

GO VILNIUS

BRAND GUIDELINES

2025

COMFY

ARTISTIC

BOLD

NEXT



GO VILNIUS

VILNIUS

VILNIUS

BUSINESS

VILNIUS

CONVENTION BUREAU

VILNIUS

INTERNATIONAL HOUSE

VILNIUS

TOURIST CENTRE

LOGO

Go Vilnius & Vilnius



GO VILNIUS LOGO

GO VILNIUS

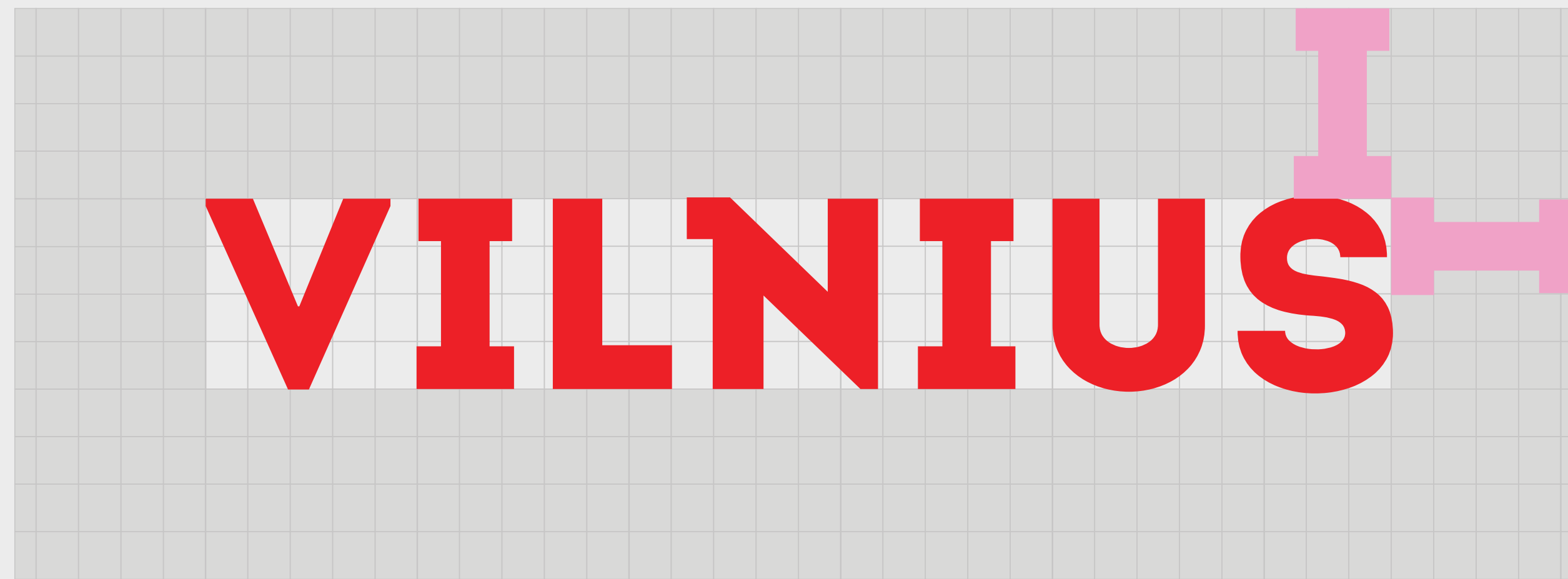


The logo must be surrounded by a clear space that must be free from other elements (e.g. images, text). The space also serves as a minimum distance from the edge of any given format.

] safety zone
Letter "I" height

VILNIUS LOGO

VILNIUS



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

VILNIUS LOGO VARIATIONS



VILNIUS

Horizontal logo
Main version




VILNIUS



 **VILNIUS**

Horizontal logo
Additional version

Vertical logo
(with graphic element)

IMPORTANT!

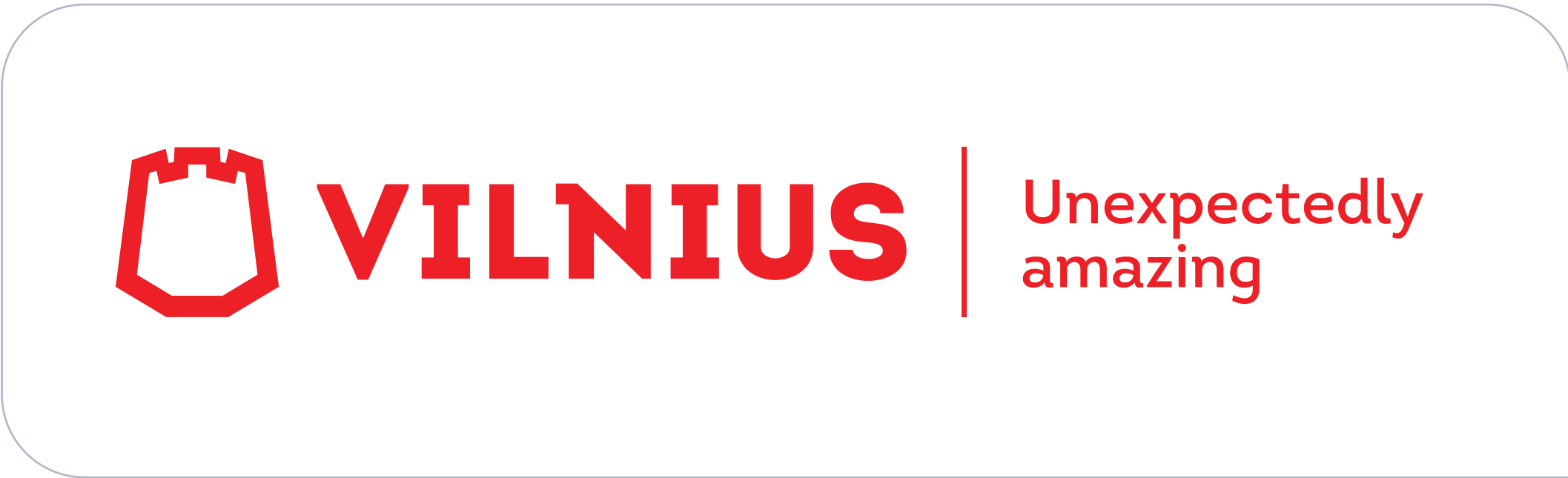
I]

All the logos require
the safety zone of
letter "I" height

VILNIUS LOGO WITH SLOGAN



Vertical logo
with slogan



Horizontal logo
Additional version

VILNIUS LOGO WITH SLOGAN

VILNIUS
[Unexpectedly amazing]

