# TOUR DE CRAFTS

# COMMON VISUAL IDENTITY GUIDELINES
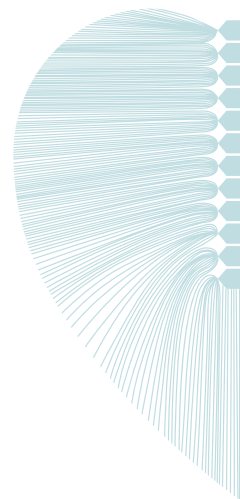
# (BRAND BOOK)

# CONTENT
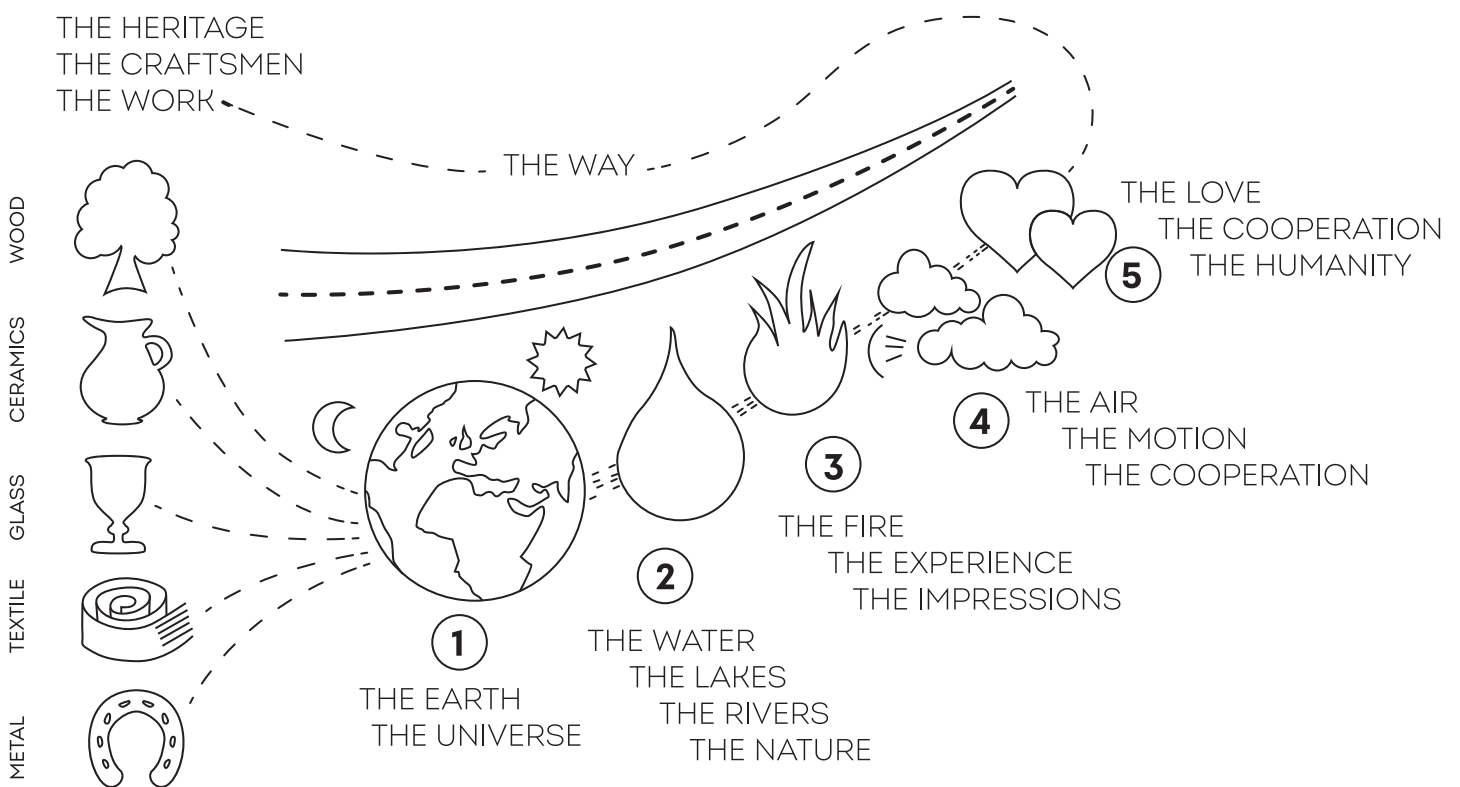## Core set of graphics

# CONTENT

# 1. BRAND

## 1.1. Sources of inspiration

Nature of Latgale, the abundance of lakes in Latgale, untamed wilderness, the domes of churches of differing denominations in one location, the distinct shapes and glittering glaze of traditional Latgale ceramics. The magnificent bends of Daugava river resembling a road uniting peoples, trades and religions. Wind chimes crafted by Latgalian master artisans from wood, glass, ceramics, metal and fabric. Fusion of different folk craft art techniques, conjuring a sense of belonging and harmony. This is pure craftsmanship passed down from generation to generation, honed and adapted to embody modern qualities while still retaining its unique origin and traditional values. A great example of this is Japan and its Takumi masters – the legacy and skills of these amazing craftsmen are used by the luxury brand Lexus in designing, manufacturing and marketing their cars. The Baltic States can be proud of their own masters of folk art. Tour de Crafts is a way of getting to know Latgale and the Baltics by exploring the path of craft excellence in the past, present and future. Studying various handicraft techniques, analysing various craft works and the methods of manufacture. Sophisticated environmental decor – fine yarn threads knotted into decorative leaves, feathers and fringes – are placed at the core of the brand's graphic identity. The appearance and function of these decorations resemble wind chimes, their shape an embodiment of harmony, concord and natural beauty. The illustration is based on a photo snapped during the traditional Latgale's Day in Riga, which is intended as a projection of Latgalian creative identity in the capital city of Latvia, held in the vicinity of the Presidential Palace and, therefore, emphasising the symbolic importance of this event. Aerial photos of the landscapes of Latgale – from the agency's archive.

# 1.2. Definition of the brand's mission

The brand manifests a path which allows people to experience and learn traditional crafts in the natural and cultural environment of Latgale and the Baltics. The fine threads represent the multitude of craftsmen in Latgale, their achievements and contribution to cultural enrichment. The knots represent local communities of craftsmen, mingling in markets, collaboration and the education of the new creative generation. The powerful symbols – flourishing leaves and the shape of the heart – represent sincerity, hospitality of the local people, as well as their extraordinary and wholesome connection to the rhythms of nature, energies and heritage of the ancient masters. The heart-shaped frame unites the ideas of warmth of heart, kindness, cordiality, growth, blossoming, and florescence. The number of elements symbolises the materials most commonly used to create artworks – wood, ceramics, glass, textile and metal. These materials unite the natural elements: earth, water, fire, air, and, above all, love as the fifth element. The brand figuratively embodies cooperation, coexistence of different disciplines, diversity of crafts, as well as an invitation to explore the centres of crafts and the skills of old located throughout the Baltic States and Latgale.

THE HERITAGE
THE CRAFTSMEN
THE WORK

THE WAY

THE LOVE
THE COOPERATION
THE HUMANITY

5

THE AIR
THE MOTION
THE COOPERATION

4

3

THE FIRE
THE EXPERIENCE
THE IMPRESSIONS

2

1

THE WATER
THE LAKES
THE RIVERS
THE NATURE

THE EARTH
THE UNIVERSE

WOOD

CERAMICS

GLASS

TEXTILE

METAL

# 2. BRAND DEVELOPMENT AND THEORETICAL BASIS

## 2.1. Graphic form

### 2.1.1. Basic form and additional form

basic form



additional form

## 2.1.2. Full colour solution

The graphic sign of the brand (logotype, abbreviated as logo) represents the diversity, creativity and ambience of the colour palette characteristic of Latgale. Blue, the most distinctive colour of the Latgale region, present in myriad shades, has been chosen as the primary colour of the logo. Countless hues of blue permeate the nature of the region, as well as its architecture, art and folk craft tradition. The colour palette is the basic element of expression, used to bring the various symbolic ideas of the brand to life and in marketing activities – from hospitality services to strengthening the image of Latgale and Partner regions as excellent and diverse tourist destinations.



| | Tour de Crafts Latgale teal | | Tour de Crafts calm lilac purple | | Tour de Crafts hospitable green - yellow | | Tour de Crafts finely cloudy | | Tour de Crafts sincerity warm pink |
|---|---|---|---|---|---|---|---|---|---|

## 2.1.3. Monochrome solution

The simplified version of the logo can also be used in the monochrome version or as a percentage of black or Latgale teal. The full version of the logo must not be used in a monochrome solution (see Clause 2.1.7).
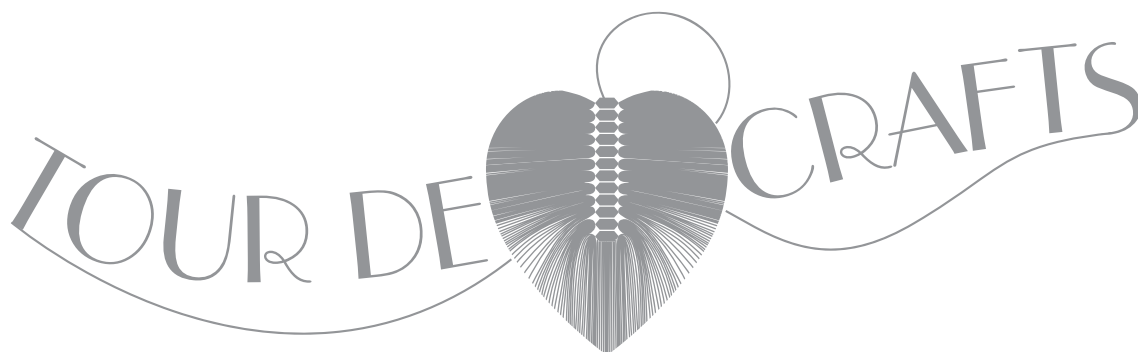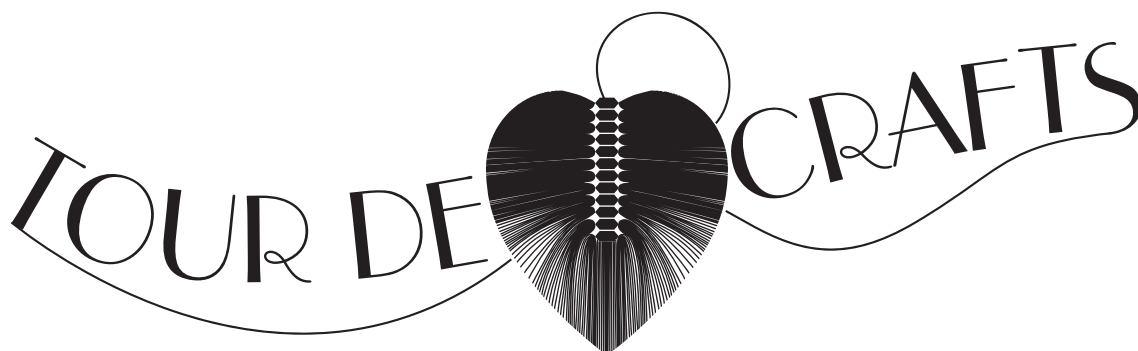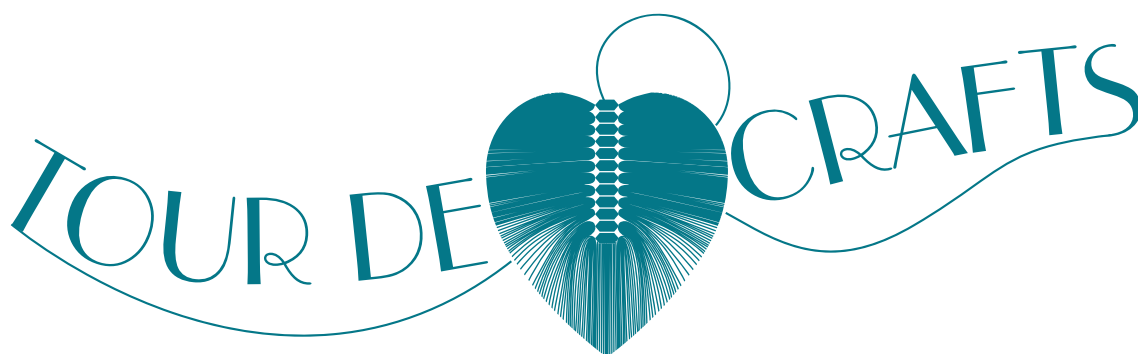
## 2.1.4. Conditions regarding the use of clear space in the graphic form

The logo must always have clear space which increases proportionally when increasing the size of the logo. In the full version of the logo, this corresponds to one leaf element from the logo on all sides of the graphic sign. For the simplified version of the logo, the clear space is equal to the height of the letter "T".
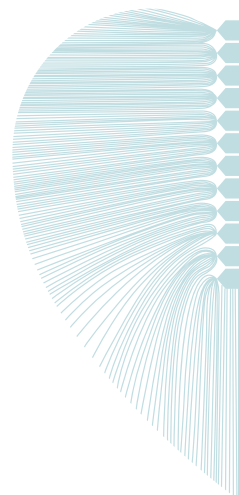
basic form

additional form
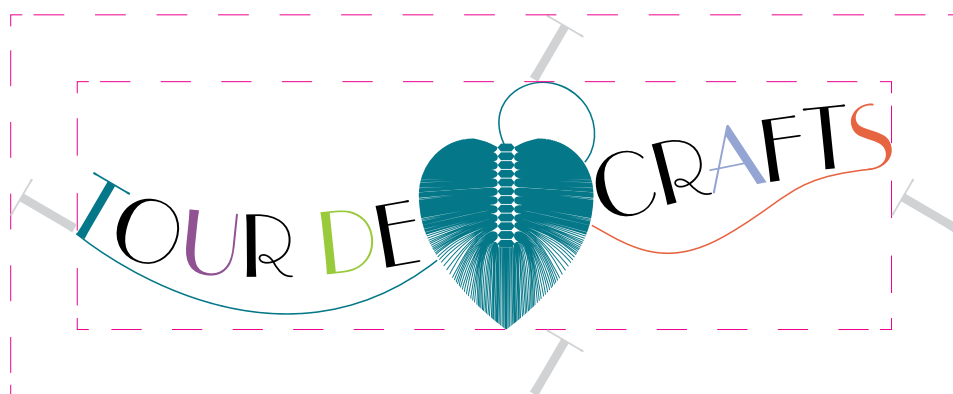
## 2.1.5. The smallest size of the logo

