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# BAROQUE ROUTES

Newsletter

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The Baroque Network Logo

## The Baroque Network Logo

By  
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In its cultural programme, the Council of Europe has chosen Baroque as the most integral art period of the 'New Ages'. By recognizing and endeavouring to revive this period, whose cultural and spiritual qualities pervaded the whole of Europe, we would like to resurrect the spirit of the age through what has come to be known as the Baroque Routes. A number of countries have responded generously to the Baroque Routes initiative by organizing exhibitions, symposia, concerts, specialist publications, and guidebooks to monuments. Such events have demonstrated, indeed promoted in a tangible way the interweaving of the various European cultures. We therefore wished to provide a symbol for these, and other similar events in the future, one that would faithfully represent the similarities and differences that link the Baroque spirit in European nations. This spirit has unfortunately been allowed to disappear. It is our desire to have it revived precisely through the Baroque Routes project.

A symbol representing the intertwining of various European cultures shows the Baroque Routes as a thread leading us through the past of European culture, intimately linking all parts of Europe in one stroke. The initial letter B imitates the technique of engraving, which was a common feature in the publications of the period. The symbol should become a trademark for all organized events, initiatives, and publications arranged through

the Council of Europe under the joint name of the Baroque Routes. The symbol was based on the construction of a triangle, circle, and square - the three basic geometric shapes. This solid basis provides stability for the Baroque lines, which intertwine and complement each other. The stars over the initial letter are like an aureole, representing the Council of Europe as the initiator and sponsor of the Baroque Routes. They endow the symbol with constancy, passing on its message to Europe.

Of all Garamond fonts, the chosen Adobe Garamond comes closest to the original form of the sixteenth-century typographer Claude Garamond. Occurring frequently, this typeface covered the whole of the Baroque period. It is based on the Renaissance and humanist heritage. The text on the symbol is subordinate to its principles and construction. The apparent axis of the symbol shows that the Baroque Routes inscriptions are tilted to the left or to the right. It also enables the central alignment. It is depicted in one single colour, as all the symbol's elements are.



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