

Version 1.0

Via Dobrogeana Brand identity

0.1 Introduction

A practical guide to using and expressing the Via Dobrogeana brand consistenly

This presentation builds further on the selected logo direction, exploring how the brand can evolve visually beyond the mark itself.

We've expanded the visual language through typography, color, graphic elements, and initial applications to better define the brand's overall direction and potential.

0.2

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The presentation is structured into focused sub-sections that explain the logo rationale, explore alternative lockups, present the custom logotype, and outline how the visual identity can evolve around this concept.
This approach helps evaluate not only the logo, but also its flexibility and potential within a complete brand system.

01

Via Dobrogeana
Brand Guidelines

Exploring form and meaning

Logo Design

1.1 Logo rationale

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The Via Dobrogeana logo is built around a simple but memorable idea: movement as discovery.
The symbol transforms the letter “D” into a directional marker, combining the familiarity of a road sign with the feeling of forward motion. It reflects the role of the brand as a guide through Dobrogea — connecting landscapes, experiences, culture, and people through a clear and recognizable visual language.
Inside the mark, the arrow-shaped cutout reinforces the idea of orientation, travel, and continuous exploration. At the same time, it subtly references pathways, routes, and journeys, making the symbol instantly associated with navigation and movement without relying on literal tourism clichés.
The overall shape is intentionally organic, bold, and approachable. The slightly imperfect contours give the identity a handcrafted and human character, inspired by the authenticity of local signage, painted trail markers, and the raw textures of the region itself. This balances functionality with personality, helping the logo feel contemporary, accessible, and deeply connected to place.
The strong blue color further strengthens the identity by evoking the Black Sea, open skies, water routes, and freedom of exploration — creating a visual system that feels vibrant, optimistic, and easy to recognize across signage, merchandise, digital platforms, and environmental applications.

Main logo



Mark



1.2 Lockups

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Horizontal lockup 1



Horizontal lockup 2

1.3 Logotype

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The logotype is built to feel bold, clear, and instantly recognizable.

Its heavy letterforms give the brand a strong and confident presence, while the slightly irregular shapes add warmth and personality, preventing the identity from feeling overly corporate or rigid. This balance helps Via Dobrogeana feel both functional and approachable — contemporary, but still rooted in authenticity.

The stacked composition reinforces the idea of direction and movement, guiding the eye naturally through the name while creating a compact structure that works efficiently across signage, merchandise, maps, and digital applications. The visual rhythm of the typography also mirrors the feeling of routes, landmarks, and connected destinations.

