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Concept of visual identity for the presentation of Lithuania abroad
In September 2020, the Strategy for the Presentation of Lithuania Abroad 2020-2030 (hereafter referred to as the ‘Strategy’) was prepared. The Strategy highlights four areas of national importance: Economy, Culture, Governance and Talent Attraction, and Public Values: entrepreneurship, desire to improve, freedom to create and a connection with nature.

The areas and societal values are linked by a common positioning “Lithuania – an open country to take on global challenges, to co-create and grow together”.

The visual identity aims to convey the refined values of the Strategy domains and the values of the society, and to present Lithuania abroad as a proactive country, open to cooperation with the world, where important solutions are born that change not only the lives of our country, but also the lives of people around the world. The visual concept is not only revealed by the logo, but also by the use of design elements in their entirety: the font, the colours, and the use of icons.
Design requirements

Principles of visual identity design of Lithuania’s presentation abroad

Conceptuality:
The main symbolism and visual language of the design solutions accentuate the principle of Lithuania’s openness to co-create with the world and to establish the image of Lithuania as a modern, open, entrepreneurial and cooperative country.

Functionality:
The design concept ensures a wide range of applications.
Principles of visual identity design of Lithuania’s presentation abroad

1. “Occupy” the colour green
   The use of bright green in the visual identity becomes a key attribute of the country's presentation. The green colour is not used by other countries in the region and can therefore become a key element of Lithuania’s identity.

2. Practicality of style
   The style of Lithuania’s visual identity should be as widely usable as possible, to maintain its integrity and adapt flexibly to the needs and contexts of different areas.

3. Design that does not overwhelm the content
   The principle of openness to co-creation and global trends and expert insights underline the need for a design language that links the values of different domains with a common positioning. It is important to leave the institutions representing the different fields sufficient freedom to turn the design language into their own and acceptable language.
The idea of the “Lithuania co-create” logo

By inviting for co-creation, we want to reflect not a static statement, but rather visual interaction where participation is intuitive and engaging.
Symbolism

“Create”, “create new”, “add” – a function we all often encounter when using a computer.

In so-called user experience design (UX), certain symbols have already become commonly recognisable. The cleanest graphical solution is the “plus” sign. The “plus” is the purest graphic form to convey the desired meaning.

It is an element that has remained unchanged and uniformly perceived for many years.
Symbolism

We add a visual cue – “Space to create”

These two graphic elements form a whole that most clearly conveys the concept of visual identity.
Conveying character through font

The style of the title text also communicates the overall character of the brand. Character associations needed for this brand – energetic, open.

The logo contains a unique font specifically designed for this purpose.

The font uses indentations at sharp intersections of lines. This not only improves legibility in small formats but also creates a unique character.

The ends of some letters are not perpendicular. This adds dynamism to the font while maintaining a clear text structure.
Combining graphic elements and text

The use of text in the logo continues the logic of the visual identity concept.
The “Lithuania co-create” brand is an important part of the visual identity, reflecting the positioning that links Lithuania's communication directions and the values of Lithuanian society – “Lithuania – an open country to take on global challenges, to co-create and grow together”. The aim of presenting Lithuania through the main communication strands – economy, talent attraction, culture and governance – creates a multifaceted nature of the brand. In order to ensure that the logo and its additional versions are used appropriately and consistently, below are the rules for the use of the logo.
Main version of the logo

The visual identity of the "Lithuania co-create" brand reflects Lithuania's positioning as an invitation to co-create with the world. At the same time, the visual solution of the logo allows for its universal use, adapting it to different means of communication. In order to ensure the adaptability of the brand, several versions of the logo are presented.

The logo consists of:
- the name of the country (we emphasize it);
- a slogan;
- a graphic element "plus", which reflects the slogan, visually conveying the interaction of building together.

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**Main version of the logo**

For use

In general communication, representational tools.

**Horizontal version**

For use

In small horizontal spaces, where the main version of the logo would not ensure the legibility of the elements.

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Download the logo versions
Logo versions for communication areas

In order to visually highlight the main areas of communication in Lithuania, we provide separate versions of the logo to reflect each area. These versions of the logo will make it easier to identify these areas in communication.

