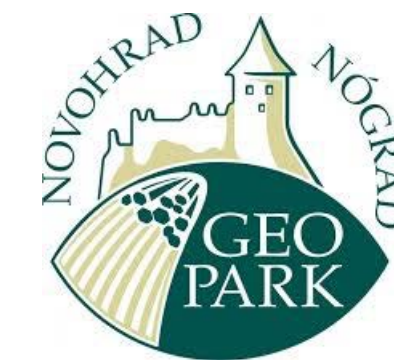
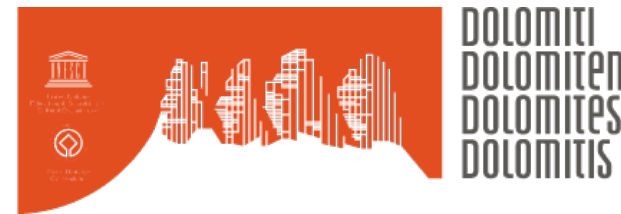


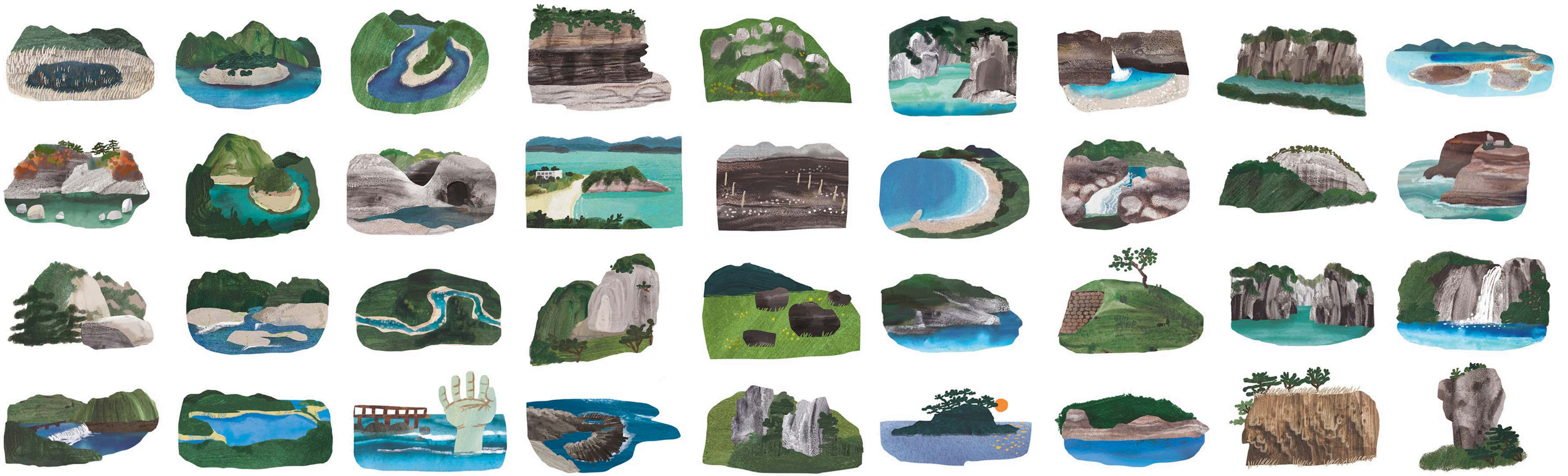
CARSO KRAS[®]
GEOPARK PROJECT
BRANDING IDENTITY

15.07.2021

UNESCO GEOPARKS AROUND THE WORLD



HOW DO THEY EXPRESS CONTRAST AND DIVERSITY?



