Invest Lithuania

Lithuania
Co-create

Brand Guidelines

Content

Our brand

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently – these guidelines will help you to do so.

Our brand

Why do we need brand guidelines?

Our brand acts as the framework on which we can base our communications. Carefully nurturing and growing our brand also helps to distinguish us in recognition and consistency.

By physically representing ourselves in the same way, using the same messages and the same language, we will, over time, develop an instantly familiar image for Invest Lithuania.

↓

Lithuania's promise

Exceeding expectations

Positioning statement

Lithuania. A country where more happens with less.

- Lithuania is always hungry for challenges, and its educated and talented workforce is constantly on the lookout for the next big adventure.

- Lithuania never lingers on the past – it constantly strives. With this drive and verve any project – no matter how ambitious – will find its home in Lithuania.

- Lithuania is a country always exceeding expectations. Here you can achieve substantially more with fewer resources. You just need to have a clear goal and your targets will be exceeded!

Our brand

Brand positioning

Lithuania.
Your targets. Exceeded.

Who we are

Lithuania is goal driven

- Give us your target. We'll meet it. Then we will improve on your expectations
- We don't see problems, we see opportunities
- Our talent will tailor itself to fit your needs

Lithuania is investor oriented

- We'll do what it takes to make your business thrive
- We'll connect you to an instant network of support: from talent to government
- We're small enough to be able to adapt to your needs

Lithuania is determinated to innovate

- We are hungry for a challenge. Ask us to innovate and we will
- We know no limits when it comes to our aspirations
- For us there is no "if", only "when"

When evolving our brand, we've defined who we are and what we are trying to achieve. These two paragraphs sum up our personality that helps us to express our brand.

Identity elements

Our identity is more than just a logo. It's a design scheme composed of a number of core elements which, when used consistently, create our distinctive look and feel. The following page gives an overview of these elements.

Identity toolkit

These main 5 graphic elements create Invest Lithuania's identity. Each element works to express the agency's brand in a modern, yet personal way. It is essential that they are used together consistently in order to achieve a uniform brand image.

Each element will be covered in greater detail in the following chapters.
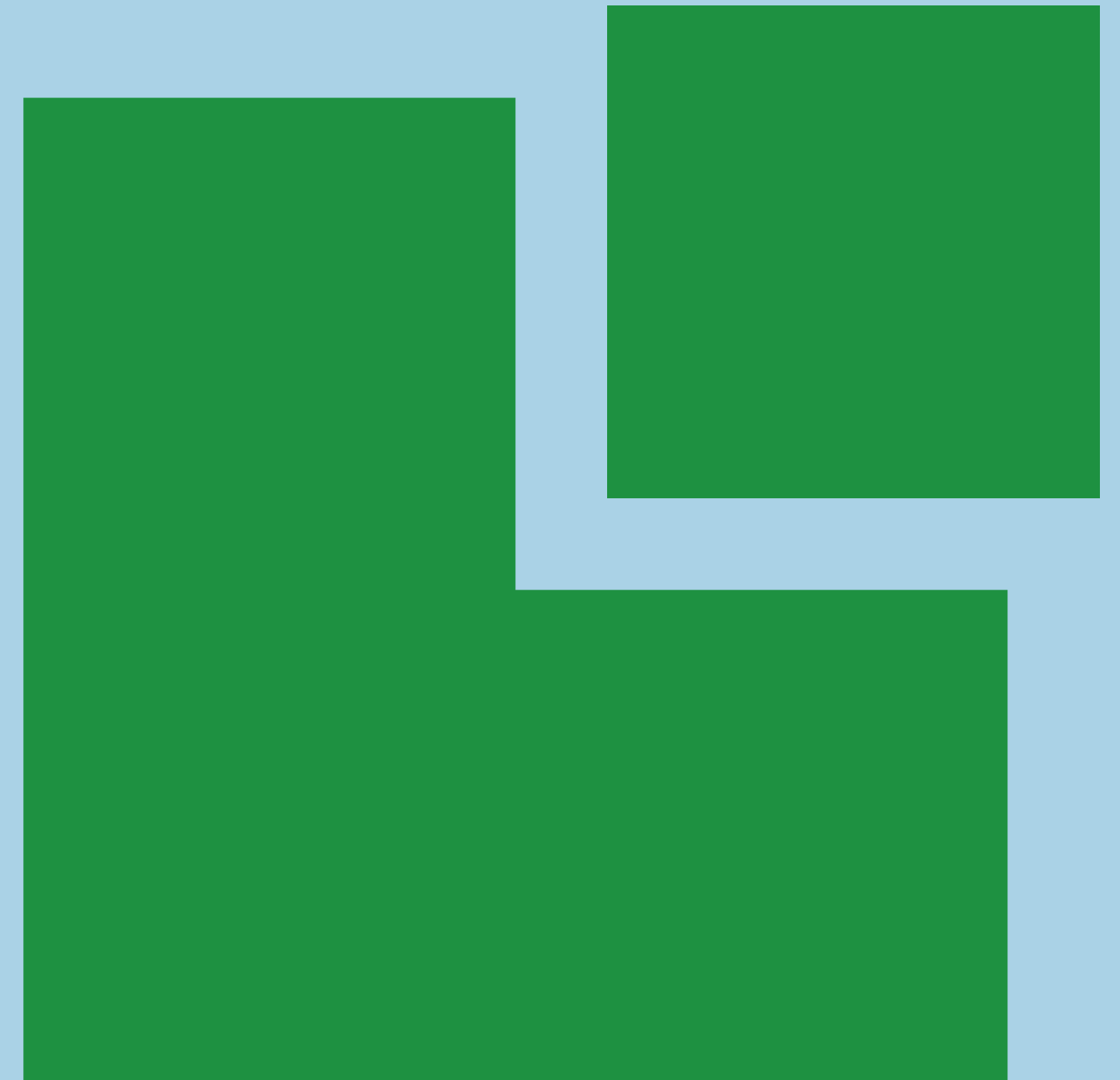
Logo

Our logo is defined by its simplicity. Its wordmark is functional and clear, but contains hints of the brand's energetic yet honest character.

Invest Lithuania

Typography

We utilize the same typeface used for our logo across all our written marketing materials. Its clarity and the unique character contained in its small details allows us to build a unified identity across all our communication.

Lithuania. Your targets exceeded.

Colours

Our colour scheme is based on the nature of Lithuania. These colours and their tints not only communicate our national character, they are also vivid and eye-catching without compromising our content's professional tone.

Photography

Through the images we choose for our materials we portray a non-posed yet attractive reality. We present a cliché-free vision of Lithuania.

Iconography

As Invest Lithuania presents a great many insights and facts, it is important that all accompanying visuals emphasize this information. The Iconography style chosen is unique, clear and easily adaptable to various content. In this way it unifies the company's visual language.

Tone of voice

Words matter. What we say and how we say it has a major effect on how we are perceived as a brand. And like our visual identity, our tone of voice needs to be applied correctly and consistently.

How we communicate

The way we communicate speaks volumes about us an organization. From the way we answer the phone and write our emails, to the way we write our brochures. It's important that we speak with a clear voice at all times.

Here are a few steps to help when writing copy for everyday use. For detailed guidance on writing for specific formats and industries, refer to the Invest Lithuania Tone of Voice Guide.

4 keys to creating great copy

1
Be clear

- Make sentences active rather than passive.
- Make sure headings and introductions emphasise investor value first and foremost
- Show, don't tell. Give a specific example.

2
Be dynamic

- Use strong, active verbs focusing on what can be achieved, not on the limitations or problems.
- Relate our services and offerings to investors directly and their needs.
- Add some personality.

3
Be professional

- Mirror your language to your audience – use the style and expessions that they use.
- Empathise with your audience – try to understand their needs and expectations and tailor your language accordingly.
- Showcase Invest Lithuania's expertise presents indepth, evidence-based information that addresses the client needs.

4
Follow Invest Lithuania's tonal values

- These are 'drive and verve', 'togetherness', 'co-create' and 'going that extra mile'.
- Refer to the Tone of Voice Guide for more direction on how to communicate these values in your writing.

Logo

Our logo is only a very small part of our overall identity, but the most recognisable and tangible expression of our company. It's also one of our most valuable parts and should be used properly at all times. This section explains how.

Our logo

Invest
Lithuania

Our logo is free of any unnecessary decorative elements. It is functional and primarily focused on emphasizing the organisation's name. The dots on the lower case letter "i" represent the dynamism and energy that businesses require for success. Green is used as it is the colour most commonly associated with Lithuania.

Logo versions

Master logo version

This logo version is used for internal communication, also, in cases when the branded material has size or space limitations, and when the use of the Invest Lithuania + Lithuania. Co-create logo is impossible because of the specified minimum size requirements.

Invest Lithuania

Invest Lithuania logo in conjunction with Lithuania. Co-create logo

This version should be used in all branded materials in English that are used for external communication. When it is not possible to meet the specified minimal logo size requirements, use the master or the secondary logo versions.

Lithuania
Co-create
+
Invest Lithuania

Invest Lithuania
Lithuania
Co-create
+

Above you will find all the logo options available. They have been designed to fit all of the contexts required without compromising legibility or graphic quality.

Download all the logo versions here.

Invest Lithuania
Lithuania
Co-create
+

Secondary logo versions

These versions are to be used for materials which have size or space limitations. For example, the horizontal logo version should be used for narrow website headers. The Monogram has primarily been created for use in very small artworks or applications like app icons, pencils, etc.

Monogram

iL

Horizontal version

Invest Lithuania

Logo versions in Lithuanian

For instances where a logo in the Lithuanian language is necessary, use these versions. All attempts should me made, however, to prioritize the usage of the master logo.

Main version

Investuok Lietuvoje

Horizontal version

Investuok Lietuvoje

Logo for large size usage

Invest Lithuania

For large scale logos intended for billboards, signs, etc., this version should be used. In this version, no space was left between the "i" and the dot in this version to make it more optically perfect for usage on larger formats.

The same principle applies to the Lithuanian version of the logo.

Preferred sizes

Invest
Lithuania

Print: 15mm
Digital: 155px

Investuok
Lietuvoje

Print: 16mm
Digital: 160px

iL
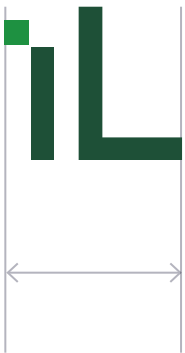
Print: 4mm
Digital: 30px

Invest Lithuania

Print: 26mm
Digital: 265px

Investuok Lietuvoje

Print: 31mm
Digital: 324px

To guarantee the best results, you
should follow the measurements
given. We do not recommend
reducing these sizes in any way.

Preferred sizes

Print: 56mm
Digital: 350px

Print: 38mm
Digital: 233px

Print: 77mm
Digital: 478px

To guarantee the best results, you
should follow the measurements
given. We do not recommend
reducing these sizes in any way.

Exclusion zone

Invest Lithuania

Investuok Lietuvoje

iL

Invest Lithuania

Investuok Lietuvoje

The exclusion zone around the text ensures that no other graphic elements impede the logo's legibility.

The exclusion zone for the logo is equivalent to the height of the letter "L" (see examples).

Exclusion zone

The exclusion zone around the text ensures that no other graphic elements impede the logo's legibility.

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

Composition

10mm

Invest
Lithuania

Invest
Lithuania

15mm

Lorem
ipsum dolor
sit amet

Invest
Lithuania

2022

The logo is usually positioned in the top left or bottom left hand corner of the layout (**see example**). The logo should only be centred when it is being positioned in a separate rectangle (**see example**).

In both formats, the exclusion zone should be included.
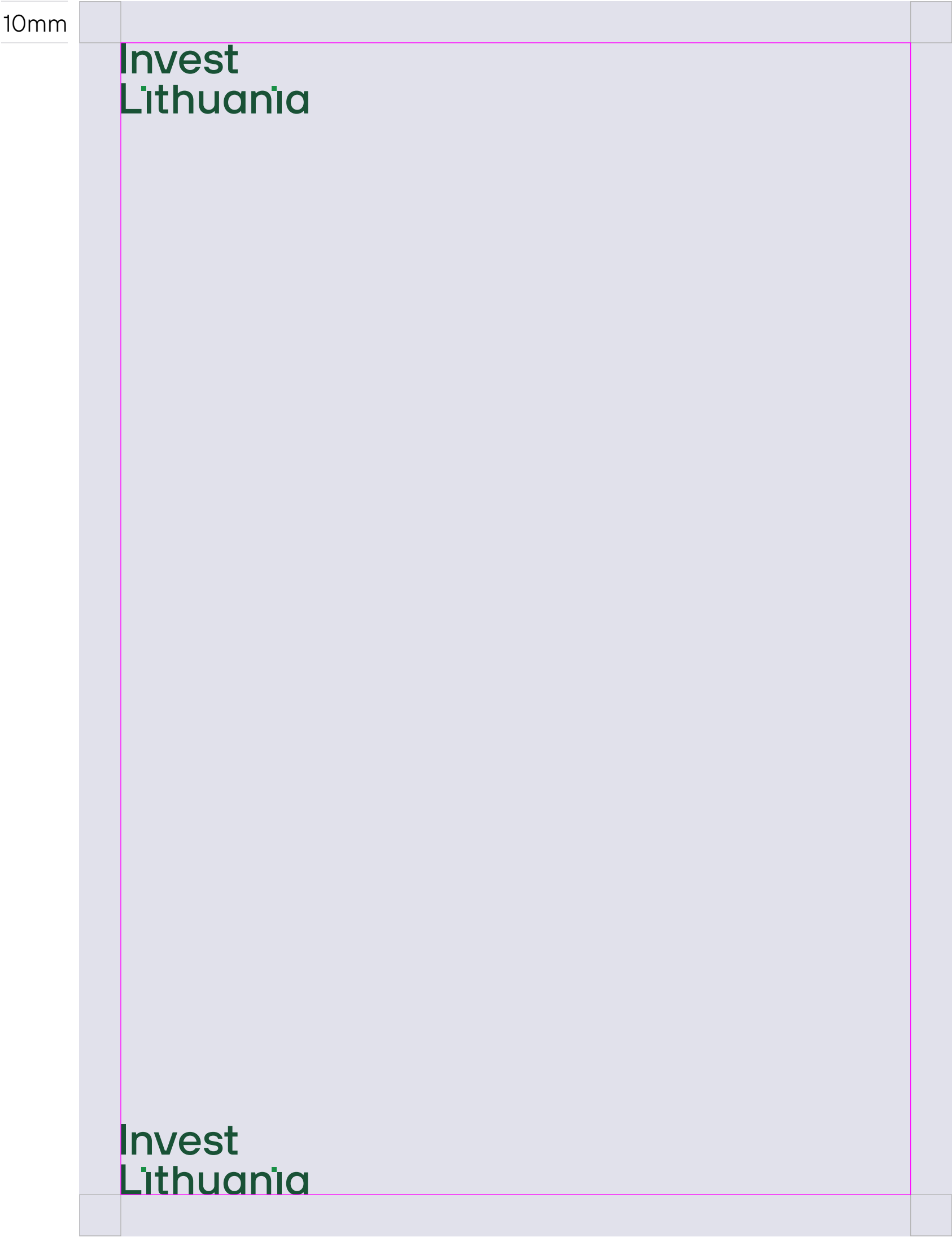
Example of a simple A4 layout.

Example of a layout divided into rectangles. If you must place the logo inside one of them, you can centre it, but do mind the margins.

Composition

10mm

Invest Lithuania
Lithuania + Co-create

Invest Lithuania
Lithuania + Co-create

10 mm

15mm

Lorem ipsum dolor sit amet

Lithuania + Co-create
Invest Lithuania

2022
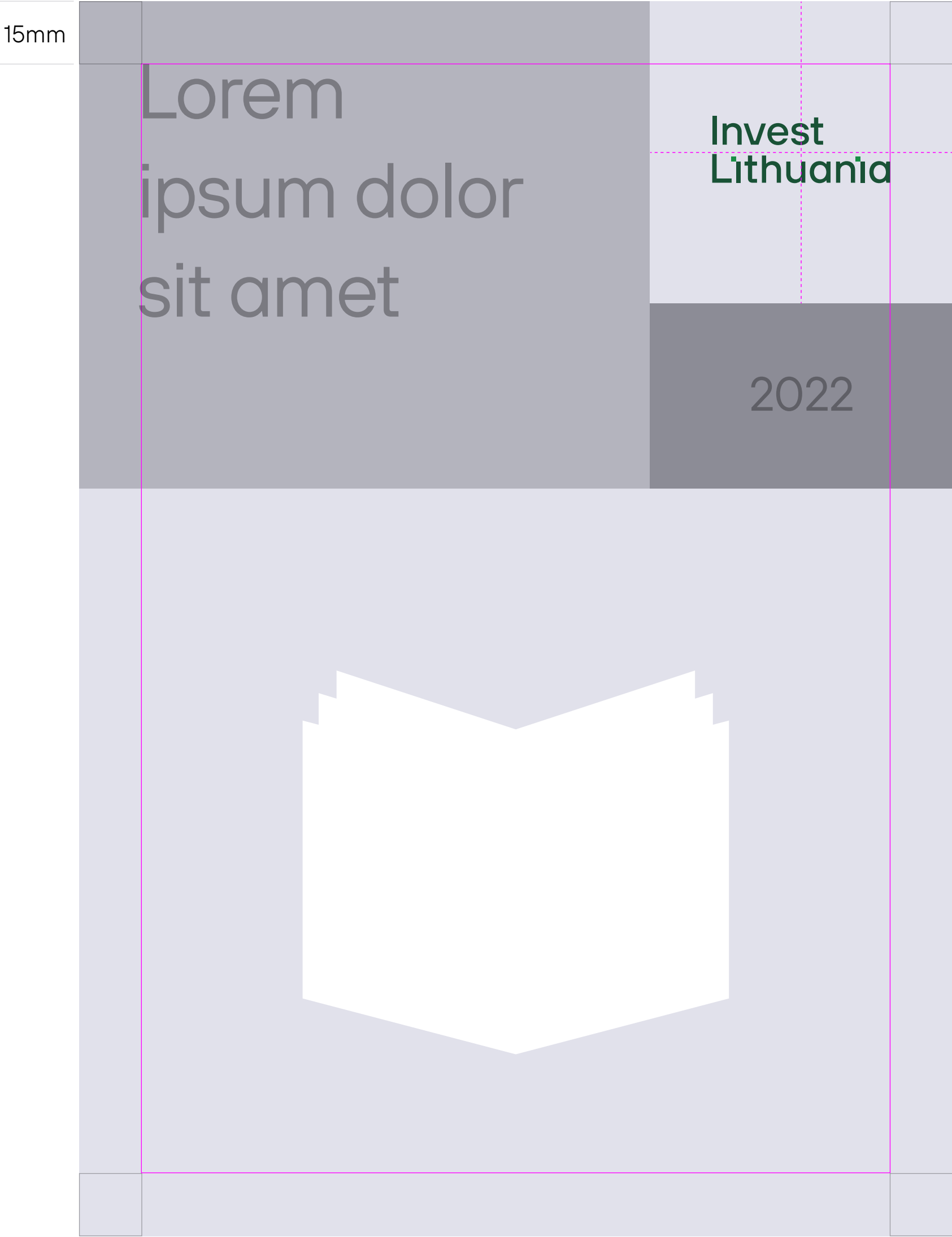
The logo is usually positioned in the top left or bottom left hand corner of the layout (**see example**). The logo should only be centred when it is being positioned in a separate rectangle (**see example**).

In both formats, the exclusion zone should be included.
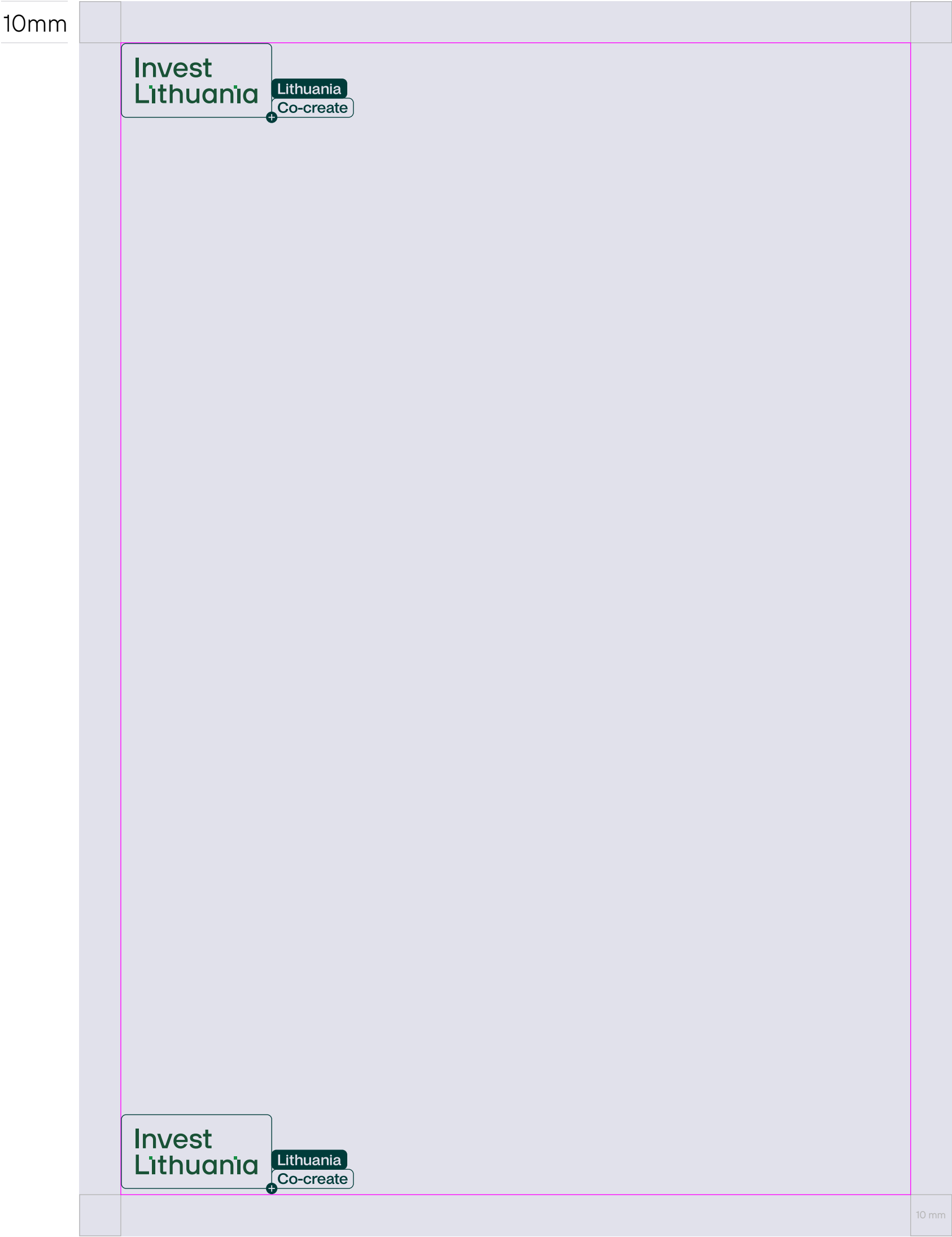
Example of a simple A4 layout.

Example of a layout divided into rectangles. If you must place the logo inside one of them, you can centre it, but do mind the margins.

Relative sizes
for layouts
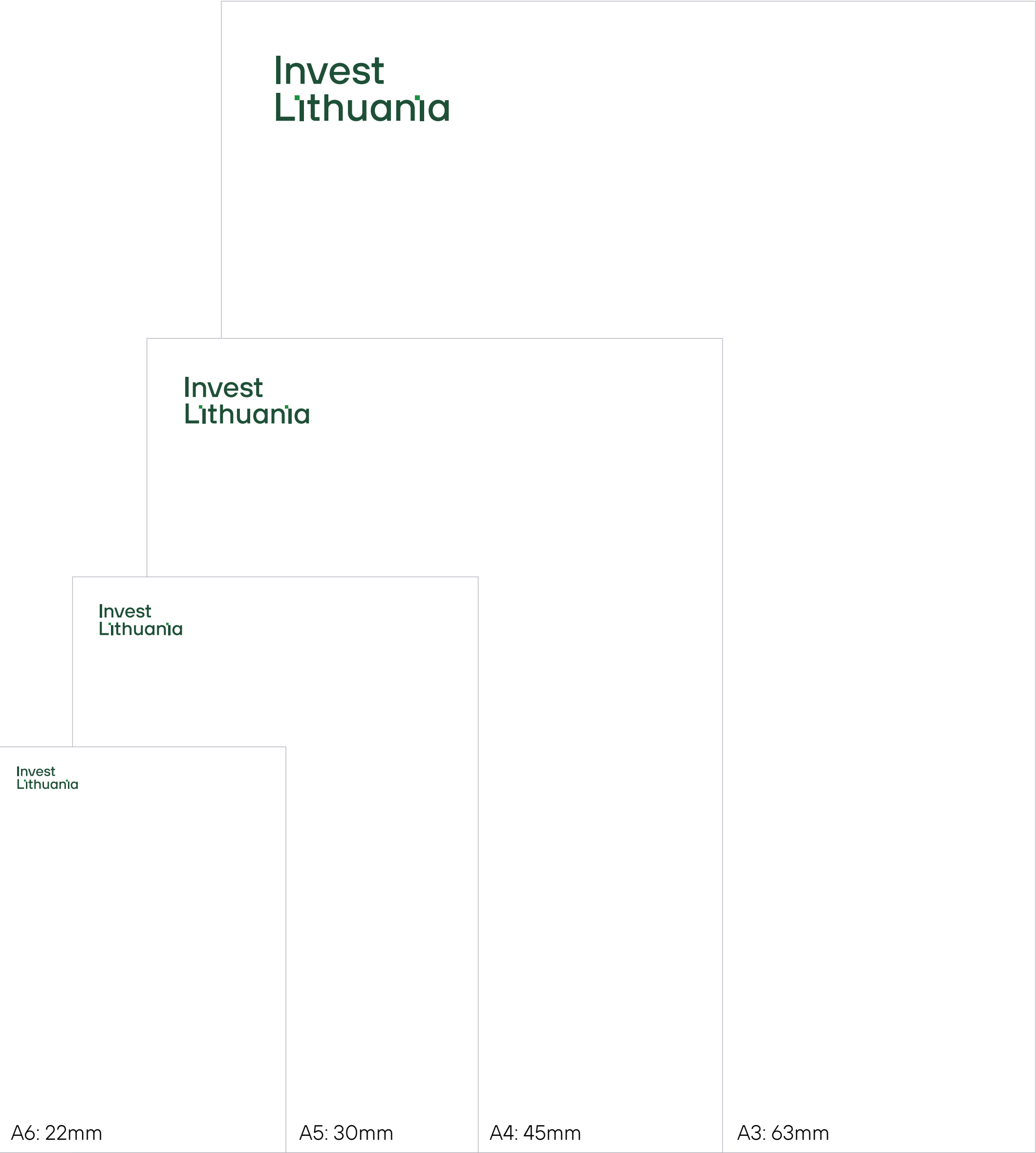
Invest
Lithuania

Invest
Lithuania

Invest
Lithuania

Invest
Lithuania

For the best possible results we
recommend using the measurements
on this page.

As a guide, for any applications above
A3, multiply by 40% for the next size up.

All logo sizes are determined by the
size of the full logo.

A6: 22mm

A5: 30mm

A4: 45mm

A3: 63mm

Relative sizes
for layouts

**Invest
Lithuania** Lithuania
Co-create

**Invest
Lithuania** Lithuania
Co-create

**Invest
Lithuania** Lithuania
Co-create

**Invest
Lithuania** Lithuania
Co-create

For the best possible results we
recommend using the measurements
on this page.

As a guide, for any applications above
A3, multiply by 40% for the next size up.

