

RĪGAS ZELLI

BRAND GUIDELINES

2026/2027

www.rigaszelli.lv



RĪGA



LOGOTYPE GRID & COLORS

#ffffff



#000067



#ff1fff



R:255

G:255

B:255

R:0

G:0

B:103

R:255

G:31

B:255

C:0

M:0

Y:0

K:0

C:100

M:98

Y:18

K:26

C:24

M:81

Y:0

K:0

LOGOTYPE COLOR VARIATIONS



Full Color



Navy Blue



Pink

LOGOTYPE CLEAR SPACE



Minimum clear space

To protect the integrity of the brand and to achieve maximum recognition it is important that other graphics and logos do not encroach too closely or touch the logo

To do this we create an invisible border that surrounds the logo. The border is the double the width of the typeface letter R, taken from the logotype shown on the right.

MONOCHROMATIC VARIATIONS



LOGOTYPE DON'TS



Do not change the initial colors of the logotype



Do not rotate the logotype



Do not stretch or squeeze the logotype proportions



Do not create a pattern from the logotype



Do not modify elements of the initial logotype



Do not apply any effects, such as shadow, glow etc.



Do not convert the logotype to outlines



Do not combine or add cliparts or other graphics

WORDMARK & CLEARSPACE



Wordmark can be used as a standalone element or also be combine with the logotype icon in following way and color scheme



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LOGOTYPE PLACEMENT ON PICTURES

Prefferable logotype placement on pictures should be either placed on the top right or left corner.

Do not place it on busy part of the photo such as crowds, high contrast patterns or human faces.