ELEMENTS OF KARST: SINGULARITIES

TWO LANGUAGES

ROCKS

WATER

VEGETATION

WIND

LIGHT

CULTURAL CROSSROAD

ECOSYSTEM

RICH IN NATURAL SINGULARITY



TWO LANGUAGES

Acqua
Voda

C87 M65 Y48 K50

C82 M46 Y49 K43

C69 M33 Y41 K16

Flora primaverile
Pomladna flora

C66 M40 Y72 K31

C59 M21 Y85 K43

C69 M33 Y41 K16

Roccia
Skala

C50 M50 Y60 K25

C35 M28 Y33 K9

C14 M11 Y17 K0

Grotte
Jame

C17 M44 Y82 K6

C7 M17 Y52 K0

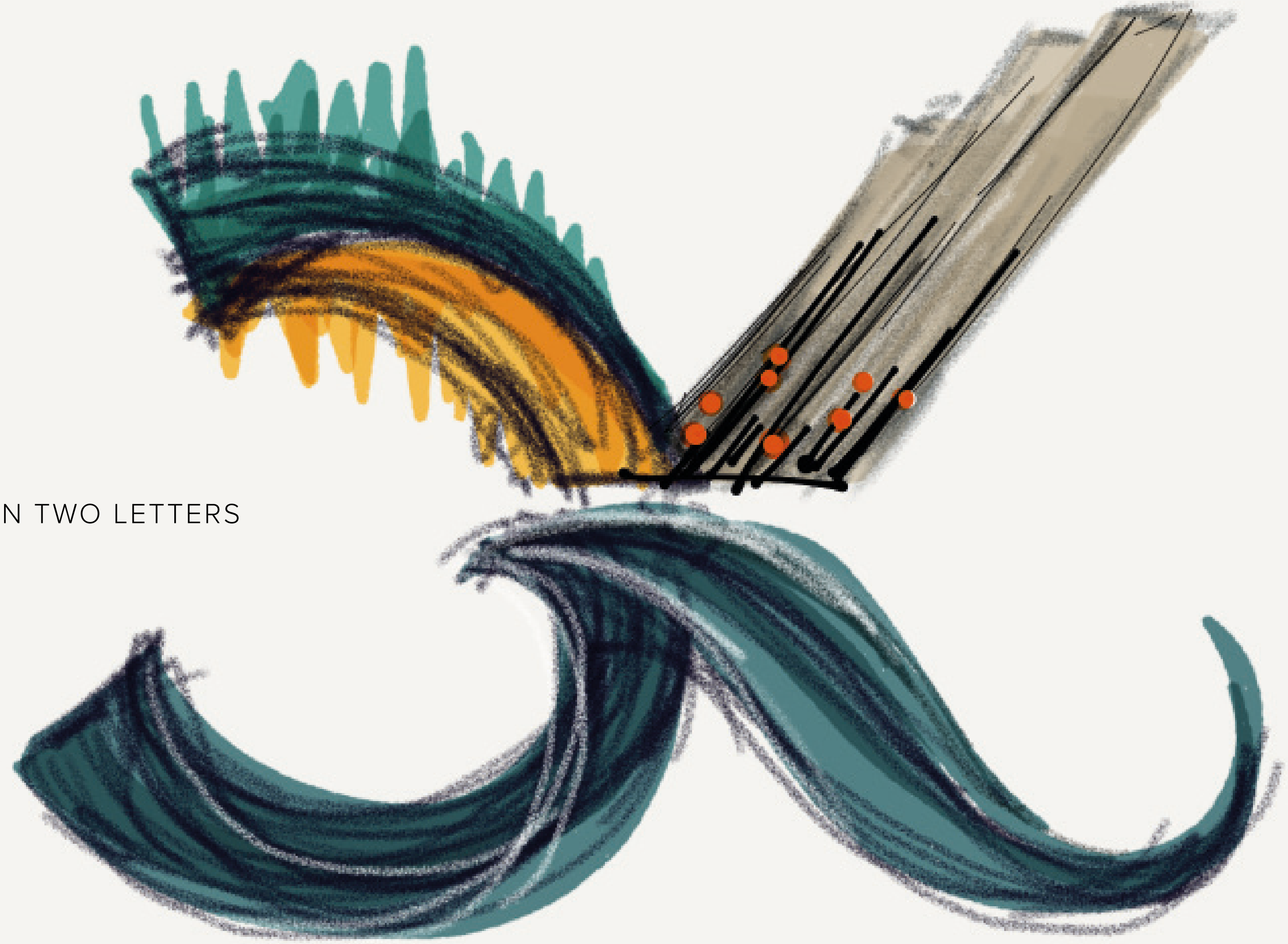
COLORS

Flora autunnale
Jesenska flora

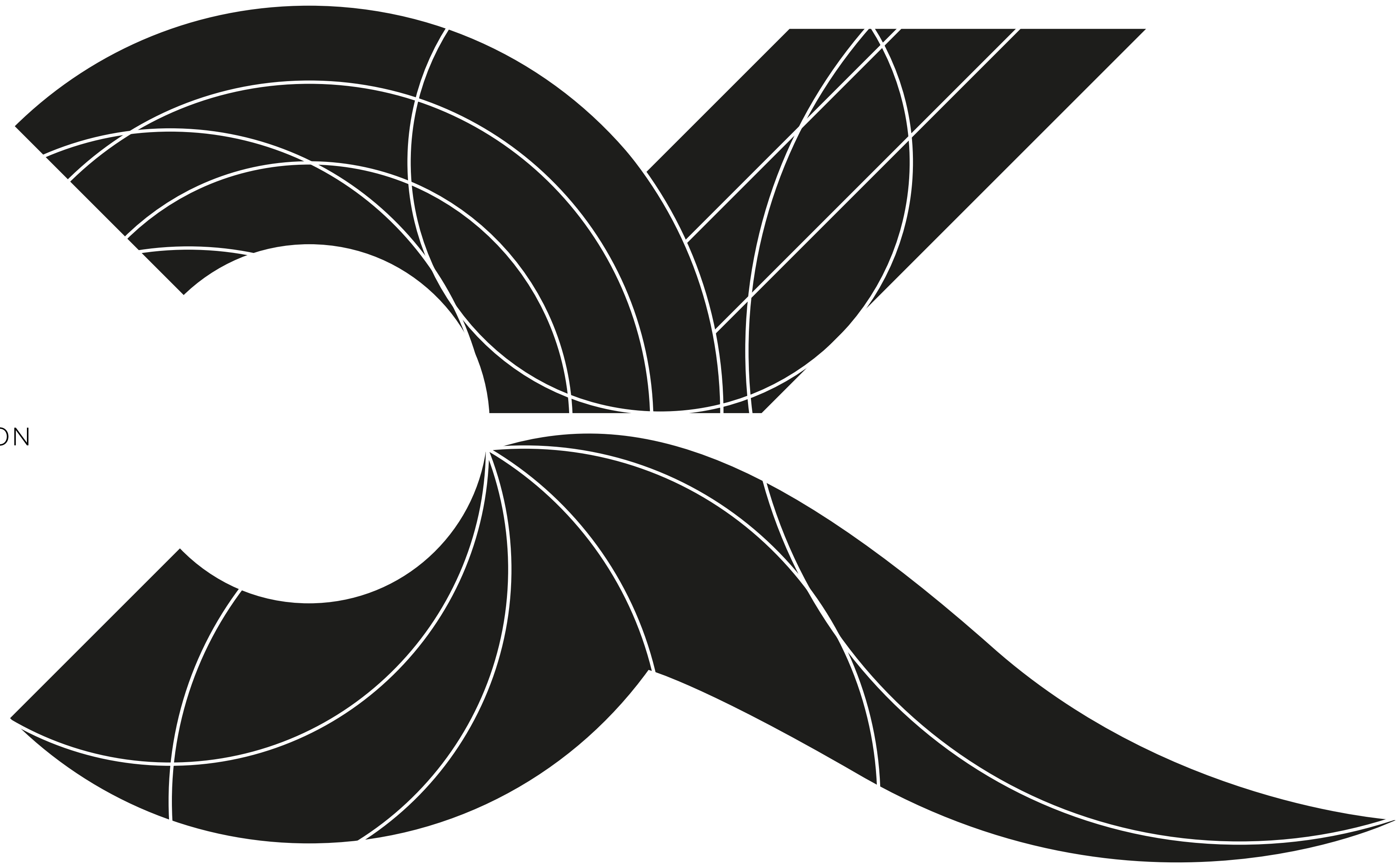
C15 M100 Y90 K10

C0 M69 Y94 K0

ONE ECOSYSTEM WITHIN TWO LETTERS



THE CONSTRUCTION



Gli strati calcarei cretaci e l'anticlinale del Carso
Kredne plasti apnenca in Kraška antiklinala



