

LINA European Architecture Platform

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MAIN LOGOTYPE

LINA



LINA



SUBMARK + FAV ICON

LINA European
Architecture
Platform

European
Architecture
LINA Platform

LOGOTYPE MUTATIONS

 **LINA** European Architecture Platform

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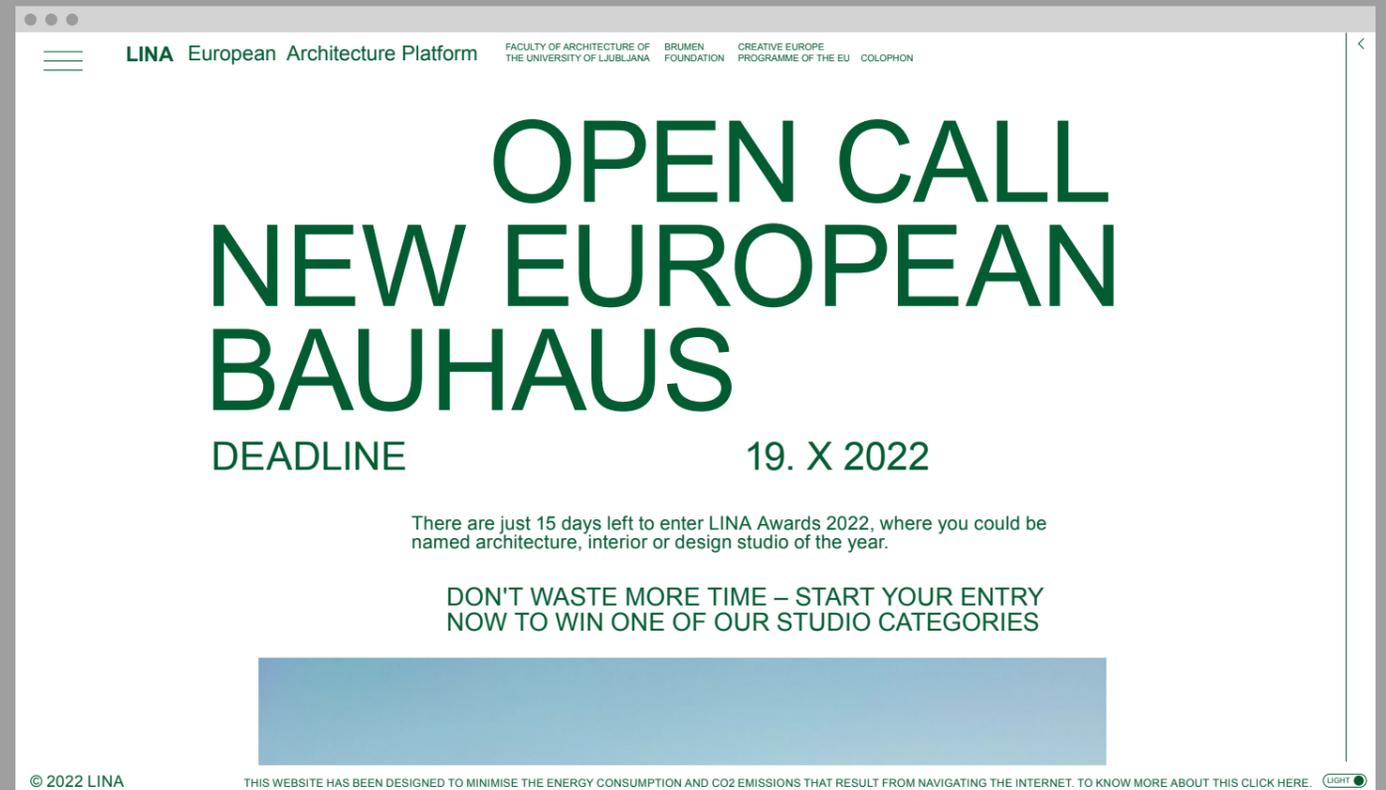
 **LINA**

