

Style Guide



Vilnius 700

Logo

This logo was created to mark the 700th anniversary of Vilnius and the events and cultural initiatives taking place to celebrate the occasion.

The logo consists of two parts: an abstract rectangular stencilled symbol illustrating the number 700 and the word mark.

The logo should be used in its original form. It cannot be distorted or used other than specified in this document.



Vilnius 700

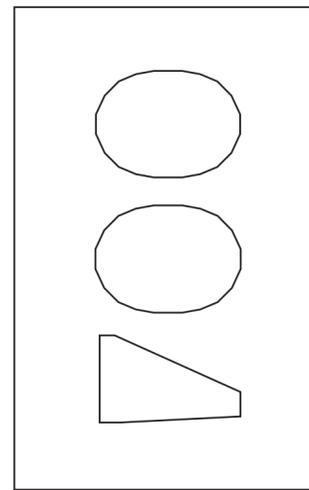
Logo colours

Light background:



Vilnius 700

Primary logo



Vilnius 700

Additional colour versions



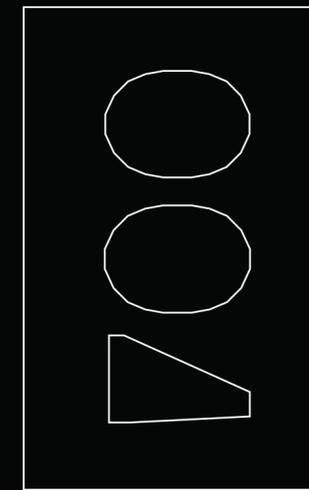
Vilnius 700

Dark background:



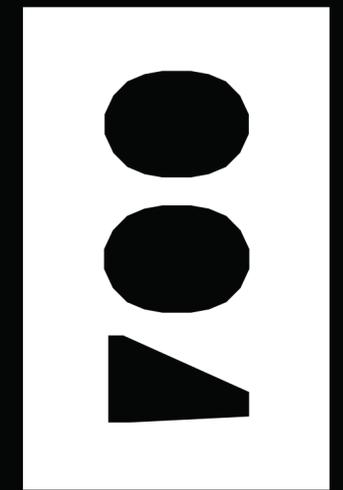
Vilnius 700

Primary logo



Vilnius 700

Additional colour versions



Vilnius 700

25 mm — Minimum logo size in print

Typographic version

Light background:

Vilnius 700

Vilnius 700

Alternative version:

Vilnius Vilnius
700 700

40 mm

Minimum logo size in print

Dark background:

Vilnius 700

Vilnius 700

Alternative version:

Vilnius Vilnius
700 700

Colours

C = 10 % R = 215 %
M = 96 % G = 46 %
Y = 91 % B = 48 %
K = 1 %

Red

C = 0 %
M = 0 %
Y = 0 %
K = 100 %

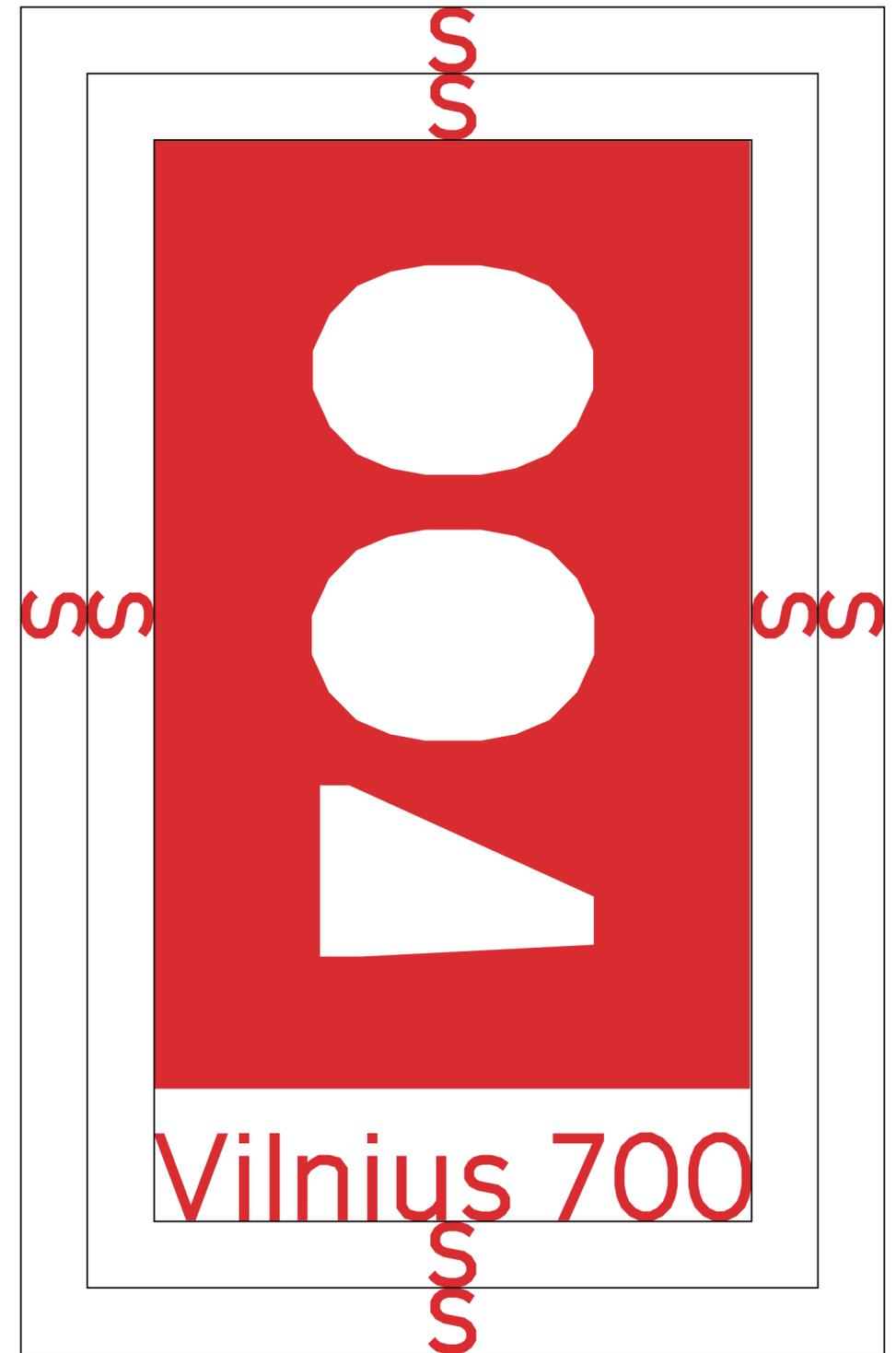
Black

C = 0 %
M = 0 %
Y = 0 %
K = 0 %

White

Logo exclusion zone

The exclusion zone must be observed when using the logo. No other graphic elements should cross the clear space. The minimum clear space is twice the height of the 'S' in the logo.

