change colour.

On the sub brands each thematic group is represented by one of the key colours used in the main brand identity.





This is to show you the main brand beside an image.



This is to show you a **sub brand** for each of the **5 thematic groups**, where the theme is colour coded.