The detail of the visual elements must be proportionate to the size of the logo. The size of the logo may be increased indefinitely, however, it cannot be smaller than one where the vertical size of the leaf element is smaller that 1 cm. If there is a technical necessity to reduce the logo below the minimum size allowed, a special version of the logo must be used.
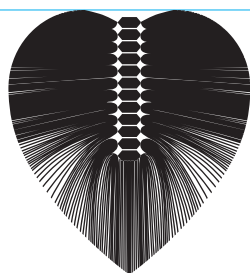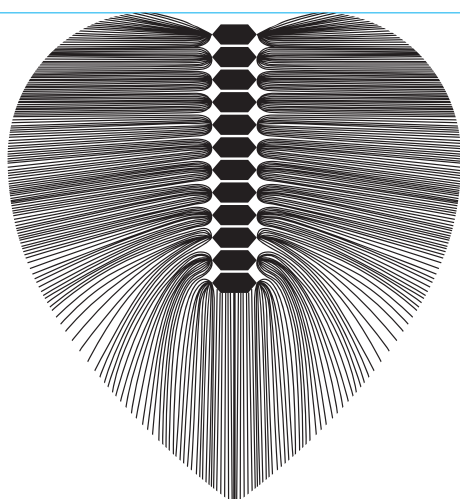
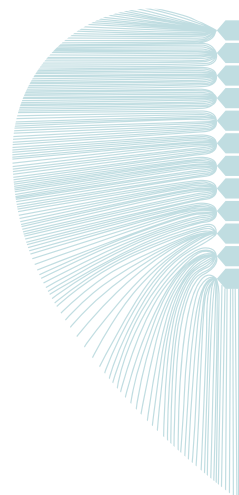TOUR DE CRAFTS — Less than 10 mm

10 - 34 mm

35 - 64 mm

65 mm and more

# 2.1.6. Positioning of the logo

The positioning of the logo in a document must be chosen according to the content and use of the document. In order for the logo to be clearly visible, it is recommended to place it primarily at the top of the page (header). In terms of composition, it is best to choose central composition. The logo may be larger if used in the header of a layout or document, however, if it is centred at the bottom of the page (footer), it should be smaller. In a square title block, the logo must be placed centred or in the lower right corner of the page.
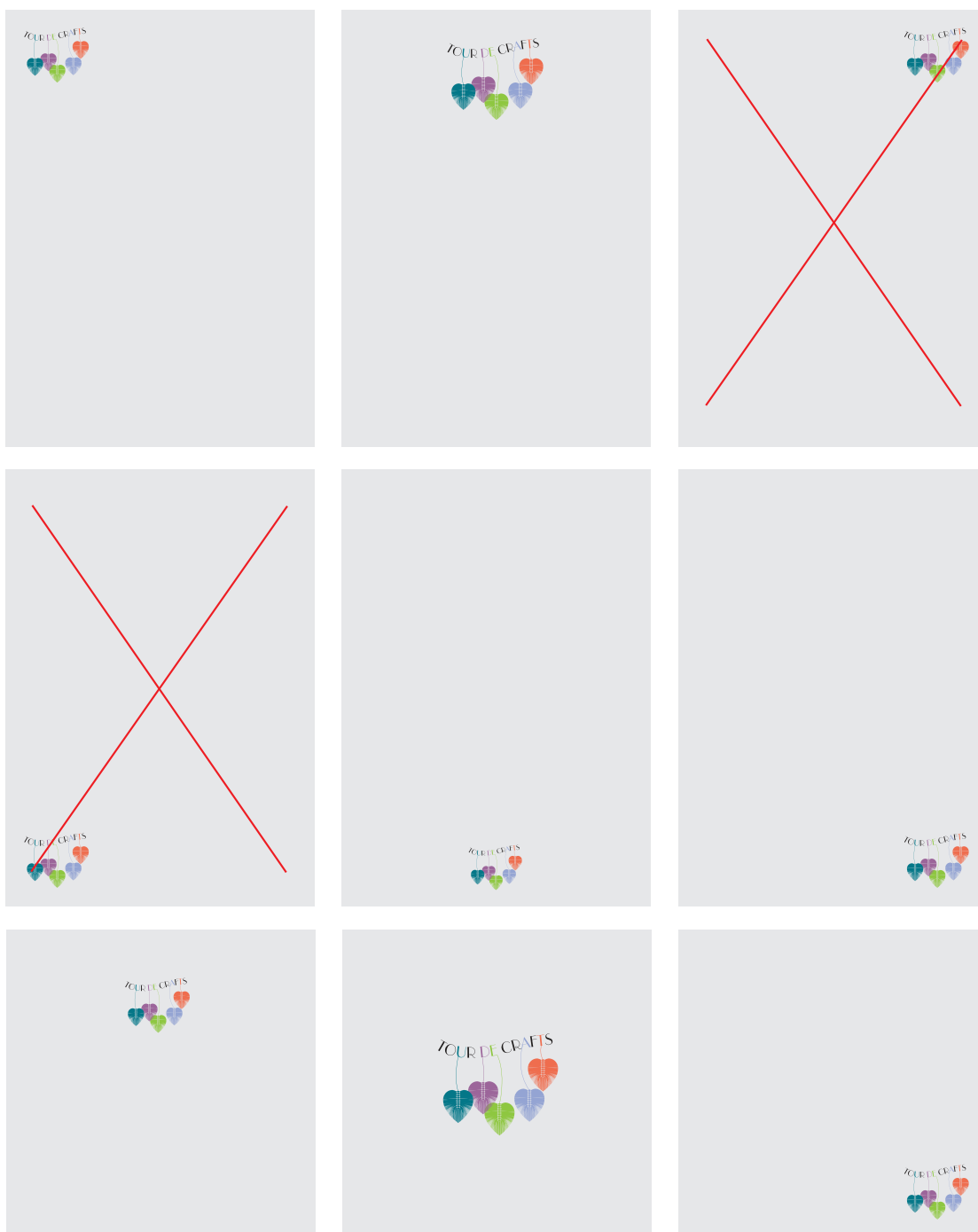
# 2.1.7. Restrictions on the use of the logo (don'ts)

The full version of the logo may not be used in the monochrome solution. The logo must not be deformed by stretching, skewing or rotating. The simplified version of the logo may not be interpreted in colours other than those indicated in the basic form or the monochrome solution. No elements may be removed from or added to the logo, the colours of the elements may not be changed and the elements which make up the logo may not be regrouped. The full version of the logo must not be placed on a colourful background or images, making it too busy and illegible.

# 2.2. Development of a colour palette

The main colour of the logo is Latgale teal, which can be used in creative graphics together with white and black. Four visually active shades have been chosen as accent colours. Additional colours are the use of accent colours in a percentage – 25%; 50% or 75% saturation.
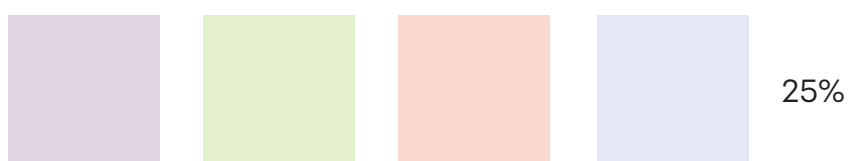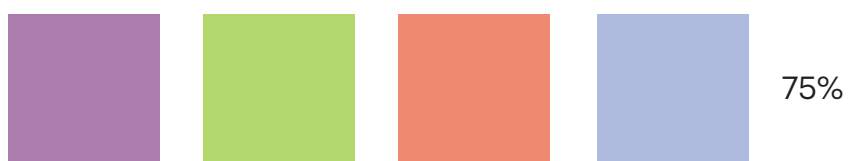
## 2.2.1. Basic colours
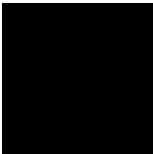
100%
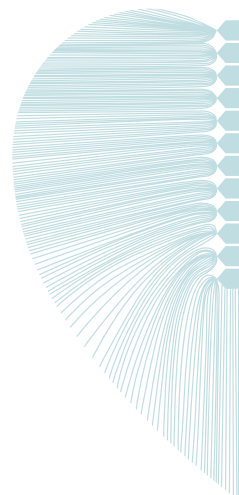
## 2.2.2. Accent colours

100%

## 2.2.3. Additional colours

75%

50%

25%

# 2.2.4. Colour code information

Logo colour-coding according to Pantone, CMYK, RGB, HTML, RAL and adhesive film catalogues.
In cases where one of the specifically defined shades is not available or cannot be defined in the colour chart, a colour as harmonious and as close as possible to the Pantone and CMYK colour shades indicated herein must be selected.

Compliance with the exact color code must be verified on the production platform of the final work to be developed and on the product color model. This is very important, because with automatic color conversion between platforms, development environments and color models, in most cases too large deviations from the recommended characteristics can be obtained!

| | | | | | |
|---|---|---|---|---|---|
| | | Pantone Black 6 C HTML 00001E | C-90; M-70; Y-40; K-100; | R-0; G-0; B-30; | MACal 9889-00 RAL - 9005 |
| Tour de Crafts Latgale teal | | Pantone 3145 C HTML 006E78 | C-87; M-32; Y-35; K-16; | R-0; G-110; B-120; | MACfleet 6549-26 RAL 5021 |
| Tour de Crafts hospitable green - yellow | | Pantone 375 C HTML 8CCE30 | C-45; M-0; Y-100; K-0; | R-140; G-206; B-48; | MACfleet 9849-13 RAL - (RAL not available, the color should be toned closer to the Pantone tone) |
| Tour de Crafts sincerity warm pink | | Pantone 165 C HTML E66443 | C-5; M-75; Y-80; K-0; | R-230; G-100; B-67; | MACal 9801-04 RAL 2004 |
| Tour de Crafts calm lilac purple | | Pantone 513 C HTML 915392 | C-50; M-80; Y-12; K-0; | R-145; G-83; B-146; | MACal 9839-13 RAL - 4008 |
| Tour de Crafts finely cloudy | | Pantone 2716 C HTML 9FAEE5 | C-41; M-30; Y-0; K-0; | R-159; G-174; B-229; | MACal 9839-07* RAL - (RAL not available, the color should be toned closer to the Pantone tone) |

*) Color is slightly different, to get the exact color, you need to order from the manufacturers individual color film

# 2.2.5. Restrictions on colour combinations

The possibilities for colour combinations are generous, however, saturation, brightness, visibility, contrast and other forms of expression used in the specific graphic design must be taken into account. The combination of colours should look clean and laconic, not brightly coloured and discordant.
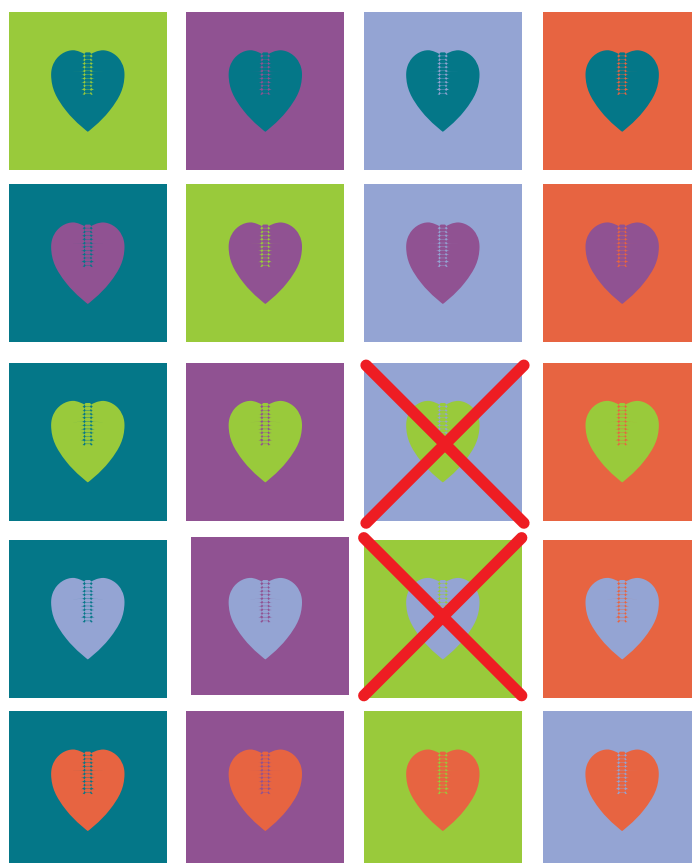
## 2.2.6. Assignment of colours to activities or groups

In order to make it easier for anyone interested to find their way around the wide range of activities and crafts, colours are structured according to their associations with the materials used and the type of activity. Latgale teal has been chosen as the unifying colour for all areas of activity.
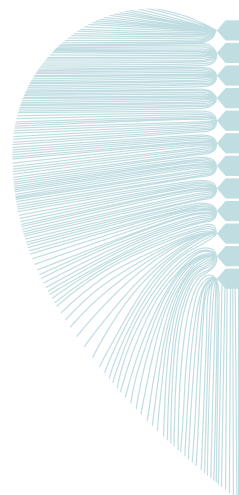
| | | |
|---|---|---|
| | Tour de Crafts Latgale teal | Organizational issues |
| | Tour de Crafts hospitable green - yellow | Nature, guest houses, trails |
| | Tour de Crafts sincerity warm pink | Crafts: clay, wood |
| | Tour de Crafts calm lilac purple | Crafts: handi-crafts, food |
| | Tour de Crafts finely cloudy | Crafts: glass, metal |

# 2.3. Background graphic or raster, its elements and use

All 5 leaves are selected as the raster element without changing their layout.
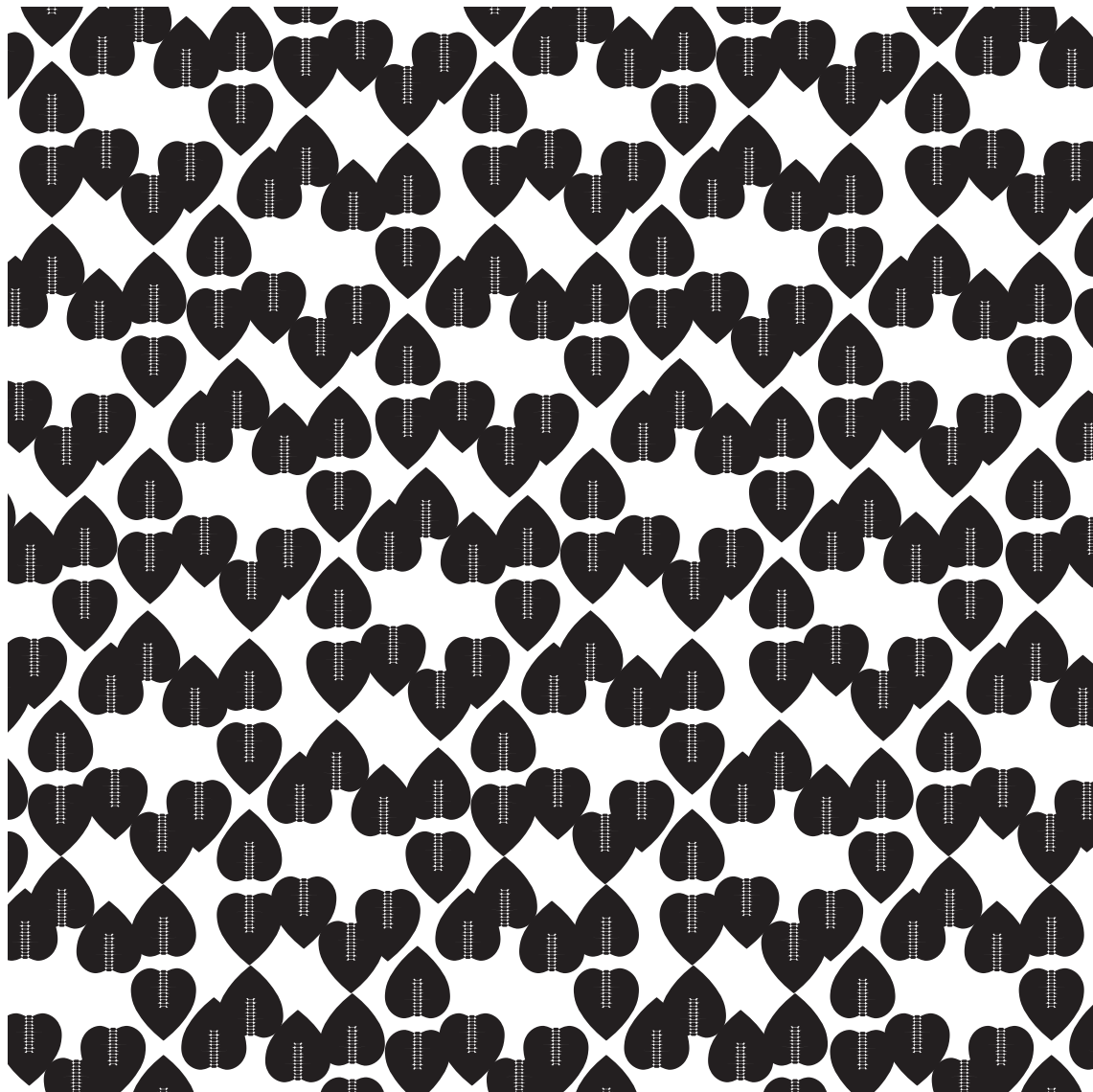
# 2.3. Background graphic or raster, its elements and use