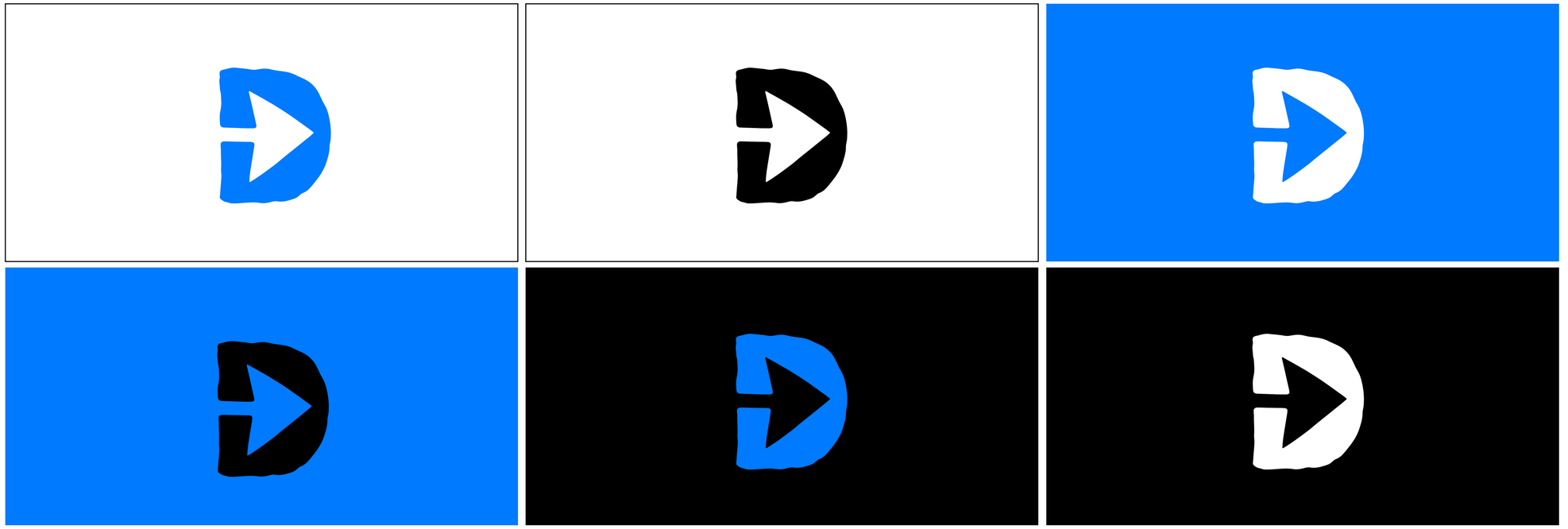


1.4 Elements

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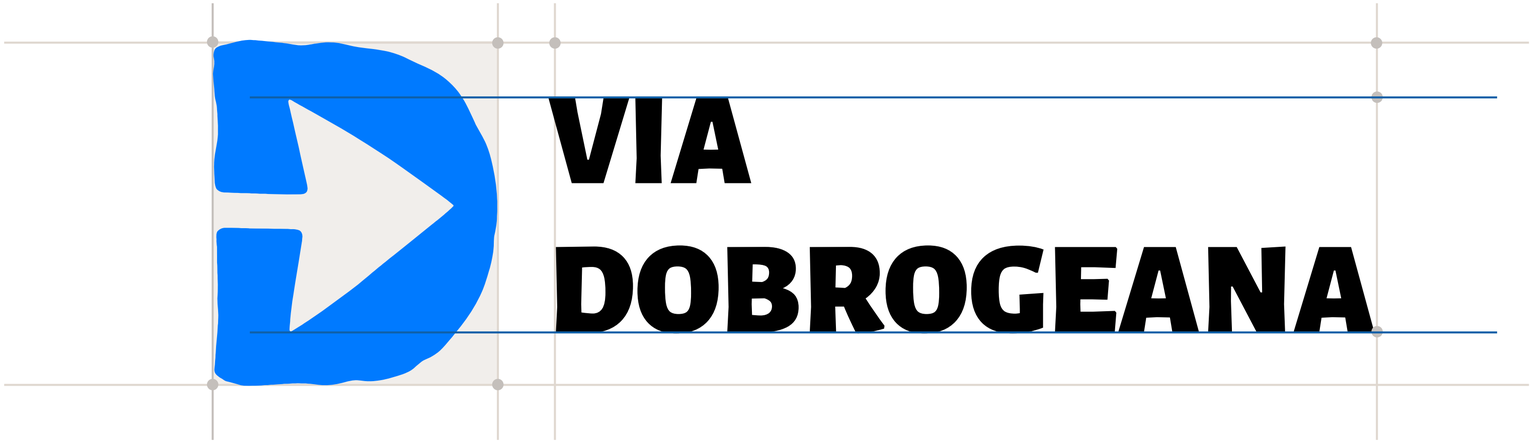
Some Do's

Some Don'ts

1.6 Construction

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1.7 Safe zone

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To ensure visibility and brand consistency, the Via Dobrogeana logo must always be surrounded by a minimum clear space.

This space protects the logo from visual interference and ensures that the symbol and typography remain legible, recognizable, and visually balanced across all applications. No text, imagery, graphic elements, or layout margins should enter this protected area.

The minimum clear space is defined by the height of the letter “V” in the logotype and must be maintained on all sides of the logo.

This rule applies consistently across print, digital, signage, merchandise, environmental graphics, and all branded materials to preserve the integrity and impact of the identity in every context.

1.8 Minimum size

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Print:
4cm



Digital:
125px

To maintain legibility and visual clarity, the Via Dobrogeana logo should never be used smaller than the defined minimum size.

This ensures that both the symbol and the typography remain recognizable and readable across all print and digital applications, preserving the strength and consistency of the visual identity.

The minimum height for the logo is 4 cm in print and 125 px for digital use.

Using the logo below these dimensions may compromise visibility, detail definition, and overall brand recognition, especially in environments where the symbol and typography need to remain instantly identifiable.