Gli strati calcarei cretaci e l'anticlinale del Carso
Kredne plasti apnenca in Kraška antiklinala

Le grotte e il mondo ipogeo
Kraške jame in podzemni svet



Gli strati calcarei cretaci e l'anticlinale del Carso
Kredne plasti apnenca in Kraška antiklinala

Le grotte e il mondo ipogeo
Kraške jame in podzemni svet



La Falesia
Obalne stene

La Bora
Burja

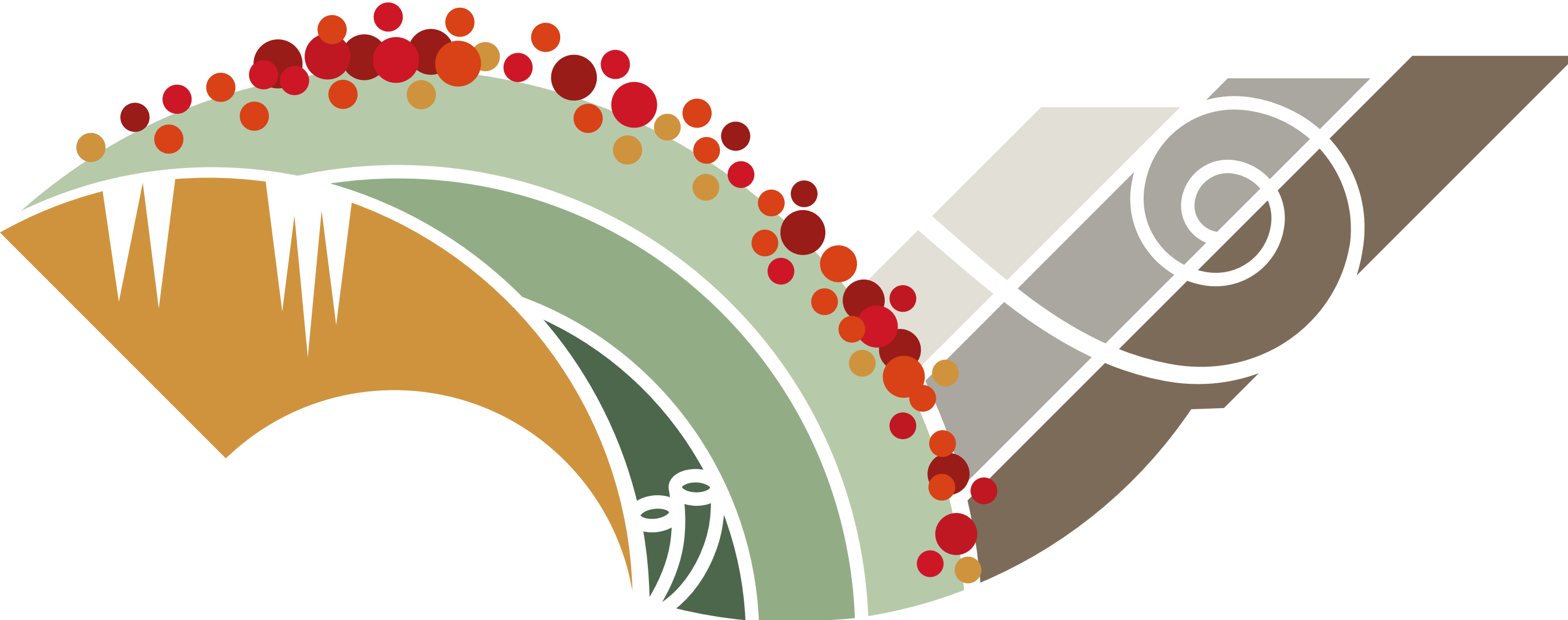
Le doline
Doline

Gli strati calcarei cretaci e l'anticlinale del Carso
Kredne plasti apnenca in Kraška antiklinala

Lo scotano e il thrust del Carso
Ruj in nariv (thrust) Krasa

Le grotte e il mondo ipogeo
Kraške jame in podzemni svet

La Falesia
Obalne stene



Gli strati calcarei cretaci e l'anticlinale del Carso
Kredne plasti apnenca in Kraška antiklinala