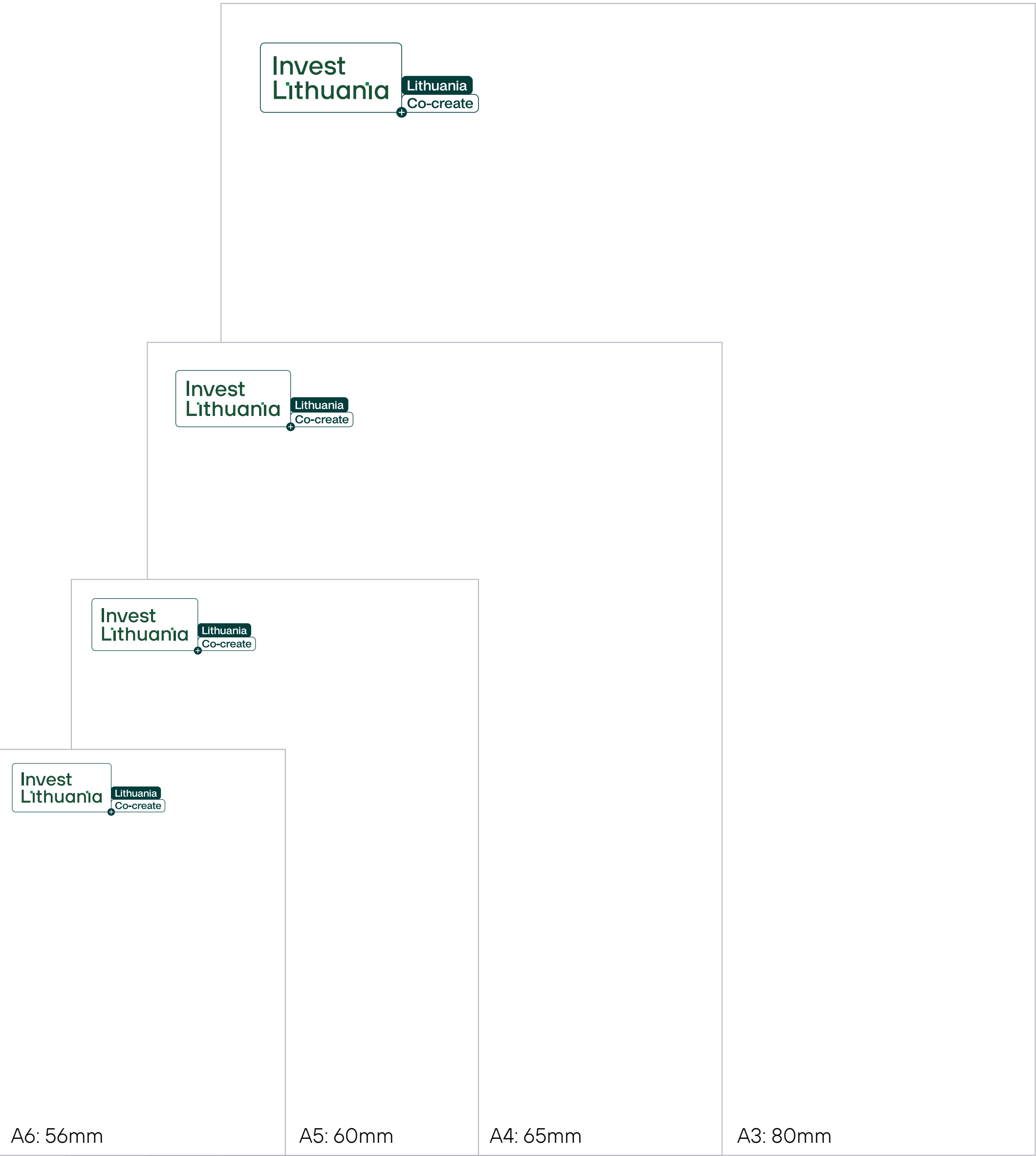All logo sizes are determined by the
size of the full logo.

A6: 56mm

A5: 60mm

A4: 65mm

A3: 80mm

Colours

Invest
Lithuania

①

Invest
Lithuania ◦ Lithuania
Co-create
⊕

Invest
Lithuania

②

Invest
Lithuania ◦ Lithuania
Co-create
⊕

There are two colour options available
for our logos.

1. For brighter backgrounds use a dark
green logo.

2. For dark green backgrounds use a
white logo.

The square dot above the "i" should
always be Forest Green.

The same rules apply for all logo sizes
and types.

White
#ffffff
RGB 255 255 255
CMYK 0 0 0 0
PMS White

Forest Green
#1e9141
RGB 30 145 65
CMYK 85 20 100 5
PMS 355
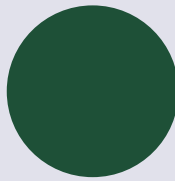
Dark Green
#1e5037
RGB 30 80 55
CMYK 85 40 83 43
PMS 343

Dark Green (Lithuania.Co-create)
#003c3a
RGB 0 60 58
CMYK 91 54 65 53
PMS 330

Achromatic

Invest Lithuania

①

Invest Lithuania

Lithuania
Co-create
+

Invest Lithuania

②

Invest Lithuania

Lithuania
Co-create
+

When no colour option is available, use:

1. Black for bright backgrounds

2. White for black backgrounds.

The same rules apply for all logo sizes and types.

White
#ffffff
RGB 255 255 255
CMYK 0 0 0 0
PMS White
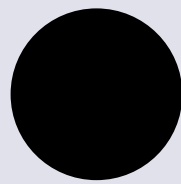
Black
#000000
RGB 0 0 0
CMYK 50 50 50 100
PMS Black 6

Don't's

Invest Lithuania

✕ Never alter the original colour of the logo.

invest Lithuania

✕ Never re-arrange the size or elements of the logo.

Invest Lithuania

✕ Never add effects of any kind.

Invest Lithuania

✕ Do not use the logo on non-brand colour backgrounds.

Invest Lithuania

✕ Do not use the logo on images if the image will reduce the logo's clarity and legibility.

Don'ts

✕ Never alter the original colour
of the logo.

✕ Never re-arrange the size or
elements of the logo.

✕ Never add effects of any kind.

✕ No modification of the defined logo
combination

✕ Ensure the legibility of the logo by selecting the most
legible colour of the logo or a non-contrasting background

Colours

Colour is an integral part of our brand, it helps to create our personality. We're bright, bold, colourful and confident in the way we present ourselves. Our palette is inspired by the unique Lithuanian landscape which is rich in vivid, yet natural colours.

Palette

Our colour palette is inspired by the unique Lithuanian landscape which is rich in vivid, yet natural colours. These vibrant colours help to make the content more visually appealing and stylistically consistent.

Colour values

Sky Blue

#aad2e6
RGB 170 210 230
CMYK 30 6 6 0
PMS 277

Yellow

#ffd700
RGB 255 215 0
CMYK 0 12 100 0
PMS 113

Young Green

#aabe19
RGB 170 190 25
CMYK 40 10 100 0
PMS 381

White

#ffffff
RGB 255 255 255
CMYK 0 0 0 0
PMS White

Dark Blue (for image duotining only)

#055582
RGB 5 85 130
CMYK 95 65 25 7
PMS 294

Forest Green

#1e9141
RGB 30 145 65
CMYK 85 20 100 5
PMS 355

Dark Green

#1e5037
RGB 30 80 55
CMYK 85 40 83 43
PMS 343

Bright Grey

#e1e1eb
RGB 225 225 235

Bright Grey (for print only)

CMYK 7 5 2 0
PMS Cool Gray 1

Grey

#b4b4be
RGB 180 180 190
CMYK 30 24 17 0
PMS Cool Gray 5

Dark Grey

#8c8c96
RGB 140 140 150
CMYK 50 40 32 2
PMS Cool Gray 8

Black

#000000
RGB 0 0 0
CMYK 50 50 50 100
PMS Black 6

Colour usage guide

Our brand is bright and cheerful, so brighter tones should always be prioritized. Darker tones, meanwhile, can be used for smaller details. Here you will find a guide for how colours should be applied.

Backgrounds

Brighter colours should be used for backgrounds, although in certain cases Forest Green may also be used.

Image duotoning

All images can be duotoned using all colours, except Grey, Dark Grey and Black.
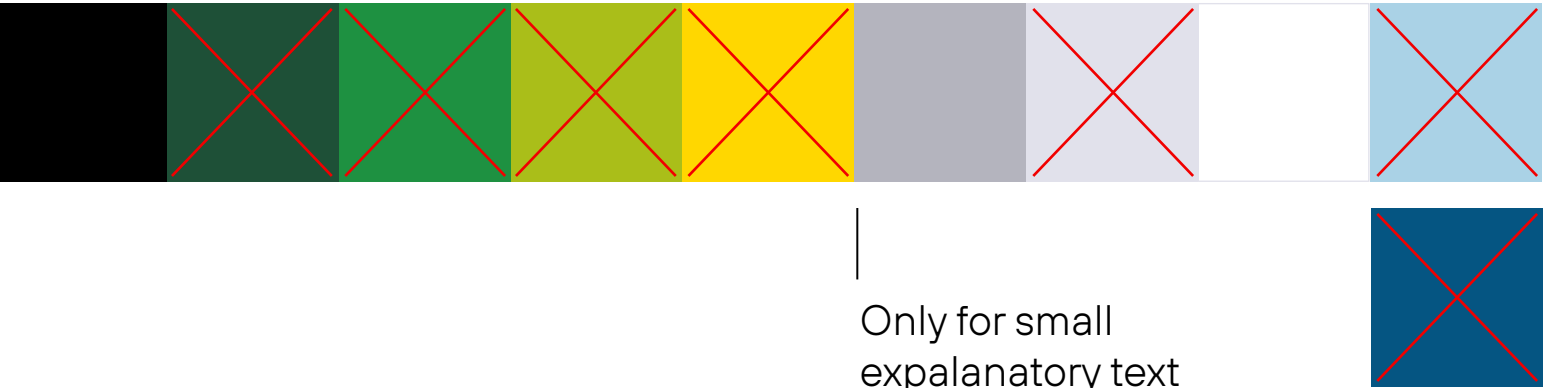
Graphic elements

All graphic elements such as **icons and illustrations** can use any colour, except Black, Dark Grey or Dark Blue.

Typography

Text must always be in black or white unless it is explanatory (e. g. references) Small explanatory text can use Dark Grey.

Only for small expalanatory text

Don'ts

✕
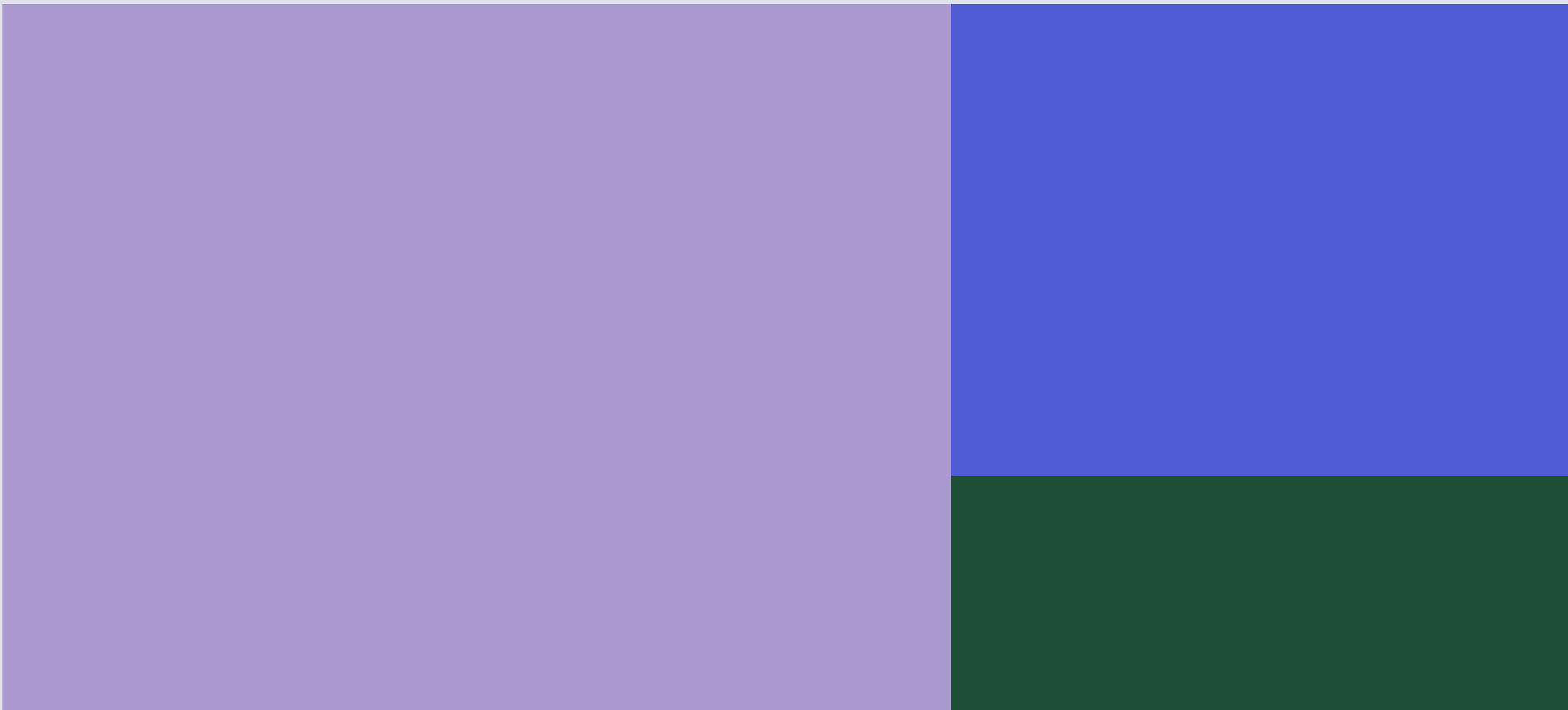
Use only our brand colours and no others.

✕

Do not use any gradients for backgrounds, **icons**, or **duotone images**.

To create consistency for our brand, it is essential that you apply colour only in the way outlined on the previous page.

✕

To prevent layouts looking cold and corporate, avoid using large amounts of Dark Green.

✕

Use only flat colours and avoid all forms of effects (noise, textures, etc.).

Typography

Our typeface is our visual voice and, when used with design consistently, it helps us create our brand personality. The way we use it differentiates us as a brand and brings our words to life while acting as a flexible tool for all of our communications.

Aa

Typeface

TT Hoves

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Oq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789?!@£$%^&*(){}:;

Our brand uses the TT Hoves typeface. Its uniqueness lies in its small details such as the junctions of diagonals (A, M, W) or the sharp turns of letters t, f, j. Typography is one of the key elements of our identity.

Its use can be extended to both the Latin and Cyrilic alphabets.

–

For communication via email or across internal applications such as Powerpoint and Word, Arial is our default font.

Light

For very big headers or body text.

Medium

For small subheaders.

Bold / **Extra bold** / **Black**

To be used when a number or other text element is substituting a graphic element (such as an icon or image placeholder).
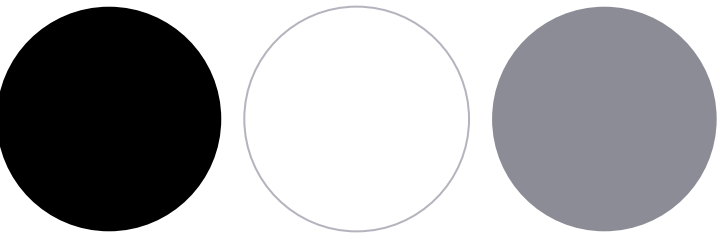
Regular

For usual size headlines or body text.

Demi Bold

For highlighting text.

Colours

Text should always be black or white, unless it's explanatory. In such cases, the text can be Dark Grey (the transparency effect 'multiply' can be applied if the text is written on a coloured background).

See Colour values here.

Sizes & proportions

Lithuania's growth strategy

2x

Lorem ipsum dolor sit amet consectetuer adipiscing

x

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eum iriure dolor in

hendrerit in vulputate velit esse molestie consequat. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Header

Regular (can be Light, Medium) / 55 pt

Subheader

Regular (can be Medium, Demi Bold) / 20 pt

Body

Light (can be Regular) / 10 pt

In order to maintain consistency, we recommend using these or similar (depending on layout) text size proportions and distancing between elements.

To keep our designs clean we apply a vertical grid of 12 columns.

–

When formating texts always use auto presets: tracking - 0, leading - auto.

Composition rules

Icons can always be scaled up to the point at which their top edge reaches the top of the headline.

Globally
for English
skills

#21

EF English Proficiency
Index (EF EPI), 2019

2nd most
attractive

location for manufacturing
globally.
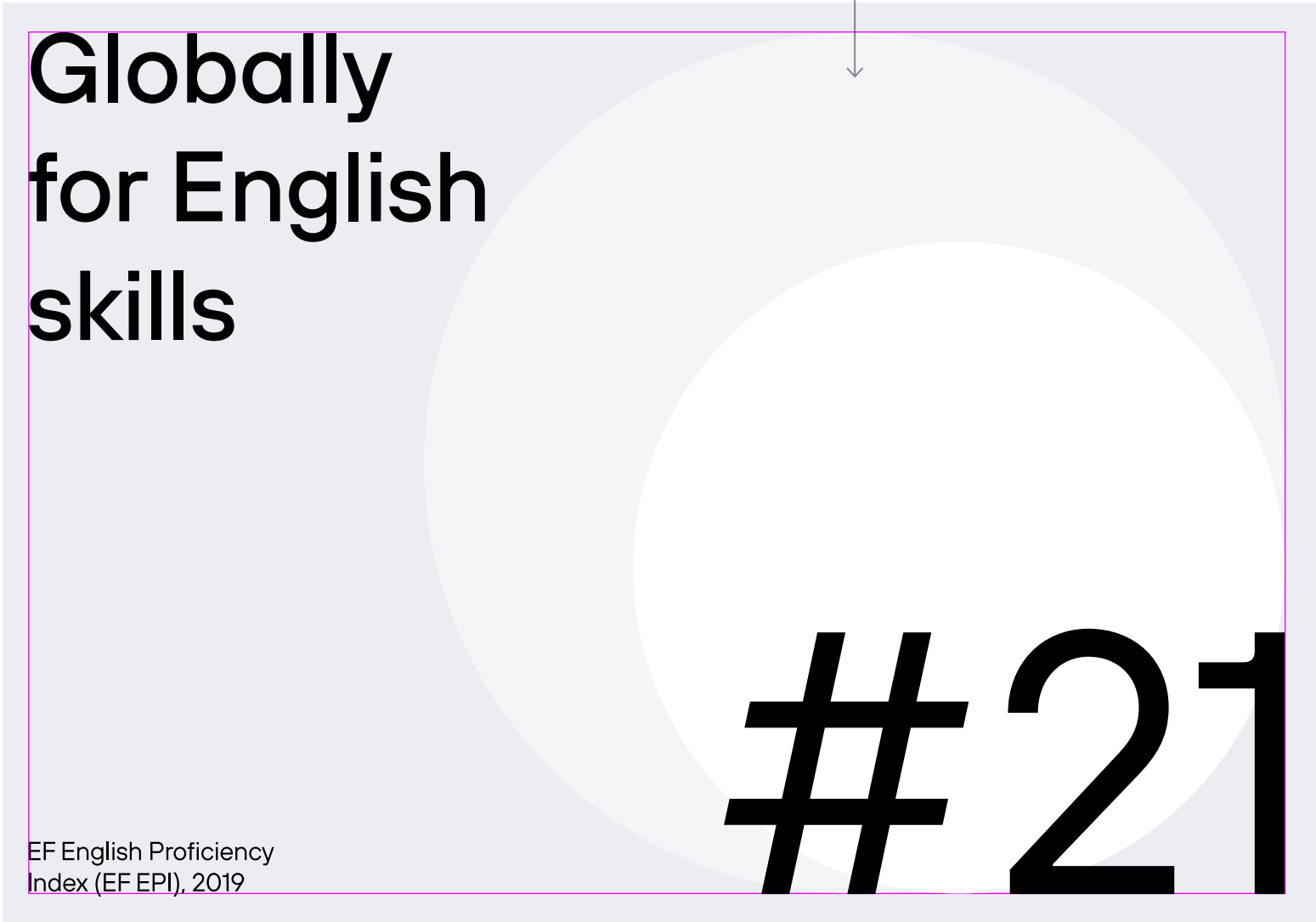
Headline: left top corner

Headlines should be aligned to the top left-hand corner, smaller texts such as body or explanatory texts should also be aligned to the left under the headline.

If the text is illustrated with an icon, it should be aligned to the bottom right hand corner of the layout. If a number needs to be included, it is composed together with the icon in the bottom right hand corner.

Headline: centered

Central composition can only be used when the headline is placed inside an icon. In this case, the body text goes under the icon and is also centred.

Generally there are two possible compositions available for text: headlines can either be in the top left corner of the page or centered. On the next page you can find out how these formats can be combined.

Composition example

Two examples of how a layout composition can be created.

1. Text aligned to the left.

2. Text aligned to the the left + icon with number on the right.

3. Central composition (optically, not by metrics). Both elements are centered separately, but centred together in the aspect of the page.

4. Text aligned to the left + icon on the right behind the text. Readability should be considered when using this option.

Production export

Pharmaceutical and healthcare production

90% of all pharmaceutical and healthcare production exported, with produce going to over 100 countries.

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hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

The total number of Life Sciences companies present:

72

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investlithuania.com

01

02

Production export

2nd most attractive

16th globaly

location for manufacturing globally[1]

in the Global Innovation in Biotech ranking[2]

[1] European Office Market. Edition 2017, BNP Paribas Real Estate;
[2] IMD Comprehensiveness Center, 2019

Pharmaceutical and healthcare production export

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.

Source: European Office Market. Edition 2017,
BNP Paribas Real Estate.

investlithuania.com

Don'ts

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

✕

Do not use Demi Bold (or wider styles) for headers or body text, always follow the guidelines presented here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

✕

Do not apply any effects to text objects.

Lorem ipsum dolor sit amet, consectetur long headline with more than one text line

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

✕

Do not align right body text. Use of right aligning for long headlines is not recommended.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

✕

Do not colour the text.

To keep our typography look as best as possible follow the rules described in previous pages.

Photography

Imagery speaks volumes, and the imagery we choose says a lot about our brand. Our style of photography aims to convey confidence, trust, clarity and boldness. We have 4 categories of photography within our photobank:

• People

• Industry

• Lifestyle & landscape

• Architecture & interiors
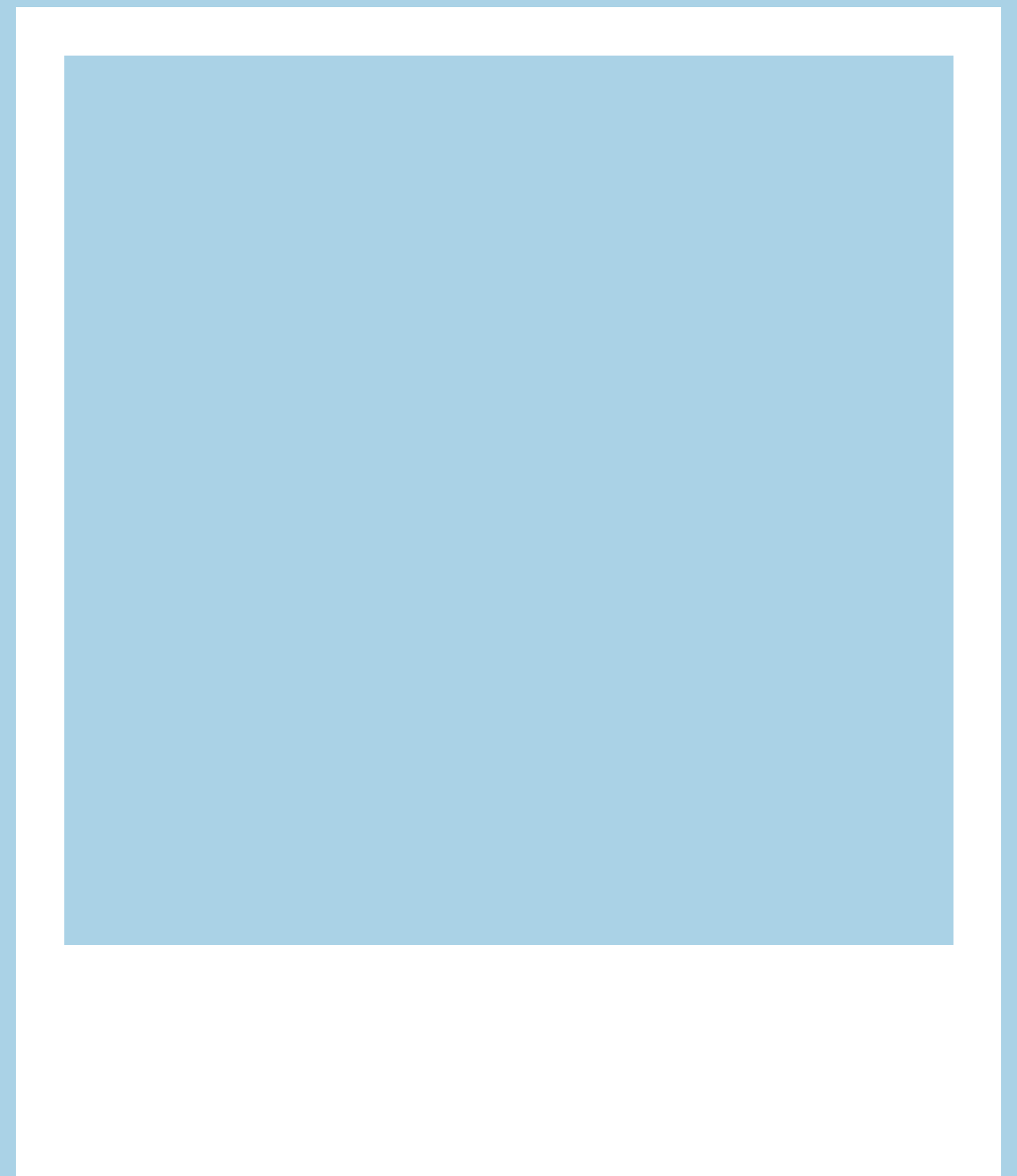
General style

The images we use are the clearest expression of our tone of voice. Through our photography we look to represent our key values of truth and clarity.

As a result, we go for a naturalistic photographic style characterized by images that are colourful yet non vibrant and have a strong compositional sense.

We prioritize images created in Lithuania or images of Lithuanian people.

Main Key Words:

- Natural light
- Brightness
- Natural environments
- Real emotions
- No posing

People

When it comes to our imagery, people are our main subject matter and selling point.

The photographic style used for pictures of people should be in-line with our overall photographic style. Also, we need to make sure and ensure that we always shoot portraits in natural environments (offices, cityscapes, nature).

We should avoid studio backgrounds and flat lighting.

Industry

People are our main subject matter. For pictures of industrial settings, photographs with people in them are preferred.

Lifestyle & landscape

The photographic styles used for lifestyle and landscape pictures should be in-line with our overall photographic style. Less traditional angles and photographs with people in them are preferred.