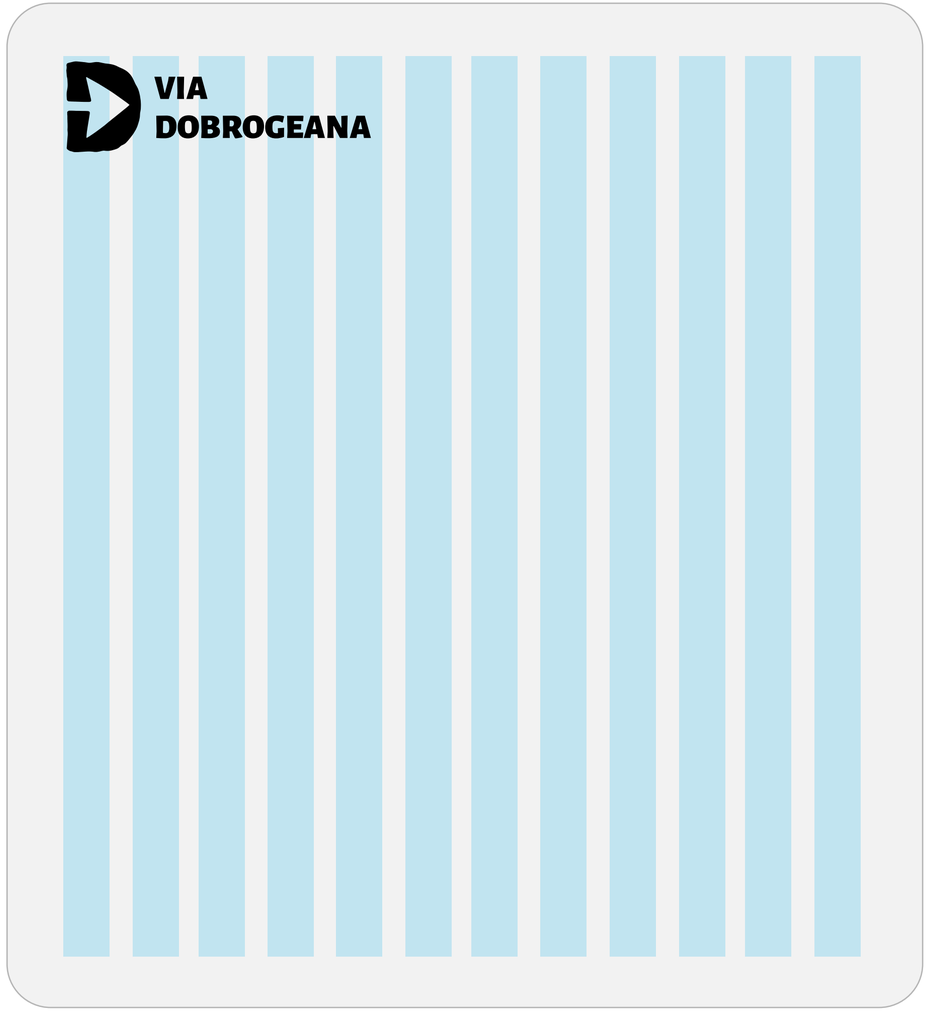
1.9 Vertical layout

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In vertical/portrait-oriented layouts, the Via Dobrogeana logo should be positioned consistently to maintain brand clarity and visual balance.

The recommended placement is top-center, bottom-left or top-left, depending on the layout structure. The logo should always respect the safe zone and never be too close to the edge.

