



BUNKER DAY

VISUAL IDENTITY GUIDE | APRIL 2019



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Creative Europe Programme
of the European Union



EUROPEAN
BUNKER DAY



This publication was made on behalf of Atlantikwall Europe, a collaborative project in the context of the European Year of Cultural Heritage 2018, with support from the Creative Europe program of the European Commission.

INTRODUCTION

The aim of European Bunker Day is to open as many bunkers and bunker sites as possible to the public once a year. The Atlantic Wall is being promoted to the public as an important World War II heritage site through educational and cultural activities. And by explaining the significance of the Atlantic Wall to modern-day Europe.

European Bunker Day is an event in which various countries participate. This visual identity guide has been developed to ensure all countries portray a uniform image on Bunker Day.

This visual identity guide serves as an aid for all designs produced for Bunker Day. This guide has various templates that can be used for all communications products. If there is no template for a specific design, you can design it yourself according to the rules stipulated in this guide.

This guide has been produced for graphic designers working on behalf of European Bunker Day. A basic understanding of the Adobe CC 2019 application and of graphic design is therefore required:

- The designer must prepare all the documents for the printer
- All templates are in English and must be adapted to the desired language

This guide will ensure uniformity of the Bunker Days in all countries.

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ABOUT THE VISUAL IDENTITY

The visual identity was developed for the 2014 Bunker Day in The Hague, which has since grown into a European event. The visual identity applies to all countries.

The **logo** is simple and reflects the accessibility of the bunkers on this day and at the same time, conveys the heaviness of a bunker.

The **typography** evokes the sense of an old wartime typewriter, but with a modern twist.

The **images** used are all in colour and are from the past 10 years. This is to portray the current state of the bunkers, while also looking to the future. References to the past are permitted in terms of use of images, but may not dominate.

The **banner** is depicted on the various communications. It is heavy and large and serves as a reference to the heavy concrete constructions.

The grey/green **colour** is a reference to the concrete bunkers and the green landscape which so often conceals them.

The **layout** is sleek and uncluttered. Images and text are clear, orderly and devoid of embellishments.

MODERN
OPEN SPACES
TYPEWRITER
SLEEK
CLEAR
GREY/GREEN
CONTEMPORARY IMAGE



BASIC ELEMENTS

LOGO

The Bunker Day logo was developed in 2014. The logo is an abstract representation of a bunker in the dunes. The typography is sleek with a reference to the history of World War II.

- 1 BUNKER DAY LOGO WITH DATE**
This logo is used for communications products in which the date is important, such as the poster and the flyer.
- 2 BUNKER DAY LOGO WITHOUT DATE**
This logo is used for communications products that will last for over a year, such as flags and clothing.
- 3 EUROPEAN BUNKER DAY LOGO**
Bunker Day became a European event in 2018 and a separate logo was designed for this. This is an overarching logo for all Bunker Days and must appear on all communications that list sponsors and partners.

FOLDER: Basic elements/logo
FILENAME: -
SIZE: -



TRANSLATION OF LOGO

The logo is available in the Dutch, German, English and French languages. The logo pack can be found in the work folder with all the visual identity information. The logo in the appropriate language, with or without a date, must be used on all communications.

The following page gives an overview of the folder structure for all logos.

The folder contains the most frequently used files for the logo. Each country must amend the logo with date itself, there is more information about this further on in this guide.

If the logo is required in other languages, these can be produced based on the English work file.



