

BETA

ta

BETA - the Timișoara Architecture Biennale
Style Guide

MISSION

Beta Timișoara Architecture Biennale aims to proactively engage with and enrich the built environment through comprehensive educational programs, professional development initiatives, and community-driven urban projects. Our mission is to foster a culture of proactive collaboration, continuous learning, and open dialogue within the architectural community and beyond.

We envision a vibrant, interconnected architectural community that transcends borders, embraces innovation, and cultivates meaningful dialogues about the future of our built environment. By promoting interaction and collaboration among diverse stakeholders, we aim to inspire and support the creation of high-quality architecture that positively impacts society.

VALUES

Proactivity: We champion forward-thinking and initiative, encouraging architects and the broader community to take proactive steps in shaping the built environment.

Collaboration: We believe in the power of partnerships and dialogue, fostering connections between professionals, educators, and the public to create a more inclusive and dynamic architectural landscape.

Inclusivity: We embrace diverse perspectives and contexts, ensuring that our initiatives and projects are accessible and relevant to a wide range of participants.

Innovation: We are committed to exploring new ideas and cutting-edge practices that push the boundaries of architecture and urban development.

Community Engagement: We strive to engage with the community at all levels, promoting awareness and participation in the architectural discourse.

By adhering to these core values, Beta aims to create an architecture of action that not only responds to current challenges but also anticipates and shapes the future of the built environment.

1.1

LOGO SAFE AREA

In order to preserve the integrity and visibility of the logo, a specific isolation area must be maintained. No other design elements should appear within this protective zone. The size of this zone is determined proportionally to the logo, as demonstrated in the provided illustration.



Use the width of the letters as a unit to measure the clear zone around the logo

Clear zone

No matter the size of the logo, the clear zone should be at least the size defined in this image.



For legibility, the logo will always have a clear zone around it which is defined by the width of the letters.

1.2

LOGO SCALING

For optimal legibility and visibility, size and proportion the logo according to the object it's being placed on.

The main logo's minimum height is set at 10mm. Use of the logo below this height necessitates prior approval.

Minimum Height
5 mm

Beta

10 mm

Beta

20 mm

Beta

40 mm

Beta

80 mm

Beta



Minimum size - use only when necessary; eg. Print the logo on a pencil

The logo should never be reproduced with a height less than 10mm.

1.3

LOGO WHAT TO AVOID

Examples of Improper Logo use.

While there may be exceptions, the illustrated examples are strictly prohibited. Any application deviating from these guidelines requires prior authorization.

Don't stretch the logo in any way.



Do not place the logo on images without ensuring good contrast between the logo and the background.



Don't use stroke on the logo.



Do not recreate or alter the size of individual elements within the logo.



Do not rotate the logo. It should always be used horizontally.



Do not add drop shadows or any other effects to the logo.



⚠ Always ensure the logo is clear and legible. Use only the master digital artwork for reproductions. The logo must not be modified or augmented with additional elements.

Maintain clear space around the logo; avoid placing other elements too close.



Do not reduce the logo below the recommended minimum height.



1.4

LOGO COLOR PALETTE

Primary color palette comprises of Black and White.

Beta

Beta



Always ensure the logo is clear and legible. Use only the master digital artwork for reproductions. The logo must not be modified or augmented with additional elements.

1.4

LOGO COLOR PALETTE 2024

The current color palette for the 2024 biennale, themed “**cover me softly**” is red.

Pantone:
Red 032 U

CMYK:
0 / 95 / 100 / 0

RGB:
#FF0000



Always ensure the logo is clear and legible. Use only the master digital artwork for reproductions. The logo must not be modified or augmented with additional elements.

Beta

Beta

TYPEFACE FAMILY

Basier Square is our primary typeface and should be used in all communications wherever possible. If Basier Square is not accessible, default to the Arial font family. Only the specified weights for Basier Square are approved for use. See Styling section for usage.

Basier Square

Regular

Italic

Medium

Bold

There is ample freedom regarding text styling. The paramount concern is ensuring legibility. The chosen typefaces should align with and reinforce the message the text conveys.

Beta

Headline
Basier Square, mixed style

Architecture Biennale

Our mission is to foster a culture of proactive collaboration, continuous learning, and open dialogue within the architectural community and beyond.

Body text
Basier Square Regular

02
MAY

Information as well as
visual element
Basier Square,
Mixed styles

Beta Timișoara Architecture Biennale aims to proactively engage with and enrich the built environment through comprehensive educational programs, professional development initiatives, and community-driven urban projects. Our mission is to foster a culture of proactive collaboration, continuous learning, and open dialogue within the architectural community and beyond.

Quotation
Basier Square Italic

We

envision a vibrant, interconnected architectural community that transcends borders, embraces innovation, and cultivates meaningful dialogues about the future of our built environment. By promoting interaction and collaboration among diverse stakeholders, we aim to inspire and support the creation of high-quality architecture that positively impacts society.

