BIĻEŠU SERVISS

BASIC ELEMENTS OF THE DESIGN

2007

BASIC ELEMENTS OF THE DESIGN

LOGOTYPE

Biļešu serviss logotype consists of the words from the name of the company. The letter e is single in both words and it is accented also showing the wide service on the Internet.

biļešu serviss

BASIC ELEMENTS OF THE DESIGN

LOGOTYPE COLOURED LAYOUT

Has to be used only on white background.

LOGOTYPE BLACK-AND-WHITE LAYOUT

Have to be used only on white background.

2007

BASIC ELEMENTS OF THE DESIGN

LOGOTYPE BLACK-AND-WHITE LAYOUT
WITH BACKGROUND

Black-and-white version has to be used only on
white or black background.

Can be used on any background.

Can be used on any background, except black.

BASIC ELEMENTS OF THE DESIGN

COLOURED LOGOTYPE LAYOUT WITH BACKGROUND

Colored version has to be used only on white or black background.

Can be used on any background.

Can be used on any background, except black.

KINDS OF LOGOTYPE WITH BACKGROUND

Only two versions permitted

Can be used on any background, except red.

Can be used on any background, except yellow.

2007

BASIC ELEMENTS OF THE DESIGN

COLORS

Colors that have to be used

PANTONE 426	PANTONE 192	PANTONE 137

CMYK

C - 0	C - 0	C - 0
M - 0	M - 93	M - 35
Y – 0	Y – 64	Y – 90
K - 100	K - 0	K - 0

RGB

R - 0	R - 239	R - 252
G - 0	G - 56	G - 176
B - 0	B - 81	B - 52

ORACAL

070	032	020

BASIC ELEMENTS OF THE DESIGN

THE AREA OF LOGOTYPE

In order to provide full reading of the logotype there is set area of logotype. Other graphical elements of visual material - text, other logotypes ect.- can not be located there.

Module 1x is made of the letter of the logotype 2 thickness.

BASIC ELEMENTS OF THE DESIGN

FONTS

Frutiger is the basic font of the graphical identity - usable in official papers (form headlines, visiting cards ect)

Garamond Pro is additional font and usable in special official papers and other printed works.

Frutiger Regular

ABCDEFGHIJKLMNOPRSTXYUVZ
abcdefghijklmnoprstxyuvz
1234567890

Frutiger Regular

ABCDEFGHIJKLMNOPRSTXYUVZ
abcdefghijklmnoprstxyuvz
1234567890

Frutiger Bold

ABCDEFGHIJKLMNOPRSTXYUVZ
abcdefghijklmnoprstxyuvz
1234567890

Adobe Garamond Pro

ABCDEFGHIJKLMNOPRSTXYUVZ
abcdefghijklmnoprstxyuvz
1234567890

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPRSTXYUVZ
abcdefghijklmnoprstxyuvz
1234567890