25 | 05 | 19

BUNKERDAG



BUNKERDAG



25 | 05 | 19

BUNKERTAG



BUNKERTAG



25 | 05 | 19

BUNKER DAY



BUNKER DAY



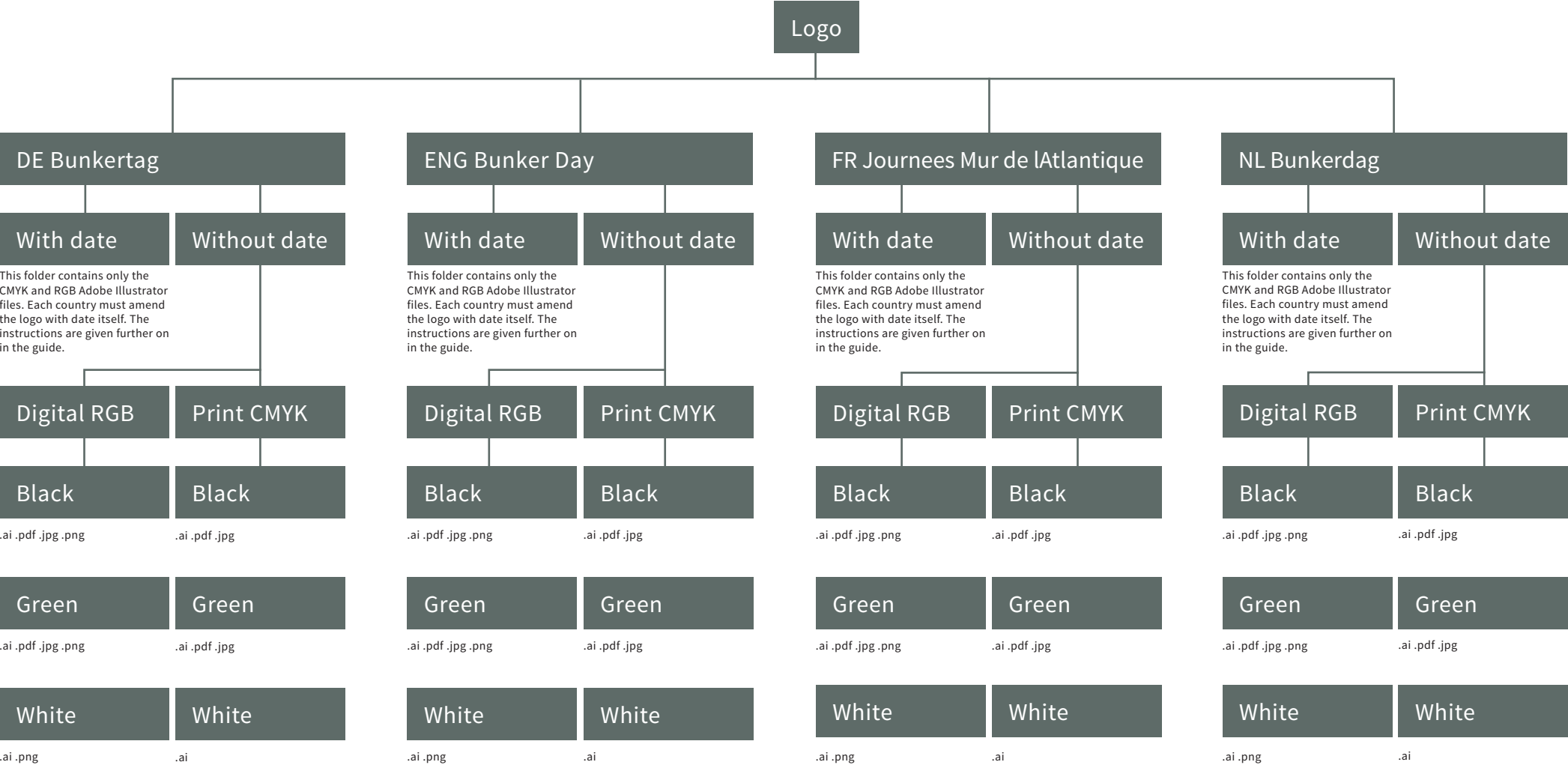
25 | 05 | 19

JOURNÉES DU
MUR DE L'ATLANTIQUE



JOURNÉES DU
MUR DE L'ATLANTIQUE

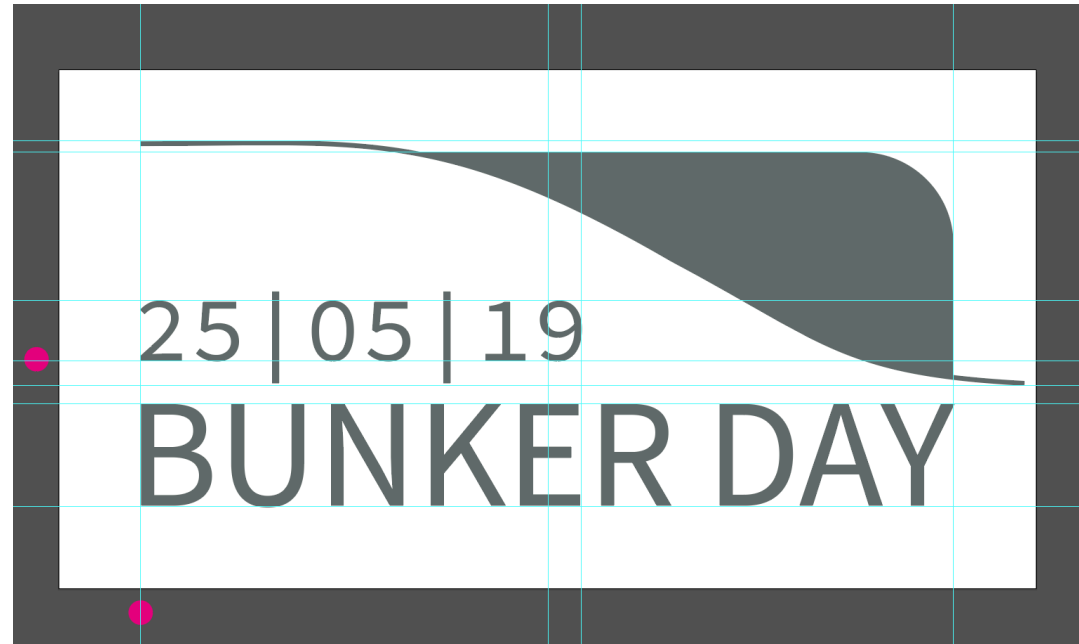
TYPES OF LOGO AND OVERVIEW OF FOLDER STRUCTURE



AMENDING THE DATE ON THE LOGO

Each country is organising its own Bunker Day, the date on the logo therefore needs to be amended. The instructions for doing that in Adobe Illustrator are given below:

- The logo folder contains two folders with logos. You will find the standard green logo in CMYK and RGB as Adobe Illustrator files (.ai) in the 'with date' folder.
- Open these logos. The instructions are at the bottom left of the Illustrator file (in the 'instructions' layer)
- Save all logos in the required colours and extensions. You can use the diagram on page 7 as an example.



INSTRUCTIONS IN ILLUSTRATOR FILE

25|05|19

- Write date in textframe above
- Create outlines
- Remove the . in 0 (if applicable)
- And place on the right guidelines (magenta dots)
- Do not scale

USE OF LOGO

The Bunker Day logo must be used correctly, the main rules are listed below:

- 1 WHITE SPACE**
The whitespace around the logo must be at least equal to the letter A in the logo.
- 2 COLOUR**
The logo may **NEVER** be any colour other than the visual identity grey/green, black, or white.
- 3 CENTRE**
The centre of the logo is the centre of the word Bunkerdag (in Dutch) or the word Day in the relevant language, not the centre of the logo as a whole.
- 3 PROPORTION**
The logo may **NEVER** be stretched out of proportion.



LOGO COLOURS

The logo may appear in the following colours:

- 1 GREY/GREEN**
The identity colour grey/green. You can find the colour codes further on in this guide
- 2 BLACK**
The logo must appear in black on black and white prints. Changing the green logo to grey makes the logo disappear, so use the black version.
- 3 WHITE**
When used on a photo, the logo must appear in white. Ensure the entire logo remains legible in the picture.



COLOUR CODES

Grey/green is the predominant colour, this colour may be used in different shades as shown here.

The text is primarily black or white, green may be used for titles.



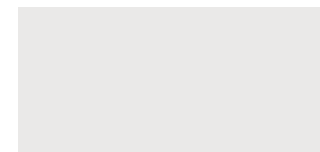
CMYK: 64 / 47 / 52 / 19
RGB: 100 / 110 / 106
TINT: 100%

HEX: #646e6a



CMYK: 64 / 47 / 52 / 19
RGB: 100 / 110 / 106
TINT: 50%

HEX: #aeafad



CMYK: 64 / 47 / 52 / 19
RGB: 100 / 110 / 106
TINT: 10%

HEX: #efeeeee



BLACK



WHITE

FONTS

The fonts used for Bunker Day are shown here. Ensure the text remains legible on all communications products.