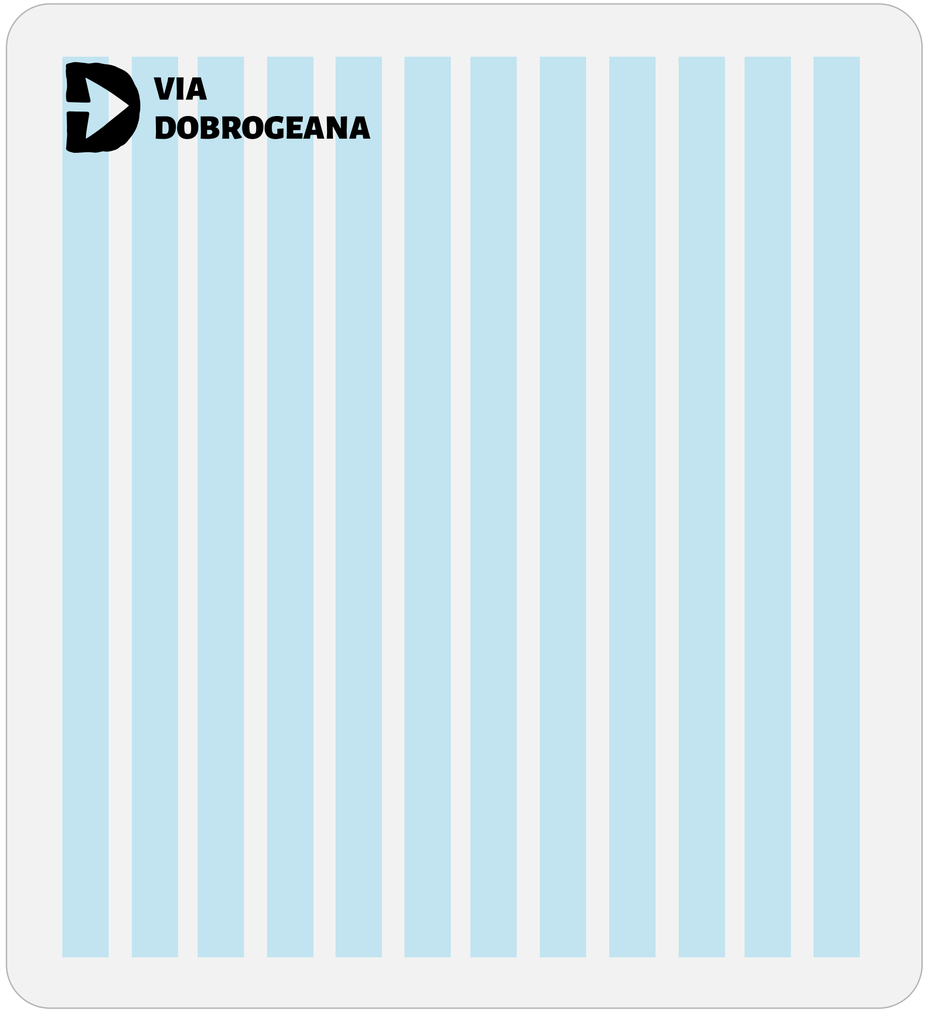
In content-heavy formats (e.g. posters, print ads), use the logo as an anchor point, ensuring it stands out but does not compete with main messaging.

