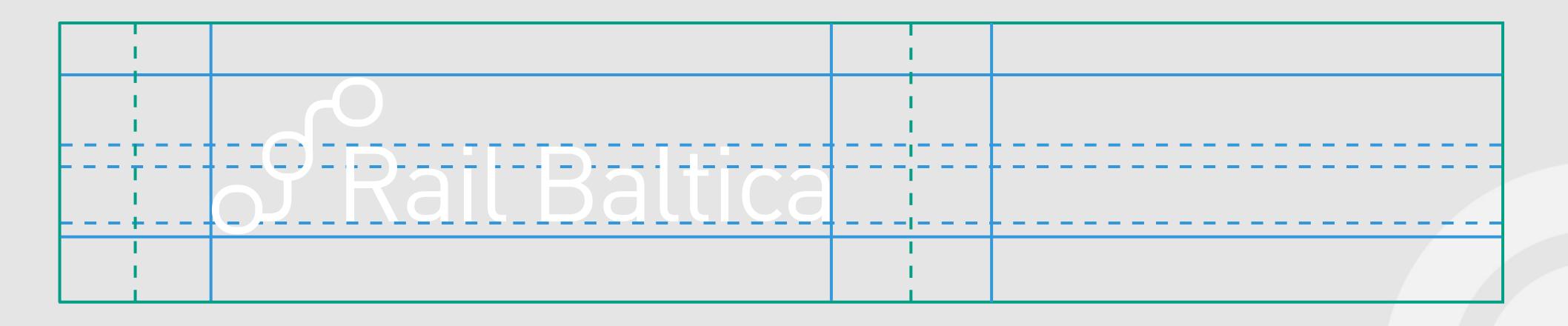
# Rail Baltica global project visual guidelines





#### About project

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#### **Brand logo**

ogo

ogo usage guidelines

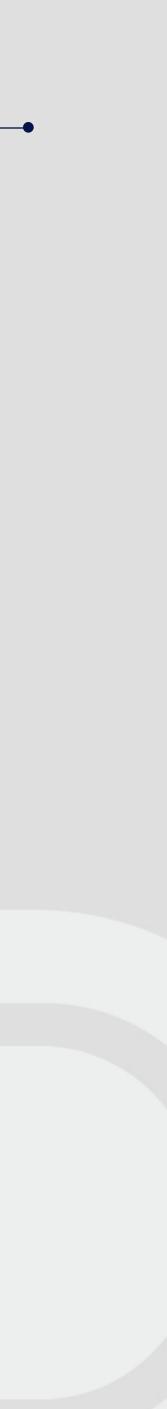
.ogo colours

Brand colours

Typeface

Graphic elements

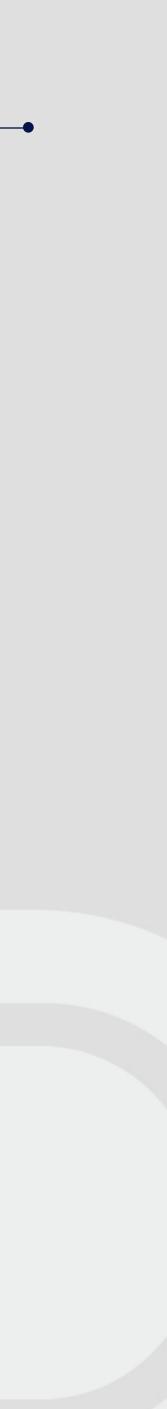
Logo related proportions





#### Rail Baltica project involves the construction of a new European standard gauge high-speed rail line infrastructure to connect Northeast Europe with Central and Western Europe and beyond. Rail Baltica is a unique and complex transnational infrastructure project, financed by the Estonian, Latvian and Lithuanian states and co-financed by the European Union.

The project implementation is carried out by various official players. However, there are several partner organisations - stakeholders, which could be in need to use Rail Baltica logo for the project's visibility purposes. The logo of Rail Baltica is a protected trademark belonging to RB Rail AS, the central coordinator of the project.





### Terms and conditions of use

#### The logo of Rail Baltica may be used by the following official parties:

The central coordinator of the project and owner of the logo - RB Rail AS.

Project beneficiaries: the Ministry of Climate of Estonia, the Ministry of Transport of Latvia, the Ministry of Transport and Communications of Lithuania for the project publicity purposes in coordination with RB Rail AS.

