Vilnius University

Visual Identity Guide 2023

Vilnius University (VU) stands at the forefront among other Lithuania's higher education institutions in adhering to its vision to join the ranks of leading European universities. With an ever-expanding array of communication channels and growing target audience both in Lithuania and abroad, the function of VU brand is becoming more and more complex. Therefore, seeking to maintain and strengthen its reputation, VU has committed to make its brand communication more frequent, consistent, and integrated.

Our visual identity is an expression of who we are, what we represent, and who we aspire to become. It aims at creating a clear and positive image of the University that nurtures its own traditions and always takes a leading position. The brand style guidelines presented in the Visual Identity Guide will help us promote the values enshrined in the Statute of Vilnius University, highlight the institution's strengths, and emphasize its uniqueness.

The VU polychrome coat of arms was designed in 1994, in commemoration of the 415th anniversary of the University's establishment. Created by the artist Petras Repšys and Alfredas Bumblauskas, Professor of History, it continues the old tradition of the VU coat of arms, depicting the state emblem Vytis (a mounted armoured knight holding a sword and a shield) dressed in the Rector's toga. The new coat of arms replicates the old national one, combined with a book — the traditional academic symbol. Its main colours are yellow, white, red, and black. The creation of the polychrome logo brought along the need of colour matching, thus it has been decided that it must be used on a white, yellow, or grey background.

In order to make the VU brand more recognisable, the new style guidelines are set to distinguish the University's main colours, typefaces, graphic elements, and other tools, as well as to establish the principles of their use. The specified colours and the unique VU architecture represent the University's identity — the different shapes of the buildings highlight the multi-layered nature of its community, the institution's long-standing history and uniqueness, while the designated colours symbolise the common values and visions uniting its diverse community.

The main VU brand colour is burgundy. It has been used since antiquity as a symbol of dignity, respect, royal power, leadership, and willpower. Moreover, burgundy has for decades been recognised as the University's identity colour. The monochrome version of the logo is coloured in burgundy and can be complemented by other primary colours: white, black, and grey.

Any visual solutions not included in the Vilnius University Visual Identity Guide, but not contradictory to it, must be approved by and any graphic elements based on such solutions must be published by the Commission for Granting Vilnius University Name and Brand established by the Rector of Vilnius University or their authorised person.

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2 Means of Communication

Key Elements

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1.1 Main versions

Polychrome logo

Monochrome burgundy logo

The VU logo consists of a symbol and a wordmark.

There are two main versions of the logo: the polychrome and the monochrome burgundy one.

The polychrome logo is used in official VU documents (both for external and internal communication). In exceptional cases, it may also be used in digital marketing visuals, if agreed with the Marketing and Communication Division.

The monochrome logo is used for communication in digital media, marketing materials, for marking VU structural units, etc.

VU souvenirs may feature either version of the logo.

When using the monochrome logo, its burgundy version is preferred, although other colours listed in the Visual Identity Guide, e.g. dark grey, can also be used. The colour of the monochrome logo must be selected depending on the channel/environment/visual where it will appear.

1.2 Polychrome logo colour versions and use on different backgrounds

Use on light backgrounds
The polychrome logo looks best on light-coloured or light photo backgrounds.

Use on dark backgrounds
The white version of the polychrome logo looks best on dark and bright backgrounds.