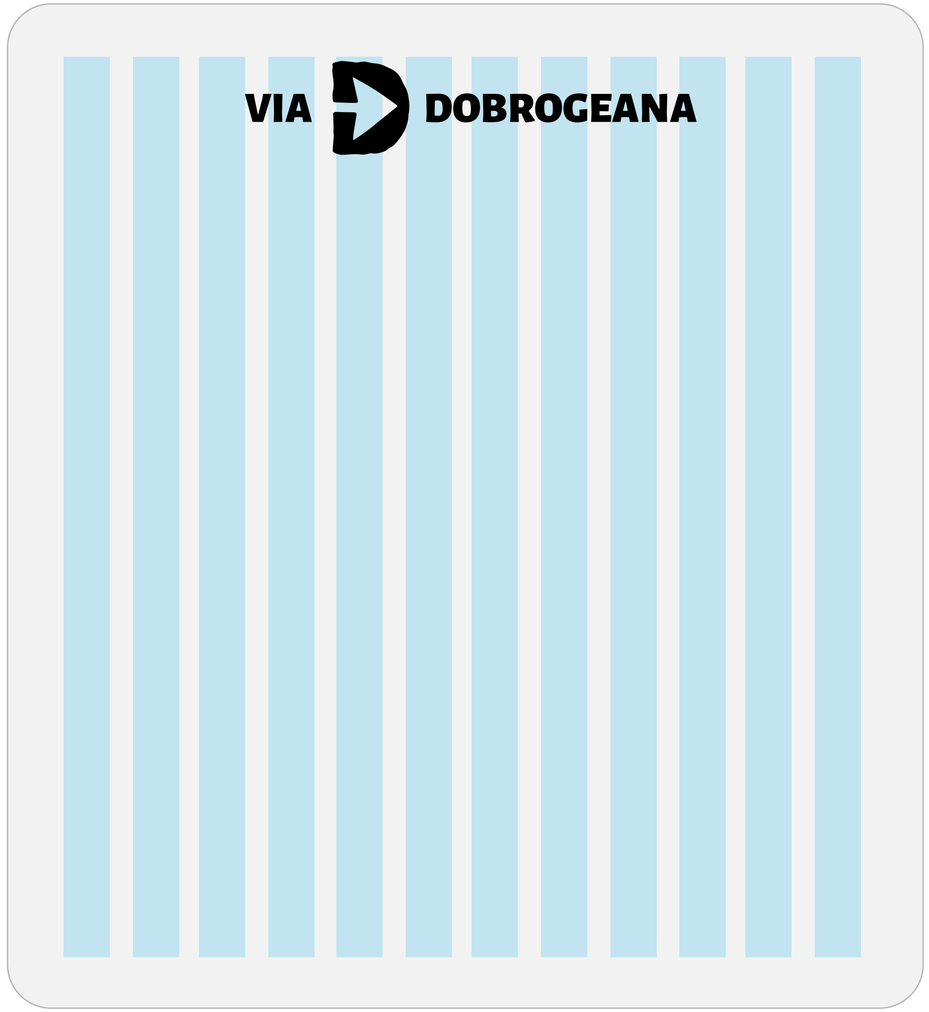


1.9 Vertical layout

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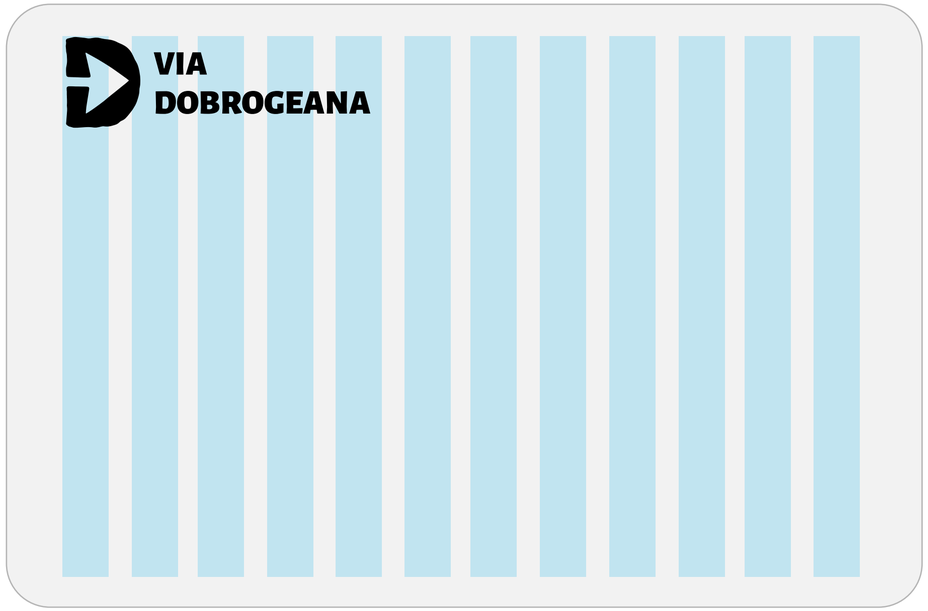
1.10 Horizontal layout

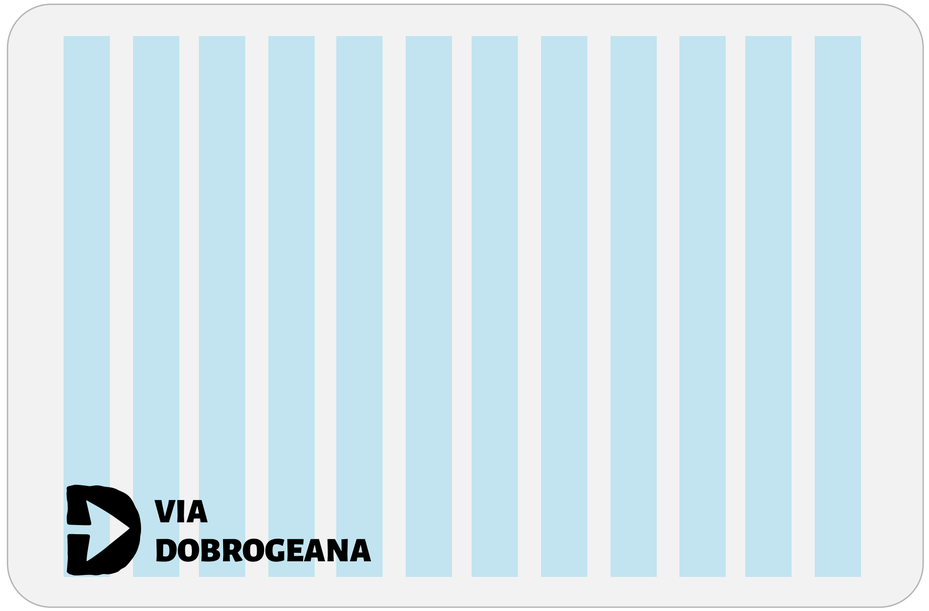
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In horizontal/landscape-oriented layouts, the Via Dobrogeana logo should be positioned consistently to maintain brand clarity and visual balance.

