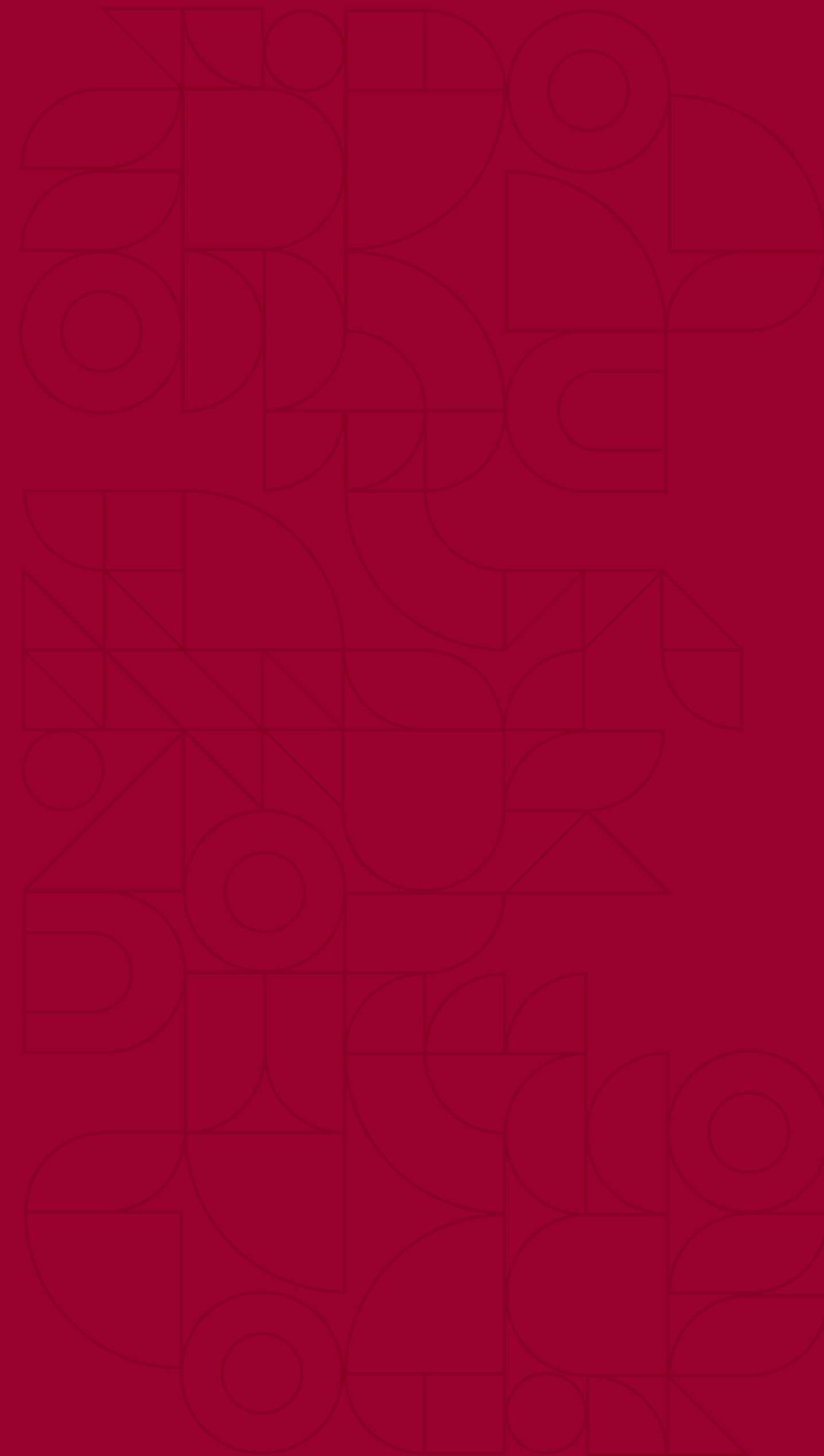




GUIDELINES FOR THE 75TH ANNIVERSARY LOGO



RSU anniversary logo

The primary logo

Continuity

Lines which continually move forward express progress and a modern viewpoint. They stretch from the past to the future as if they were bridges, and they bring together ideas and eras.

