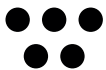


# **The visual world of Wallonia's branding policy.**

PART.01

Lexical style guide



Wallonia.be

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## PART.01 / lexical style guide

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# 1. Introduction and context

## 1.1

### OBJECTIVES OF THE STYLE GUIDE

To explain the concept and structure of the visual world of Wallonia's branding policy;

To enable managers at entities involved in the initiative to choose how they apply these visuals in a way that suits them best, knowing everything they need to know;

To provide technical teams (graphic designers) with all the tools they need to apply this visual identity consistently.

## 1.2

### CONTEXT

The Walloon Government has initiated a project that aims to create a branding policy (place branding) for Wallonia.

A prior discussion led by consultants MCKINSEY, has helped to define the strategic positioning around four main principles:

- **Openness to the world in two senses** (openness to the outside and multiculturalism). It's a differentiating strength, but not yet integrated (master positioning) which should be explicitly highlighted in communications and therefore reflected by the tagline or signature;

- **Recognised, integrated, but non-differentiating strengths**, which can be expressed in a more implicit way in communication, a sense of sharing, accessibility (central geographical location with good infrastructure), technological innovation and expertise, and quality of life;

- **A regional association linked with Belgium**;

- **A unique brand architecture** not developed according to the different targeted audiences.

Application of the branding policy targets the international community as a priority (procurement professionals, investors, tourists, foreign students and residents), while having an impact on the consciousness of the Walloon population.

There are three methods of applying the branding, depending on the degree of incorporation chosen by each entity that has been invited or who would like to take up the initiative.

These three methods are the subject of this style guide. They are identical regardless of the sphere of application: international or domestic.

## 1. Introduction and context

### 1.3

#### METHODS OF APPLICATION

The ways of applying these methods is detailed in a specific chapter below.

These methods are:

**THE MAJOR METHOD**, or complete rebranding, involves a complete change in the entity's identity, adopting the branding policy theme. It is also the model that will, as a minimum, be applied to all international communications from Wallonia or which targets foreign people.

**THE MEDIAN METHOD** consists in co-branding and involves, as a minimum, use of the generic logo from the branding policy on an equal footing with that of the entity sending the communication.

**THE MINOR METHOD** consists only in placing the brand's logo on communications, set back from the entity's own logo.

### 1.4

#### KEY PRINCIPLES

The visual world aims to be:

**Unifying:** offering all Walloon entities the possibility to be part of this global initiative to publicise Wallonia, thereby benefiting from the positive dynamic that this new branding policy generates.

**Open:** the system adopted offers each Walloon entity the opportunity to take advantage of this dynamic, whatever its nature (or activity), desire for integration or level of maturity in terms of its own identity.

**Evolutionary:** the system enables each Walloon entity to adopt this new image in a progressive manner, moving forward step by step (and choosing its final approach).

## 2. The elements of the visual world

### 2.1

#### THE GENERIC LOGO

The five-dot **symbol** represents the five basic points that make up the letter W of Wallonia.

Symbolically, it represents the five dots of a halftone linking the five parts of the world.

The **.be** connects the belonging and attachment of Wallonia to Belgium.

In international communication, these five dots are followed by the **name** Wallonie.be.

Within the scope of domestic communication, the five dots can be followed by the name Wallone.be.

The generic logo forms the basis for the development of a departmental logo, as soon as the entity decides to adopt the major method of application. (See point below)

In conclusion, the logo constitutes three distinct, inseparable components: the symbol, the name and the «.be».



## 2. The elements of the visual world

### 2.2

#### THE SIGNATURE

The signature Feel Inspired is a translation of openness to the world (master positioning recommended by MCKINSEY). It's an invitation to find a source of inspiration and creativity in Wallonia.

The time in which we live is focussed on sharing values and on every individual openly reviving these values. A brand no longer imposes itself, it makes itself likeable. The option chosen to translate this notion of openness in an explicit way is understood as a repeated invitation to openness to the world rather than an affirmation of it. An invitation addressed to everyone, both on an international and domestic scale, to feel inspired by Wallonia «Feel Inspired». By repeating this appeal to free inspiration, offered whenever people see it, Wallonia is repeating the fact that it is open to the world on a daily basis.