 **LINA**

LOGOTYPE + EU FLAG



LANDING PAGE



PROJECT PAGE



CALENDAR PAGE WITH SIDE DROPPDOWN MENU

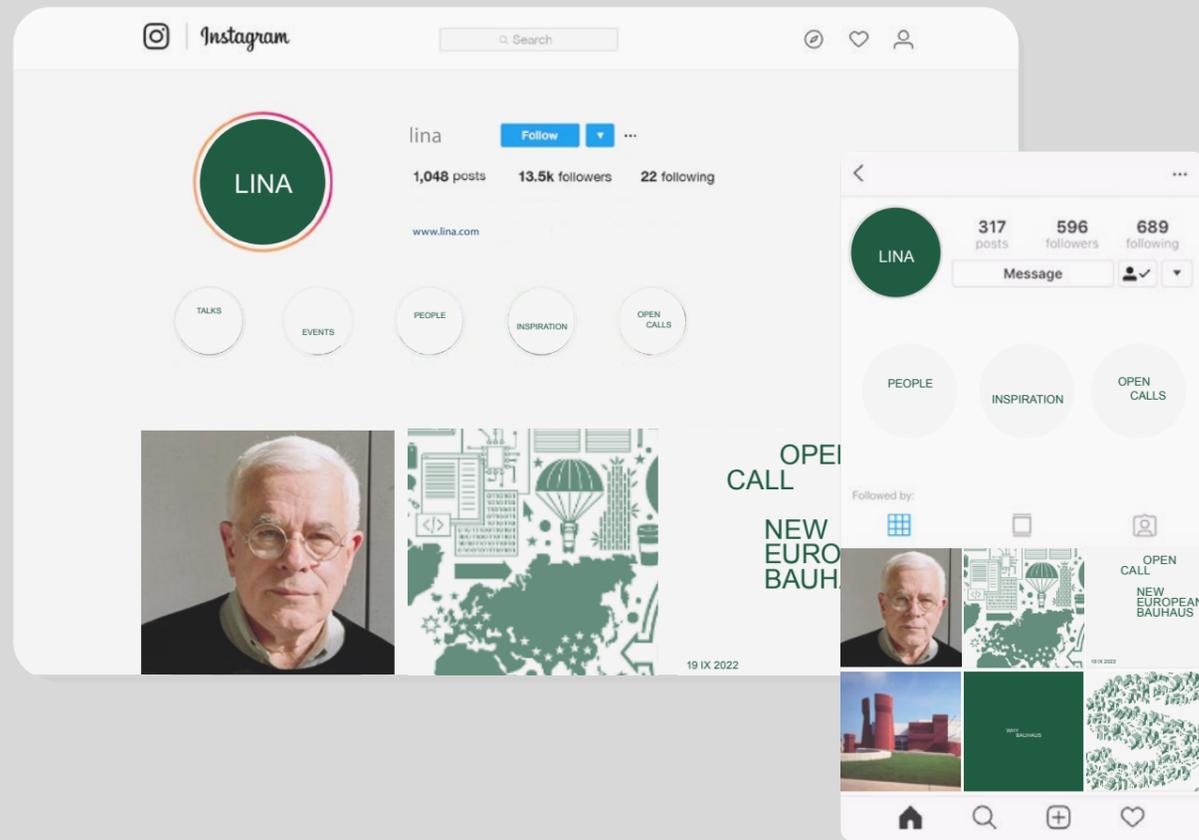
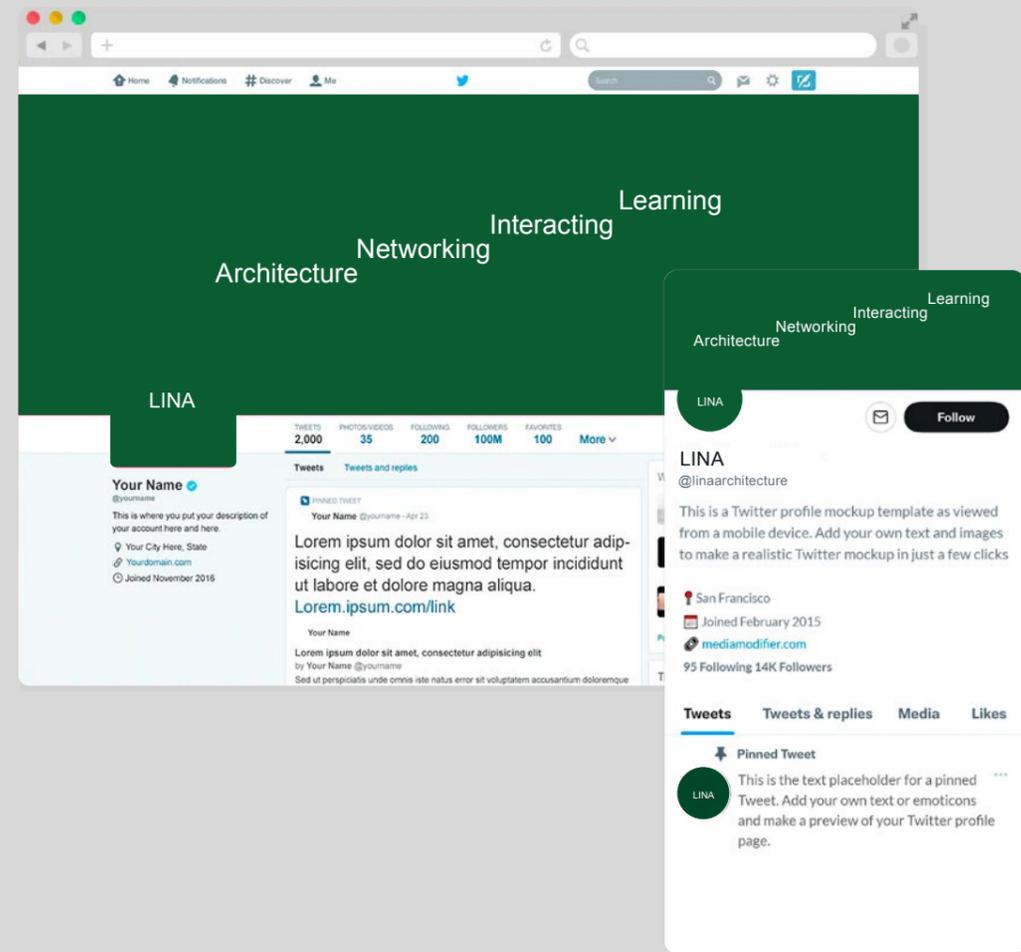
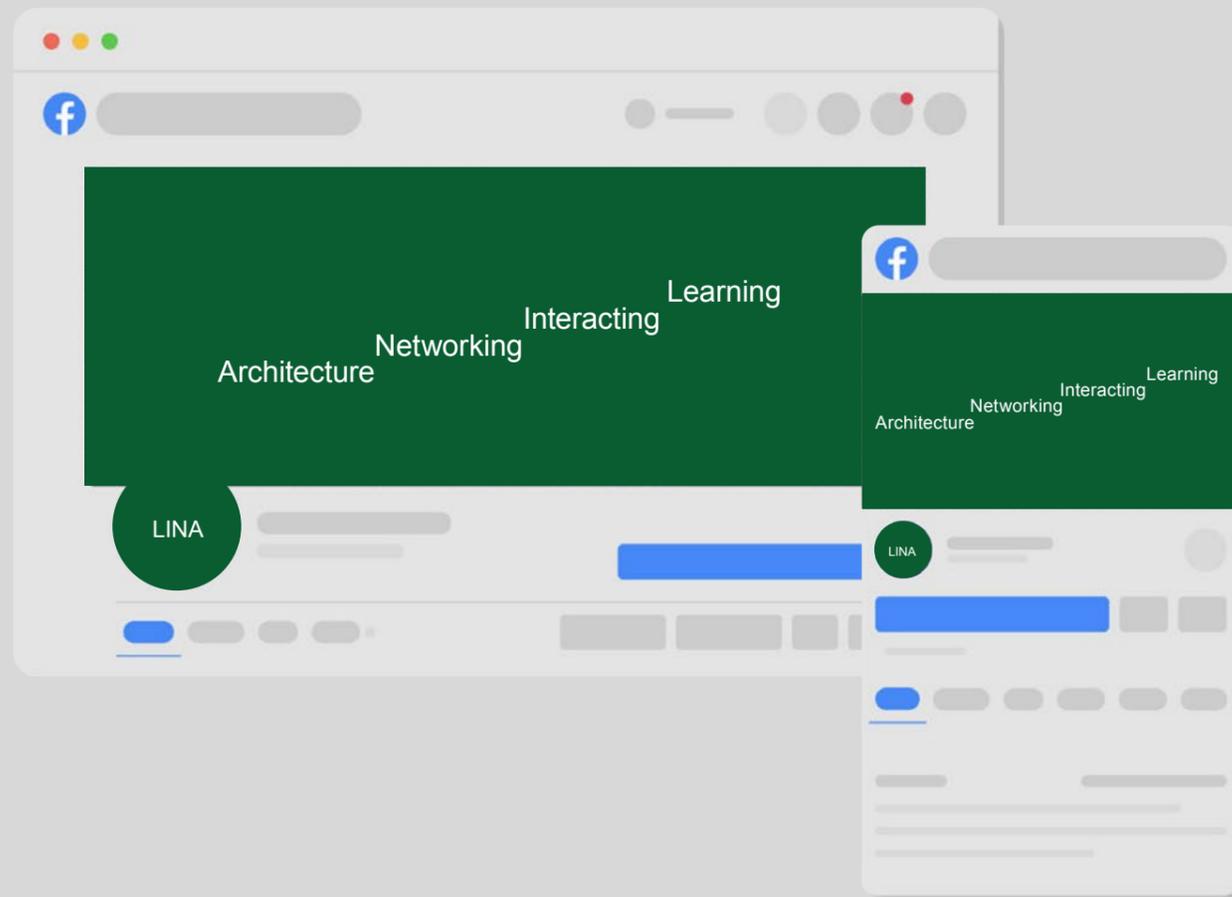