Architecture & interiors

The photographic styles used for landscape and architecture pictures should be in-line with our overall photographic style. Less traditional angles are preferred. Always use straight vertical lines in architectural photography, and avoid using tight crops or abstract images.
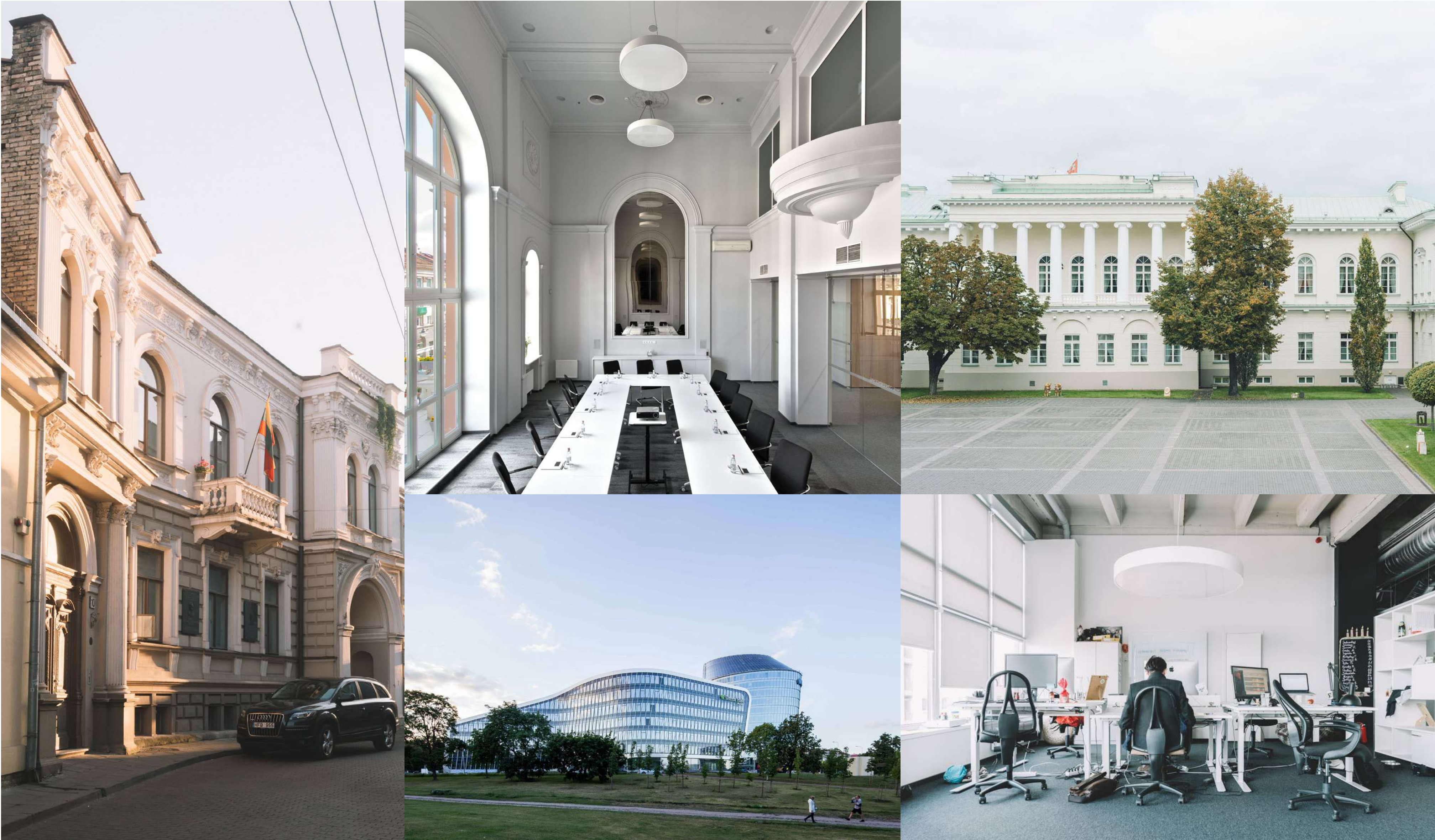
Dont's

✕

Avoid clichés, posed shots or studio backgrounds.

✕

Don't use black & white images.

To make our imagery look great avoid these mistakes.

✕

Don't use low quality 'snapshot' type imagery.

✕

Don't use tight crops of portraits.

Duotone images

To emphasize our identity we use duotone images, when possible. We also use duotone when some information or element needs to be highlighted.

When to use a duotone image

- When the image is low quality.
- When the image's colours don't match the overall style of the composition.
- When text needs to be written on the image.
- When you want to visually distinguish a specific chapter or section in a publication or website.

Important: never apply both regular and duotone images in one layout or design to not make it visually messy.

See the next page for examples of duotone application.

Applying duotone

Step 1

Original colour image.

Step 2

Choose 'Image' > 'Adjustments' > 'Gradient map'. Then select preferrable colours. If needed, edit contrast by editing gradient.

Don't

Do not use Adobe Photoshop 'Duotone' mode because it results in non brand colours, non vibrant images and it can only create RGB color range images.

The easiest way to tone images is by using Adobe Photoshop's Gradient map.

Preferred colours for duotone
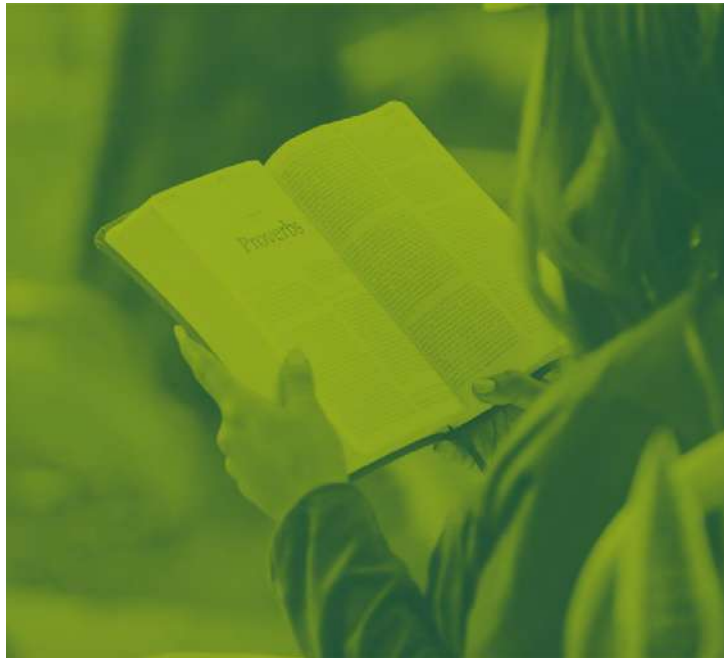
1. Dark Blue + Sky Blue

#055582
RGB 5 85 130
CMYK 95 65 25 7
PMS 294

#aad2e6
RGB 170 210 230
CMYK 30 6 6 0
PMS 277

2. Dark Green + Sky Blue

#1e5037
RGB 30 80 55
CMYK 85 40 83 43
PMS 343

#aad2e6
RGB 170 210 230
CMYK 30 6 6 0
PMS 277

3. Dark Green + Young Green

#1e5037
RGB 30 80 55
CMYK 85 40 83 43
PMS 343

#aabe19
RGB 170 190 25
CMYK 40 10 100 0
PMS 381

4. Dark Blue + Young Green

#055582
RGB 5 85 130
CMYK 95 65 25 7
PMS 294

#aabe19
RGB 170 190 25
CMYK 40 10 100 0
PMS 381

5. Forest Green + Sky Blue

#1e9141
RGB 30 145 65
CMYK 85 20 100 5
PMS 355

#aad2e6
RGB 170 210 230
CMYK 30 6 6 0
PMS 277

6. Forest Green + White

#1e9141
RGB 30 145 65
CMYK 85 20 100 5
PMS 355

#ffffff
RGB 255 255 255
CMYK 0 0 0 0
PMS White

When selecting colours, always consider the contrast and clearance of the image. If the result is not satisfactory, try changing the contrast by editing the gradient.

Don'ts

✕
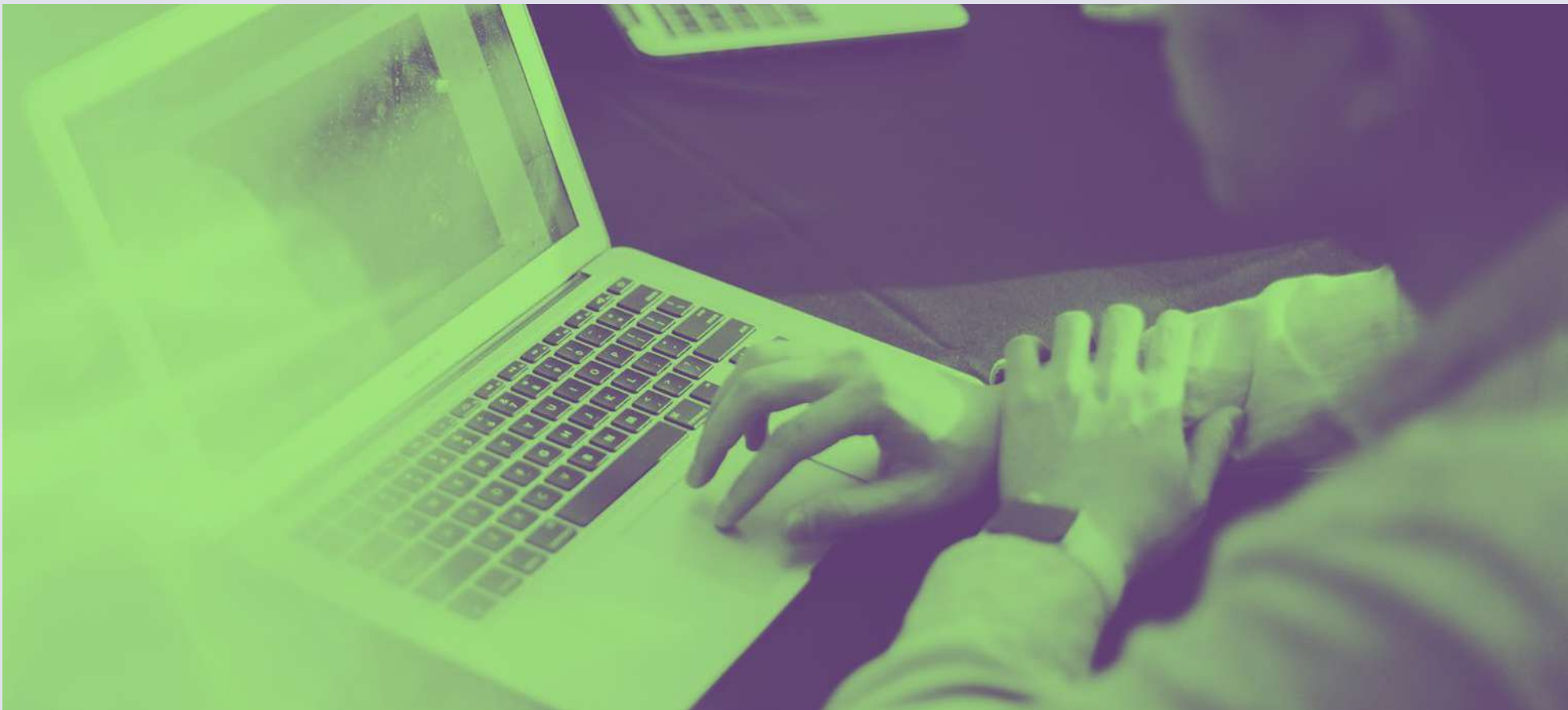
Never use non brand colours for duotoning.

✕

Do not use colours that are not listed in the prefered colours.

V.S.

'Duotone' mode
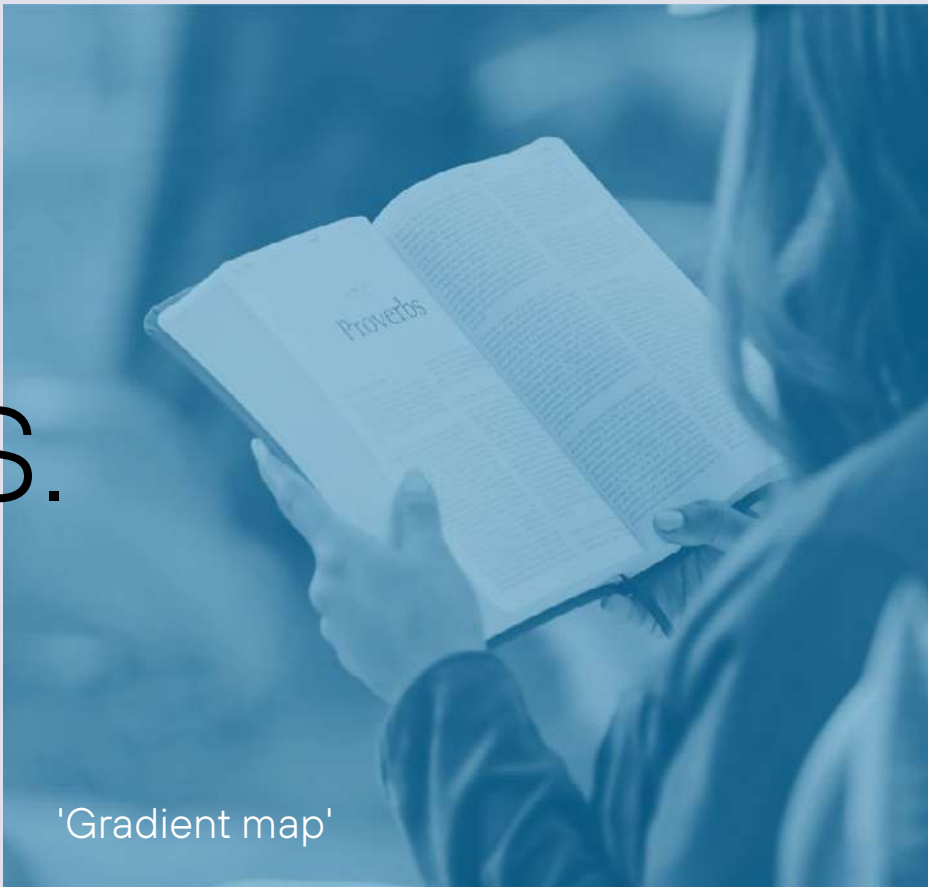
'Gradient map'

When choosing Colours always think of contrast and clearance of the image. If result is not satisfying try to increase image contrast before duotoning.

✕

Always use the "Gradient Map" tool for duotoning images.

✕

Do not combine duotone and original colour images in one composition.

Icons

Where a photo is not enough, we can also use icons - the perfect tool for portraying the themes covered. Our icons are one of the key elements of our identity. We use them to illustrate texts, facts or infographics.

Icons style

Our icons are one of the key elements of our identity. We use them to illustrate texts, facts or infographics.

Their style combines the monumental and minimal with touches of small details. Flat two-dimensional designs with sharp contours are prioritized. No effects such as shadows or brushes should be used. Icons should, wherever possible, use only one colour. For information on their use, see the page on **composition**.

Icons with images

To create even greater impact for our identity, we also place images (predominantly photographic images) within the icons. These can be both full colour or duotone.

Icons with duotone images

To create even greater impact for our identity, we also place images (predominantly photographic images) within the icons. These can be both full colour or duotone.

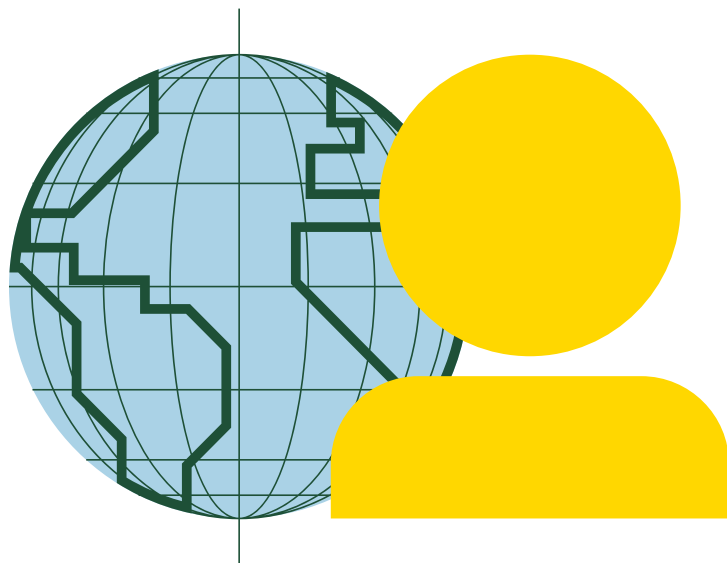# How to draw icons

✕
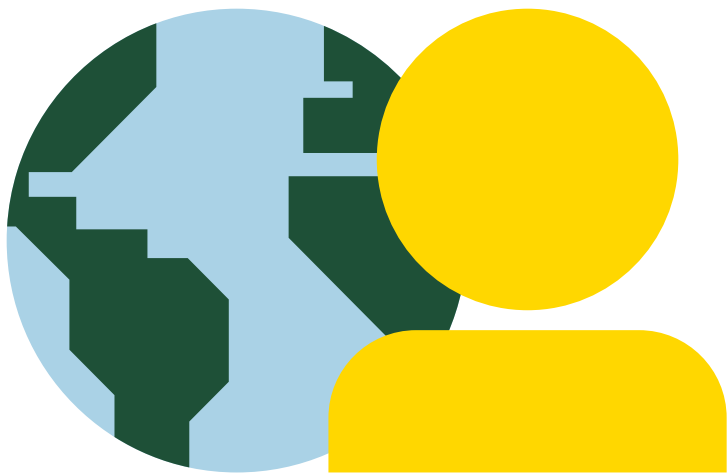
Too detailed.

✓
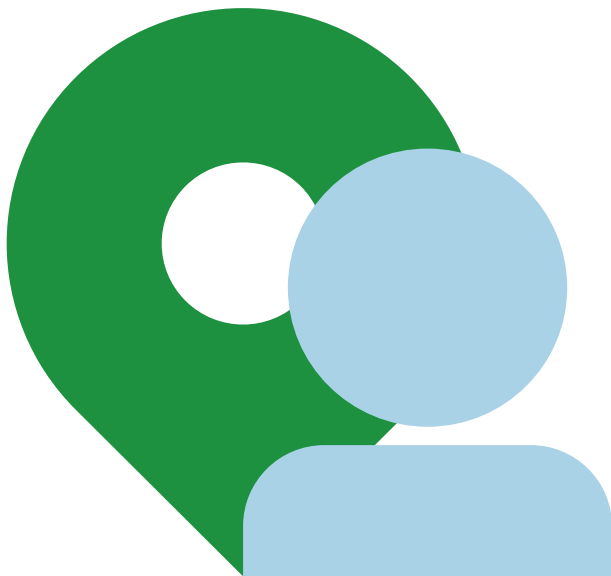
Monumental and minimal but still clear.

✕

Avoid shadows or isometric illustrations.
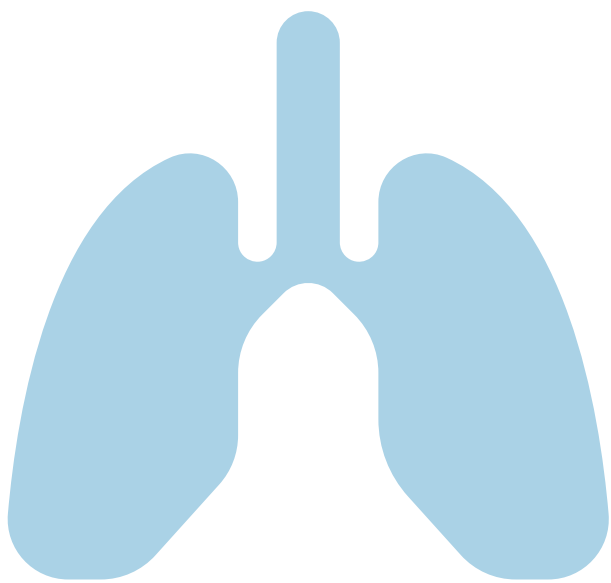

✓
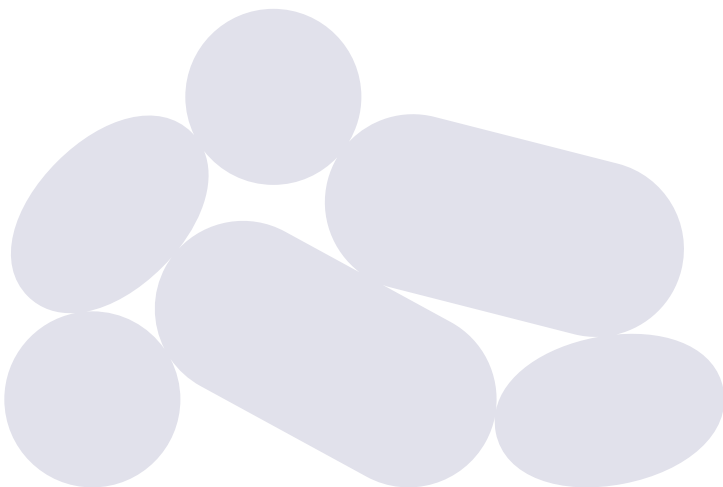
If monumental forms cannot be used, try to use a novel or surprising composition.

✕

Do not add any additional details like lines, dots, patterns, etc.

✓

Always think of the most minimal way to show what is needed.

✕

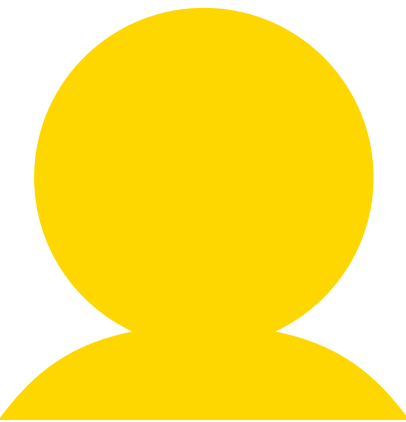Do not round corners. Do not try to make it cute.

✓

Think of the most minimal way to show what is needed.

When drawing never forget to keep it monumental, minimal and sharp. Do not use rounded corners or additional details.

Colouring system

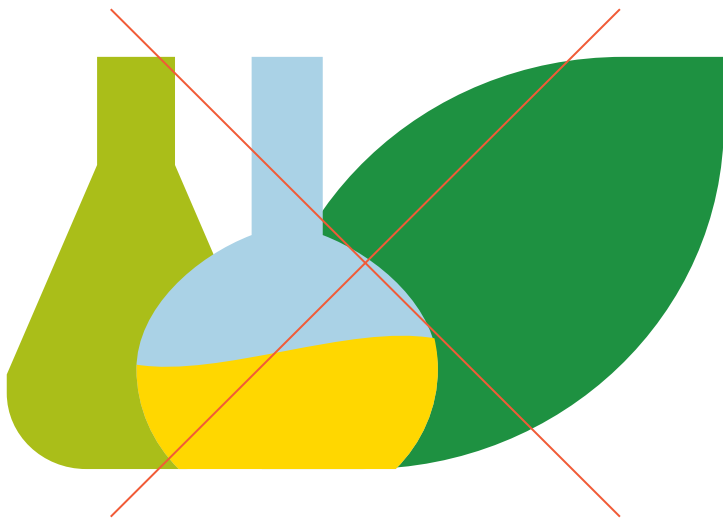How to count colours on white background: _____
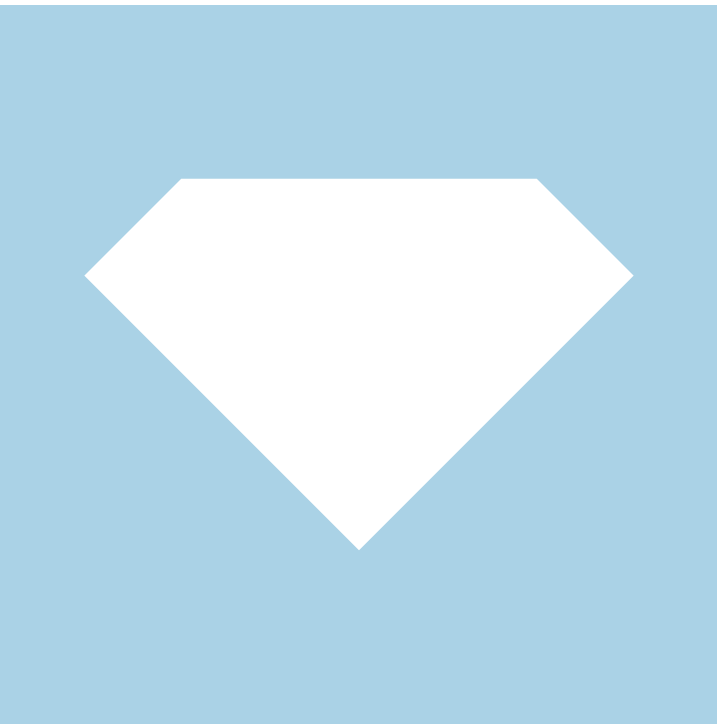

1 colour

2 colours

3 colours

4 colours

How to count colours on coloured background: _____

1 colour (white does not count)

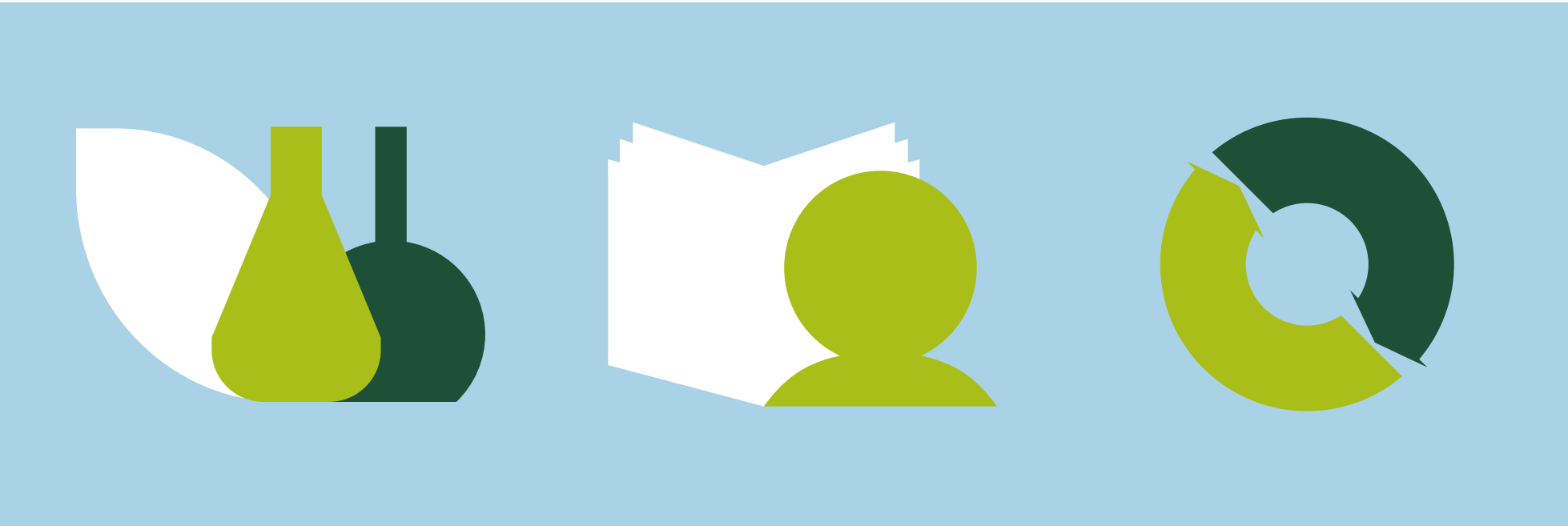2 colours

2 colours (white does not count)

3 colours

4 colours

Icons should, wherever possible, have one colour only. If it is strictly necessary, up to 3 colours can be used (white is not considered a colour). 4 or more colours should never be used, as this will result in a noisy or overly playful image.

Colouring layouts

1 element – 3 colours

Sky Blue + Young Green + Dark Green (White does not count).
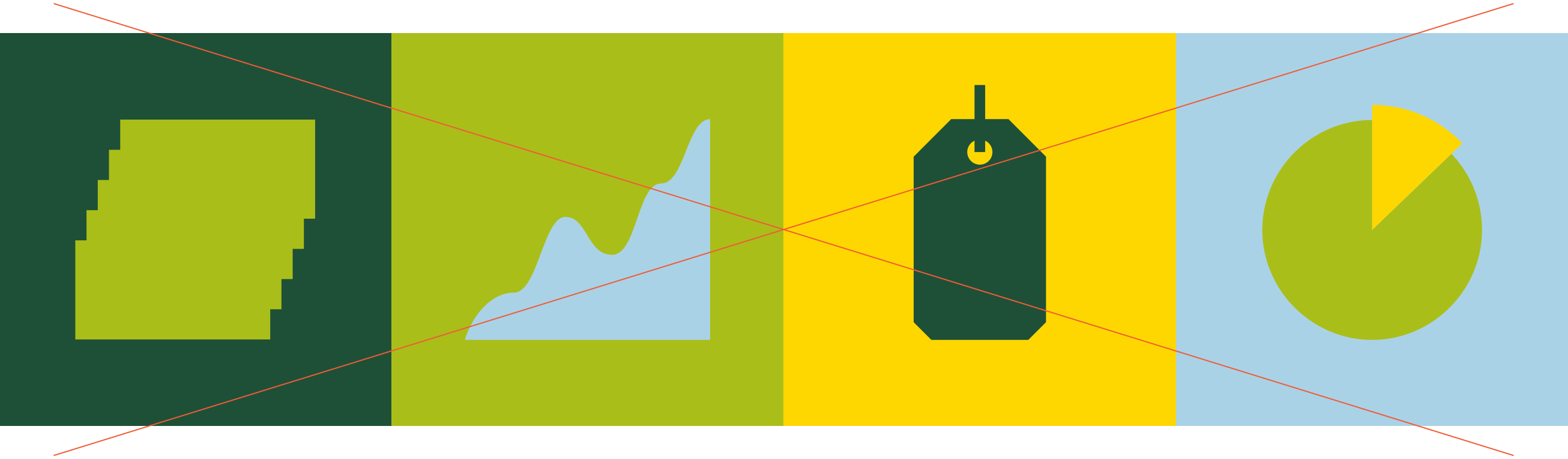

1 element – 2 colours

Sky Blue + Young Green + Yellow.