**Economics**  
*For use*  
Communicating about growing ecosystems for innovation, the business environment, Lithuanian talent. Inviting cooperation with Lithuania to address global challenges.

**Culture**  
*For use*  
Communicate to the world the ideas and their creators that have not yet been discovered, the openness of the cultural sphere to international partnerships and the liberating spaces for creativity.

**Talent attraction**  
*For use*  
Communicating the balance between faster careers and slower lives, convenient cities and natural environments.

**Management**  
*For use*  
Communicating openness to change and the resulting impetuous initiatives at municipal, national and international level.
Additional versions

These versions of the logo are intended for use in exceptional cases where the main version of the logo or versions of the logo in the communication areas are not suitable.

Country name version

Lithuania

For use

In small format media or communications where the strategic message is not a priority.

Lithuanian version of the country name

Lietuva

For use

For content in Lithuanian, where the communication is carried out within the country.

Symbol version

For use

In representational media or as an additional element next to the brand name (e.g. social network profile photo).
Minimum sizes

To ensure readability, use a version of the logo at least as large as the one indicated on this page.

The height of the logo remains proportionate to the indicated minimum possible area.

Main version of the logo

In printed material: 20 mm
In digital material: 155px

Horizontal version

In printed material: 35mm
In digital material: 265px
Minimum sizes

To ensure readability, use a version of the logo at least as large as the one indicated on this page.

The height of the logo remains proportionate to the indicated minimum possible area.
Minimum sizes

To ensure readability, use a version of the logo at least as large as the one indicated on this page.

The height of the logo remains proportionate to the indicated minimum possible area.
Safety zone

When using the logo in layouts, it is important to ensure that the surrounding space is left blank.

The minimum space is determined by the height of the "Lithuania" element in the logo.
Safety zone

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Safety zone

When using the logo in layouts, it is important to ensure that the surrounding space is left blank.

The minimum space is determined by the height of the "Lithuania" element in the logo.

In the symbol version, the safety zone is equal to the height of the ‘plus’.
Basic rules for logo composition

The logo is best composed in the top left corner. In this way, the content below symbolically illustrates interactivity, the “Co-create” concept.

The distances of the logo from the edges of the layout are equal to the height of the Lithuania element in the logo. This is the minimum offset from the edges when composing it.

In exceptional cases, the logo may be composed in the corners of the layout or centred to accommodate a wide range of media and information presentation needs.
Logo sizes for standard formats

When using the logo in standard format printed material, use the size indicated.

In digital formats, the size should be determined in accordance with the general rules of composition and within the minimum size dimensions.

A6: 22mm  A5: 30mm  A4: 45mm  A3: 63mm
Use of the logo in conjunction with institutional logos

For coherence, the logo should be composed together with the institution's logos in a complementary graphic element which together extend the overall visual concept.

Use ready-made combinations of logo; if a new combination is to be created, it shall be subject to the general visual identity rules.

Available colour combinations

Use different colour backgrounds for the visual identity, do not use only backgrounds where the visibility of the institution's logo cannot be guaranteed.
Logo combinations (horizontal version)

To ensure adaptability to different updating situations, we have developed two versions of the composition.

Here are the ready-to-use logo combinations, which can be downloaded in different formats.
Logo combinations (vertical version)

To ensure adaptability to different updating situations, we have developed two versions of the composition.

Here are the ready-to-use logo combinations, which can be downloaded in different formats.
Use of the logo in the position of event sponsors

When any version of the logo is used in communication with other trademarks, the following requirements apply.

Requirements (applicable to all versions of the logo)

- Comply with the safety zone of the logo
- Not to modify the logo

Possible logo colours

Composition rules
Logo colours

The colour of the logo shall be chosen according to the background colour. Where the choice of colours is limited by technical possibilities, use monochrome versions.

Visual identity colours

- Dark green version
- Light green version
- Black version
- White version

Colour codes
Logo colours against the background of photos

When using the logo against a background of photos, it is important to ensure legibility and contrast.
Improper usage

To help you understand the uses of the logo, here are some basic examples of its misuse.

