



DOMENIUL CULCER

BRAND BOOK

A fairytale domain just for you.

Culcer's Domain can be your oasis of peace and relaxation,
away from the crowded big cities and well-known tourists area.



www.domeniulculcer.ro

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BRAND BOOK

2015-2016



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INTRODUCTION

ABOUT CULCER'S DOMAIN

Culcer's Domain can be your oasis of peace and relaxation, away from the crowded big cities and well-known tourists area. We offer accommodation and a widespread range of activities. The scent of the area is one full of history, that of a 200 years old family.

Culcer's Domain is a fully rentable domain.

Fortresses of the soul, royal houses, towering monasteries, traditions, crossed destinies and welcoming hosts...

We invite you to a holiday of peace and contemplation on old lands full of meanings from Dobrita. If you want to run away from the crowds and you need the solitude of a land like out of time, choose the Culcer Domain.

Passing the threshold, you will find here everything a traveler would want: lovely views, vestiges and a glimpse of silence.

INTRODUCTION

BRAND MESSAGE

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest.

Once you've got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear.

A FAIRYTALE DOMAIN
JUST FOR YOU

The primary message used to express the brand promise. This reflects the desired position of the brand

INTRODUCTION

OUR VALUES

UNDERSTANDING VALUE

Too often, marketers orient messaging around what they believe to be the most important features of their product or service, instead of looking into what's actually important to target customers. Take the time to understand your customers and their values, then align your messaging accordingly.

FUN

A source of enjoyment, amusement, or light-hearted pleasure

COMPETITIVE

As good as or better than others of a comparable nature

EXCELLENCE

The quality of being outstanding or extremely good

TEAMWORK

The combined action of a group, especially when effective and efficient

INTEGRITY

The quality of being honest and having strong moral principles

RESPONSIVE

Readily reacting to suggestions, influences, appeals, or efforts

The core values define the company's strengths and how it needs to behave to achieve its vision

THE LOGO

A. LOGOMARK

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

01



B. LOGOTYPE

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

02

DOMENIUL
CULCER

DOMENIUL
CULCER

DOMENIUL
CULCER

C. LOGO

As a general rule, third parties may not use the Temply logo ("logo"). On this page are the limited circumstances under which third parties may use the Temply logo. The logo must always be used pursuant to the specifications on this page to identify Temply Corporation, or Temply products or services. Any use that falls outside of these specifications is strictly prohibited.

03



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CULCER

02

Logos and branding are so important. In a big part of the world, people cannot read French or English — but are great at remembering signs

LOGO VARIATIONS

Primary Full Logo



Secondary Crest Logo



Alternative Third Logo



Logos and branding are so important. In a big part of the world, people cannot read French or English — but are great at remembering signs

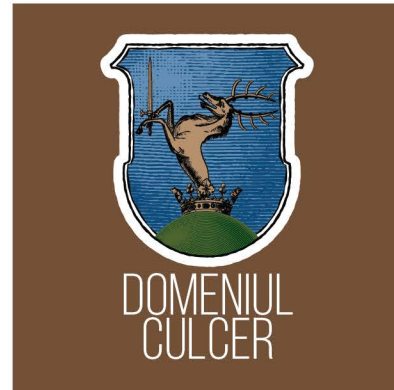
LOGO COLOR VARIATIONS

COLOR

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

01



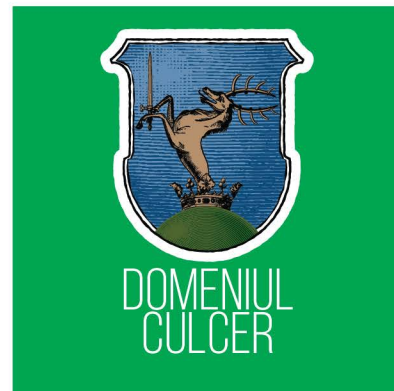
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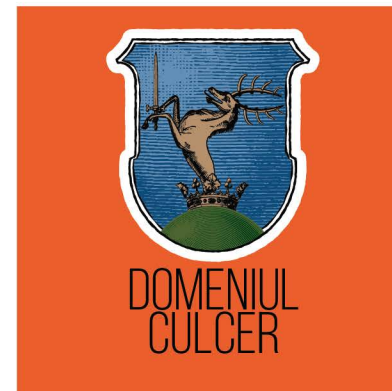
03



04



05



06



Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and packaging.