Option without
graphic element 01

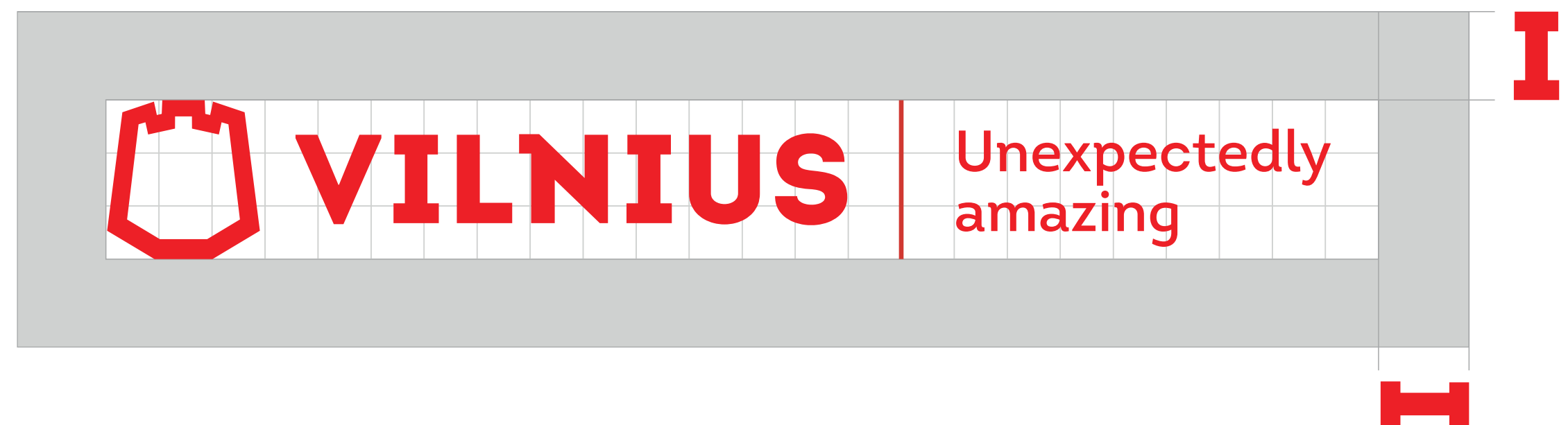
VILNIUS | Unexpectedly
amazing

Option without
graphic element 02



I] safety zone
Letter "I" height

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.



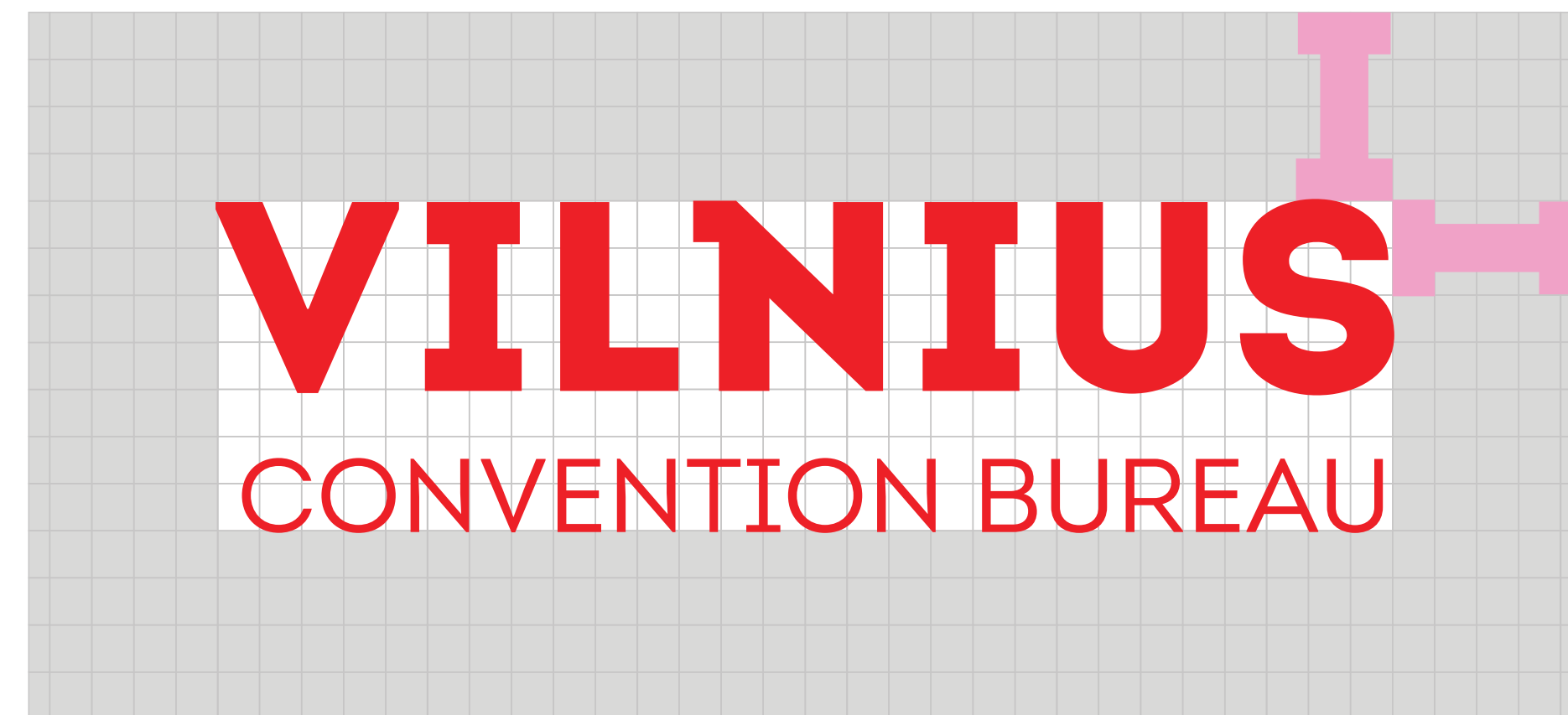
VILNIUS BUSINESS LOGO



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

VILNIUS CONVENTION BUREAU LOGO



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I] safety zone
letter "I" height

VILNIUS CONVENTION BUREAU LOGO



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I] safety zone
letter "I" height