The font weights used are: Regular, Semi bold and Bold.

The fonts may only be used for Bunker Day. You can find them in the folder with the templates.

The fonts can also be installed via Adobe Fonts.

SOURCE CODE PRO

<https://fonts.adobe.com/fonts/source-code-pro>

SOURCE SANS PRO

<https://fonts.adobe.com/fonts/source-sans>

FOLDER: Basic elements/fonts

FILENAME: -

SIZE: -

SOURCE CODE PRO

REGULAR
SEMIBOLD
BOLD

ABCDEFGHIIJKLM
ABCDEFGHIIJKLM
ABCDEFGHIIJKLM

TITLES ALWAYS IN ALL CAPS

LINE SPACING 0

FOR INSTANCE:

FONT SIZE 10
LEADING 10

FONT SIZE 18
LEADING 18

Source Sans Pro

Regular *Italic*
Semibold ***Semibold Italic***
Bold ***Bold Italic***

AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMm
AaBbCcDdEeFfGgHhIiJjKkLlMn

Spacing for paragraph text +25

Line spacing +2

For instance:

Font size 10
Leading 12

Font size 18
Leading 20

IDENTITY ELEMENTS

In addition to the logo and typefaces, a number of other elements are important to the visual identity:

1 GREY/GREEN BANNER

The grey/green banner appears in many communications such as the poster, flyer and programme booklet. The banner must always slope down towards the right of the design. The grey/green banner may also be used as a field in which to place text, as seen in the programme booklet and on the back of the flyer.

2 GREY/GREEN LINE

The line is used to separate elements from one another, for example, to separate the title from the text. The line is thin (a minimum of 1 pt) and must always be grey/green, or white.

3 SYMBOLS AND ICONS

Symbols may be used by way of explanation. Always ensure these are minimalist and sleek. Here are a few examples of correct use of symbols.

1

All bunkers open 1 day a year

ALONG THE ENTIRE ENGLISH COAST | FROM 10 AM TO 5 PM
TICKETS AND INFORMATION WWW.BUNKERDAY.COM

2

TITLE

Ut volupta quis aut ut quam liat idem eum issi doloria voluptatur, eatemperspit officta pra quid ullorest volupta tiatio vendic teniendita peri desequis quam videm voluptate sit laborer ferspel iquamusamet expel inciur?

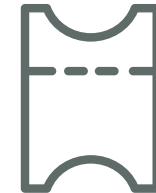
Emporum hiliaectus accus aut explaciatio doluptatem et quament landae rescil ius.

Natem fuga. Nem verum quiaece peruptat quatur molum vel et, officab oressint.

Ut volupta quis aut ut quam liat idem eum issi doloria voluptatur, eatemperspit officta pra quid ullorest volupta tiatio vendic teniendita peri desequis quam videm voluptate sit laborer ferspel iquamusamet expel inciur?

Ped moditatum aliquo dolut laut qui id que sum remoles vellabore cus, te sum iunt platem dunt, samus vit aliatempore del moluption nulpa dolorep rentis et iume nos et que cum era ius sequis molorum nobist ut que porpore.

3



2



REQUIRED LOGOS

It is mandatory to include these four logos on the sponsorship field of all Bunker Day products like:

- Poster
- Program booklet
- Program folder
- Flyer
- Website
- Ads
- Beach flag
- Flag
- Clothing

The logos already appear in the right position and order on each template, do not change this. Ensure the spaces between the logos remain the same.

It is however permitted to replace the European logo with your own language version. [Read the instructions here.](#)

The European Year of Cultural Heritage logo is available in different colours, you can download them [here.](#)

The logos are mandatory for all Bunker Day communications products.

FOLDER: Basice elements/Required logos

- Atlantikwall_logo_CMYK.ai
- logosbeneficiairescreativeeuropelleft_en.eps
- European Bunker Day
- EuropeanYearOfCulturalHeritage

SIZE: -



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USE OF IMAGES

CORRECT USE OF IMAGES

Images used on posters, flyers and other communications must be of good quality and high resolution. Ensure featured photos comply with the following criteria:

- People may be pictured in the photo, but should not attract too much attention and must add something to the image.
- Ensure photos are recent. Archive images may be used to illustrate something, but may not be used as campaign images.
- Ensure the logo remains legible on the campaign photo.
- Always ensure you have the photographer's permission to use the image.
- Photos must always be straight and may not overlap.



INCORRECT USE OF IMAGES

INCORRECT USE OF IMAGES

1. This image is of poor quality, is not sharp, and is of low resolution. Images used for printing must have a minimum resolution of 200 DPI.
2. The people pictured in the photo dominate too much and do not enhance the image. This photo is unsuitable as a campaign image.
3. Archive images may not be used as campaign images. They may be used by way of illustration provided the resolution is high enough.
4. Images may not overlap and must be straight.
5. Ensure images are of professional quality. For example, this photo is overexposed at the top left and underexposed on the right.
6. Ensure the logo is always legible.

Note! These photos are for illustration purposes and are not copyright-free, the images may not be used.



INCORRECT USE

In recent years, communications products have been produced that do not comply with the visual identity rules. Here are a few examples. This guide should make it easier to produce everything according to the same rules.

1 BANNER ACROSS POSTER

This version shows a banner across the poster, which is not compliant with the visual identity. It is the shape of a wave, is untidy and is not in the correct visual identity colour. The typeface used is different to the visual identity fonts. The Bunker Day logo is no longer fully visible.

2 LOGO PLACED OVER LOGO

The Fort 1881 logo has been placed over the Bunker Day logo. It should actually be positioned where it fits into the whole better. The times have been placed beneath the logo, all information should appear in the green field.

3 INCORRECT FONT

The logo has been positioned on the poster better. But the Bunker Day logo has been changed to a different font.

4 POSITION OF LOGO

The logo is shown here with a section of background from the poster. The logo is available in .PNG without a background, which avoids it having to be cut out of the poster.

5 COLOUR OF LOGO

The logo is shown in yellow here, this colour does not appear in the visual identity. The logo may only be white or grey/green, or black if need be.





POSTER

The folder contains a template for the A2 poster, if a poster is required in a different format, you can do it to scale.