Use in monochrome print
The white and black versions of the polychrome logo can be used in monochrome print.
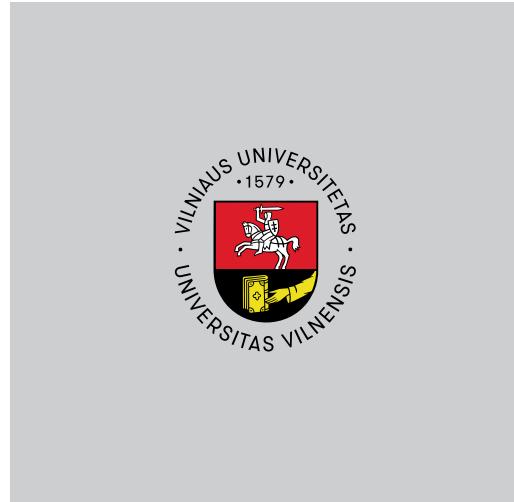
These logo versions are provided as work files.
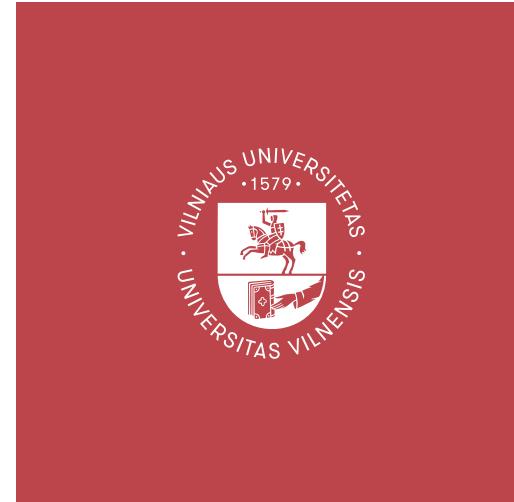
Light backgrounds

Dark backgrounds

Monochrome print
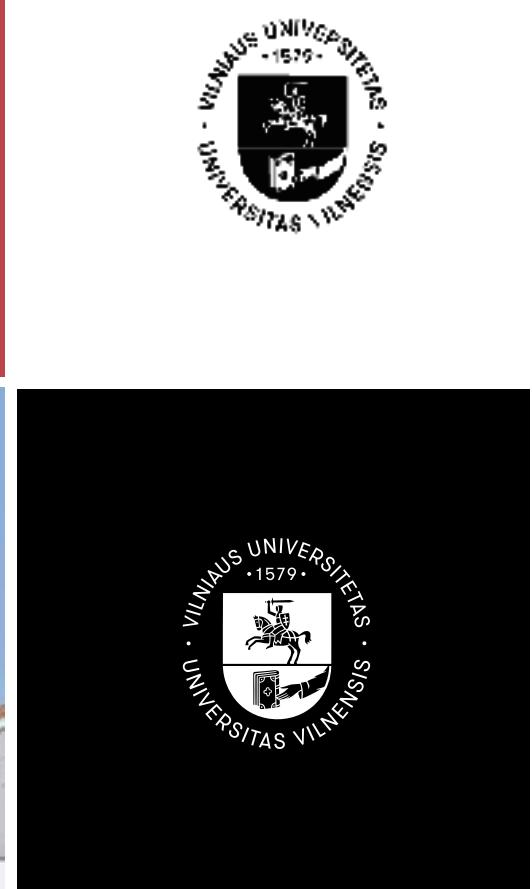
1.2 Monochrome logo colour versions and use on different backgrounds

Use on light backgrounds
The main burgundy logo version looks best on light-coloured or light photo backgrounds.

Use on dark backgrounds
The light grey logo version can be used on burgundy, other dark-coloured, or dark photo backgrounds.

Use in monochrome print
These logo versions are used in exceptional cases where it is not possible to use the coloured logo or otherwise reproduce its colours (e.g. in engraving).
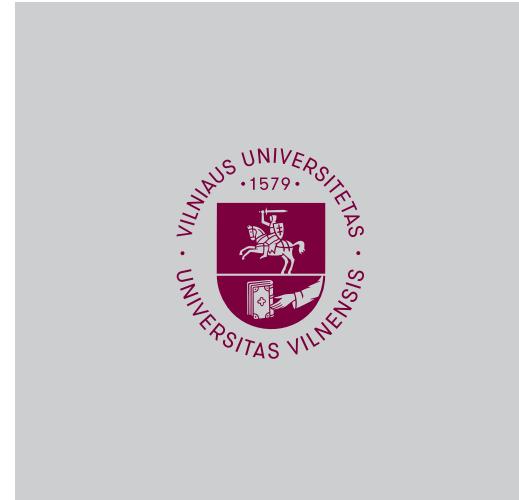
These logo versions are provided as work files.