Open to a world in which each line is a road toward a common story.

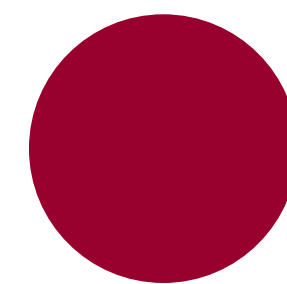
The use of the anniversary logo in other materials must be approved by the marketing functions of the Department of Communications. Layouts of proposed materials are to be forwarded to marketings@rsu.lv.



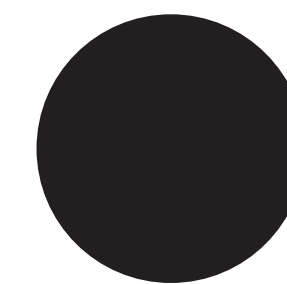
RSU anniversary logo

Primary colours

The anniversary logo relies on the basic colours of the RSU – dark read (CMYK 0, 100, 61, 43) and black (CMYK 0, 0, 0, 100).



CMYK 0, 100, 61, 43
RGB 142, 0, 28



CMYK 0, 0, 0, 100
RGB 0, 0, 0

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RSU anniversary logo

The monochrome and monochrome reverse logo

The monochrome reverse version of the anniversary logo shall be used against coloured (from medium dark to dark) and inconsistent (photo) backgrounds.

These versions of the logo may be used very rarely and particularly if the technical requirements of printing so require.

The monochrome version



● CMYK 0, 0, 0, 100
RGB 0, 0, 0

The monochrome reverse version



○ CMYK 0, 0, 0, 0
RGB 255, 255, 255

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RSU anniversary logo

Minimal free space around the logo

The point of reference when calculating the minimum free space that is around the logo shall be the height of the letter “S”.



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RSU anniversary logo

Ways of NOT using the logo

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Don't change the proportions of the logo's elements!



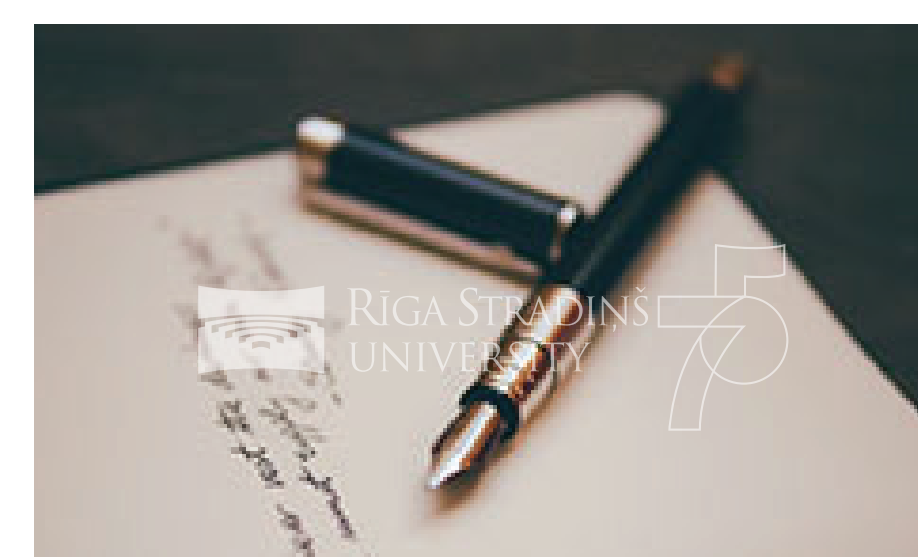
Don't fill in the linear element of the logo!



