

ace

A holistic identity system.

Everything is connected to everything else. The logo to the logotype, the logotype to the typeface, the typeface to the grid system, the grid system to the graphic system, the graphic system to the visual and verbal language and all of the above to the what, how, why and purpose of ace.

Updated presentation elements
22.04.2021

1. Logotype

2. Website

3. Rollout

1. Logotype

A logotype is the name of a company that is designed in a visually unique way for use by that organisation.

Where and when do we use ace/cae?

In bilingual documents?

On either side of a card?

In English or French presentations?

Logotype as English and French
acronyms.

afce

By simplifying the parallel lines turning together we believe we are giving a cleaner visual aesthetic to the logotype acronyms.



c a e

When using the French acronym with the full name the French name is displayed in bold and visa versa for the English version.



Council des Architectes d'Europe
Architects' Council of Europe



Architects' Council of Europe
Council des Architectes d'Europe



Architects' Council of Europe
Council des Architects d'Europe

-

The Architects' Council of Europe is composed of 43 Member Organisations which are the national regulatory and professional representative bodies in the EU Member States, the accession countries, Switzerland and Norway. Through its members, the Architects' Council of Europe represents the interests of over 600,000 architects from 30 countries in Europe.



Council des Architectes d'Europe
Architects' Council of Europe

-

Le Conseil des Architectes d'Europe est composé de 43 Organisations Membres qui sont les organismes régulateurs et les représentations professionnelles nationales de tous les pays Membres de l'Union Européenne, des pays en voie d'adhésion, de la Suisse et de la Norvège. À travers ses membres, le CAE représente les intérêts de plus de 600 000 architectes venant de 30 pays d'Europe.

rice

care

The logo is to the designer what the chair is to the architect, a distillation of a grander narrative.



We see the 'a' from the logotype acronyms as being a unique identifying character.

Our proposal is to use this unique character as your social media icon.



@Ace_Cae

Council des Architects d'Europe
Architects' Council of Europe



Dynamic Identity toolkit (updated).



custom display typeface



graphic system



logo(type(s) - acronyms)



colour

Pack my red box with
five dozen quality jugs

Architects' Council

0123456789...
&@#£!?!\$%*/

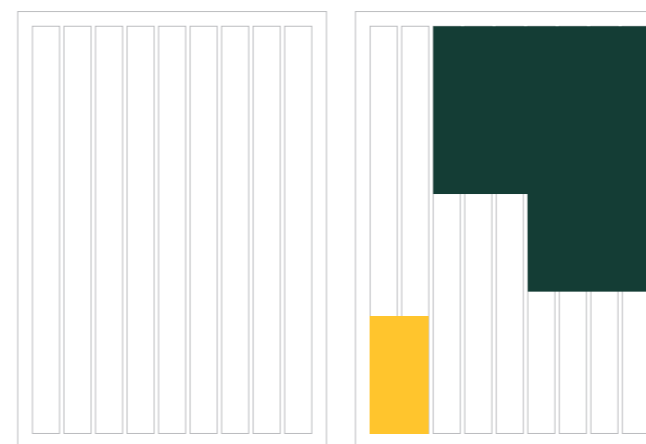
typeface - Atlas



social media logo(mark)



bilingual circular poetry



grid system



film/photography

2. Website

Architects' Council website - Clarify > Simplify > Multiply

Clarify the hierarchy of our messages to the various audiences.

Simplify the content for an easy and enjoyable experience.

Strengthen and multiply our relationships and offerings with members, partners, collaborators etc.