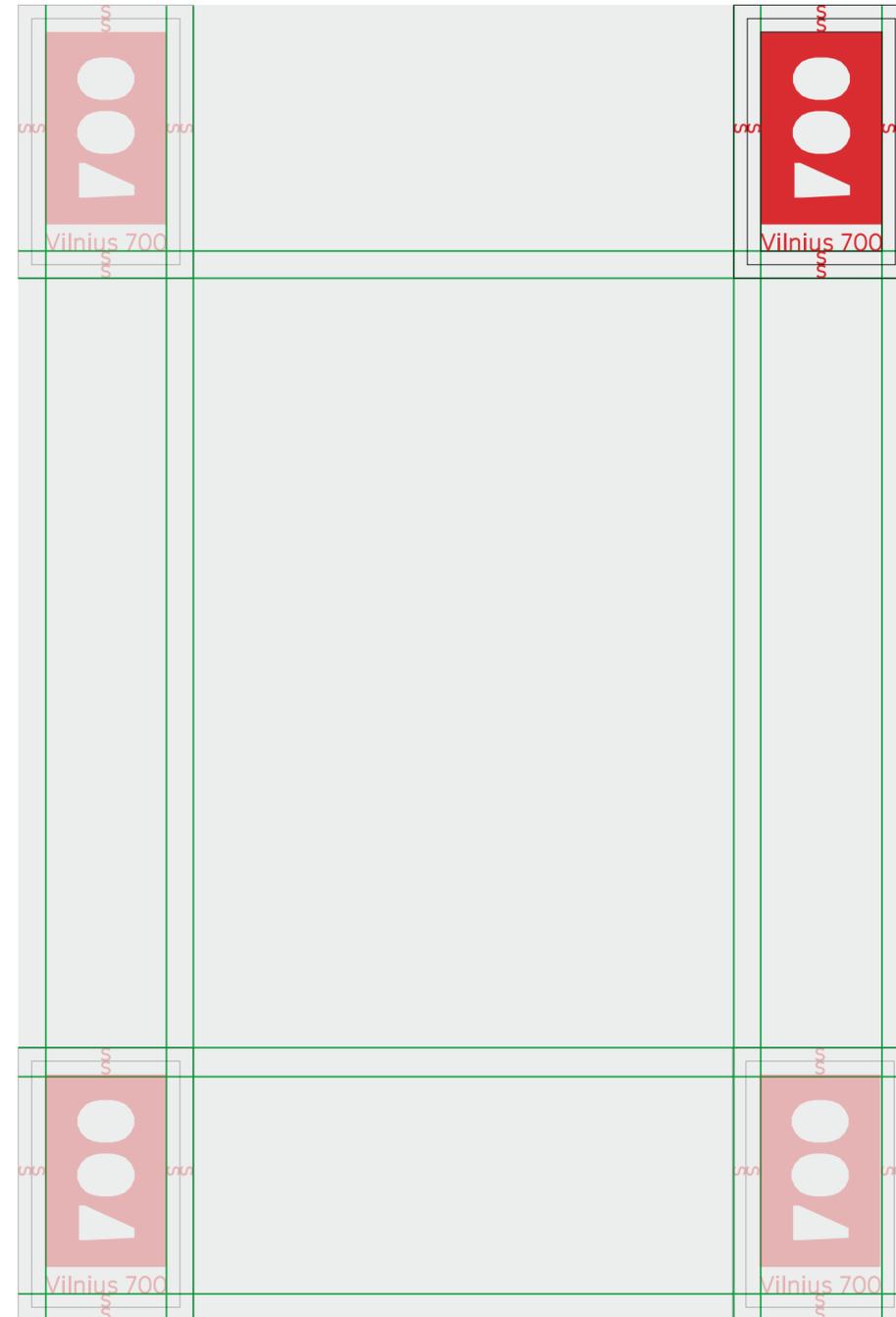


Use of logo in a layout

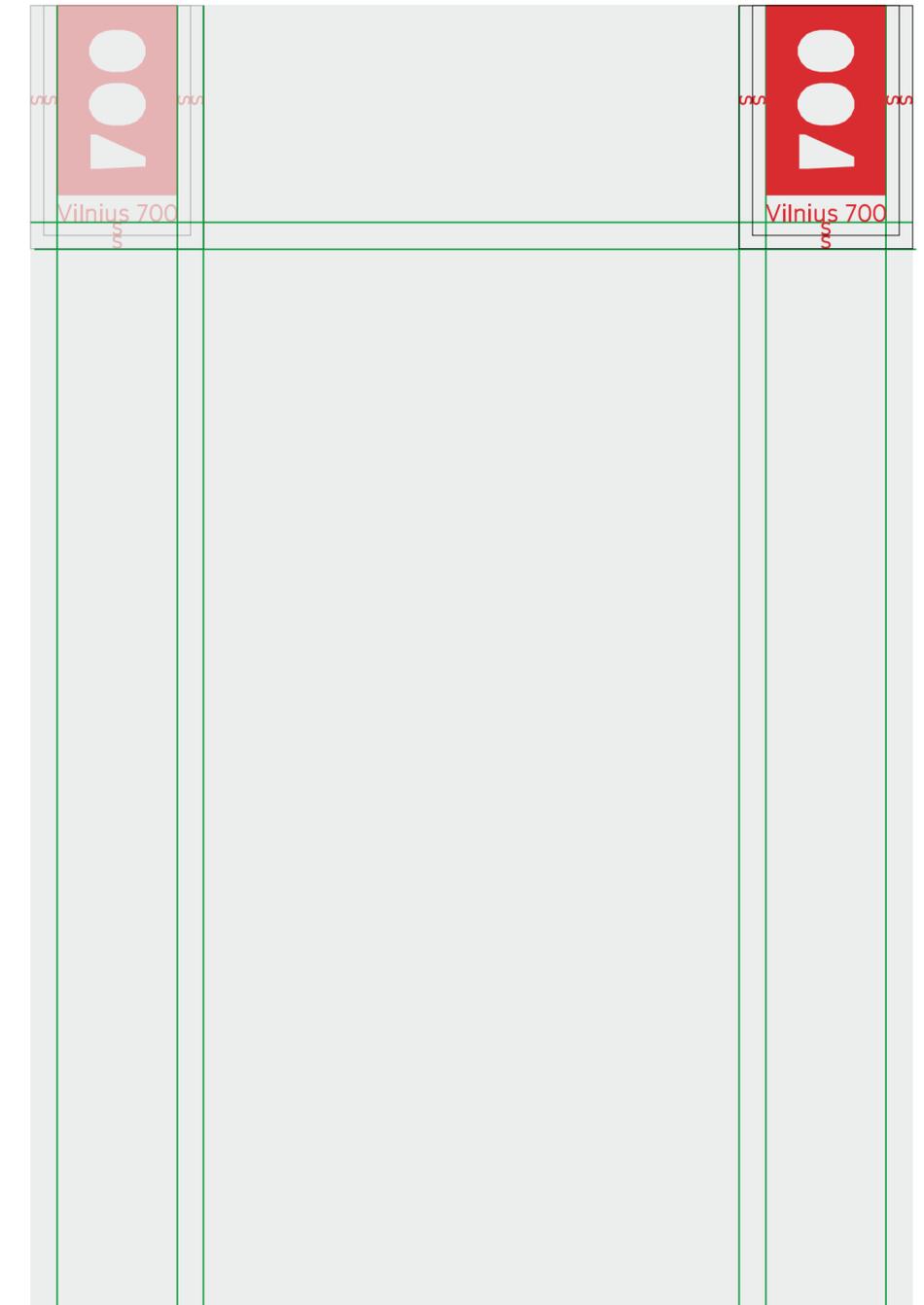
It is recommended to use the logo in the corners of the layout (A) in accordance with exclusion zone requirements. Depending on the specifics of the layout, the distance of the logo from the edges may be increased.