Don't change distances among the elements of the logo!



Don't use transparent!



Don't change the arrangement of the logo's symbols!



Don't put the logo on a background that does not ensure visibility!



Don't use colours that are not appropriate for the brand!



RSU anniversary logo
The primary logo with
the slogan



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RSU anniversary logo Use of decorative elements

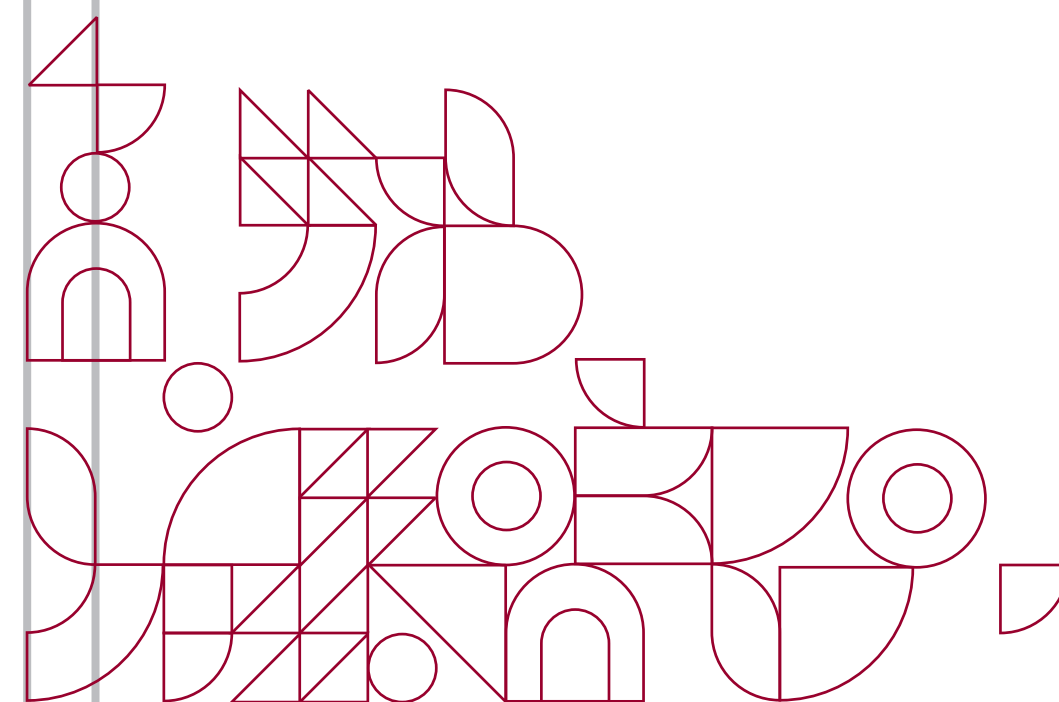
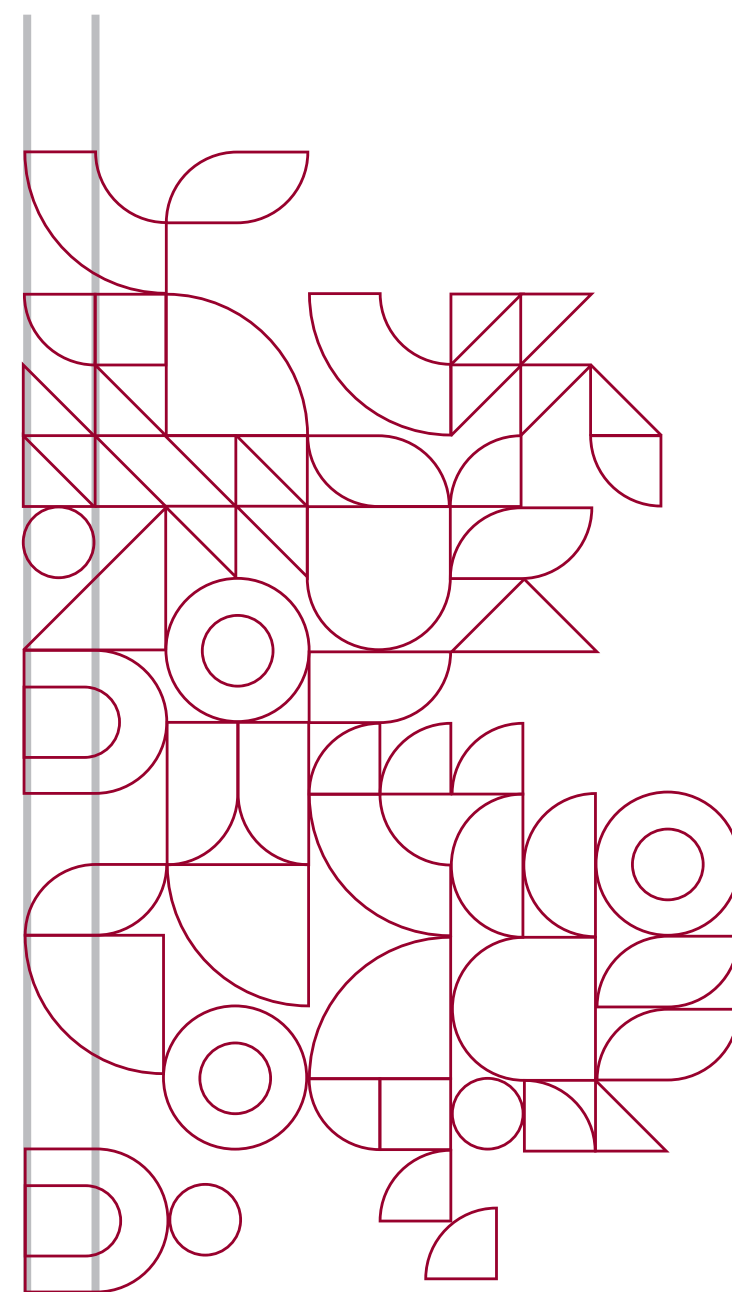
The geometric forms of decorative elements may be used if the initial proportions are preserved.