Architects' Council of Europe
Council des Architectes d'Europe

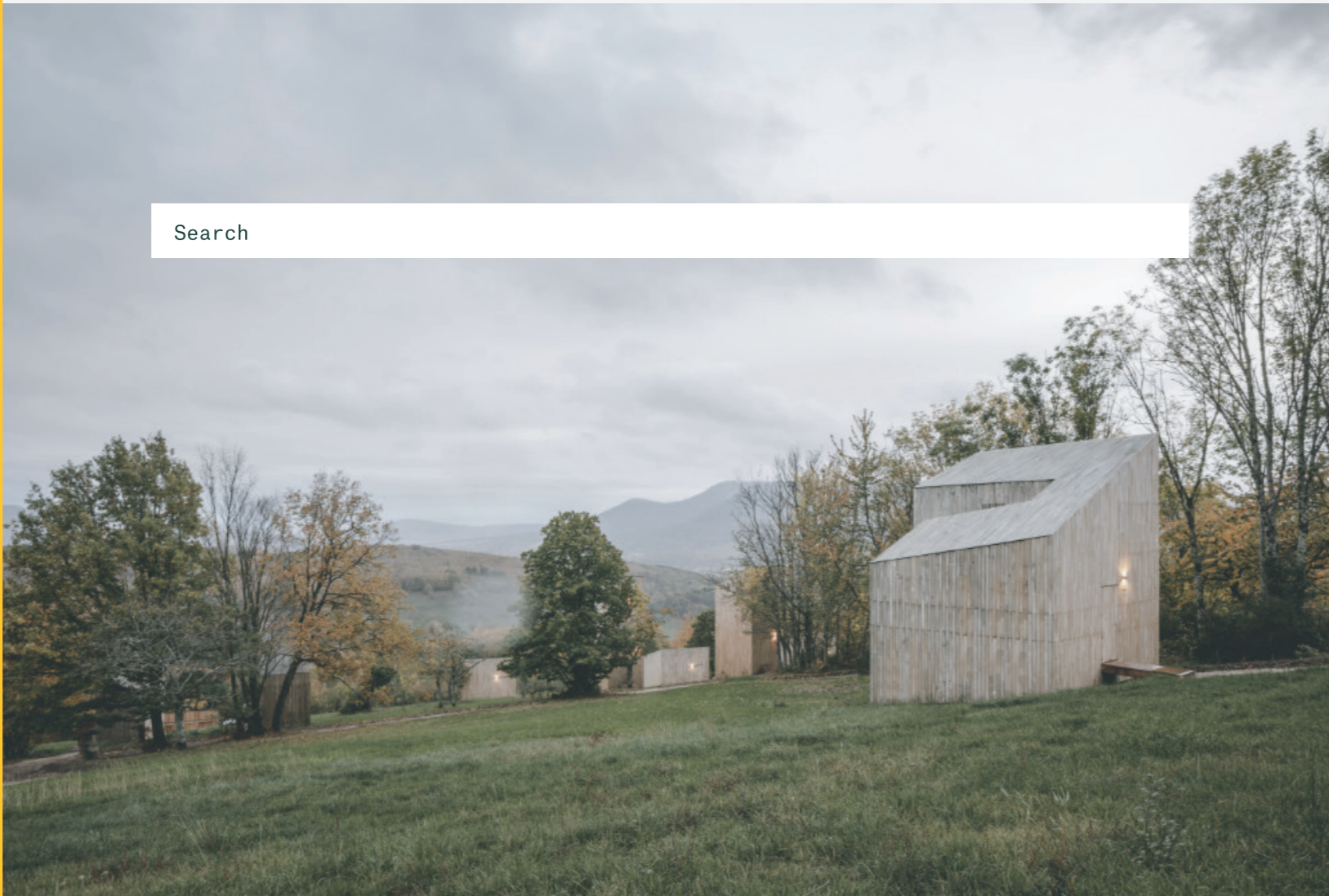
ABOUT

NEWS

POLICIES



EN FR



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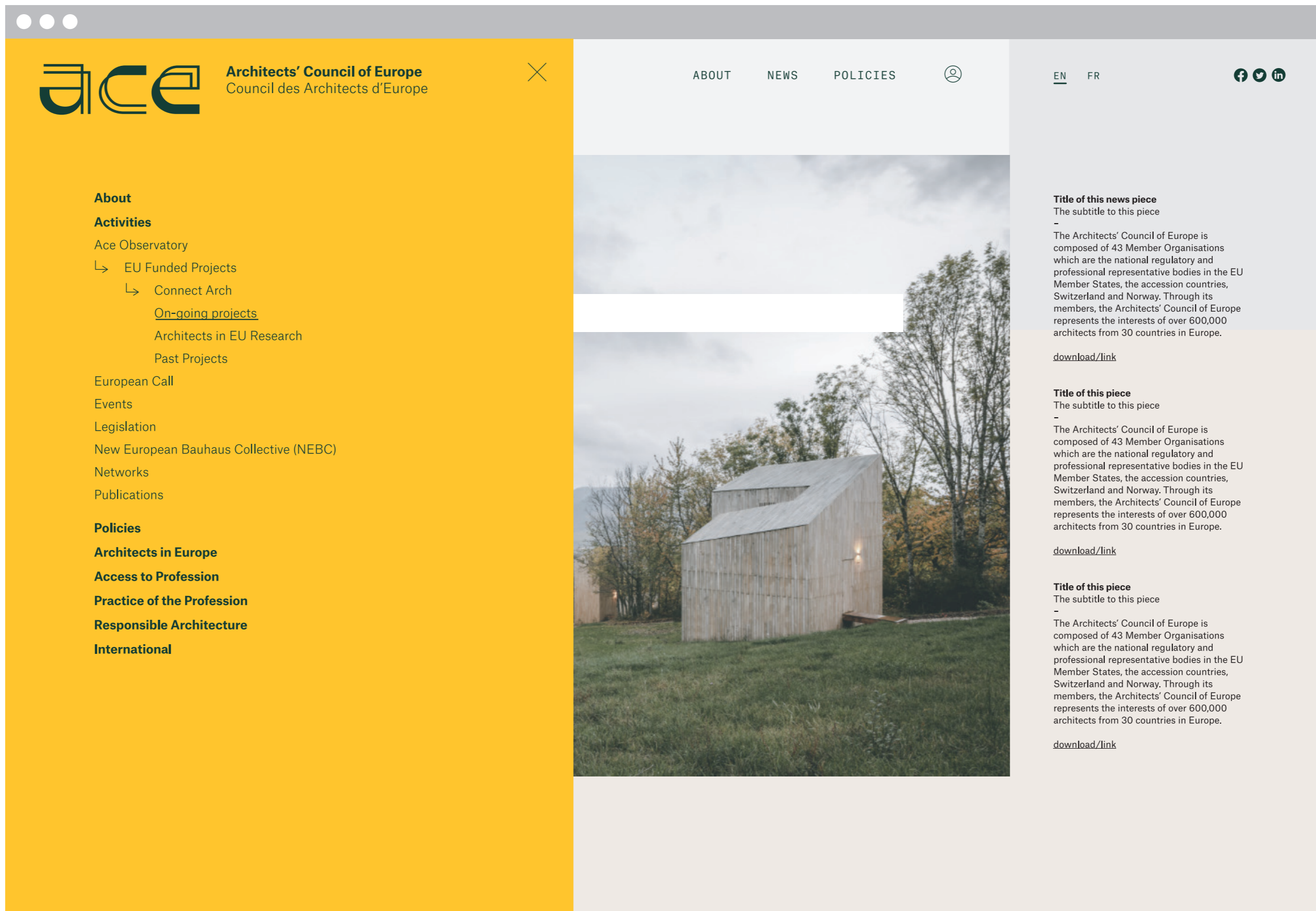
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Home Page – Simplify the menu system. Make the search function a key element. Simplify the amount of content on the home page.



Home Page – 69% of people look left when visiting a website. Make the extended menu a feature on the left side of the page.