The logo may also be used on the flag principle (B), in which case the logo should only be used in the upper corners of the layout, placing its top against the top edge of the layout. The distance from the edges of the layout may vary depending on the context of the layout, as long as the exclusion zone is observed.

A.

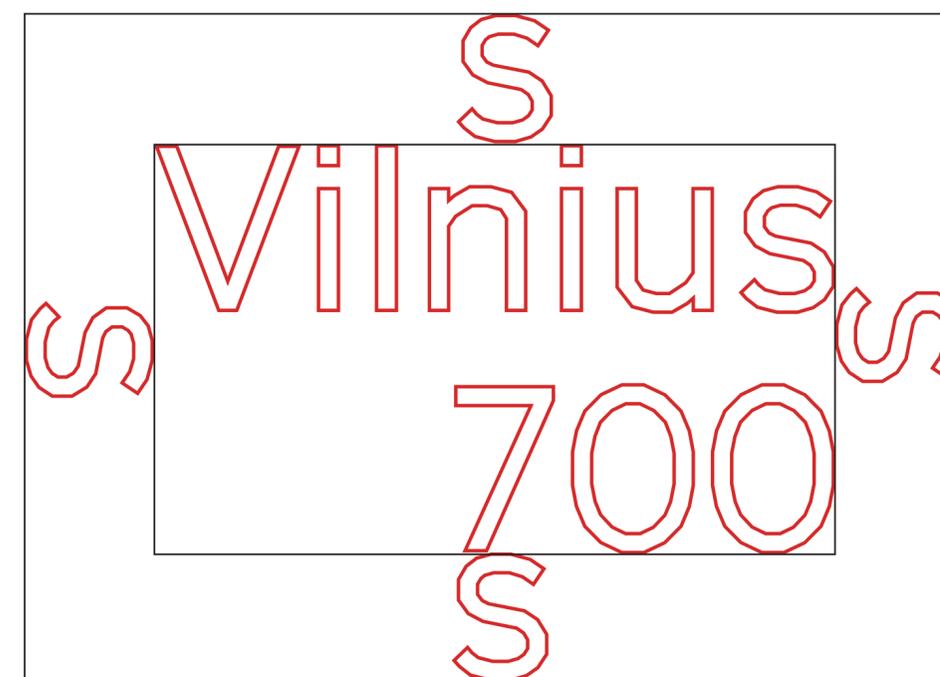
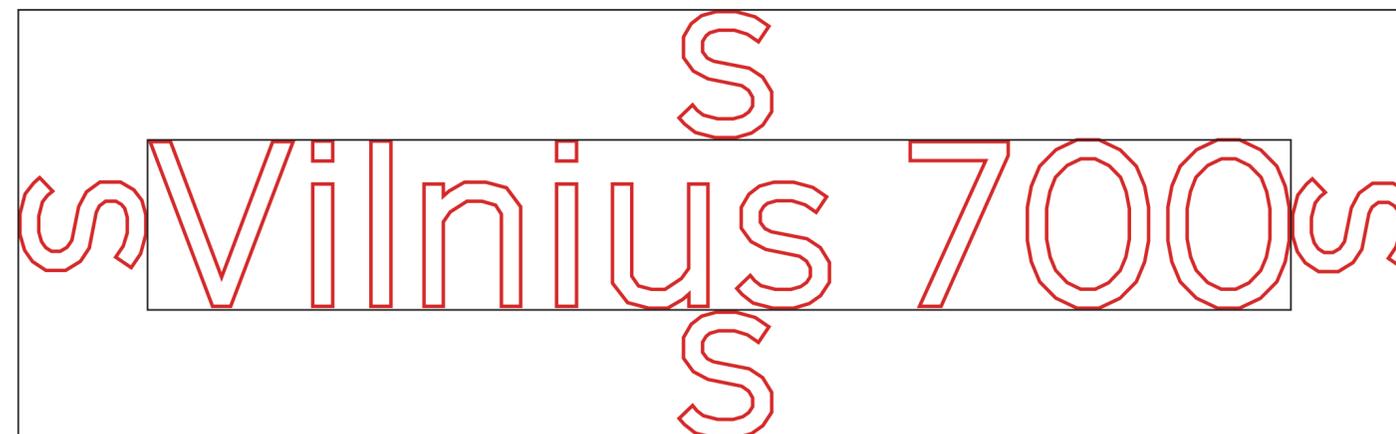