All 5 leaves are selected as the raster element without changing their layout or the colour arrangement of the elements in the logo.
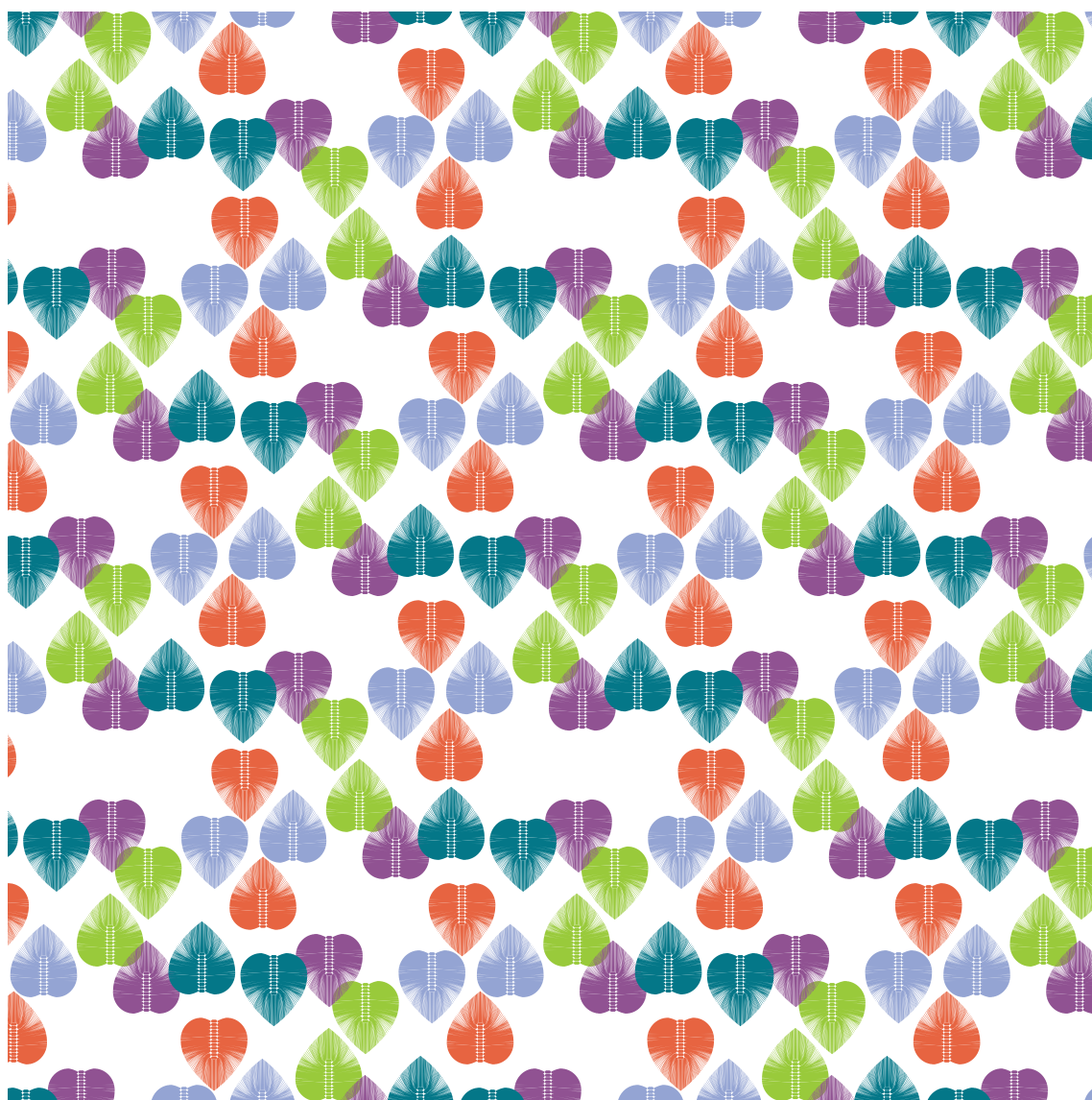
# 2.3. Background graphic or raster, its elements and use

All 5 leaves are selected as the raster element without changing their layout.
In this case, colours of the leaves and the background may be changed in line with the acceptable colour combinations.
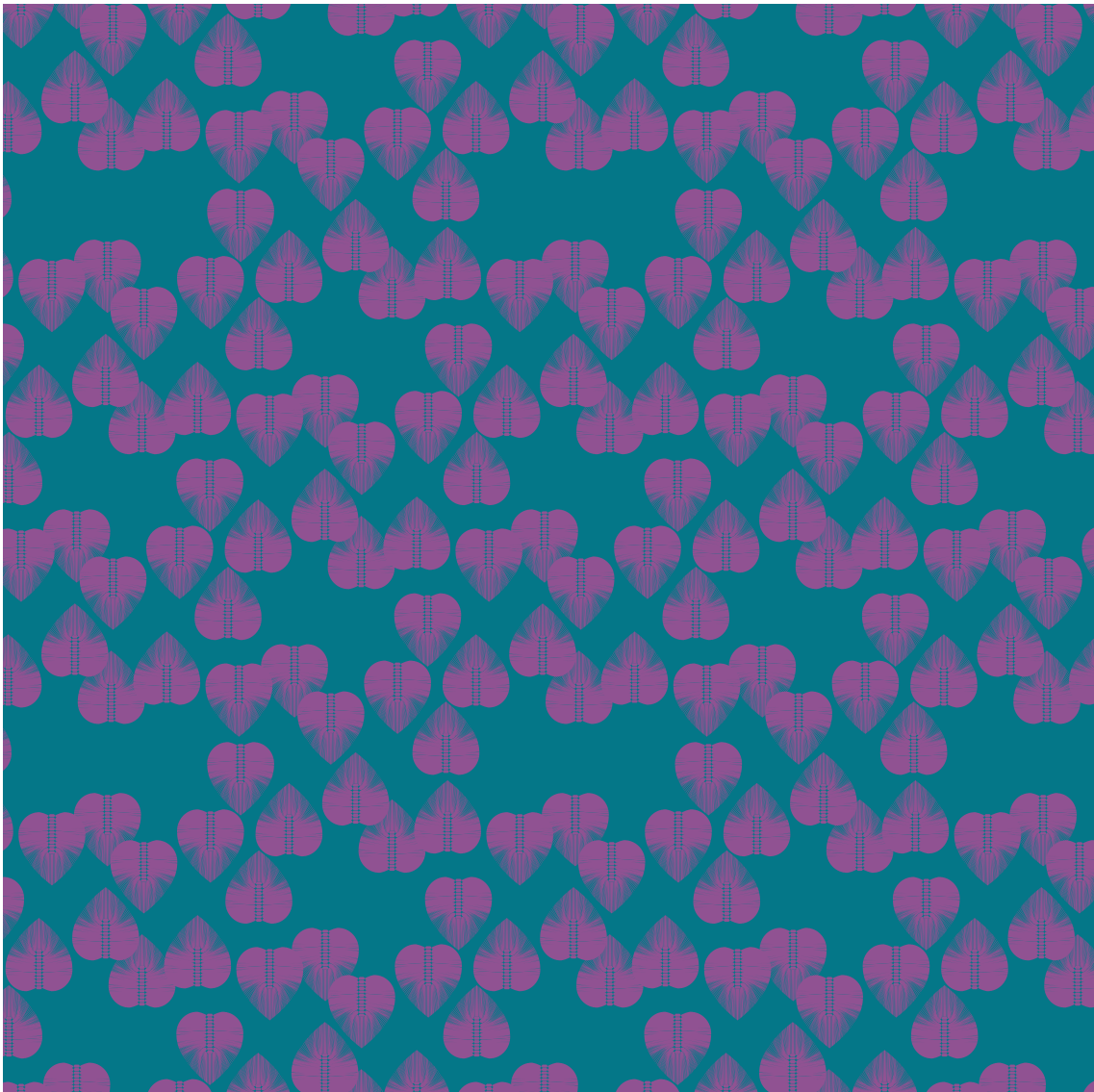
# 2.4. Use of fonts

The font Intro is used in brand communication and advertising materials. It is a modern font which has a wide variety of weights of the letter-forming elements, includes italic letter shapes and ensures recognisable graphic communication. **Bold** and **Black** font styles are recommended for headlines and advertising slogans, Regular or Light for the main body of a text, and Medium style for the smallest text size to maintain readability of decent quality. We do not recommend using the Light font style for headlines due to the fact that the communication of the brand includes conservative values, and the current trend to use light Serif fonts in headlines may lead to forming associations of the brand being linked to a certain time frame in the long run. In turn, the classic solutions will remain neutral for an indefinite period of time. *Italics* can be used according to grammar requirements.

# INTRO 30 pt

## INTRO 20 pt

INTRO 20 pt

INTRO 16 pt

INTRO 14 pt

INTRO 12 pt

INTRO 10 pt

**INTRO 8 pt**

**INTRO 6 pt**
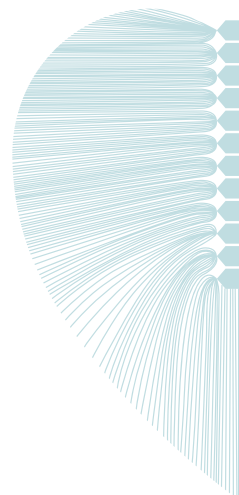
# 2.5. Additional graphic elements and their uses

## 2.5.1. Informative pictograms
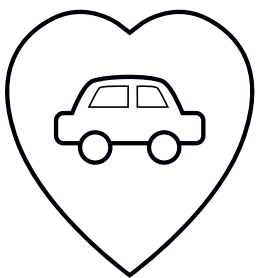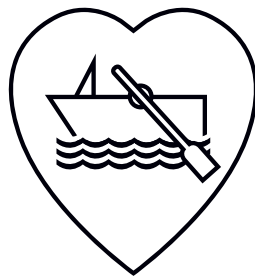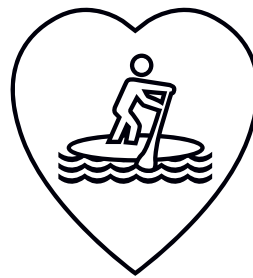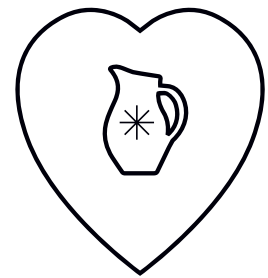
Cars
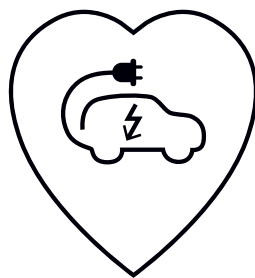
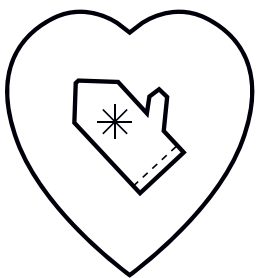Electric car charging station
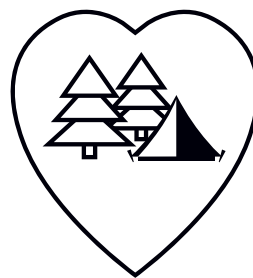
Tent camping
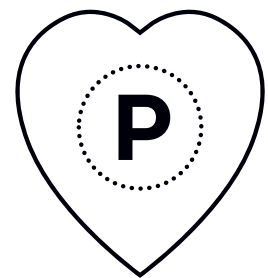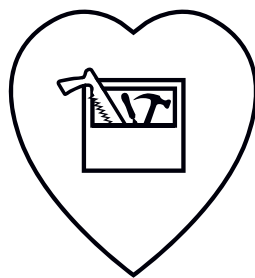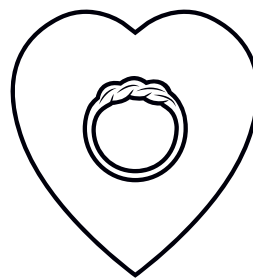
Parking
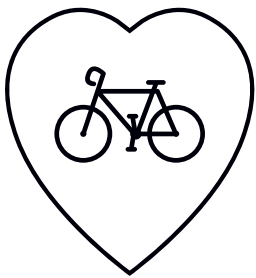
Bicycles, bicycle rental point
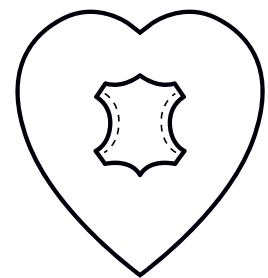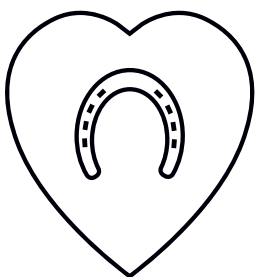
Boat rental and berth
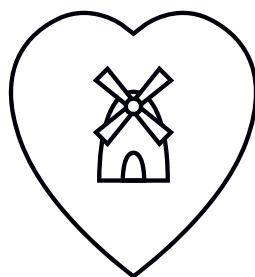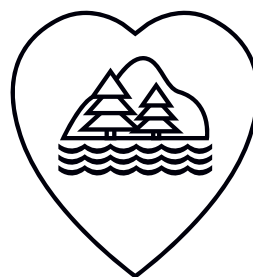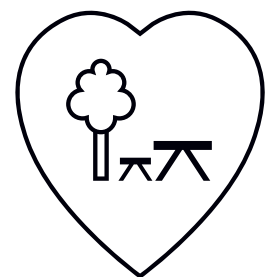
Sup board rental