1 element – 4 colours

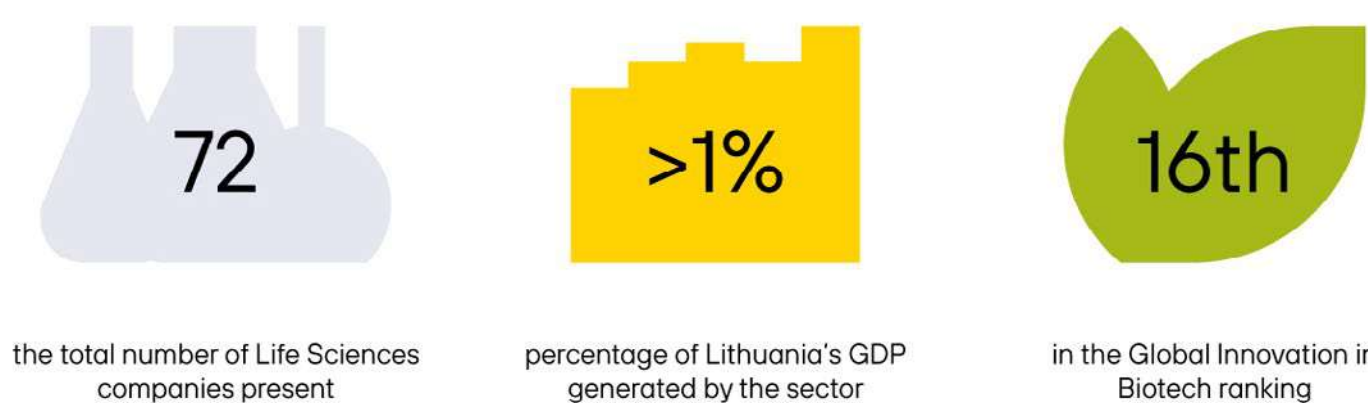Dark Green + Sky Blue + Young Green + Yellow.

When colouring layouts, no more than 3 colours should be used. The illustrations above show how colours should be counted.

Icons + text

1. Text + icon up to 2 colours

If an icon has 2 or 1 Colours we write headline (text or number) in the center of an icon. The body text below is also centered.
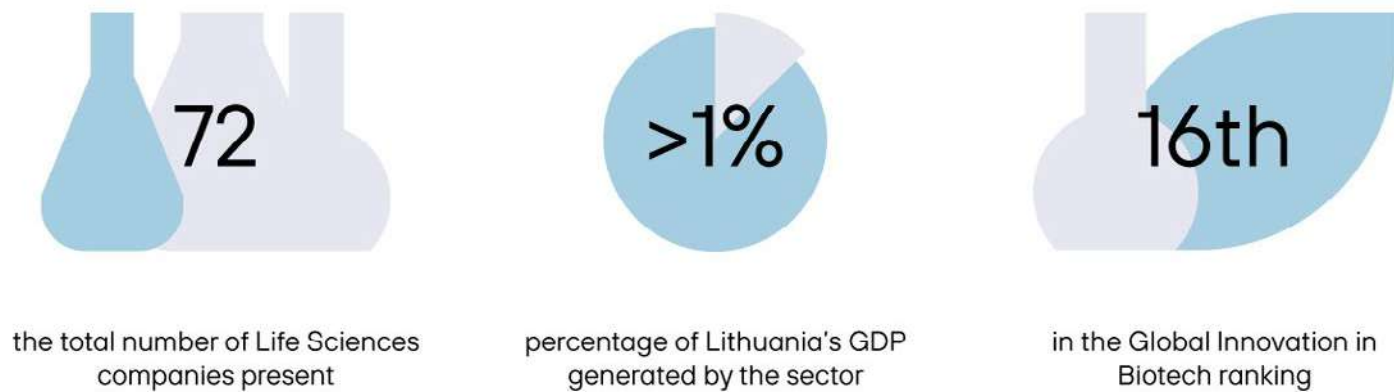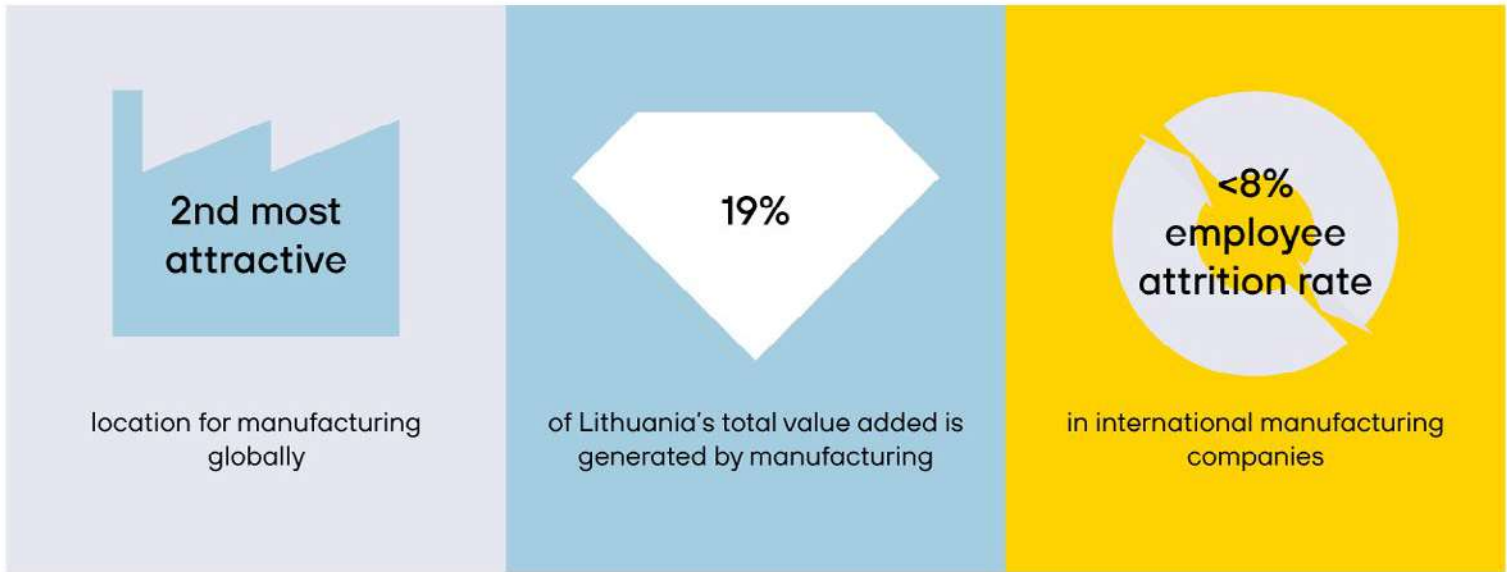
We use icons to draw attention to the facts and numbers that characterise our identity. These are three different combinations that can be used. The choice of combination depends on the text and icons/colours needed.

When counting colours do not forget:

- background colour must be counted in;
- white colour does not count;
- one icon, entire element or layout cannot contain more than 3 colours.

Every icon has 1 colour

72
the total number of Life Sciences companies present

>1%
percentage of Lithuania's GDP generated by the sector

16th
in the Global Innovation in Biotech ranking

Every icon has 2 colours

72
the total number of Life Sciences companies present

>1%
percentage of Lithuania's GDP generated by the sector

16th
in the Global Innovation in Biotech ranking

Every icon has 2 colours

72
the total number of Life Sciences companies present

>1%
percentage of Lithuania's GDP generated by the sector

16th
in the Global Innovation in Biotech ranking

Every icon has 1 or 2 colours

2nd most attractive
location for manufacturing globally

19%
of Lithuania's total value added is generated by manufacturing

<8% employee attrition rate
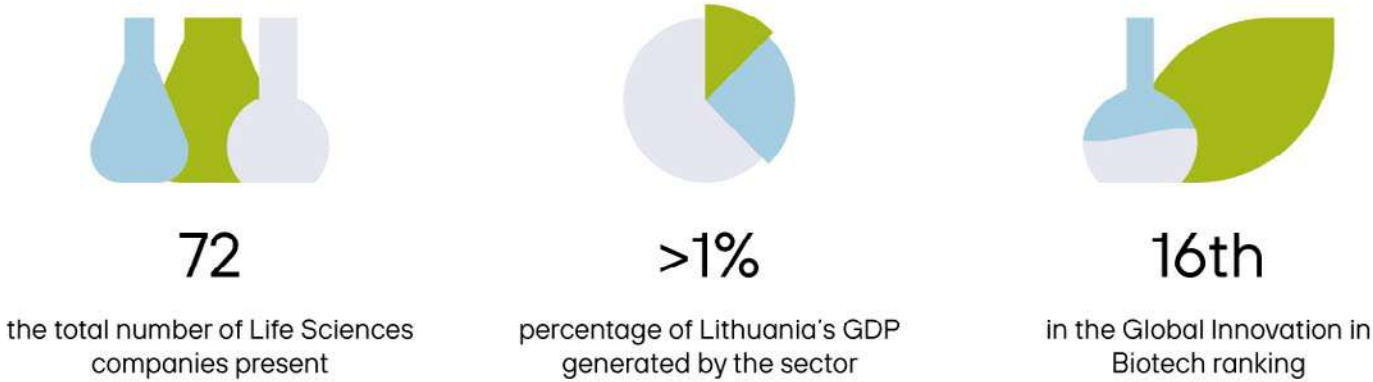in international manufacturing companies

Icons + text

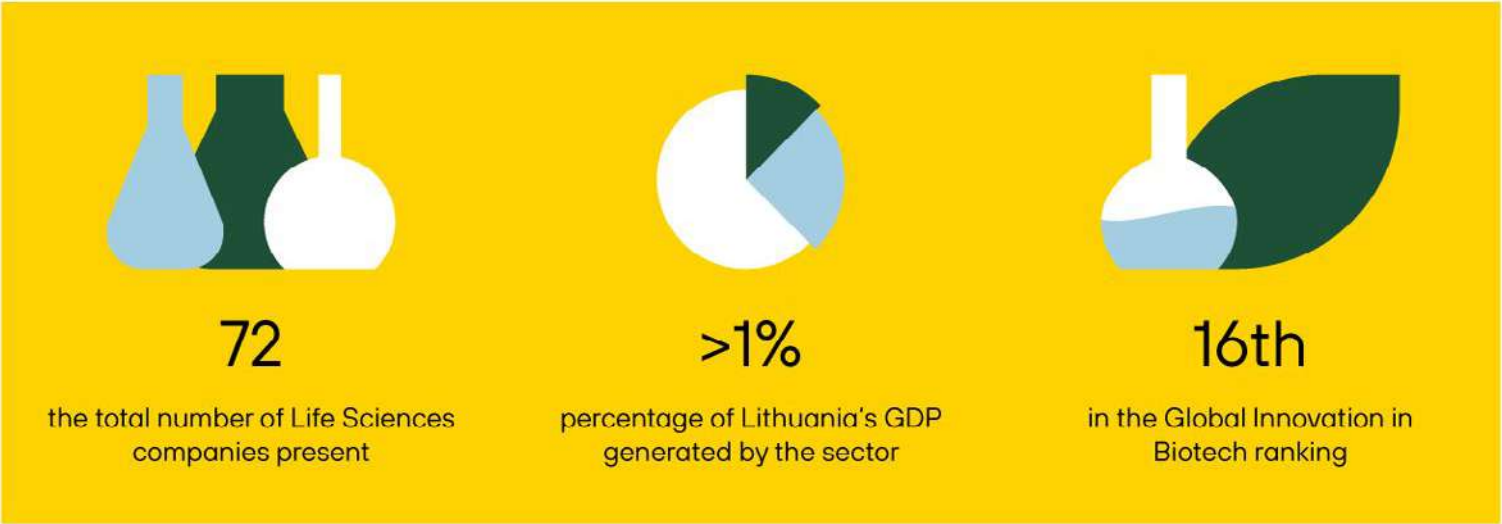## 2. Text + 3 Colour icon

If an icon needs to contain 3 colours, then do not write any text on it, as doing so will make it visually noisy or messy.
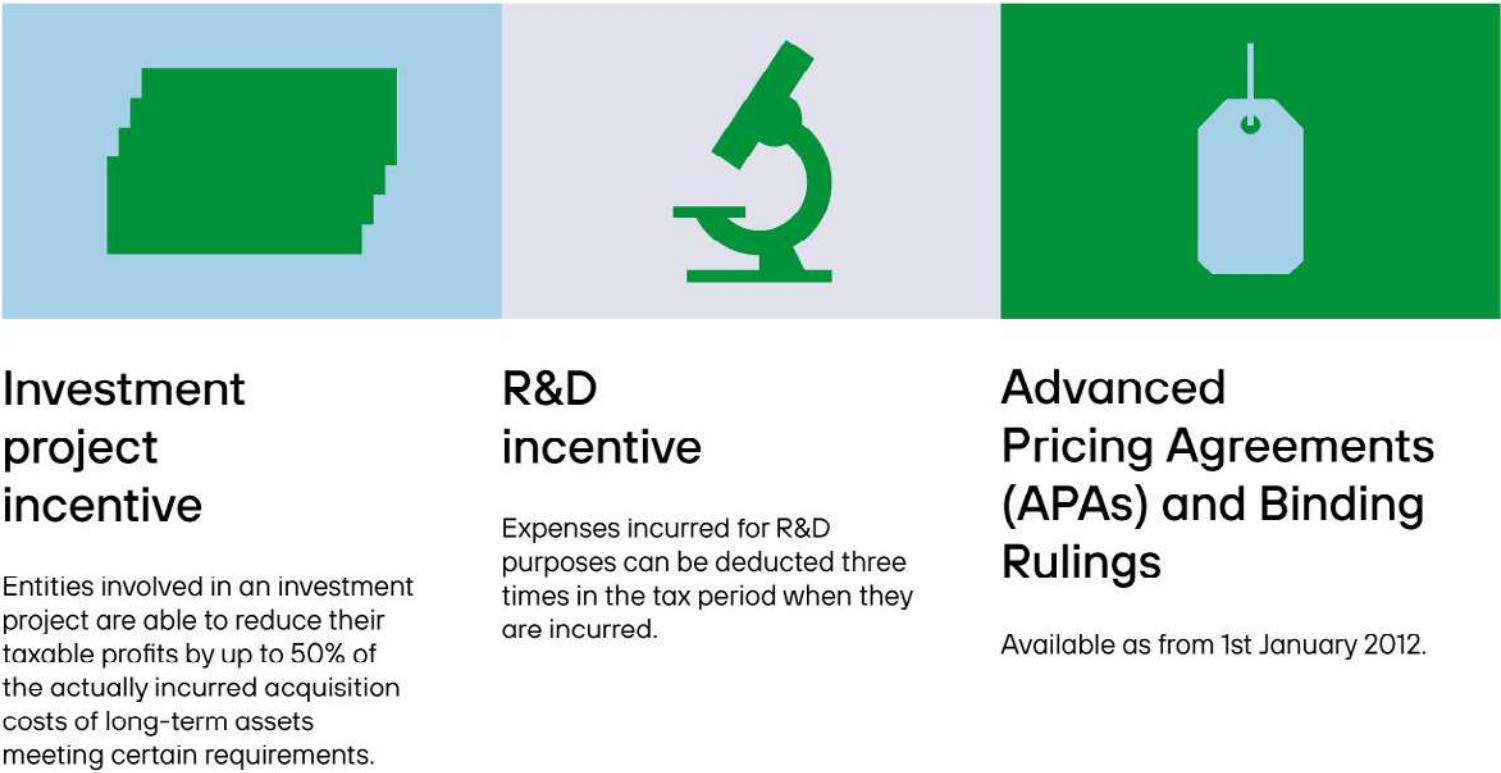
Every icon has 3 colours

72
the total number of Life Sciences companies present

>1%
percentage of Lithuania's GDP generated by the sector

16th
in the Global Innovation in Biotech ranking

Every icon has 3 colours

72
the total number of Life Sciences companies present

>1%
percentage of Lithuania's GDP generated by the sector

16th
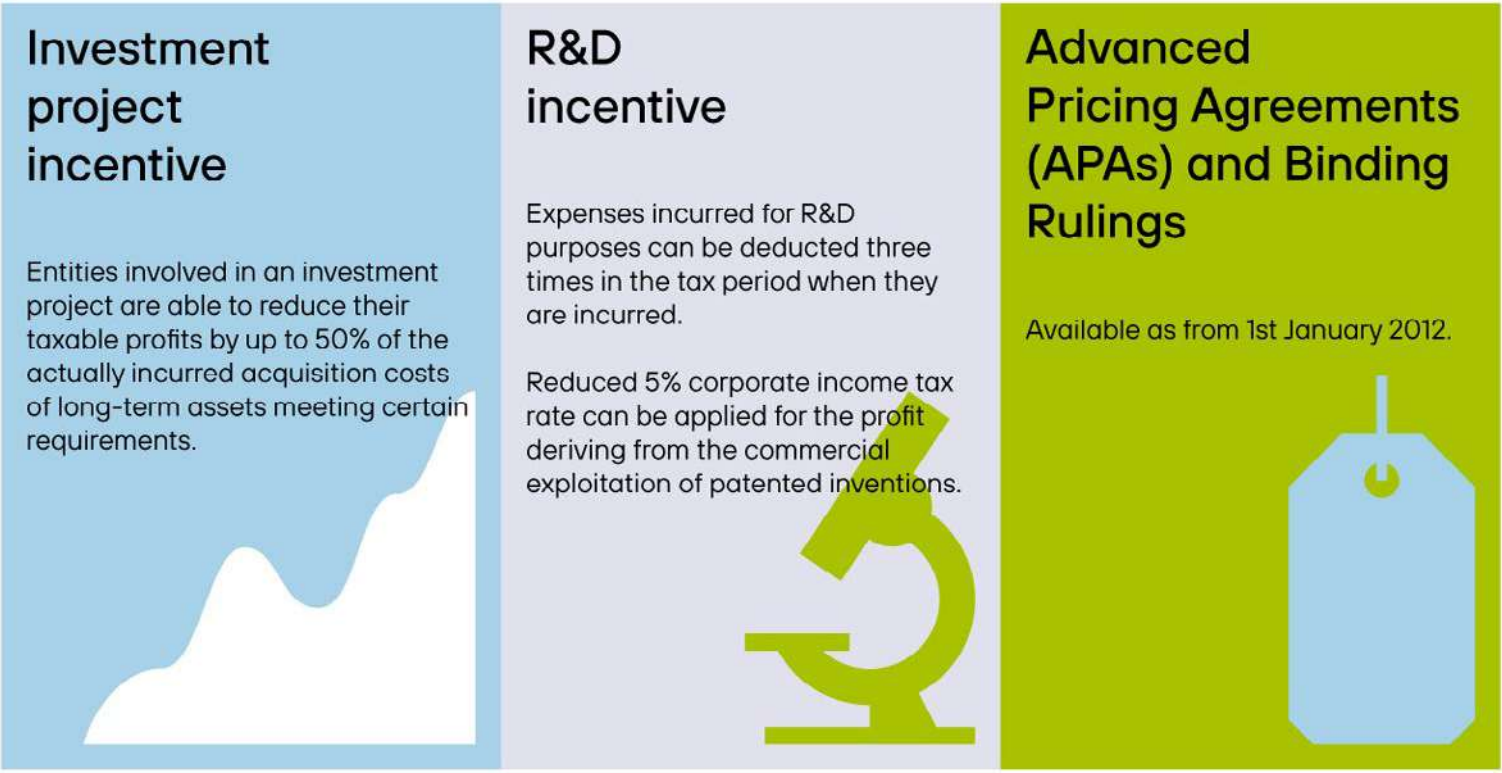in the Global Innovation in Biotech ranking

3. Large amount of text

Do not centre headlines inside icons if they are too long. Instead, place the icon in a separate rectangle as an illustration, or use it as a background for the text.
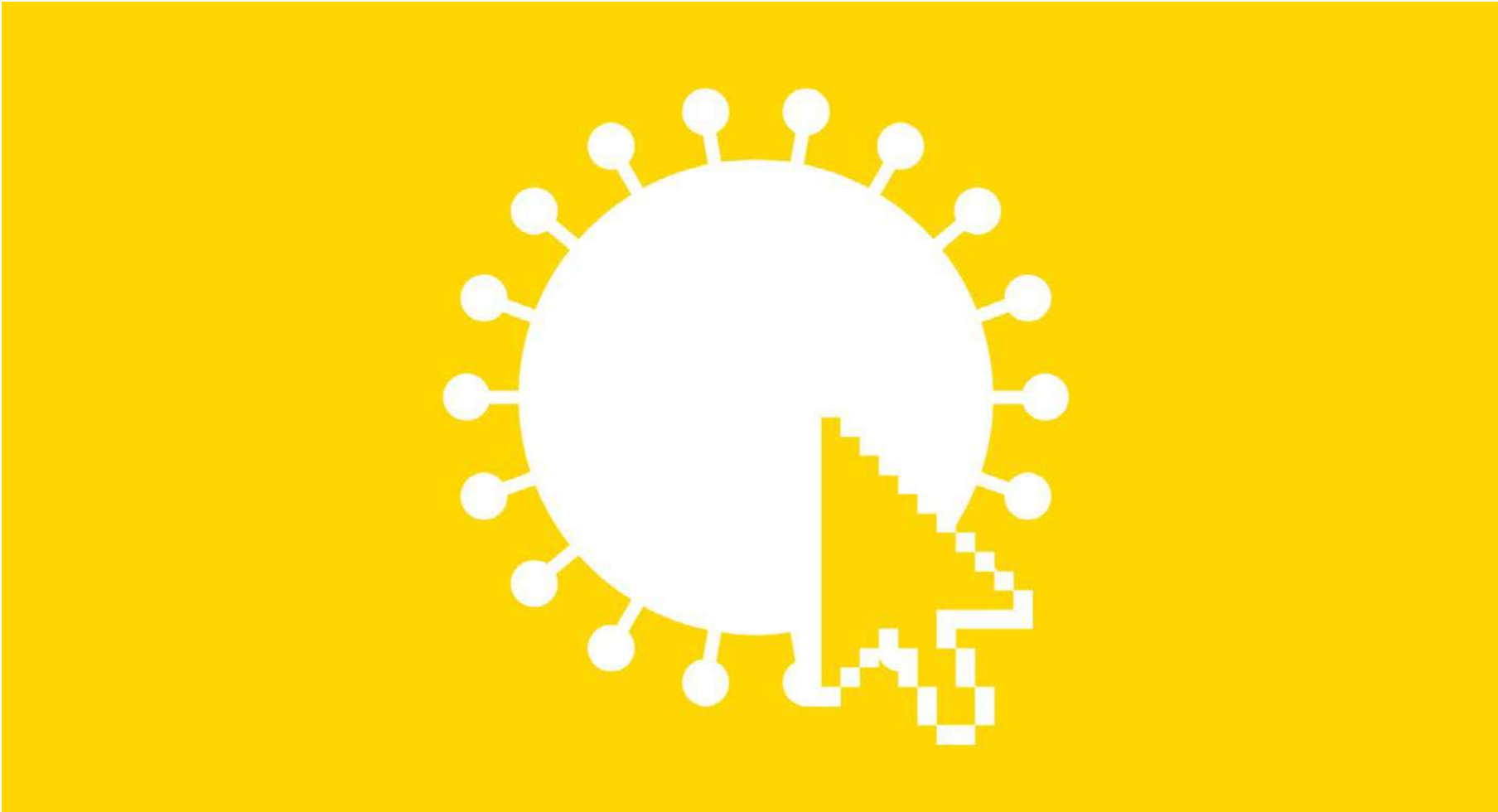
Icons separated from text

Investment project incentive

Entities involved in an investment project are able to reduce their taxable profits by up to 50% of the actually incurred acquisition costs of long-term assets meeting certain requirements.

R&D incentive

Expenses incurred for R&D purposes can be deducted three times in the tax period when they are incurred.

Advanced Pricing Agreements (APAs) and Binding Rulings

Available as from 1st January 2012.

Icons behind text

Investment project incentive

Entities involved in an investment project are able to reduce their taxable profits by up to 50% of the actually incurred acquisition costs of long-term assets meeting certain requirements.

R&D incentive

Expenses incurred for R&D purposes can be deducted three times in the tax period when they are incurred.

Reduced 5% corporate income tax rate can be applied for the profit deriving from the commercial exploitation of patented inventions.

Advanced Pricing Agreements (APAs) and Binding Rulings

Available as from 1st January 2012.

Illustrations

1 colour illustration

2 colour illustration

2 colour illustration + image

1 colour illustration + duotone image

Illustrations are composed from the combinations of icons. No more than 3 colours should be used, and compositions should be centrally focused, when possible.

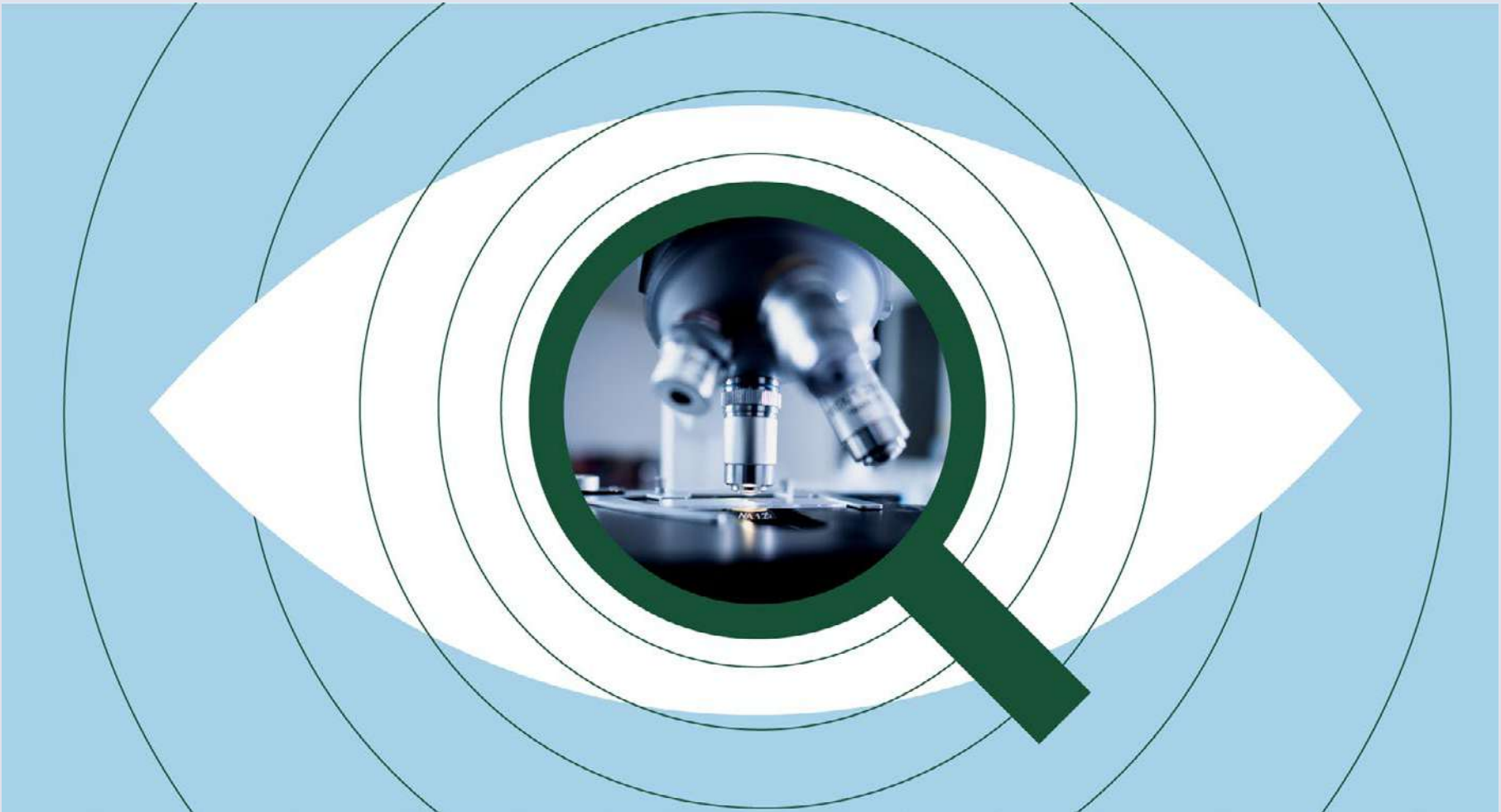Clipped images and duotone images can also be used in such compositions.

