



Style Guide

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LOGO

Logo Concept

The green colour of the logo symbolizes renewal and energy. It is the colour of harmony, growth and security.



green
lithuanian
energy

LOGO

Logo Colours

Depending on the background colour and brightness, the following logo variant is also available: white (IGNITIS) and green (stylized human figure and text).

The monochrome logo may be white or blue.

The monochrome version of the logo shall be used when there is no technical possibility to reproduce the original colours. A dark blue logo shall be used on a light background while the white one shall be used on a dark background.



LOGO

Logo Safety Zone

The integrity of the logo shall be maintained by keeping a designated safety zone around the logo. This space must be empty and cannot contain any other graphic elements or text.

The size of the safety zone on all sides of the logo shall be equal to the height of one IGNITIS graphic element (stylized human figure).

The logo may not be distorted, used at any other angle, or increased or reduced in proportion. It is also not permitted to increase or decrease the proportions of individual parts of the logo.



LOGO

Unauthorized Use of the Logo

The integrity of the style shall be maintained through the purposeful use of the logo.

It shall not be permitted to change the colours (shades) of the logo or its parts or use other effects. The proportions of the logo cannot be changed. The logo cannot be used on a bright background of similar colour.



TYPOGRAPHY

Main Font

Basetika Light shall be used for basic textual information, large text blocks.

Basetika Medium shall be used for headings and to highlight the text in blocks of text.

Basetika Light

A Ā B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ā b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , " \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

Basetika Light Italic

A Ā B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ā b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , " \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

Basetika Medium

A Ā B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ā b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , " \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

Basetika Medium Italic

A Ā B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ā b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , " \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

Secondary Font

Secondary font *Arial* shall be used when it is technically difficult or impossible to use the main font. For example, online, for e-mails, for digital documents.

Arial Regular

A Ą B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ą b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , , “ \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

Arial Italic

A Ą B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ą b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , , “ \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

Arial Bold

A Ą B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ą b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , , “ \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

Arial Bold Italic

A Ą B C Č Ć D Đ E Ě Ě F G H I J K L M N O P Q R S Š T U Ů Ů V W X Y Z Ž
a ą b c č ć d đ e ě ě f g h i j k l m n o p q r s š t u ů ů v w x y z ž
! ? < > { } , , “ \ @ # \$ % ^ & * () _ + / € 1 2 3 4 5 6 7 8 9 0

COLOURS

Primary, Secondary, Accent Colours

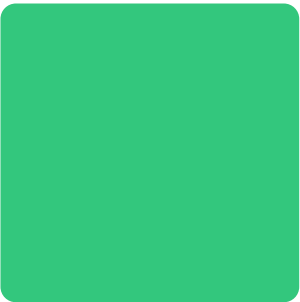
The main colour shall be green. Additional primary colours: white and blue. Basic colour combinations shall be used in digital banners, print layouts.

The secondary colours shall be dark green and grey. These colours shall complement the primary colours, but cannot dominate or be used more widely than the primary colours.

The accent colours shall be yellow and dark pink. These colours shall be used for CTA buttons or to highlight important details, facts, data. Accent colours cannot dominate and be used in place of the primary colours.

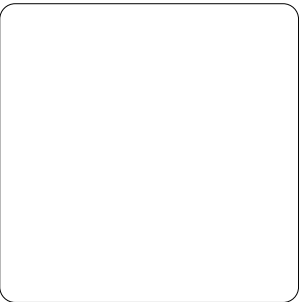
The specified colour codes must be followed.

