



VILNIUS GEDIMINAS
TECHNICAL UNIVERSITY

BRAND BOOK

1. USE OF UNIVERSITY BRAND



1.1. DIFFERENCE BETWEEN UNIVERSITY LOGO AND UNIVERSITY COAT OF ARMS



University logo



University coat of arms

University coat of arms is University's heraldry element and can be used only in University heraldry or for special occasions: during celebrations, on documents with symbolic meaning (diplomas, gratitudes, awards etc.).

For the rights to use University coat of arms for contingent cases, please contact VGTU Public Communications Office.

University logo, on the contrary, is designed for everyday use for external and internal University communication.

2. UNIVERSITY LOGO



2.1. LOGO AND ITS MEANING



The logo consists of a Mobius strip, laurel twig, inscription in Latin capital lettering “Sapere aude”, under which there is capitalized name of the University.

A Mobius strip symbolizes craving for infinity of knowledge.

Laurel twig stands for honour and youth.

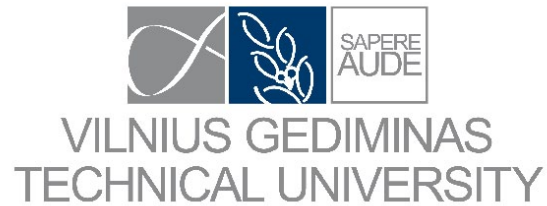
The Latin inscription means “Dare to be wise”.

The logo is an integral part of the University’s brand style. Thus it is very important to use it properly in both inner and outer communication.

The composition of the logo is solid, indivisible and unalterable.

A certified version of the logo is available on www.vgtu.lt/stilius.

2.2 UNIVERSITY LOGO IN ENGLISH LANGUAGE



The logo in English language is used in materials aimed at the international community.

A certified version of the logo is available on www.vgtu.lt/stilius.

2.3. LOGO GRID



The University logo may be used only in accordance with provided proportions.

2.4 LOGO PROTECTION ZONE



The frame of the logo must be outlined according to the requirements of the logo space zone (in the internal part of the Mobius strip, a relative unit U – a square, angles of which touch the internal side of the Mobius strip – is drawn).

2.5 LOGO SIZE VARIATIONS






VARIATIONS



To ensure optimal legibility of the logo, the limit to which the logo can be minimized has been set. The logo cannot be smaller than 10 mm in height. It is compulsory to follow the given proportions.

In case of technical restrictions, the provided logo variations may be used; however, they also cannot be smaller than indicated.

2.6 LOGO COLOURS

			
PANTONE	Cool Gray 8C	294C	Trans. White
CMYK	0 / 0 / 0 / 60	100 / 68 / 7 / 28	0 / 0 / 0 / 0
RGB	139 / 141 / 142	0 / 58 / 108	255 / 255 / 255
RAL	9007	5002	9003

The main logo colours are the following:

- grey
- blue
- white

The colour standard for the logo has been selected according to PANTONE colour catalogue. When different technologies and materials are used, colour bias is inevitable.

Non-brand colours cannot be used for the logo.

2.7 BLACK-AND-WHITE LOGO



Grey logo version is used in black-and-white printing, as well as in black-and-white office work documents, except fax.

Black logo version is intended for copied documents, especially, for fax.

The positive and negative versions of the outline logo are used for marking souvenirs in order to be reproduced on a hard surface – for engraving, silk-screen printing, embossed imprints, etc.

2.8 USE OF THE LOGO ON A MOTLEY SURFACE



When putting the logo on different non-contrasting (or slightly contrasting) backgrounds, the logo background which provides contrast is to be used.

2.9 INAPPROPRIATE USE OF THE LOGO



VILNIAUS GEDIMINO
TECHNIKOS UNIVERSITETAS

The print on the logo cannot be changed.



VILNIAUS GEDIMINO
TECHNIKOS UNIVERSITETAS

The logo cannot be used in other than brand colours.



VILNIAUS GEDIMINO
TECHNIKOS UNIVERSITETAS

The composition of the logo is solid, indivisible and unalterable.



VILNIAUS GEDIMINO
TECHNIKOS UNIVERSITETAS

Special effects cannot be applied for the logo (e.g. the use of shades for the logo).



VILNIAUS GEDIMINO
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Extra elements cannot appear on the logo.



VILNIAUS GEDIMINO
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The perspective of the logo cannot be changed.



Only horizontal logo can be used.