Council des Architectes d'Europe
Architects' Council of Europe

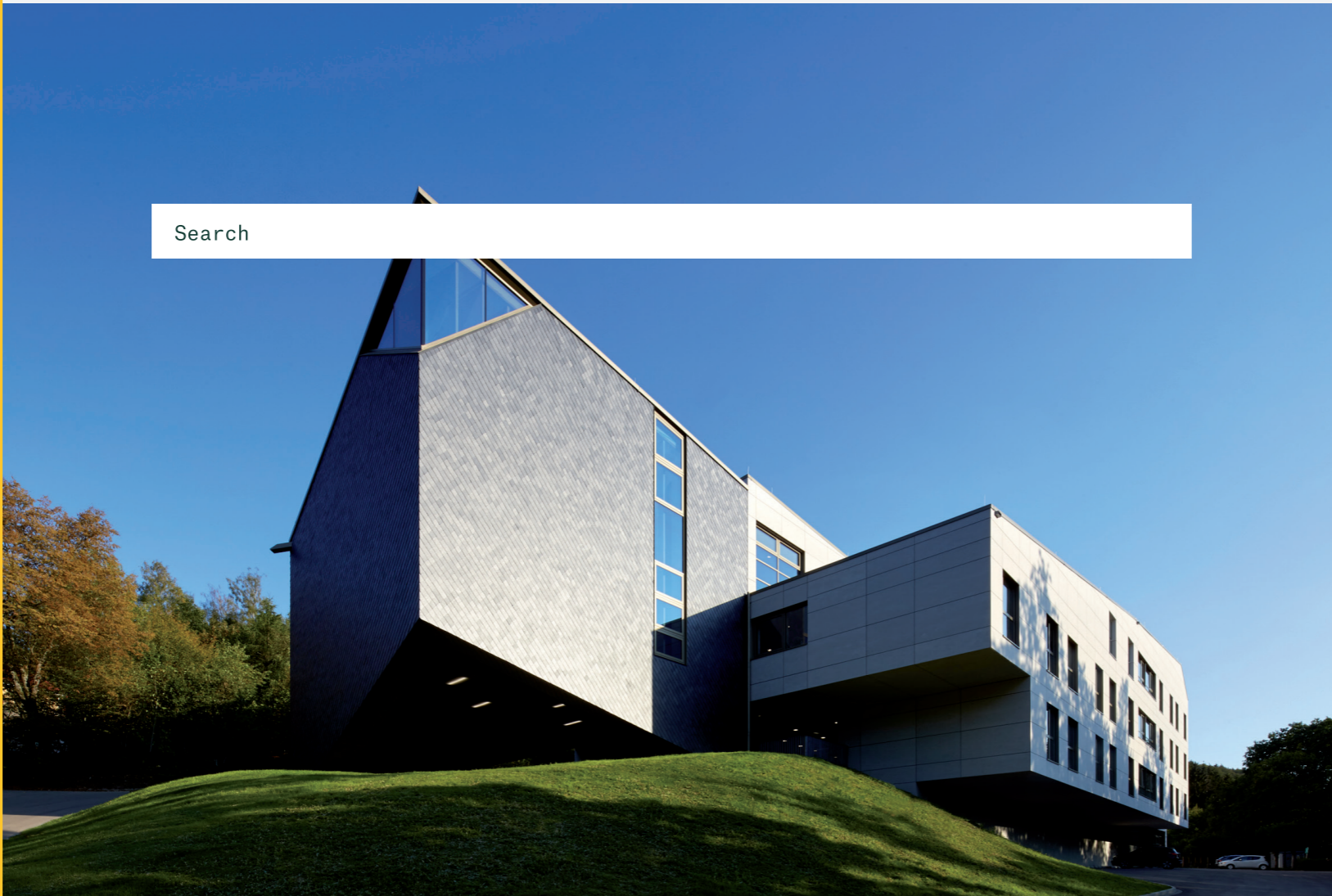
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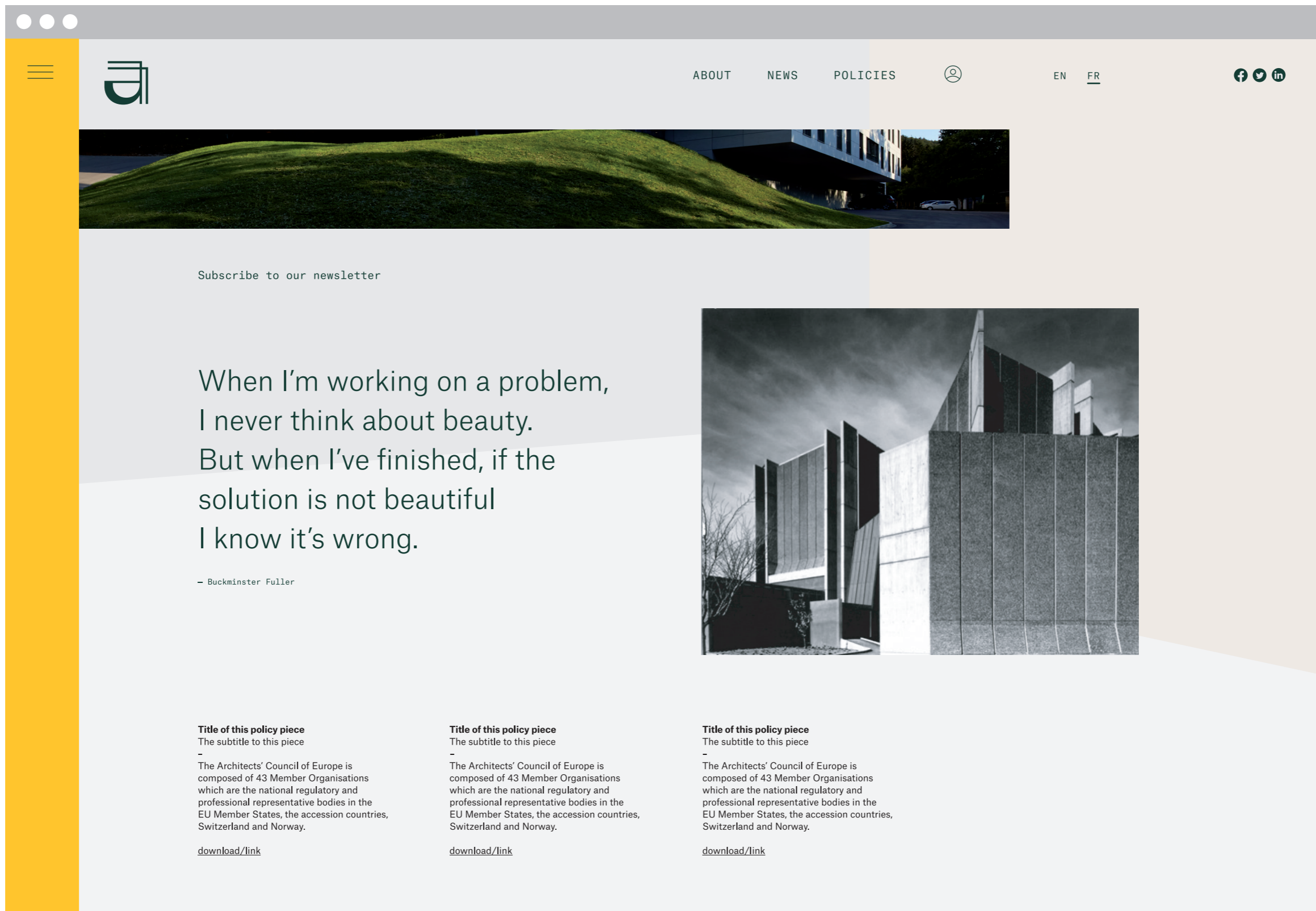
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Static at the top