The recommended placement is top-left or bottom-left, depending on the layout structure. The logo should always respect the safe zone and never be too close to the edge.

In content-heavy formats (e.g. posters, print ads), use the logo as an anchor point, ensuring it stands out but does not compete with main messaging.





1.11

What not to do

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To preserve the integrity of the Via Dobrogeana brand, the logo must not be altered in any way.

These examples show how not to use the logo, as such variations can weaken brand recognition and consistency.

Always use approved logo files and follow the guidelines provided in this document.



- Don’t stretch.
- Don’t rotate.
- No low opacity.
- Don’t alter the logo composition.

Colors that speak our brand

Colors

2.1 Colors

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Dobrogean Blue
Sea • Sky • Movement
Inspired by the Black Sea and open skies, this blue represents movement, exploration, and freedom. It acts as the core color of the identity, giving the brand a bold and recognizable presence.

Vegetation Green
Nature • Wetlands • Biodiversity
Inspired by the Danube Delta landscapes and regional vegetation, the green symbolizes nature, freshness, and the connection between tourism and outdoor discovery.

Poppy Red
Poppies • Energy • Local Character
Referencing the wild poppy fields of Dobrogea, the red adds warmth, energy, and regional personality to the visual identity.

Sun & Sand Yellow
Sunlight • Beaches • Warmth
Inspired by sunlight and coastal sand, the yellow communicates optimism, warmth, and the vibrant atmosphere of the region.

White
Clarity • Simplicity • Openness
White provides balance, clarity, and space within the identity system, helping the other colors remain clean and impactful.



2.2 Color Palette

Logo design
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The secondary palette expands the visual identity system through lighter and darker tonal variations of the core colors. These shades add flexibility, depth, and hierarchy across digital, print, signage, merchandise, and environmental applications.

The lighter tones bring softness, openness, and atmospheric balance, inspired by sea reflections, coastal light, vegetation washed by sun, and faded regional textures. They help create breathing space within layouts while supporting a more approachable and contemporary aesthetic.

The darker shades introduce contrast, structure, and visual stability. Inspired by deep water, dense vegetation, shadows, and earthy regional elements, they reinforce readability and allow the brighter colors of the identity to stand out more dynamically.

Together, these secondary colors create a more versatile and expressive visual system while maintaining consistency with the core identity of Via Dobrogeana.



03

Via Dobrogeana
Brand Guidelines

Clarity starts with type

Typography

3.1 Typography

A practical guide to using and expressing the Via Dobrogeana brand consistenly

Logo design
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01 **VIA DOBROGEANA**

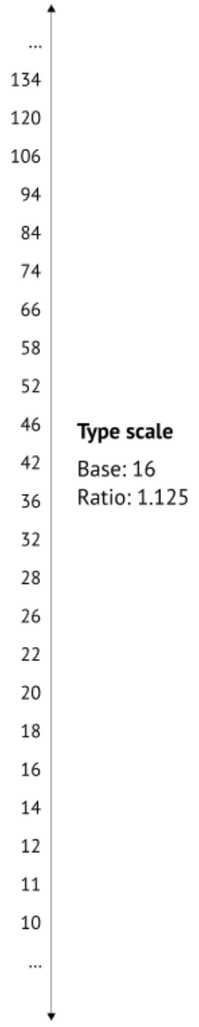
Large-sized headings
font: Alegreya Sans
leading: font-size x 1
tracking: 0

02 **E despre oameni.**

Small-sized headings & sub-headings
font: Proxima Nova Condensed
leading: font-size x 1.1
tracking: 0

03 Typography plays a key role in shaping the Via Dobrogeana brand's voice. It is clear, confident, and designed to support clarity and consistency. Our chosen fonts balance professionalism with a modern touch, ensuring readability across all applications, from presentations and proposals to websites and social media.

