



BRANDBOOK  
by Go Vilnius

VILNIUS IS

- **BOLD**
- **COMFY**
- **NEXT**
- **ARTISTIC**

# VILNIUS LOGO / Versions

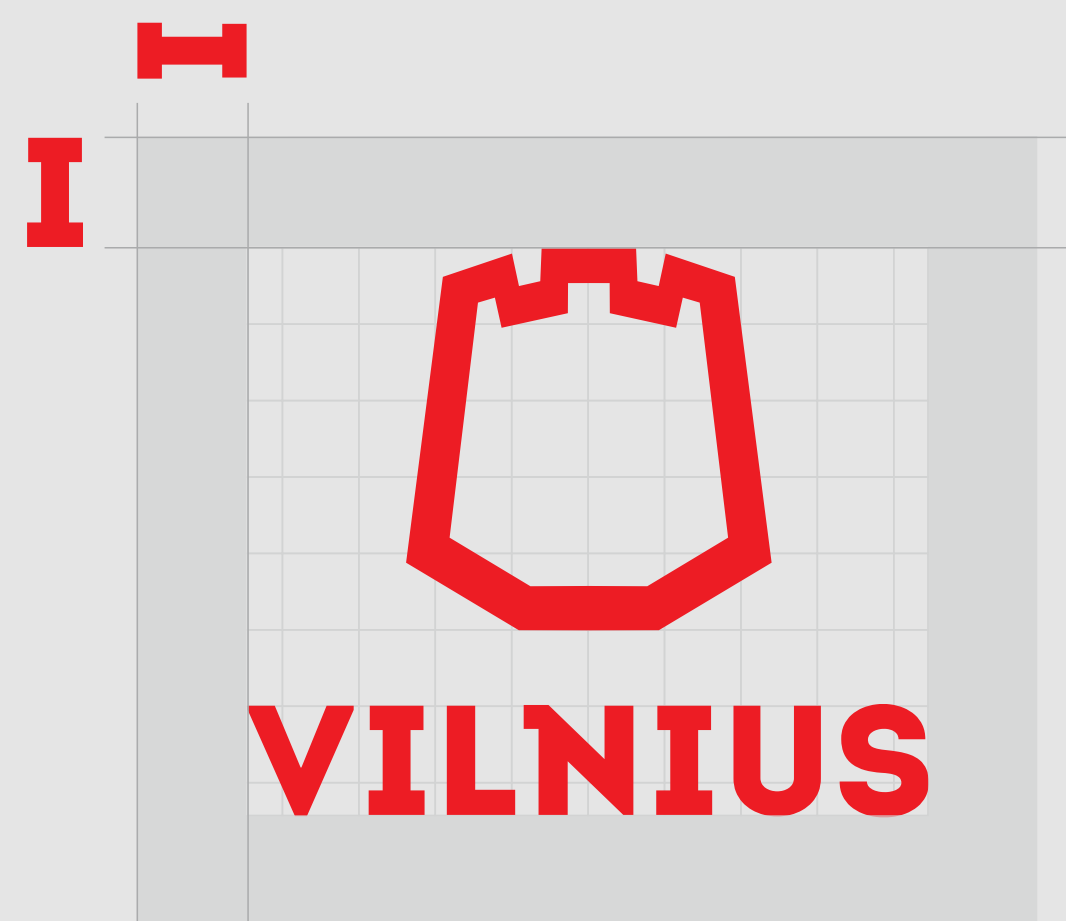


Vertical logo  
The main version



Horizontal logo  
Additional version

# VILNIUS LOGO / Safety zone



**I** ] safety zone  
Letter "I" height

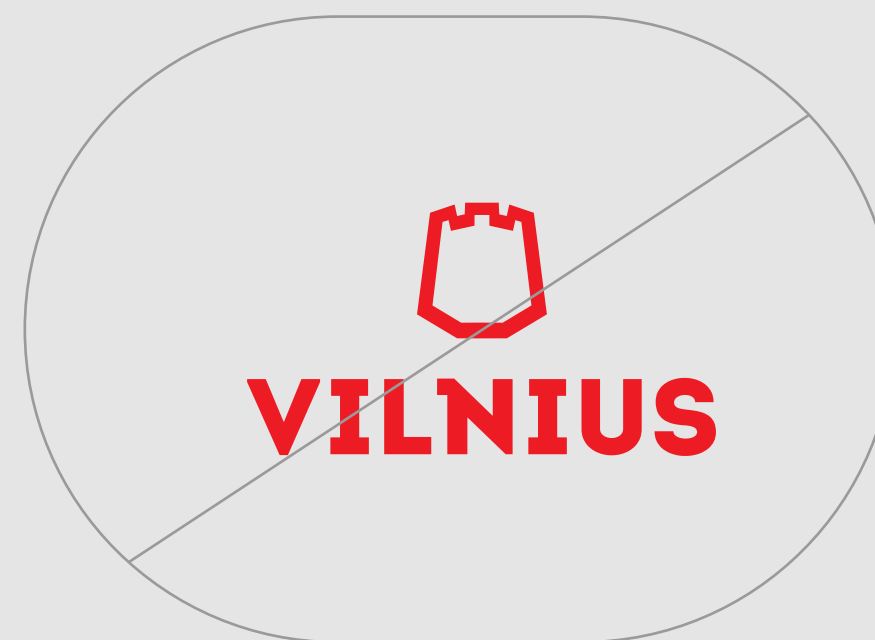
# VILNIUS LOGO

## Improper use\*

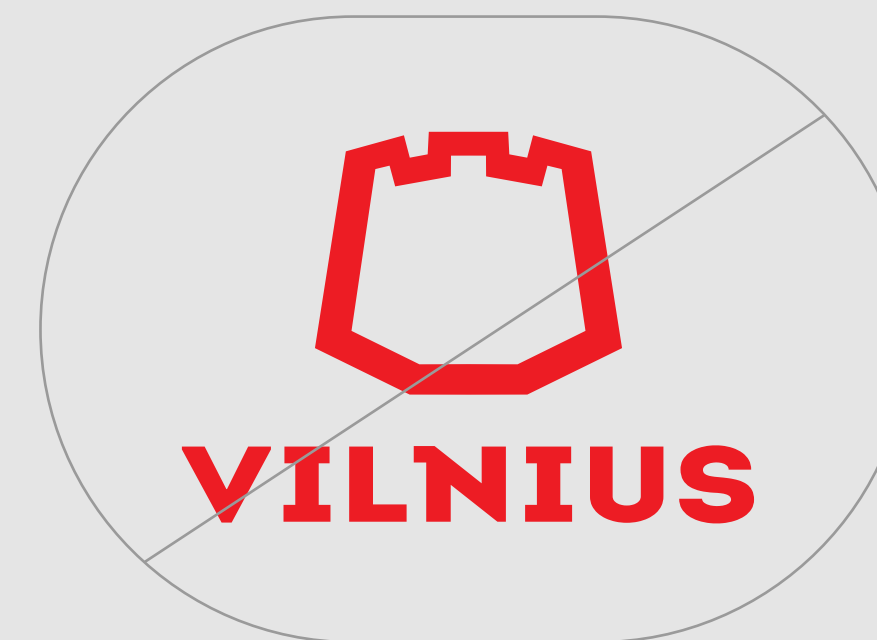
\*applies to all versions of the Vilnius logo)