Valid for all versions of the logo.

- Do not change the colour of the logo (except for the “Co-created in Lithuania” version)
- Do not change the positions of the elements of the logo
- Do not use effects on the logo
- No modification or exaggeration of the combination of the logo and institutional logos
- Not to use the Inter font when interpreting versions of the logo
- No accent colours for communication areas (except “solutions”) should be used in the logo
- Do not use elements of the logo in isolation
- Ensure the legibility of the logo by selecting the most legible colour of the logo or a non-contrasting background

Photos by: Jacob Lund (Adobe Stock)
The main purpose of the country of origin version of the “Co-created in Lithuania” logo is to facilitate unified communication about products and services developed in Lithuania or with foreign partners.
Logo

This version of the logo is visually linked to the main logo "Lithuania co-create". The use of this version of the logo is governed by the same rules as the use of the main logo.

Exception: The colour of the "Co-created in Lithuania" logo may vary according to the colours of the other trademarks.
The visual identity of the brand is formed by the two shades of green – light and dark green. By contrasting each other, they create an impression of brightness, modernity and freshness, but at the same time they also appeal to the close relationship Lithuanians have with nature. Here are the rules for using the brand’s colour palette in your visual solutions.
Main colours

The main colour palette of the visual identity combines two colours: light green and dark green. Light green reflects drive and openness to innovation, while dark green reflects reliability and naturalness. The use of white balances bright and contrasting colours and makes the palette versatile.

To reinforce the brand's association with these particular shades of green, use them in all design solutions.
Colours for communication areas

These accent colours will help to visually categorise areas and distinguish them in the overall communication.

In the overall layout colour scheme, these colours shall not occupy more than 20% of the colour area.

Lithuania Co-create Solutions
Economy is a priority area. Therefore, the main visual identity colour for it is green.
This colour symbolises the vitality, vigour and speed of decisions of the Lithuanian economy.
Pantone 7479
CMYK 64 0 92 0
RGB 54 224 86
#36e056

Lithuania Co-create Life
The visual language of talent attraction uses a bright yellow colour, which fits into the overall palette and symbolises work-life balance and opportunities for development.
Pantone 3955
CMYK 7 2 100 0
RGB 245 229 3
#f5e503

Lithuania Co-create Governance
The visual language of management uses blue because of its associations with steadiness, trust and fairness. It underlines the reliability and openness to innovation of the Lithuanian public sector.
Pantone 2727
CMYK 77 52 0 0
RGB 48 120 219
#3078db

Lithuania Co-create Culture
The visual language of culture uses bright red. It reflects the character of the field, but also evokes associations with innovation, courage and unfettered freedom to create.
Pantone 1785
CMYK 0 88 74 0
RGB 252 66 66
#fc4242
Additional shades for diagrams

When the main colours are not enough to distinguish information in the graphics, use these complementary shades. Shades for communication areas shall only be used in the context of that area.

**Solutions**
- Pantone 7479
- CMYK 64 0 92 0
- RGB 54 224 86
  - #36e056
- CMYK 87 22 95 8
- RGB 0 131 62
  - #00833e
- CMYK 79 2 100 0
- RGB 28 175 52
  - #1caf34
- CMYK 51 0 77 0
- RGB 98 249 123
  - #62f97b
- CMYK 35 0 39 0
- RGB 175 251 189
  - #affbbd
- CMYK 3 2 78 0
- RGB 252 235 89
  - #fceb59

**Life**
- Pantone 3955
- CMYK 7 2 100 0
- RGB 245 229 3
  - #f5e503
- CMYK 37 31 93 16
- RGB 159 144 42
  - #9f902a
- CMYK 25 20 100 0
- RGB 201 184 5
  - #c9b805
- CMYK 3 72 120 0
- RGB 252 171 128
  - #f5e503

**Governance**
- Pantone 2727
- CMYK 77 52 0 0
- RGB 48 120 219
  - #3078db
- CMYK 100 80 36 24
- RGB 5 55 100
  - #00833e
- CMYK 100 87 13 2
- RGB 120 171 250
  - #003764
- CMYK 0 36 20 0
- RGB 252 188 187
  - #fcfcfb

**Culture**
- Pantone 1785
- CMYK 0 88 74 0
- RGB 252 66 66
  - #fc4242
- CMYK 22 100 78 17
- RGB 170 24 44
  - #d40d0d
- CMYK 11 100 100 2
- RGB 212 13 13
  - #0d408f

**RGB colour palette preferred**
Available colours for different elements

To help you understand how to apply colours to different elements of your visual identity, here are the rules.