THE COLORS

Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands

COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color palette choices are used to differentiate items, create depth, add emphasis, and help organize information

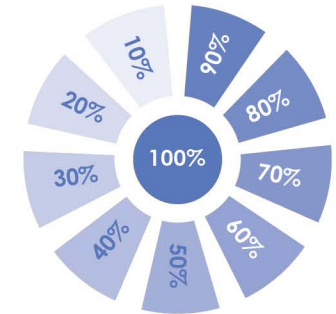
BROWN
PANTONE
732 C



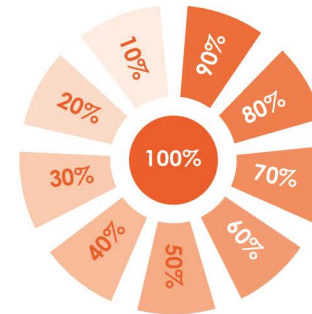
YELLOW
PANTONE
123 C



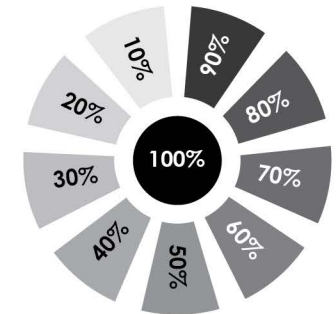
BLUE
PANTONE
279 C



GREEN
PANTONE
354 C



ORANGE
PANTONE
165 C



BLACK
PANTONE
412 C

THE FONTS

Primary Typeface: Bebas

Bebas Neue is a sans serif font family based on the original Bebas Neue free font by Ryoichi Tsunekawa. Now the family has four new members – Thin, Light, Book, and Regular

The new weights stay true to the style and grace of Bebas with the familiar clean lines, elegant shapes a blend of technical straightforwardness and simple warmth which make it uniformly proper for web, print, commerce and art.

HELLO,
I'M BEBAS!

Bebas Neue Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Bebas Neue Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Bebas Neue Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Bebas Neue Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still

THE FONTS

Secondary Typeface: Avenir Condensed

The word Avenir means “future” in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders.

These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

Hello.
I'm Avenir!

Avenir Next Condensed Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Avenir Next Condensed Ultra Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Avenir Next Condensed Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Avenir Next Condensed Medium Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still

PRINT IDENTITY

pag.1

CULGER'S DOMAIN

Culger's Domain can be your away from the crowded big cities. We offer accommodation and a The scent of the area is one full of h...

Culger's Domain is a f...

pag.10

ACCESS ROUTE TO CULGER'S DOMAIN

From Targu Jiu take it on the national road 67D Targu-Jiu - Tismana - Baia de Arama till Lelești where turn right at the first crossroads (67ZD), then go on the priority road until you meet Casa Culger indicator.

Another access way on the road 67D Targu Jiu - Baia de Arama passing through town Lelești and instead to turn right you go ahead until a gas station on the left and on the right appears written on a stone building Comuna Runcu, there you turn right to Chieile Săpăduului. Once you arrive at the entrance of Chieile turn right on a steep road to the Dobrița Village, then go forward

CULGER'S DOMAIN

A fairytale domain just for you!

pag.3

FAIRYTALE ROOMS

pag.4

OUTDOOR ACTIVITIES

In order to spend your time in a fun, exciting, or - if you prefer - in a relaxing way, we offer you a variety of activities.

The flying fox ride	1
Archery	2
Table tennis	3
Playground for children up to ten years old. It has swings, slide, climbing rope, and sand box	4
Board games: chess, backgammon, catan	5
Riding in the horse-pulled wagon	6

Find out more

1. brochure

DOMENIUL CULGER

Un domeniu din poveste numai pentru tine!

Te invităm într-o vacanță la ceas de liniște și contemplare pe plaiurile bătrâne și pline de tălcuri din Dobrița. Dacă fugi de aglomerație și ai nevoie de solitudinea unui tărâm parcă ieșit din timp, alege Domeniul Culger.