B.



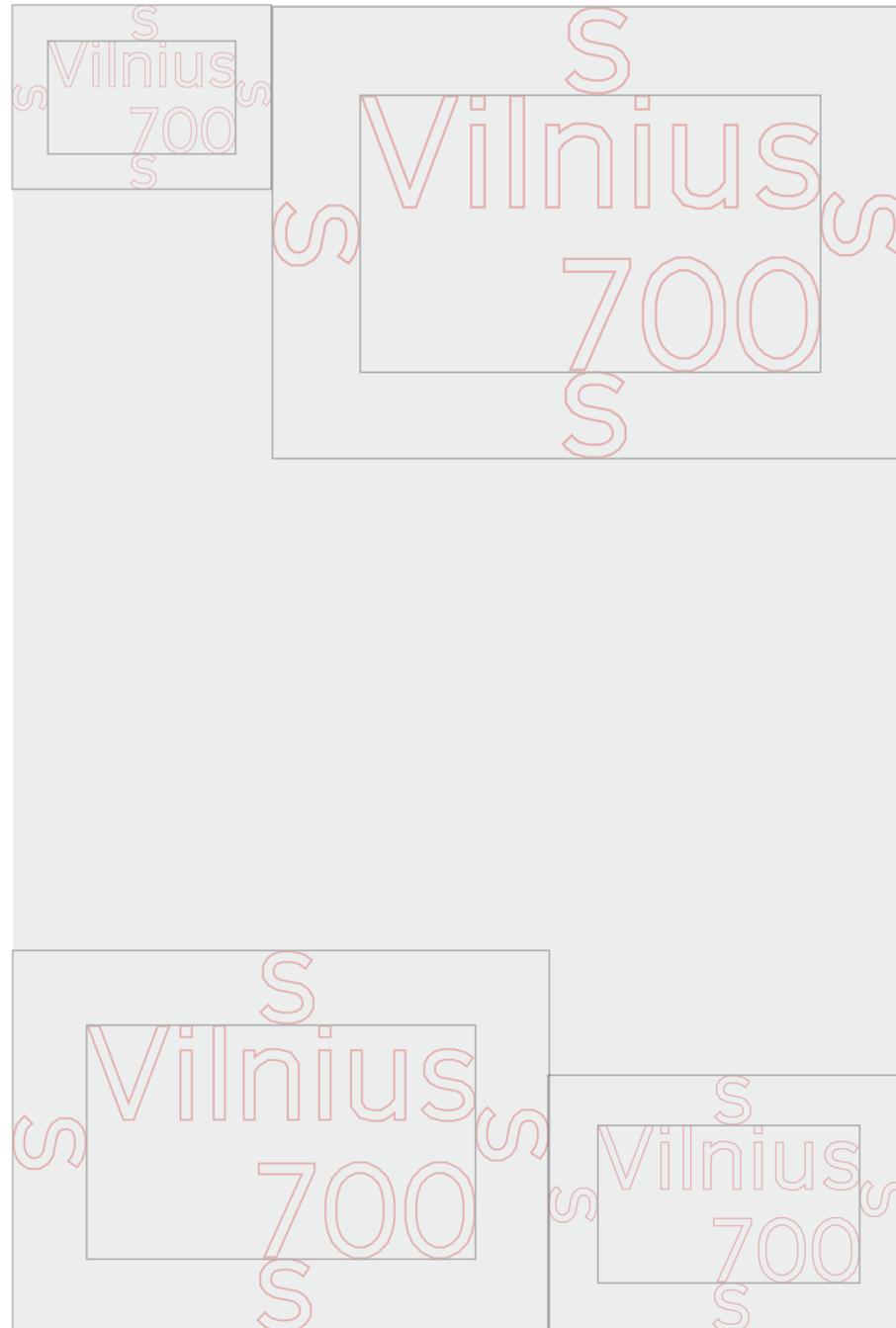
Exclusion zone for the typographic version