**Backgrounds**
Only the three primary colours are used. The choice of colour is based on the nature of the content.

**Iconography**
General rules of contrast are applied.

**Typography**
Only primary colours are used to ensure colour consistency. Colour combinations for text and backgrounds are shown on the following page.

**Graphical elements**
General rules of contrast are applied.

Used only with content representing the communication area:

- Solutions
- Life
- Governance
- Culture

For graphics only:
Colour combinations for typography

Text colours are chosen according to the background colours to ensure readability. On this page we present the possible combinations.

Possible colours for elements based on background colour

Also used in the “Solutions” communication

Dark green

Header

White

Light green

Header

White

Light green

Header

Dark green


Only used in the “Life” communication

Dark green

Header

White

Light green

Header

White

Light green

Header

Dark green


Only used in the “Governance” communication

Dark green

Header

White

Light green

Header

White

Dark green

Header


Only used in the “Culture” communication

White

Header

Improper usage

On this page we provide basic examples of the misuse of colour.

- Do not use other colours.
- Do not use colour inconsistencies of the nature depicted.
- Do not use textures or patterns for backgrounds or other graphic elements.
- Do not use colour combinations that do not ensure readability of the text.

An open platform for public sector transformation
The font used in the visual identity of the brand ensures integrity, is open, easy to read and versatile.
Font and its usage parameters

The font chosen is consistent with the visual identity concept and the typeface of the main logo, and creates a coherent whole with the other elements of this identity.

It is easily accessible, supports different languages and is neutral in character, but when used in accordance with the guidelines on the following pages, it will help to add character and emphasis to the textual information.

Main font:
Sans Serif font will provide versatility by giving a unified visual expression to information of different character:

Inter

Thicknesses used:
Use only the following font thicknesses to divide information by importance, making design decisions clearer:

**Bold**
Semibold
Regular

An alternative to the system font:
If the main font is not available, it is replaced by this systemic font:

Arial Bold
Arial Regular

Download the font from Google Fonts

The font Inter Bold corresponds to the bold Inter font and the font Inter Regular corresponds to the simple Inter font in Microsoft Office programmes.
Font parameters and their relative sizes

These rules will help you understand how to prioritise information using different font weights and sizes.

"Steps" of font sizes

**Bold**
- 60
- For main headings. Should be the most prominent text element in the layout.

**Bold**
- 30
- 50% H1
- For text that complements the headline or for all second priority texts.

**Regular**
- 20
- For blocks of text.

**Semibold**
- 20
- Any font size smaller then H1 with ending 0 or 5. For example 20, 15 or 10.

Call to action (CTA) elements in the layout, say as in the buttons used here.

"All Caps" is not used for any text element, except acronyms.

- All text elements
- ALL TEXT ELEMENTS

Composition of texts in layouts

Here are some examples to help you understand how to apply font-size relationships to different types of information.

It is recommended to use as few different font styles and sizes as possible in layouts.

Example 1

- 40 H1 Bold
- 20 H2 Bold
- 10 CTA SemiBold

3 different font sizes (maximum 5)

Example 2

- 40 H1 Bold
- 20 H2 Bold
- 5 Body Regular
- 20 Fact H1 Bold
- 10 Fact H1 Bold
- 5 CTA SemiBold

Left alignment for all text blocks

An open platform for innovation

Key facts about Lithuania

The future is bright

84 % 1.5 M

www.co-create.lithuania.lt

of young professionals speaks english in Lithuania

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

www.co-create.lithuania.lt
Improper usage

On this page, we provide basic examples of incorrect font usage.