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Ruj in nariv (thrust) Krasa

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Kraške jame in podzemni svet



La boscaglia carsica
Kraška gošča

La Falesia
Obalne stene

La Bora
Burja

Le doline
Doline

Gli strati calcarei cretaci e l'anticlinale del Carso
Kredne plasti apnenca in Kraška antiklinala

Lo scotano e il thrust del Carso
Ruj in nariv (thrust) Krasa

Le grotte e il mondo ipogeo
Kraške jame in podzemni svet

Il Timavo e il mare del Golfo
Timava in morje v Zalivu

La boscaglia carsica
Kraška gošča

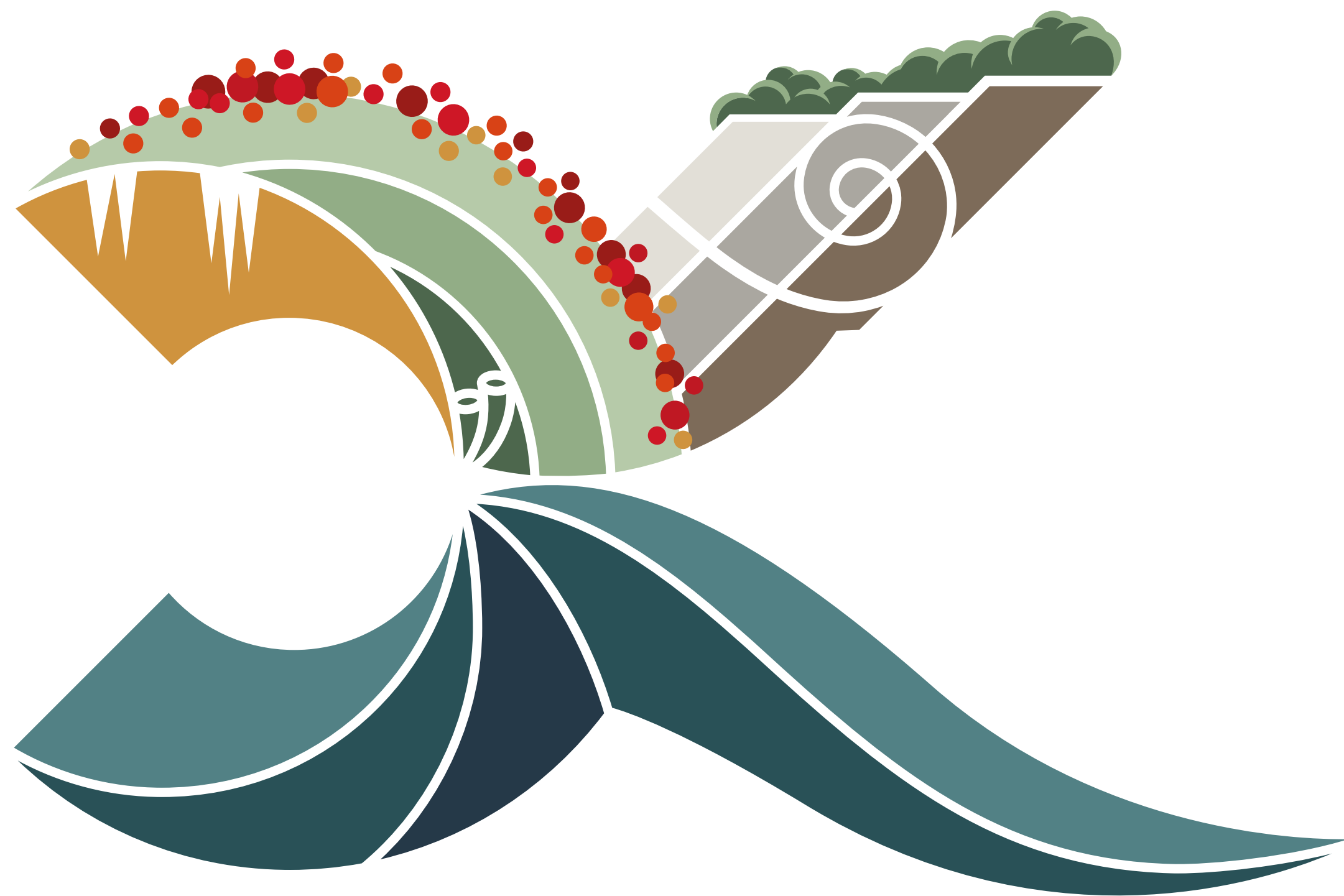
La Falesia
Obalne stene

La Bora
Burja

Le doline
Doline







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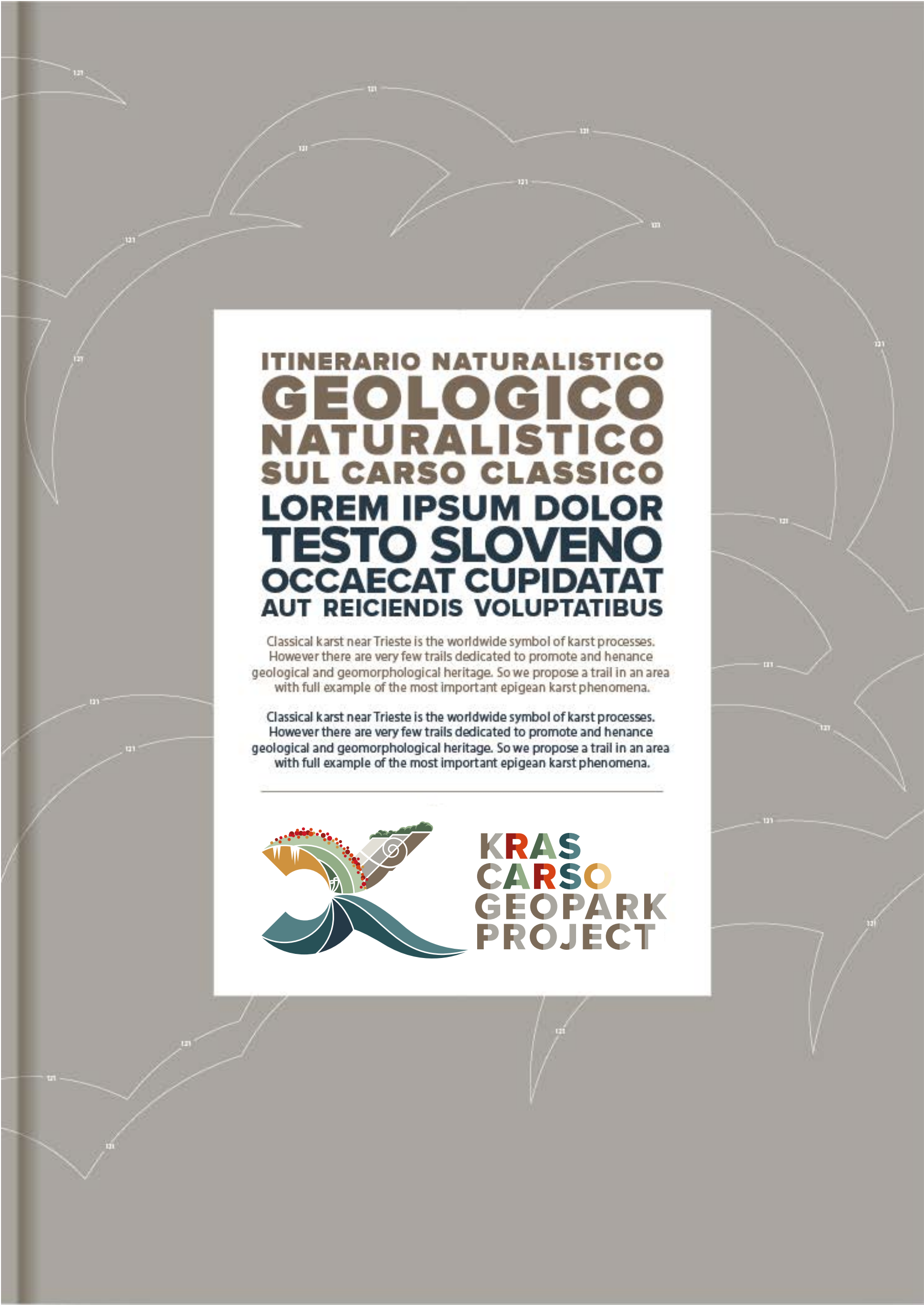