When using the typographic version of the logo, the exclusion zone must also be observed, i.e., other graphic elements and the edge of the layout may not cross the clear space. The minimum clear space for the typographic version is the height of one 'S' around the perimeter of the logo.



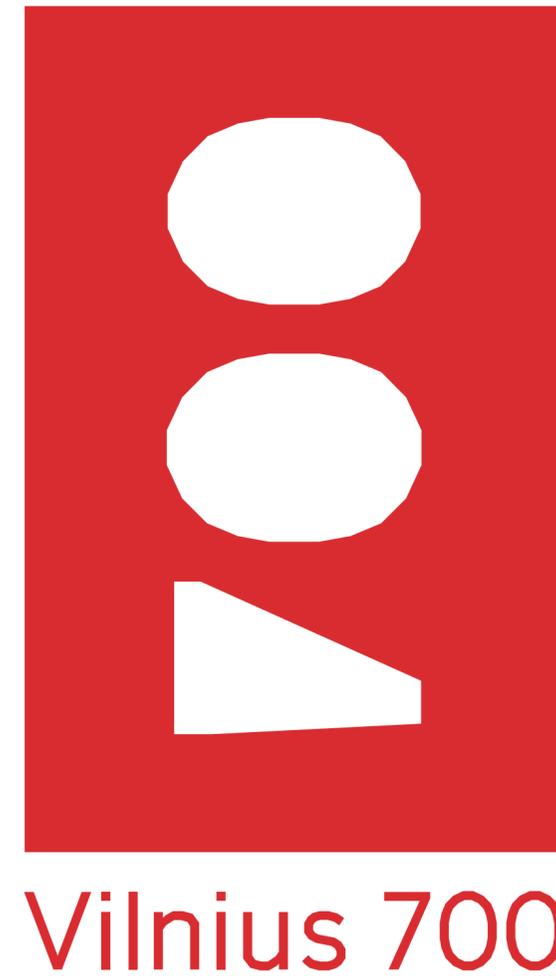
Use of the typographic version of the logo in a layout

The typographic version of the logo can be used freely in a layout, as long as the exclusion zone is observed. This logo can also be used as a graphic element with other layout graphics.



Partner logos

The Vilnius 700 logo can also be used in conjunction with partner logos. The logo must always be neatly aligned with the partner logos. If Vilnius 700 is the main curator of the event or initiative, it is recommended that the logo be distinguished by size, aligning the other logos accordingly. It is recommended that partner logos be limited to one colour. The Vilnius 700 logo can also be distinguished by a contrasting colour if the size difference is not significant and if it remains visible in the context of the layout graphics.