Story Highlights
Basier Square Medium

3.1

KEY VISUAL

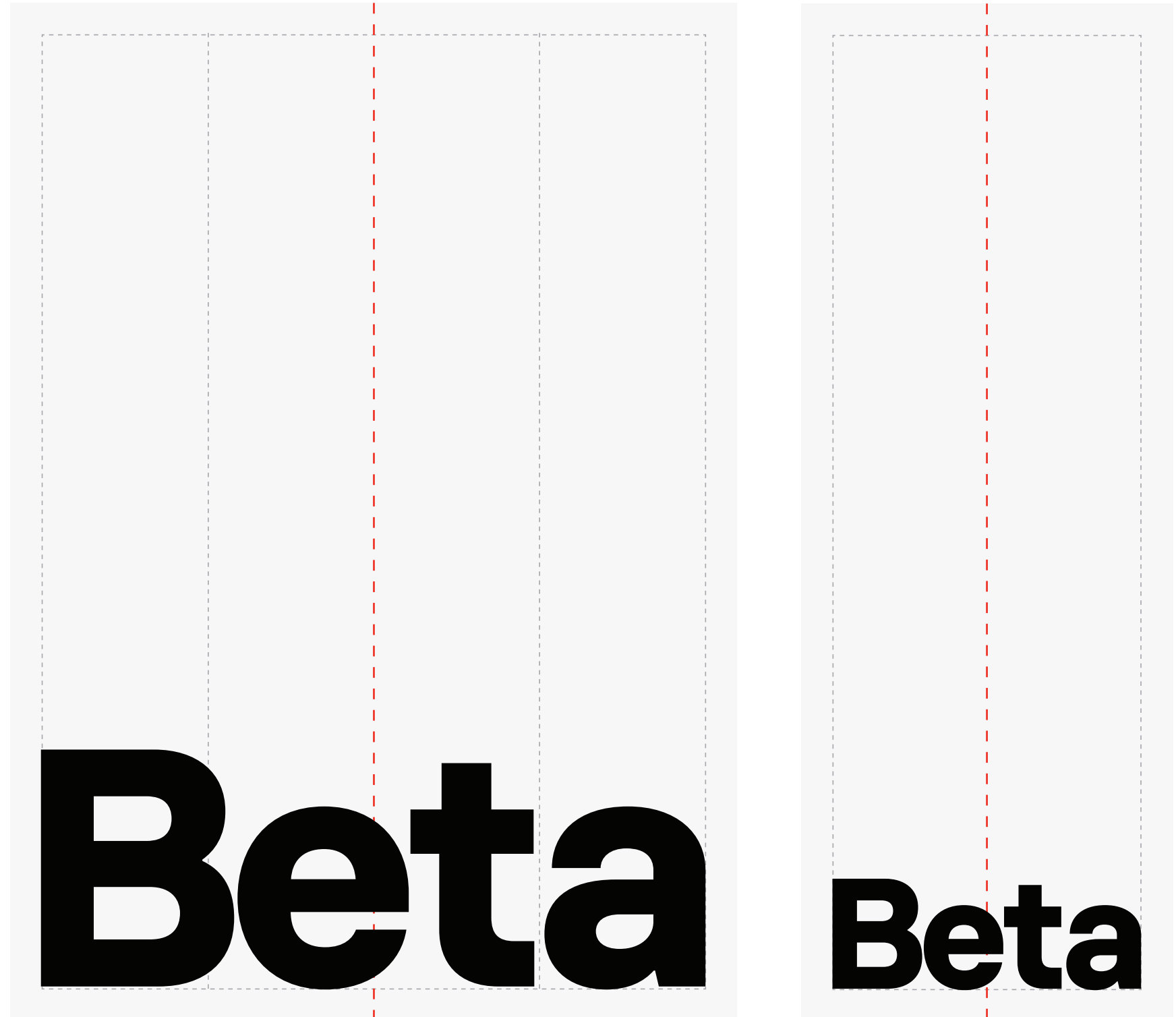
Beta has always emphasized the logo as the central key visual element of its identity. Each edition's identity is created by combining the logo with the specific color palette and additional graphic elements unique to that year.

Ensure that the logo is positioned prominently and boldly in the layout, maximizing its visibility as much as the design allows. In constrained or narrow layouts, opt for the vertical version of the logo to maintain its impact.

The placement and sizing of the logo should guide the overall composition and arrangement of other information, ensuring a cohesive and visually compelling design.



Always ensure the logo is clear and legible. Use only the master digital artwork for reproductions. The logo must not be modified or augmented with additional elements.



3.1

KEY VISUAL

Beta has always emphasized the logo as the central key visual element of its identity. Each edition's identity is created by combining the logo with the specific color palette and additional graphic elements unique to that year.

Ensure that the logo is positioned prominently and boldly in the layout, maximizing its visibility as much as the design allows. In constrained or narrow layouts, opt for the vertical version of the logo to maintain its impact.

The placement and sizing of the logo should guide the overall composition and arrangement of other information, ensuring a cohesive and visually compelling design.



Always ensure the logo is clear and legible. Use only the master digital artwork for reproductions. The logo must not be modified or augmented with additional elements.