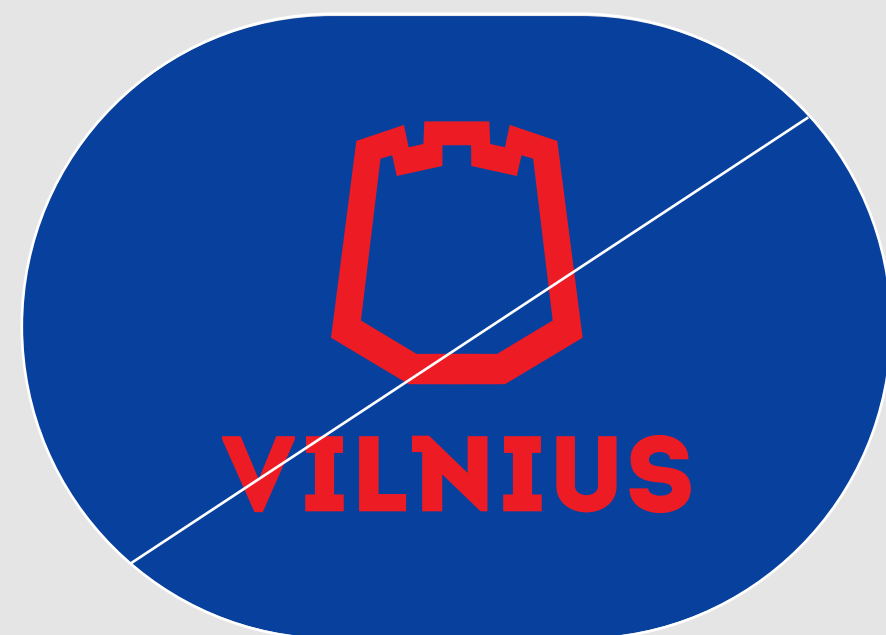
Use of additional effects



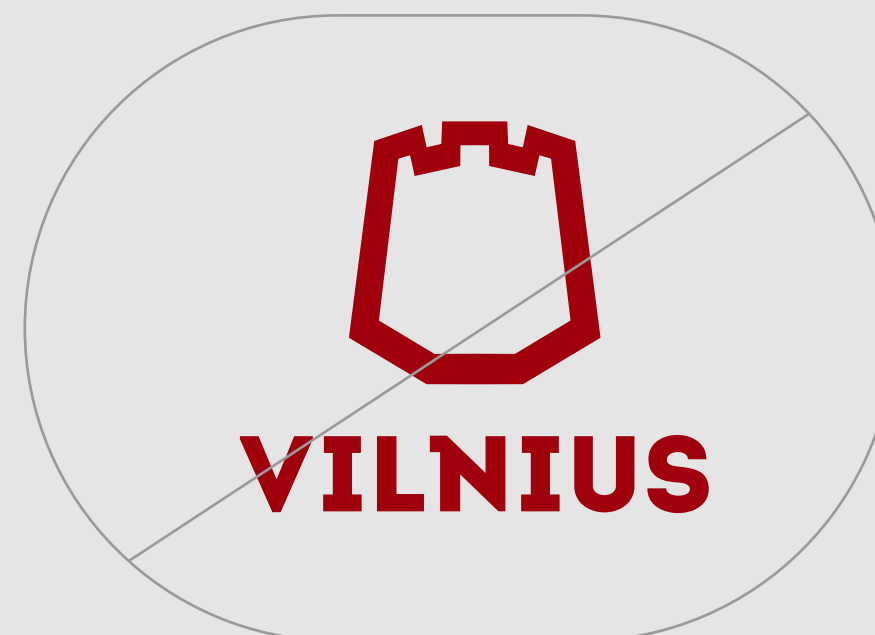
Changing the ratio of text & symbol sizes



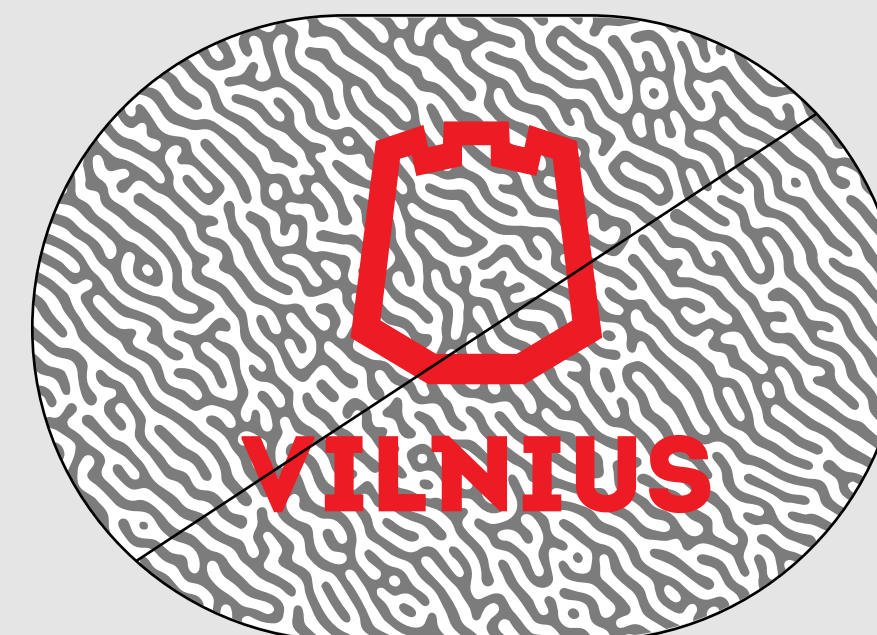
Distorting logo proportion



Red logo on an intense color background



Logo color distortion



Logo usage on an intense graphic background

LOGO / Vertical



LOGO / Horizontal



VILNIUS LOGO WITH SLOGAN / Safety zone



**VILNIUS**

[ Unexpectedly amazing ]