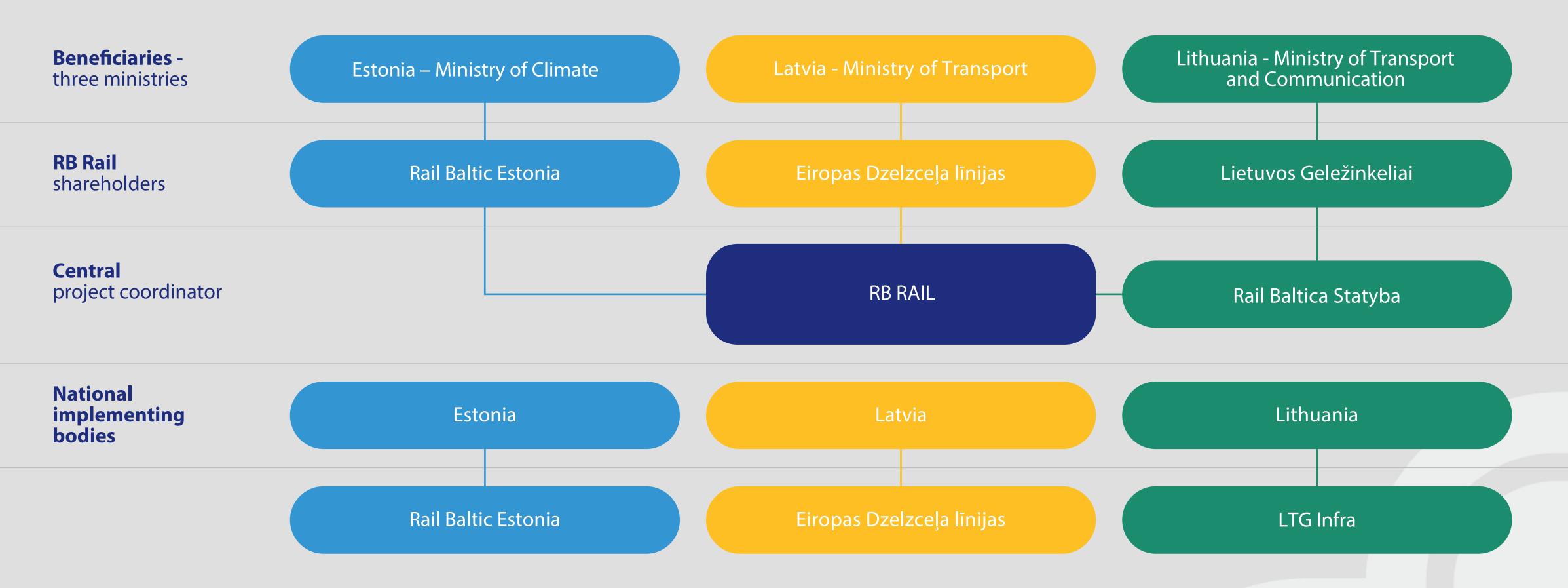
Implementing bodies: Rail Baltic Estonia OÜ, SIA Eiropas Dzelzceļa līnijas, AB LTG Infra for the project publicity purposes in coordination with RB Rail AS.

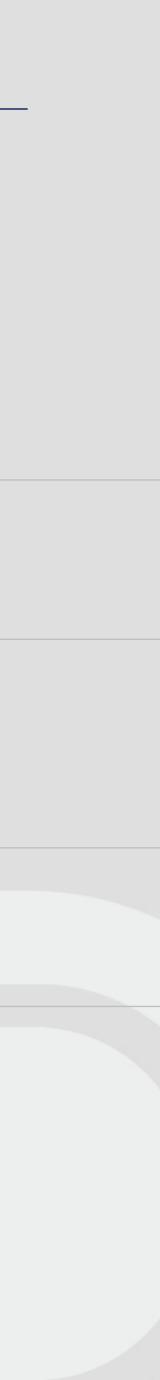
VISUAL GUIDELINES





## **Rail Baltica structure**





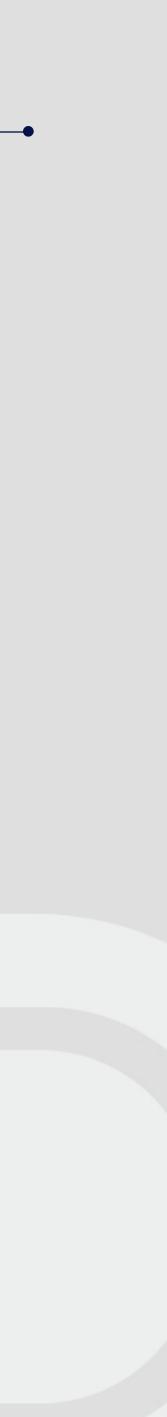


### Terms and conditions of use

#### Other partners and stakeholders (third parties) may use Rail Baltica logo only if:

- permission is requested and granted before the logo is used,
- the third party is commissioned to provide services/work and must ensure project's visibility,
- there is no likelihood of the user of the logo being confused with the Coordinator, Beneficiaries or Implementing bodies of Rail Baltica project,
- it is not used in connection with objectives or activities which are incompatible with the aims and principles of Rail Baltica project,
- it is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by official implementing partners of the Rail Baltica project,
- it is not used for commercial interests of the user of the logo.