Ceramics
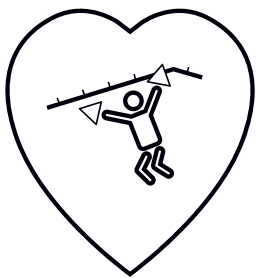
Textile

Woodworking

Jewellery
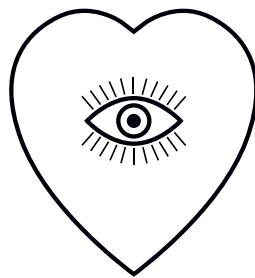
Leather goods

Metalworking

Historical object

Natural site

Landscape trail

# 2.5. Additional graphic elements and their uses
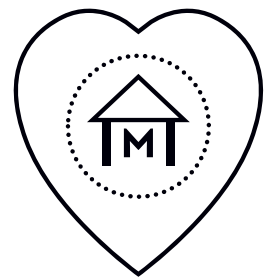
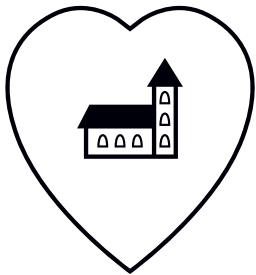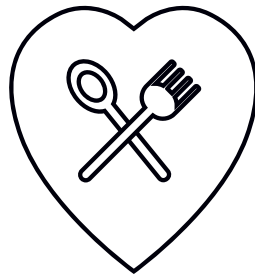## 2.5.1. Informative pictograms



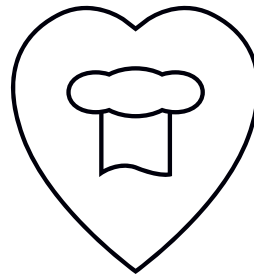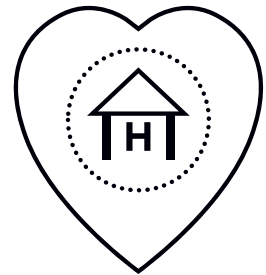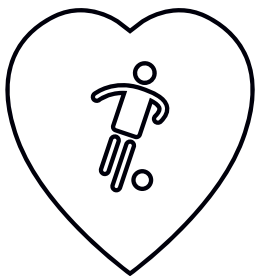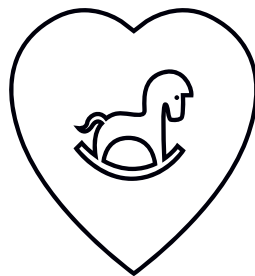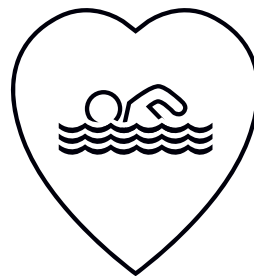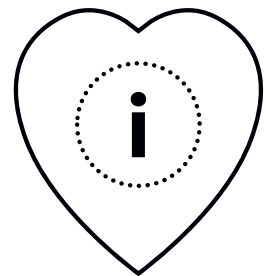| | | | |
|---|---|---|---|
| Obstacle trail | Viewpoint | Observation tower | Museum |
| Architectural monument | Catering | Culinary heritage | Accommodation |
| Sports grounds | Children's playground | Beach or bathing area | Tourist information centre |
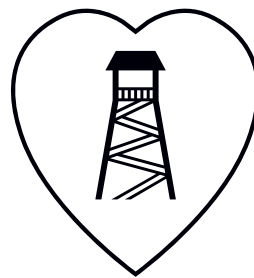
# 2.5.2. Additional graphic elements

The following additional graphic elements may be used in the design of advertising banners, various printed materials, environmental objects, signs and information boards: a colour frame and a graphic in the infographic style placed in the header or footer using the colours from the logo, which emphasises the number of elements used in the branding, colours and geometric positioning, while symbolically transforming the leaves into different paths that can be chosen to explore the region. The proportion of infographic-style colour rectangles is always constant, and all elements are the same width. The overall width can be changed proportionally to the side length of the document. This element can be used in colour or monochrome – white on a dark material or background.

## Colour frame
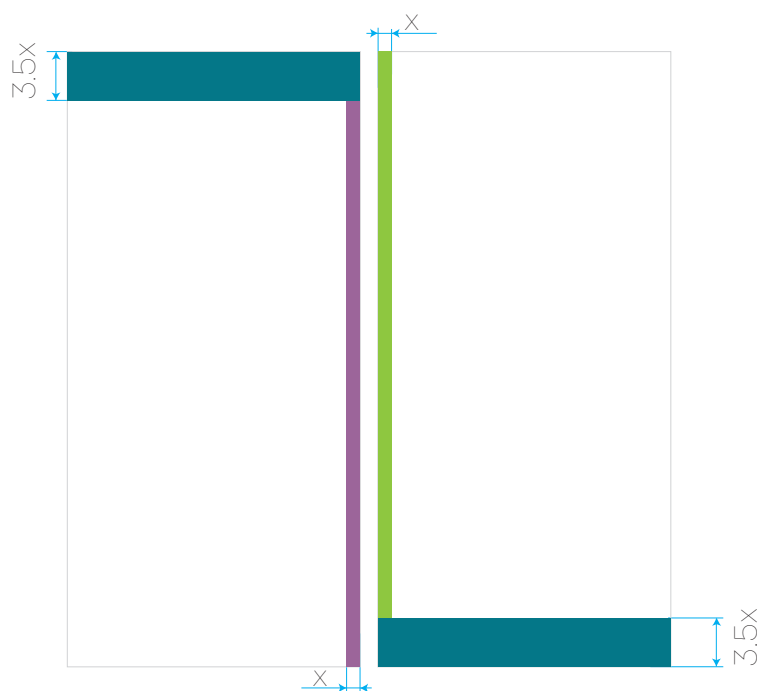
## Colour bars

X=0.8Y

# 3. CORE SET OF GRAPHICS

## 3.1. A4 forms

1 cm

2 cm

1 cm

Sporta un atpūtas centrs "Laivas",
Pļavas, Kļavu rajons, LV-1010, Latvijs, Tālr. +371 26 123 456, info@vasalslatgola.lv,
Reģ. Nr. 40101234567, AS SwedbankaLV10HABA0001234567890

Centre

Sporta un atpūtas centrs "Laivas",
Pļavas, Kļavu rajons, LV-1010, Latvijs, Tālr. +371 26 123 456, info@vasalslatgola.lv, vasalslatgola.lv
Reģ. Nr. 40101234567, AS SwedbankaLV10HABA0001234567890
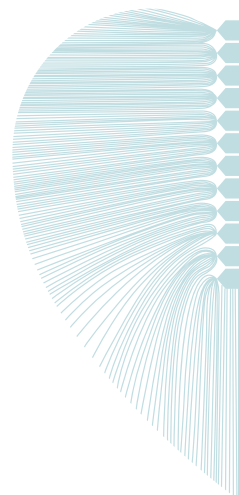
2.5 cm

2 cm

# 3.2. Folders

A4 document folders must be designed by choosing cut contour line which creates a curved shape when the folder is opened. Sharp lines should be avoided. An artful photo or the logo on a clean coloured background may be placed on the face of the folder. The back of the folder should be monochrome, and it is best not to decorate it with any photos to keep the space devoted to business information uncluttered. It is recommended to place contact information on the bottom back of the folder.



Sporta un atpūtas centrs "Laivas",
Plavas, Kļavu rajons, LV-1010, Latvijs.
Tālr. +371 26 123 456, info@vasalslatgola.lv,
vasalslatgola.lv

# 3.3. A5 note paper

Note paper can be made as a notebook with cardboard covers and a spiral or without covers and with a glued binding. Any of the colours from the logo may be used as the main colour of the note paper, in line with the according area of activity. A variation may be used where one notebook contains blocks of pages in all five colours in identical numerical proportion, organised so that the order of colour blocks follows the same colour pattern as in the logo. Only the simplified version of the logo in the monochrome solution may be used on the cover and in the pages of the note paper.
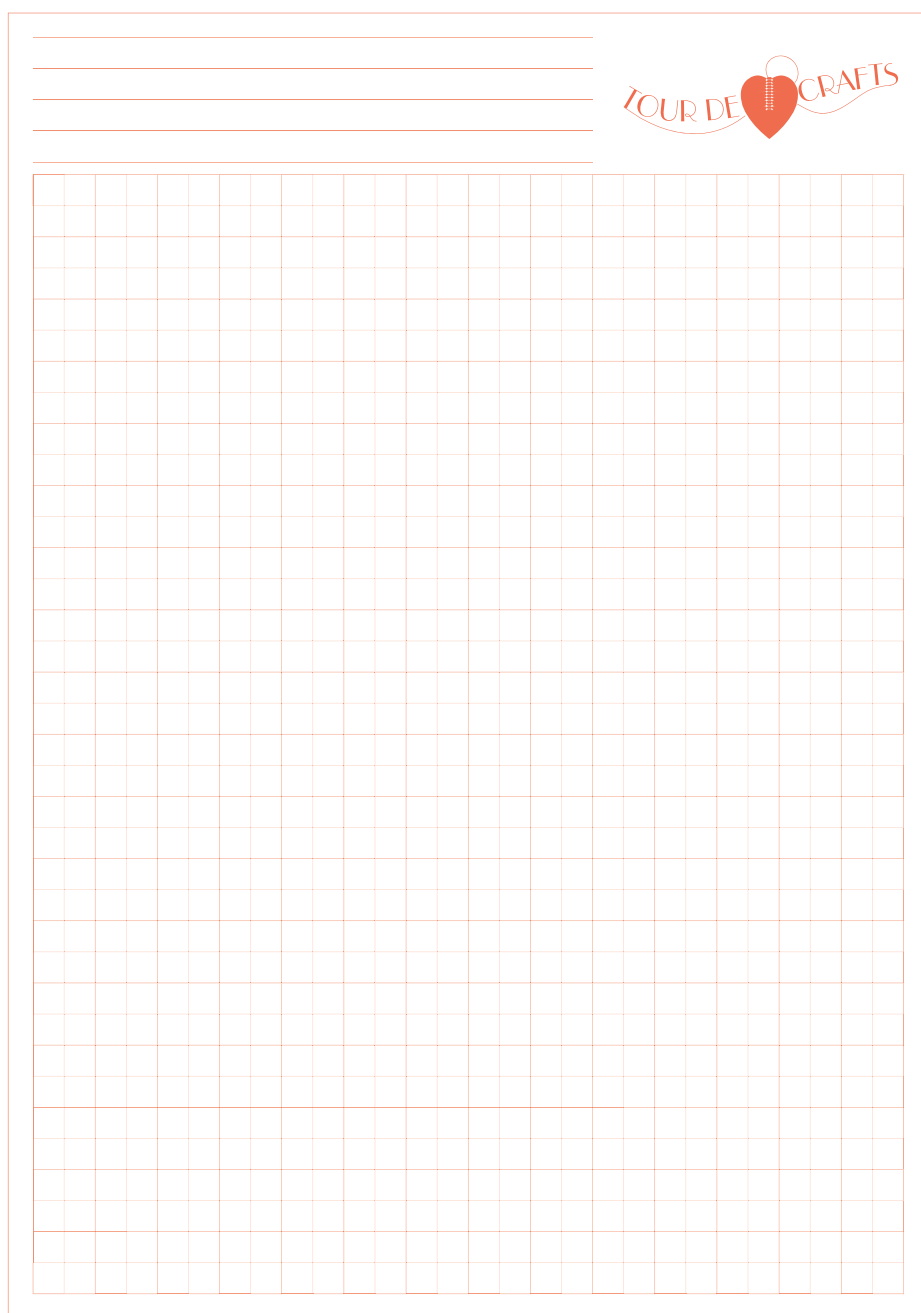
# 3.4. Paper bags

Paper bags are available in a multitude of colours, so bags can be designed using any colour from the logo using the monochrome solution of the logotype. The full colour version of the logo may be used only on snow-white paper bags with the logo placed centrally and outside the handle area of the bag.

# 4. PRESENTATIONS, MERCHANDISING MATERIALS AND VISUALISATIONS

## 4.1. Pens

Pens are available in the basic colours of the logo; the body must be made of natural materials and/or eco-plastic. It is recommended to select an eco-product line which corresponds as much as possible to the specified sample.

# 4.2. Pencils

Pencils are available in the basic colours of the logo, and the body must be made of natural materials. It is recommended to select an eco-product line which corresponds as much as possible to the specified sample.

Advertising agency "Bulterjers". 2021
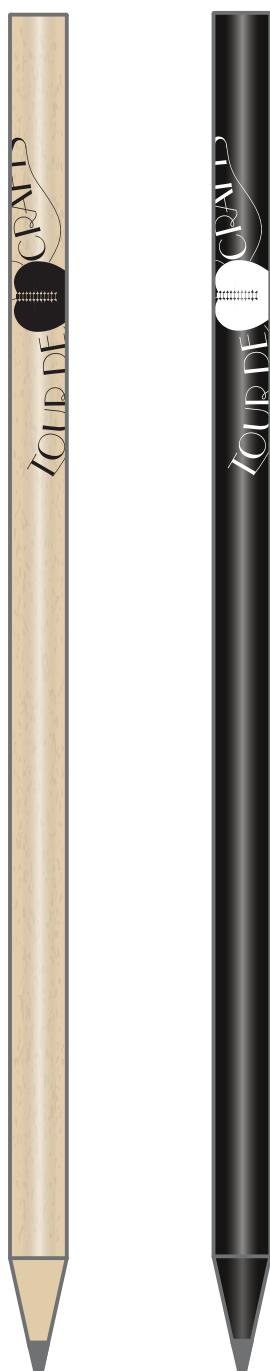
# 4.3. Flash memory

When choosing USB flash drives from souvenir suppliers, a neutral and indistinct colour should be chosen with minimal visibility of the manufacturer's logo. A perfect solution would be a product without the manufacturer's logo. It is preferable that there is only one logo on the flash drive. For flash memory, choose the simplified logo in one colour or an engraved version.

# 4.4. Cups

The full-colour logo may be used on white cups only, while the simplified monochrome version of the logotype may be placed on coloured cups. Cups can be printed or engraved. Given the possible connection between cups and the subject of crafts, only the highest quality products must be chosen with no identifiable links to manufacturers outside the Baltics, so as not to devalue the idea behind the brand!