Casa Culger este construită pe două niveluri și beneficiază de 12 locuri de cazare astfel:

- 3 camere duble cu pat matrimonial
- 3 apartamente cu dormitor și living

Activități distractive și de relaxare disponibile în cadrul Domeniului Culger.

- Tiroliană
- Tir cu arcul
- Tenis de masă
- Loc de joacă pentru copii
- Teren de sport (baschet, tenis de picior, volei)
- Jocuri de societate: sah, table, catan
- Plimbări cu căruța cu cai

05

DOMENIUL CULGER

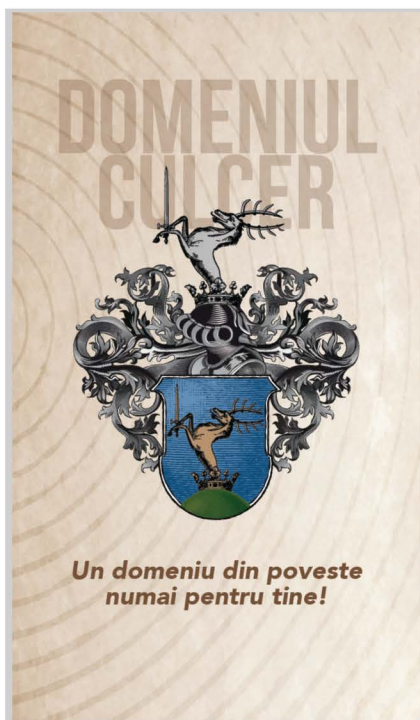
25.000 MP
ÎNCHIRIABILI INTEGRAL

Adresă: Sat Dobrița nr.83, Com. Runcu, Jud. Gorj, România
Web: www.domeniulculger.ro
E-mail: office@domeniulculger.ro
www.facebook.com/domeniulculger