#### **f use** d parties





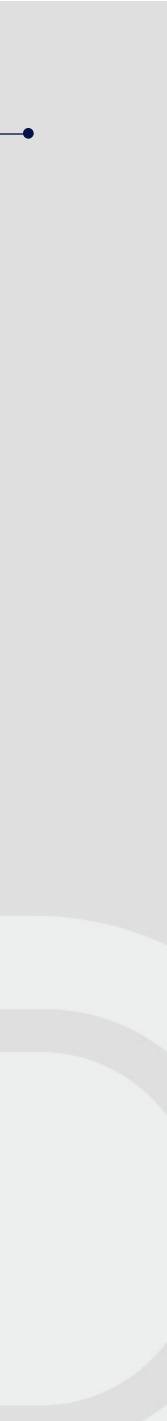
#### The logo shall be used in its entirety without distorting, modifying, or separating its component elements and by following the graphical guidelines of Rail Baltica logo.

Permission to use the Rail Baltica logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means.

Each case will be examined individually to ascertain whether it meets the criteria set out above and in the graphical guidelines. This will be unlikely in a commercial context if the logo of the Rail Baltica is used in conjunction with a company's own logo, name, or trademark.

Rail Baltica delivery organizations that have their own brand identity in cases, where necessary shall use the Rail Baltica global project identity and follow the visual guidelines when doing so.

All communications pertaining to the Rail Baltica project must be aligned and duly coordinated with the central coordinator of the global project, RB Rail AS.





### **Request for permission to use** the Rail Baltica logo

**Request for permission should be submitted to** the Communication Representative of RB Rail AS by official letter or email:

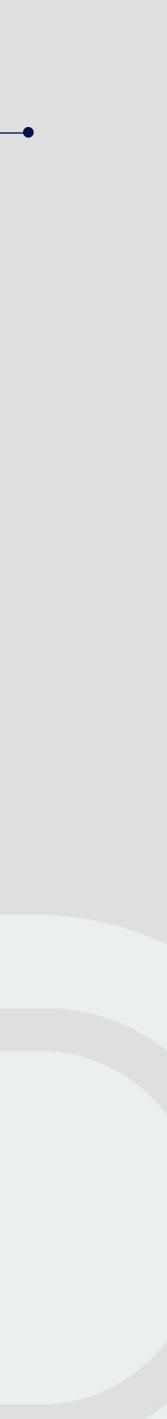
communication@railbaltica.org

#### **Downloading Rail Baltica logo**

Third parties can download, copy, and store the logo in all its formats and versions from the Project's website:

www.railbaltica.org

VISUAL GUIDELINES



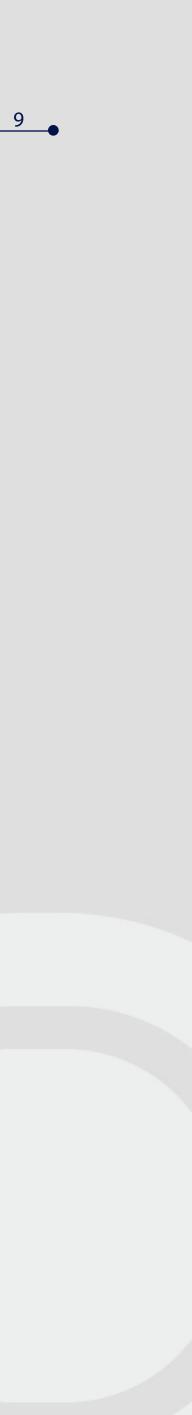


#### **Brand values**



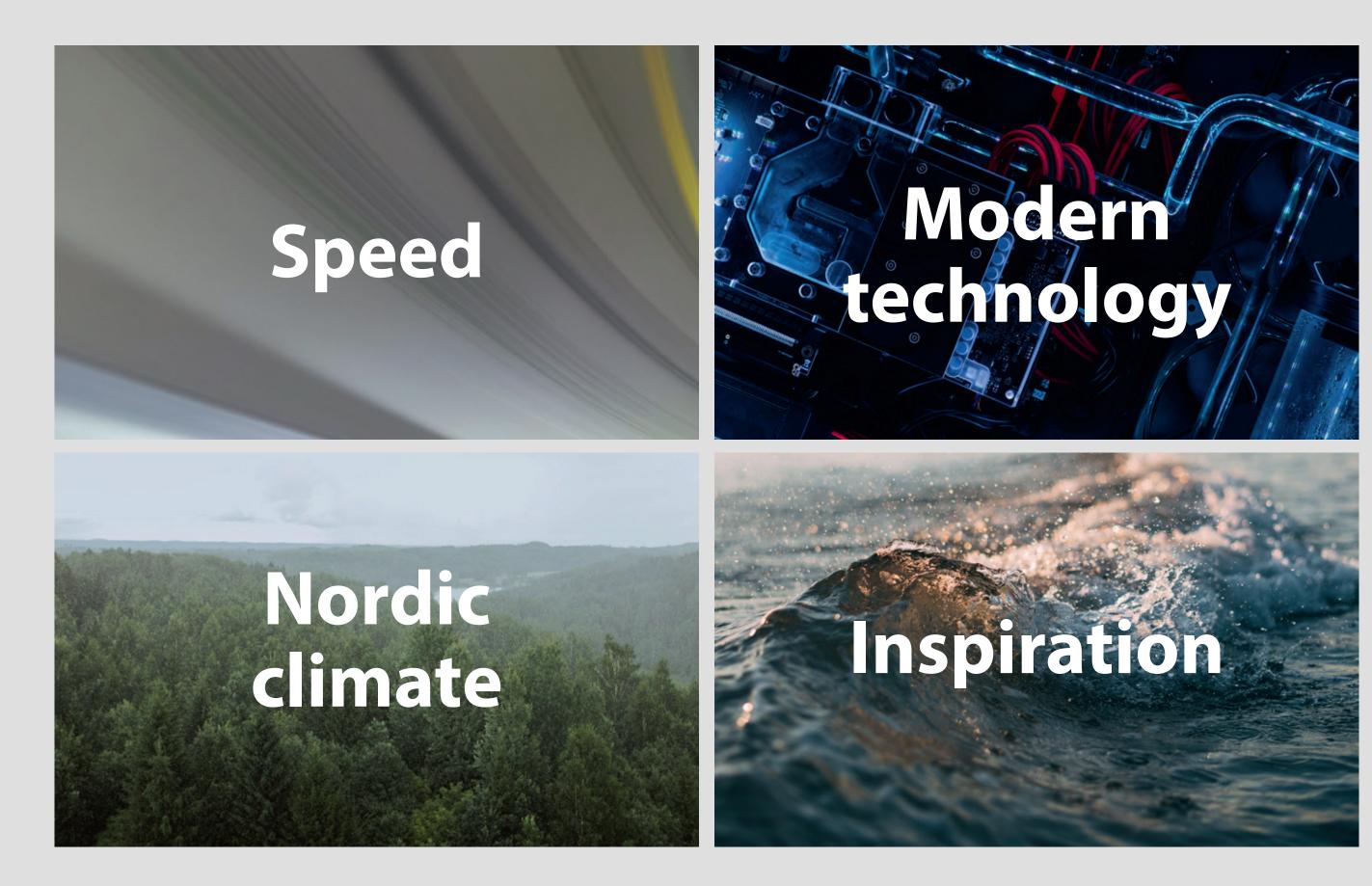
#### Professionalism

#### Purpose



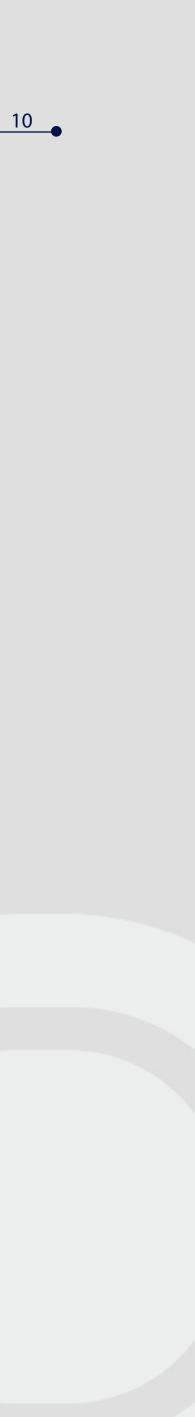


### **Identity motives**















# Second Se

PLEASE NOTE THAT THERE ARE NO CIRCLES IN THE MONOCHROME VERSION OF THE LOGO

# Rail Baltica



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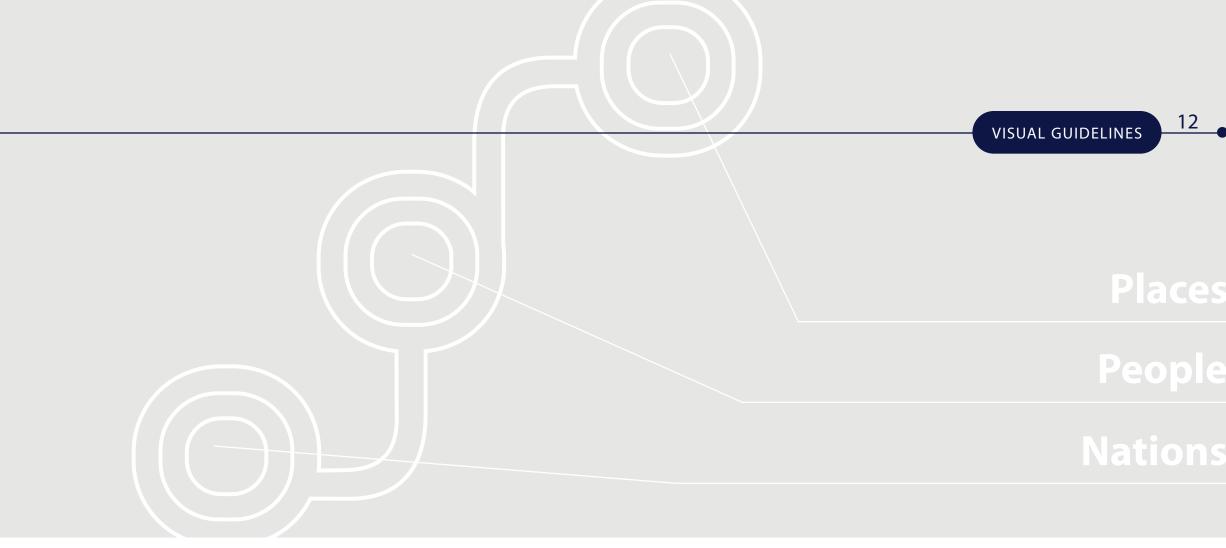


# Logo with tagline



The tagline "Linking nations, people, places" shall not be translated in visual materials for local audiences.

"Connected Baltics in a Connected Europe" shall be translated in visual materials for local audiences. LV: "Savienota Baltija savienotā Eiropā" LT: "Sujungta Baltija sujungtoje Europoje" EE: "Ühendatud Baltikum ühendatud Euroopas"