Light backgrounds

**Dark backgrounds**
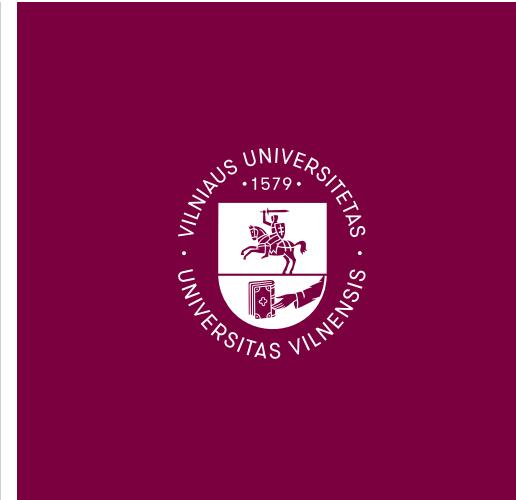
Monochrome print

1.3 Safety zone

To ensure legibility and visibility of the logo, it must be surrounded by clear space.

The minimum safety zone around the logo must be equal to 1/3 of its height. Where possible, it is recommended to leave even more clear space.

The safety zone for the logo and motto lockups is an exception (see p. 15–16).
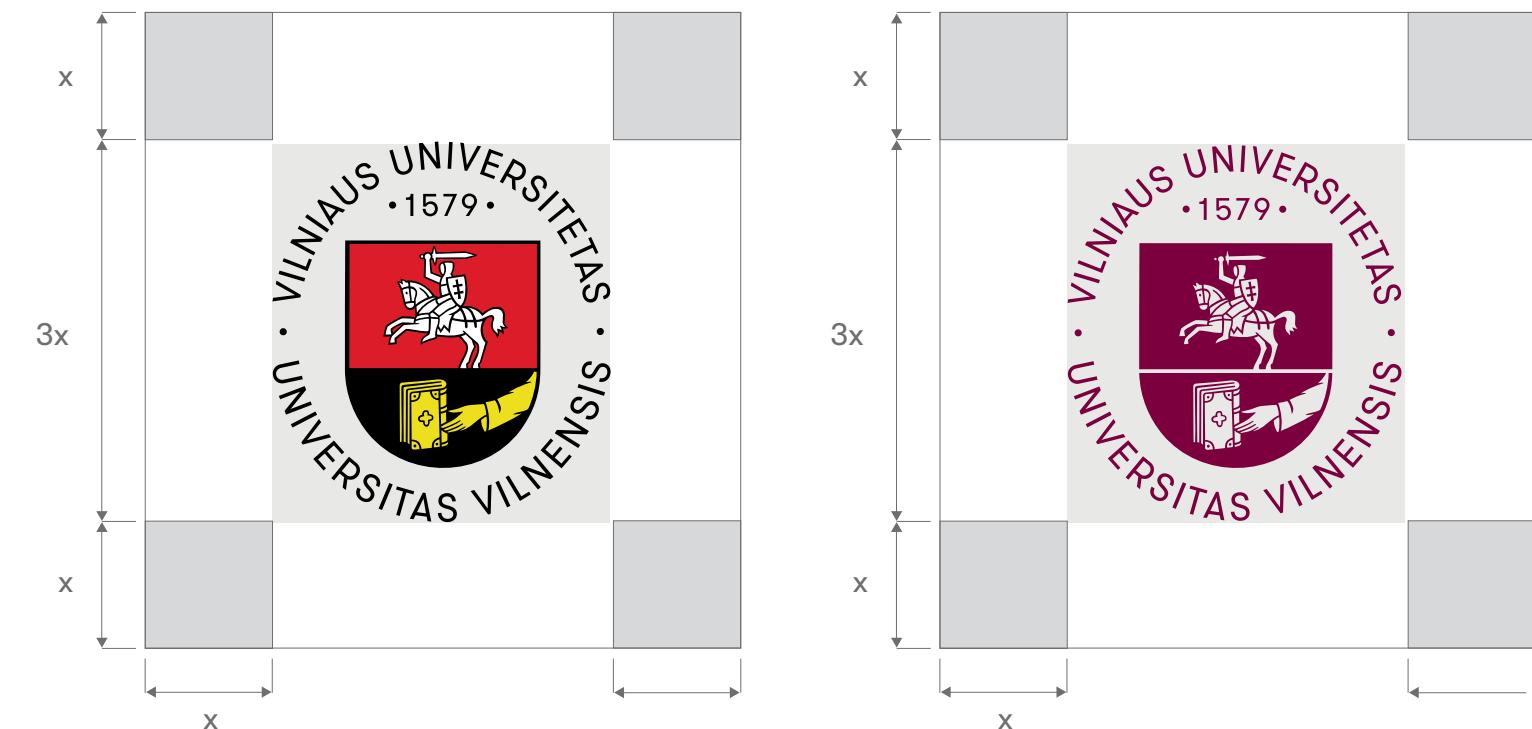
1.4 Minimum size