Body text
font: Afacad Flux
leading: font-size x 1.4
tracking: 0



Type scale
Base: 16
Ratio: 1.125

Our visual representation

Illustrations

4.1

Icons

Logo design
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Wine/ Winery


Kayak/Boats


Land/Hills


Waves/Watter


Citadel


Community


Lotus/ vegetation Danube Delta


Anchor/ Port
Constanța, Galați, Brăila


Sun


Pelican/ Fauna Danube Delta


Nautical Knot (Union)


Lighthouse (Sulina, sea)

The Via Dobrogeana icon system reflects the diversity of the region through a simple, modular, and recognizable visual language. Inspired by nature, heritage, movement, and local culture, the icons create a flexible system that supports the identity across signage, maps, merchandise, digital platforms, and environmental graphics.

Their rounded forms and handcrafted imperfections visually connect them to the main logo, reinforcing consistency throughout the brand.
Each icon represents a defining element of the Dobrogean experience:

- Wine / Winery — vineyards and wine culture
- Kayak / Boats — exploration and water routes
- Land / Hills — landscapes and trails
- Waves / Water — the Black Sea and Danube waterways
- Citadel — history and heritage
- Community — people and connection
- Lotus / Vegetation — Danube Delta flora
- Anchor / Port — maritime identity and ports
- Sun — warmth and coastal atmosphere
- Pelican / Fauna — Delta wildlife and biodiversity
- Nautical Knot — connection and regional unity
- Lighthouse — navigation and the Sulina coast

4.2

Marking sign

Logo design
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The Via Dobrogeana marking sign is the primary wayfinding element used to identify and guide routes across the region. Its simple and highly recognizable form ensures visibility, consistency, and easy orientation in both natural and urban environments.

The sign combines the Via Dobrogeana symbol with a framed structure inspired by traditional trail markings, creating a system that feels contemporary while remaining functional and accessible.

Usage Rules

- The sign must always be used in its official form and proportions
- Approved colors are RAL 5015 + White only
- Minimum size: 20x20 cm
- The marking should be applied on clean, visible, high-contrast surfaces
- The symbol must remain unobstructed and readable from distance
- Consistent placement and sizing should be maintained throughout all routes and wayfinding systems



Official marking sign Via Dobrogeana

Size: 20x20cm | Colors: RAL 5015 + White

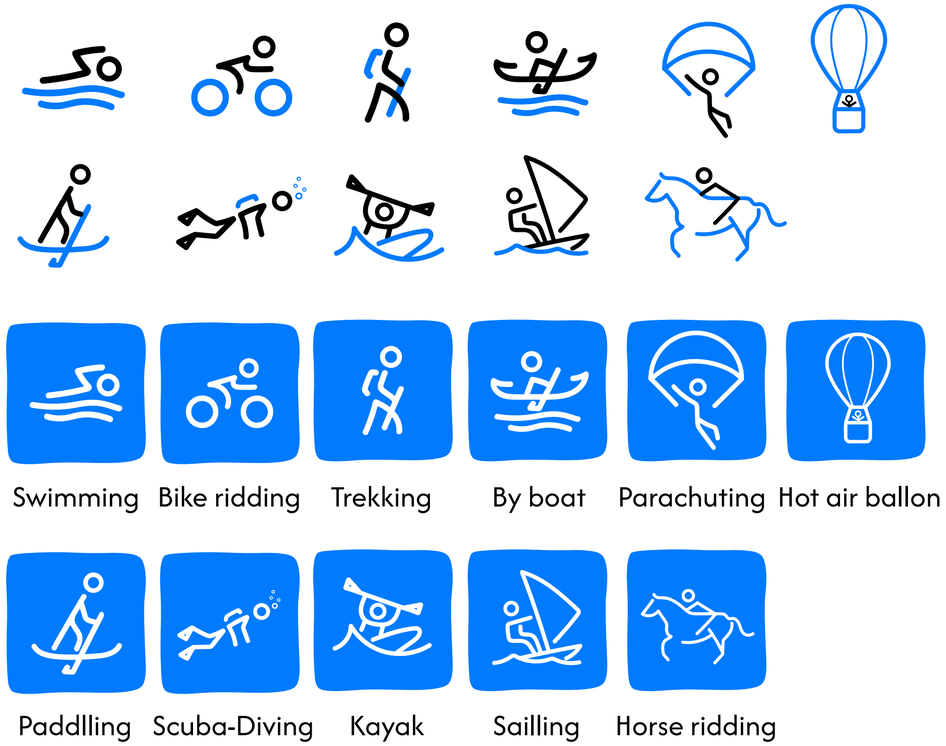
4.3

Pictograms

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The activity icon system illustrates the different ways the Via Dobrogeana route can be experienced across various landscapes and segments. Designed in the same visual language as the main iconography system, the symbols remain simple, friendly, and instantly recognizable across maps, signage, guides, and digital platforms.