### Rail Baltica Linking nations, people, places

# Logo usage guidelines

Minimum free space around the logo. This means that other elements may not be within this area.



x is the unit of measurement which corresponds to the height of uppercase letters.

2x measures the white space needed outside the logo lines.

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For a good readability and perception of the logo, it is not recommended to use it smaller than 17 mm or 50 px (width of the logo).

The version of the logo with a slogan is not recommended for sizes smaller than 24 mm or 68 px (logo width).



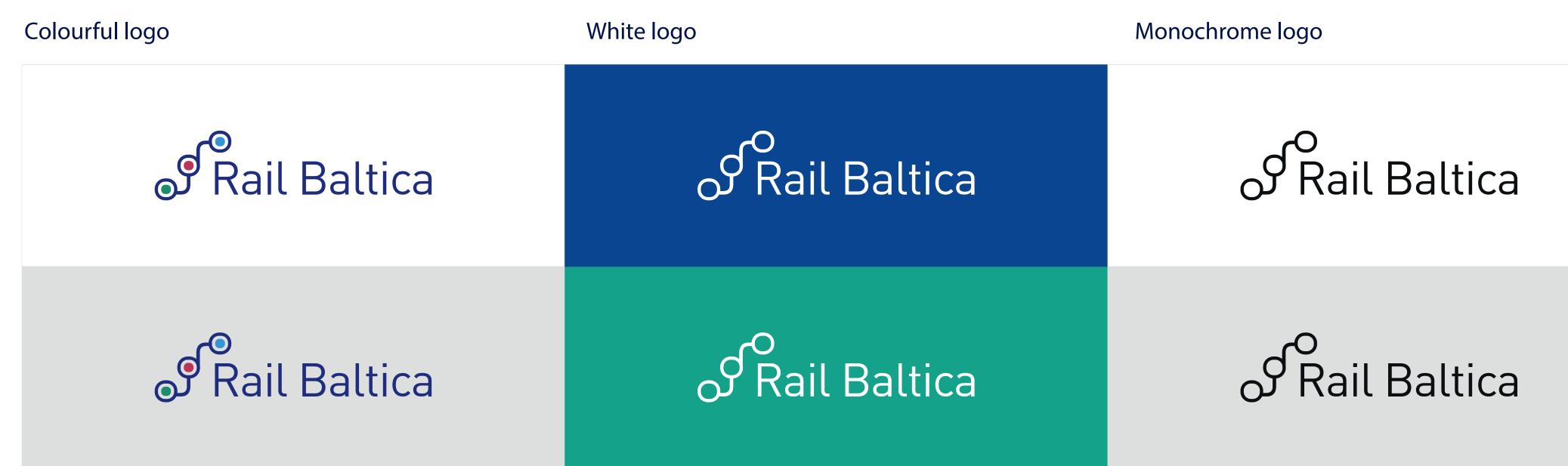


The size of the mark should preferably be adapted to the graphics material (such as its printing technology) and the intended use.