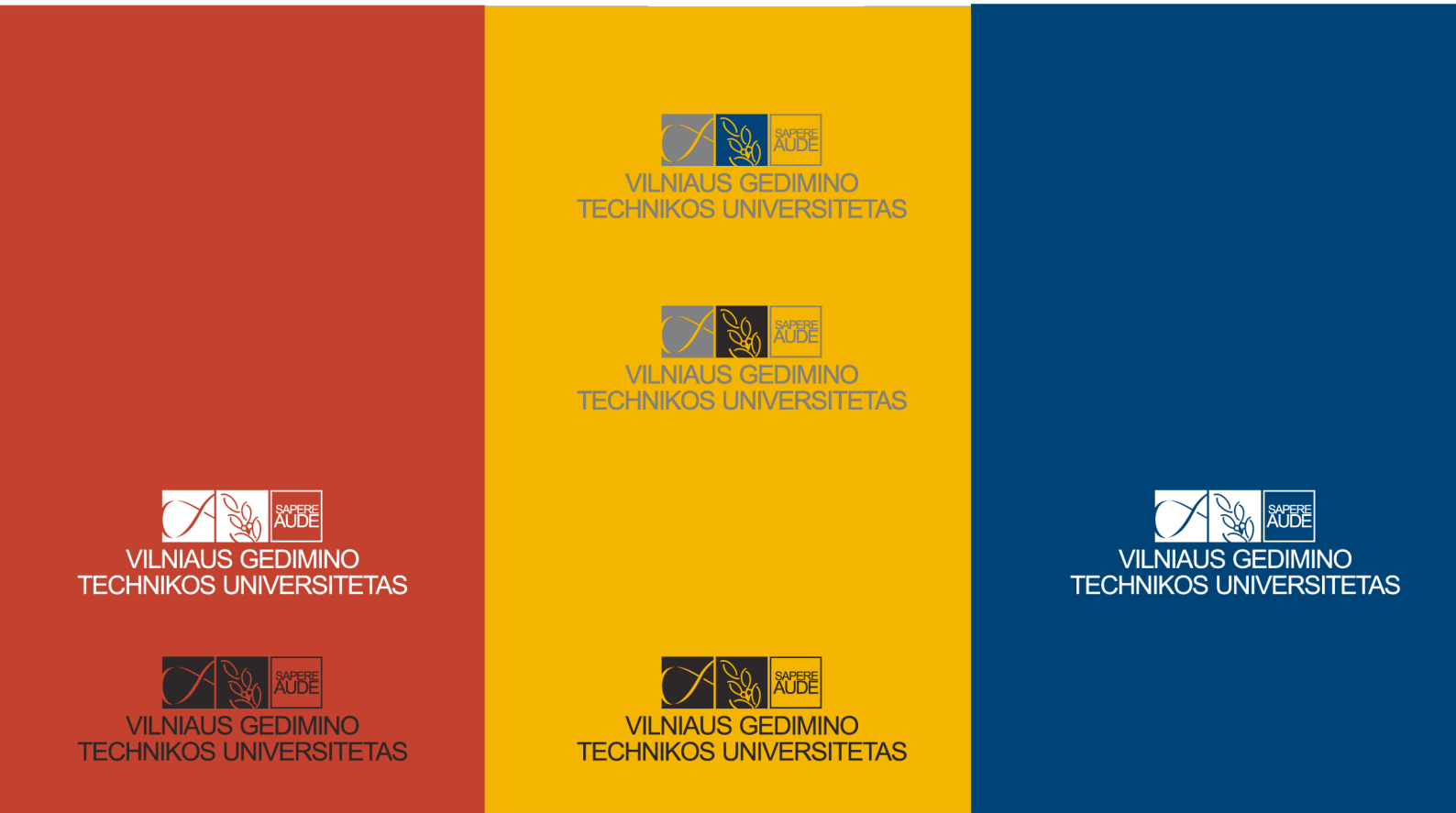
VILNIAUS GEDIMINO
TECHNIKOS UNIVERSITETAS

The proportions of the logo cannot be changed.



In case of non-contrasting backgrounds, the logo background which gives contrast is to be used.

2.10. USE OF THE LOGO ON DIFFERENT SURFACES



When putting the logo on different monochrome backgrounds, a contrasting version of the logo must be chosen (out of possible ones).



3. FACULTY LOGOS

3.1 FACULTY LOGO



The faculty logo consists of the elements of the University logo which are matched to a peculiar motif of a faculty.

Graphical motif is integral with the name. It consists of the name of the University and the name of the faculty. The composition of the logo is solid, indivisible and unalterable.

A particular colour is attributed to each faculty; however, when creating material for a faculty, it can be supplemented by additional colours.

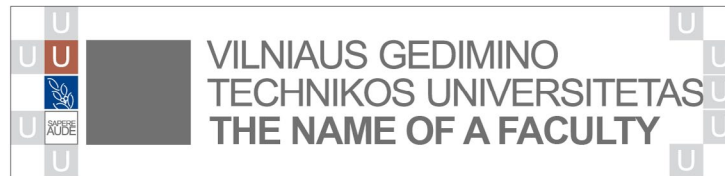
The name of a faculty is used in Arial and Arial bold type.

Paragraph and line spacing is reduced to 87 %.

Character spacing is reduced to 10 %.

The height of a text equals the height of a graphic motif (grey square).

3.2. PROTECTION ZONE AND GRID OF A FACULTY LOGO



The frame of the logo must be outlined according to the requirements of the logo space zone (a relative unit U).

3.3. SIZE OF A FACULTY LOGO



To ensure optimal legibility of the logo, the limit to which the logo can be minimized has been set. The logo cannot be smaller than 10 mm in height. It is necessary to follow the given proportions.

3.4. FACULTY LOGOS



Faculty logos are available on
<http://vkd.vgtu.lt/vgtu-stiliaus-knyga/fakultetu-logotipai/>



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