ABOUT NEWS POLICIES



EN FR



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When I'm working on a problem,
I never think about beauty.
But when I've finished, if the
solution is not beautiful
I know it's wrong.

- Buckminster Fuller



Title of this policy piece

The subtitle to this piece

-

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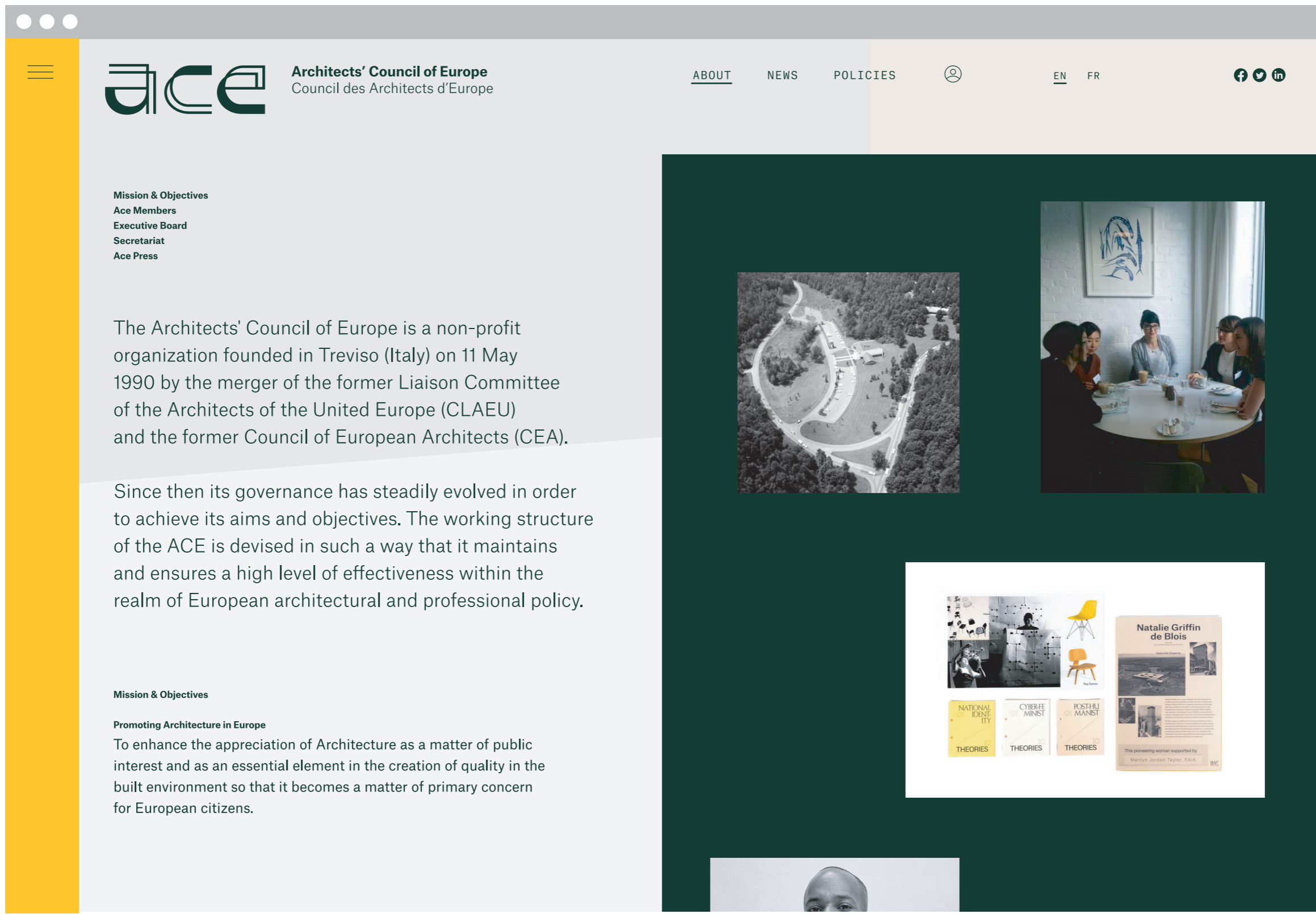
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Home Page - An option as you scroll down the page could be for the logotype to simply become the a. This, along with the top items can remain static.



