

A UNIVERSITY
THAT INSPIRES!



Visual identity manual

TABLE OF CONTENTS

1. CORPORATE STANDARDS

- 1.2 Introduction
- 1.3 Logo typeface description
- 1.4 Logo variations
- 1.6 Logo structure
- 1.7 Logo structure with slogan
- 1.8 Logo structure – slogan combined with an abbreviation
- 1.9 Logo clear space
- 1.12 Logo clear space for social media
- 1.13 Logo color variation
- 1.14 Logo color variation - black and white
- 1.15 Brand colors
- 1.16 Incorrect logo and color usage
- 1.17 Typeface

University of Applied Sciences is a higher education institution that operates according to principles and values that promote sustainable development and the formation of a civic society within the country.

In this visual identity manual, you will find the university's logo, color schemes, and typeface solutions, which constitute the institution's graphical standards. Their correct application will help the University of Applied Sciences more effectively maintain a unified image and reflect the university's values.



Primary Logo

The purpose of the logo is to represent the university's image and maintain its recognition across various media.

The core element of the visual identity – the abbreviation of the University of Applied Sciences (EKA in latvian) and the full name of the university beneath it – forms a unified mark.



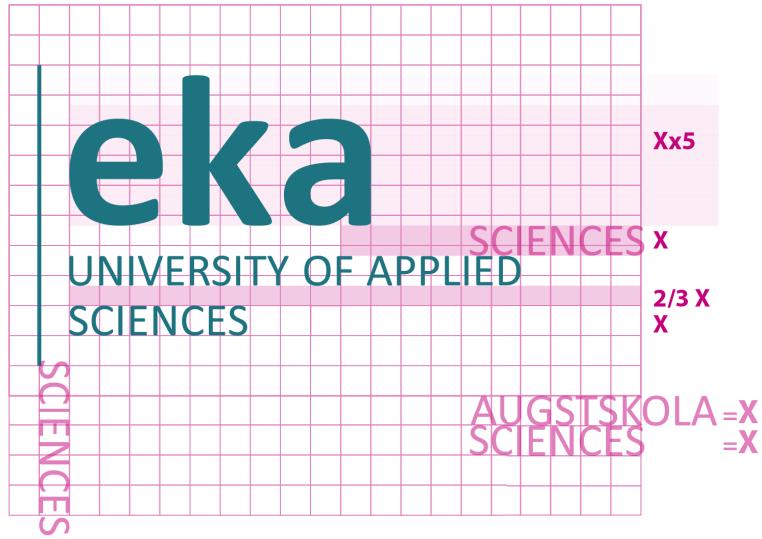
Logo with Slogan

A version of the university logo featuring the institution's name, supplemented with the slogan on the left side.



Slogan and abbreviation logo (no name).

An additional version of the logo may be used in university communications, which features only the abbreviation (EKA) alongside the slogan, omitting the full name. This version is intended for use in contexts where it is unmistakably clear that 'EKA' stands for the 'University of Applied Sciences,' such as on the university's official website.



The proportions and spacing between the logo elements are based on the height of the letters in the word 'SCIENCES' (AUGSTSKOLA), which is defined as value X.

The size of the 'University of Applied Sciences' abbreviation (EKA) is five times the height of X-5X. Meanwhile, the line spacing between 'University of Applied Sciences' is 2/3X (two-thirds of X).



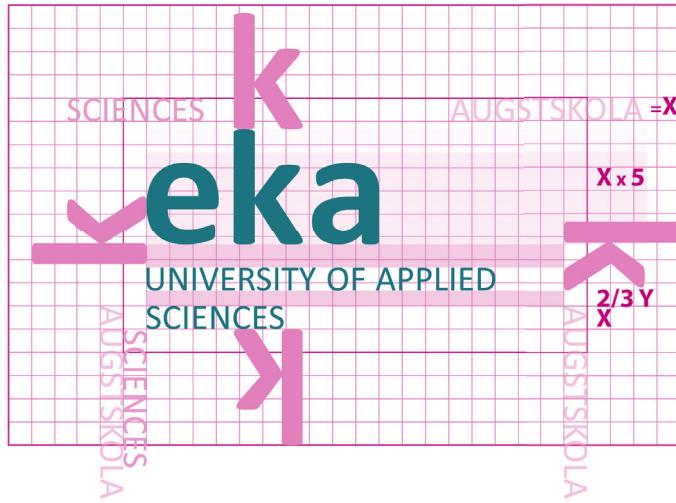
The structure of the logo version with the slogan is based on the construction of the primary logo.

A line separates the slogan and the 'EKA' name. Its width is equal to the width of the letter 'l' in the name University of Applied Sciences (EKONOMIKAS UN KULTŪRAS AUGSTSKOLA). Vertically, the line is longer than the text area.