The minimum recommended width for the logo is 22 mm on printed pieces and 120 px in digital media.

Where possible, a larger logo size is recommended. Smaller logo versions may become indistinguishable or even illegible.

22 mm

22 mm

120 px

120 px
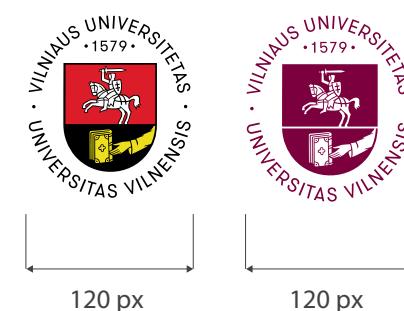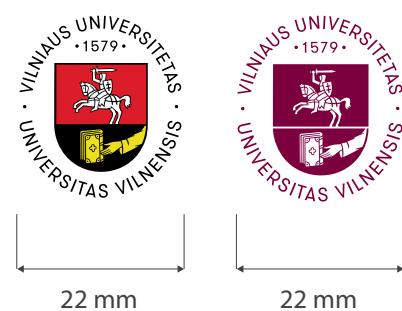
1.5 Incorrect use of the polychrome logo

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To ensure the proper use of the polychrome logo, the provided logo files must never be broken into several parts, coloured in unofficial colours, or otherwise altered.

Some examples of incorrect use:

1. The polychrome logo can never be used in colours other than those specified as main colours in the Visual Identity Guide.
2. The proportions and structure of the polychrome logo cannot be altered in any way.
3. No drop shadows can be added to the polychrome logo.
4. The polychrome logo cannot be used on a burgundy background as it interferes with its visibility.
5. The polychrome logo cannot be used on dark photo backgrounds.
6. The polychrome logo cannot be used on bright multicolour backgrounds as they may interfere with its legibility.

4.

5.