- [Mission & Objectives](#)
- [Ace Members](#)
- [Executive Board](#)
- [Secretariat](#)
- [Ace Press](#)

The Architects' Council of Europe is a non-profit organization founded in Treviso (Italy) on 11 May 1990 by the merger of the former Liaison Committee of the Architects of the United Europe (CLAEU) and the former Council of European Architects (CEA).

Since then its governance has steadily evolved in order to achieve its aims and objectives. The working structure of the ACE is devised in such a way that it maintains and ensures a high level of effectiveness within the realm of European architectural and professional policy.

Mission & Objectives

Promoting Architecture in Europe

To enhance the appreciation of Architecture as a matter of public interest and as an essential element in the creation of quality in the built environment so that it becomes a matter of primary concern for European citizens.



About Page – It is important to structure each page so that the length of line is no more than 12 words. This is ideal for reading long paragraphs of text.



Access to the Profession
 Workgroup

Professional Qualifications Directive,
 Traineeship (Professional Practice Experience)
 and Continuing Professional Development



Professional Qualifications Directive

The modernised Professional Qualifications Directive, 2005/36/EC, came into effect in January 2014 with a two year transposition period ending in January 2016. This modernised Directive updates and amends the original 2005 Professional Qualifications Directive which superseded the 1985 'Architects Directive'. The purpose of the Directive is to govern the manner in which Member States recognise the qualifications and credentials of professionals from other Member States and thus to facilitate and increase professional mobility.

The development and growth of the Single Market is a key driver of this process. The Professional Qualifications Directive sets the minimum standard for architectural training and for recognition between EU Member States. The Directive standard has been recognised as the lowest common denominator since the advent of the 1985 Architects Directive. The ACE's policy is to promote the internationally established standard (5 years study plus two years practical experience) as the minimum standard access to the architectural profession in Europe. Two Standards across Member States exceed the minimum, or lowest common denominator, set down in the Directive in a variety of ways and through various modes of regulation. Recognising and establishing how different approaches to regulation of the architectural profession achieve this goal, above and beyond the minimum terms set down in the Directive, is a current focus of the Working Group. In addition, the Working Group is currently reviewing and assessing the mechanisms in place at Member State level for the accreditation of courses prior to notification for inclusion in the Directive.



Responsible Architecture
 Workgroup

Environment Sustainable Architecture

Chaired by Judith Kimpian

The 21st Century has seen a step change in addressing the impact of human activity on the Earth's climate and the planet's ecological balance. Our built environment is a manifestation of a way of life that is no longer sustainable and the EU has been at the forefront of developing a new legislative framework to drive forward its transformation. Moving away from a reliance on fossil fuels and the short-term exploitation of natural resources towards clean energy sources and an ecological use of materials have been at the core of emerging policy.