**VILNIUS**

Unexpectedly  
amazing

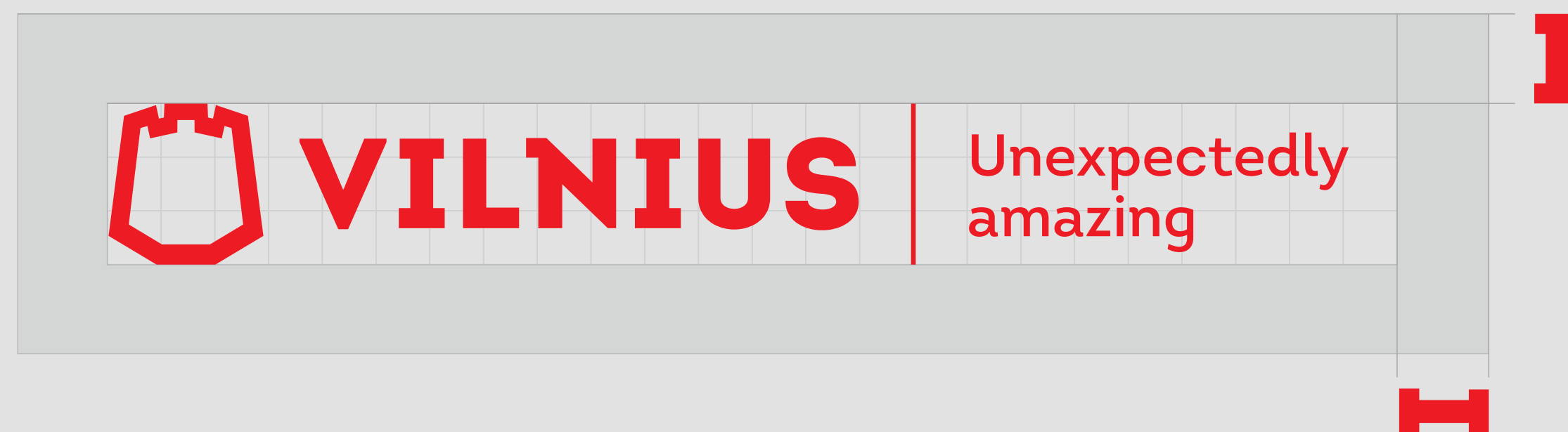
Vertical logo  
with slogan

Horizontal logo  
Additional version

# VILNIUS LOGO WITH SLOGAN / Safety zone

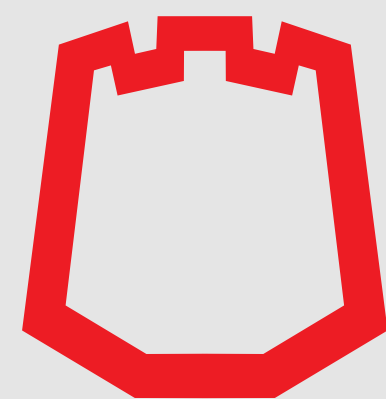


The logo must be surrounded by a clear space that must be free from other elements (e.g. images, text). The space also serves as a minimum distance from the edge of any given format.



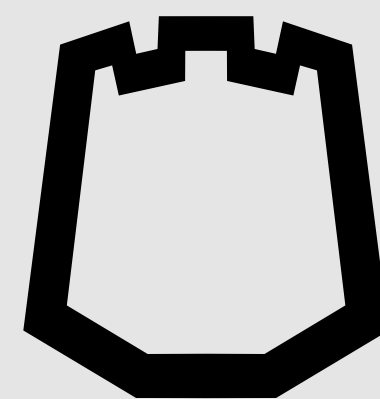
**I** ] safety zone  
Letter "I" height

LOGO / Color versions



**VILNIUS**

[ Unexpectedly amazing ]



**VILNIUS**

[ Unexpectedly amazing ]



**VILNIUS**

[ Unexpectedly amazing ]

LOGO / Color versions





VILNIUS LOGO WITH SLOGAN / Safety zone



#### Horizontal logo

Additional version. This version is suitable for very tight space. For example, this logo can be used on some souvenirs such as pencils, pens etc.

# VILNIUS LOGO WITH SLOGAN / Safety zone



**I** ] safety zone  
Letter "I" height

LOGO / Color versions

 **VILNIUS** | Unexpectedly amazing

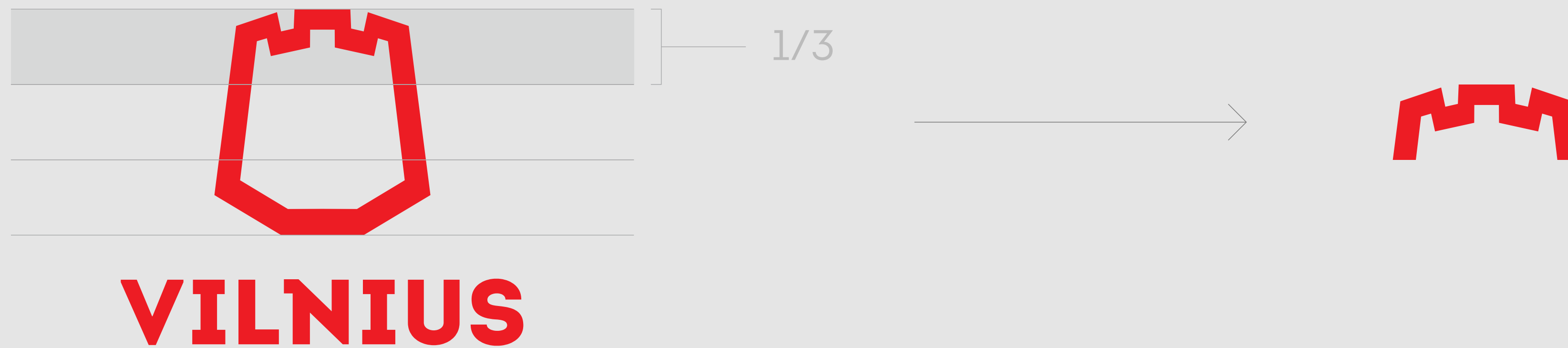
 **VILNIUS** | Unexpectedly amazing

 **VILNIUS** | Unexpectedly amazing

VILNIUS LOGO WITH SLOGAN / The Gediminas' Tower as a graphic element



# THE GEDIMINAS TOWER / as a graphic element



VILNIUS LOGO WITH SLOGAN / Vertical version



**VILNIUS**

[ Unexpectedly amazing ]