The size of elements on a single layout shall not be changed.

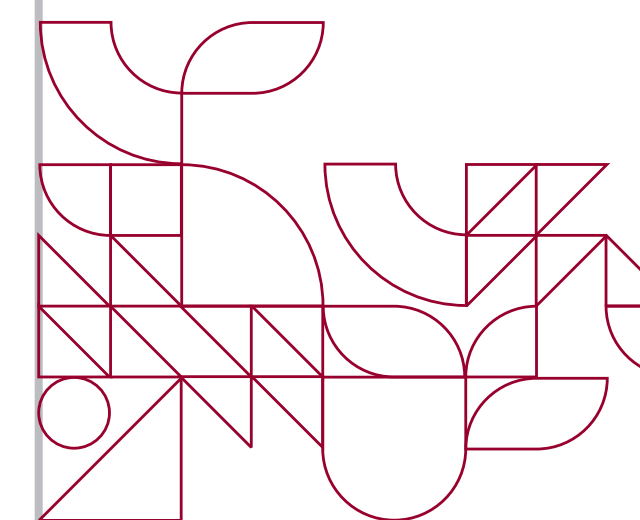
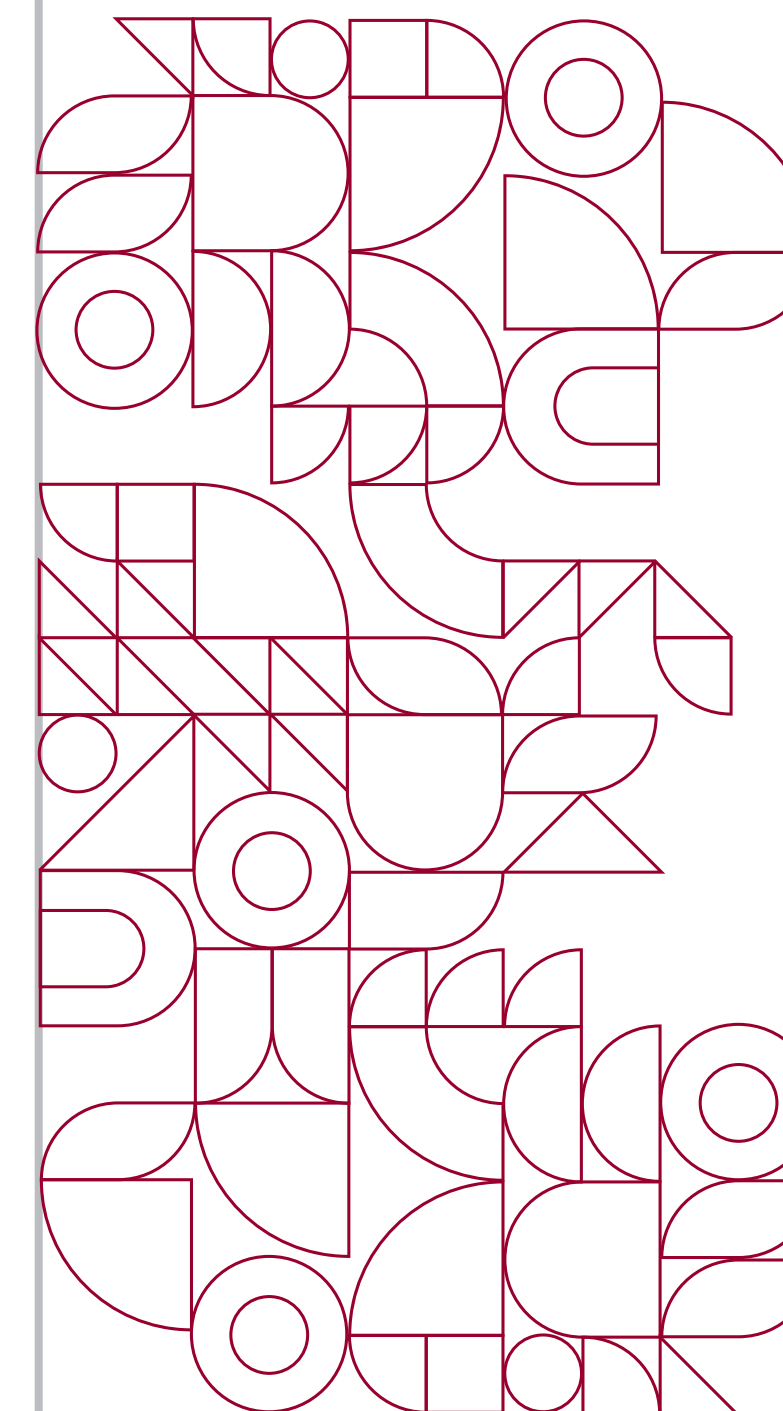
Elements shall be placed in accordance with a conditional grid.

The placement and saturation of elements may be varied as needed, always leaving free space around other elements of the design.

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The width of the smallest element on one layout.



Elements are aligned so to be visually in a single grid.