- An open platform for public sector transformation

  - **Do not use “All Caps” for all text elements**

  - **An open platform for public sector transformation**

  - **Avoid the use of hyphenation in headings**

  - **Do not use justify alignment for text**
Stylistics of photos

The photos reflect not only the content but also the tone of the brand. We provide criteria to help you choose images that communicate the character of the brand in a unified way.
Recommendations for the style of photos

Photos are an important part of visual identity, helping to tell the story of Lithuania in a coherent and targeted way. Today, we already know the story we want to tell about our country – to present it as driven, open, modern, inviting us to tackle global challenges together, to create and grow. By presenting Lithuania abroad in a visual language, we want to highlight the key areas of Lithuania's communication as outlined in the Strategy for Lithuania's Presentation Abroad 2020-2030: economy, talent attraction, culture and governance.

Photos are a powerful part of the visual language that can reinforce or undermine a country’s positive image. Therefore, when selecting photos, it is important to assess whether the photo meets all the photo selection criteria. To help you choose the right photo, we recommend that you pay attention to a number of criteria:

- The concept and visual tone of the photo is consistent with the Strategy
- Technical parameters of the photo
- Evaluate whether the photo is subject to the parameters of unusable samples

The examples use associative photos to illustrate the criteria.
Recommendations for the style of photos

Consistency of the photos with the concept and visual tone of the Strategy:

- The photos emphasise collaboration and openness as key selection criteria for the concept of the photos.
- The tone of the photos reflects the values of Lithuanian society: drive, aspiration for excellence, freedom to create and connection with nature.
- The photo reflects the profile of a modern, contemporary Lithuania and talks about the economy, talent attraction, culture and governance.
- The photos show people and their relationship to the environment – other people, their activities (creativity, performance, innovation, etc.) or the context of the environment (e.g. the human connection to nature).

Other recommendations:

- Photos that highlight an object but do not show a person are used in cases where the aim is to highlight, talk about a specific product (e.g. lasers, robots, etc.).
- If the context requires the presentation of Lithuanian history or traditions, it is recommended to show the contrast between traditional and modern Lithuania, nature and technology. However, let's keep in mind the basic principles of cooperation, openness and keeping the focus on the object of the visual story.
Recommendations for the style of photos

Criteria for the technical parameters of the photos:

- The main object of attention or visual narrative (person or object) is highlighted in the photo, as a way to attract attention and avoid visual noise.

- The photo is visually clean (not distracting with irrelevant extraneous objects), compositionally orderly, and highlights the main object(s) of the visual narrative.

- The photo is made of natural, vivid colours. These are best conveyed by early morning, clear skies, golden hour or night with artificial lighting. No filters should be used.

- Editing photos is allowed, but the photo must remain natural.

- It is recommended to use objects of the main colours of the visual identity in the composition of the photos, backgrounds. Choose a background that is as seamless and solid as possible.

- For large-format posters, it is recommended to use a photo that has a sufficiently neutral (image unloaded) background for the text captions.

- The person depicted in the photo is shown from a distance that allows for a qualitative representation of the person's emotion and his/her relationship with the environment – other people, his/her activity (creation, performance, innovation, etc.) or the context of the environment (e.g., his/her relationship with nature). The person must be clearly visible and the images must not be out of focus.
Main criteria for selecting photos

When presenting Lithuania abroad, it is recommended to use photos that comply with the core principles: cooperation, openness, focus on the object. The principle of cooperation and openness will help to reinforce the messages of the Strategy and to broadcast in a targeted way the positioning “Lithuania co-create”, which connects the main directions of Lithuania’s communication and the values of the Lithuanian society.
Openness

The people depicted in the photos and their natural emotions help create the impression of a country that is open – a country that is curious and enthusiastic about new things. We are open to cooperation, to global challenges, to the freedom to create and grow together.

How to achieve this

- Show people and their natural emotions.
- Show people performing some action (making art, innovating, communicating, etc.).