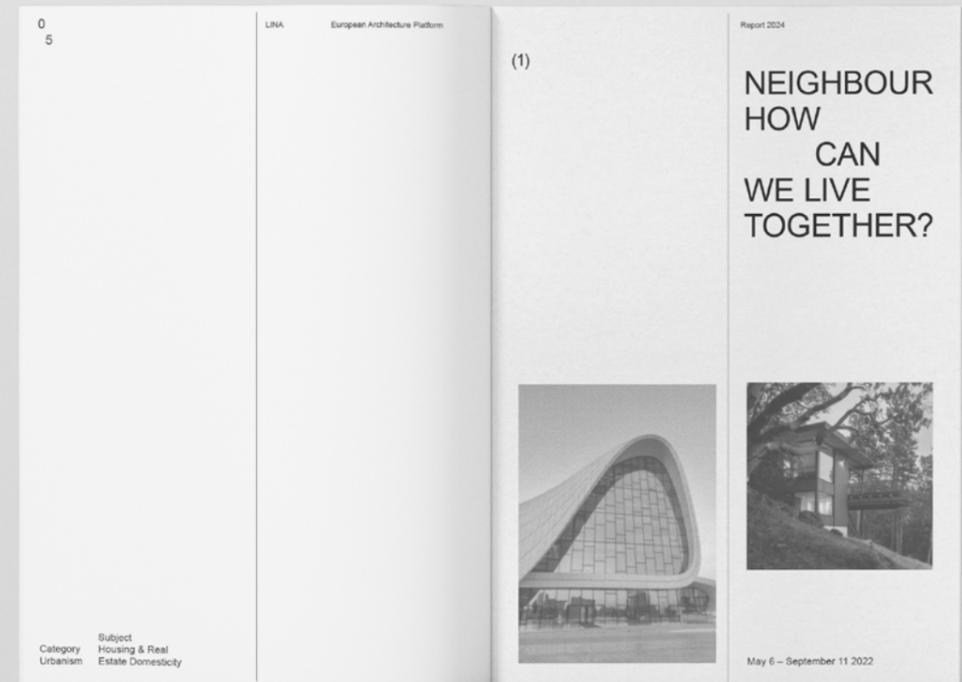
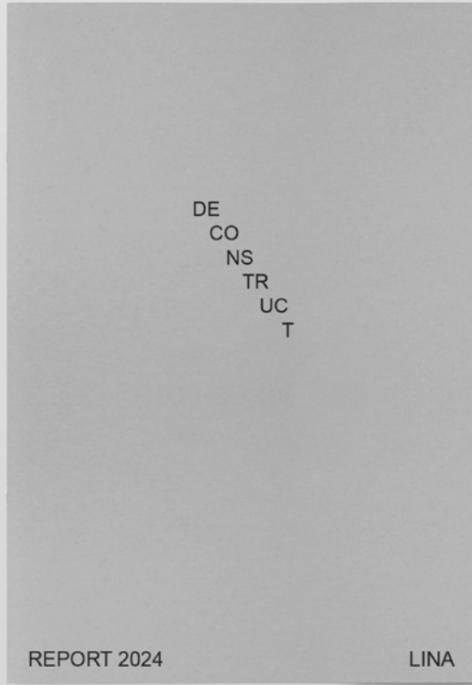
LANDING PAGE WITH SIDE DROPPDOWN MENU - DARK MODE