The system helps users quickly identify route accessibility and recommended activities while reinforcing the exploratory and multi-layered character of the region.



Bringing the brand to life

Identity in action

5.1 Identity in action

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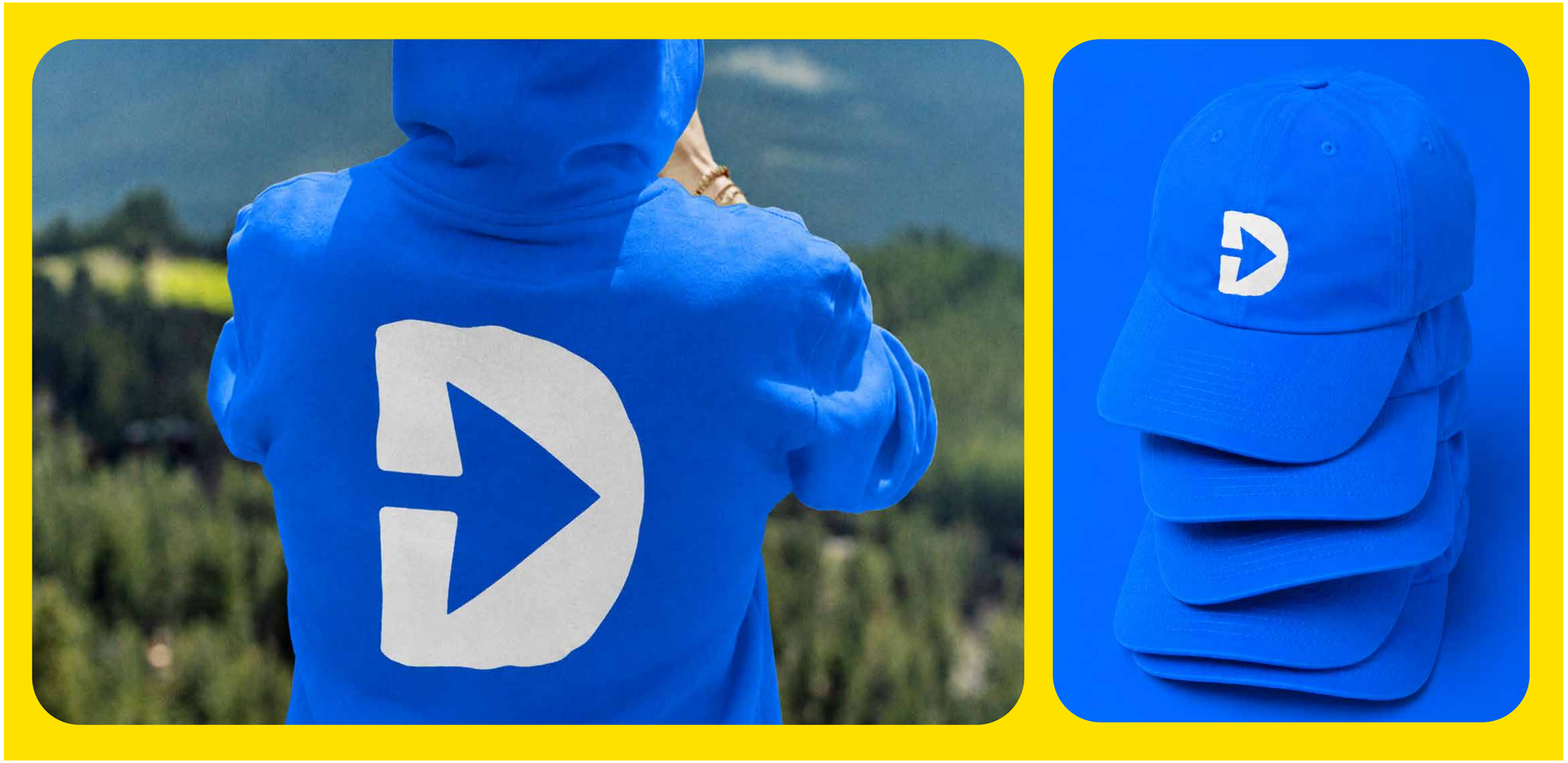
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5.1 Identity in action

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