WEBSITE AND BANNERS

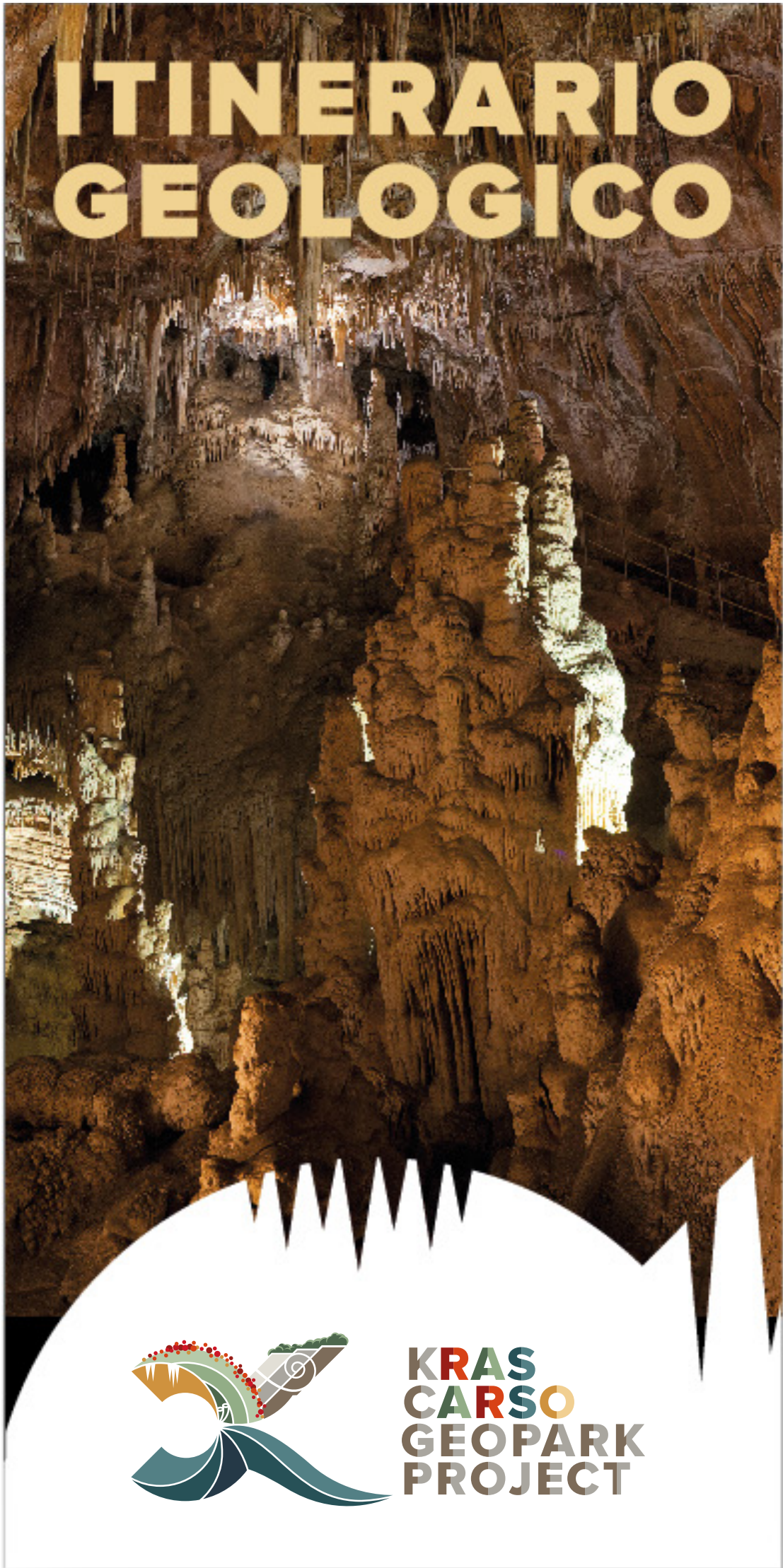


DOCUMENTARY TITLES

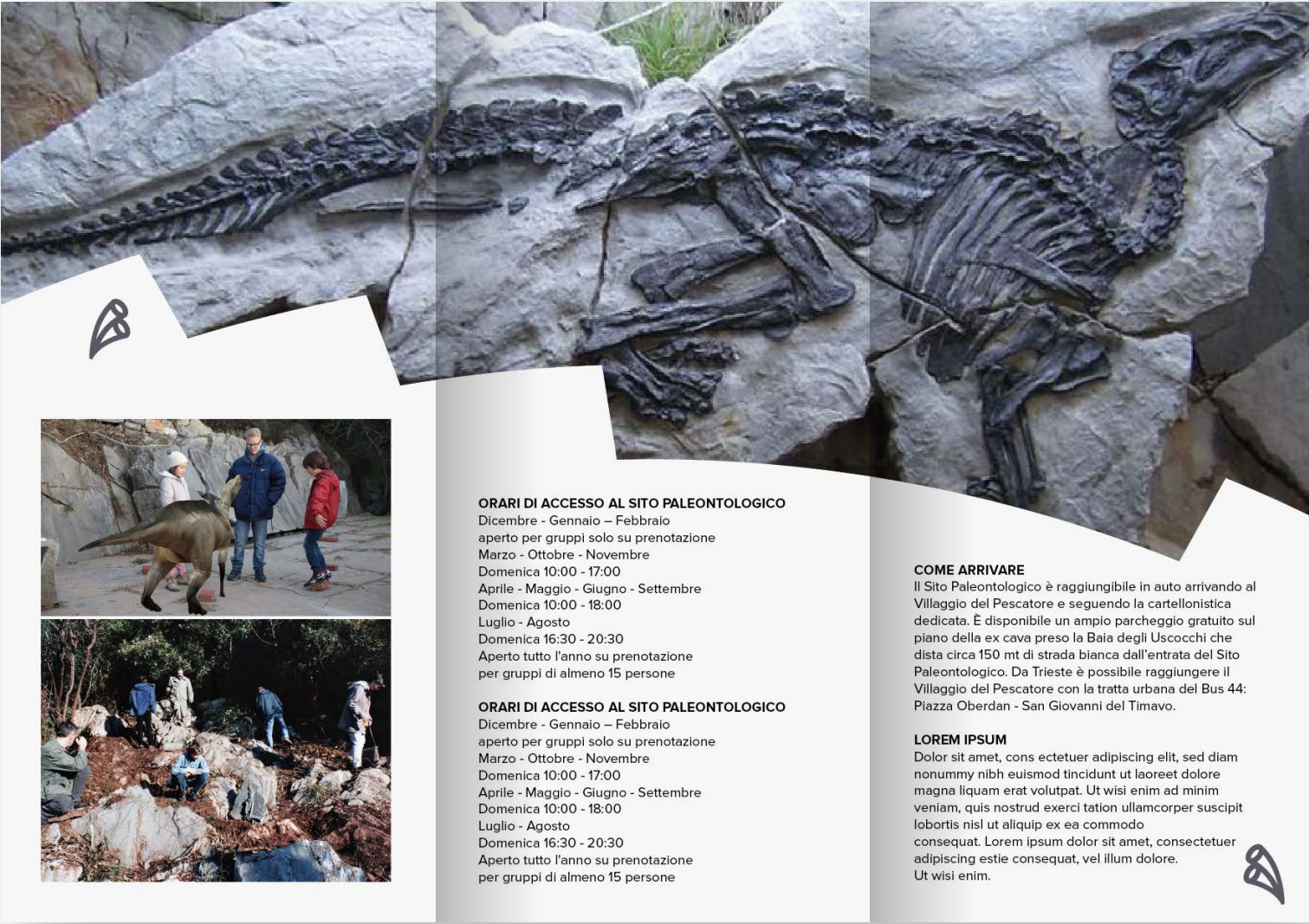




DEPLIANTS



DEPLIANTS



ROLL UPS



SIGNAGE



SIGNAGE



MERCHANDISING



MERCHANDISING





KRAS CARSCO GEOFARK PROJECT