Primary color



HEX #31c67c
R:50 G:199 B:124
C:68 M:0 Y:65 K:0
Pantone 2414C
RAL 6037

Additional primary colors

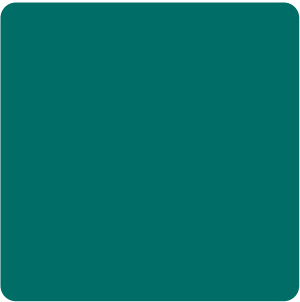


HEX #ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0
Pantone: White C/U
RAL 9003



HEX #4057e3
R: 64 G: 87 B:227
C:80 M:60 Y:0 K:0
Pantone: 2726 C
RAL 5002

Secondary colors

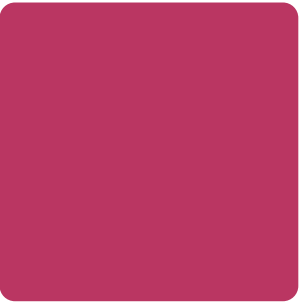


HEX #006d67
R:0 G:109 B:103
C:87 M:33 Y:56 K:22
Pantone: 562 C
RAL 6026

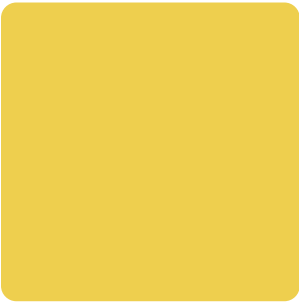


HEX #58595b
C:0 M:0 Y:0 K:80
R:88 G:89 B:91
Pantone 425 C
RAL 7043

Accent colors



HEX #ba3662
R:186 G:54 B:98
C:20 M:99 Y:36 K:9
Pantone: 214 C
RAL 4002



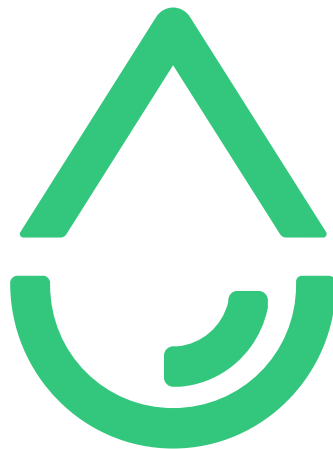
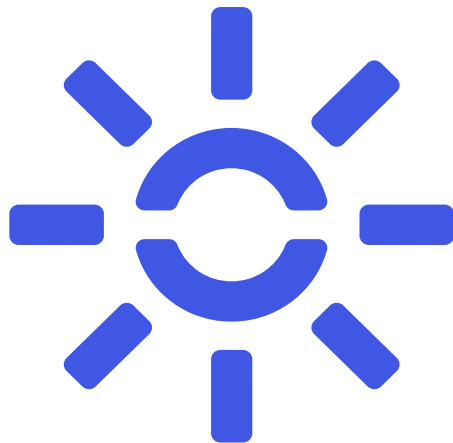
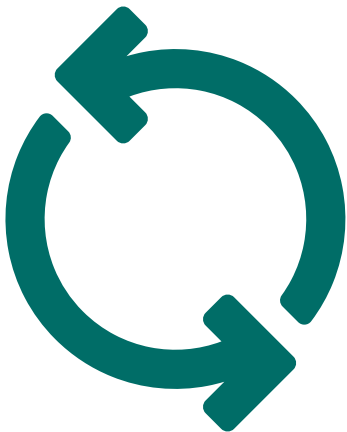
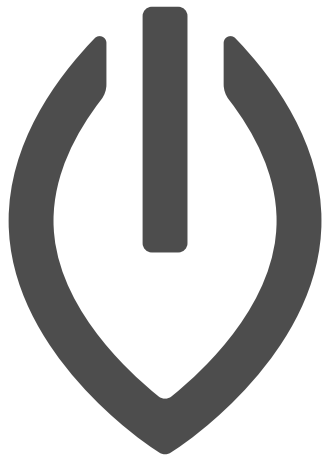
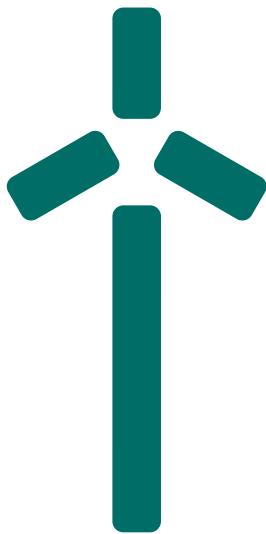
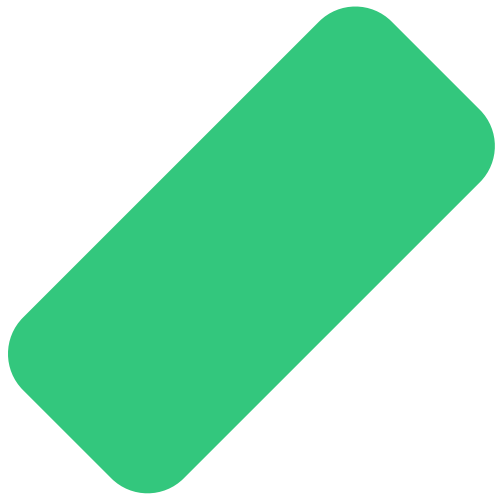
HEX #eecf4e
R:238 G:207 B:78
C:0 M:15 Y:90 K:0
Pantone 115 C
RAL 1012