The layout of the poster is the same every year. A large photo in the background and the logo in the centre, legible against the image. There is a grey/green banner at the bottom with all the information. The poster includes a sponsorship banner with the 4 mandatory logos.

There is space to include local partner/sponsor logos in addition to these logos.

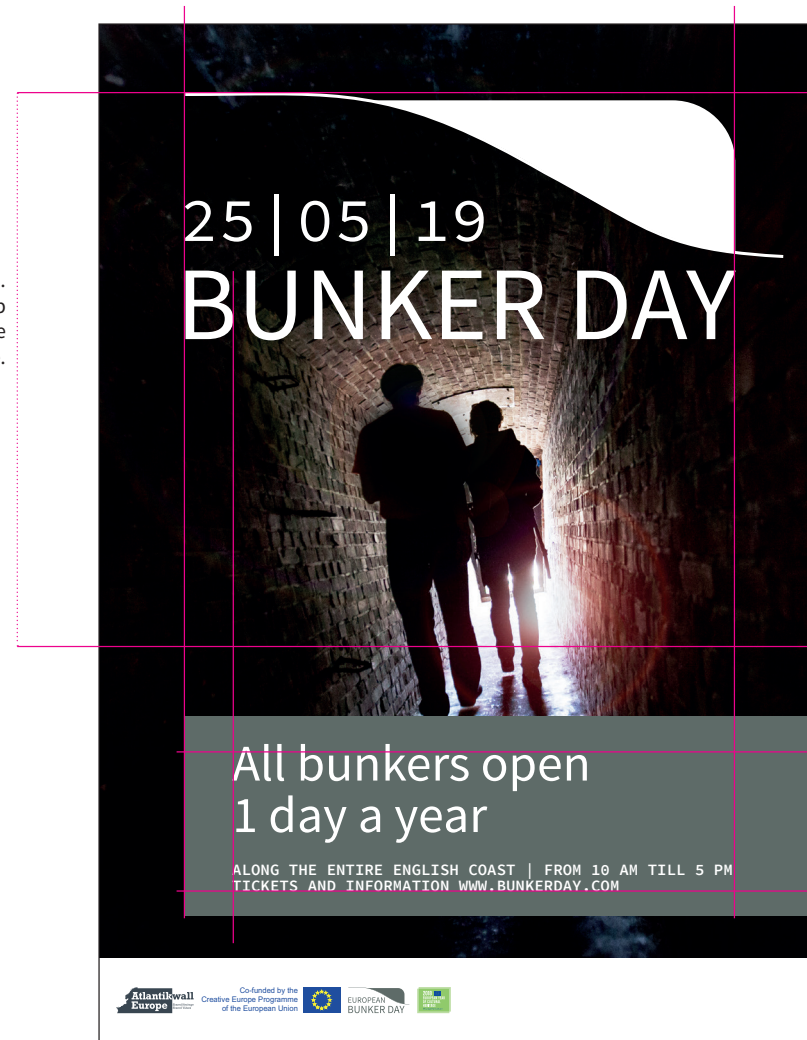
You can read the rules for use of the European logo and if necessary, replacing the logos with the correct language variant, [here](#) (also see page 14).

FOLDER: Templates/poster

FILENAME: Bunker Day_poster_A2_template_EN.indd

SIZE: A2 (420x594mm)

The logo has a fixed width. It may be moved however up or down to ensure that the image will be clearly visible.



The visual can be selected according to your own choice.

All text must be placed in this frame. Make sure the text is short and clear and has a logic hierarchy.

Logos must be placed in the white bar at the bottom. The 4 logos that are already present should remain at their locations. Extra logos should be placed to the right, if necessary on two lines.

FLYER

The folder contains a template for the A5 flyer. The front has the same layout as the poster, this applies to all communications products for Bunker Day.

The layout on the back can be designed as desired in keeping with the visual identity rules and with this template as a starting point.

For inspiration:

[View the 2018 Dutch version of the flyer here](#)

FOLDER: Templates/flyer

FILENAME: Bunker Day_flyer_A5_template_EN.indd

SIZE: A5 (148x210mm)



PROGRAMME BOOKLET

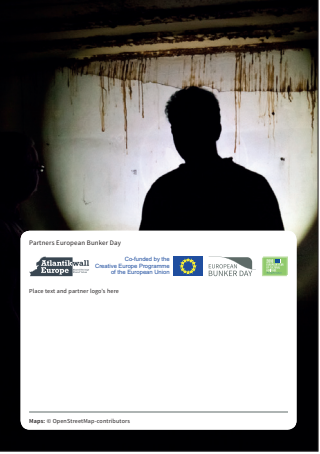
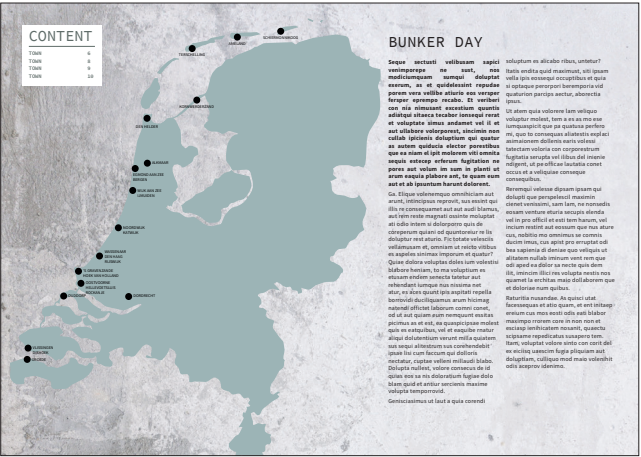
The folder contains a template for the **A5 programme booklet** with all the key elements as shown here. This template serves as a guide for the programme booklet. It can be interpreted as desired, provided the key elements remain visible. Follow the local printer’s specifications as to how the material should be provided.

The front is based on the poster with the chosen campaign image, the logo, and the grey/green banner. The Dutch version utilises Open Street Maps for maps of the sites.