VILNIUS LOGO WITH SLOGAN / Horizontal version



**VILNIUS**

Unexpectedly  
amazing

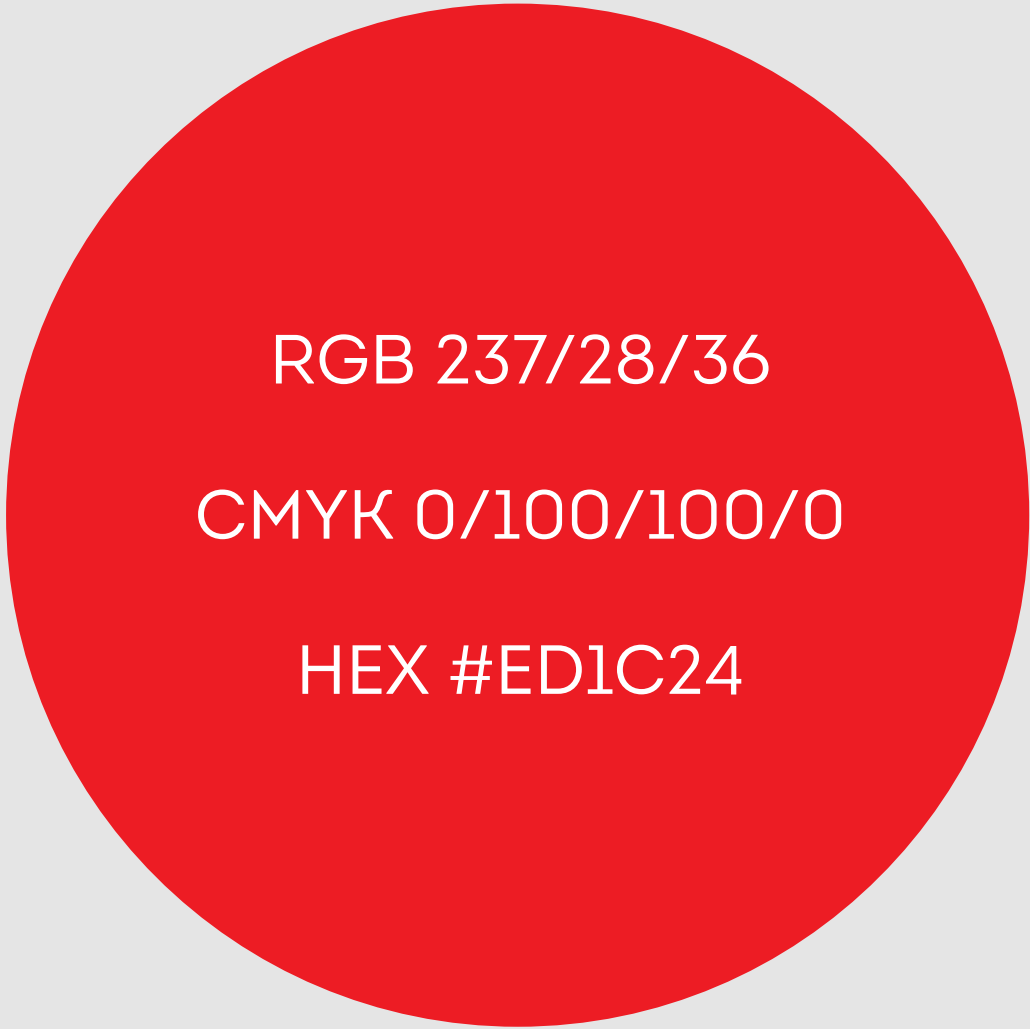
VILNIUS LOGO WITH SLOGAN / The Gediminas' Tower as a graphic element

# VILNIUS

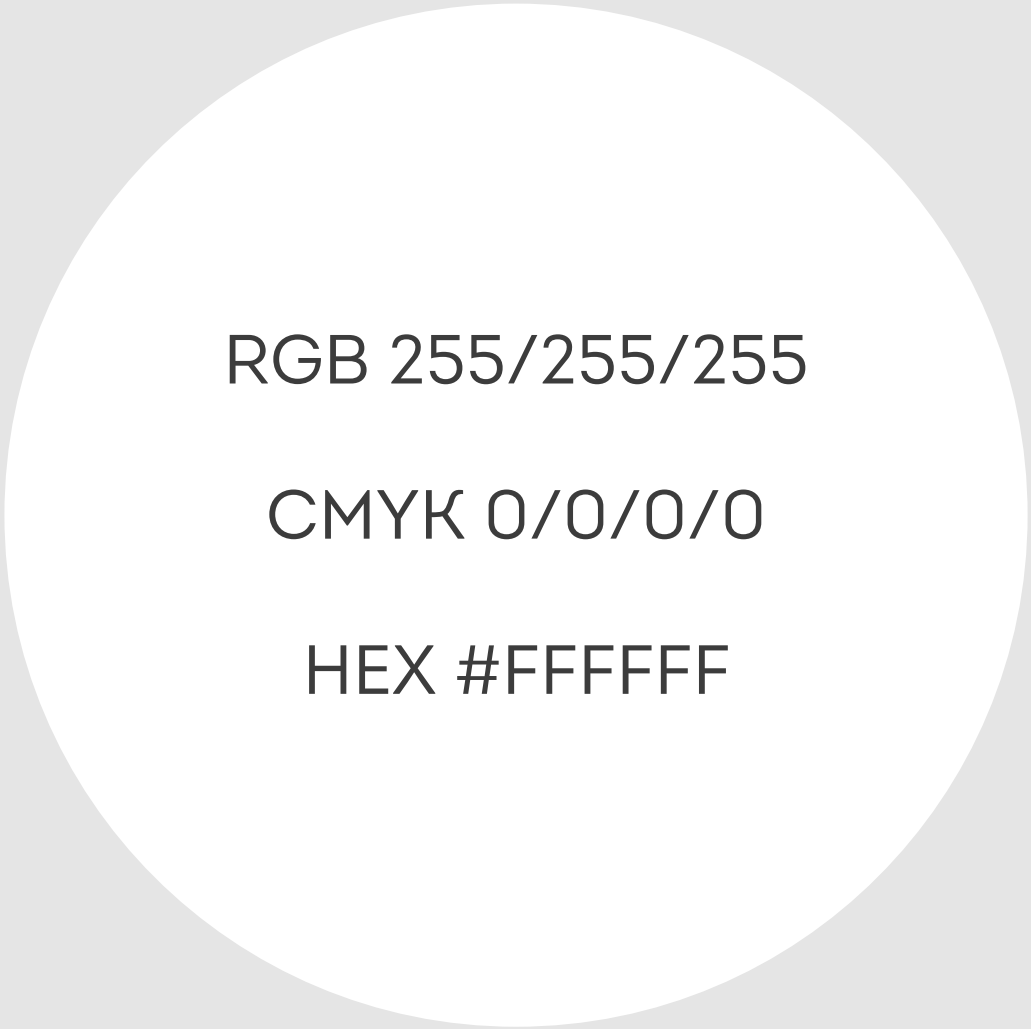
[ Unexpectedly amazing ]