# 4.5. Thermal mugs

The full-colour logo may be used only on white thermal mugs, while the simplified monochrome version of the logotype may be placed on coloured mugs. Thermal mugs can be printed or engraved.
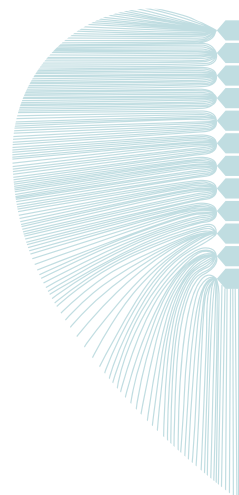
# 4.6. Garments (T-shirts, caps, jackets)

Technology allows choosing fully printed garments of original design. The sketches show just a few recommended examples of how brand elements can be used to obtain visually different solutions for clothing.

This is the most creative area of branding application; however, it is crucial that the products bearing the branding are of high quality and, in the case of clothes, suitable for outdoor activities as well.
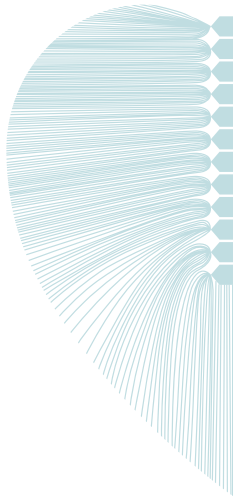
# 4.6. Garments (T-shirts, caps, jackets)

Technology allows choosing fully printed garments of original design. The sketches show just a few recommended examples of how brand elements can be used to obtain visually different solutions for clothing.

# 4.7. Stickers

There are two types of stickers: stickers with the contour cut to shape and stickers where the artwork is placed on a geometric backing.

# 5. STANDARDISED TEMPLATES FOR ADVERTISING PURPOSES

## 5.1. Folding booklet template

When designing folding booklets, the aspect ratio and the exact layout of the fold lines must be observed. Layouts should be made on a white background with colour accents as dividing lines. Photos are not placed at the outer edge of the layout.



! Text colour solution – for laouts with large font size (11+ points) Tour De Crafts teal colour will be used, but for smaller fonts (10- points) Black will be recomended for better print technical quality.

# 5.2. Flyer template

When designing small-format ad layouts, the placement of the vertical and horizontal lines which separate the layout from the two consecutive edges must be observed. Layouts should be made on a white background with colour accents as dividing lines. Photos are not placed at the outer edge of the layout.



! Text colour solution – for laouts with large font size (11+ points) Tour De Crafts teal colour will be used, but for smaller fonts (10- points) Black will be recomended for better print technical quality.

# 5.3. Large format poster template

In large-format layouts, a colour bar graphic is used to separate the bottom edge of the poster, observing the height of the irregular elements. A raster with a 5-15% opacity is used in the background, covering not more that 1/2 of the poster, preferably placed at the bottom part of the poster. The top of the poster should preferably have a white background, as clear and concise as possible. One centred and maximised brand element can be used – a leaf shape as the frame for the image displayed on the poster. It is recommended to place the title-texts above the leaf and the image diagonally on rectangular sections of contrasting colour.



**!** Text colour solution – for laouts with large font size (11+ points) Tour De Crafts teal colour will be used, but for smaller fonts (10- points) Black will be recomended for better print technical quality.

# 5.4. Social network templates

The Tour de Crafts-style book includes recommendations for creating social network content, but does not offer ready-made solutions, because a significant difference between social networks and their advantage over classic communication channels is their rapid changes. When developing mock-ups / Ads of social networks, it is always necessary to check the updated dimensions, because the conditions of the layout sizes for them tend to change very heretically. It must also be ensured that the many conditions (Policies) of the social network platform owners (Basically – Facebook, Google) are always complied with, otherwise the Post or Ad may be get lower distribution coefficient or even blocked. In many cases, adherence to the rules of the platforms themselves has unfortunately become a priority over the Client's content as well as artistic and creative qualities and ideas. It is New Normal and demand more carefully check each outgoing Artwork.
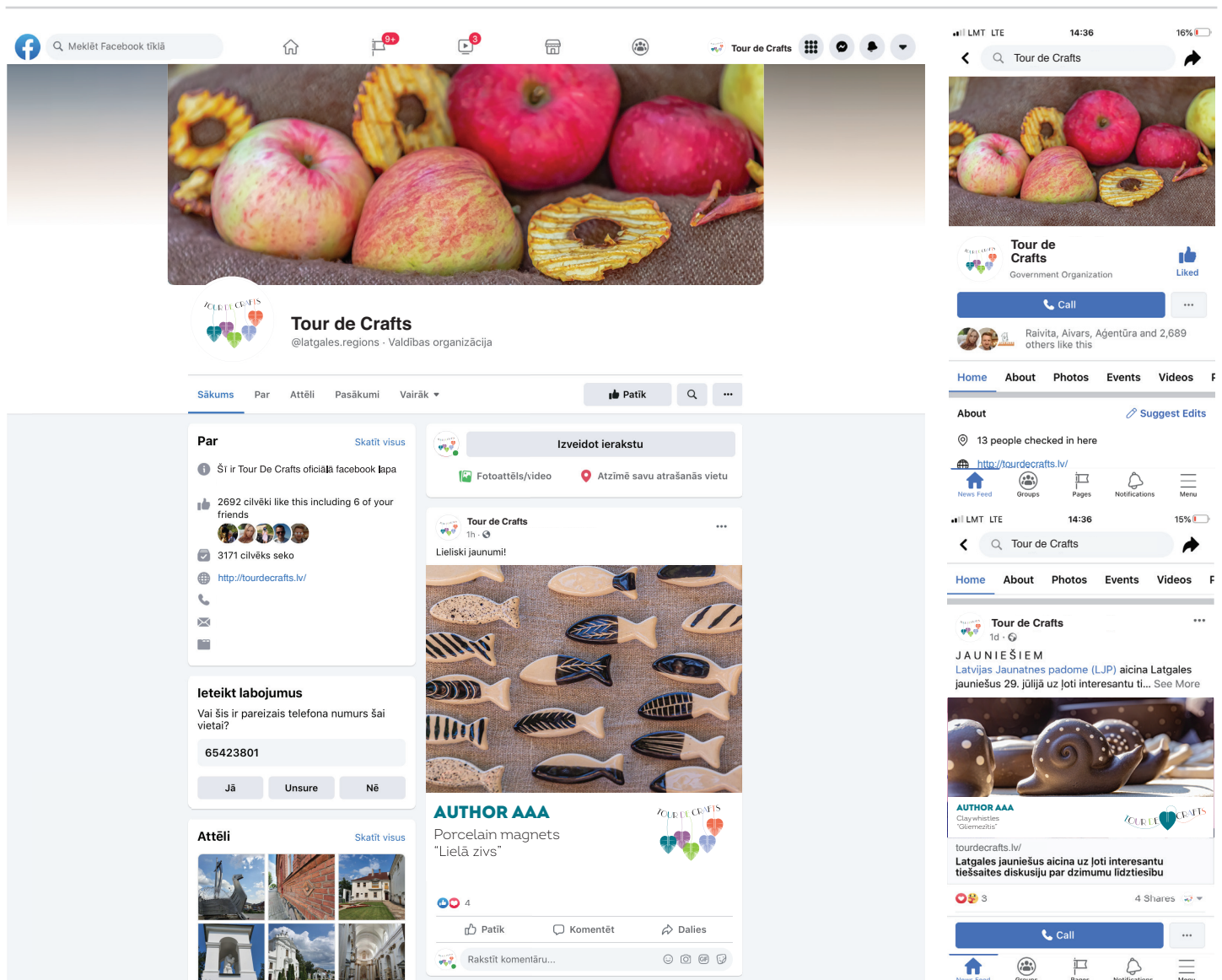
# 5.4. Social network templates

The profile picture (Avatar) of any social network may contain only the full logo on a white background. It should be noted that the visible area of the profile image on almost all social networking platforms is much smaller than the required document size. For example, at the time of writing a style book, Facebook shows a circle with a diameter of 170 px, but the size of the document should be a square with a size of 180 x 180 px. The artist must provide a neutral space in the file.

In the profile title image, it is desirable to place an image without a logo or other graphic elements in order not to confuse the profile overview. The image used should preferably have an ideological, artistic or tactical advertising meaning or component, but without being linked to a specific event. Mood-creating nature views, close-ups of handicrafts, food photos can also be used.

Neutral stylistics should be observed in the visual design of time zone materials (Posts). It is important that the usage rules of visual identity elements – sign, colours and fonts are respected and that, over time, the holder of each individual account adheres to the same graphic standards and solutions so that project materials will stand out and are always easy recognisable in a common and ever-changing flow of news and memes.



**AUTHOR AAA**
Clay whistles
"Gliemezītis"

**AUTHOR AAA**
Porcelain magnets
"Lielā zivs"

**CRAFTS TRADE**
City central square
Saturday 9:00

**CRAFTS TRADE**
City central square
Saturday 9:00

**CRAFTS TRADE**
City central square
Saturday 9:00

# 6. OUTDOOR INFORMATIVE ADVERTISING ELEMENTS

## 6.1. Signs

Signs are designed horizontal or rectangular, close to a square. Outdoor signs are made of composite material with a self-adhesive film application, including a metal element (chain) for detailed instructions. A detailed sign is a sign for a place which combines several services, such as a guest house with boat and SUP board rental. Such a guest house must choose a detailed sign and then place a simple sign indicating the marina at the specific spot.



AUTO STĀVVIETA
CAR PARK
ПАРКОВКА

AUTO STĀVVIETA
CAR PARK
ПАРКОВКА

VIESU MĀJA
GUEST HOUSE
ГОСТЕВОЙ ДОМ

VIESU MĀJA
GUEST HOUSE
ГОСТЕВОЙ ДОМ

# 6.2. Information displays

Outdoor info displays are similar to large-format posters, except the logo is placed in the upper left corner and the area is limited by a colour bar on all three sides. The basic information is placed in the middle of the information display in a square-shaped area. The board can be placed vertically or at an angle on support poles.
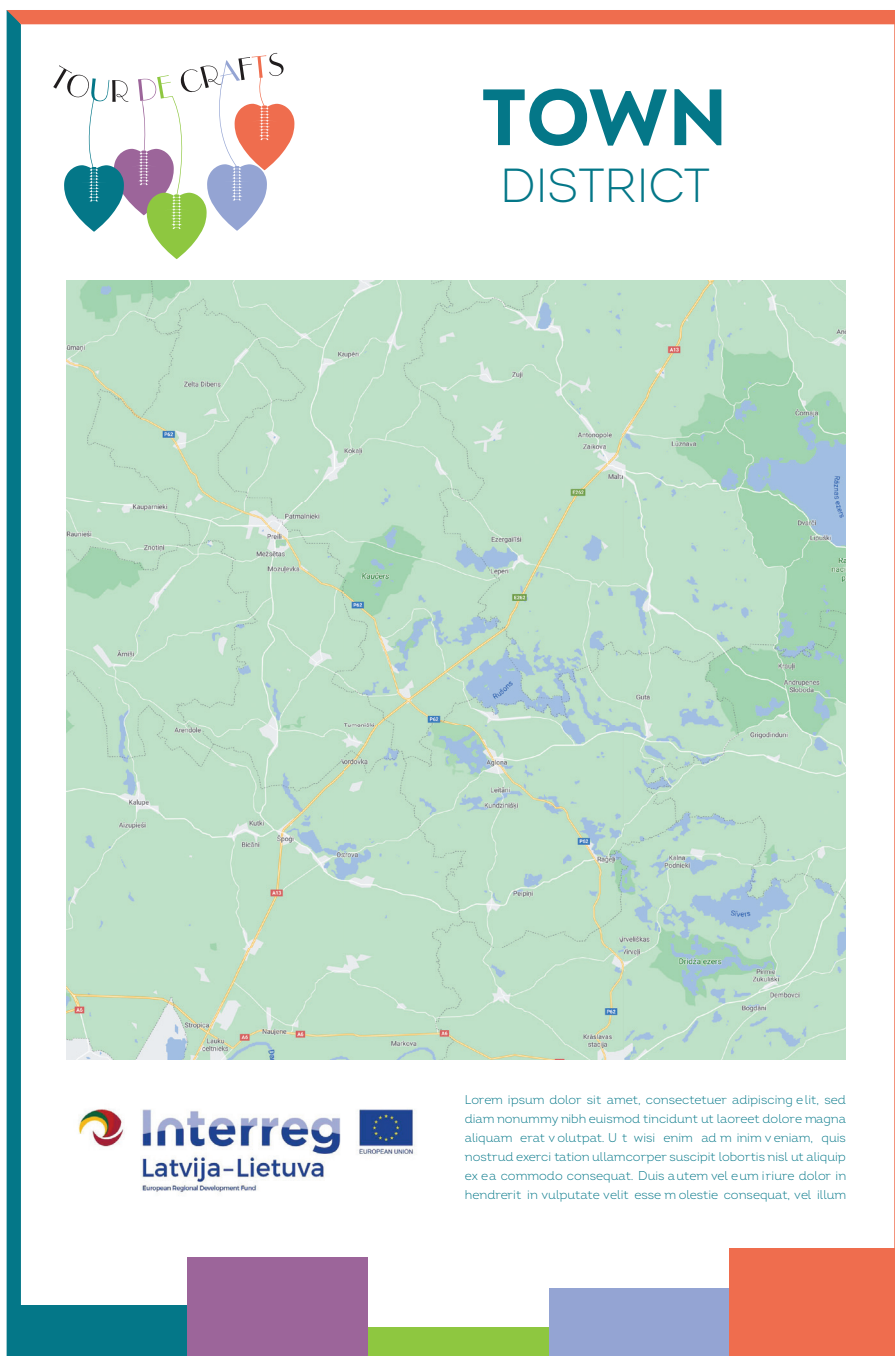


**!** Text colour solution – for laouts with large font size (11+ points) Tour De Crafts teal colour will be used, but for smaller fonts (10- points) Black will be recomended for better print technical quality.

# 7. INDOOR INFORMATIVE ADVERTISING ELEMENTS

## 7.1. Signs

On indoor signs, arrows indicating direction are placed in the middle of the leaf symbol. Pictograms are not used. Like outdoor signs, coloured self-adhesive film or colour printing is used on indoor signs.

WC ↑

ROOM ↓

WARDAROBE →

← CINEMA

# 7.2. Information displays

The indoor info board is designed with a coloured line on the left side and a wide bar with the monochrome logo on the top part of the board.