This signature can be used on its own.

---

# Feel inspired

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## 2. The elements of the visual world

### 2.3

#### THE GENERIC AURAS

Wallonia's other strengths (strengths that are recognised but not differentiating) are expressed in communications but not directly in the brand. Symbolically, they are represented by four generic auras. The method of creating these auras, which follows an algorithm, is described in the technical part of this style guide.

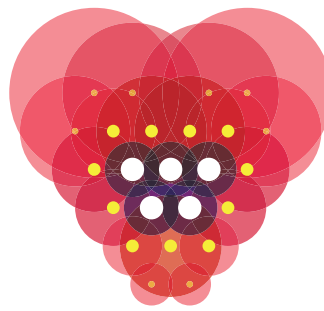
These generic auras are intangible. They cannot be used on their own, but only in association with the signature adjoined to it.

#### THE SPECIFIC AURAS

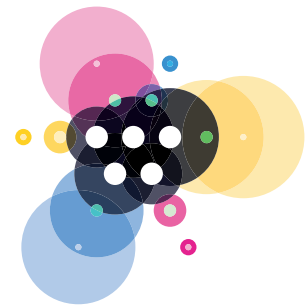
*As soon as an entity decides to replace their visual identity by adopting this branding (major mode), it is able to take on a specific aura to refer to the visual language while maintaining a graphical framework of its own.*

*A specific aura therefore makes it possible to be part of the direction and cohesion of the initiative, while maintaining a personal identity.*

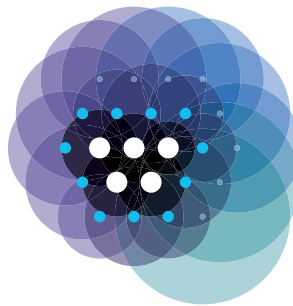
*This specific aura is used in the entity's communication. This aura remains independent from the four generic auras which are the only ones able to be associated with the signature.*



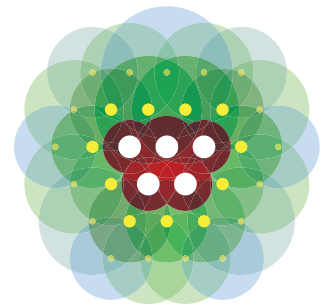
SENSE OF SHARING



ACCESSIBILITY



TECHNICAL KNOW-HOW



QUALITY OF LIFE

## 2. The elements of the visual world

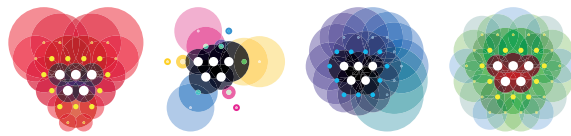
### 2.4

#### THE SIGNATURE AND GENERIC AURAS

The signature and four generic auras can, of course, be used together on any materials. They can then be associated (adjoined) or disassociated according to its use and the visual objects with which they are positioned.

---

# Feel inspired



### 2.5

#### THE ACCOMPANYING TEXT

This element (which is only included on materials that allow it, brochure-type explanatory materials) aims to explain and illustrate the structural positioning adopted by Wallonia which affirms openness to the world.



## 2. The elements of the visual world

### 2.6

#### THE TYPOGRAPHY

##### Gotham Rounded

<http://www.typography.com/fonts/gotham-rounded/overview/>

-

Gotham is a family of geometric characters without serifs, designed in 2000 by the American designer Tobias Frere Jones.

The rounded side is an expression of the good nature and friendliness of Wallonia.

Gotham rounded has eight styles including italics.

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**GOTHAM  
ROUNDED**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

abcdefghijklm  
nopqrstuvwxyz

1234567890

+ - / . ? ! @ # & \* € ( )

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# 3. Applying the methods

## 3.1

### THE MINOR METHOD

#### Definition

This is the most minimal method of use.