Illustration don'ts

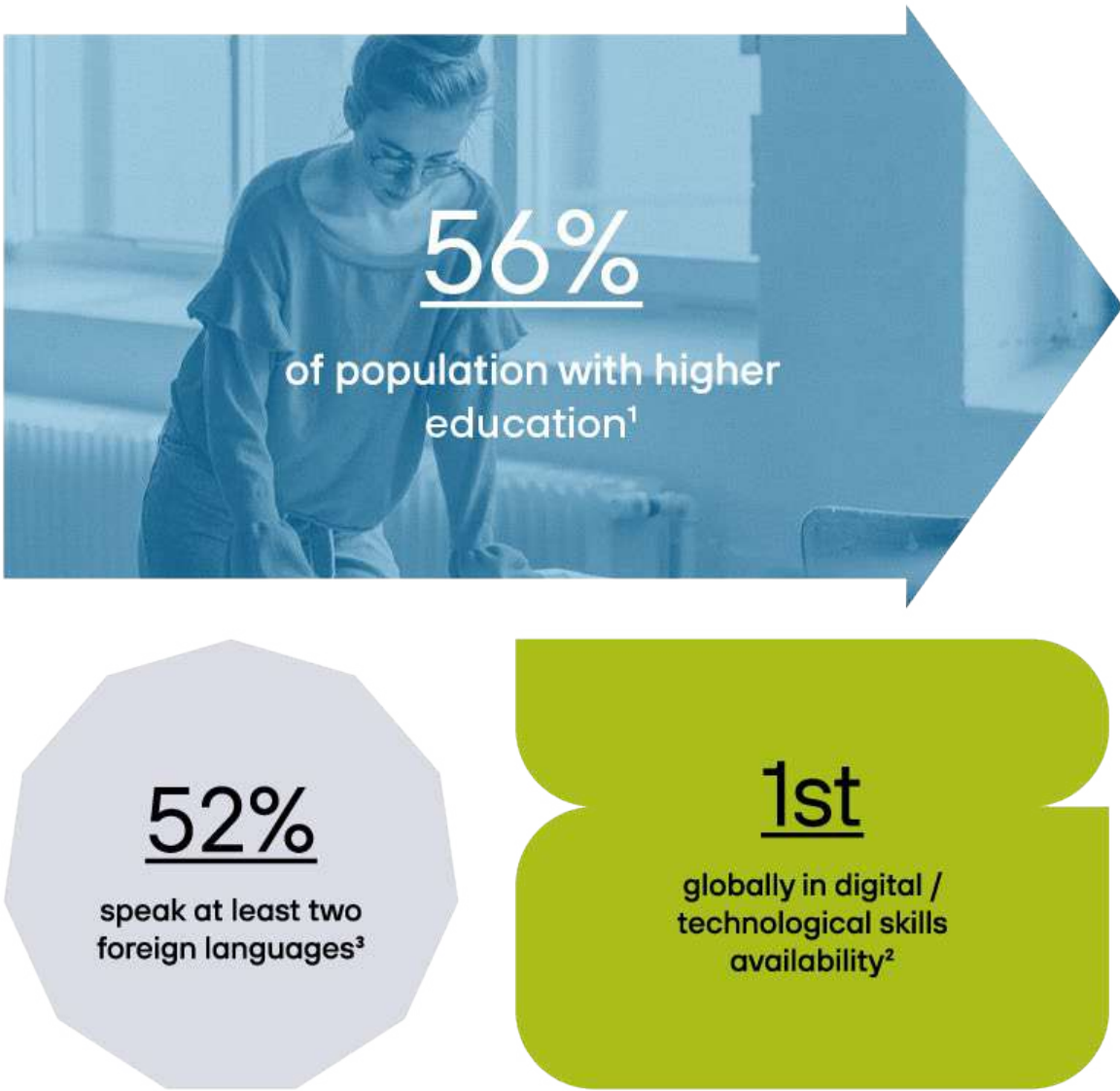✕
Use only brand identity colours.

✕
Do not apply effects.

✕
Do not add any additional details like lines, dots, patterns, etc.

✕
Do not use more than 3 colours in one illustration.

Abstract shapes + patterns

56%
of population with higher education[1]

52%
speak at least two foreign languages[3]

1st
globally in digital / technological skills availability[2]

Example of abstract shapes used instead of icons

In patterned visuals image can be partially covered by a colored shape.

Example of pattern out of abstract shapes

When applying patterns always use image (or duotone image) placed inside.

In some instances when there is no text to illustrate but an image is needed, or the text is too complex to draw a specific icon that would illustrate it, abstract shapes or patterns can be used.
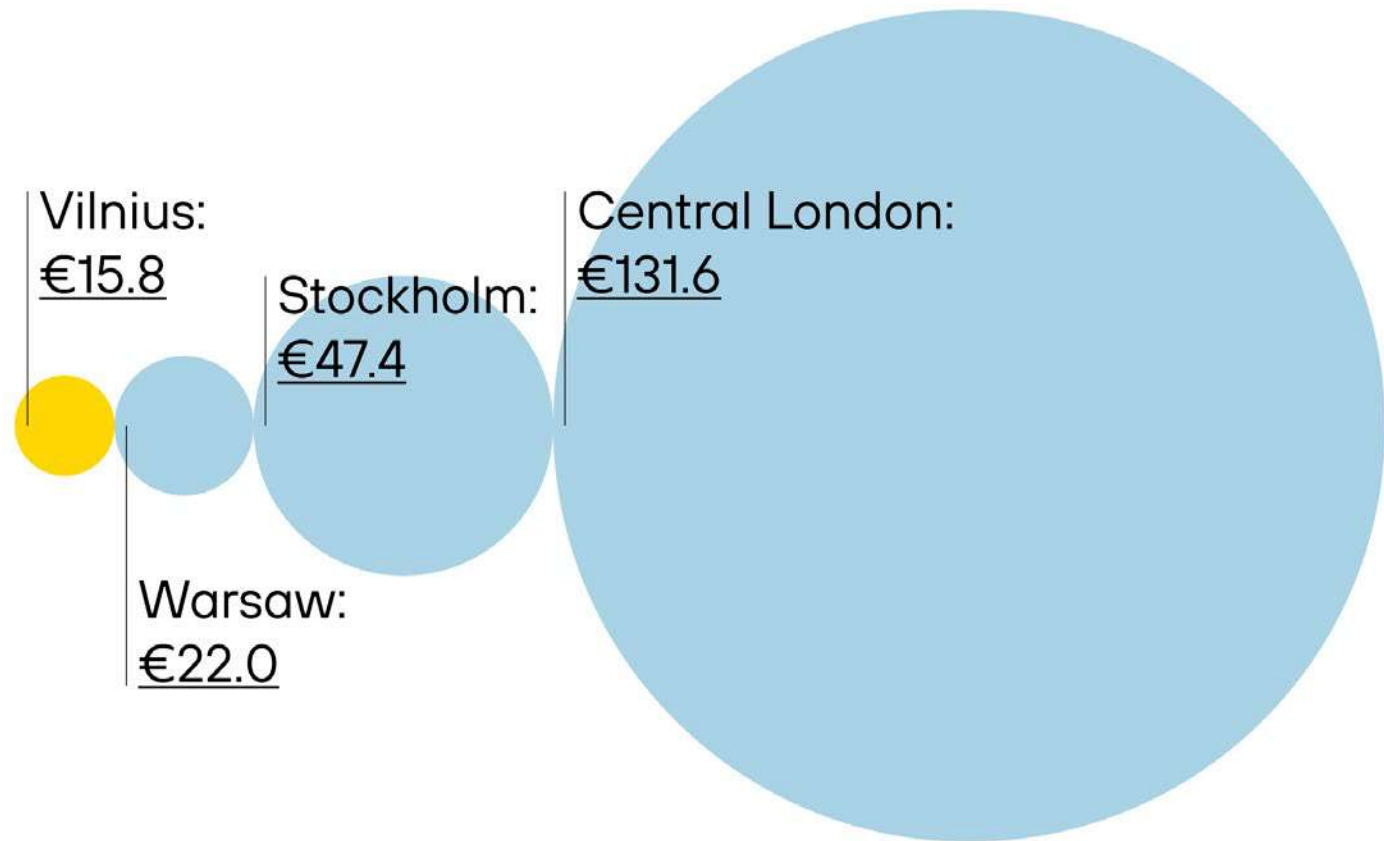
For more examples, see the Stationery chapter.

Infographics & maps

As a business we thrive on data. It's the way we promote our country to the outside world. This section describes how to present data and statistics in an engaging way.
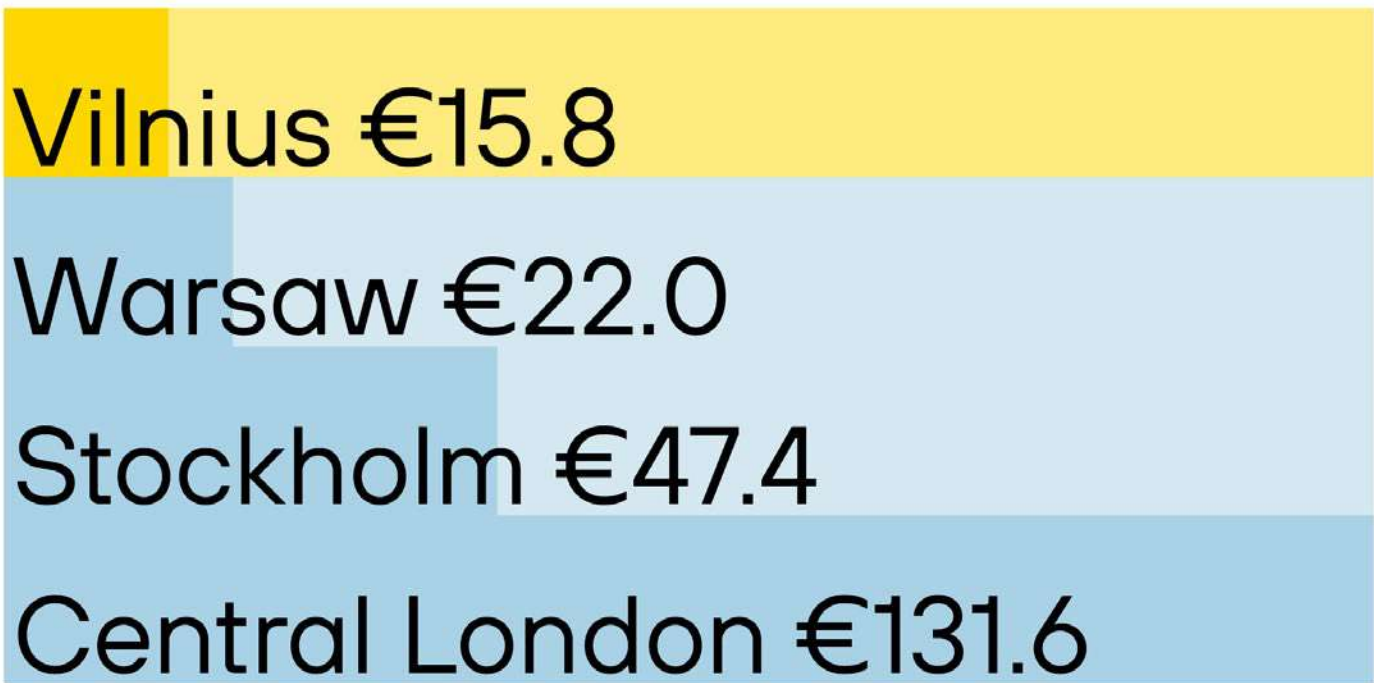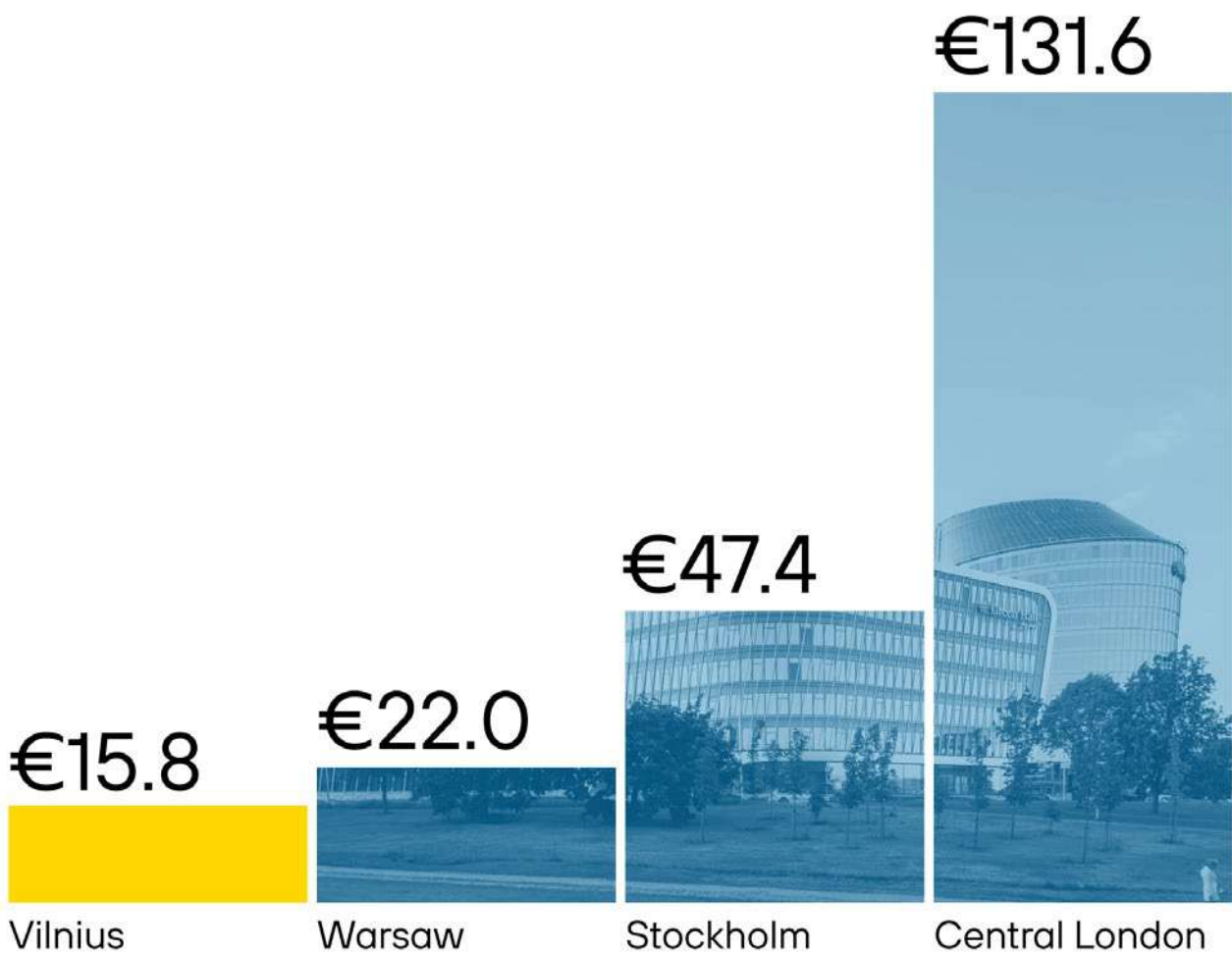
Charts

As our identity is characterized by facts and numbers, our goal is to make sure that all our infographics are bold and clear.

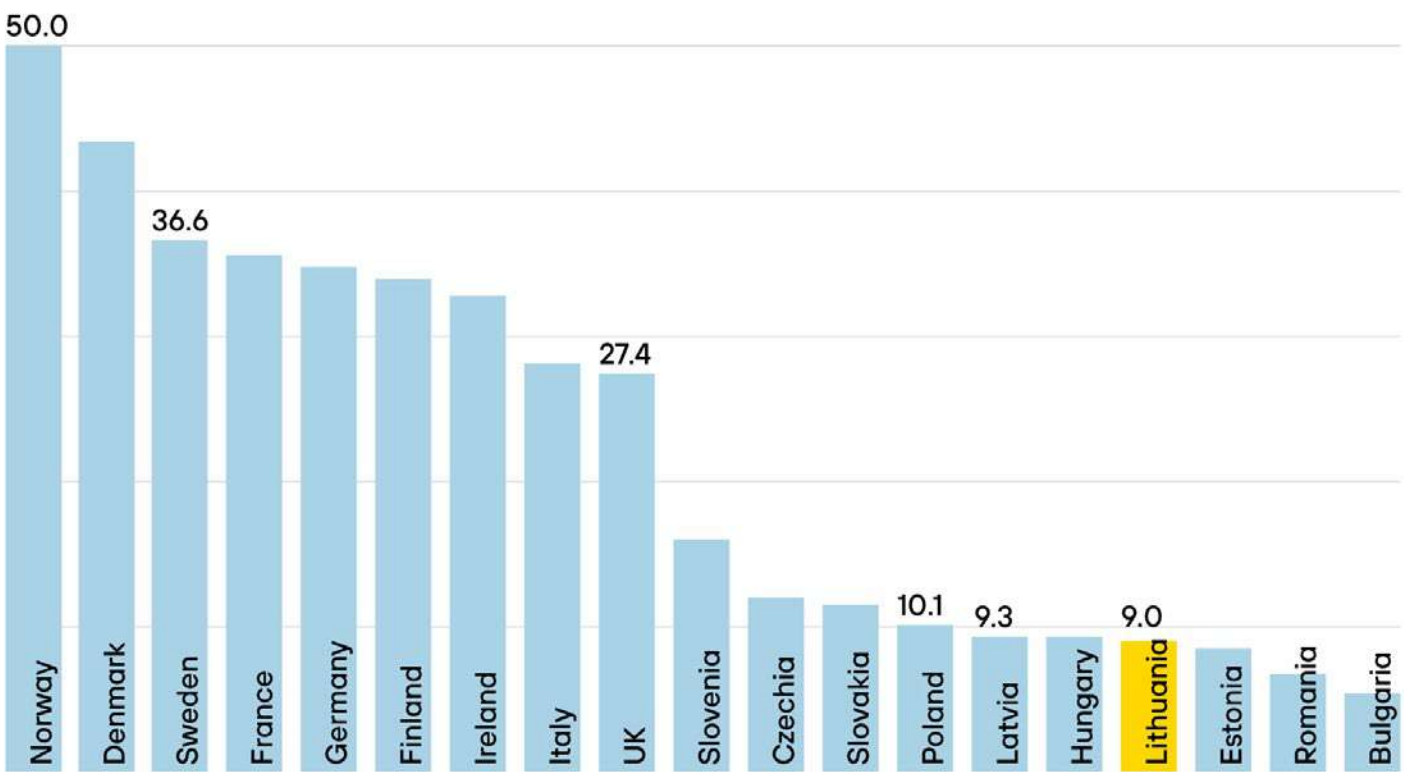## When drawing charts:

1. Try to make charts as visually appealing as possible. Use shapes or icons to make them appear more like an infographic (**example 1**).

2. As our visual identity is defined by combining the monumental and the minimal, try to achieve the same effect with charts (**example 2**).

3. If the chart provides the space to do so, try to include images (**example 3**) or the title (**example 4**) within it.

4. If the chart is complex, and none of the above suggestions can be applied, leave it clear.
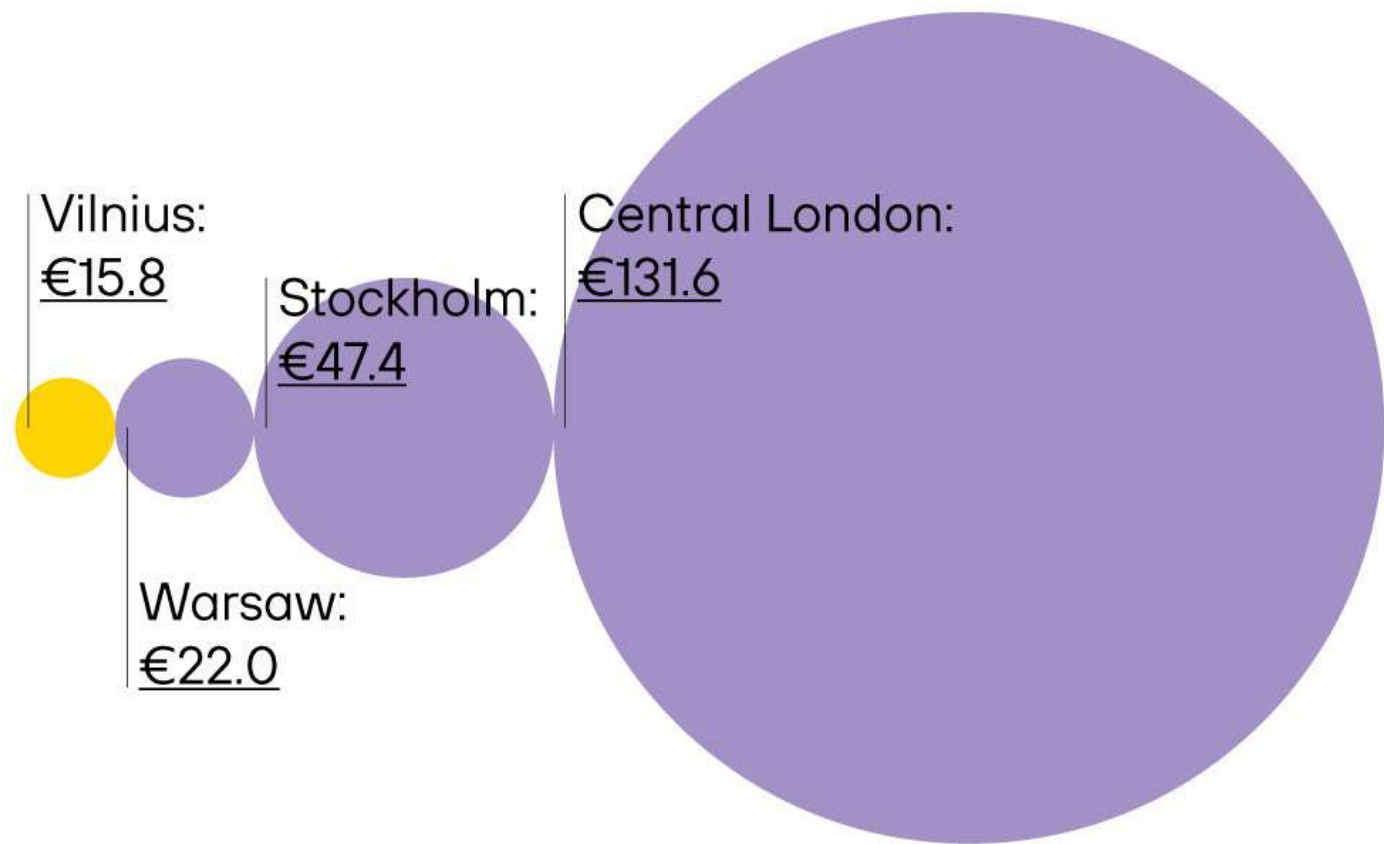
1. Use infographics instead of regular charts

Vilnius: €15.8

Warsaw: €22.0

Stockholm: €47.4

Central London: €131.6

2. Make it big

Vilnius €15.8

Warsaw €22.0

Stockholm €47.4

Central London €131.6

3. Place images inside

€131.6

€47.4

€15.8   €22.0

Vilnius   Warsaw   Stockholm   Central London

4. Be clear

50.0

36.6

27.4

10.1   9.3   9.0

Norway   Denmark   Sweden   France   Germany   Finland   Ireland   Italy   UK   Slovenia   Czechia   Slovakia   Poland   Latvia   Hungary   Lithuania   Estonia   Romania   Bulgaria