### Logo usage on solid background



The logo must be clearly visible and contrasting.

The colour of the logo should always be blue or white. An exception is monochrome printing, where the white logo can be used on the reverse side.





# Logo usage on images

#### Colourful logo



White logo



The logo must be clearly visible and contrasting.

The colour of the logo should always be blue or white. An exception is monochrome printing, where the white logo can be used on the reverse side.

#### Monochrome logo







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#### Wrong logo usage











Don't change logo proportions



Don't use logo on high contrast backgrounds











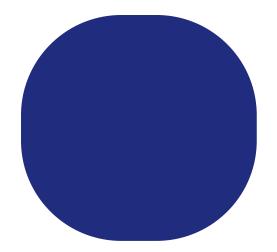








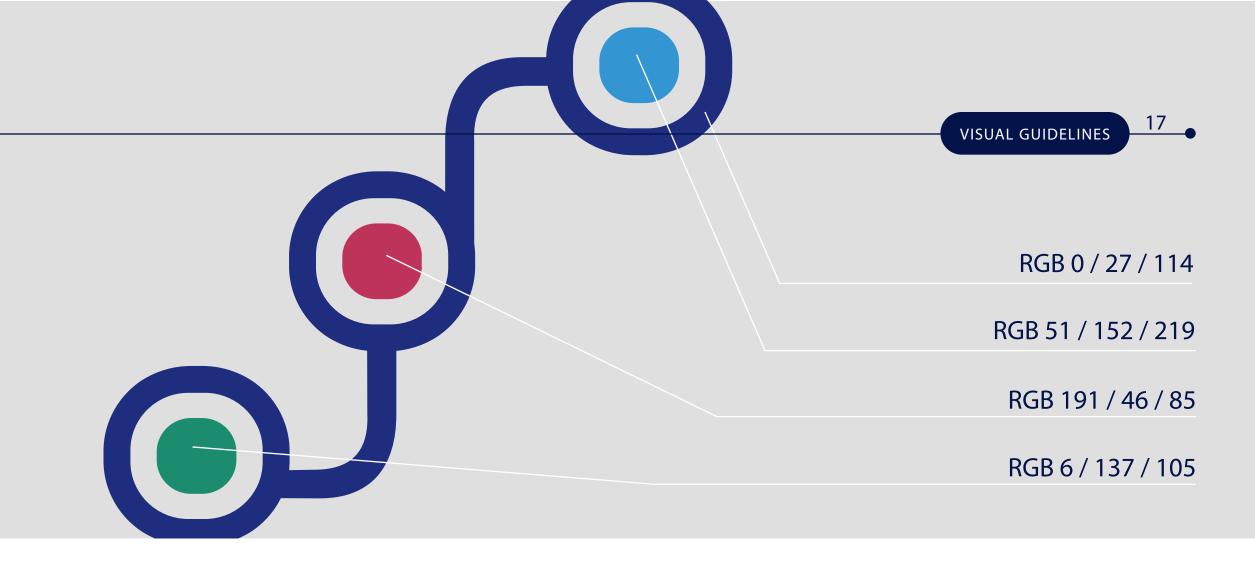
### Logo colours

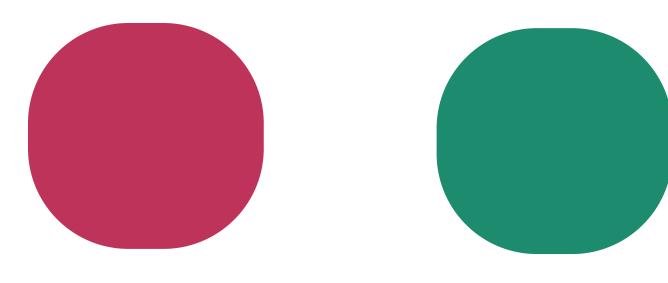


RGB 0/27/114 CMYK 100/90/0/22 HEX #001B72 RGB 51 / 152 / 219 CMYK 77 / 31 / 0 / 14 HEX

#3398DB

\*Used only in logo

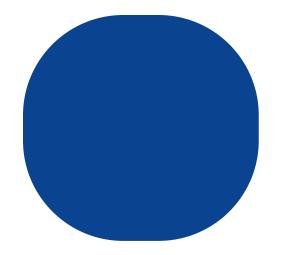




RGB 191/46/85 CMYK 6/89/42/18 HEX #bf2e54 RGB 6/137/105 CMYK 90/0/64/30 HEX #068969



# **Brand primary colours**



RGB 0 / 55 / 135 CMYK 100 / 59 / 0 / 47 HEX #003787

RGB 51/152/219 CMYK 77/31/0/14 HEX #3398DB