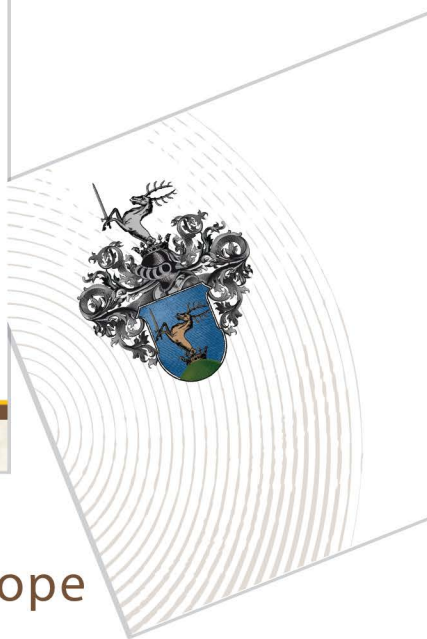
2. poster

PRINT IDENTITY

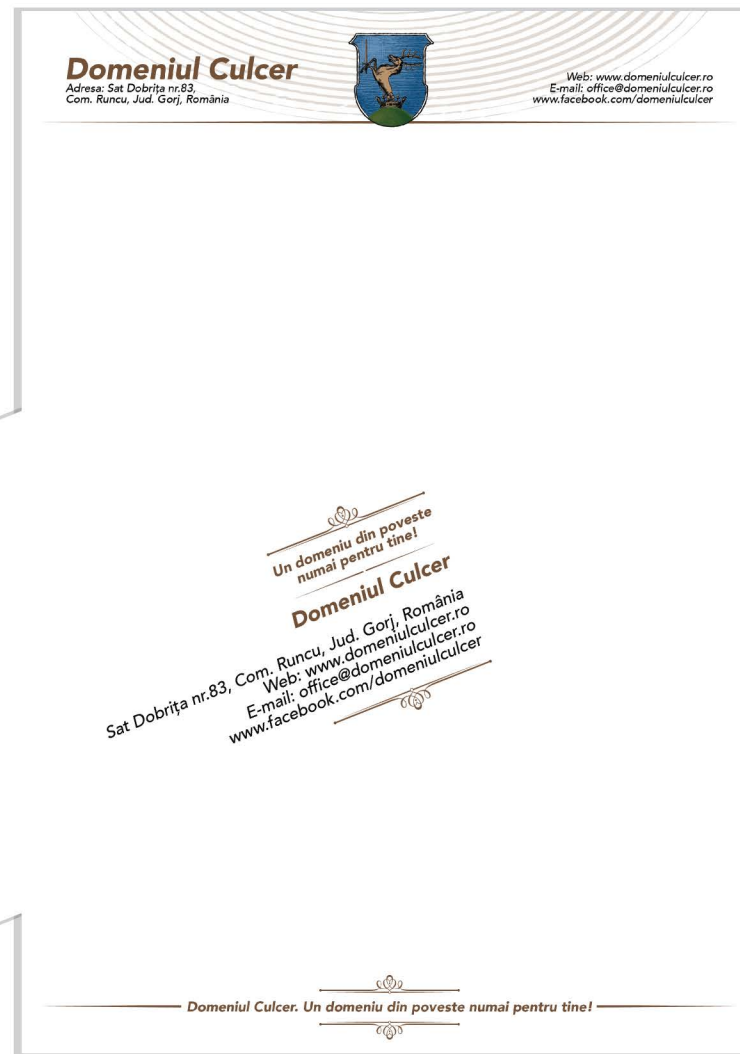
1. business card




2. letterhead


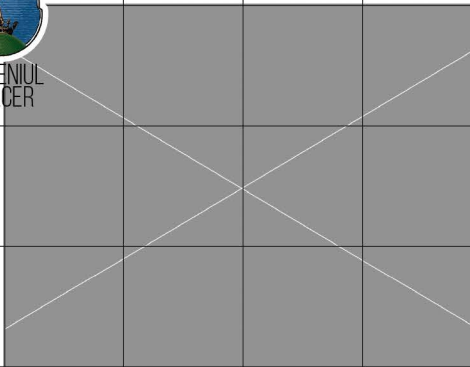



3. envelope



PRINT RULES

DOMENIUL CULCER				
SUBHEADLINE				
BODYCOPY				
				

DOMENIUL CULCER				
SUBHEADLINE				
				
BODYCOPY				
BODYCOPY				

DOMENIUL CULCER				
BODYCOPY				
BODYCOPY				
				

The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media