Don'ts

1. Do not use non brand colours

Vilnius:
€15.8

Warsaw:
€22.0

Stockholm:
€47.4

Central London:
€131.6

2. No gradients

Vilnius €15.8

Warsaw €22.0

Stockholm €47.4

Central London €131.6

3. Do not use any effects or 3D

€131.6

€47.4

€22.0

€15.8

Vilnius · Warsaw · Stockholm · Central London

4. Make it readable

50.0

36.6

27.4

10.1 · 9.3 · 9.0

Norway · Denmark · Sweden · France · Germany · Finland · Ireland · Italy · UK · Slovenia · Czechia · Slovakia · Poland · Latvia · Hungary · Lithuania · Estonia · Romania · Bulgaria
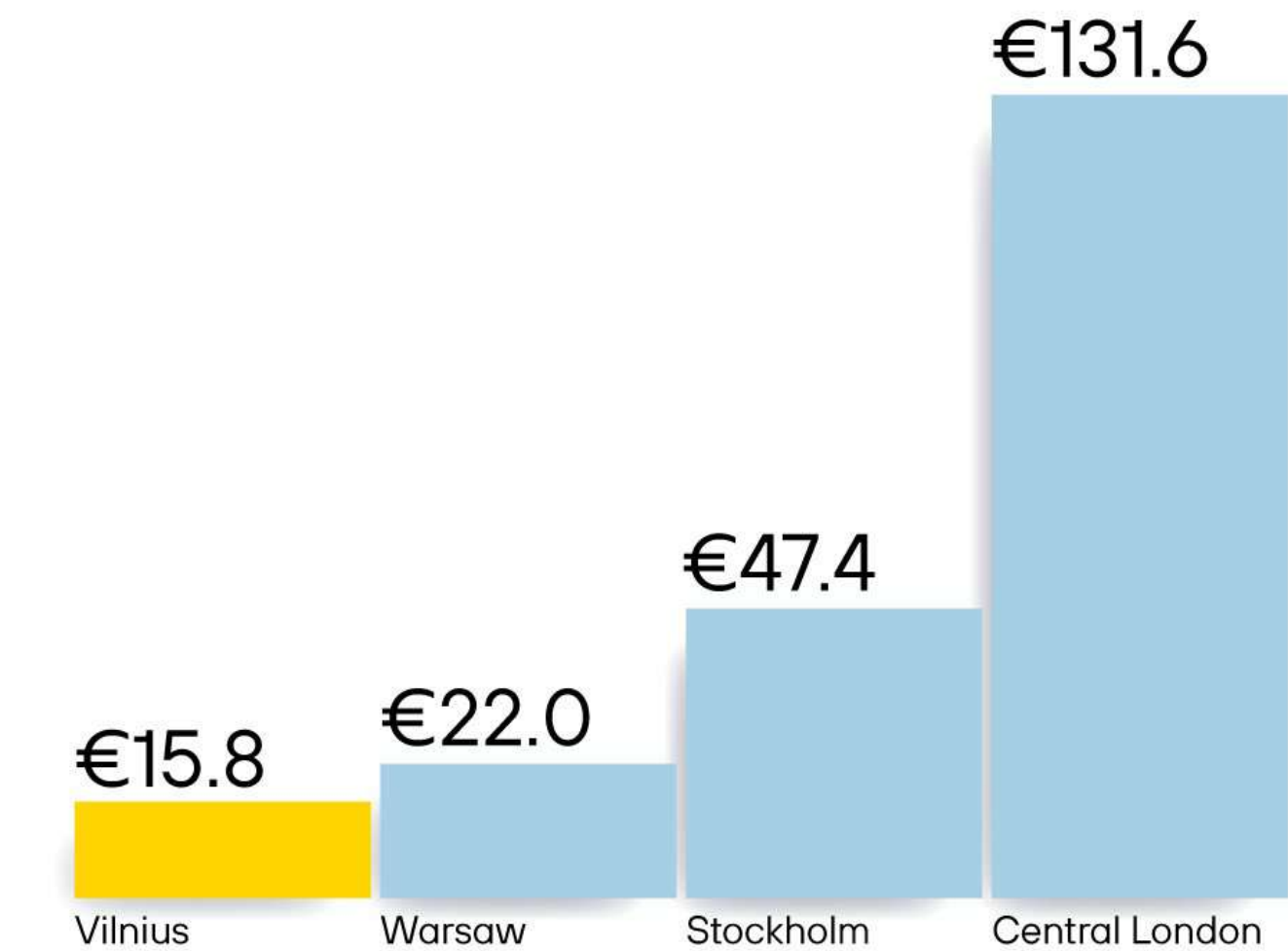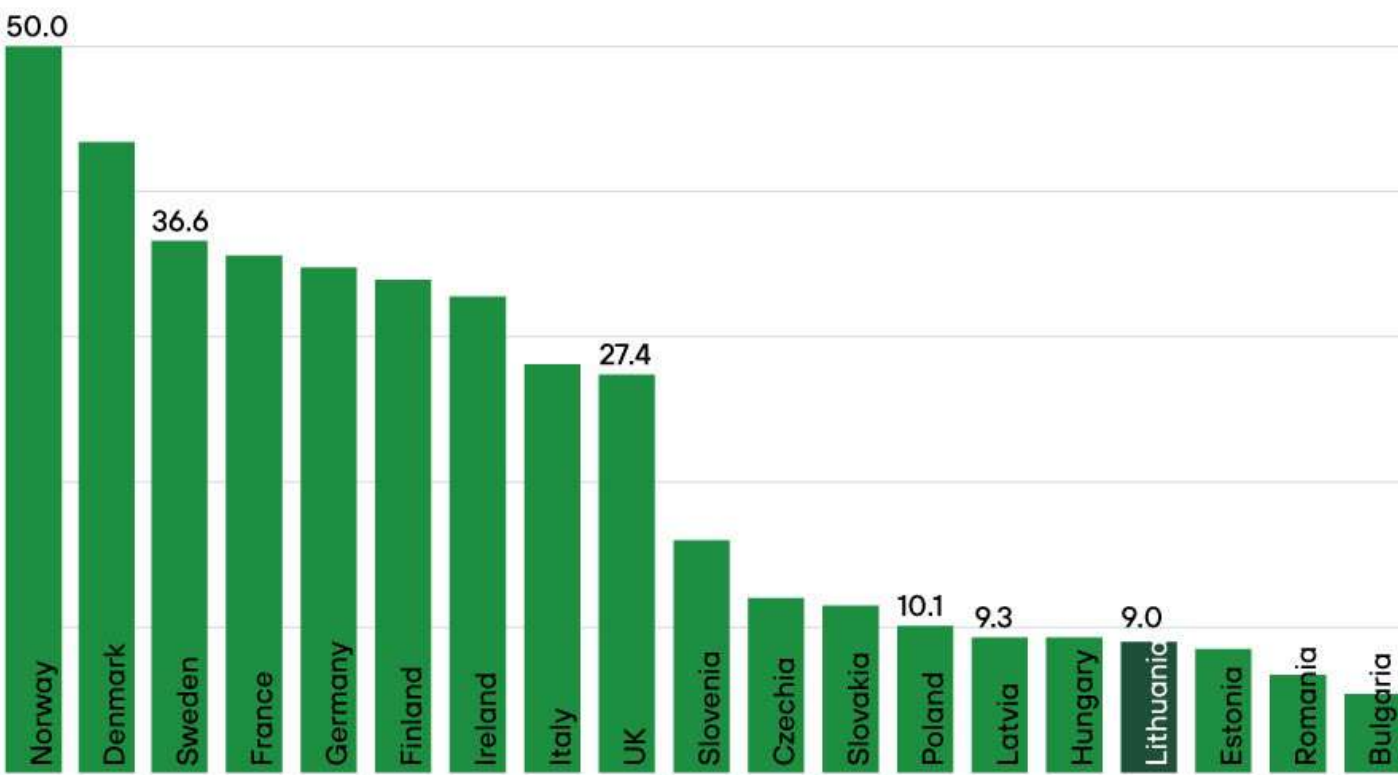
Do not:

1. Do not use non brand colours.

2. Do not use gradients of any kind.

3. Do not use 3 dimensional charts or apply any effects like shadows.
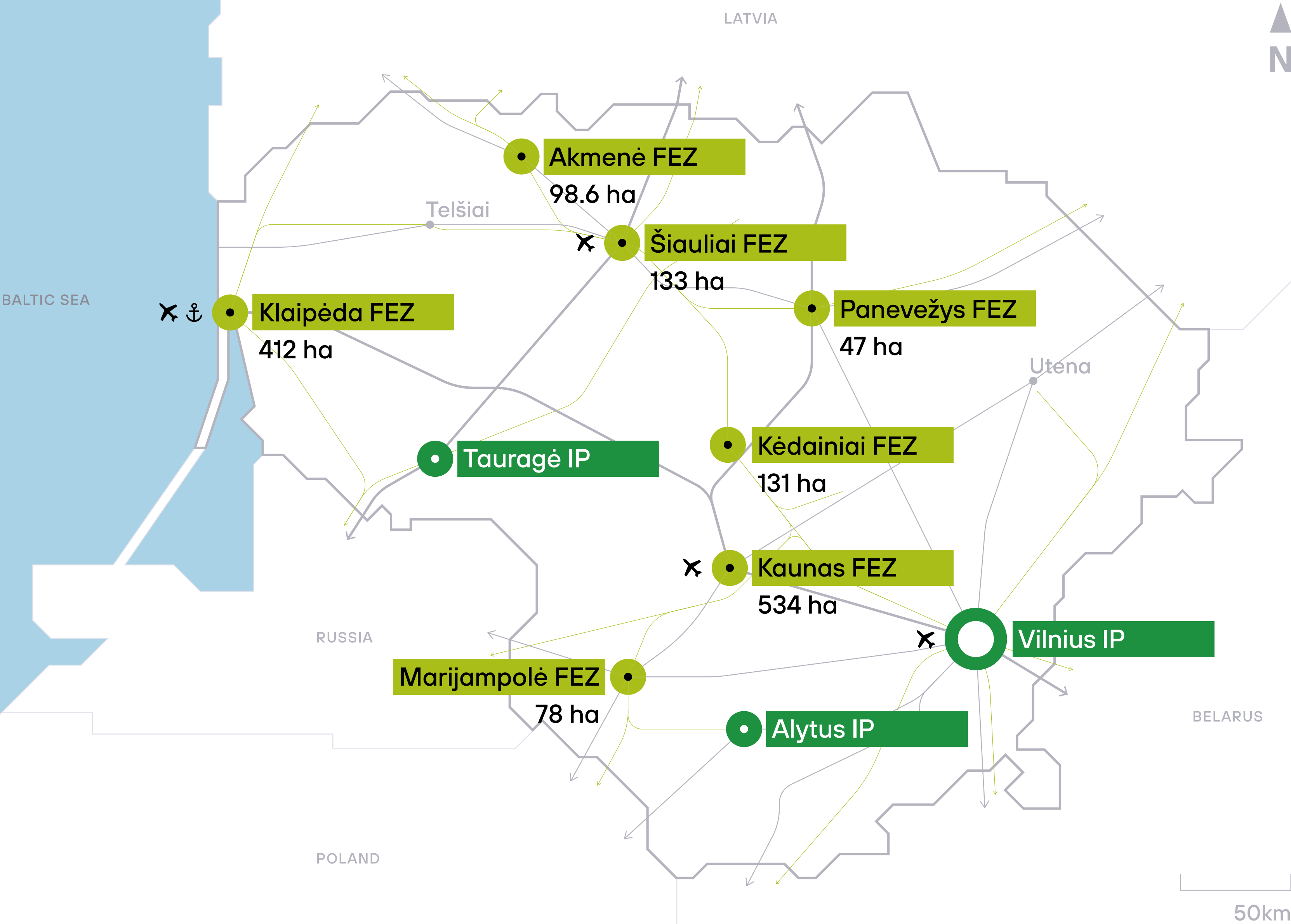
4. Always keep in mind readability.

Informational maps

Maps are also repeatedly used in
our identity. Making them clear and
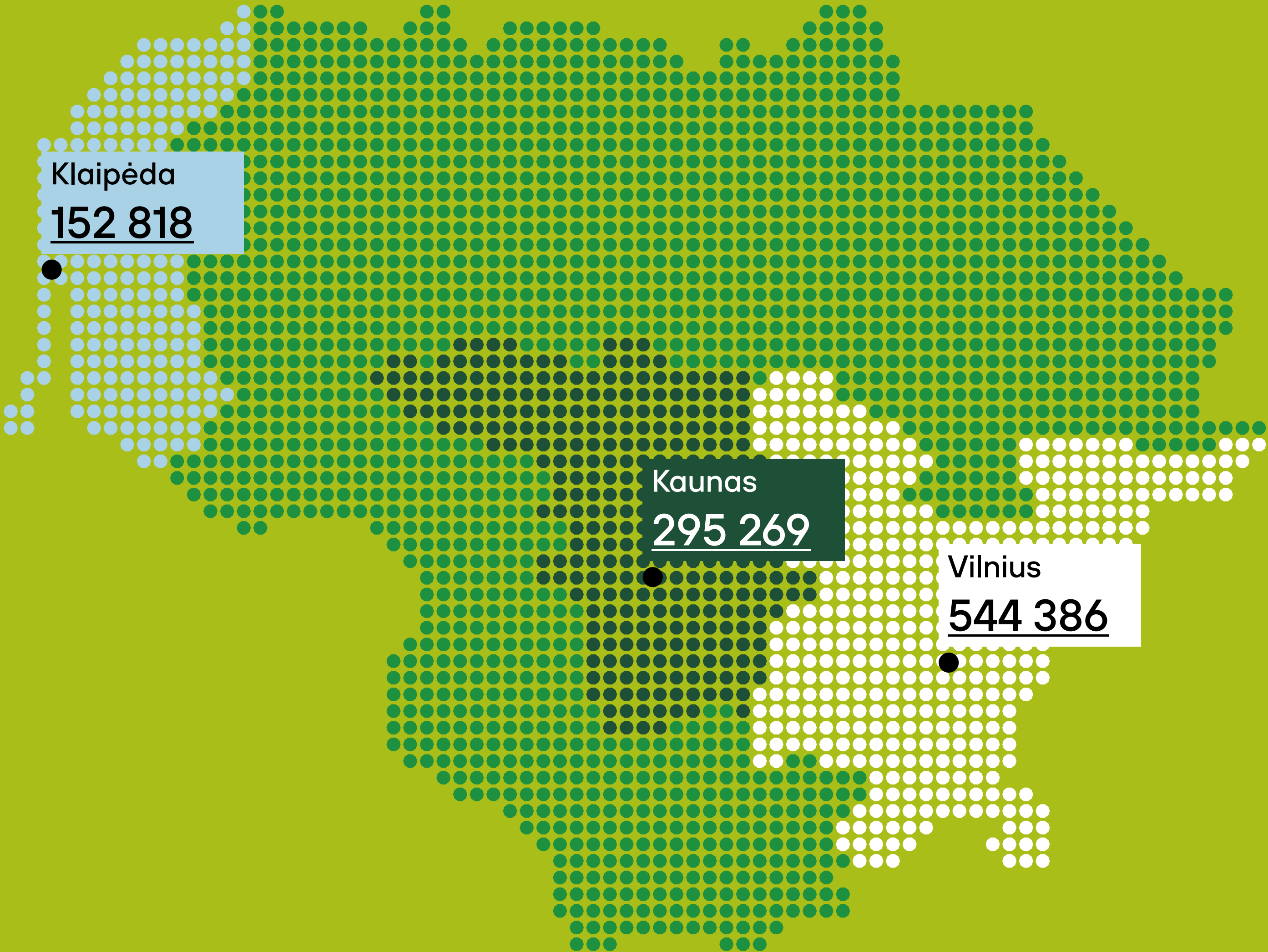visually appealing is key.

LATVIA

Akmenė FEZ
98.6 ha

Telšiai

Šiauliai FEZ
133 ha

Panevėžys FEZ
47 ha

BALTIC SEA

Klaipėda FEZ
412 ha

Utena

Tauragė IP

Kėdainiai FEZ
131 ha

● FEZ – Free Economic Zone
◉ IP – Industrial Park

Kaunas FEZ
534 ha

Vilnius IP

RUSSIA

Marijampolė FEZ
78 ha

BELARUS

Alytus IP

POLAND

1. Map type: informational

Most commonly used for small
information, numbers or roads.

50km

Visual maps

Klaipėda
152 818

Kaunas
295 269

Vilnius
544 386

2. Map type: visual

If there is an opportunity to be less business-like and more visually engaging, try using a pattern map.

Stationery

We use a structured grid to brand various items. This section shows multiple examples of how this is exactly done.

Business card

Side A: with profile picture

Side A: without profile picture

Name
Surname

Head of Business
Services & ICT team

Invest
Lithuania

+370 600 00000
+370 (5) 200 000
name.surname@investlithuania.com

Name
Surname

Head of Business
Services & ICT team

+370 600 00000
+370 (5) 200 000
name.surname@investlithuania.com

Invest
Lithuania

Lithuania.
Your targets.
Exceeded.

investlithuania.com

Side B

This is how our business cards look
like. We have two types: with or
without a profile picture.

Dimensions: 90 x 50 mm.

Document template

This is our document template.

Document font: Arial.

Word document template covers

Word template covers always contain an image placed inside an icon, pattern or illustration, never with a plain icon or illustration.

Document font: Arial.

Word document template inside pages

iL

02

Lorem ipsum dolor sit amet consectetur adipiscing elit. Heading 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis cursus scelerisque nisi sit amet rhoncus. Integer sed velit semper mauris sagittis posuere. Sed a fringilla risus, nec sodales eros. Donec ligula sapien, viverra a luctus non, ullamcorper sed elit. Sed risus felis, cursus non dignissim a, rutrum at diam. Ut ornare enim ac lorem rutrum imperdiet. In sem purus, sodales nec erat eget, mattis lobortis tellus. Nullam faucibus finibus magna. Mauris ullamcorper sem eget elementum imperdiet.

Cras in arcu vel diam sollicitudin tempor ornare sed purus. Donec sollicitudin augue ac nulla ornare, ut rutrum enim vehicula. Nam luctus mi vitae accumsan euismod. Nunc a eros tristique, pharetra odio sit amet, porta odio. Etiam pellentesque felis id nunc cursus bibendum. Nullam nec vehicula tellus. Sed sed felis eu ligula gravida tincidunt. Fusce posuere sit amet elit at fringilla.

Mauris scelerisque facilisis tincidunt. Etiam nulla neque, tristique ut orci ac, pretium fermentum orci. Phasellus porta, dui ac pretium rhoncus, arcu libero posuere turpis, sed convallis leo nulla sed nulla. Mauris condimentum tortor ac tortor blandit, vel mattis est lobortis. Sed consequat eleifend nulla, a molestie nulla blandit quis. Morbi suscipit urna dolor, non porttitor leo auctor sit amet. Pellentesque finibus, nulla a elementum imperdiet, est diam accumsan magna, a pulvinar massa nisi quis odio. Nullam magna tellus, venenatis vel elit vitae, cursus mattis nunc. Aenean faucibus dictum orci et egestas. In magna nisl, mollis at dapibus sit amet, malesuada nec velit. Aliquam elementum rutrum sodales. Ut nec dui at mauris placerat consequat ut et ex. Donec id viverra est. Vestibulum iaculis ullamcorper nunc at scelerisque.

Lorem ipsum dolor sit amet consectetur adipiscing elit. Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis cursus scelerisque nisi sit amet rhoncus. Integer sed velit semper mauris sagittis posuere. Sed a fringilla risus, nec sodales eros. Donec ligula sapien, viverra a luctus non, ullamcorper sed elit. Sed risus felis, cursus non dignissim a, rutrum at diam. Ut ornare enim ac lorem rutrum imperdiet. In sem purus, sodales nec erat eget, mattis lobortis tellus. Nullam faucibus finibus magna. Mauris ullamcorper sem eget elementum imperdiet.

Example with text only.

iL

03

Lorem ipsum dolor sit amet consectetur adipiscing elit. Heading 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis cursus scelerisque nisi sit amet rhoncus. Integer sed velit semper mauris sagittis posuere. Sed a fringilla risus, nec sodales eros. Donec ligula sapien, viverra a luctus non, ullamcorper sed elit. Sed risus felis, cursus non dignissim a, rutrum at diam. Ut ornare enim ac lorem rutrum imperdiet. In sem purus, sodales nec erat eget, mattis lobortis tellus. Nullam faucibus finibus magna. Mauris ullamcorper sem eget elementum imperdiet.

Lorem ipsum dolor sit amet

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Duis cursus scelerisque nisi sit amet rhoncus. Integer sed velit
- semper mauris sagittis posuere. Sed a fringilla risus, nec sodales.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis cursus scelerisque nisi sit amet rhoncus. Integer sed velit semper mauris sagittis posuere. Sed a fringilla risus, nec sodales eros. Donec ligula sapien, viverra a luctus non, ullamcorper sed elit. Sed risus felis, cursus non dignissim a, rutrum at diam. Ut ornare enim ac lorem rutrum imperdiet. In sem purus, sodales nec erat eget, mattis lobortis tellus. Nullam faucibus finibus magna. Mauris ullamcorper sem eget elementum imperdiet.

Cras in arcu vel diam sollicitudin tempor ornare sed purus. Donec sollicitudin augue ac nulla ornare, ut rutrum enim vehicula. **Nam luctus mi vitae accumsan euismod. Nunc a eros tristique, pharetra odio sit amet, porta odio.** Etiam pellentesque felis id nunc cursus bibendum. Nullam nec vehicula tellus. Sed sed felis eu ligula gravida tincidunt. Fusce posuere sit amet elit at fringilla.

[1] Lorem ipsum dolor sit amet, consectetur adipiscing elit.
[2] Nam malesuada odio nec ante semper pulvinar a sed eros.
[3] Aliquam tincidunt, sapien sed aliquet mattis, libero quam sodales nisi, a scelerisque.
https://investlithuania.com/our-contacts/contact-us/

Example with text + list.

iL

04

Historical /accumulated competences

- Historical / accumulated competences in mechanical engineering
- Excellent infrastructure for deliveries (within 2-3 days to all of the largest European markets)
- Cost-competitive labour structure (4th lowest average salary rate in the EU; attrition rate is extremely low in manufacturing ~4 per cent)

Historical /accumulated competences

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Historical /accumulated competences	
Historical /accumulated competences	Historical /accumulated competences
Historical /accumulated competences	Historical /accumulated competences
Historical /accumulated competences	Historical /accumulated competences

Vardas Pavardė
Pareigos
+370 5 262 7438
info@investlithuania.com

Jogailos str. 4,
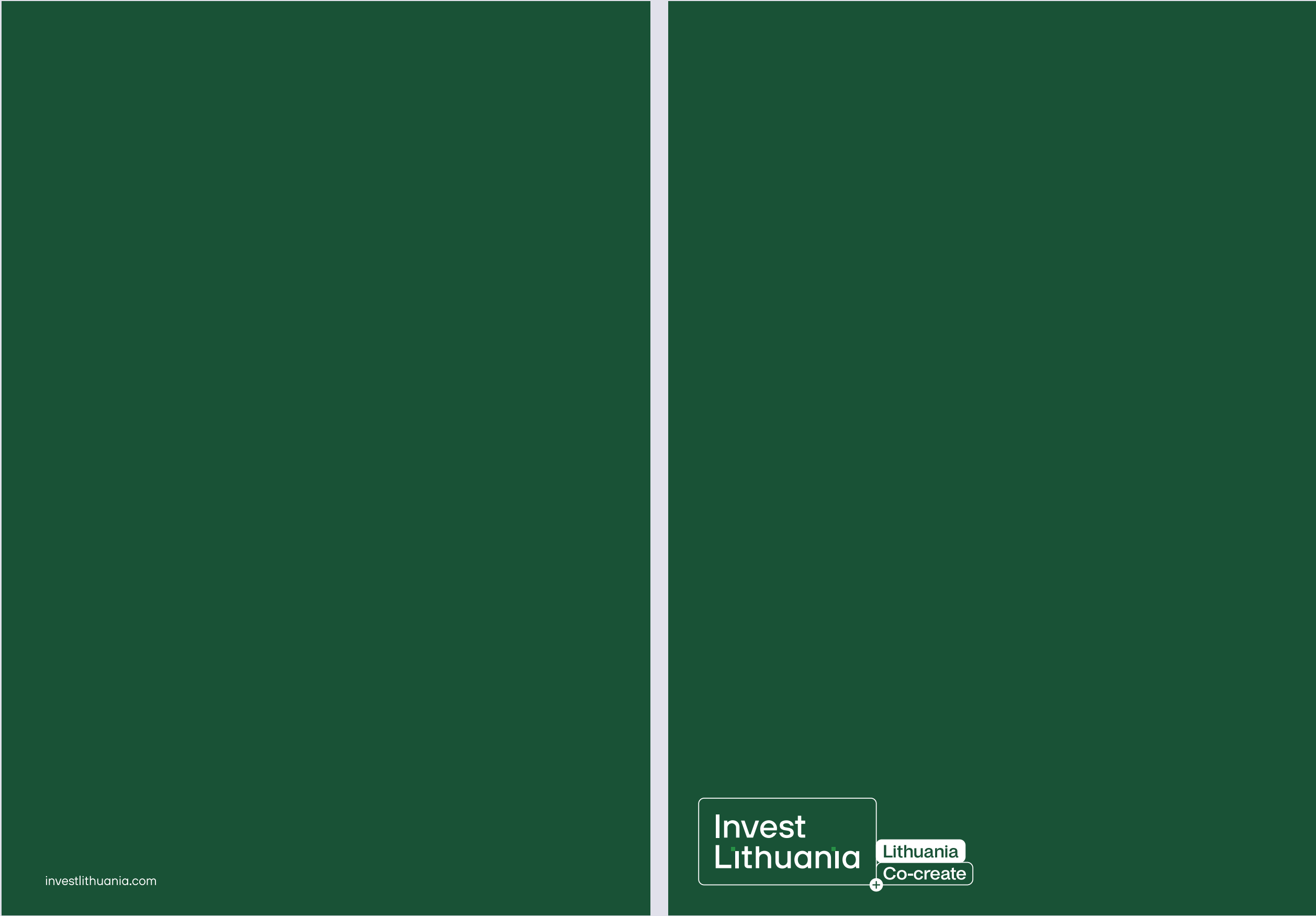LT-01116
Vilnius, Lithuania
www.investlithuania.com

Footnote example [1]
Footnote example [2]

Example with lists + tables.

Folder 1

Outside

Back

Front

This is our paper folder for documents.

Dimensions: 212 x 301 mm.

Folder 1

Inside

Business card holder

This is our paper folder for documents.

Presentation template

These are a few examples of our presentation template.

Template font: Arial.

Opening slide

Chapter name slide

List + image

Chart + map

Presentation template

Chart + image

Quote

Chart + image

Closing slide

These are a few examples of our presentation template.

Template font: Arial.

Factsheet

These are examples
of our factsheet.

Publication cover

This is our publication template for A4 paper size.

An example of an image placed inside a pattern.

Cover option 1

Looking for exciting new horizons for your Fintech? Invest Lithuania would love to help.

Name Surname
Position

Name Surname
Position

Name Surname
Position

Name Surname
Position

Invest Lithuania

Invest Lithuania is the official agency for FDI promotion and business development. We provide free advice to global companies interested in launching their business in Lithuania, and introductions to experts on the ground. Our mission does not end at set-up, as we provide aftercare support months and years down the road. All our services are confidential and tailored to the specific needs of our clients. So if your company is considering a business set-up or looking to access one of Europe's most skilled talent pools, make us your first stop.

Upes str. 23-1, Vilnius, Lithuania
info@investlithuania.com
+370 5 262 7438
investlithuania.com

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Decision-making

Business Establishment

Business Development

Invest Lithuania | Lithuania Co-create

The Fintech Landscape in Lithuania

2021 - 2022 Report

Back

Cover

Publication cover

Cover option 2

When writing the year of the publication, put it in a separate rectangle.

Back

Cover

This is our publication template for A4 paper size.

An example of an image placed inside a pattern.

Publication cover

This is our publication template for A4 paper size.

An example of a cover separated into squares and rectangles of different sizes.

Make sure to use every rectangle for different kind of information: one for the headline, one for the logo, one for the illustration, and so on.

Publication inside pages
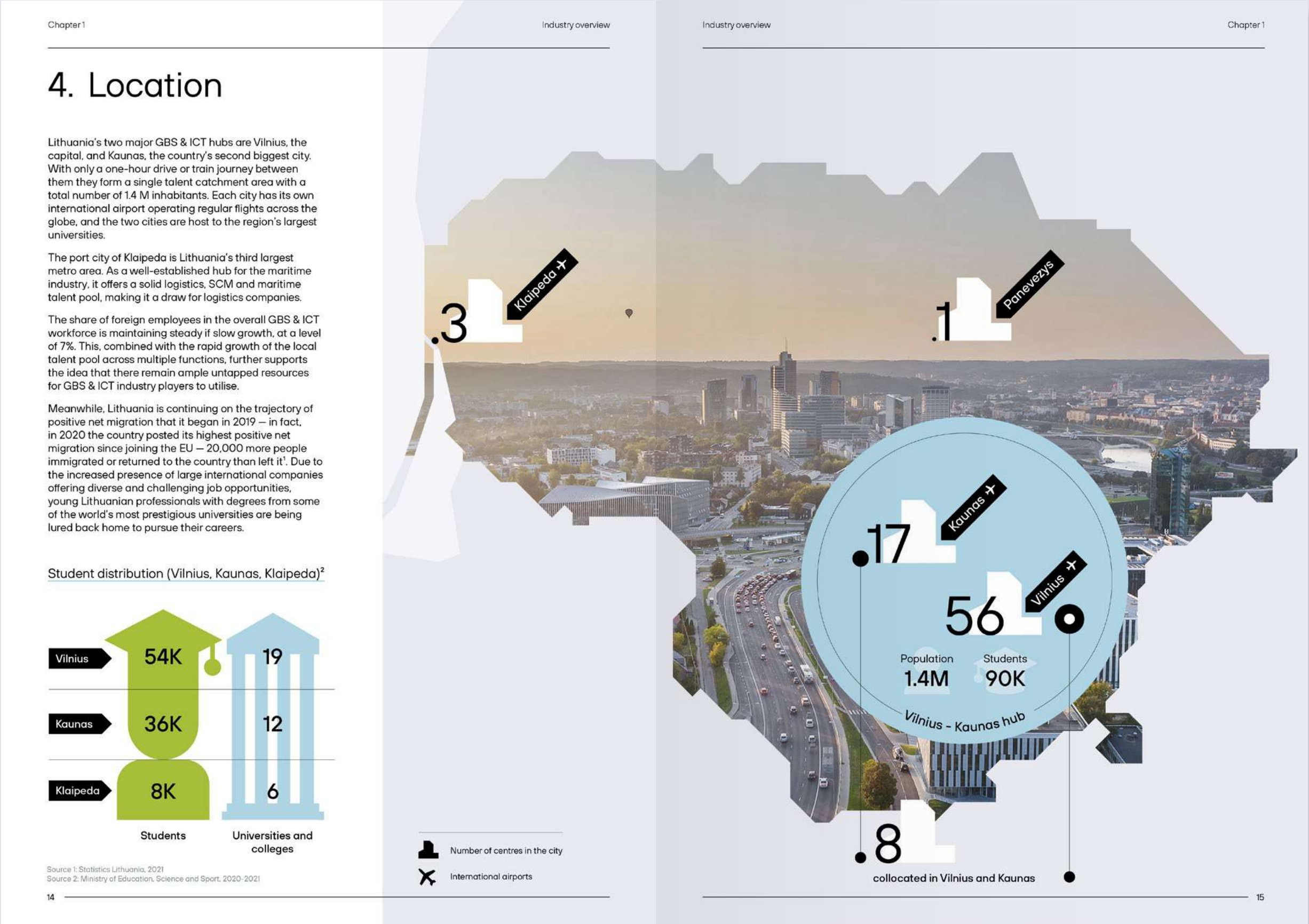
Inside pages - example 1

This is our publication template for A4 paper size.