\*Used in visual designs

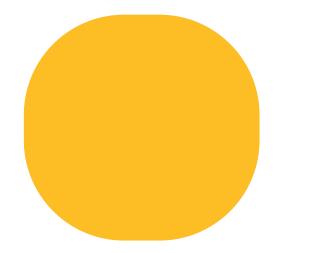








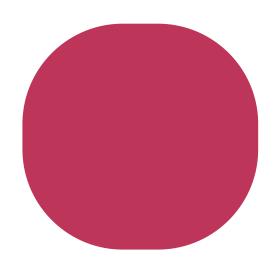
### Brand secondary colours



RGB 255/193/1 CMYK 0/24/100/00 HEX #FFC101

RGB 3/158/134 CMYK 81 / 14 / 58 / 1 HEX **#039E86** 

\*Used in visual designs



RGB 229 / 229 / 229 СМҮК 0/0/0/10 HEX #E5E5E5

RGB 191/46/85 CMYK 0/91/31/28 HEX #BF2E55



## **Brand typeface Myriad Pro**

A Ā Bb C Č D E Ē F G Ģ H I Ī J K Ķ L Ļ M N Ņ O P R S Š T U Ū V Z aābcčdeēfgģhiījkķlļmnņoprsštuūvz  $0123456789_- - - + -, . ""' \sim <>[]{} | /?!:; § # !@ $ % ^ *()$ 

A Ā B b C Č D E Ē F G Ģ H I Ī J K Ķ L Ļ M N Ņ O P R S Š T U Ū V Z aābcčdeēfgģhiījkķlļmnņoprsštuūvz  $0123456789_{---++,.""' \sim <>[]{}\|/?!:;§# !@$%^*()$ 

A Ā B b C Č D E Ē F G Ģ H I Ī J K Ķ L Ļ M N Ņ O P R S Š T U Ū V Z aābcčdeēfgģhiījkķlļmnņoprsštuūvz  $0123456789 - - - + -, .""' \sim < > [] {} | /?!:; § #!@$ % ^*()$  20

Myriad Pro should be used as the primary typeface for marketing, official and internal documentation.

#### **Myriad Pro Bold**

For headings and highlighted parts of the text.

#### Myriad Pro Regular

For a bigger amount of the text.

#### Myriad Pro Light

For an explanatory or supplementary part of the text.





### **Graphic elements**

( )