This version is also based on the structural principles of the primary logo. Since the university's full name is not included in this version, the dividing line between the slogan and the abbreviation (EKA) is shorter than in the version with the full name. Additionally, the abbreviation is positioned lower – aligned on the same line as the slogan

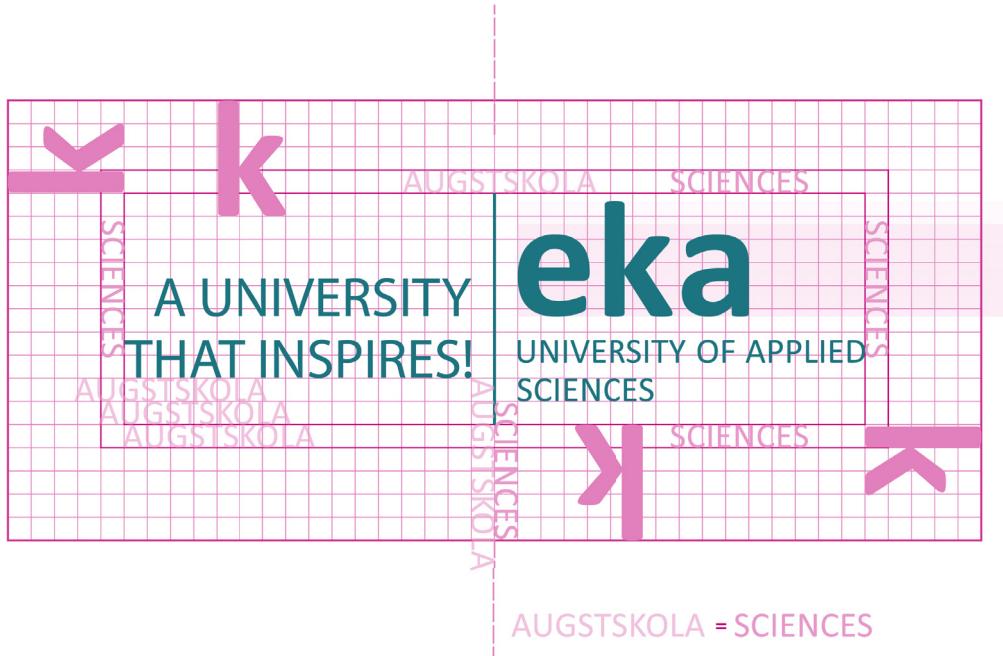
JGSTSKOLA = SCIENCES
AUGSTSKOLA =X



The exclusion zone (clear space) is represented by Y, which is the height of the letter 'k' in the abbreviation (EKA). No other graphic or text elements may be placed within this area.

In specific cases, X (the height of the letters in the word 'UNIVERSITY') is used as the minimum exclusion zone.

A larger clear space ensures a more stable and powerful visual identity.



The clear space (exclusion zone) is represented by the letter 'k' in the abbreviation (EKA). No other graphic or text elements may be placed within this zone.

In specific cases, X (the height of the letters in the word 'AUGSTSKOLA' = 'SCIENCES') may be used as the minimum clear space.

The larger the clear space, the more stable and powerful the visual identity becomes.



The clear space (exclusion zone) is represented by the letter 'k' in the abbreviation (EKA). No other graphic or text elements may be placed within this zone.

In specific cases, X (the height of the letters in the word 'AUGSTSKOLA' = 'SCIENCES') may be used as the minimum clear space.

The larger the clear space, the more stable and powerful the visual identity becomes.