LIETUVOS
NACIONALINIS
OPEROS IR
BALETO
TEATRAS



LIETUVOS
NACIONALINIS
OPEROS IR
BALETO
TEATRAS



Use of the logo with the slogan

The logo is also used with the slogan Vilnius:
700 years young/Vilnius 700 metų jaunas.

When the logo is used with this slogan, the word
mark must be replaced by the slogan written in
Helvetica Neue Medium.

If the background of the layout is busy and the font
is difficult to read, a contrasting colour block
may be added for the slogan. In all cases, only the logo
colours specified in this document may be used.



**Vilnius: 700
years young**



**Vilnius: 700
metų jaunas**



Fonts

Heading font:

09.30

Vilnius is changing

Level 3 heading

Text font:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Helvetica Neue Thin

Helvetica Neue Medium

Helvetica Neue Medium

tracking: 10-45

Helvetica Neue Light

Helvetica Neue Medium

Additional graphic elements

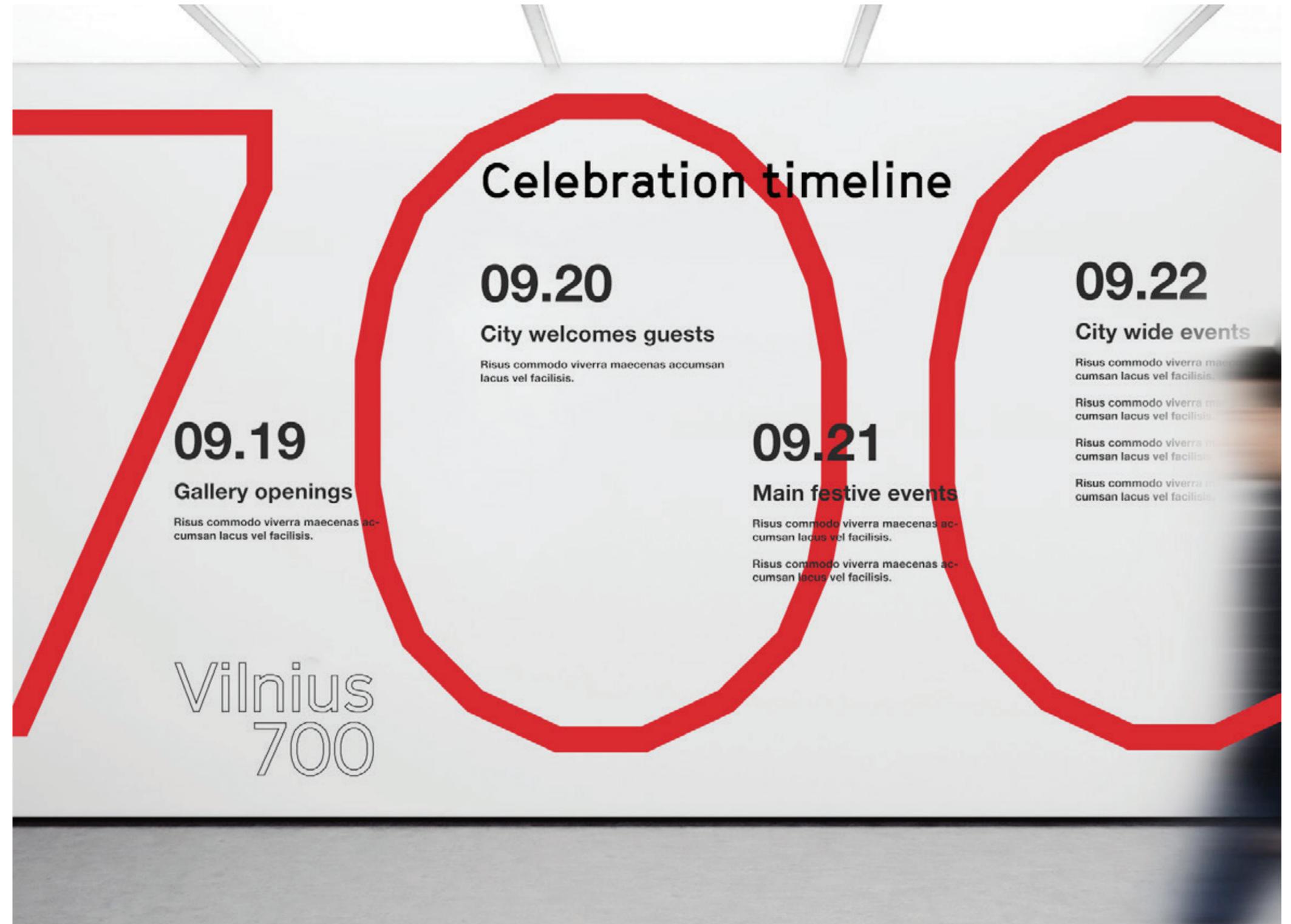
The number 700 can also be used as an additional decorative graphic element. This element can be obtained as a logo stencil symbol, turned on its side, or as a negative version. The '700' part of the word mark may also be used. When using these elements as graphics, they can be cropped, used as a layout background, and so on. In this case, the exclusion zone does not need to be observed.