VILNIUS CONVENTION BUREAU LOGO

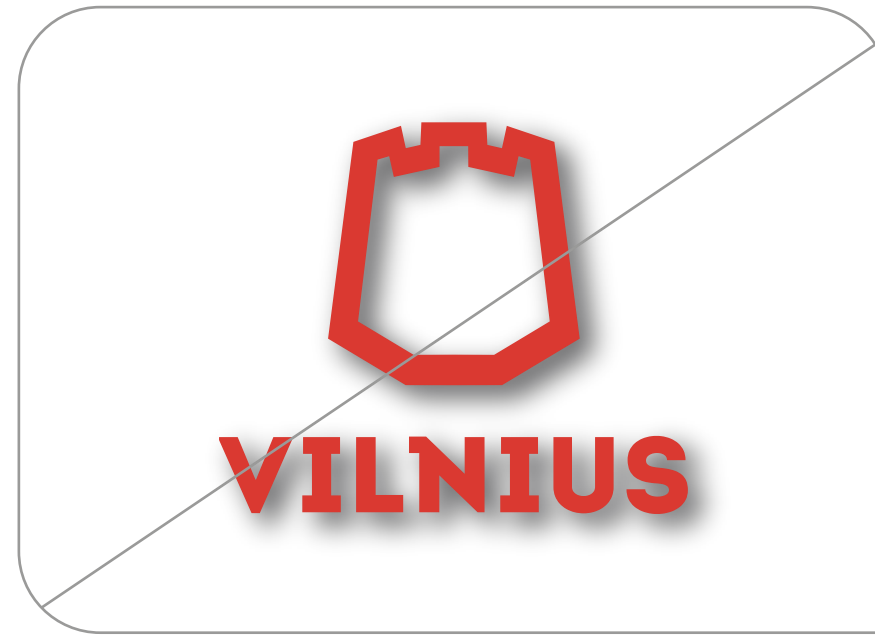


The logo must be surrounded by a clear space that must be free from other elements (e.g. images, text). The space also serves as a minimum distance from the edge of any given format.

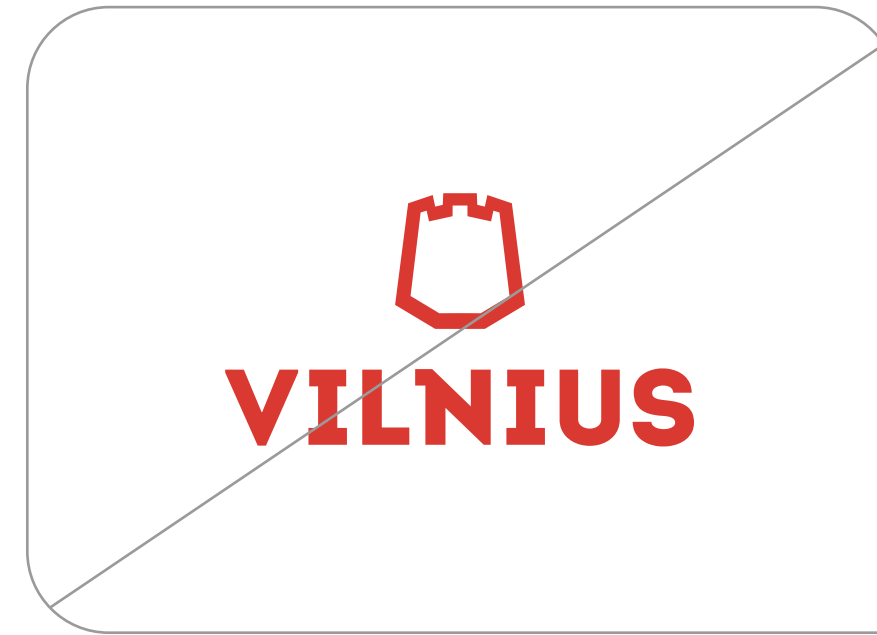
I] safety zone
letter "I" height

IMPROPER USE OF LOGO*

*applies to all versions of the Vilnius logo)



Use of additional effects



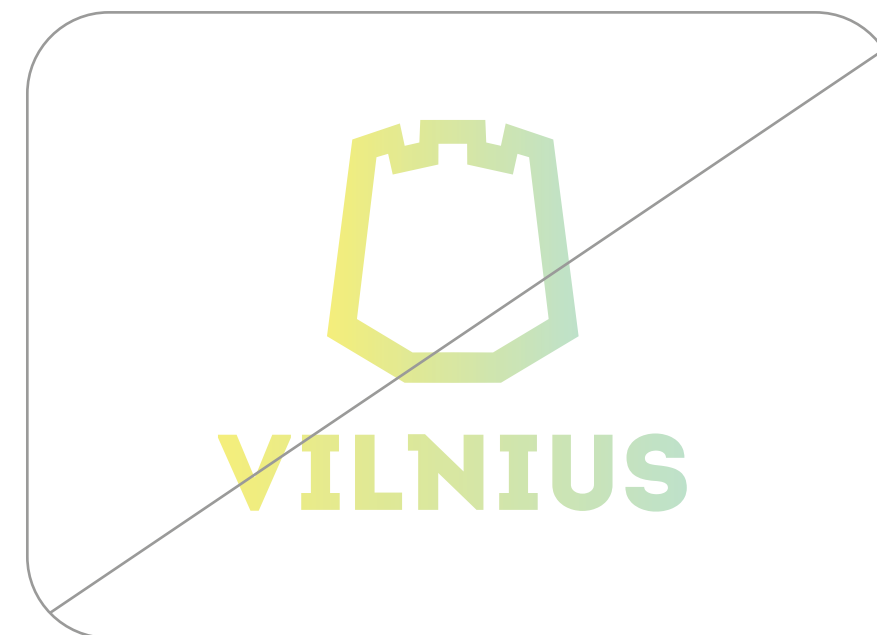
Changing the ratio of text & symbol sizes