RSU anniversary logo

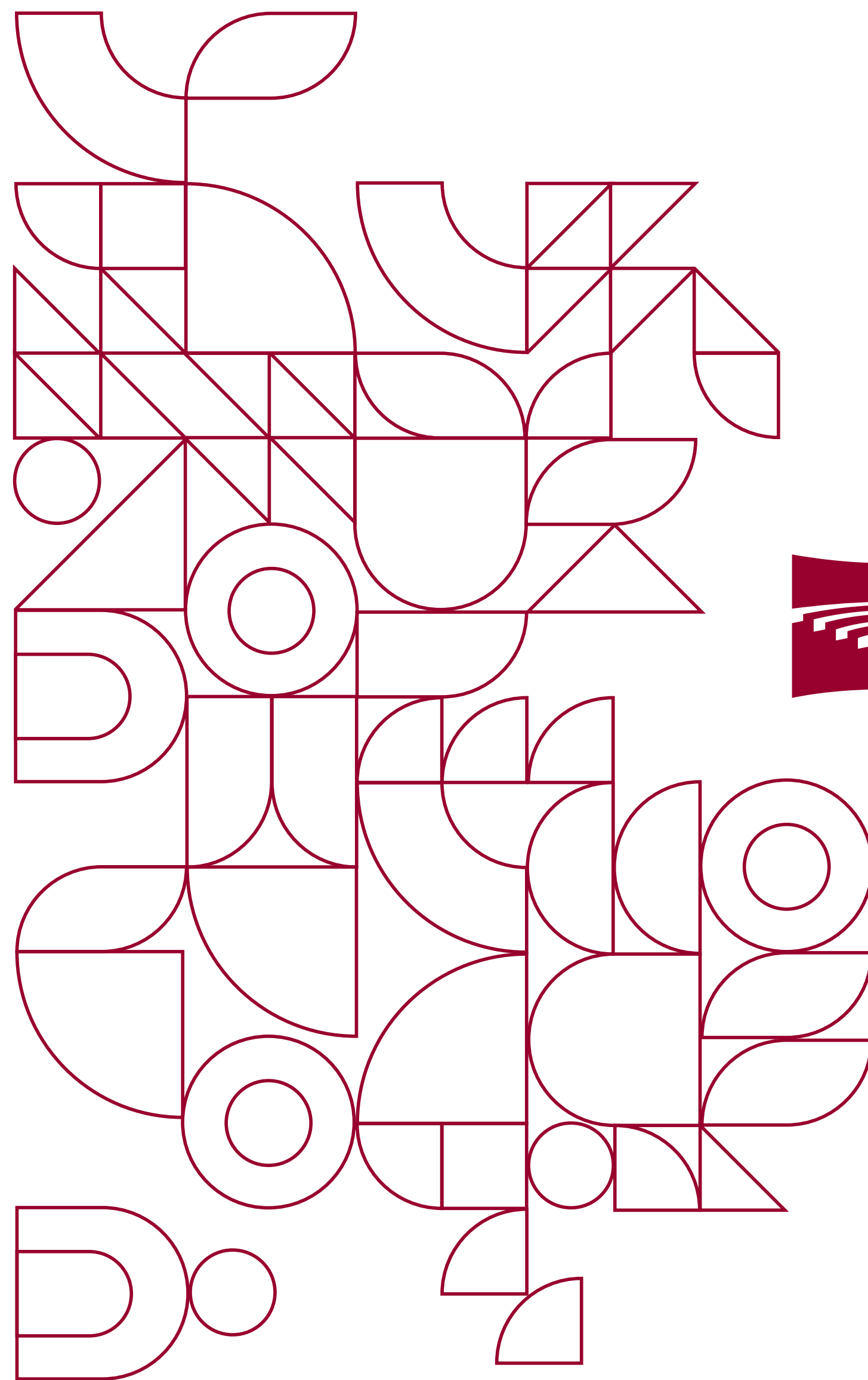
Graphic elements

The geographic forms and lines of the pattern represent progress and innovations and remind us of the heritage which previous generations have left behind. The lines weave together and interweave to create a single whole which speaks to continuity and confirms our links to values of the past which have survived through the eras and are the cornerstone for our successes today. This is a symbol of educational traditions and the fact that these traditions are viable and are always developing further.

The pattern is geometric, but its forms are freely placed so that it can be developed further and freely used in diverse ways while preserving the principle of the grid.

The logo is given room, and the graphic elements do not fully encircle it.

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RĪGA STRADIŅŠ
UNIVERSITY