# VILNIUS COLOR PALETTE / Main colors



RGB 237/28/36  
CMYK 0/100/100/0  
HEX #ED1C24



RGB 255/255/255  
CMYK 0/0/0/0  
HEX #FFFFFF



RGB 235/235/235  
CMYK 7/5/5/0  
HEX #EBEBEB



# VILNIUS COLOR PALETTE / Additional colors



RGB 0/0/0

CMYK 60/40/40/100

HEX #000000

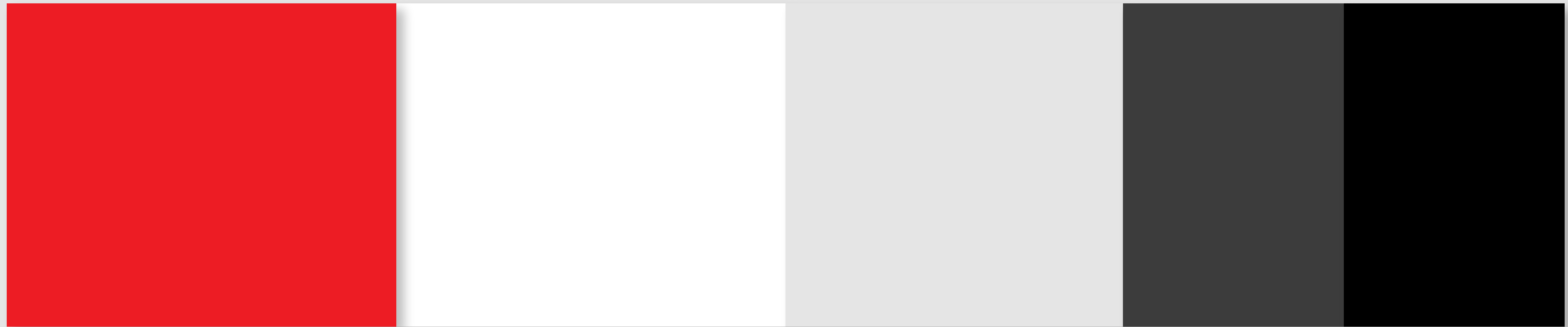


RGB 60/60/60

CMYK 68/62/60/50

HEX #3C3C3C

PERCENTAGE / of color usage





## MAIN FONT

Intro font is used for headings and text blocks

The **BOLD** or **SEMI BOLD** versions of the font are usually used for headings. The **REGULAR** version of the font is used for longer blocks of text.

● **INTRO**

○ Aa Bb Cc Čč Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

○ Oo Pp Qq Rr Ss Šš Tt Uu Vv Ww Xx Yy Zz Žž

○ 01234567890 ! @ # % ^ & \* ( ) { } [ ] < > ? , .



# HEADLINES / Example

Filled font headline.  
Font: Intro BOLD.

— **VILNIUS IS...**

Outlined font headline  
The line is thin and subtle (2 pt.).  
Font: Intro BOLD.

— VILNIUS IS...



## HEADLINES / Longer Headline Example

Split a longer headline into parts. The first part is UPPERCASE, BOLD and twice as big, the second part is LOWERCASE, REGULAR. Use two colors.

Split a longer headline into parts. The first part is UPPERCASE, BOLD and twice as big, the second part is UPPERCASE, REGULAR. Use the same color.

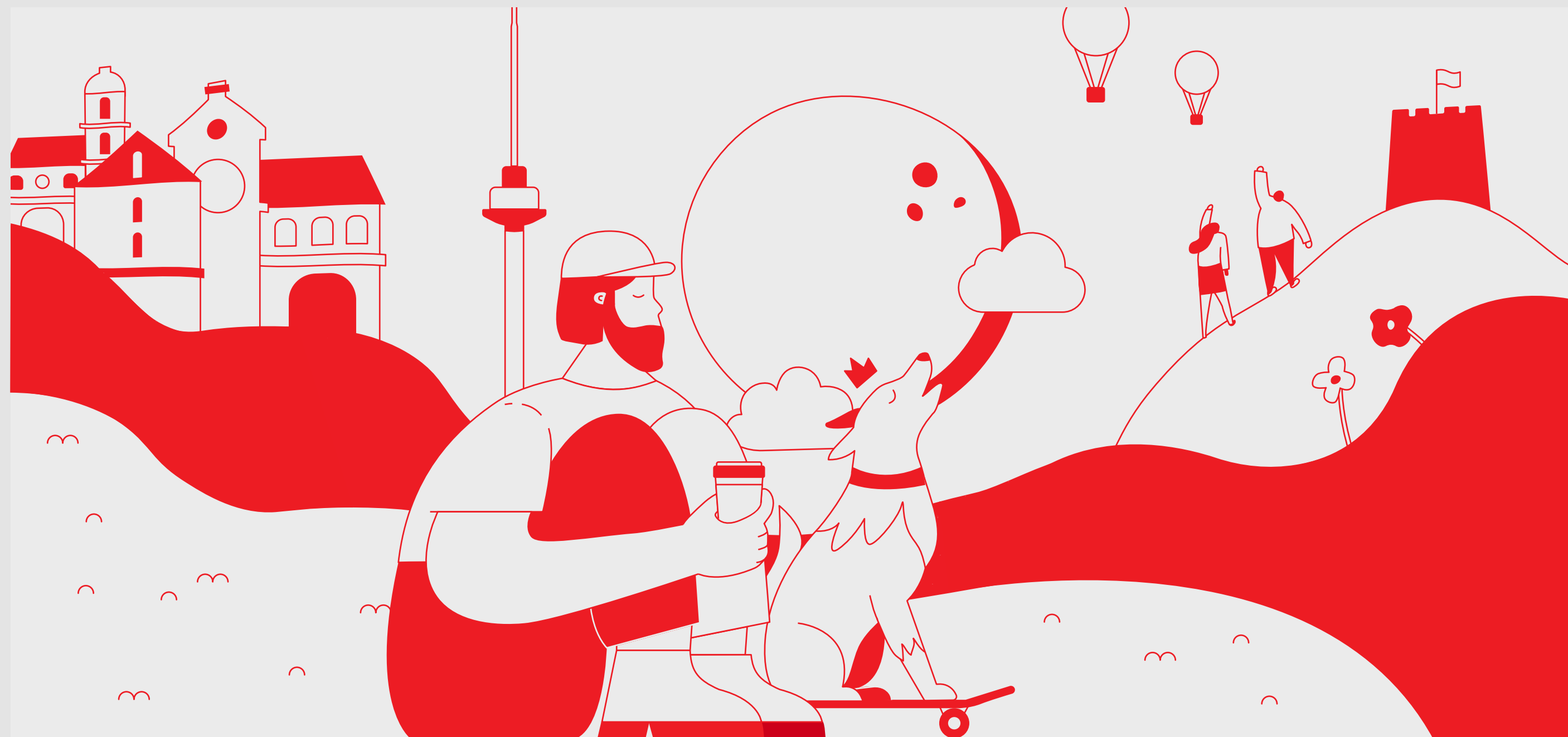
Split a longer headline into parts. The first part is UPPERCASE, BOLD, OUTLINED and twice as big, the second part is LOWERCASE, REGULAR. Use two colors.