Event branding



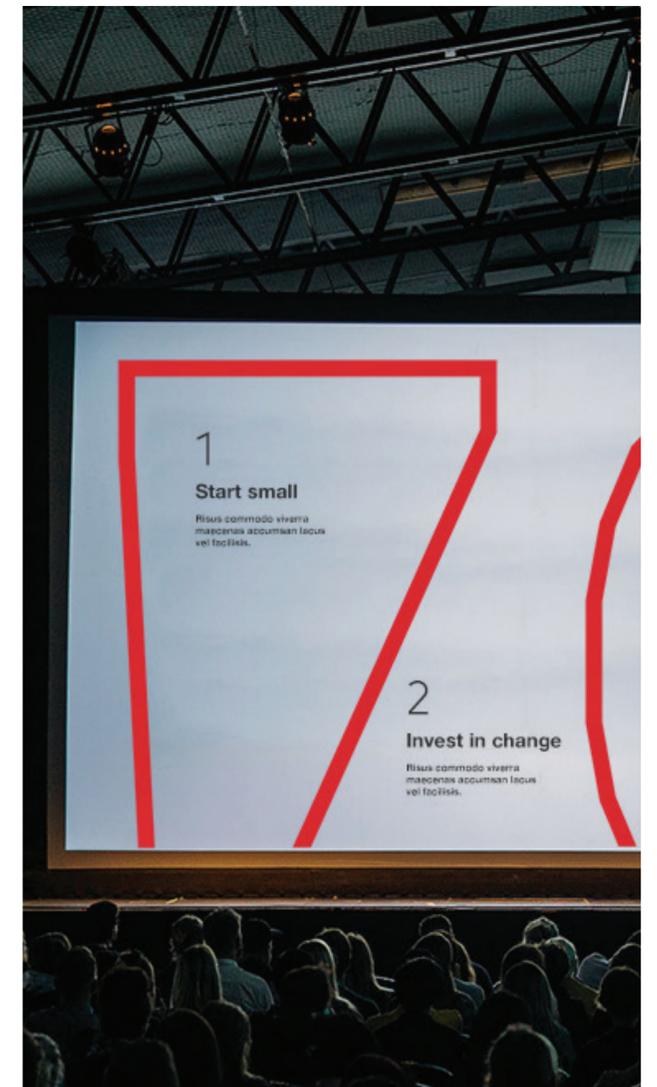
Event branding



Event branding



Use of the brand in presentations



Digital space



Extended use of the brand



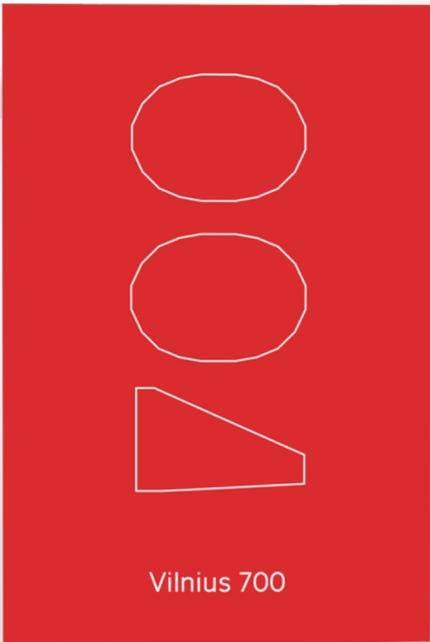
Extended use of the brand



Examples of souvenirs



Examples of souvenirs



Examples of souvenirs



Examples of souvenirs



Examples of souvenirs





Vilnius 700

www.700vilnius.lt