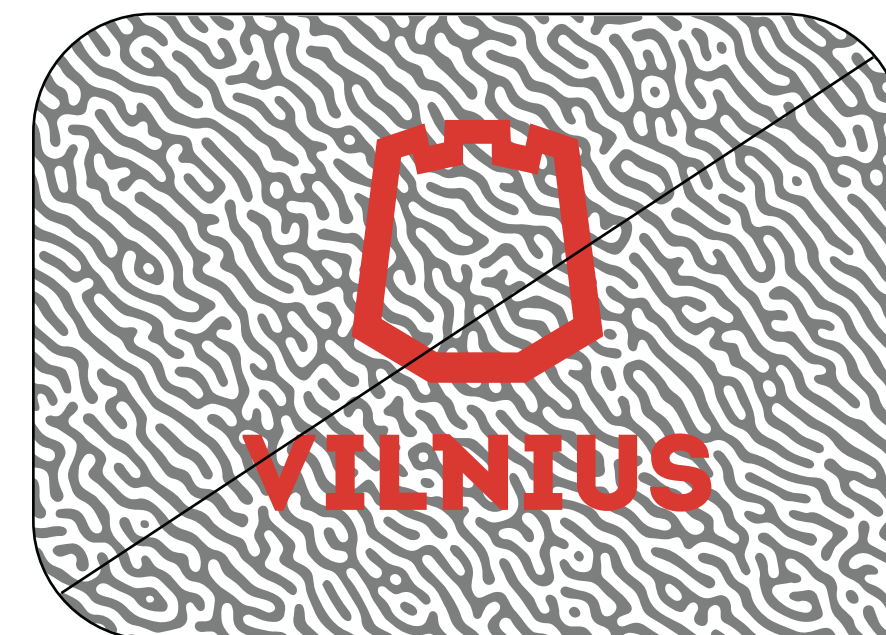
Distorting logo proportion



Red logo on an intense color background



Logo color distortion



Logo usage on an intense graphic background

LOGO USAGE

DESTINATION AWARENESS & ATTRACTION	FOREIGN INVESTMENT & TALENT ATTRACTION	CONFERENCE & EVENT ATTRACTION	TOURISTS SATISFACTION	FOREIGN TALENTS & BUSINESS SATISFACTION	ORGANIZATION REPUTATION
<p>Marketing campaigns for awareness & attraction (tourist, investment, talent, conferences)</p> <p>Conferences and major events</p> <p>GoVilnius social media channels (B2C)</p> <p>Media</p> <p>Marketing material</p> <p>Networking fairs (tourism)</p>	<p>Business (B2B) social media channels (investment, talent attraction, conferences)</p> <p>Networking fairs</p>	<p>Networking fairs</p>	<p>Tourist information center signage</p>	<p>Integration support for foreigners</p> <p>Relocation support for foreigners</p> <p>International House Vilnius signage</p>	<p>Events in Lithuania organized by Go Vilnius</p> <p>Expert communications in Lithuania</p> <p>Lithuanian media</p> <p>Corporate communication</p> <p>Collaboration with ecosystem (Business, conference, tourism sector ecosystem)</p>
<p>VILNIUS</p>	<p>VILNIUS</p>	<p>VILNIUS CONVENTION BUREAU</p>	<p>VILNIUS TOURIST CENTRE</p>	<p>VILNIUS INTERNATIONAL HOUSE</p>	<p>GOVILNIUS</p>

>*?!&

FONTS

123

Aa

Intro font is used for headings and text blocks

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

INTRO

Regular / Semi Bold / **Bold** / **Black**

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

MONTSERRAT

Regular / Semi Bold / Bold / **Black**

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

Montserrat font is used for headings and text blocks (digital field, editable f.e. presentations)

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



INTRO (BOLD)

INTRO (REGULAR)



INTRO (BLACK)

MONTSERRAT
(REGULAR)

**Priedu kur naudojam, digi-
tal ir skpaua**



MONTSERRAT
(BOLD)

MONTSERRAT
(REGULAR)