If you use Open Street Maps, ensure you include a copyright notice! There is space for this on the back of the booklet (see template)

For inspiration:
[View the 2018 Dutch version of the Programme booklet here.](#)

FOLDER: Templates/programme booklet
FILENAME: Bunker Day_programme_template_EN.indd
SIZE: A5 (148x210mm)



PROGRAMME BOOKLET

GRID

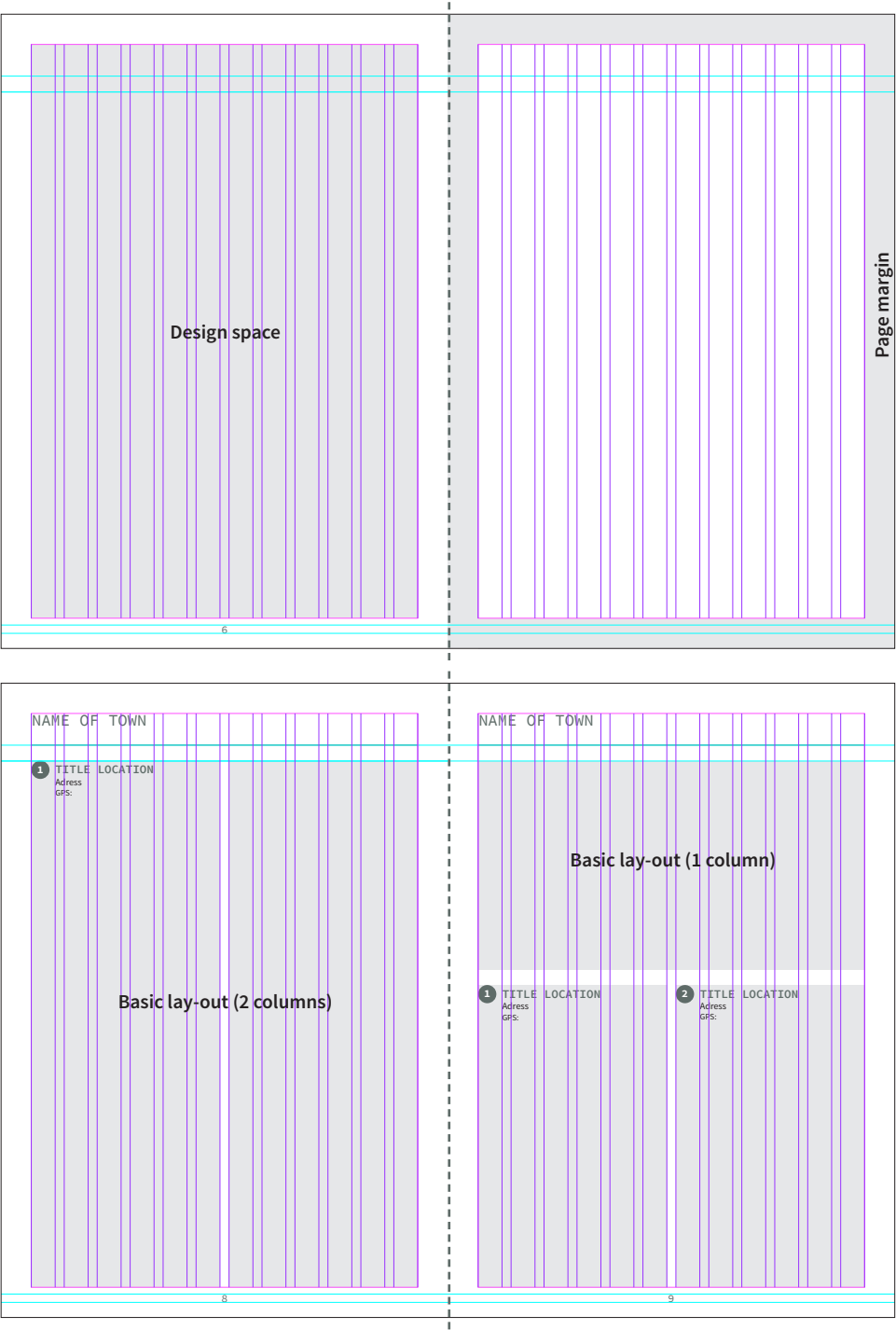
The Adobe Indesign grid for the programme booklet looks as follows:

The basis is formed by one or two columns on a grid of 12 columns. These twelve columns serve as a guide for aligning all the frames.

Equal distances are important for retaining an uncluttered design. Ensure all information is legible and that all elements are positioned straight on the pages and aligned from top to bottom.

The page layout can be formatted as desired with this grid as a guide.

All the important typographical elements have been saved in Paragraph Styles on the template.