— **VILNIUS IS**  
Bold, artistic, comfy, next

— **VILNIUS IS**  
BOLD, ARTISTIC, COMFY, NEXT

— **VILNIUS IS**  
Bold, artistic, comfy, next

# ILLUSTRATION / Example of illustration style



# IMAGERY / Photos with people



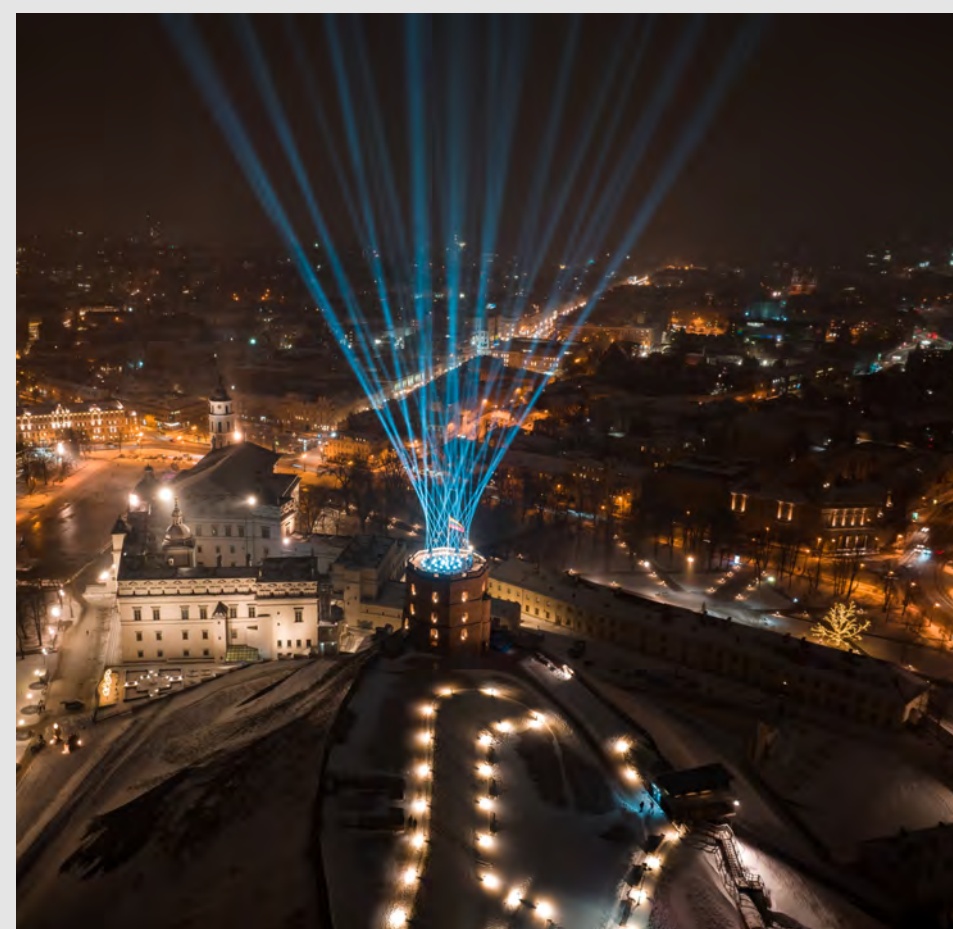
People's poses, facial expressions should be natural. They should be in natural surroundings and truly enjoying Vilnius. Instead of artificial, we should use natural daylighting.

Bonus: use photos with people and their pets.

Photos should be colorful & bright.



# IMAGERY / Photos of Vilnius



For images of Vilnius, we should use the ones with natural colors, deeper tones, and interesting compositions. Do not use imagery with a grey sky, trashy environment etc.

Day photos should be bright. Night photos should be contrasting with cozy lights.

Text as a main character  
Use strong headline and illustrate it with just one simple and minimal photo.