COLORS

COLORS

ICONIC RED
OF VILNIUS

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

#EBEBEB
RGB 107/107/107
CMYK 58/50/49/17

#C3C3C3
RGB 195/195/195
CMYK 23/18/19/0

#6B6B6B
RGB 107/107/107
CMYK 58/50/49/17

#3C3C3C
RGB 60/60/60
CMYK 68/62/60/50



/ Green Vilnius

#BDD947
RGB 189/217/71
CMYK 34/0/100/0

#59C355
RGB 89/195/85
CMYK 74/0/100/0

#1C4B1D
RGB 28/75/29
CMYK 87/42/100/46



/ Worthy Vilnius

#CED2DF
RGB 206/210/223
CMYK 18/12/5/0

#B1B7C9
RGB 177/183/201
CMYK 31/22/11/0

#414454
RGB 65/68/84
CMYK 76/68/46/34

/ Bold & Pink Vilnius

#ED2891
RGB 237/40/145
CMYK 0/95/0/0

#ff9fda
RGB 225/159/218
CMYK 2/45/0/0

/ Old Townish Vilnius

#f09f86
RGB 240/159/134
CMYK 0/49/45/0

#7e2324
RGB 126/35/36
CMYK 28/100/93/31

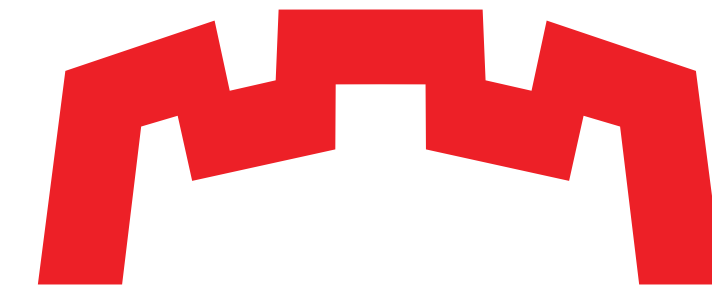
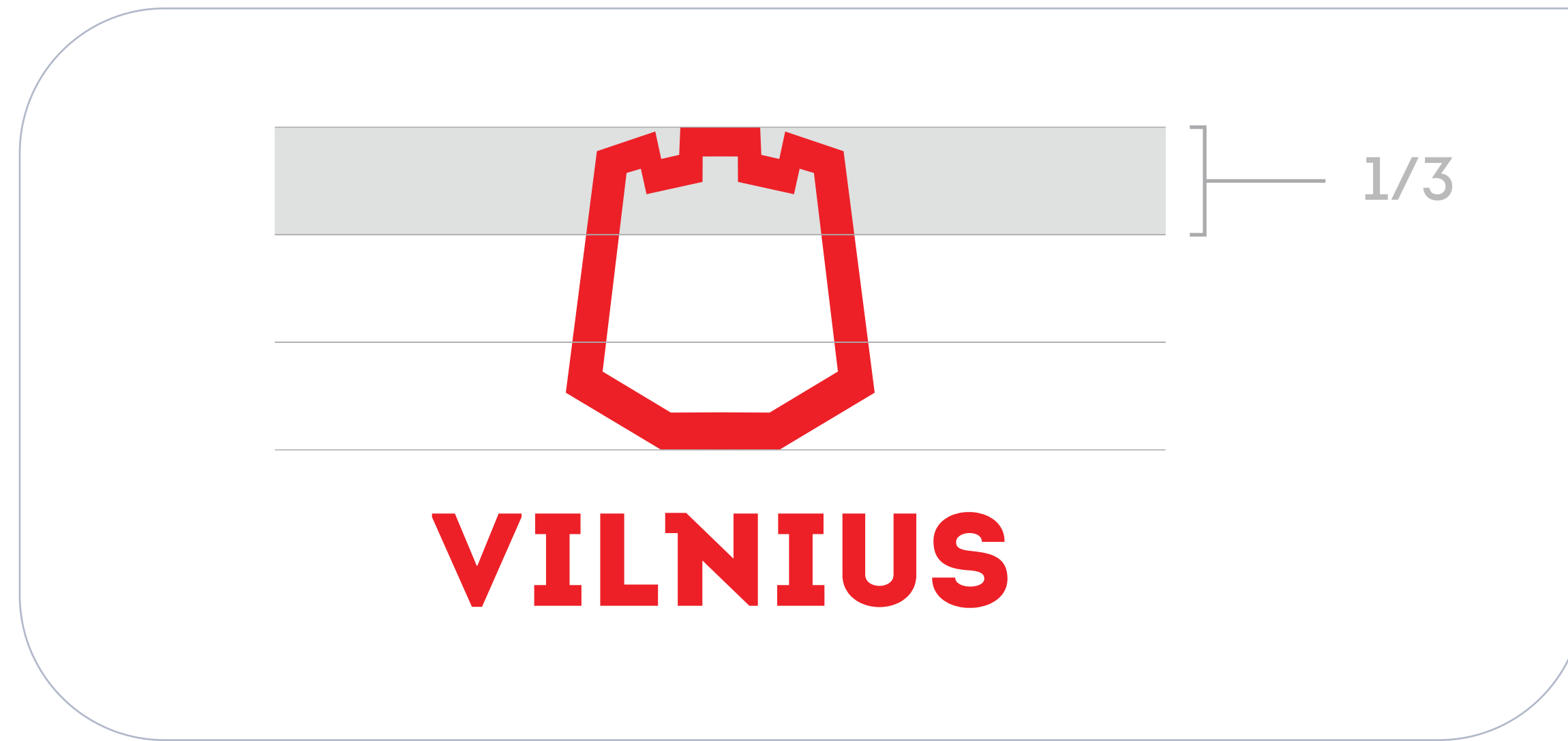


GRAPHIC

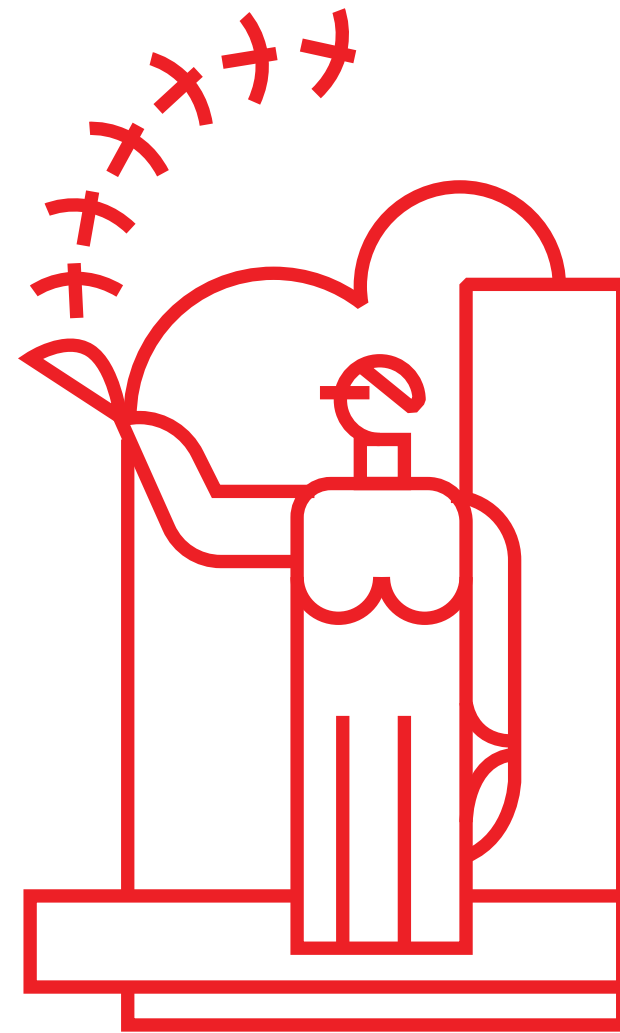
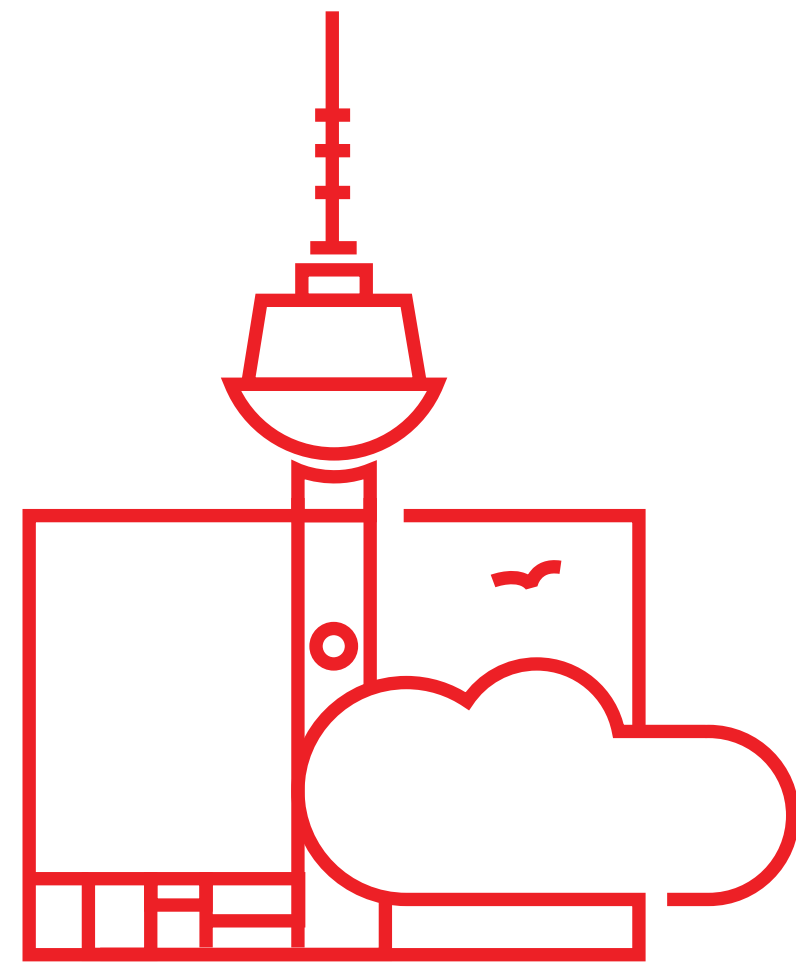
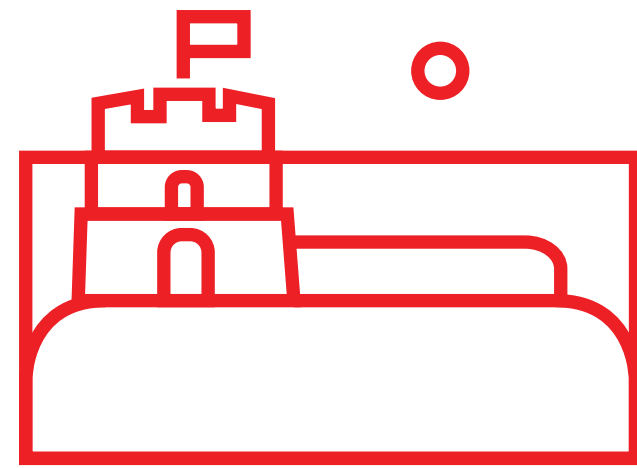
ELEMENTS

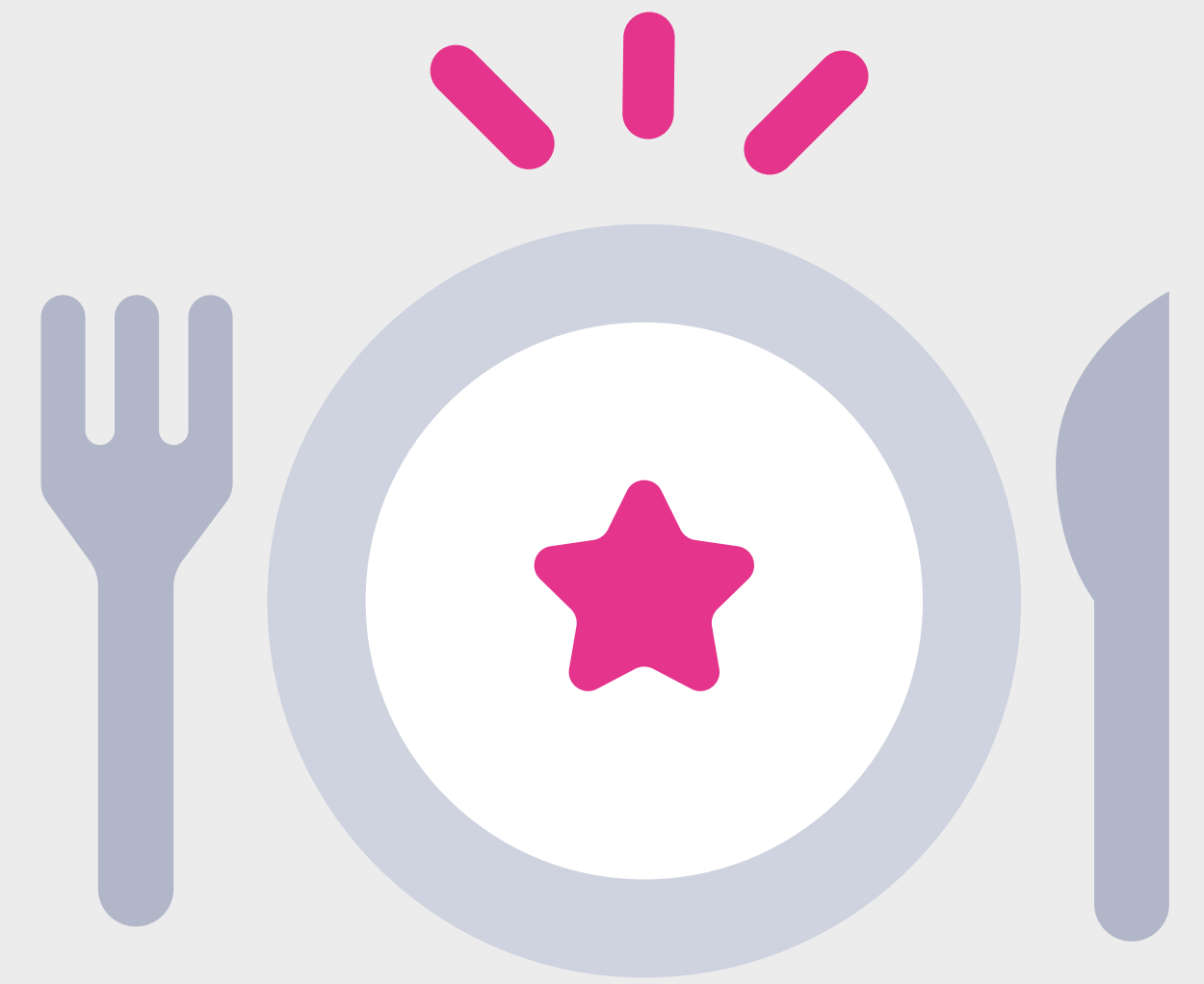
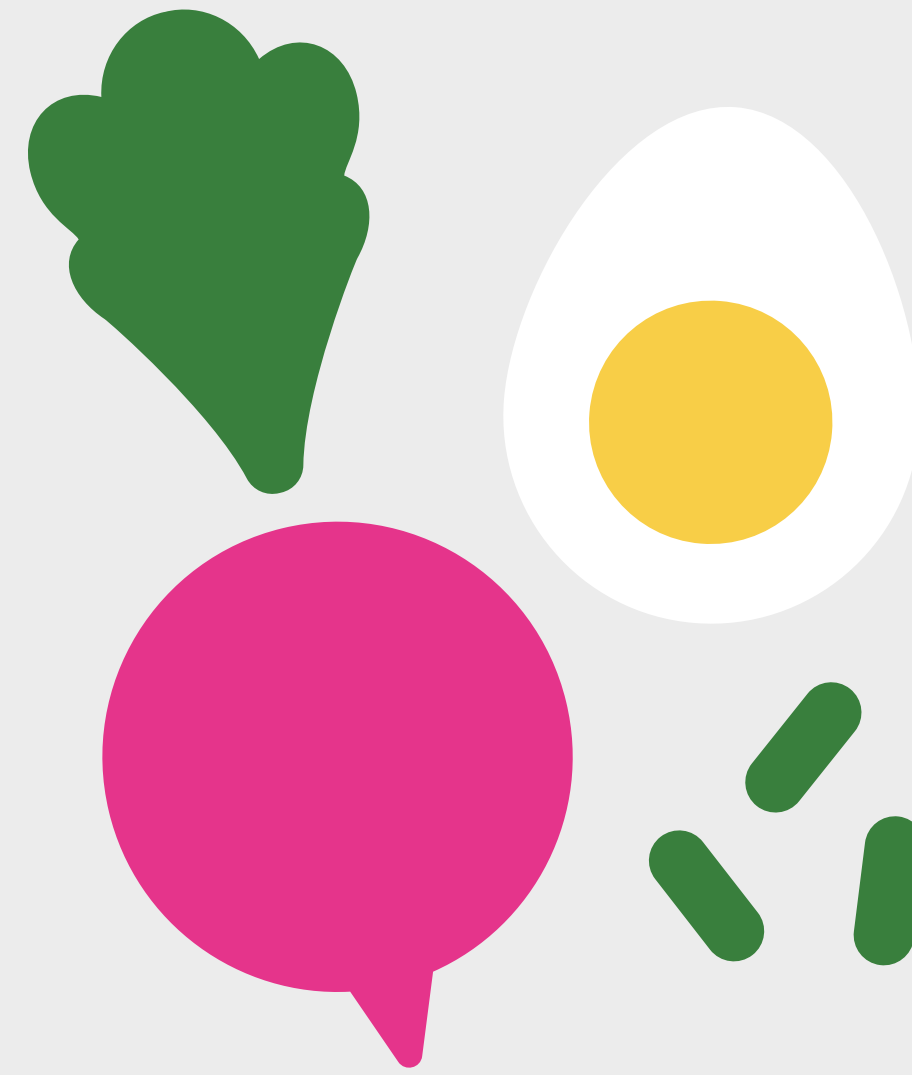


GRAPHIC ELEMENT (Gediminas Tower)



ILLUSTRATIONS





SPEECH BUBBLE SHAPE



COMFY

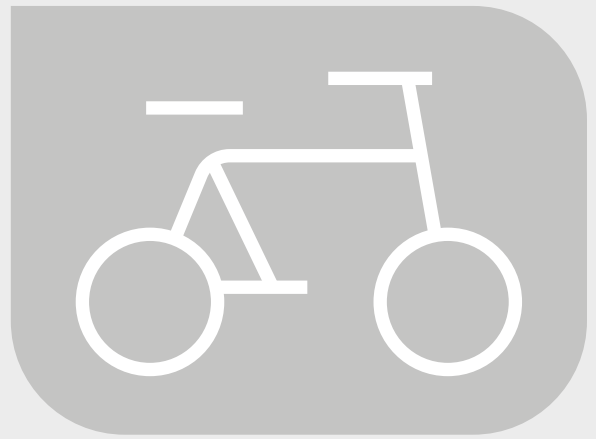
ARTISTIC

BOLD

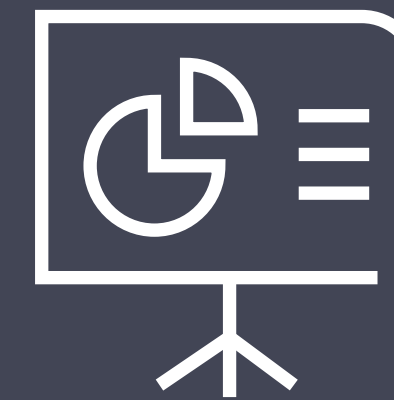
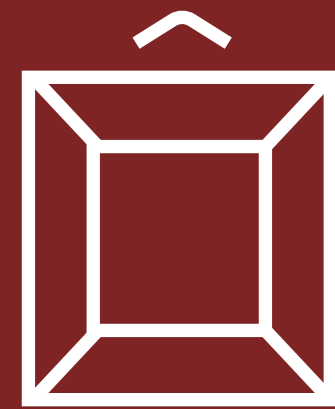
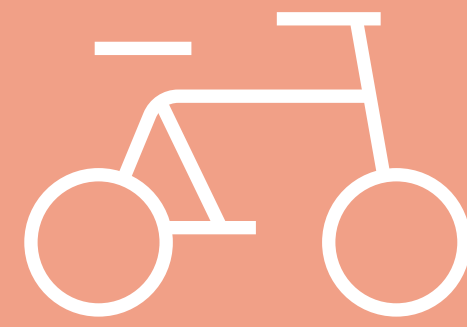
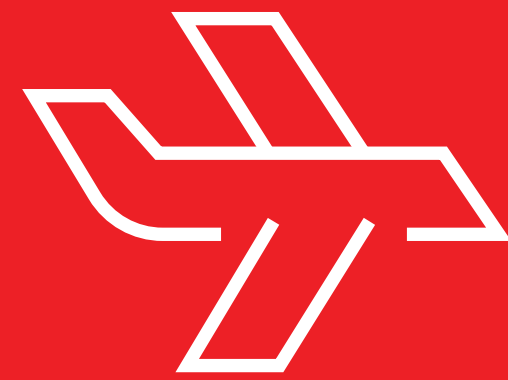
NEXT



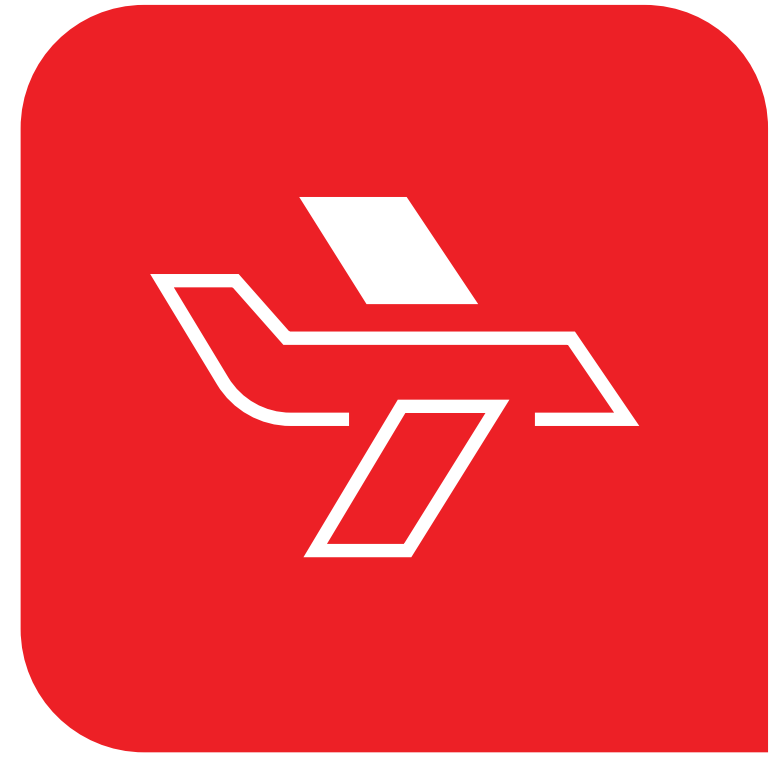
ICONS



ICONS



ICONS



PHOTOS





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.