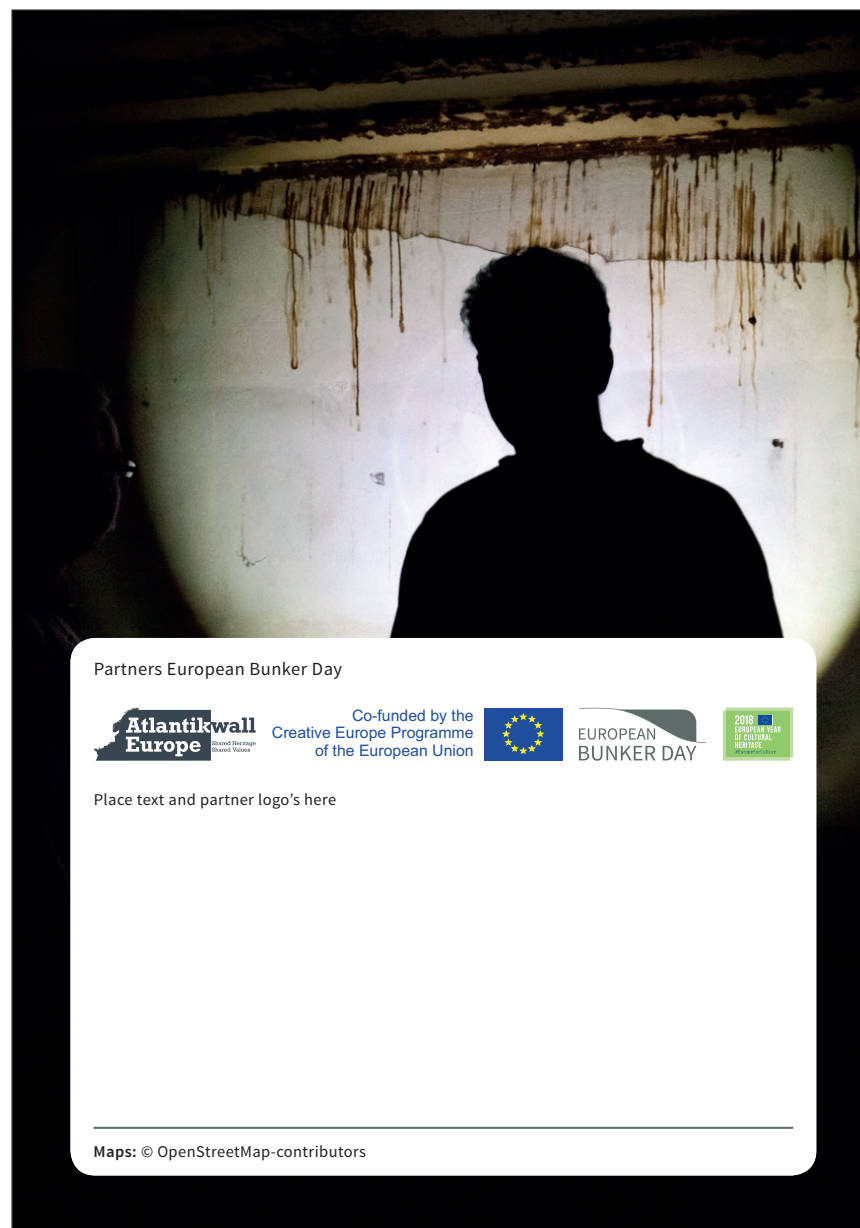
PROGRAMME BOOKLET

All partner and sponsor logos appear on the back of the programme booklet.

The image must be replaced with an image of your choice and the height of the white space can be amended according to the number of logos that need to be included.

There is space at the bottom for the Open Street Maps copyright notice if necessary.

[Read the rules for the Open Street Maps' copyright notice here](#)



PROGRAMME LEAFLET

If the programme is less extensive, there is also the option of producing a leaflet. This leaflet was produced for the 2014 Bunker Day in The Hague. The template has been amended so that it can be used for European Bunker Day.

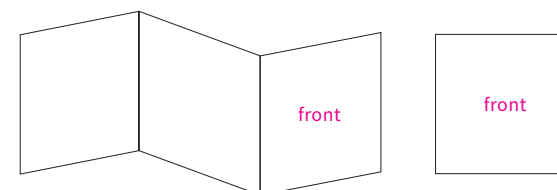
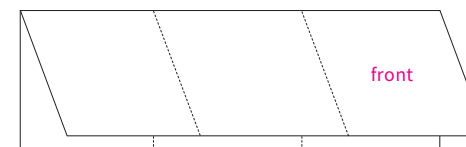
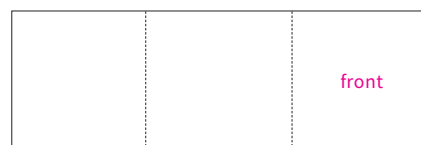
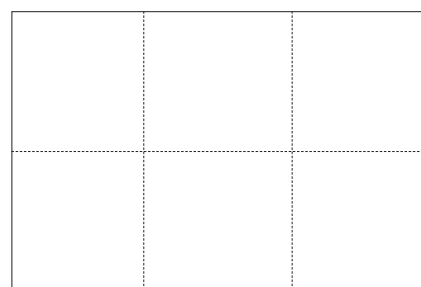
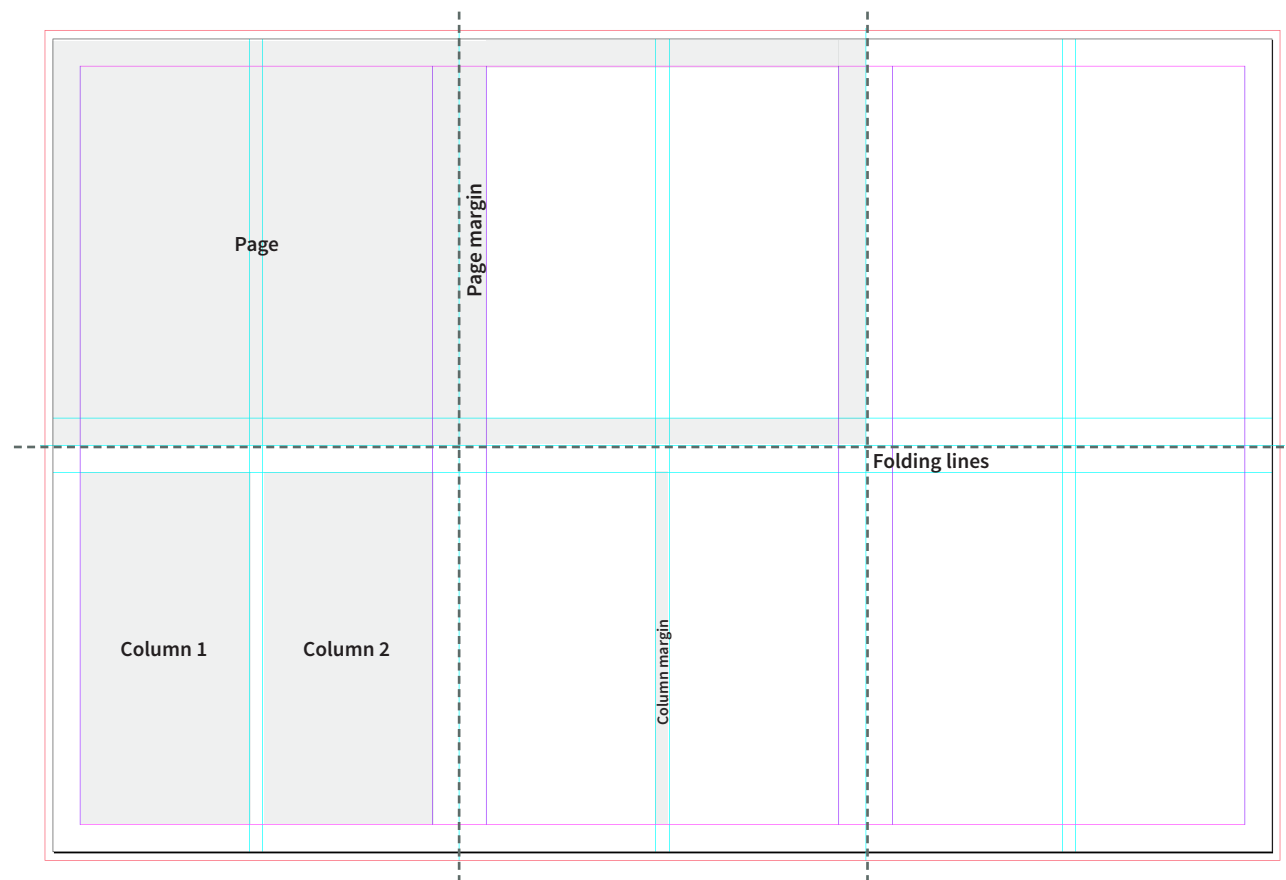