Adobe Garamond Pro Semibold

ABCDEFGHIJKLMNOPRSTXYUVZ
abcdefghijklmnoprstxyuvz
1234567890

2007

BASIC ELEMENTS OF THE DESIGN
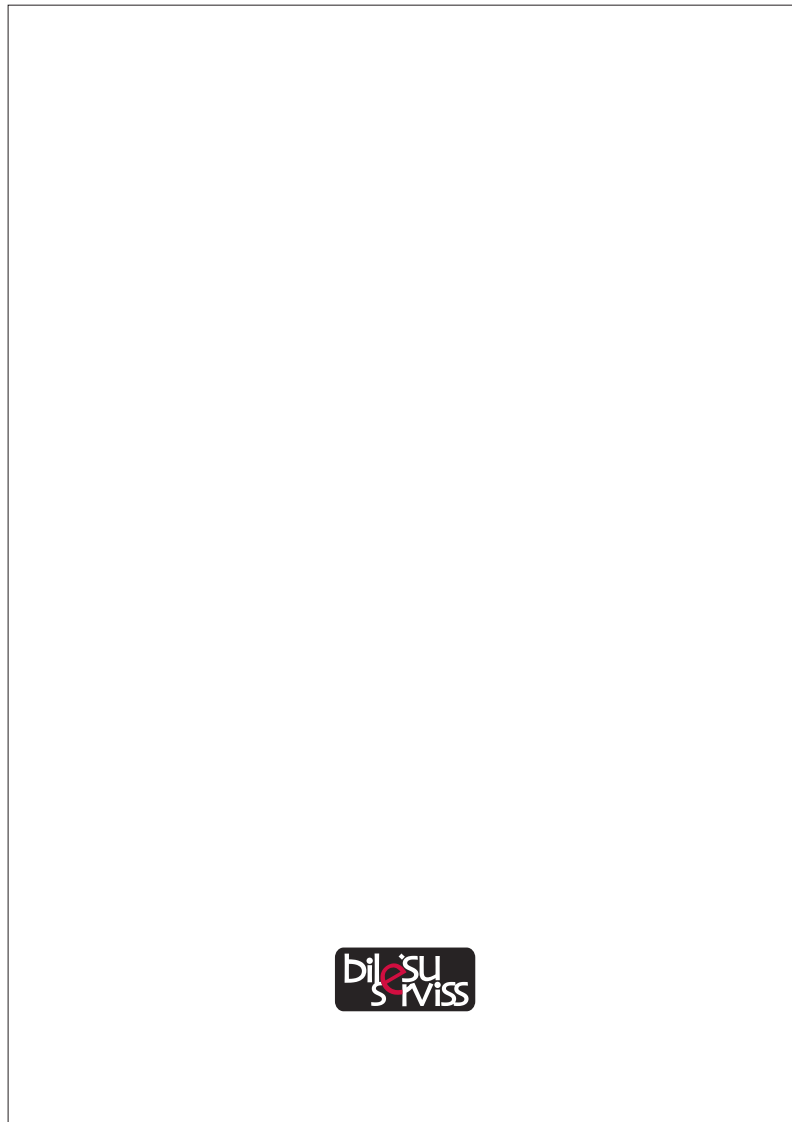
THE SIZE OF LOGOTYPE

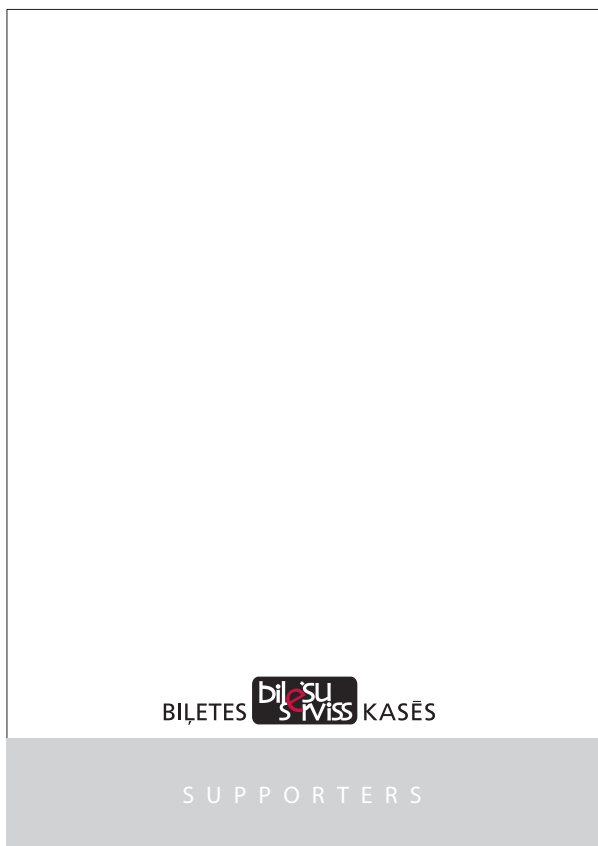The minimal size - width of it 10mm

10mm

THE SIZE OF LOGOTYPE IN AREA

The logotype has to be not less than 1% of total area of the material.

BASIC ELEMENTS OF THE DESIGN

INFORMATION LEAFLET

In the information leaflets about tickets:
- The logotype has to be not less than 1%
of total area of the material.
- Information is not located next to the information
about the promoters, but it is located above them
on the left side or in the middle

BIĻETES **biļešu serviss** KASĒS

SUPPORTERS

BIĻETES **biļešu serviss** KASĒS

SUPPORTERS

BIĻETES **biļešu serviss** KASĒS

SUPPORTERS

Information has to be shown in the following way:

BIĻETES **biļešu serviss** KASĒS
www.bilesuserviss.lv

SUPPORTERS

BIĻETES **biļešu serviss** KASĒS
www.bilesuserviss.lv (Statoil, Reklamarket, Hansabanka, Latvijas Pasts)

SUPPORTERS