HEX	#1D7480
RGB	29 116 128
CMYK	98 27 42 15
PANTONE	7474



HEX	#ffffff
RGB	255 255 255
CMYK	0 0 0 0
PANTONE	-

The grayscale version should be used when color printing is unavailable



HEX #585857
RGB 88 88 87
CMYK 0 0 0 80
PANTONE 425

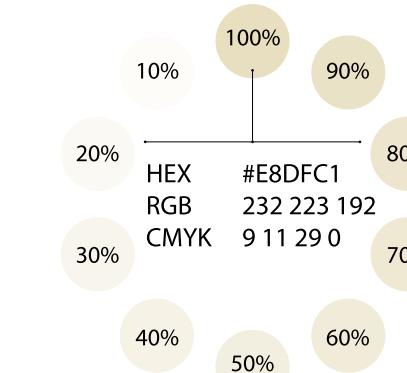
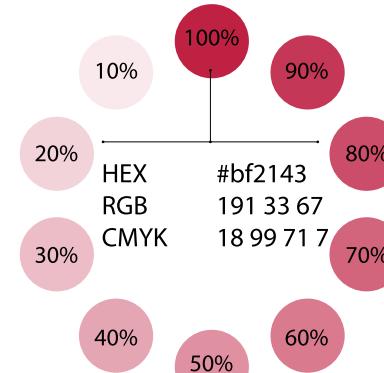
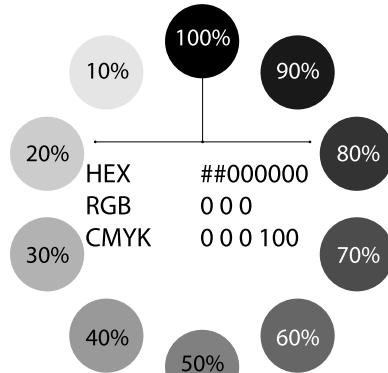


HEX #ffffff
RGB 255 255 255
CMYK 0 0 0 0
PANTONE -

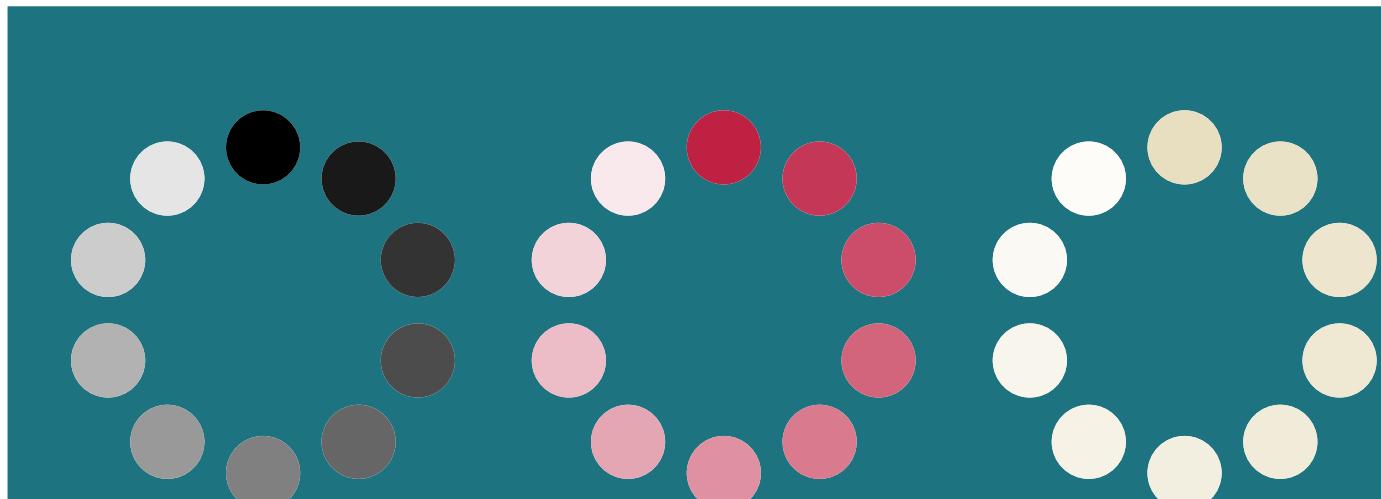
Primary logo palette



The primary logo color is used as the base, while secondary colors are to be used in communication materials as accent elements



Secondary palette





The logo must remain legible at all times. Avoid using it on backgrounds that compromise its visibility or brand clarity.



Usage of the logo is restricted to the colors defined in the official color palette.



The logo should not be paired with elements outside of the official brand identity.



The logo must not be skewed or modified. Always maintain the original aspect ratio when resizing.



Do not use isolated elements or individual details that are not part of the approved logo marks.



Changing the logo font is prohibited.



The logo must not encroach on layout margins or be placed in close proximity to other graphic elements.



Applying different colors to individual parts of the logo is prohibited.

The choice of typeface is one of the core components of the visual identity.

The selected typeface is **Myriad Pro**.

Myriad Pro

Regular
Italic
Bold
Bold Italic
Semibold
Semibold Italic
Condensed
Condensed Italic
Bold Condensed
Bold Condensed
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline Myriad Pro Bold

Body text. Myriad Pro Regular. Dolor sit amet, consectetur adipisci-
cing elit, sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam, quis nostrud exercita-
tion ullamco laboris nisi ut aliquip ex ea commodo consequat.

In situations where the Myriad Pro typeface is unavailable, the replacement typeface is **Calibri**

Calibri

Regular
Italic
Bold
Bold Italic
Light
Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline Calibri Bold

Body text. Calibri Regular. Dolor sit amet, consectetur adipisci-
cing elit, sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam, quis nostrud exercita-
tion ullamco laboris nisi ut aliquip ex ea commodo consequat.