6.
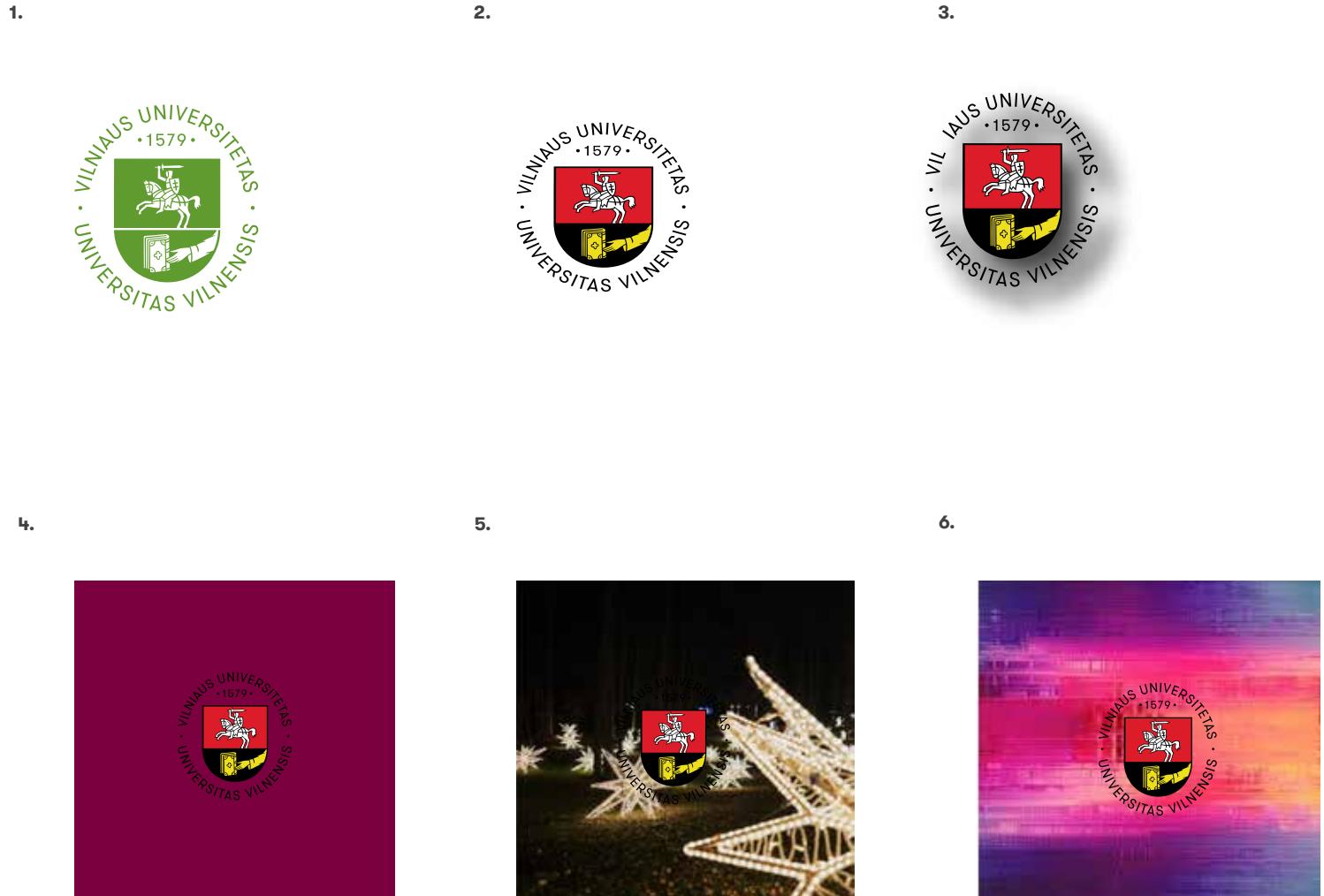
**1.5 Incorrect use
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Some examples of incorrect use:

1. The monochrome logo can never be used in colours other than those specified as main colours in the Visual Identity Guide.
2. The proportions and structure of the monochrome logo cannot be altered in any way.
3. No drop shadows can be added to the monochrome logo.
4. The monochrome logo cannot be used with unfilled spaces or as a linear image.
5. The monochrome logo cannot be used on multicolour backgrounds as they may interfere with its legibility.
6. The monochrome logo cannot be used on backgrounds with low colour contrast.

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1.6 Motto position

The Lithuanian VU motto is "Iš čia kylama į žvaigždes" ("From here the way leads to the stars"). It is used in external communication where it is important to highlight and reinforce the University's position.

The motto must be provided in lower case, except for the first letter, using the 'GT Walsheim Bold' font.

This page lists three versions of motto and polychrome logo lockups in two languages.

The polychrome logo and the motto can be arranged either horizontally or vertically, depending on the used format.

The thickness of the line separating the polychrome logo and the motto varies proportionally with the size of the image. These logo versions are provided as final files ready for use.

Lithuanian

Vertical version

**Iš čia kylama
į žvaigždes**

Horizontal version

**Iš čia kylama
į žvaigždes**

One-line horizontal version

Iš čia kylama į žvaigždes

Latin

Vertical version

**Hinc itur
ad astra**

Horizontal version

**Hinc itur
ad astra**

One-line horizontal version

Hinc itur ad astra

1.6 Motto position

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The motto must be written in lower case, except for the first letter, using 'GT Walsheim Bold' font.