Benefit

Showing openness in the photos will reinforce Lithuania's positioning as an open country.
Collaboration

Photos of people doing joint activities will help create a sense of cooperation. The environment depicted in the photos should be related to their activities – creativity, innovation work, business partnerships, etc.

Benefit

Adherence to this principle will reinforce the main idea of Lithuania’s positioning – Lithuania is energetic, open, inviting to solve global challenges, to create and grow together.
Focus on the object

The main technical criterion for selecting a photo
To direct the viewer's attention to a particular object or person in the photo, you will highlight it by shooting in a neutral, visually unobtrusive environment.

How to achieve this
Choose angles where the subject has as little excess visual information around it as possible.

Benefit
This principle of focusing on the object will help to concentrate on the main object(s) of the visual narrative, i.e., the person or the object, to maintain visual clarity, and avoid visual noise. It will be easier to highlight the topics you want to present.
Photos to avoid:

- Avoid photos of people taken from below, above, behind, very far away or very close. It is recommended that the distance is such that it allows a qualitative portrayal of the person’s emotion and their connection to their environment – to other people, to their activities (creativity, performance, innovation, etc.) or to the context of the environment (e.g. their connection to nature).
- Avoid visual noise in the photos, which interferes with the focus on the main subject(s) of the photo and distracts.
- Avoid unnatural colours (photo filters).
- Avoid grey, dull lighting in which all objects blend into their surroundings.
- Avoid photos with blurred, washed-out images.
- Avoid static photos where people pose artificially.
The use of graphic elements helps to highlight information, draw attention and add to the visual identity as a whole. The following are rules for the use of graphic elements.
Setting rounded corners

Throughout the layout, the corners of the graphic elements are rounded according to the amount of rounding of the corners of the logo used in it.

On this page, we give you the steps to determine the overall amount of corner rounding in a layout or other design tool.

**Step 1**
Set the size of the logo

**Step 2**
Measure one of the rounded corners of the logo

**Step 3**
The corners of all graphic elements in the layout are rounded by the x-dimension

An open platform for innovation
Key facts about Lithuania

The thickness of the linear elements is determined by the thickness of the 'button' line of the logo

www.lithuania.lt
Creating and using an icon

On this page we give the basic rules for creating icons.

Main rules
- Use icons to represent only very clear objects or functions
- Symbol shapes are laconic
- The corners of a symbol within a circle are not rounded

Examples

Usage option 1
The icon can be combined with a rounded linear rectangle.

Usage option 2
Icons may be composed of two symbols, one of which must be contained within a circle, linking it to the overall visual concept.

First steps

General information

Housing

Healthcare

The size of the circle of the icon is determined by the size of the “plus” sign in the layout.

Download icons
The idea of the logo will be extended by the use of a rounded rectangle under the headline. This design solution will allow the visual concept to be revealed interactively.

Combination of the header background and the logo

Available colours for the background element

Against the background of dark photos
A linear rounded rectangle can be used to highlight the text in headlines. This is used to “define” the information we want.

Example

5th among Europe as having happiest employees

Possible colours for bold text

Available colours for the linear rectangle
Improper usage

This page contains examples of incorrect use of graphic elements.

- Do not use different corner rounding radii and different line thicknesses in the same layout.
- Do not use the same colour for a logo and a text background element.
- Do not use icons of a different style.
- In the case of small blocks of text, avoid highlighting sections of text.

Authors of the photo: Thisisengineering Raeng (Unsplash)
The design of the tools reveals the possibilities of visual identity and shows the versatility of its application.
Website
Website

The design of the website is based on general guidelines for the use of visual identity.
Website

Examples of internal pages.

Numquam quasi in dignissimos voluptatem amet velit dolores accusantium nesciunt.


Useful links
- Invest in Lithuania → voluptatem sit aliam quam.
- Enterias Lithuania → voluptatem sit aliam quam.
- Travel in Lithuania → voluptatem sit aliam quam.
- Study in Lithuania → voluptatem sit aliam quam.
- Work in Lithuania → voluptatem sit aliam quam.

Visual presentation of information using typographic solutions, infographics.