An example of combining different charts with an image.

Publication inside pages

Inside pages - example 1

8. Markets covered

In 2020, Lithuania's GBS & ICT sector further expanded its coverage of European markets. In the last year, we have seen an extraordinary rise in UK coverage, with an increase of 13pp in the number of centres covering the UK market. This makes the UK the single most popular market for Lithuania's Business Services Centres, with 72% of all centres — closely followed by Germany with 68%. Elsewhere, we can see a steady rise in the coverage of other European countries, with Italy and France standing out with increases of 8pp and 10pp, respectively.

Global coverage has continued to come increasingly diverse, with many different corners of the world beginning to receive services from Lithuania's GBS & ICT sector, from Sri Lanka to the UAE.

Regions served, by share of centres

Top European countries served

Country	%
United Kingdom	72%
Germany	68%
Sweden	58%
Denmark	56%
Norway	53%
Finland	47%
France	46%
Italy	40%
The Netherlands	39%
Switzerland	37%

North America **53%**

100% Europe

Lithuania

35% Asia

Top Asian countries served

Country	%
India	19%
China	14%
Japan	12%
Other	21%

Singapore, Hong Kong, Indonesia, Sri Lanka, UAE, Turkey, South Korea

South America **18%**

Africa **21%**

Australia/Oceania **25%**

46% of centres serve 10 or more countries

This is our publication template for A4 paper size.

An example of combining different charts with an image.

Publication inside pages

Inside pages - example 2

This is our publication template for A4 paper size.
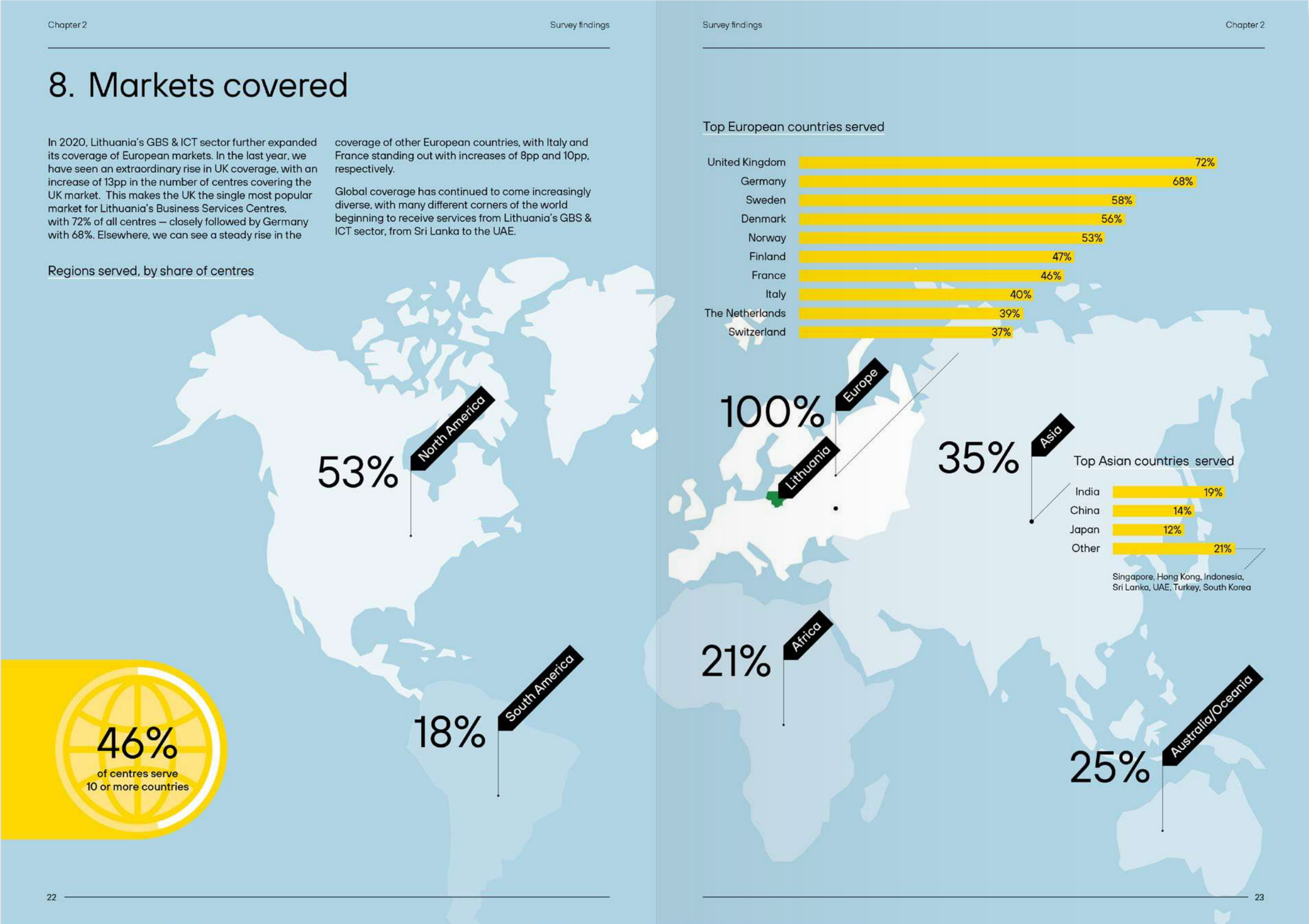
An example of combining a chart with an image inside with icons and images.

Publication inside pages

Inside pages - example 3

This is our publication template for A4 paper size.

An example of combining a chart with a headline inside with icons and images.

Social media

Square post composition

With an icon

With a number

The headline and other text should always be placed in top left.

Do not make icons as large as margins, try to keep them smaller.

Additional information (like information source) always in bottom left.

The number of the fact and icons always in the bottom right.

If a number is used instead of an icon, it should be placed in the bottom right.

To make the number even bigger, try adjusting the width according to the margins.

Square shape used for Facebook or Instagram.

Image size 1080 x 1080px.

Examples:
Ratings

With an icon

In the female percentage of total labor force

#1

Source: IMD Comprehensiveness Center, 2019

For work-life balance

#6

OECD Better Life Index, 2019

Globally for English skills

#26 in 2018

#21

EF English Proficiency Index (EF EPI), 2019
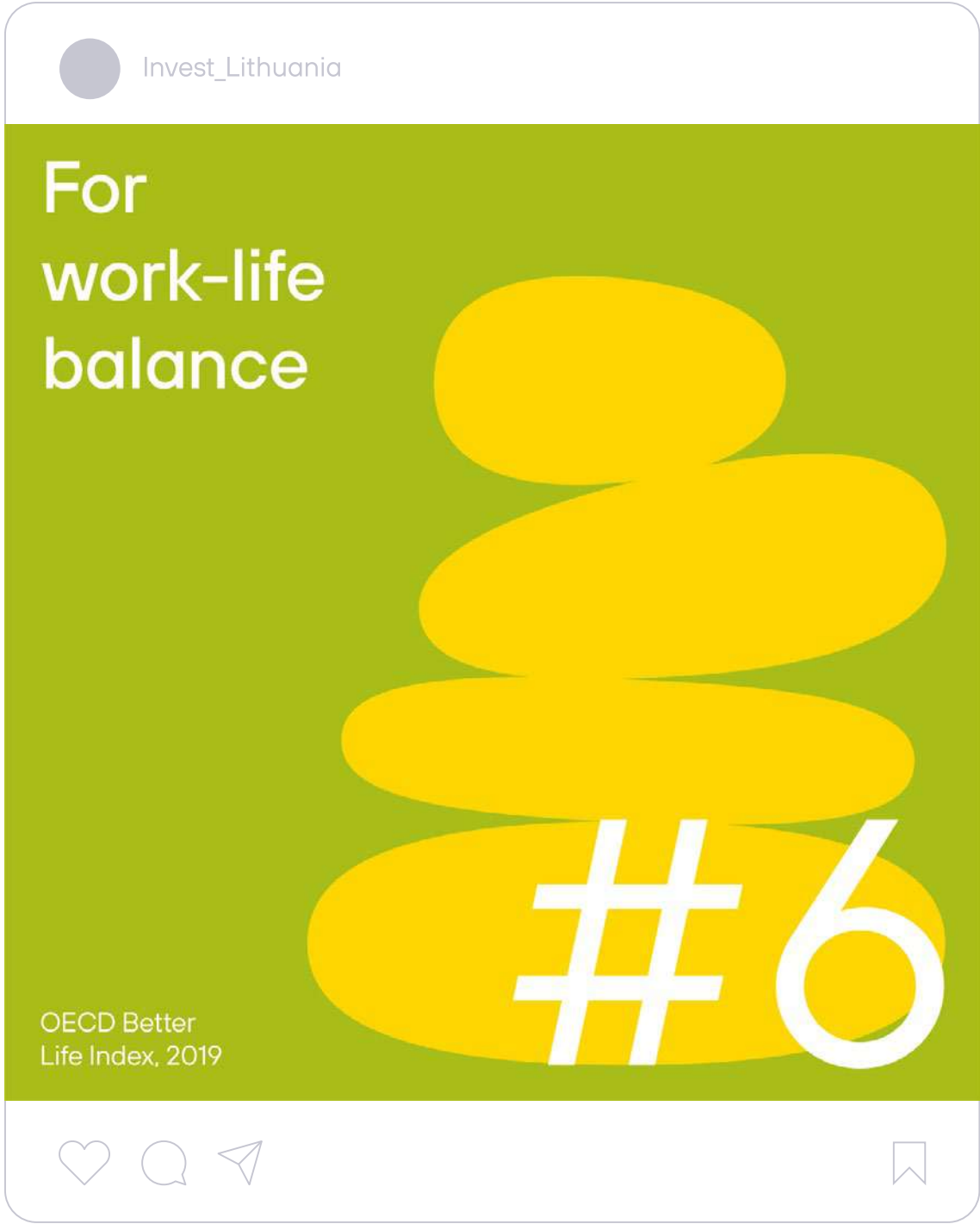
Invest_Lithuania

Examples:
Ratings

With an image / video

In the female percentage of total labor force

Source: IMD Comprehensiveness Center, 2019

For work-life balance

#6

OECD Better Life Index, 2019

Globally for English skills

| #26 in 2018

#21

EF English Proficiency Index (EF EPI), 2019
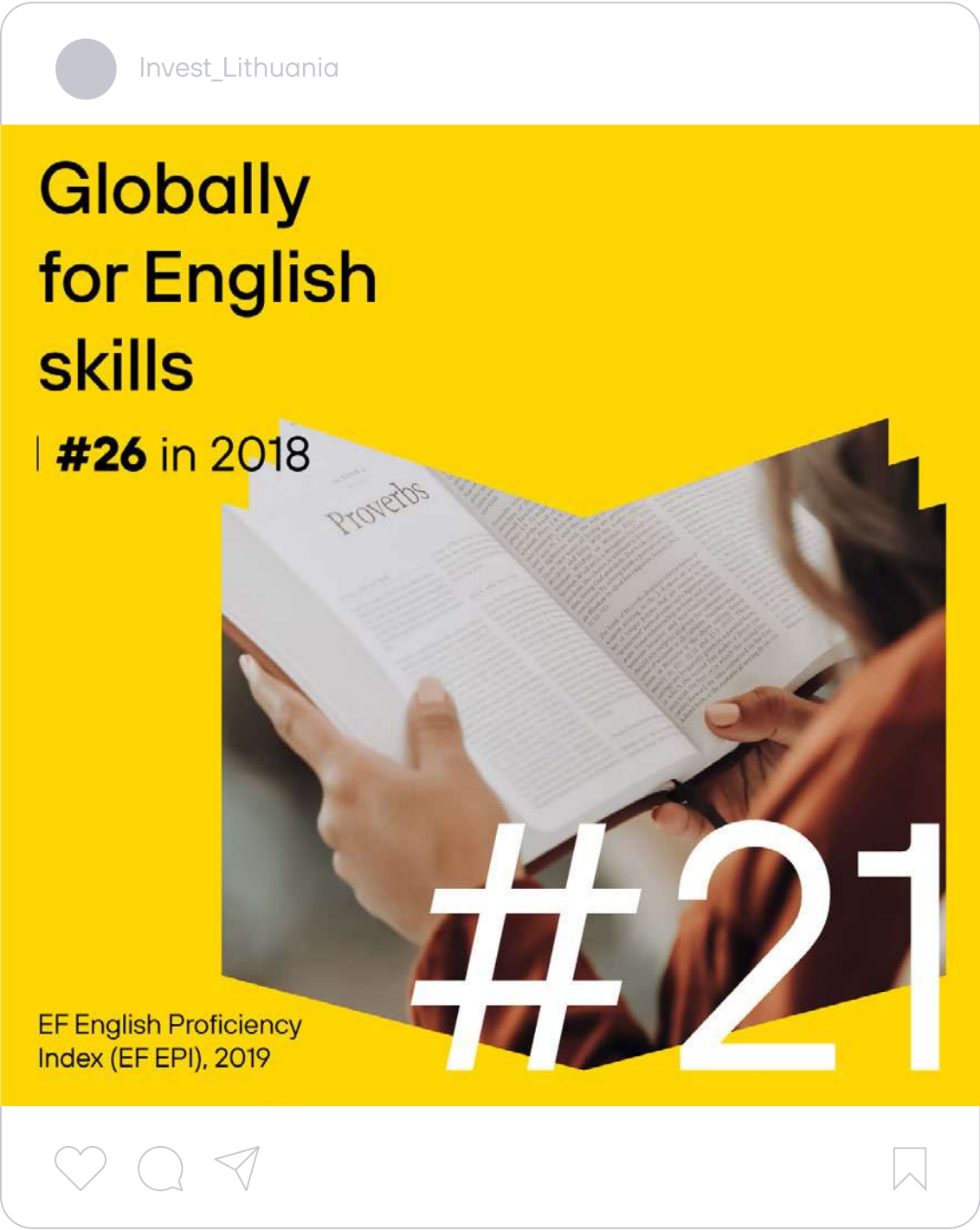
A video can be placed inside an icon the same way as an image.

Examples:
Ratings

With a duotone image

Invest_Lithuania

In the female
percentage
of total
labor force

Source: IMD
Comprehensiveness
Center, 2019

#1

Invest_Lithuania

For
work-life
balance

OECD Better
Life Index, 2019

#6

Invest_Lithuania

Globally
for English
skills

#26 in 2018

EF English Proficiency
Index (EF EPI), 2019

#21

Examples:
News

With an icon

Invest_Lithuania

Lithuanian
talents create app
to track spread
of COVID-19

#ChallengeLithuania

Invest_Lithuania

Lithuanian
wellbeing app wins
second prize
in global hackaton

#ChallengeLithuania

Invest_Lithuania

Lithuania's
Teltonika to produce
pulmonary ventilators

#ChallengeLithuania

Examples:
News

With an image / video

Invest_Lithuania

Lithuanian talents create app to track spread of COVID-19

#ChallengeLithuania

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Examples:
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With a duotone image

Invest_Lithuania

Lithuanian talents create app to track spread of COVID-19

#ChallengeLithuania

Invest_Lithuania

Lithuanian wellbeing app wins second prize in global hackaton

#ChallengeLithuania

Invest_Lithuania

Lithuania's Teltonika to produce pulmonary ventilators

#ChallengeLithuania

Horizontal post composition

Icon in the right bottom corner

1.

Number in the right bottom corner

2.

Icon in the center

3.

In horizontal posts, you can make icons to be the same size as the margins.

In horizontal posts, you can centre the icon.

Try to cover the icon by text at least partially.

In horizontal posts, you can make icons to be the same size as the margins.

All the rules apply in a similar way as for square post images. Here we explain the exceptions to the rules.

Horizontal shape used for LinkedIn or Twitter.

Image size: 1200 x 628px.

Examples:
Horizontal post

Icon in the right
bottom corner

Number in the right
bottom corner

Icon in the center

For work-life
balance

OECD Better Life Index, 2019

#6

1.

In the female
percentage
of total labor force

Source: IMD Comprehensiveness
Center, 2019

#

2.

Globally
for English
skills

#26 in 2018

EF English Proficiency
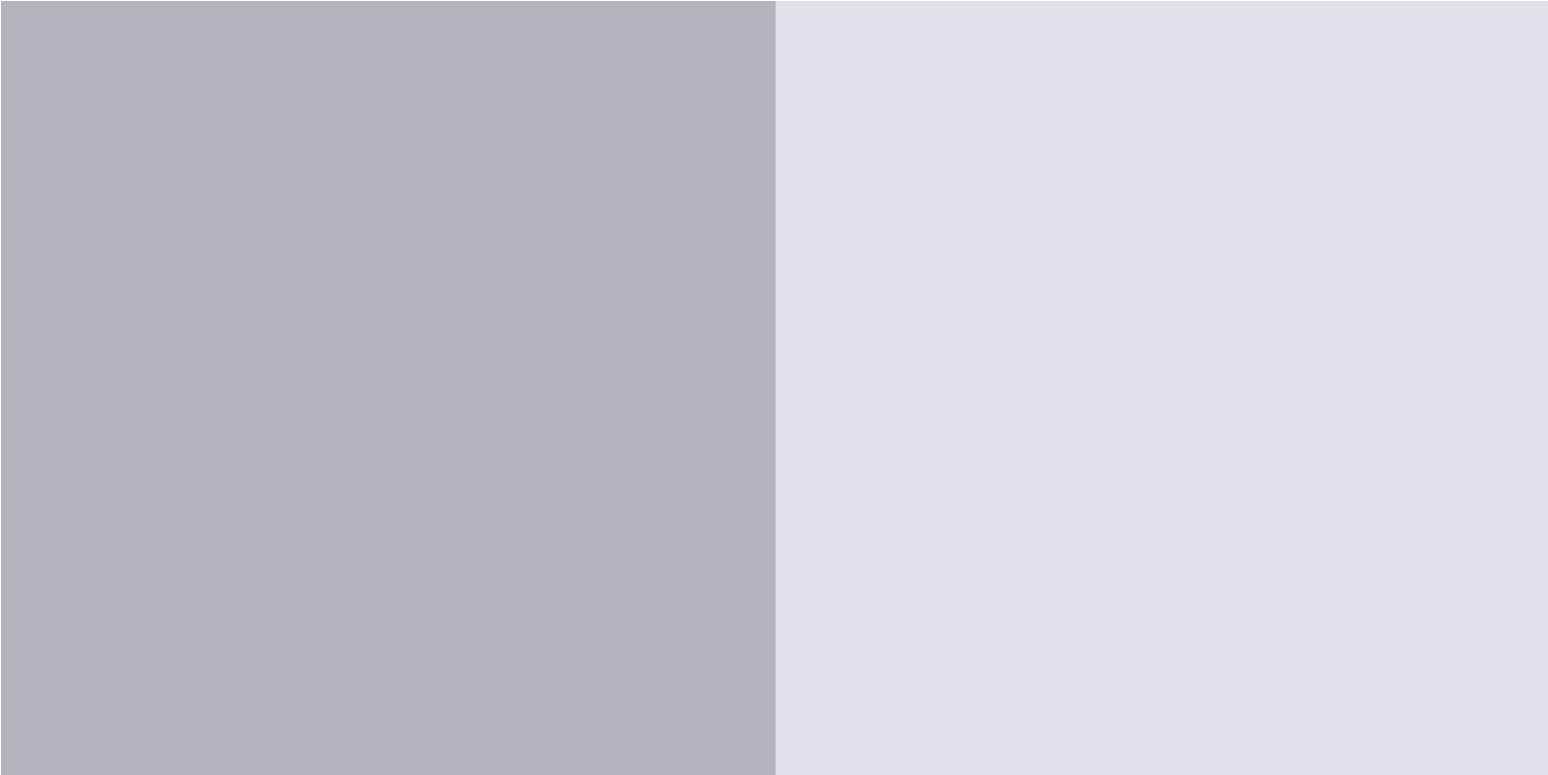Index (EF EPI), 2019

#21

3.

Event image composition

Dividing background

1. One colour background.

2. Two colour background divided into equal parts.

3. Two colour background divided into unequal parts.

Image size: 1200 x 628px.

Event image composition

Composing headline & other text elements

White line marks margins

Global Fintech Index Briefings

The Nordics & Baltics: a lesson in fintech purpose and speed?

3 December, 2020
Copenhagen, Denmark

Online event

Global Fintech Index Briefings

3 December, 2020
Copenhagen, Denmark

Icon

Global Fintech Index

The Nordics & Baltics: a lesson in fintech purpose and speed?

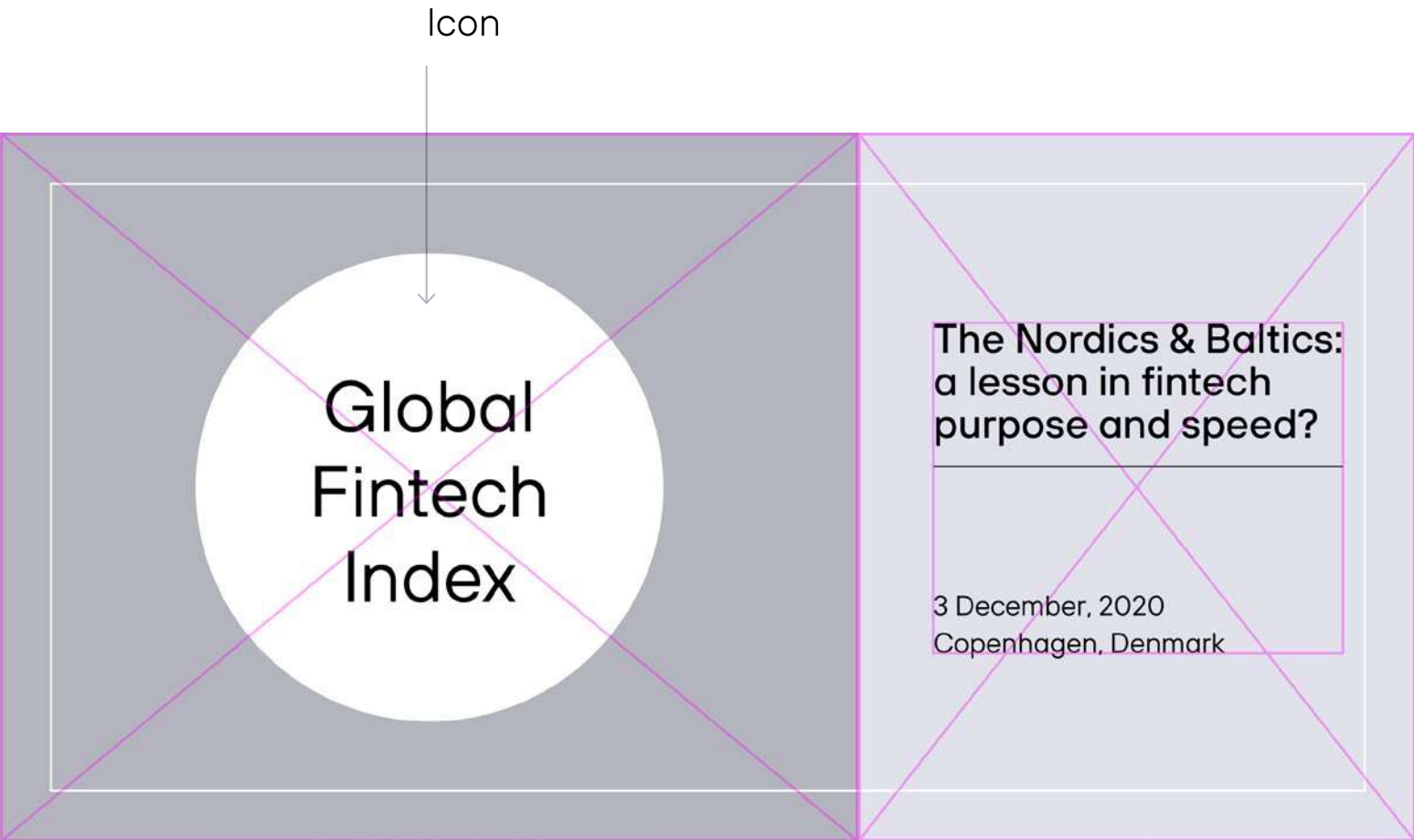3 December, 2020
Copenhagen, Denmark

1. Always put the headline in the top left corner and other information below it.

Put the event time and place in the bottom left corner.
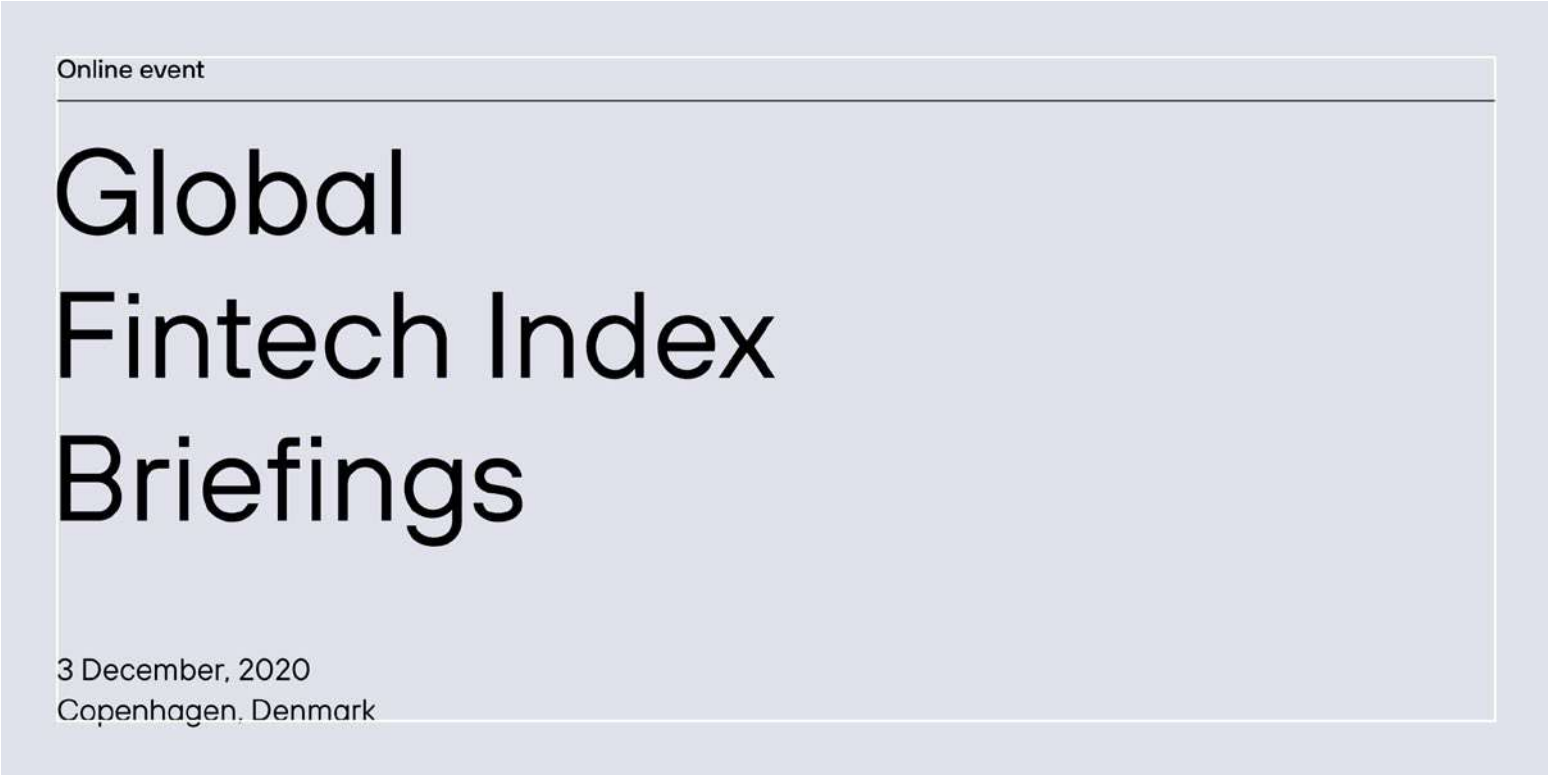
2. If an event needs to have a classification, add a horizontal bar along the entire width of the margins.