**Paris, naming  
the baby Vilnius?**



**Got tired of  
drama?**



**Fancy more than  
3 tomatoes?**

**Come to Vilnius**



# SOCIAL MEDIA / Layouts

## Character with a sign

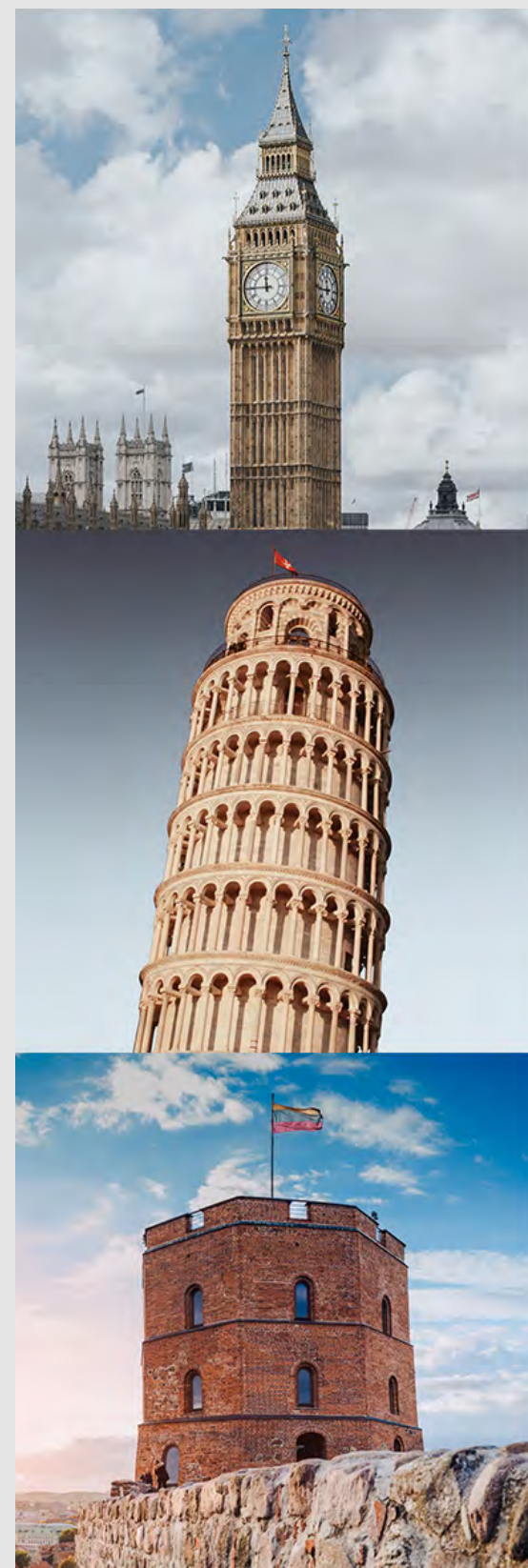
Posed photos with a meaningful sign.  
Text can be added with photoshop.



# SOCIAL MEDIA / Layouts

## Meme format

It is important to use brand colors and fonts.



REGULAR

*ITALIC*

**BOLD**

**Vilnius today:**



# SOCIAL MEDIA / Reels text layouts

## Example no. 1

Use white color. Choose the main word that stands out and use Intro Bold font for it.

For other text use Intro Regular font (or Semi Bold if needed)

LOREM IPSUM DOLAR  
**VILNIUS**  
lorem ipsum



# SOCIAL MEDIA / Reels text layouts

## Example no. 2

Use red blocks (with slightly rounded corners) for text background. Opacity of the block should be 80%.

For other text use Intro Regular font (or Semi Bold if needed) in white color.



# SOCIAL MEDIA / Reels text layouts

## Example no. 3

Use some red text with white outline (2 pt) and combine it with white text or white text on the red block with slightly rounded corners.

**VILNIUS**

**Vilnius lorem ipsum dolar sit**



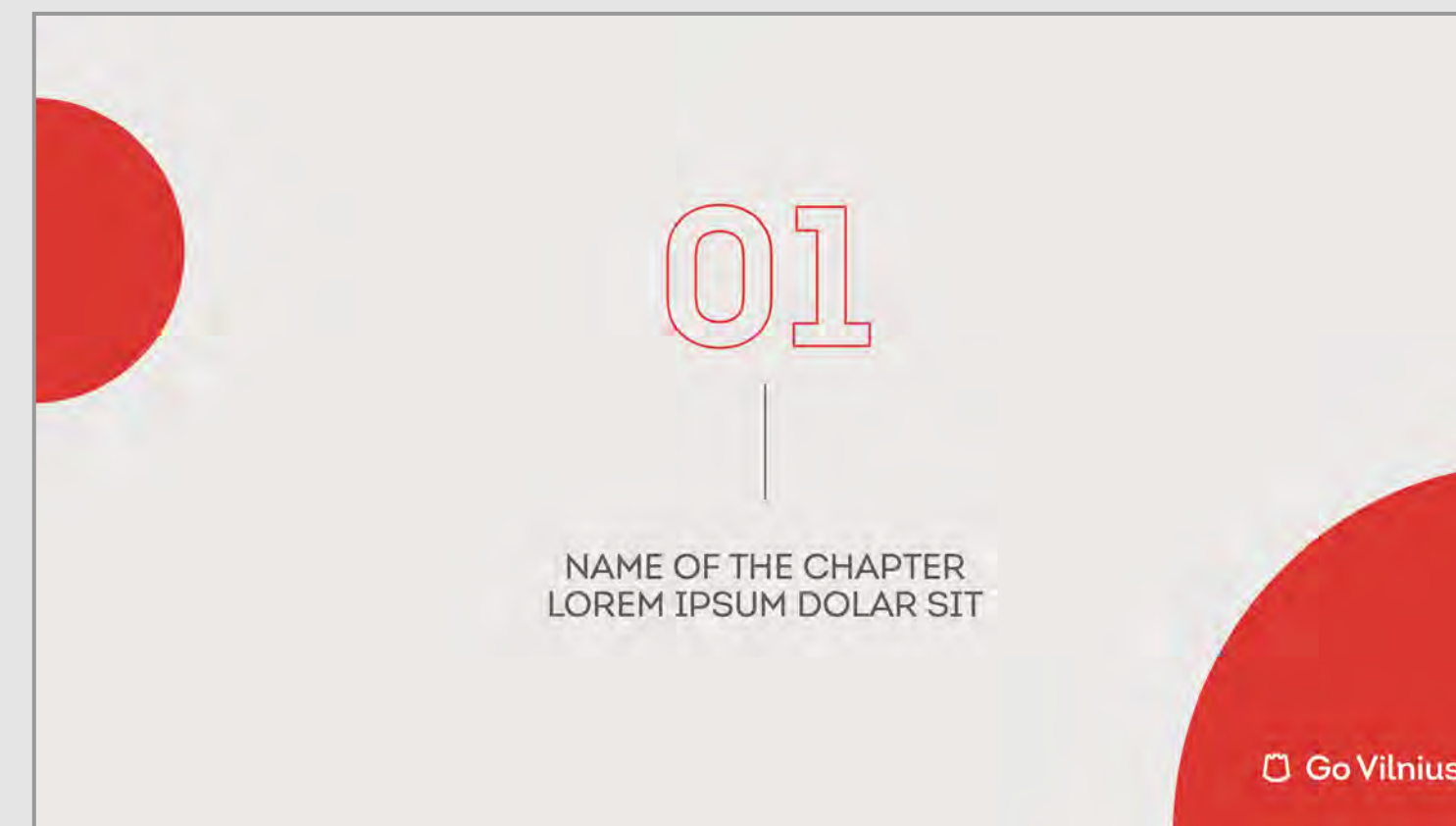
# DIGITAL BANNER / Examples of different formats



# DIGITAL BANNER / Examples



# PRESENTATION / Find presentation template [here](#)



# SOUVENIRS / See the attachment for more



## The main line of souvenirs

All the objects need to be red and have white Vilnius logo with slogan on it. It is possible to have white souvenir with red logo on it.