GRAPHIC ELEMENTS

Direction of Graphic Elements

The main graphic element shall be a rounded rectangle.

Easy-to-read, clear graphics shall be used. They may be used in print layouts, advertising banners or other advertising media.

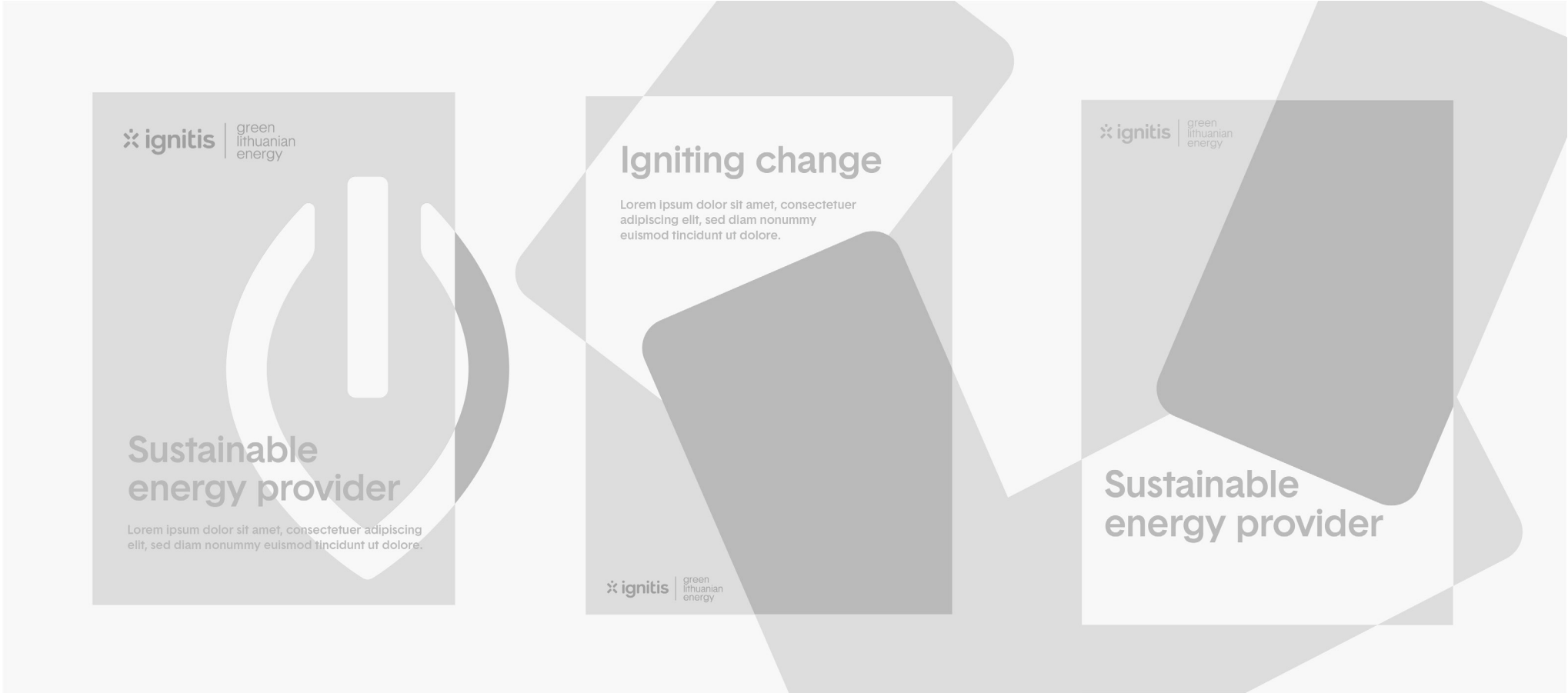


LAYOUT SYSTEM

Rules for the Use of Graphic Elements in Print Layouts

The composition of promotional materials shall be created using a rounded rectangle and icons.

