RAINBOWLOGO

A more active part of the cooperation will see Love Difference design together with Pietro Corraini and Stefano Caprioli, authors of the book "Manuale di Immagine Non Coordinata" ("Manual of Non-coordinated Image) and the artist Margarita Vazquez Ponte the new logo of the Civil Society Platform for Intercultural Dialogue.

For this reason Pietro Corraini, Stefano Caprioli and Margarita Vazquez Ponte met in Fondazione Pistoletto in order to create a logo, that would reflect the platform as a dynamic, moving and creative entity.

Short explication of the logo:

The letters of the different alphabets are the cultural expression of the populations that use them. Therefore, the platform, starting point of the intercultural dialogue, includes graphically every culture of the planet.

The tree is a growing and developing living being, its branching out is a metaphor for the construction of the dialogue.

Rainbow colors do not identify with any culture in particular. They are perfect to color our tree, whose letters represent all cultures.

This logo is absolutely interactive and changeable in every application by:
- constructing each time a different tree form
- inserting new letters and creating your own texture of characters
- coloring the texture, even with different shades

The logo itself is graphically sufficiently complex. So the font for RAINBOW PLATFORM logotype is DIN, a simple easy to read and well framed character.

Here you have some examples of trees:

RAINBOW PLATFORM
civil society platform for intercultural dialogue

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How to use the rainbowlogo:

In order to create a logo departing from the rainbow framework there are different programs that can be used:

1) Illustrator: this is the professional program the designers used and that works best. It is a vectorial program where you can change any little line in the way you want.

2) Inkscape: this one is a free vectorial design program and you can download it on http://www.inkscape.org/
It works for PC as well as MAC. For MAC it depends on the different versions you have, therefore: for the 10.5 version you can install it as it is. For the 10.4 and 10.3 version instead you will need to use your installation CD and go to Optional Install. This link will help you through the installation process:
http://overstimulate.com/articles/installing-x11-on-os-x-10-4-tiger

3) Photoshop: since this one is basically for editing photos, it is not the best one to use for the logo. But in any case it can be used, even though the result will not be as good as with Illustrator since it works with pixels.

If you work with PC you will have to use the logo with the outlined text in pdf, which is made especially for PC users. The rest the steps remain the same.

Please save as this file, before you create a new istance of the Rainbow Platform Logo

The file contains a "platform" (or texture) of characters chosen from every alphabet of the languages around the planet. [The font used refers to the standard Unicode that issues from the intention of collecting every glyph from every alphabet. For the frame of the Rainbow Platform the font Arial

Unicode MS has been chosen].

<u>Steps for Illustrator on MAC</u> :
1.- Open the document RPoo.ai
2.- Save it progressively RPo1.ai, RP02.ai, PR03.ai, …

RAINBOW PLATFORM sits at the base of the texture in capital letters and underneath it, in diverse languages and alphabets, is the wording Civil Society Platform for the Intercultural Dialogue.

There are two version of the logo: the first large one is for big applications, the second is for smaller ones.

3.- Erase or add the letters as you like until you get the form of a tree, remaining however in the square space given with the initial texture.

4.- Unite all the letters through a compound path and assign the colours within the shades of the rainbow in a linear shading, for which you are free to set the inclination degree. If the logo has to be reproduced in a black&white mode, colour the texture with a 70% Black.

5.- Save and close

<u>Steps for Illustrator on PC</u>:
1.- Open the document TRACE_PC.pdf
2.- Save it progressively TRACE_PC.pdf1, TRACE_PC.pdf2, TRACE_PC.pdf3,…

Also here the file contains a "platform" (or texture) of characters chosen from every alphabet of the languages around the planet.
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4.- Unite all the letters through a compound path and assign the colours within the shades of the rainbow in a linear shading, for which you are free to set the inclination degree. If the logo has to be reproduced in a black&white mode, colour the texture with a 70% Black.

5.- Save and close

Steps for Photoshop:

1. Open the document RP00.psd in AdobePhotoshop

2. Save it progressively RP01.psd, RP02.psd, PR03.psd, …

The file contains a "platform" (or texture) of characters chosen from every alphabet of the languages around the planet. [The font used refers to the standard Unicode that issues from the intention of collecting every glyph from every alphabet. For the frame of the Rainbow Platform the font Arial Unicode MS has been chosen].

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3. Click on the text level "Civil Society Platform for the Intercultural Dialogue" and translate it in your own language. If the software do not recognise the font, just install it.

4. Erase, add, move or transform the letters in form levels "big texture" or "small texture" as you want through the path selection tool (A) until you get the form of a tree, but remain in the squared space given with the initial texture.

5. cmd + Click on the vector mask you have obtained from "big texture" or "small texture" levels to make a selection of your tree.

6a. Create a new level and press on the mask button while the selection is active. Then create a rainbow nuance with the shading tool (G), the inclination can be as you like. Thanks to the mask the shading will take the form of a tree.

6b. For black&white version of the logo, fill the selection of the texture with 70% gray.

7. Hide the "Template" level.

8. Save, print and close.

Once you have designed a new logo, please send it via mail to info@lovedifference.org with your name and organisation. Thank you very much!