**TOUR DE CRAFTS**
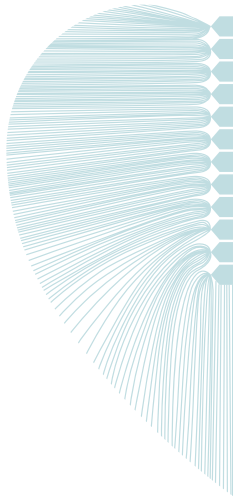
## HEADLINE
### PRODUCT / SERVICE

**TOPIC AAA**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla

**TOPIC BBB**

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**TOPIC CCC**

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**TOPIC DDD**

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**TOPIC EEE**

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**Interreg Latvija–Lietuva**
European Regional Development Fund

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
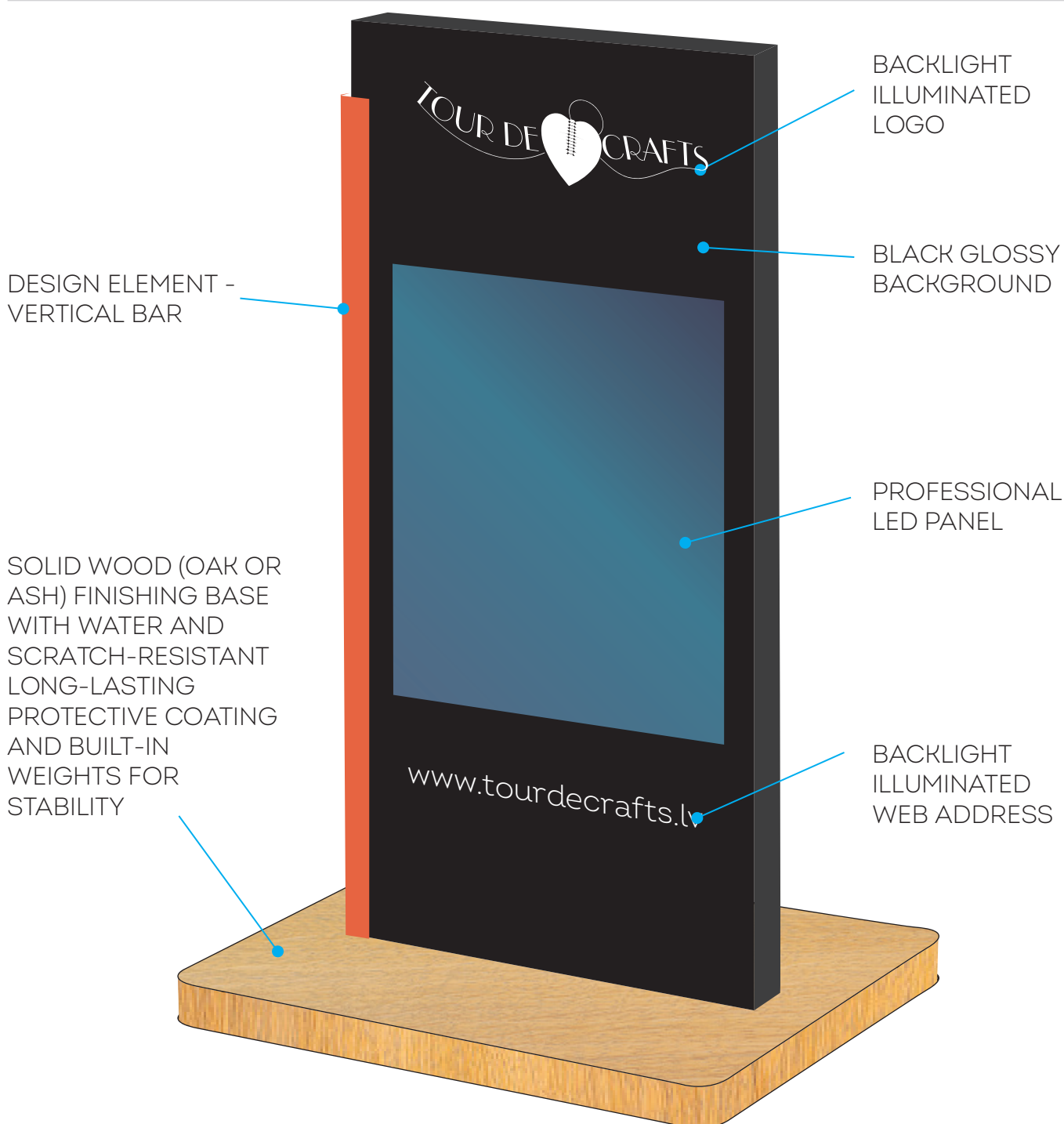
Text colour solution – for laouts with large font size (11+ points) Tour De Crafts teal colour will be used, but for smaller fonts (10- points) Black will be recomended for better print technical quality.
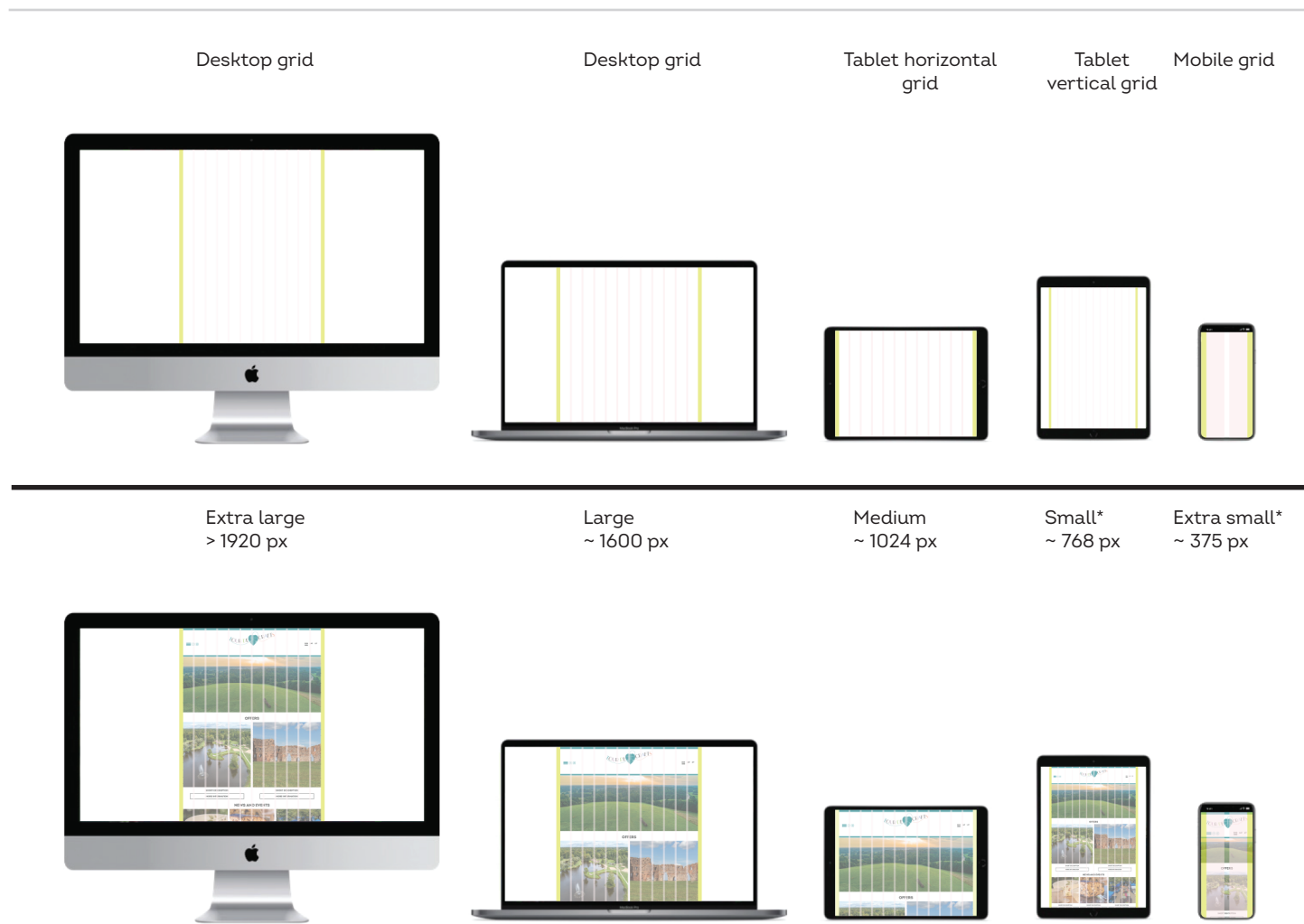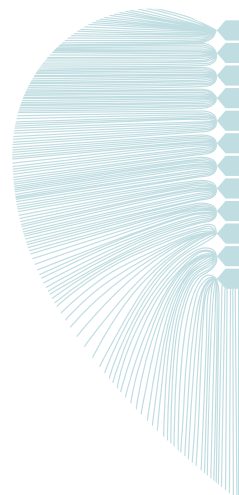
# 7.3. Interactive displays

Interactive displays are equipped with a coloured edge which is fitted onto the display, made from composite material with a self-adhesive coloured film design or directly 3D-Cut from coloured acrylic. It must be visible and stand out at a distance. The monochrome logotype is preserved at the top. Both – logotype and web address below the screen must be with LED backside illumination. Ad materials for the display must be created directly for vertical format.

BACKLIGHT
ILLUMINATED
LOGO

BLACK GLOSSY
BACKGROUND

DESIGN ELEMENT -
VERTICAL BAR

PROFESSIONAL
LED PANEL

SOLID WOOD (OAK OR
ASH) FINISHING BASE
WITH WATER AND
SCRATCH-RESISTANT
LONG-LASTING
PROTECTIVE COATING
AND BUILT-IN
WEIGHTS FOR
STABILITY

BACKLIGHT
ILLUMINATED
WEB ADDRESS

www.tourdecrafts.lv

# 8. WEBSITE DESIGN GUIDELINES

Responsive behavior, website display on various devices.

| Desktop grid | Desktop grid | Tablet horizontal grid | Tablet vertical grid | Mobile grid |
|---|---|---|---|---|

| Extra large<br>> 1920 px | Large<br>~ 1600 px | Medium<br>~ 1024 px | Small*<br>~ 768 px | Extra small*<br>~ 375 px |
|---|---|---|---|---|

*) Conditional is the width of the screen defined as the base width, which is used in programming. For real phone models, the number of actually displayed pixels will be 2-4 times higher!

# 8.1. Homepage

The main element of the website is the simplified Tour de Crafts logo and the colours. The Latgale teal colour, symbolising the nature, architecture and art of Latgale, is threaded throughout the website. The website is available in three languages – English, Latvian and Lithuanian. The website is responsive and can be viewed on smartphones, tablets and computers. The menu at the top of the page is designed as a sticky menu – a fixed navigation bar on the home page, which is visible at all times, even when scrolling down or navigating through the website. The logos of the companies involved in the project must be included in the footer.
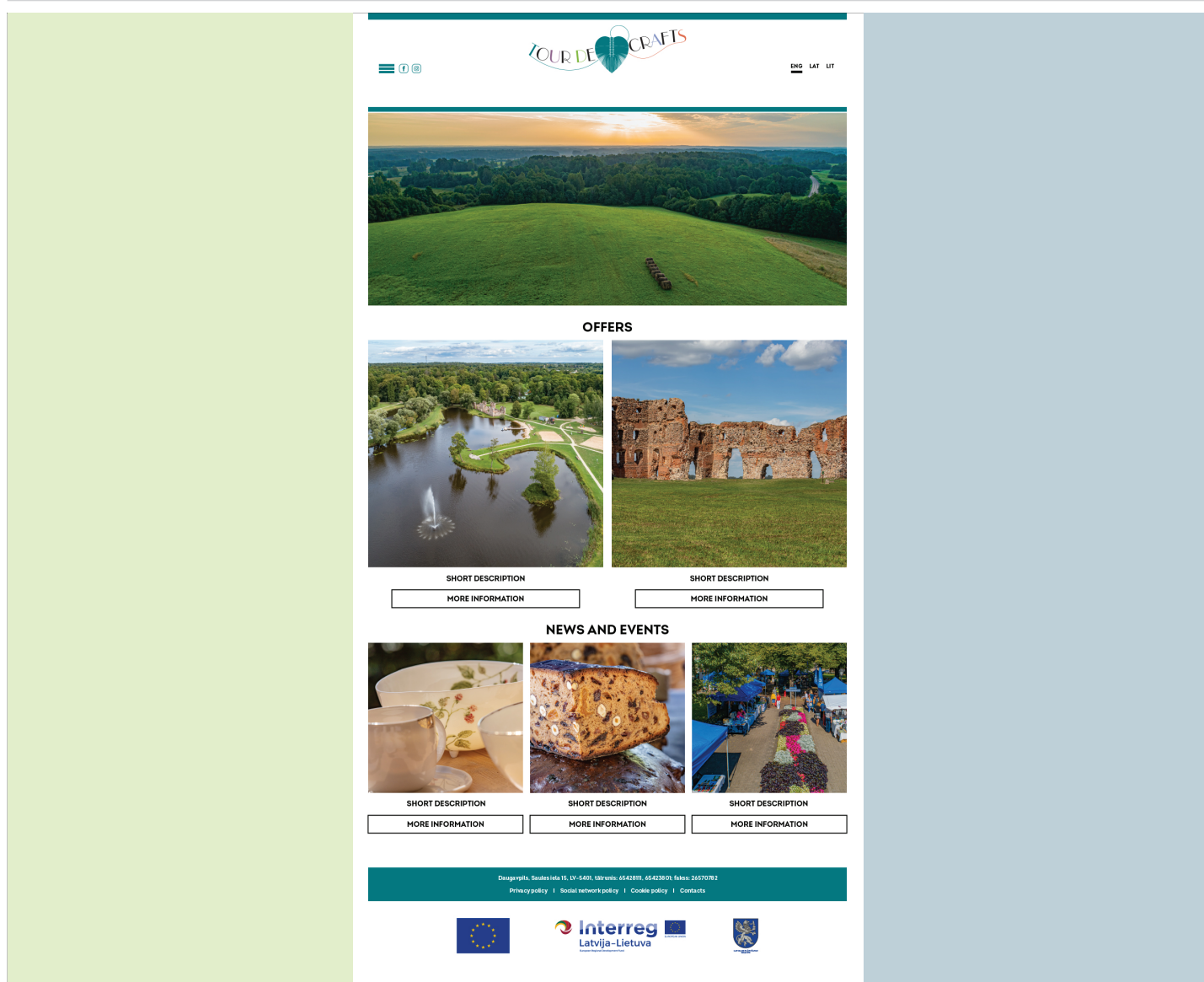