#### Degree of incorporation

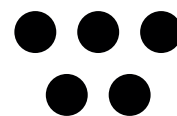
The logo is used as a simple reference to the regional branding strategy. It in no way modifies the principles of the graphics of the entity that decides to use it.

#### Principles

It involves only using the generic logo. It is de facto set back from the identifying elements of the entity that decides to use it.

#### Visual components involved

- Generic logo only



Wallonia.be

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*The generic logo to be used according to the rules for use. (See part 02 / Technical Guide > point 4.1)*

### 3. Applying the methods

#### 3.2

## THE MEDIAN METHOD

### Definition

This is the co-branding method of use.

### Degree of incorporation

This degree of incorporation affirms adherence to the regional branding strategy. In addition to the generic logo, this stage also involves the recommended use of the signature and generic auras. The components of the branding policy complement the visual identity of an entity, becoming part of it.

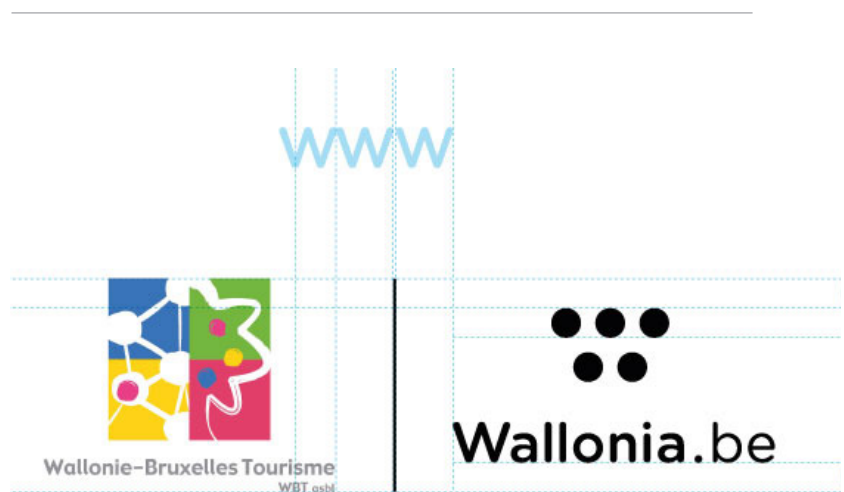
### Principles

It involves using the generic logo with equal weight to that of the entity. It is de facto placed to right of the entity's logo according to the rules for integration explained in the technical section.

If it desires, the entity can integrate the signature into all or some of its materials, on its own or accompanied by the generic auras. (These cannot be used independently of the signature).

### Components of the visual world included

- Generic logo obligatory
- Signature and generic auras potentially



An example integrating the median method of use.

The signature and generic auras can be added to the WBT + Wallonia.be. co-branding.

### 3. Applying the methods

#### 3.2

## THE MAJOR METHOD

### Definition

This is the complete rebranding method.

#### Degree of incorporation

This degree of incorporation consists in adopting and applying all the principles of the place branding's visual identity. It involves de facto removing existing graphic references belonging to the entity that chooses this method.

This method must be used in every communication that draws attention to Wallonia, internationally or among a foreign audience. It is therefore the case for any institution(s) or department(s) that communicates together or separately on behalf of Wallonia, within this context.

Beyond this context, any institution or department that so wishes can adopt this method for the development of his new visual identity.