PROVIDED EXAMPLE WEBSITE ORGANISATION CONSIST OF 3 VERTICAL FORMS
 1—SIDE DROPPDOWN MENU
 2—MAIN WEB INFO
 3—ADDITIONAL NEWS/ARTICLES

THE IDEA IS TO ADD MORE HORIZONTAL PAGES AS THE STRUCTURE GROWS.







DESIGN CONCEPT

¹ The Serbian/Croatian/Bosnian compound word *nadogradnja* translates to English roughly as: to build upon an existing structure, to upgrade, to develop. I opt for this one word in accordance with the guiding principle underpinning this proposal.

*Nadogradnja*¹ – is the idea behind the concept, both intellectually and visually. The visual identity is constructed using basic blocks of texts, leaving out anything superfluous. The guiding principle is to build a simple system which is easy to use and, crucially, *nadograditi*.

The whole identity is made of the default typeface, Arial, and the palette is reduced to three colours. Green is the primary one, immediately communicating the 'green' idea embedded in LINA philosophy.

The logo as such is reduced to being virtually non-existent – the LINA acronym is a line of letters, but it can also be seen as a string of modular elements, communicating to its audience inherent simplicity and multidimensional complexity at the same time.

This identity consciously flirts with brandless philosophy to stand against the overwhelmingly overdesigned environment and to give way to the content it offers, thus raising its value and stressing its importance.

SUSTAINABILITY APPROACH

The green approach is a fundamental contemporary topic, and it will be a mandatory mindset when planning any kind of project. The proposal for the LINA website seeks to follow the highest standards necessary for sustainable functioning. It renounces large photos, insisting on text instead. However, it would have been unnecessarily radical to remove visual representations entirely, as they aid the comprehension of content, but these are presented in a low definition and in monochrome style, with a photo preview enabled. Further, once a user selects a piece of content, she/he/they will have an option to view visual material in full colour and resolution. The design is based on one systemic typeface only, Arial, and all the additional elements are vectors. Viewing in both light and dark mode is enabled.

The eco-mindset goes beyond online representation, radiating through other materials used by LINA. Accordingly, the proposal for report design is on a white background which saves ink usage, and the images are compressed whenever possible. The proposed printing mode is to use one colour only on 100% recycled paper using soy or vegetable-based inks for traditional presses and non-toxic water-based inks for large format printers. Ideally, printing should be digital and on-demand only.

The standards for the sustainable approach are constantly evolving, and the simplified visual display is designed to be flexible, facilitating the adaptability necessary to respond to the challenges of keeping up to date with the ever improving norms that the LINA team will face.

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