Large desktop

# 8.1. Homepage
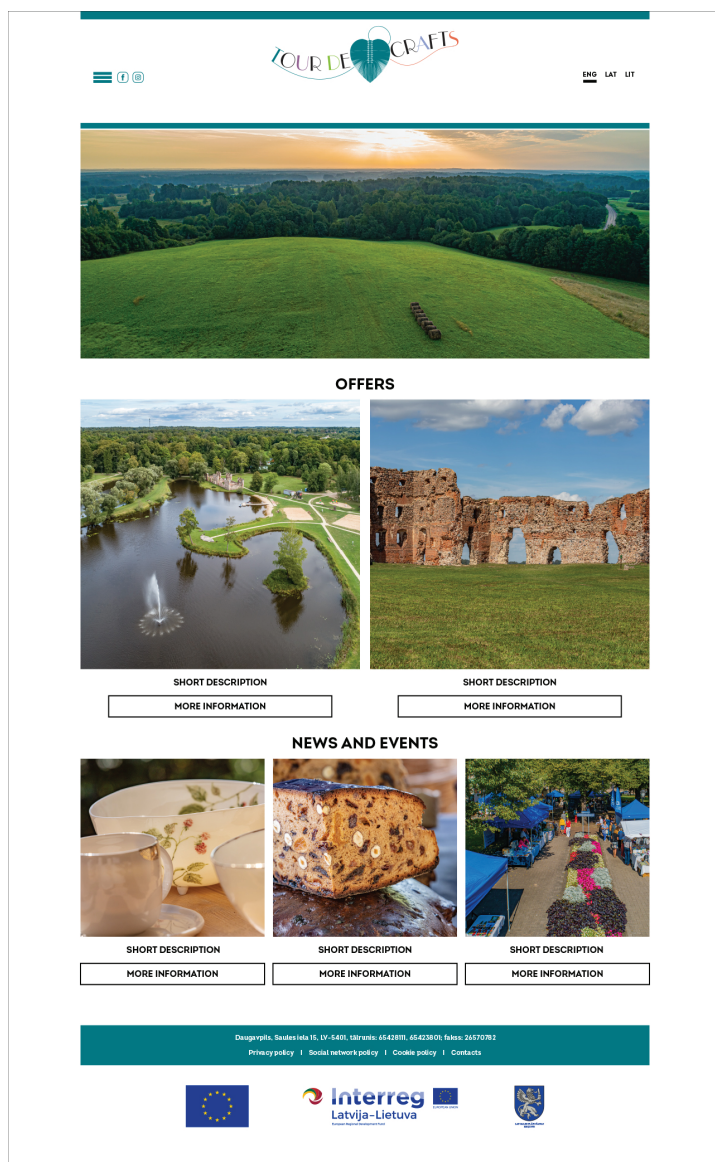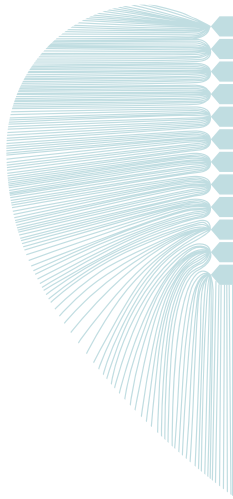


Tablet
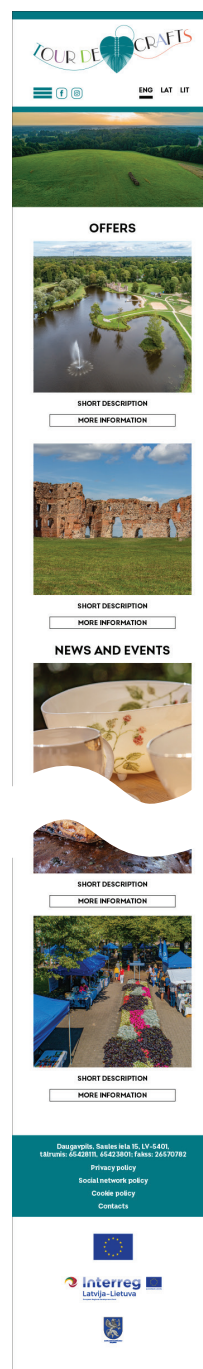


Mobile

# 8.2. Main menu

It is possible to add 5 large menus, as each menu corresponds to one colour of the logo.
A drop-down menu can be added to each menu with up to 5 sub-menus.
The menu section is invisible, it becomes visible by clicking on the three-stripe menu icon
on the left side of the page. On desktop sub-menu bar will displayed with on-mouse-over
activity but in mobile devices – with "+" icon.
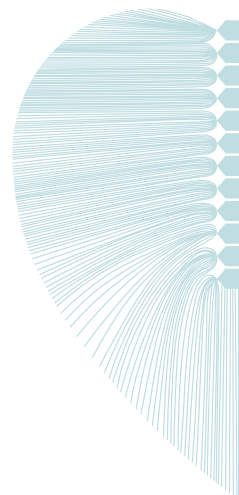


Large desktop

# 8.2. Main menu
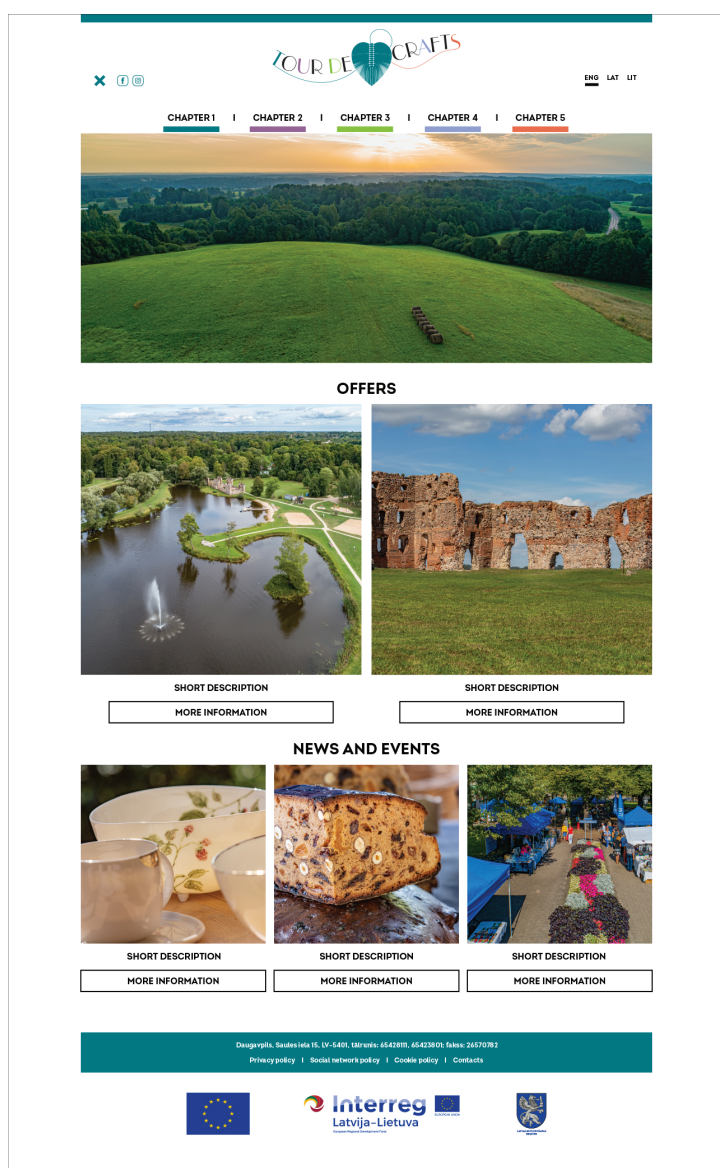

Tablet


Mobile

# 8.3. Drop-down menu
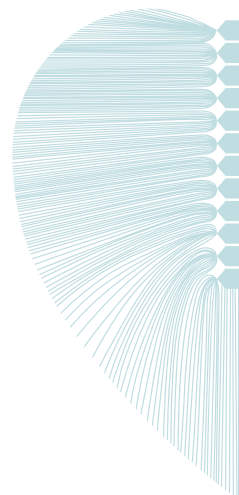


Large desktop

# 8.3. Drop-down menu
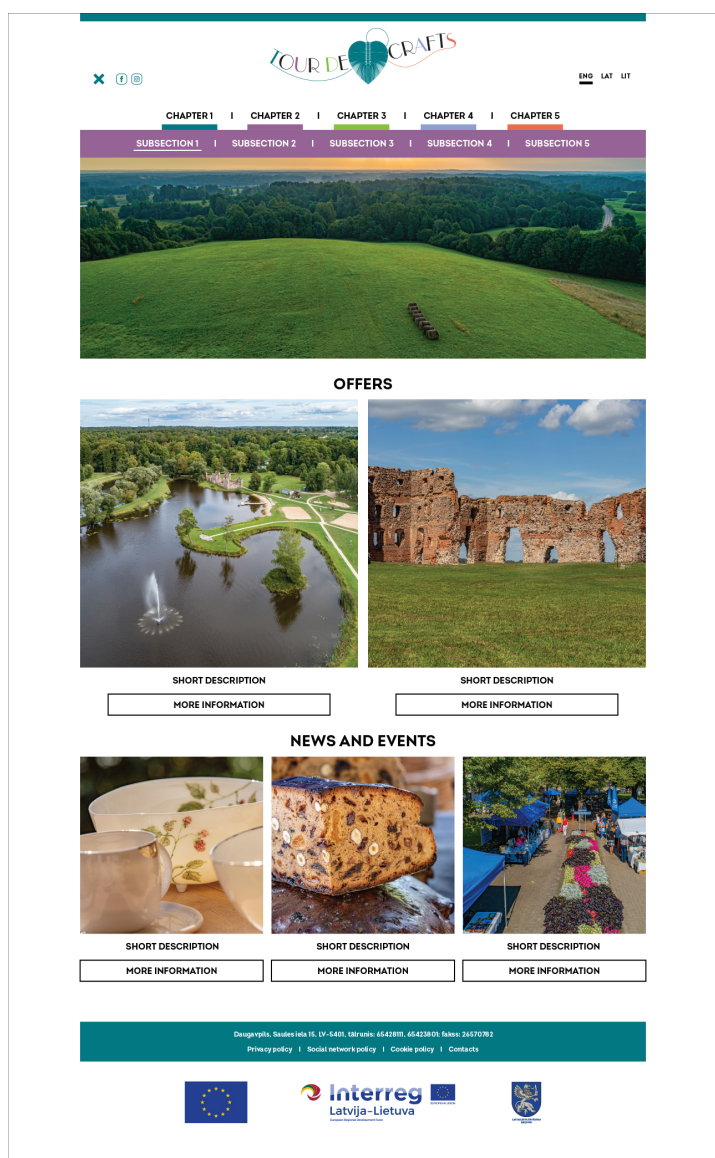


Tablet
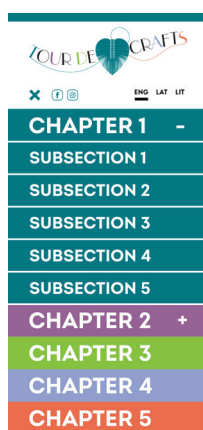


Mobile

# 8.4. Content page

The design is standardised so that the widest range of information may be displayed in one website window. It can be used to place a small gallery, a text block and sections with downloadable files, such as maps, booklets, etc. If necessary, any one of the elements can be removed from the website.
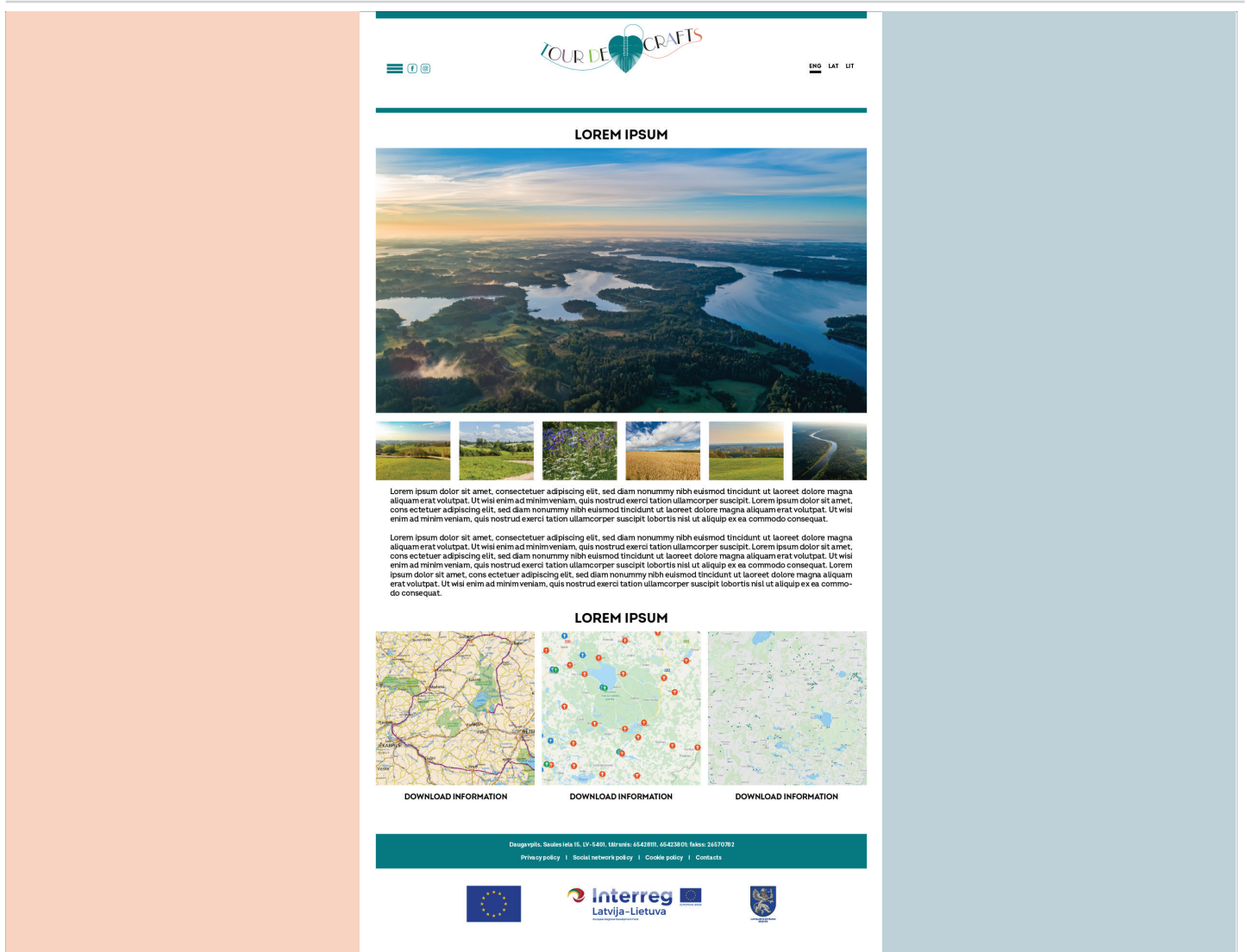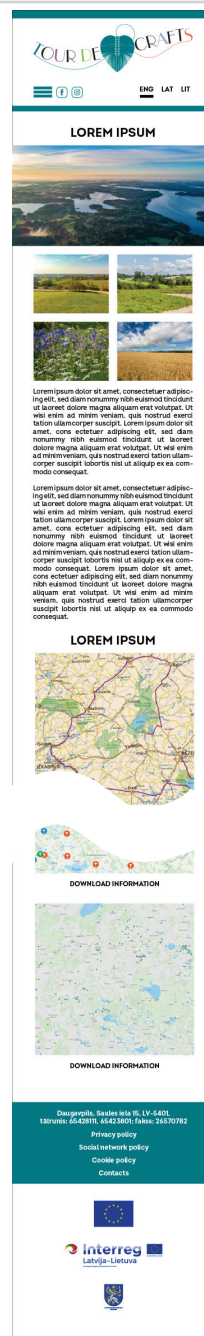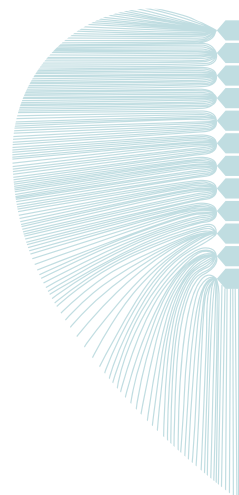