3.1

KEY VISUAL

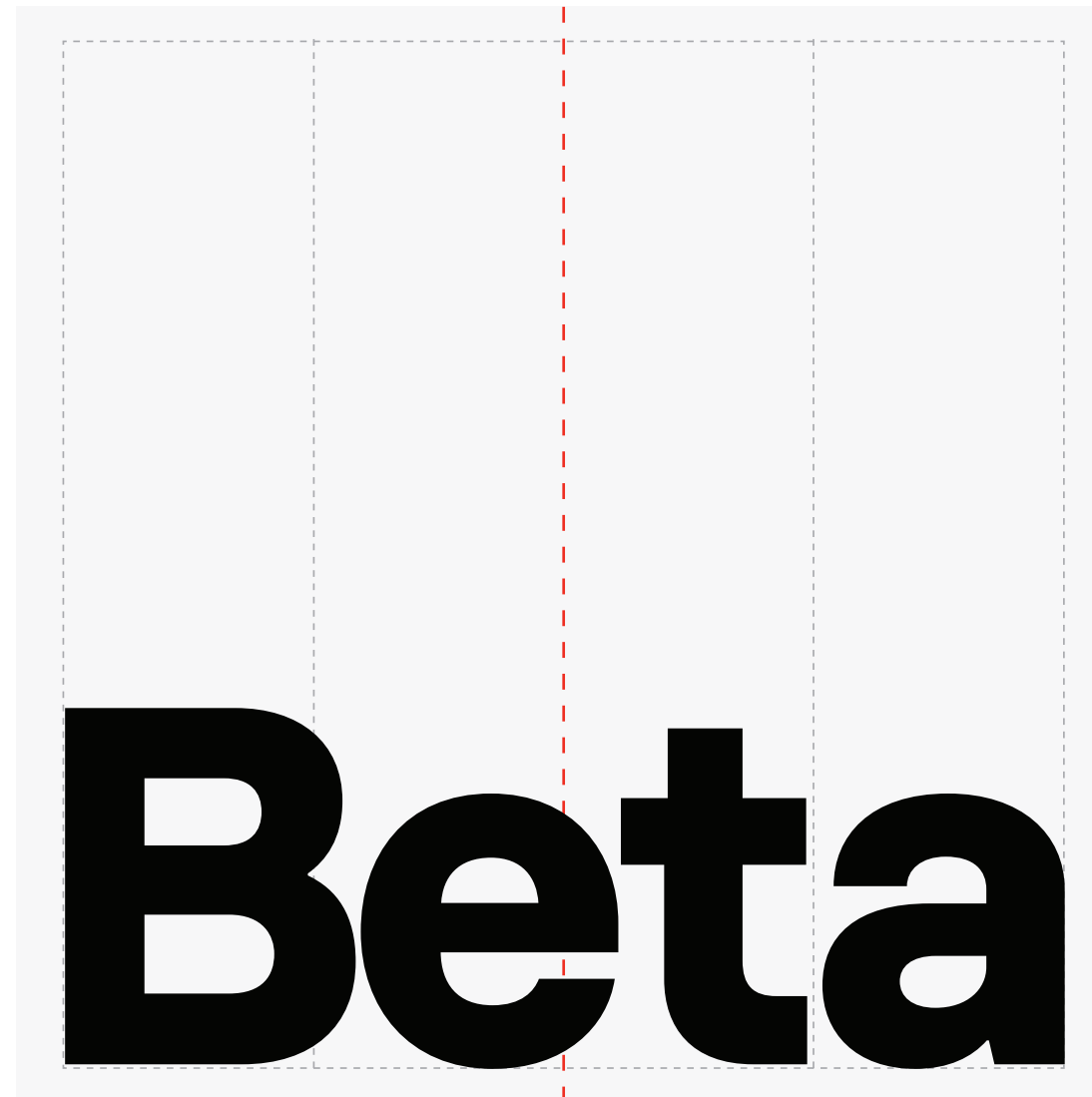
Beta has always emphasized the logo as the central key visual element of its identity. Each edition's identity is created by combining the logo with the specific color palette and additional graphic elements unique to that year.

Ensure that the logo is positioned prominently and boldly in the layout, maximizing its visibility as much as the design allows. In constrained or narrow layouts, opt for the vertical version of the logo to maintain its impact.

The placement and sizing of the logo should guide the overall composition and arrangement of other information, ensuring a cohesive and visually compelling design.



Always ensure the logo is clear and legible. Use only the master digital artwork for reproductions. The logo must not be modified or augmented with additional elements.



GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



4.1

GOOD EXAMPLES

Proper usage of the Beta Timișoara Architecture Biennale brand elements is crucial for maintaining a cohesive and recognizable identity.

This section provides clear guidelines on how to effectively utilize the logo, color palette, typography, and other graphic elements to ensure consistency across all materials. By adhering to these standards, we can preserve the integrity of our brand and enhance its impact.



BETA

ta

© 2024
All rights reserved.

BETA - the Timișoara Architecture Biennale
Style Guide