The rounded rectangle may contain a logo, photographs, texts.



LAYOUT SYSTEM

Print Layout

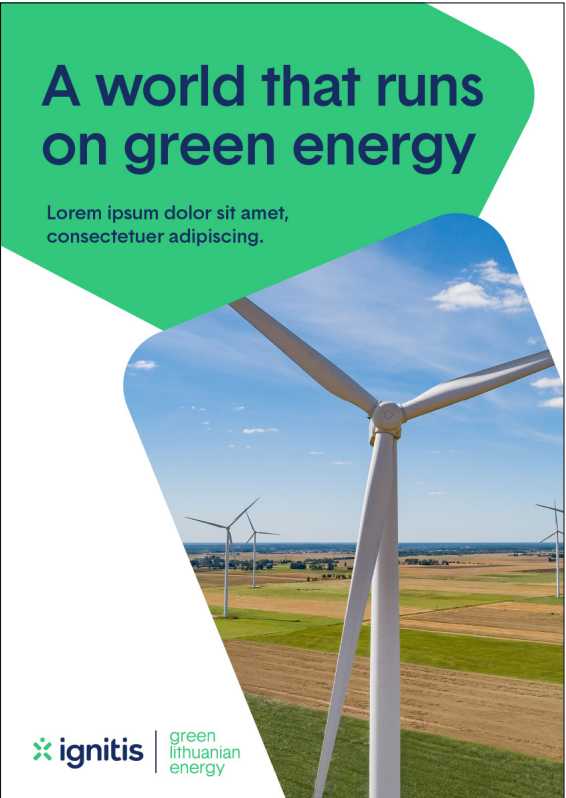
Example of a print layout.



LAYOUT SYSTEM

Print Layout

Example of a print layout.



LAYOUT SYSTEM

Rules for the Use of Graphic Elements in Advertising Banners

The composition of promotional materials shall be created using a rounded rectangle and icons.

The rounded rectangle may contain a logo, photographs, texts.



LAYOUT SYSTEM

Advertising Banner Layout

Example of advertising banner.



LAYOUT SYSTEM

Advertising Banner Layout

Example of advertising banner.



BRANDING

Certificate

Example of a certificate.



Certificate

This is to certify that

COMPANY NAME

Consumes power, 100% of which is produced from renewable energy sources (RES).

The company's commitment to protecting the environment is shown by its use of power from renewable energy sources.

The certificate is valid until (month) (day) (year).

Chief Executive Officer

Artūras Bortkevičius

Green Lithuanian Energy is electricity produced from renewable energy sources of Lithuania. Production of electricity using renewable energy sources reduces emission of harmful substances into environment and slows down global warming processes.



