



CHORD

CHOR

The cultural heritage of the Mediterranean Sea is inherent to the several civilizations that, from over the past millenniums, ruled the south of Europe and the north of Africa, being the Roman civilization the most important among them.

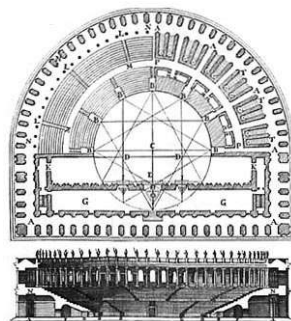
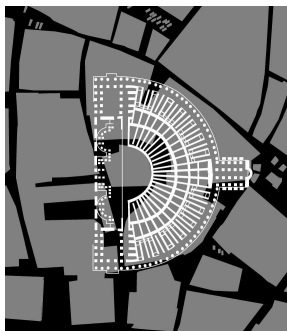
For over 500 years Rome ruled the Mediterranean and because of its vast extent and long endurance, the influence of its culture over the language, religion, architecture, philosophy, law and government lasts up to now.

The symbol is a reinterpretation of a Roman theatre plan. – “Roman theatres were built in all territories of the empire: from modern-day Spain, to the Middle East.

Because of the Roman technical advances, their architectural achievements have influenced the actual one, thus we can find numerous theatres around the world with uniquely Roman attributes. (...) Theatres hosted events such as plays, pantomimes, choral events, and orations. Their design, with its semicircular form, enhances the natural acoustics.”- This symbol substitutes the letter “D” which non static shape gives the logo a notion of movement and contemporarity.



The chosen color was the olive green. – “The olive tree made its appearance in the Mediterranean region thousands of years ago and spread to nearby countries from there. The ancient Greeks used to smear olive oil on their bodies and hair as a matter of grooming and good health. Over the years, the olive has been the symbol of peace, wisdom, glory, fertility, power and pureness. Many Greek and Roman writings refer to olive health benefits. References to the olive are found as much in the Bible as in the Qur’an. It is estimated the olive culture began more than 7000 years ago.”



The typography used is Gill Sans Mt, designed by Eric Gill in 1929. Eric Gill “attempted to make the ultimate legible sans-serif text face. Gill Sans was designed to function equally well as a text face and for display.(...) The uppercase of Gill Sans is modelled on the monumental Roman capitals like those found on the Column of Trajan. (...) First unveiled in a single uppercase weight, Gill Sans achieved national prominence almost immediately, when it was chosen the following year to become the standard typeface for the railway system, soon appearing on every facet of the company's identity, from locomotive nameplates and station signage to restaurant car menus, printed timetables and advertising posters. (...)The typeface continues to thrive to this day, often being held to bring an artistic or cultural sensibility to an organization’s corporate style.”

VERSION - POSITIVE / NEGATIVE

CHOR 
CHOR 



APLICACION ON COLORED BACKGROUND



MAXIMUM REDUCTION

CHOR 

CHOR  | 3,3 mm
15,5 mm

COLORS



TYPOGRAPHY

Gill Sans MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890^oa\!|"@ # \$ % & - / () = ' ? ; : ^ ` [+ *] ^ ' { } - _ . , ; > <