3. If a headline is composed in the centre of an icon, the background needs to be divided so that the icon itself could be centred inside its background.

In such a layout additional information also needs to be centred to its background but should also be kept inside its margins.

↓

Event image composition

Composing speakers' images

1. If the background is divided into different colour rectangles, the information about the speakers is composed into a separate rectangle.

1. – 2.

3. If the background is not divided, then the information about the speakers can be composed in another way, but not going out of margins.
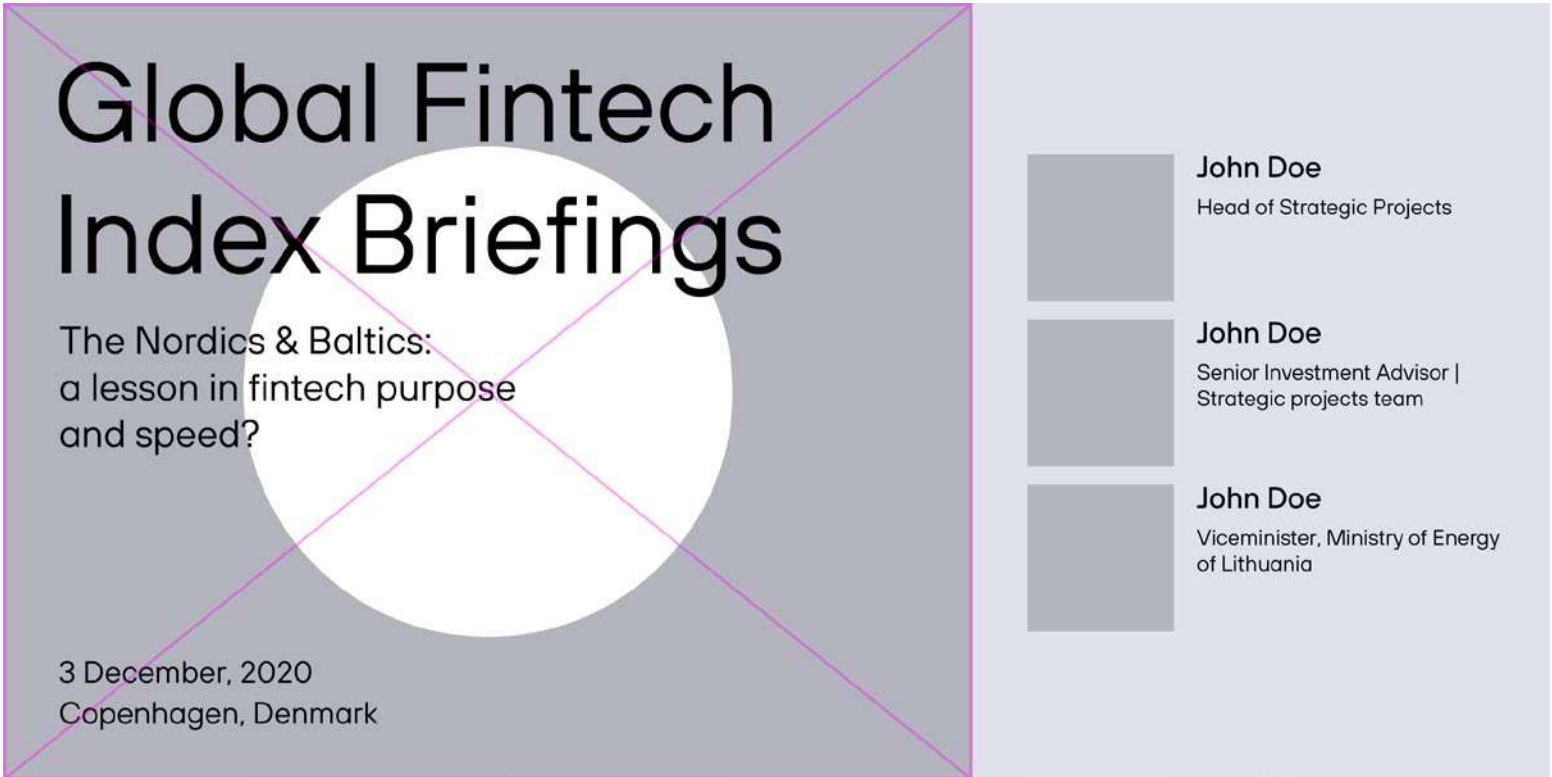
Event image composition

Composing an icon

1. An icon is composed in the bottom right corner as in other social post images.

It can be scaled up to the height of the margins.

Global Fintech Index Briefings

The Nordics & Baltics:
a lesson in fintech purpose
and speed?

3 December, 2020
Copenhagen, Denmark

Global Fintech Index Briefings

The Nordics & Baltics:
a lesson in fintech purpose
and speed?

3 December, 2020
Copenhagen, Denmark

John Doe
Head of Strategic Projects

John Doe
Senior Investment Advisor |
Strategic projects team

John Doe
Viceminister, Ministry of Energy
of Lithuania

3. If the amount of text prevents you from using one of the first two compositions, divide the background into two parts and put the icon in the right bottom corner of one of the backgrounds.

2. An icon is composed in its separate background on the right side. In this case, do not put any text inside the icon.

Global Fintech Index Briefings

The Nordics & Baltics:
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3 December, 2020
Copenhagen, Denmark

Global Fintech Index Briefings

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4. Exception: if none of the first three compositions can be applied due to the amount of text, divide backgrounds and put the icon in the centre of one of the backgrounds.
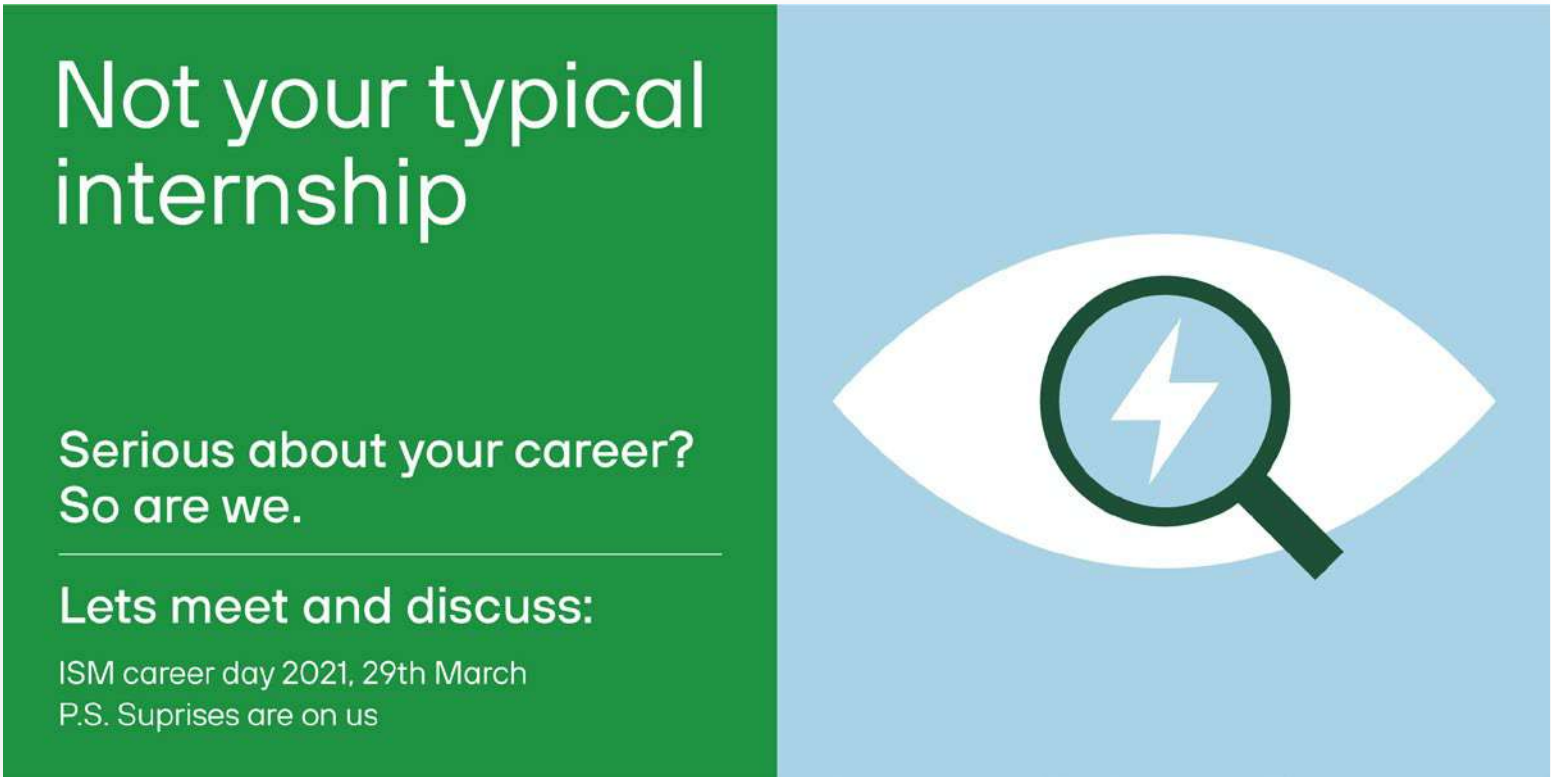
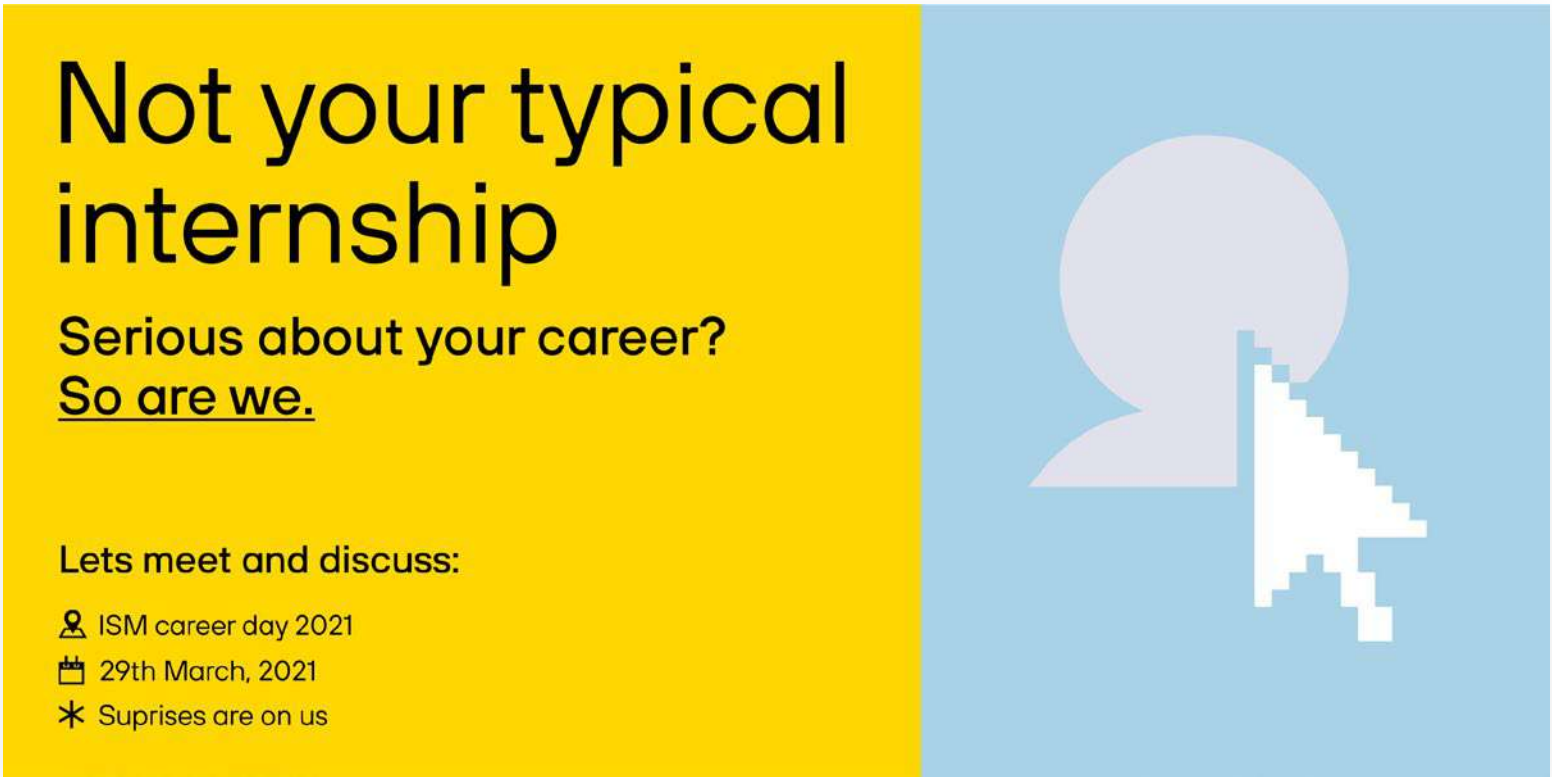# Examples:
Event image

One colour background.

Headline inside the icon.

Icon separated as an illustration.

Icon separated as an illustration.
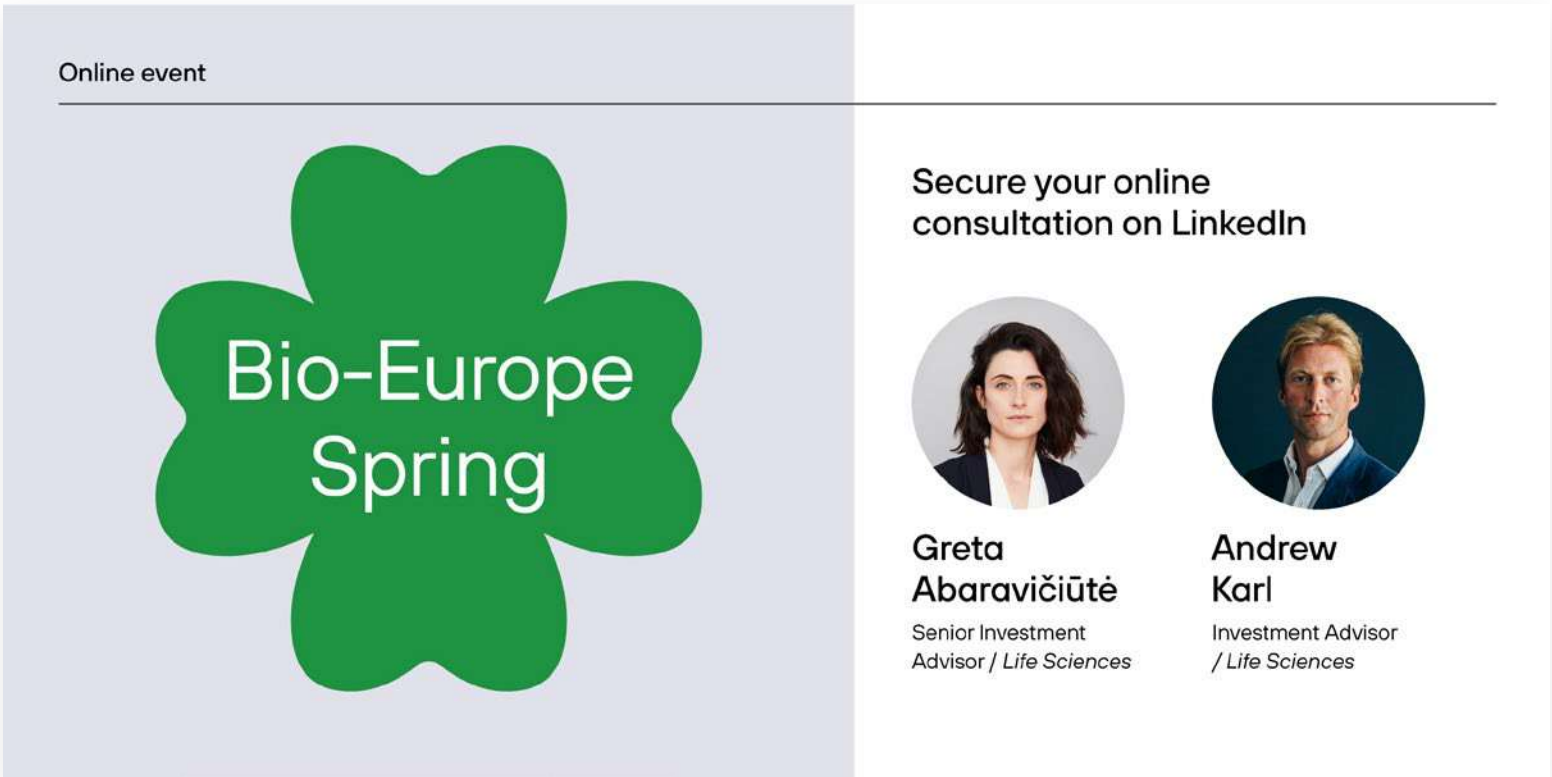
Examples:
Event image

One speaker photo + icon as an illustration.
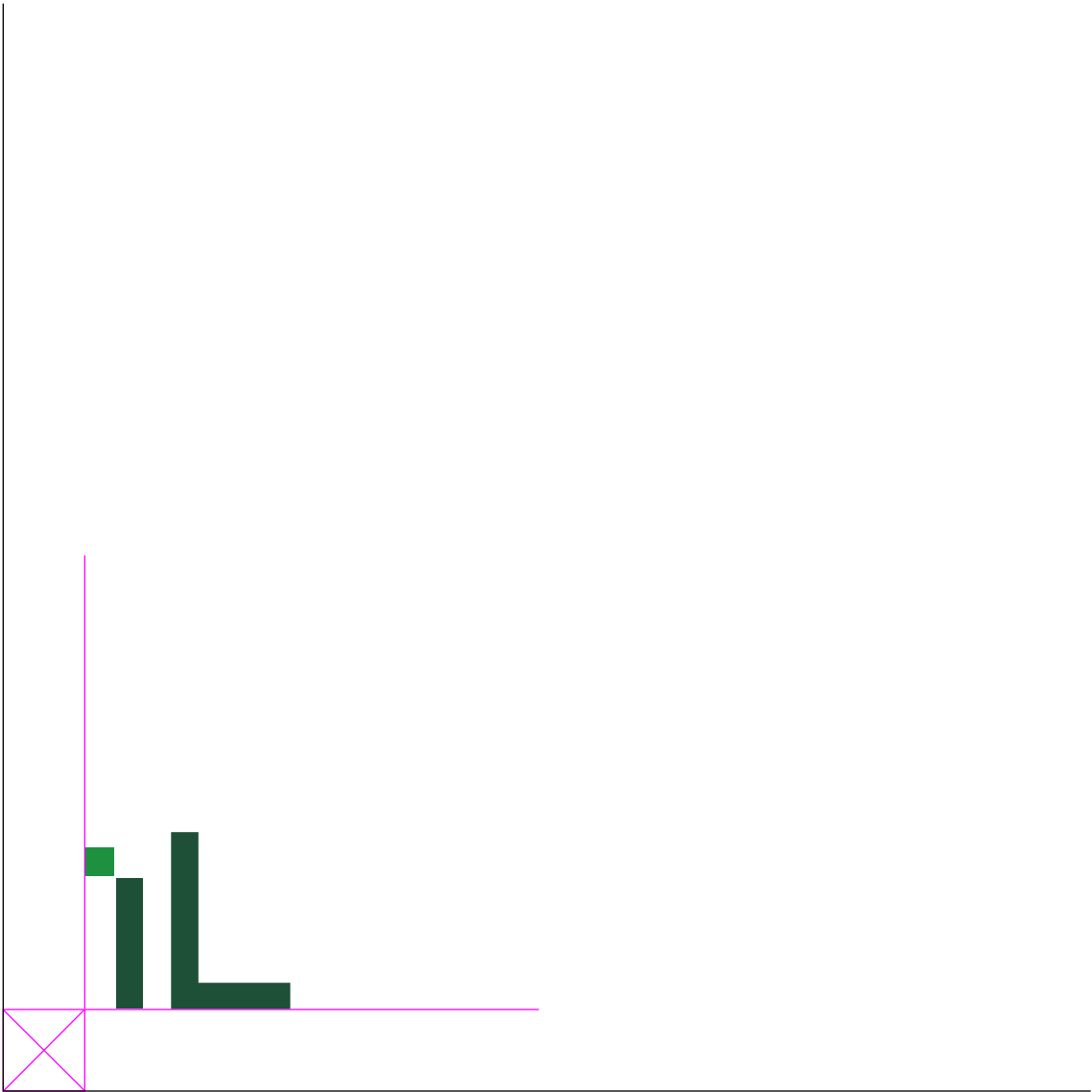

One speaker photo.

Marked event type ("Online event").

Marked event type ("Online event").

Photo frame composition

Monogram

Always at the bottom left.

Flag with logo

Always at the bottom right.

These are two options (x2 color options) for our photo frame. Choose one depending on the requirements.

See examples on the next page.

Examples:
Photo frame

Monogram
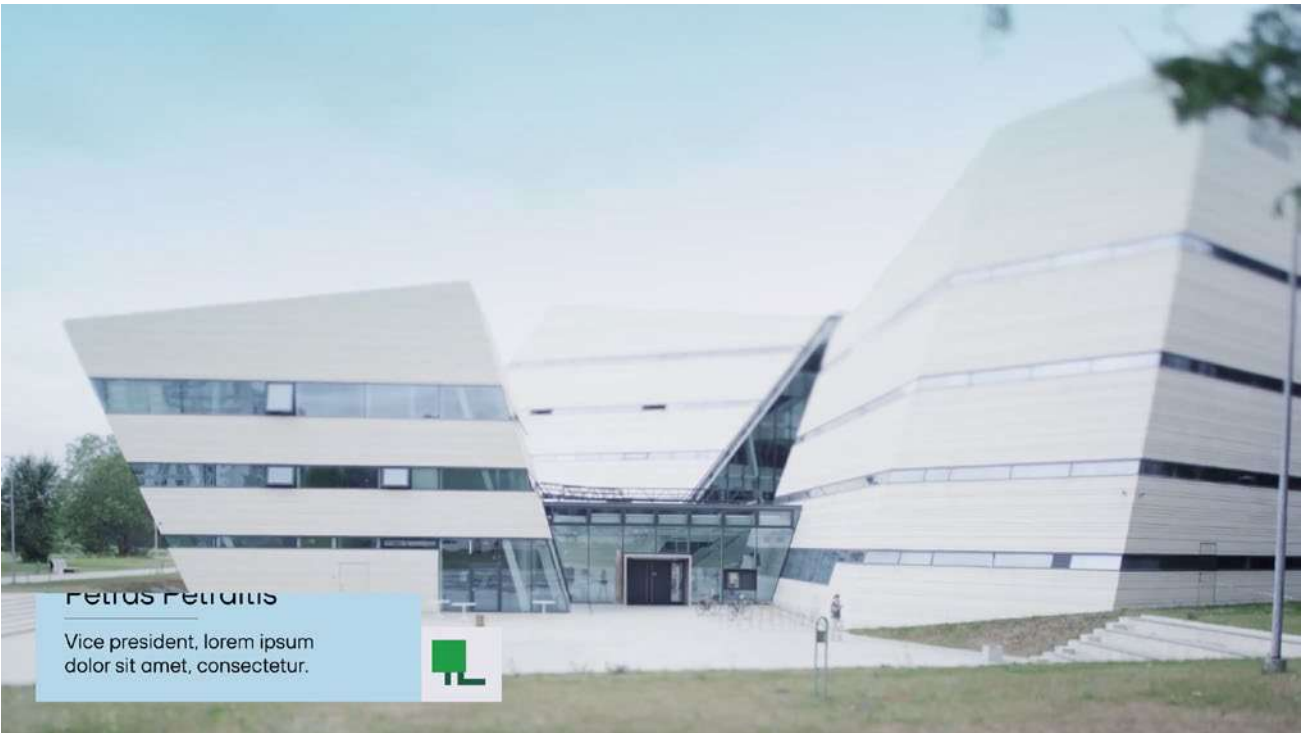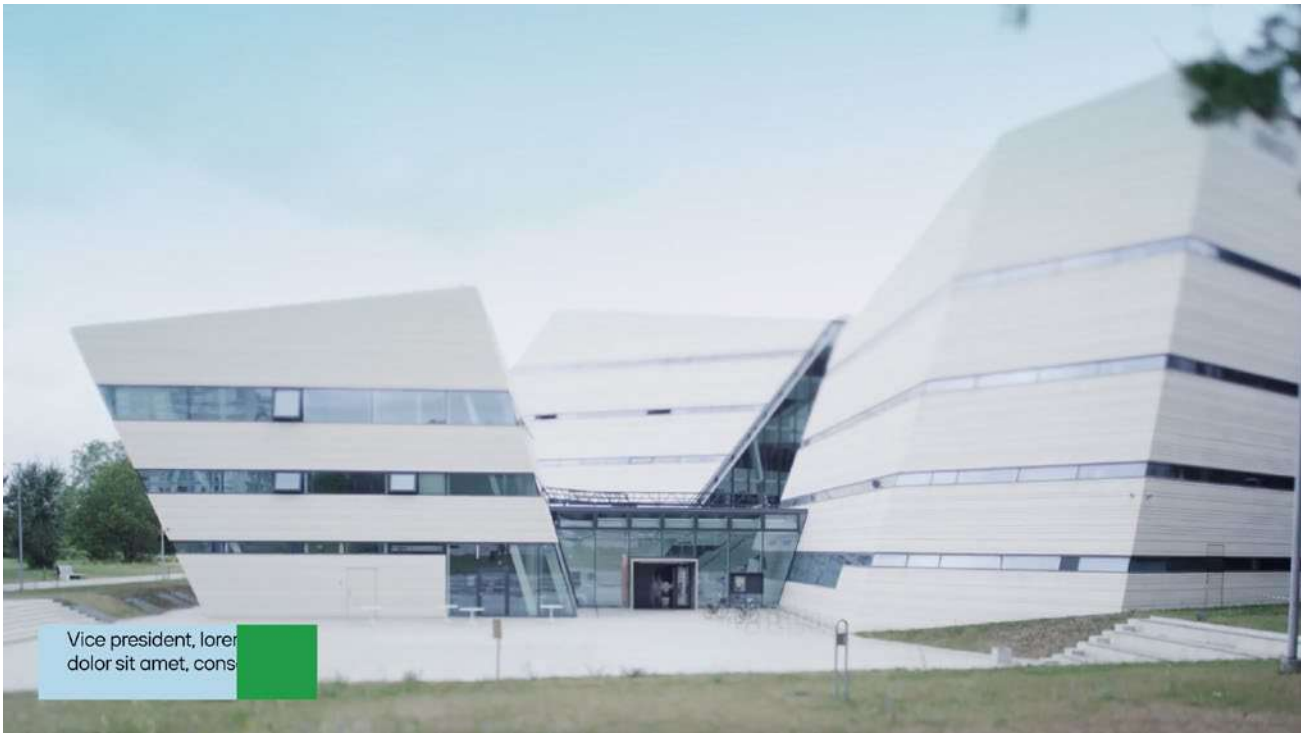

Monogram

Animation

Motion style

Logo animation

Name card animation

For animated applications apply the same identity guidelines.

If you have any questions about these
guidelines and how they should be applied,
please contact:

marketing@investlithuania.com