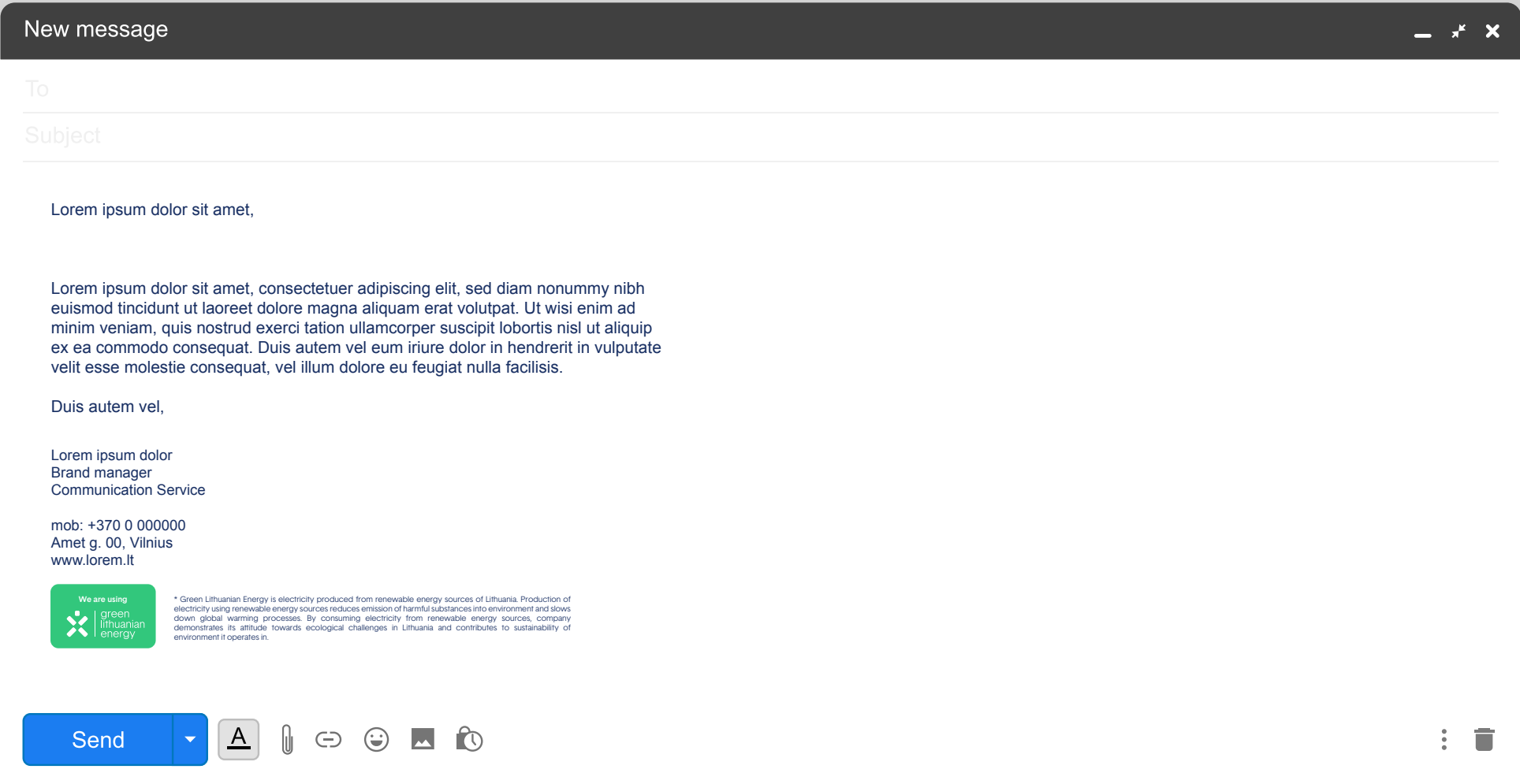
BRANDING

E-mail Signature

Example of an e-mail signature.