EU-wide, building energy consumption represents 40% of Europe's total energy needs. Manufacturing and construction is responsible for 12% of greenhouse gas emissions, construction and demolition activities for 33% of waste generated annually while. Construction generates almost 10% of GDP and provides 20 million jobs. The need to upgrade existing infrastructure and stock to comply with new energy targets means that it is likely to remain a key growth area even during times of economic downturn.

3. Rollout

Managing a holistic identity system

With identity systems our goal is always to work together in a phased approach. Between each phase we can pause, reflect and discuss next steps.

This approach allows us to elevate as we implement. What needs to be turned up, turned down or turned off?

Elevate as we implement

When working with clients, we seek to establish a collaborative working relationship.

We draw on the strengths and expertise that exists within a client's own organisation so that the process we develop and the outcomes we achieve from a project are authentic, relevant and owned.

Phase 0

80% Red&Grey 20% Ace

Agree on project roadmap, deadlines, project roles, management structure etc.

Review all existing communications material
A detailed timeline can be created with more knowledge of your hierarchal needs.

Creation of ACE brand guide book. This looks at the basics – logotype, colour, font etc. Where and how to use the identity.

Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Phase 0
Agree roadmap
Create Brand book 1.0



Pause. Reflect. Converse.

When creating a brand guide our belief is that this document is not set in stone. It is a living document.

Like everything else, we learn as we create, build and implement. R&G will update the guide where and when necessary during the implementation process. Our team is available, just pick up the phone.

Ace identity
proposed project map

Reflection meeting
How are we all?

Dates to be added
in relation to Ace needs

Phase 0
Agree roadmap
Create Brand book 1.0



Phase 1

60% Red&Grey 40% Ace

Application of key communications material
using key identity elements


R&G to create logotype acronyms as a
typeface that you can simply type into
any document you may need to.

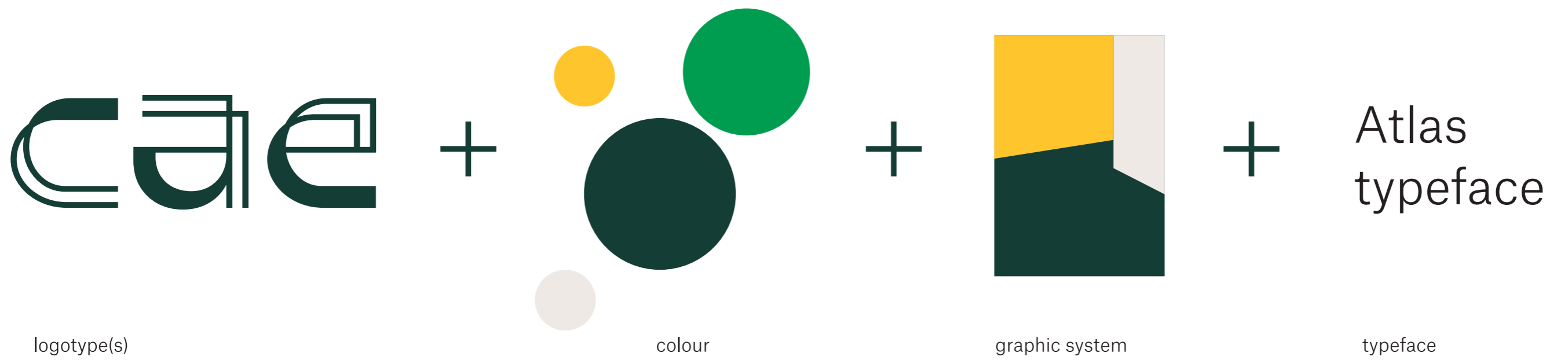
The first step in Ace taking
ownership of the identity

Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Phase 1
Key communications
Ace to use/own logotype
as typeface





Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Phase 1
Key communications
Ace to use/own logotype
as typeface



Pause. Reflect. Converse.

It is important that we schedule regular meetings/conversations to discuss our progress.

The idea here is to keep an open dialogue that ensures the project moves forward with ease and enjoyment.

Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Reflection meeting
What are your concerns?

Phase 1
Key communications
Ace to use/own logotype
as typeface



Phase 2

40% Red&Grey 60% Ace

Enhancement of communications material using broader spectrum of identity elements

R&G to ensure transition of identity is clear, easy to use and understand. Your custom display typeface will elevate your identity.