FOLDER: Templates/programme leaflet
FILENAME: Bunker Day_folder_template_EN.indd
SIZE: Unfolded 45x30cm - Folded 15x15cm

PROGRAMME LEAFLET

If the programme is less extensive, there is also the option of producing a leaflet. This leaflet was produced for the 2014 Bunker Day in The Hague. The template has been amended so that it can be used for European Bunker Day.

The template consists of 6 square pages, each of which has two columns. The margins on each page are 1 cm. Use 1 or 2 columns per page for the layout. The size is 15x15 cm folded and 45x30 cm unfolded. The sheet is folded across the width and then zigzag folded into a square leaflet.



The basis of the template is uncluttered, like all the other communications products for Bunker Day. The template has been amended for this guide to make it similar to the programme booklet.

The basis of the template is uncluttered, like all the other communications products for Bunker Day. The template has been amended for this guide to make it similar to the programme booklet.

MAP HERE

IMAGE HERE

MAP HERE

IMAGE HERE

25 | 05 | 19
BUNKER DAY

PROGRAMME

All bunkers open 1 day a year

ALONG THE ENTIRE ENGLISH COAST
FROM 10 AM TILL 5 PM | WWW.BUNKERDAY.COM

[illegible]

WEBSITE BANNER

In the template folder, you will find an Indesign file with the most commonly used formats for website banners. Export the files as .PNG files for use on websites.

They are the following sizes:

- Medium rectangle (300x250px)
- Mobile banner (320x100px)
- Leader board (728x90px)

Ensure the information on the banners is brief and succinct so that all the information is legible.

What is important to communicate on a website banner

Image

Logo with date

Website (link behind the banner)

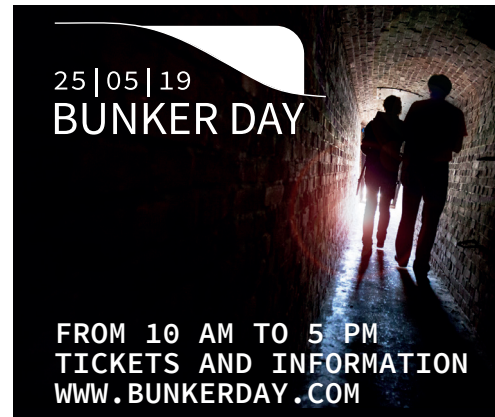
Time

URL.

FOLDER: Templates/Website banner

FILENAME: Bunker Day_websitebanners_template_EN.indd

SIZE: -



Medium rectangle (300x250px)



Mobile banner (320x100px)



Leaderboard (728x90px)

INFORMATION BOARD

There are templates for information boards in A1 format.
There is space here for placing information within the grid as desired.

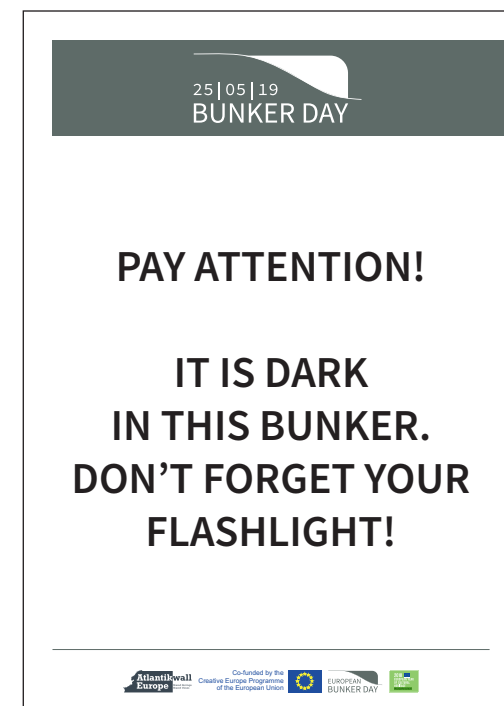
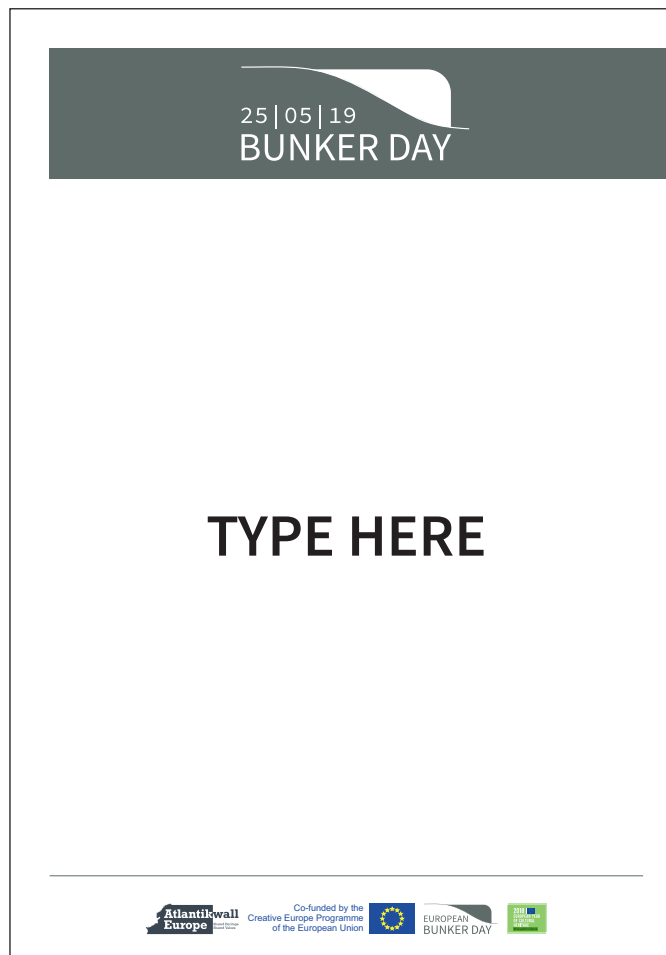
For example, a board to communicating the following:

- **ATTENTION! IT IS DARK INSIDE THIS BUNKER.
DO NOT FORGET YOUR FLASHLIGHT**
- **ATTENTION! THIS BUNKER HAS SMALL SPACES**

FOLDER: Templates/Information board

FILENAME: Bunker Day_A1_Information_template_EN.indd

SIZE: A1 (594x841mm)



DIRECTION SIGNS

There are templates for direction signs in A3 format. These can be printed and displayed in various places. There are different versions for all directions with space for short text. These signs can be amended to a different A format if necessary.

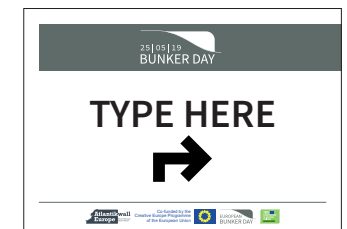
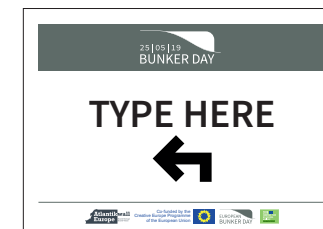
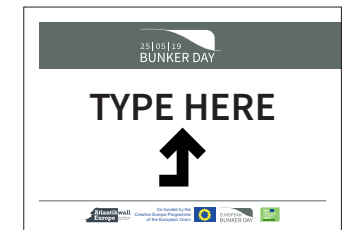
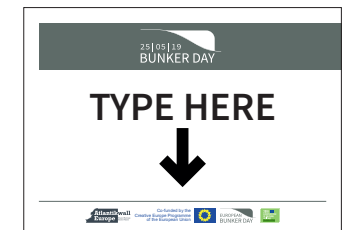
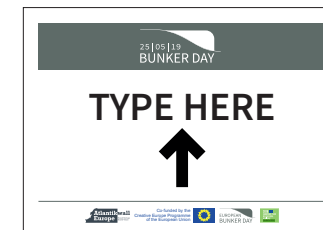
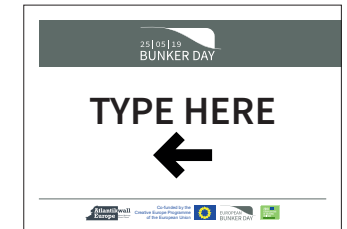
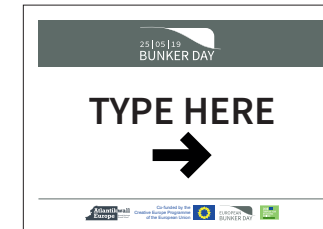
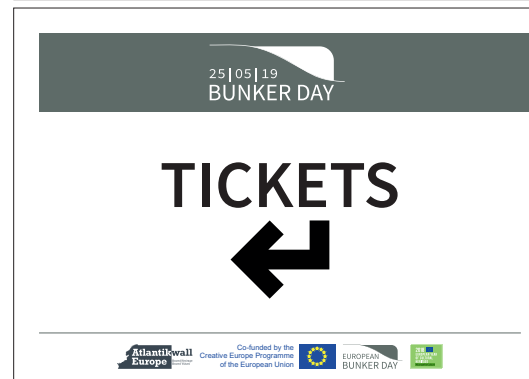
For example, the following signs:

FIRST AID
MIND YOUR HEAD
HARDHATS MANDATORY
FOOD & DRINK
TICKET SALES
INFORMATION POINT

FOLDER: Templates/Direction signs
FILENAME: Bunker Day_signs_template_EN.indd
SIZE: A3 (420x297mm)



SAMPLES

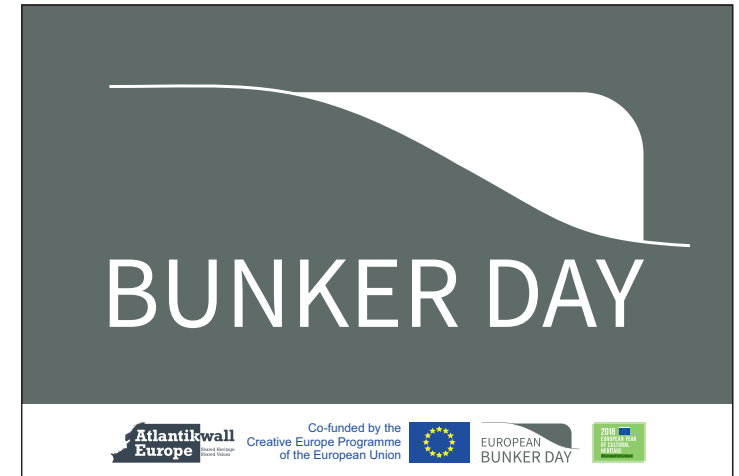


FLAGS

Flags are used to indicate the sites. These beach flags are in the visual identity colours of grey/green with the Bunker Day logo. There is space at the bottom for a short slogan. Normal flags can be used as an alternative to beach flags. These flags are in the visual identity colour of grey/green with the Bunker Day logo.

The size of this flag is 150x100 cm, it can be adjusted if necessary, provided the logo is correctly positioned in the middle of the flag.

Flags come in different sizes. Obtain the specifications from the supplier who is going to make the flags and amend the design accordingly. There are no standard templates available for the flag.



PLACARD & THANK-YOU CARD

A placard and thank-you card have been developed for use in Belgium. These have a white space in which to write. The placard is in A2 format and the thank you card in A5 format.

FOLDER: Templates/Placard and thank-you card
FILENAME: Bunker Day_placard_A2_template.indd
Bunker Day_thank-your card_A5_template.indd
SIZE: Opdrukaffiche A2 en bedankkaart A5



CREDITS

This guide was developed by
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APRIL 2019