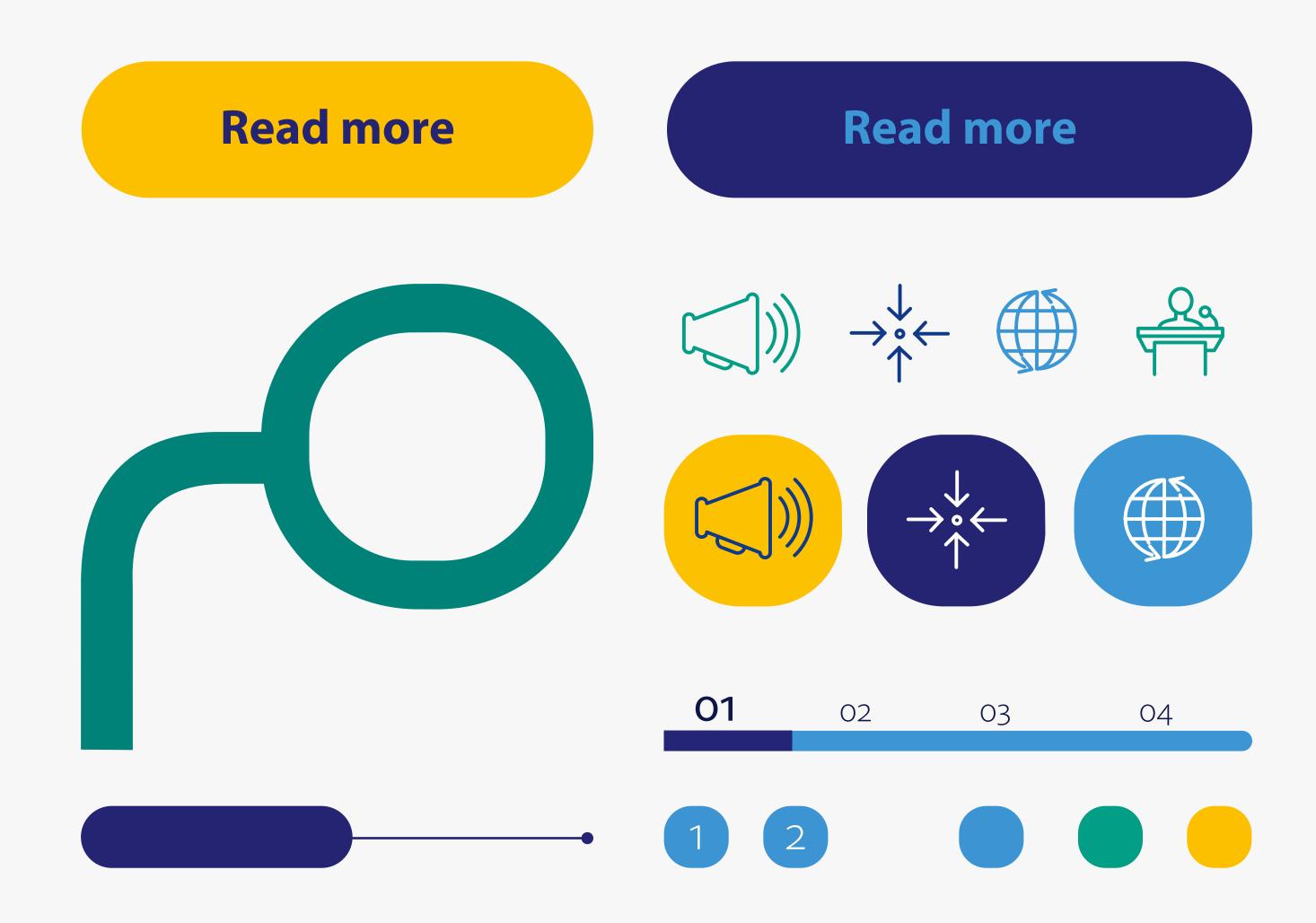
#### **Theme: Connections**



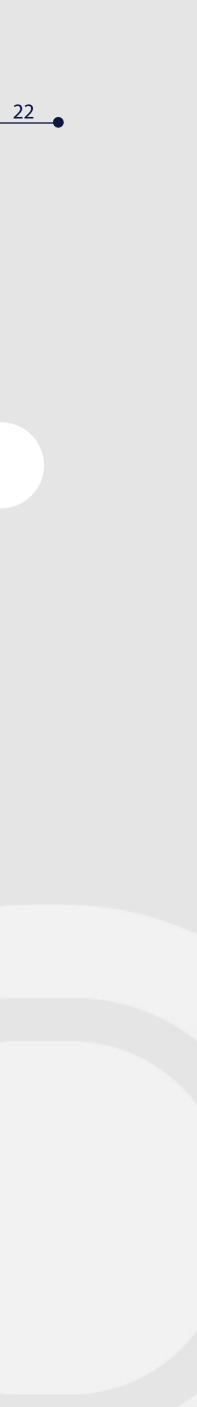




### **Graphic elements**









## For project central coordinator

x is the unit of measurement which corresponds to the height of uppercase letters. 2x also measures the white space needed outside the logo lines.







# With the EU funding logo

		Rail Ba	ltica	2x	* * * * * * * * *	Cc the
2x					n                 	
	* * * * * * *	Co-funded by the European Unio	on		1	
	   		1 1 1			

#### Download EU logo







# For implementing bodies

x is the unit of measurement which corresponds to the height of uppercase letters. 2x also measures the white space needed outside the logo lines.







# For implementing bodies

If there is a need to articulate the role of the official partner in the project, then for marketing communications purposes this solution can be used as well.



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	1 1 1 1 1 1 1 1				2x
ltic	2x	EIROPAS DZELZCEĻA LĪNIJAS	2x	LI'G INFRA	
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1	   	1 1 1	   	1 1 1	
1	   		   		
1	-   	 			
   	   	1 1 1	   	1 1 1	 

With implementing bodies, the simple logo version may be used as well.





### With beneficiaries



The simplified large national coat of arms is used in the visual identity if it is between 36 mm and 18 mm. The simplified supplemented small national emblem is used for visual identity if its ranges from 33.5 mm to 16.7 mm.

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MINISTEERIUM	2x		2x	MINISTRY OF TRANSPORT AND COMMUNICATIONS OF LITHUANIA	
		Satiksmes ministrija			2x



### With other stakeholders

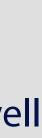
When using the logo in corporation with third parties please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.





Observe the clear space of stakeholders as well the equality of size and alignment.

> \*Selected partner logos used only as examples that illustrate logo placement



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### Logo system arrangement





<sup>2.</sup> Rail Baltica





**Co-funded by** the European Union







Co-funded by the European Union







\*Selected logos used only as examples that illustrate logo placement.