ONLINE IDENTITY

1. website

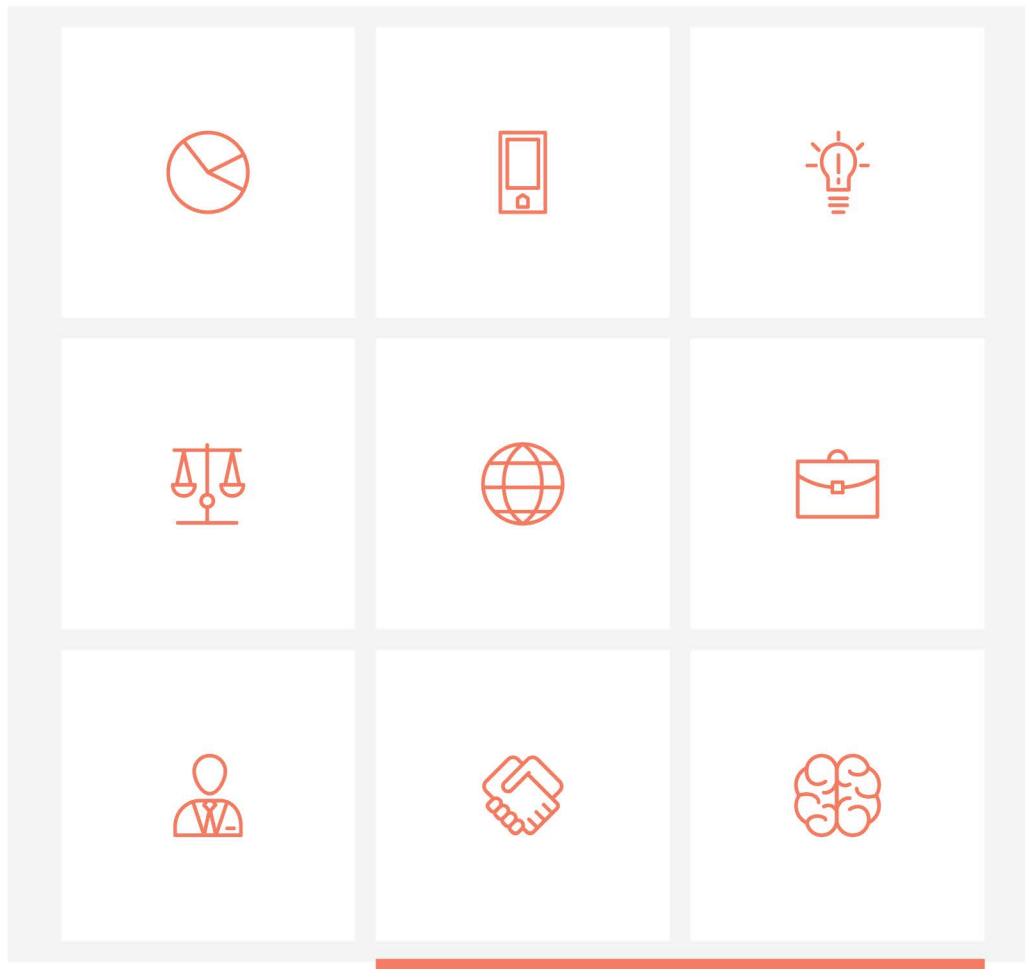


05

The introductory page of a website, typically serving as a table of contents for the site

ONLINE IDENTITY

2. icon style



3. mobile

PROMOTIONAL MATERIALS

1. dvd & cover



2. mug



3. t-shirt



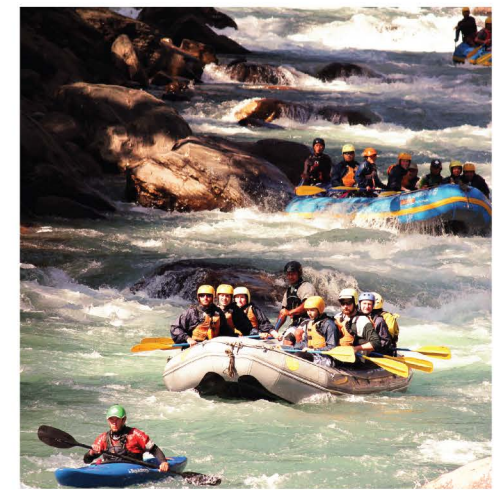
4. bag

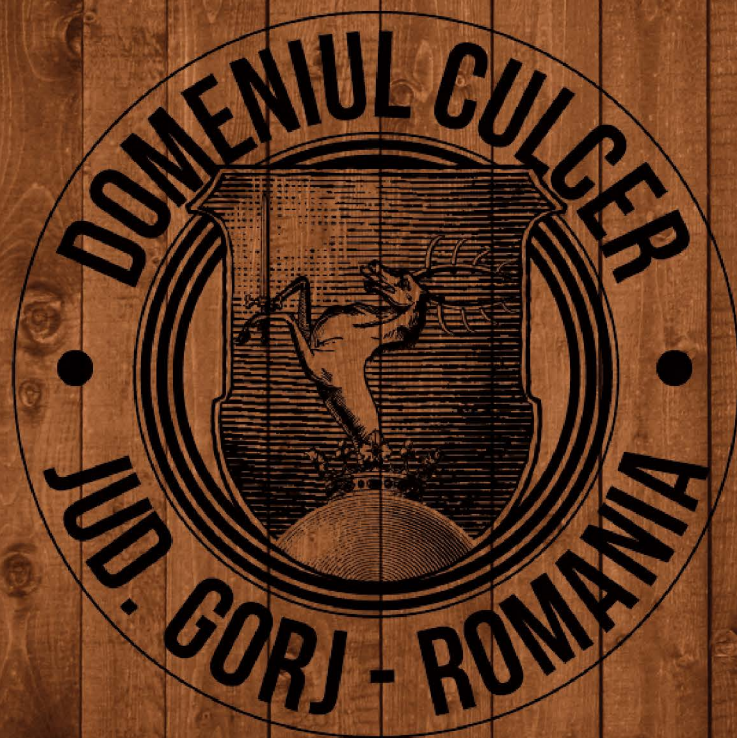


IMAGES

BRAND IMAGES AND PHOTOS

07





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