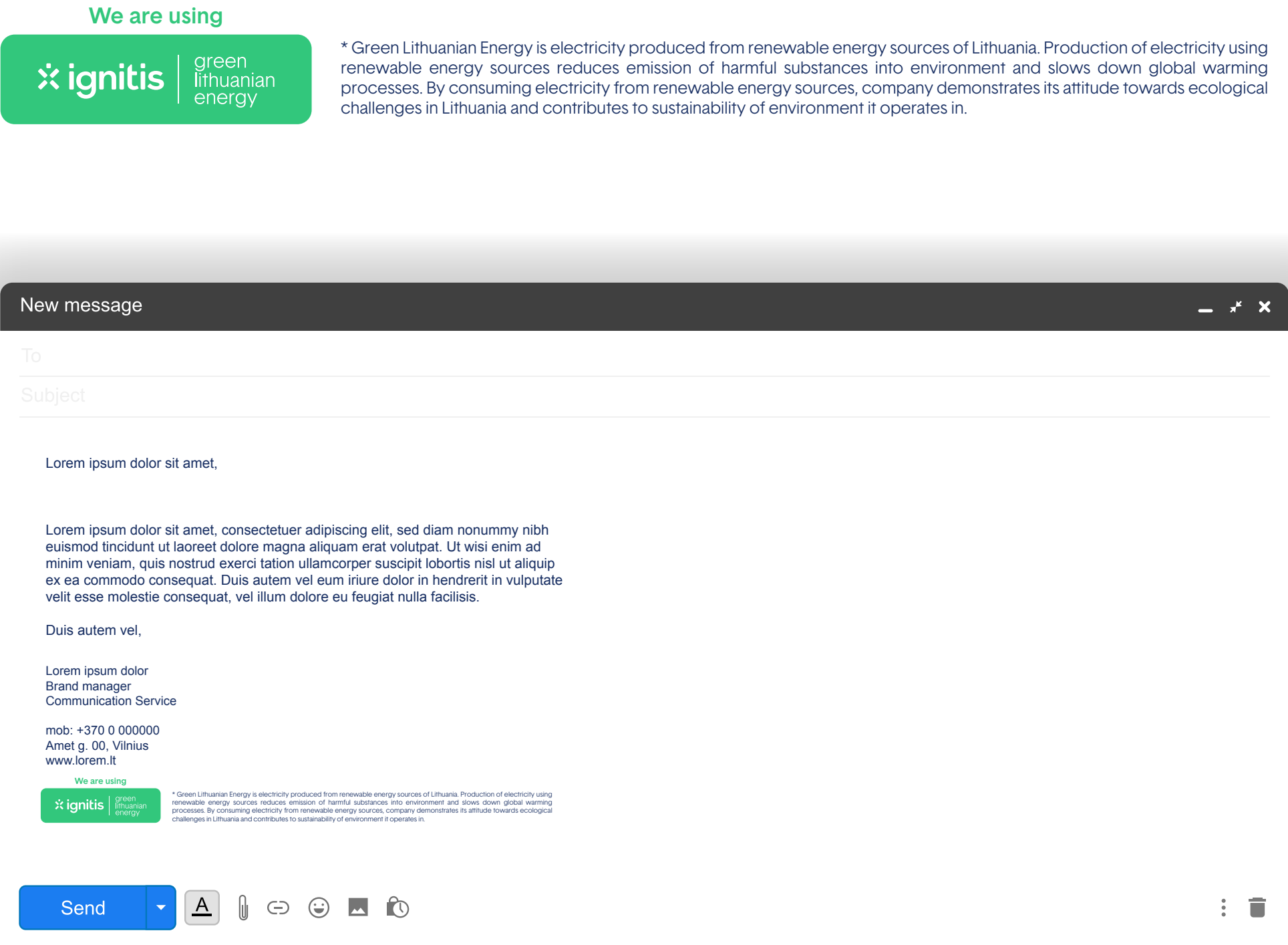
* Green Lithuanian Energy is electricity produced from renewable energy sources of Lithuania. Production of electricity using renewable energy sources reduces emission of harmful substances into environment and slows down global warming processes. By consuming electricity from renewable energy sources, company demonstrates its attitude towards ecological challenges in Lithuania and contributes to sustainability of environment it operates in.



BRANDING

E-mail Signature

Example of an e-mail signature.



BRANDING

Sticker

Example of a sticker.



Sticker on a light background



Sticker on a dark background



Sticker on a light background



Sticker on a dark background

BRANDING
Car Sticker

Recommended sticker size: 120 x 73 mm.
Indication of the proposed place of affixing the sticker.



BRANDING

Laptop Sticker

Recommended sticker size: 50 x 30.5 mm.
Indication of the proposed place of affixing the sticker.



BRANDING

Door Sticker

Recommended sticker size: 120 x 73 mm.
Indication of the proposed place of affixing the sticker.



BRANDING

Bottle Sticker

Recommended sticker size: 26 x 15 mm.
The use of the trade mark on any packaging, regardless of its format, must be approved by the IGNITIS marketing staff.