The logo can be horizontal, vertical and even the one where The Gediminas' Tower is used separately as a graphic element.

# VIDEO SCREENSAVER / Packshot



# SOCIAL MEDIA / Profile Picture & Cover



# BUSINESS CARD



## Side 2

Go Vilnius or Vilnius  
logo (text version)  
+ Contact info  
QR code is optional.


# E-MAIL SIGNATURE / Go Vilnius



**Go Vilnius**

NAME SURNAME  
Position position

name.surname@govilnius.lt  
+370 0000 0000  
Gynėjų g. 16, LT-01109 Vilnius  
www.govilnius.lt



**Go Vilnius**

NAME SURNAME  
Position position

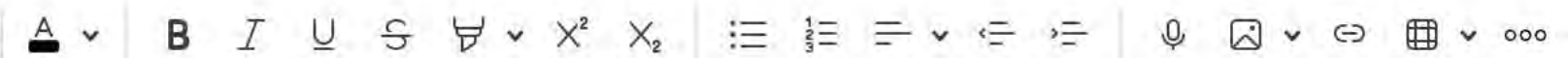
name.surname@govilnius.lt  
+370 0000 0000  
Gynėjų g. 16, LT-01109 Vilnius  
www.govilnius.lt

↑  
This part is changeable

Use the visual of the going on campaign

To:  Cc Bcc

Subject: Letter from Go Vilnius Priority ▾


Open Sans 10,5 

Dear, Name Surname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Best regards,



**Go Vilnius**

NAME SURNAME  
Position position

name.surname@govilnius.lt  
+370 0000 0000  
Gynėjų g. 16, LT-01109 Vilnius  
www.govilnius.lt

# STATIONERY / Blank & Envelope



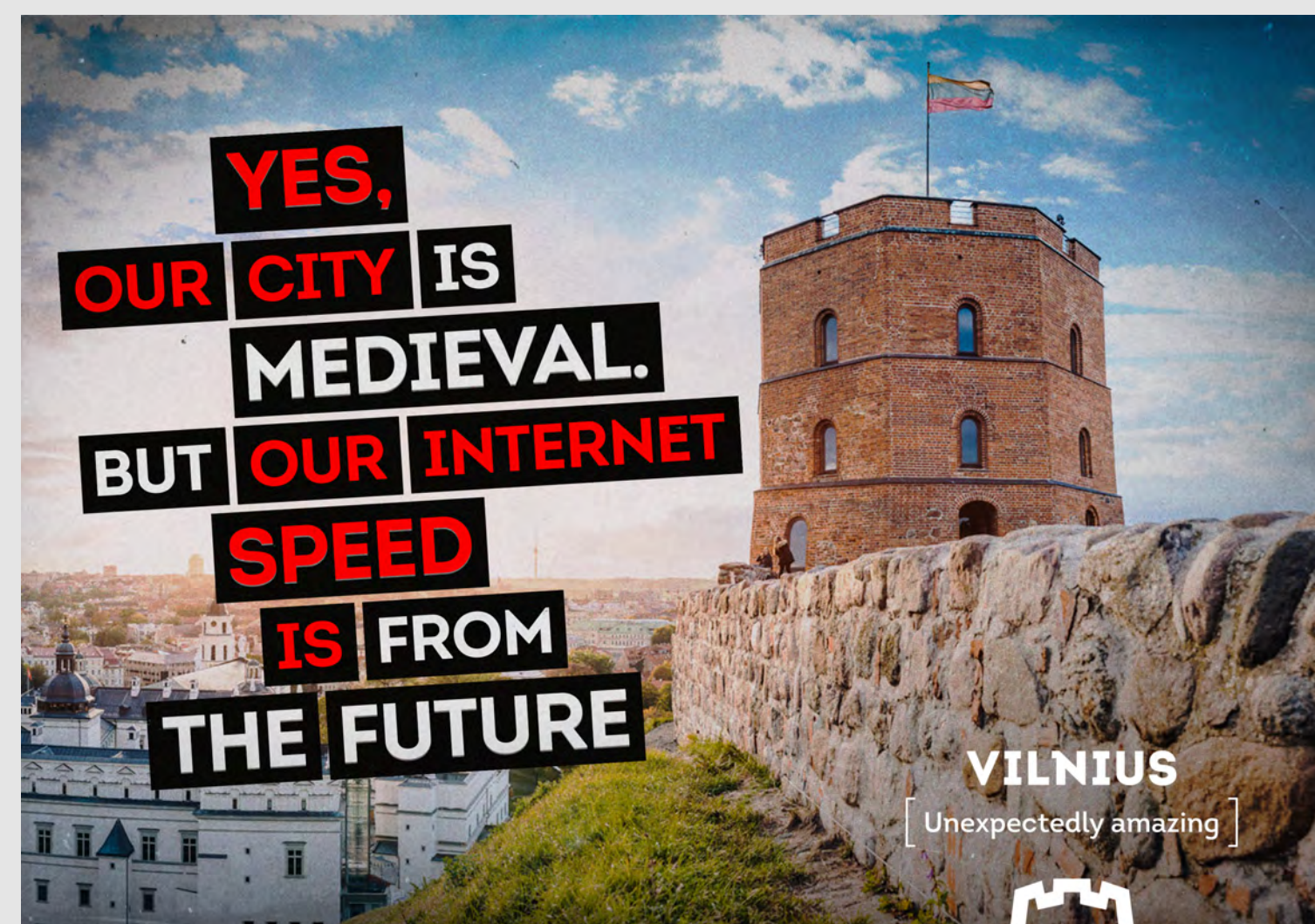
# PRINT MEDIA / Design Example



# CAMPAIGN KEY VISUALS / Example

## Stick to brand guidelines

Use brand font, colors, logo even if You are creating new key visual.



# UNEXPECTEDLY AMAZING / Key Visuals



Photo of Vilnius

Effects:

Grain

Dust & scratches

Darker sides & corners.

IT'S  
**BORING.**  
IF YOU  
**FIND FUN**  
**BORING**

## Text

All the words need to have their own black background. Use red and white colors for text in order to mark the important words (key words)

**VILNIUS**  
[ Unexpectedly amazing ]



## Logo

Use deconstructed logo with The Gediminas' Tower as a graphic element.