Large desktop

# 8.4. Content page
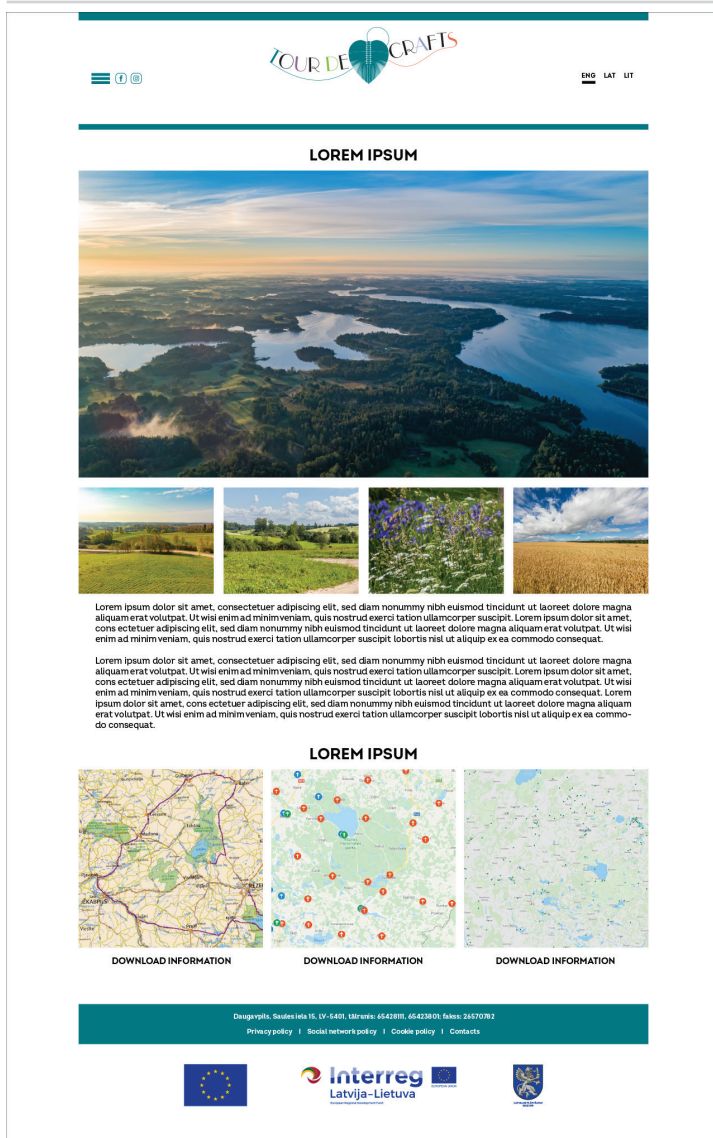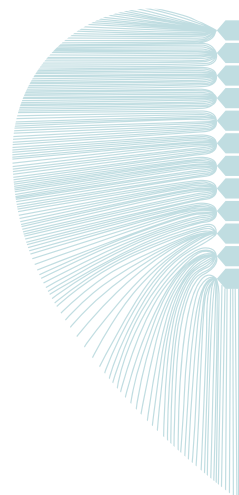


Tablet



Mobile

# 8.5. Gallery module

The gallery section is designed on two levels. First, there is a collection of galleries so that the visitor can see the subjects of the galleries. A click on the photo of the selected gallery allows the viewer to open the photos and read descriptions.
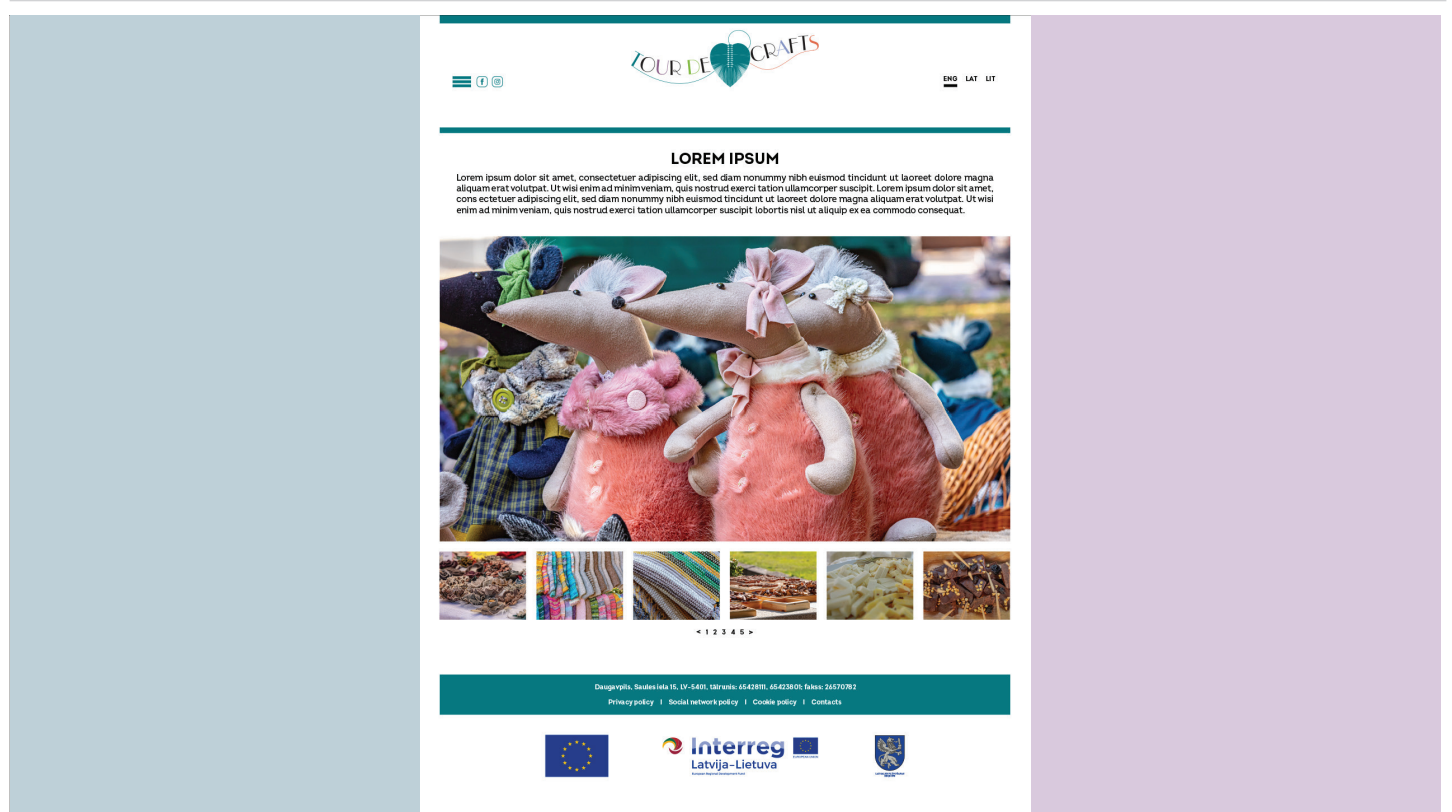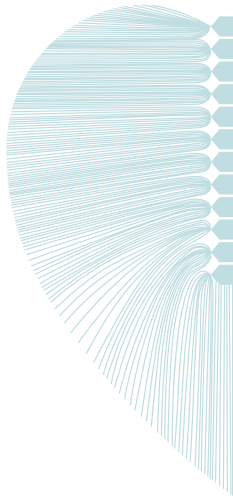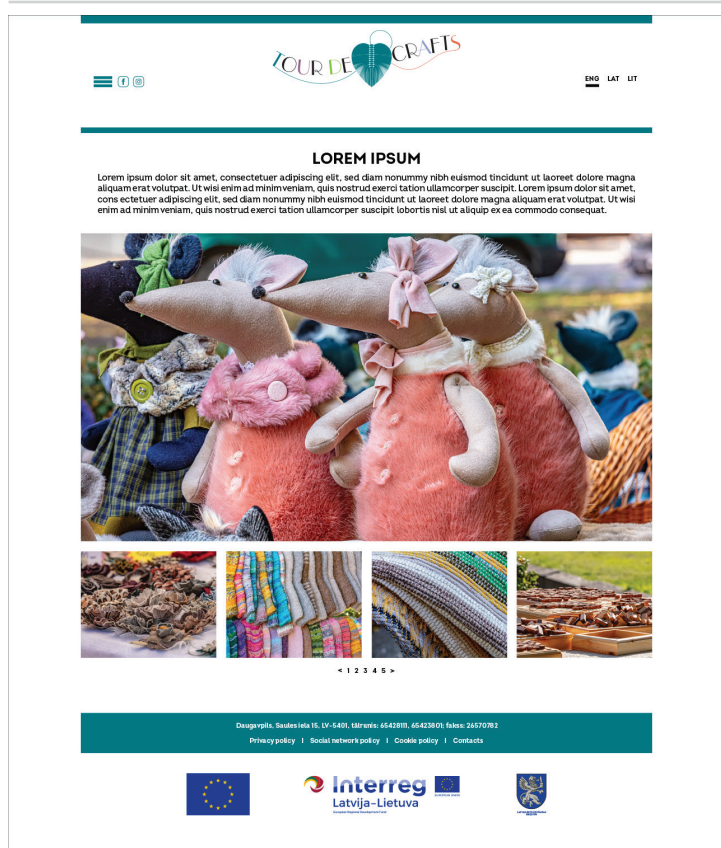


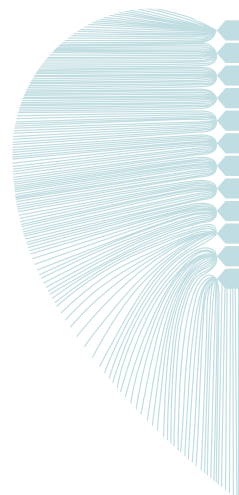Large desktop

# 8.5. Gallery module
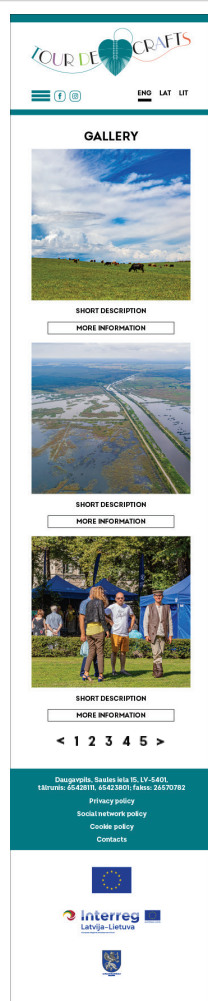


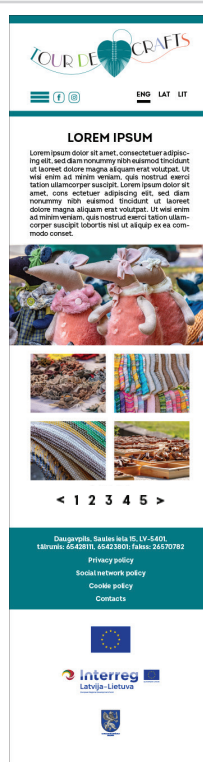Tablet



Mobile

# 8.5. Gallery module



Large desktop

# 8.5. Gallery module



Tablet



Mobile

# 8.6. Communication form

Communication with the customer is extremely important, so a simple and convenient form of communication in the form of direct e-mail has been developed. Additional security options can be added here.
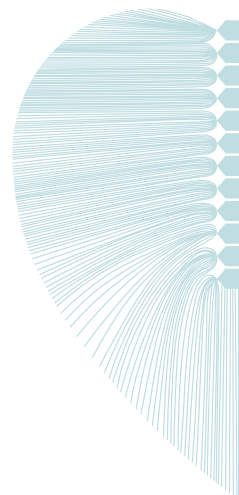


Large desktop

# 8.6. Communication form



Tablet



Mobile

# 8.7. Schematic layout of web pages

Schematic layout of web page: large desktop, tablet and mobile screen. Grey squares are places for photo or visual graphic. Large desktop or large screen has colorful side panels, tablet view does not have side panels, main page go from side to side, but mobile page are aligned in vertical row.
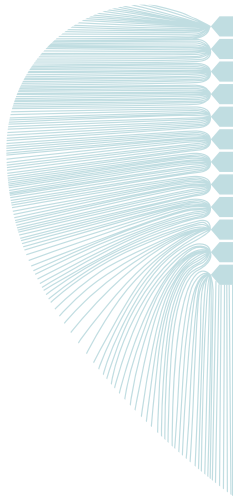
**8.1. Homepage**



**8.2. Main menu**



**8.3. Drop-down menu**
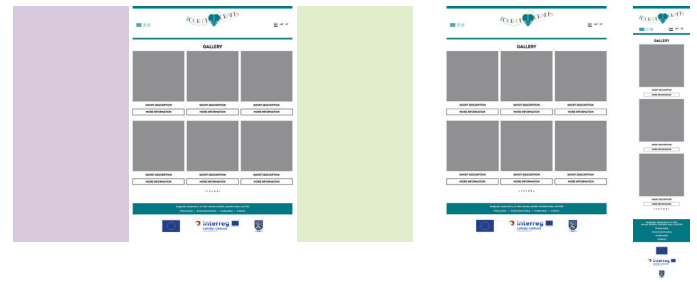


**8.4. Content page**



**8.5. Gallery module**



**8.6. Gallery module**



**8.7. Communication form**

# THANK YOU!

**Project No.:**  **LLI-539**

**Project title:**  **Craftsmanship as Tourism Product without Borders (Tour de Crafts)**

**Programme:**  Interreg V-A Latvia–Lithuania Cross Border Cooperation Programme 2014-2020

**The overall project objective:** stimulate sustainable use of traditional skills in craftsmanship by preserving and promoting it as a common feature and joint tourism product of the cultural and historical heritage of the Latvia-Lithuania cross-border area that could attract the interest of tourists. The project will develop a new tourism product in craftsmanship by development and linking of local tourism offers of 5 project partner sites into one joint product – Tour de Crafts.

**Project implementation period:** July 1, 2020 – June 30, 2022.

**Total projects size** is 816 946,71 EUR. Out of them co-funding of European Regional Development Fund is 694 404,70 EUR.

**Lead partner: Latgale planning region**- Atbrīvošanas aleja 95, Rēzekne, LV-4601, Latvia

**Project partners:**

**Preili County Council**- Raina boulevard 19, Preiļi, LV-5301, Latvia,

**Balvi County Council-**  Berzpils street 1a, Balvi, LV-4501, Latvia,

**Dobele Adult Education and Business Support Centre-** Brivibas Street 7, Dobele, LV-3701, Latvia,

**Anykščiai Art Incubator –** Art Studio- J. Biliūno street 53, LT 29110, Anykščiai, Lithuania,

**Panevėžys District Municipality Administration-** Vasario 16-Osios Street 27, LT-35185, Panevėžys, Lithuania.