Summer temperatures can rise up to 30°C or more, while in winter they can fall as low as -25°C.

Photos by: Thisisengineering (Pexels), Egidijus Bielskis (Unsplash)
Website

Examples of internal pages.

User experience design (UX) solutions to adapt to different device settings.
Outdoor advertising
Outdoor advertising

The visualisations provide examples of recommended visual identity solutions for outdoor advertising.

An open platform for discovery and co-creation

www.lithuania.lt

Photos by: D. Matvejev, Fox (Pexels)
Social networks
Elements of social networks

On this page we present the main tools for social network profiles.

Account cover photo
The visual presentation used may be animated. It could be complemented by image photos in the future.

Profile photo
Do not round corners with different radii or do not use lines of different thickness.
Social media post template

We use a social media post template to link the content to the brand. All the elements used in this template will help to achieve coherence in communicating the brand.

Element positions

Available backgrounds
Use one of the following colours for the post backgrounds, or a photo that reflects the content.

Font style and colours
For headlines, use only bold font and a colour that contrasts with the background.

Photos by: D. Matvejev, Cottonbro (Pexels)
Improper usage

On this page you will find examples of inappropriate entries and the graphic elements they contain.

- Do not use posts without a frame
- Do not use other fonts for headings
- Do not use visual material that has no visual link to the visual identity
- Do not modify the frame or change its position
- Headings should be kept as short as possible in the picture of the post. Detailed information should be written in the text of the post

Photos by: D. Matvejev, D. Matvejev, D. Matvejev, Nouri Atchabao (Vecteezy), D. Matvejev, D. Matvejev
Presentation template
Example of a presentation template

The presentation template is versatile, easily adaptable to different information. The readymade template will help to ensure a consistent use of the visual identity in presentations.
Example of a presentation template

Examples of internal pages.

Photos by: Renatas Venclova / VGTU LinkMenų fabrikas, Fox (Pexels)
Example of a presentation template

Examples of internal pages.
Souvenirs
T-shirt

The T-shirts are handwritten with associative words in a style example.
T-shirts
Souvenirs
Other means
Stand

The general rules for the application of visual identity apply to the graphic design of the stand.
Envelope

Envelope dimensions 220x110 mm (DL). Available colours – white and light green.
Business cards

Business card dimensions 85x55 mm. Available in white, light green, dark green. For light green printing, use the Pantone colour.

The corners of the business card are rounded to create an overall visual identity.
Examples of document templates

Alongside the mandatory attributes: visual identity colours, font and logo.
Suggested example of a letter to a foreign country

For formal documents, only the logo is used. Its location and size is chosen in accordance with the rules set out in these guidelines.
Press release to foreign media

We use a combination of logo and heading, as well as font and colours throughout the document.
Example of an electronic invitation

The following example will help you to create electronic invitations. It applies all the general rules for the use of visual identity.

Invitation to an event

Lithuania image in global media: measuring, evaluating, and becoming visible.

Date - August 5th
Location - ÒZoomÓ platform
Duration - 6h

Registration

Registration deadline 2020 10 30

8.45 - 9.00  Registration
9.00 - 11.00  Introduction
11.00 - 13.00  Lorem ipsum dolor sit amet, consectetur adipiscing elit.
13.00 - 14.00  Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
14.00 - 15.00  Duis aute irure dolor in reprehenderit in voluptate velit esse
Email signature

Use ready-made email signatures for institutions, which apply the visual identity guidelines to contacts.

In exceptional circumstances, only the logo may be used.
Photo wall

We use only dark green for the background of the photo wall to ensure an aesthetically pleasing image in the photos.
Promotional stand

Here is an example of a freestanding stand design where we apply the general rules for the use of visual identity.
An example of a newsletter design where we apply the general rules for the use of the visual identity and adapt them to the technical possibilities of the newsletter.
Video vignette

Here are some shots of a video vignette. We use a logo and additional graphic elements. Animation highlights the interactivity of the visual concept.

Download video vignette
If you have any questions about the application of the guidelines for the use of the visual identity for presenting Lithuania abroad, please contact us:

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In collaboration with: