



BAfA

Baltic Alliance
for Apprenticeships

Visual identity Guidelines



Co-funded by the
Erasmus+ Programme
of the European Union



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Date:	February 2017
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1.0

Introduction

The purpose of these guidelines is to explain the use of the visual identity for the EU project BAfA - Baltic Alliance for Apprenticeships and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



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The “identity”

Visual identity of this project is the face and personality presented to the outside.

Because the brand cannot be compromised, we’ve created this guide to provide all the specifications needed to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials created will represent the project cohesively to the outside world.

The conceptual background

The logo is created as three books - symbolizing education, training, apprenticeships. The books are intertwined together as three co-operating nations - represented by flags and as an exchange of information throughout the project.

A decorative graphic element consisting of a rectangular area with diagonal hatching lines. The number '20' is overlaid on this area in a white, sans-serif font.

The Logo Design

The logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Primary logo - in colour



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Logo alternatives -text placement alternative and the logo without the text.



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The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

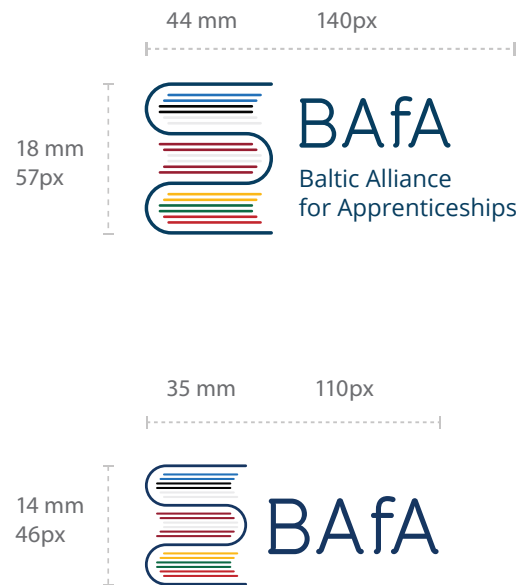
When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Buffer zone

Make sure that text or other design elements do not encroach upon the logo.

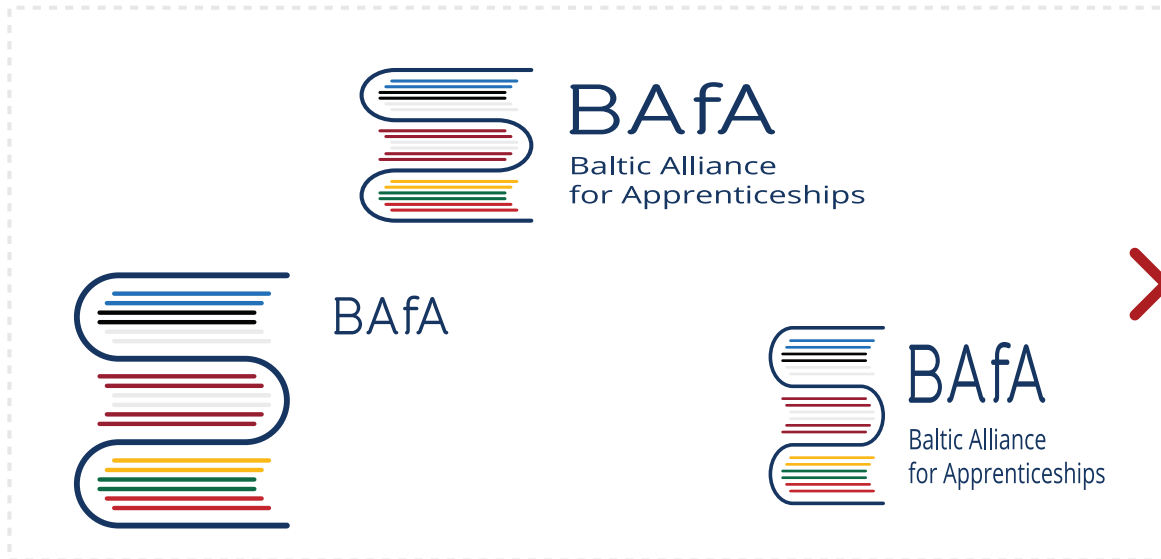
The buffer zone around the logo prevents visual competition with other design elements in immediate proximity. Its dimensions are determined as a unit as high as one third of the logo.



Minimal reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape, visibility and readability.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it lacks visibility and contrast.



Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.

Although the backdrop is not white, the colours have been adjusted accordingly to work with the design.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colours using the primary typeface that has been selected for the logotype.



In most cases, use of one logo on one page in one size is all that is required.

File formats

Color (PMS, CMYK, RGB) and Black&White .ai

Output medium: For professionals only.

Usage: When the logo needs to be enlarged or for other special needs

Resizing options: Graphics professionals are encouraged to work with these vector files provided in the native Adobe Illustrator file format.

Color and Black&White .eps

Output medium: For professionals only.

Usage: When the logo needs to be enlarged or for other special needs

Resizing options: Graphics professionals are encouraged to work with these vector files provided in the native Adobe Illustrator file format.

Color and BW.jpg

Output medium: standard image format (no transparency)

Usage: Word documents, presentations

Resizing options: May only be used at 100% scale or reduced in size. Do not enlarge

Color and BW.png

Output medium: Image with transparent background. Computer and/or video display

Usage: Presentations (e.g., PowerPoint or SWF animations), film, video

Resizing options: May only be used at 100% scale or reduced in size. Do not enlarge








3.0

Colour Scheme

Accurate reproduction of the colour scheme is essential in communicating a clear and consistent message about the project image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

		Pantone colour ref.	CMYK	RGB	HEX
Primary Colour / logo text / headings on light background / accent		Pantone 534 C	74 / 43 / 0 / 62	25 / 55 / 97	#193761
Secondary Colour / can be used as a logo background colour		Pantone Cool Grey 2 C	0 / 0 / 0 / 10	230 / 231 / 232	#E6E7E8
Content colour		Pantone Cool Grey 11 C	0 / 0 / 0 / 70	109 / 110 / 113	#6D6E71
Base Colour		White	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff

		Pantone colour ref.	CMYK	RGB	HEX
Estonian blue		Pantone 285 C	91 / 43 / 0 / 0	0 / 114 / 206	#0072CE
Black		Black	0 / 0 / 0 / 100	0 / 0 / 0	#000000
White		White	0 / 0 / 0 / 0	255 / 255 / 255	#ffffff
Latvian red		PANTONE 201C	0 / 80 / 67 / 40	152 / 30 / 50	#981E32
Lithuanian yellow		15-0955 TP / 1235 c/u	0 / 30 / 100 / 0	253 / 185 / 19	#fdb913
Lithuanian green		19-6026 TP / 349 c/u	100 / 55 / 100 / 0	0 / 106 / 68	#006a44
Lithuanian red		19-1664 TP / 180 c/u	25 / 100 / 100 / 0	193 / 39 / 45	#c1272d



Example of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The logo can not be placed over a photographic background, pattern, visual graphics or other media.



Black and white version can be used if necessary.

4.0

Typography

The primary typeface is Banda Regular with a secondary Open Sans to complement the primary. These must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done.

Primary Typeface

Banda Regular - Main logotype text / Headings

Available for free <https://www.myfonts.com/fonts/typedepot/banda/regular/>

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Secondary Typeface

Open Sans - Tagline / Subheadings / Content

Available for free <https://www.myfonts.com/fonts/google-web-fonts/open-sans/>

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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Contact Details

Project: EU Erasmus+ project "National Authorities for Apprenticeships: Implementing Work Based Learning in Latvia, Lithuania and Estonia" (WBL-Balt)
Nr. 2014-3566/001-001

Project coordinator: Ilze Buligina

Design: thearcticsky.com