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.

Photos should be colorful & bright.

DIGITAL

DIGITAL BANNER



VILNIUS
[Unexpectedly amazing]

**LOREM
IPSUM
DOLAR SIT
AMET**

Visit Vilnius



**LOREM IPSUM
DOLOR SIT AMET**

Learn more

VILNIUS
[Unexpectedly amazing]



VILNIUS
[Unexpectedly amazing]

**LOREM IPSUM
DOLOR SIT
AMET ELIT**

Visit Vilnius

DIGITAL BANNER



LOREM IPSUM
DOLOR SIT AMET

Visit Vilnius

VILNIUS
[Unexpectedly amazing]



LOREM IPSUM
DOLOR SIT AMET

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 **VILNIUS** [Unexpectedly amazing]



Visit Vilnius

LOREM IPSUM
DOLOR SIT
AMET

VILNIUS
[Unexpectedly amazing]

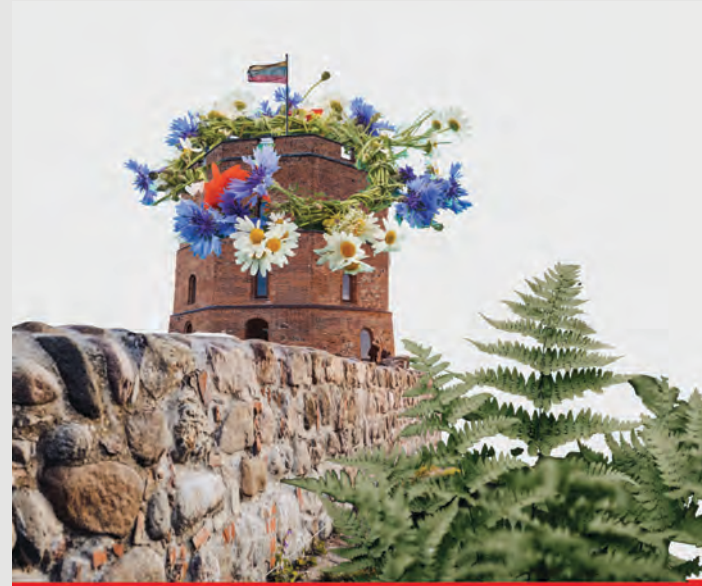


Visit Vilnius

LOREM IPSUM
DOLOR SIT AMET

 **VILNIUS** [Unexpectedly amazing]

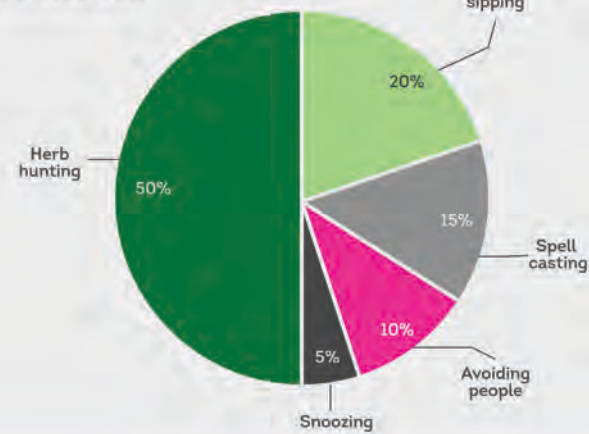
CAROUSSEL



MIDSUMMER IN VILNIUS.

Ready for some seriously weird stuff?

Morning energy distribution



WITCHY MORNING ROUTINE.

What do you mean you don't wake up at dawn to collect magical herbs for protection? Amateur.



LET'S PLAY WITH FIRE (LITERALLY).

Because nothing says 'chasing luck' like jumping over a bonfire and risking third-degree burns.

$$\frac{(\text{Herbs}_{\text{fresh}} + \text{Belief}^2) \times \text{Moonlight}}{\text{Tinder} + \text{emotional baggage}}$$

=

Dream outcome

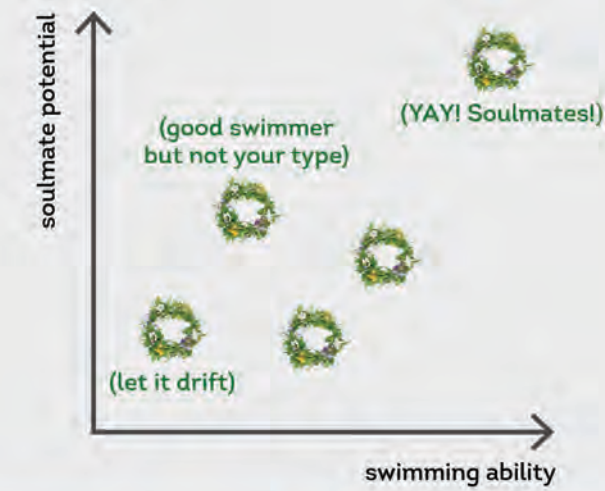
ANCIENT RITUALS > TINDER

Herbs under the pillow = dreams of love. Let's hope your future lover doesn't show up in your nightmares.



THEY CALL IT WILD BATHING, WE CALL IT SKINNY DIPPING.

Naked river dips at sunrise for beauty and health. We're not sure it's legal, but hey, don't get caught.



WREATH-FLOATING IS OG SPEED DATING.

Float your flower crown. If a guy catches it, yay! Soulmates. Or he's just a really good swimmer.



WANT ETERNAL HAPPINESS? FIND BLOOMING FERN AT MIDNIGHT.

FYI: Ferns don't bloom, but we're desperate.



HATERS GONNA SAY IT'S FAKE (LET THEM)

Didn't get eternal happiness? Sounds like a you problem. Welcome to Midsummer.

PRESENTATION

TEMPLATE