With the introduction of the custom display typeface and grid systems Ace will take greater ownership and understanding of the identity

Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Phase 2
Ace to use/own custom typeface
R&G to art direct photography

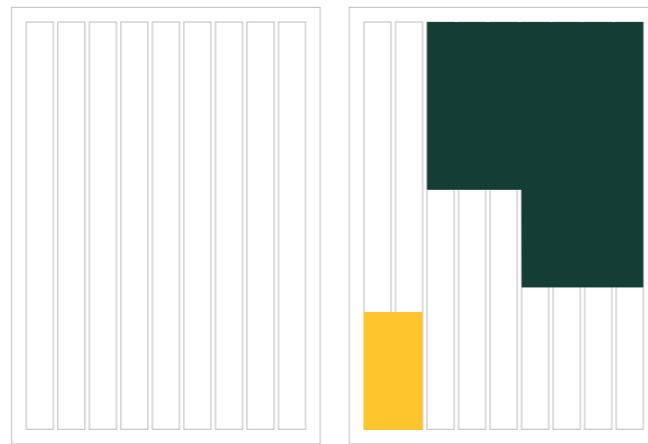


Phase 2

40% Red&Grey 60% Ace



custom display typeface



grid systems



film/photography

Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Phase 2
Ace to use/own custom typeface
R&G to art direct photography

Pause. Reflect. Converse.

The quality of our work is defined by the quality of our relationships.

Our process enables us to adapt to the needs of our clients where necessary.

At the end of the project, we will convene and facilitate a structured project review meeting with the working group or members of the Ace team as appropriate to review the project.

Ace identity
proposed project map

Dates to be added
in relation to Ace needs

Phase 2
Ace to use/own custom typeface
R&G to art direct photography

Reflection meeting
What's next?

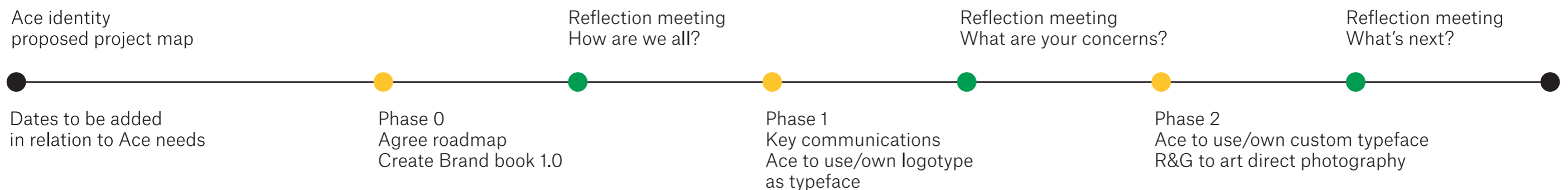


Ace + R&G

Our project team are experts in brand research, strategy, branding and design!

We have stringent approaches to client management in place to ensure the needs and expectations of clients are met and exceeded on an on-going basis and quality work is delivered. At the outset of all projects, we agree the objectives and deliverables of the project with the Project Sponsor, assign clear roles and responsibilities to each team member and agree how we will work together. We also agree the project approach, milestones and timelines.

We ensure the correct governance structures are in place and agree regular 'arc' (act, reflect, converse) sessions with the Project Team to ensure we are learning as the project progresses and any issues and concerns are addressed in a timely fashion. We ensure open dialogue at all times through regular communications.



Ace dynamic Identity toolkit



custom display typeface



graphic system



logo(type(s) - acronyms)



colour

Pack my red box with
five dozen quality jugs

Architects' Council

0123456789...
&@#£!/?\$%*/

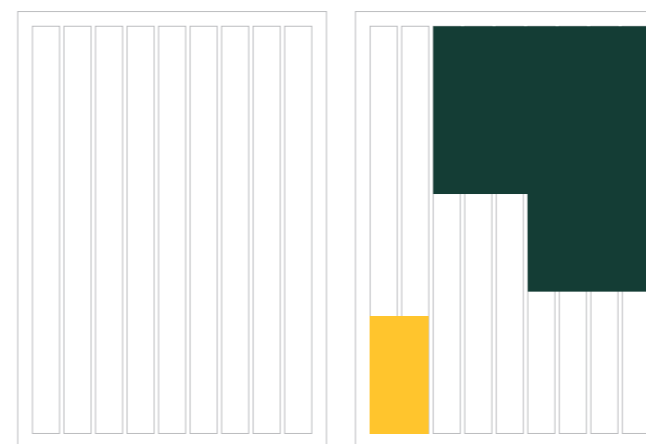
typeface - Atlas



social media logo(mark)



bilingual circular poetry



grid system



film/photography