### Principles

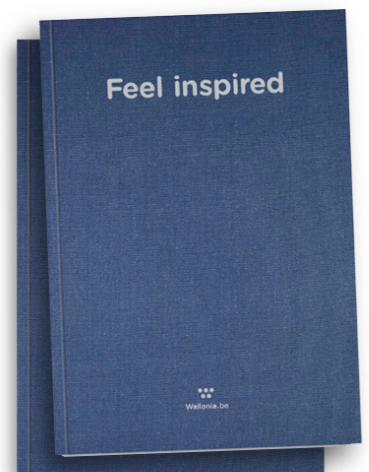
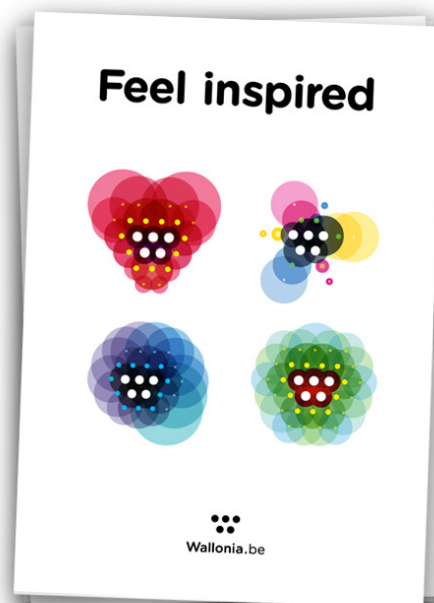
This method only involves use of the generic logo (or of its departmental version). It has to promote the signature (tagline), on its own or accompanied by the generic auras.

A specific aura, likely to underline the entity's own identity, can complement the graphic identity of the branding policy.

For suitable materials (such as advertising), additional text underlining the strategic positioning defined by McKINSEY and, more specifically, the notion of being open to the world, finishes everything off.

### Visual components involved

- Generic logo or departmental version of the generic logo obligatory
- Signature and generic auras obligatory
- Use of accompanying text depending on materials
- Possible development of a specific aura



### 3. Applying the methods

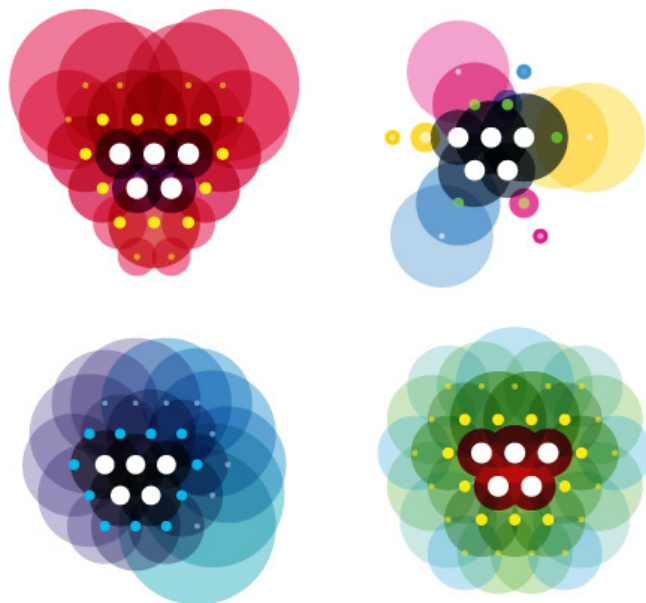
#### 3.2

#### THE MAJOR METHOD



*The AWEX logo is removed to add the Wallonia.be logo as the departmental version*

## Feel inspired



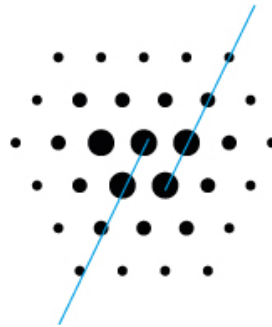
*Example of graphics including all stakeholders in the identity using the major method*

### 3. Applying the methods

#### 3.2

#### THE MAJOR METHOD

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*Example of a business card: FRONT (Feel inspired) = the invitation / BACK (practical info) = the content.*

### 3. Applying the methods

#### 3.2

#### THE MAJOR METHOD

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*Example of a business card: FRONT (Feel inspired) = the invitation / BACK (practical info) = the content.*

### 3. Applying the methods

#### 3.2

#### THE MAJOR METHOD

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*Examples of covers involving stakeholders in the identity adopting the Major method*



# The visual world of Wallonia's branding policy.

## Graphics style guide

### CREDITS

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AWEX / promotor

WBI / promotor

V.O. COMMUNICATION / Implementation

QIAN CREATION / design

AWEX and WBI can give the visual elements of the branding policy to any public, semi-public or private department that would like to be involved in the regional branding initiative.

### CONTACT

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