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Lithuanian

Vertical version

**Iš čia kylama
į žvaigždes**

Horizontal version

**Iš čia kylama
į žvaigždes**

One-line horizontal version

Iš čia kylama į žvaigždes

Latin

Vertical version

**Hinc itur
ad astra**

Horizontal version

**Hinc itur
ad astra**

One-line horizontal version

Hinc itur ad astra

1.7 Safety zone for logo and motto lockups

To ensure legibility and visibility of the polychrome logo with the motto, it must be surrounded by clear space.

The minimum safety zone around the logo must be equal to 1/3 of its height. Where possible, it is recommended to leave even more clear space.

These logo versions are provided as work files.

Vertical version

Horizontal versions

15

1.7 Safety zone for logo and motto lockups

To ensure legibility and visibility of the monochrome logo with the motto, it must be surrounded by clear space.

The minimum safety zone around the logo must be equal to 1⁄3 of its height. Where possible, it is recommended to leave even more clear space.

These logo versions are provided as work files.

Vertical version
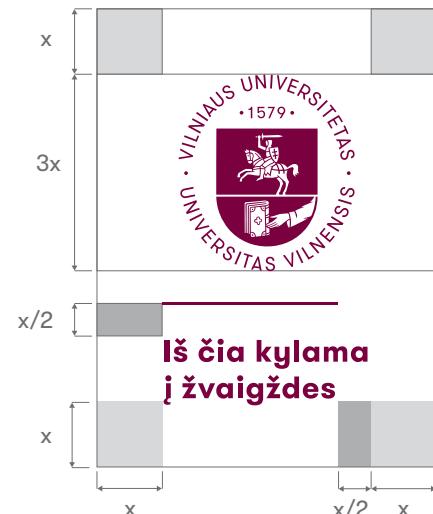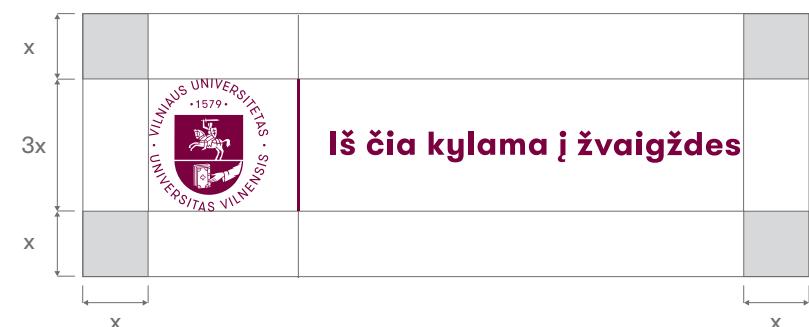
Horizontal versions

1.8 Colour palette

Main colours

Main polychrome logo colours

The main colours of the polychrome logo are yellow, white, red, and black. The polychrome logo requires colour matching and should, therefore, be used on a white, yellow, or grey back-ground.

The combination of these colours cannot be changed unless otherwise specified in the Visual Identity Guide.

Colour code models:	Red	Yellow	Black	White
RGB:	R:92 G:29 B:41	R:98 G:252 B:238	R:0 G:0 B:0	R:255 G:255 B:255
CMYK:	C:0 M:95 Y:83 K:0	C:7 M:0 Y:85 K:0	C:91 M:79 Y:62 K:97	C:30 M:0 Y:0 K:0
HEX:	HEX #EB1D29	HEX #FCEE1E	HEX #000000	HEX #FFFFFF
				Pantone:
				White
				RAL 9016

1.8 Colour palette

Main colours

Main monochrome logo colours

The main VU brand colour is burgundy which symbolises dignity, respect, royal power, leadership, and willpower. It is used in headlines, graphic elements and to highlight important information. It can also be used as a background colour.

Light grey is more neutral, but also one of the main colours of the VU visual identity. It should be used as a background colour and as a font colour for texts appearing on dark backgrounds. Dark grey is used as a font colour for external communication texts. White is usually used as a background colour.

Accent colour

Rose is the accent colour. It is used to highlight information and graphic elements and should never be used as the main background colour.
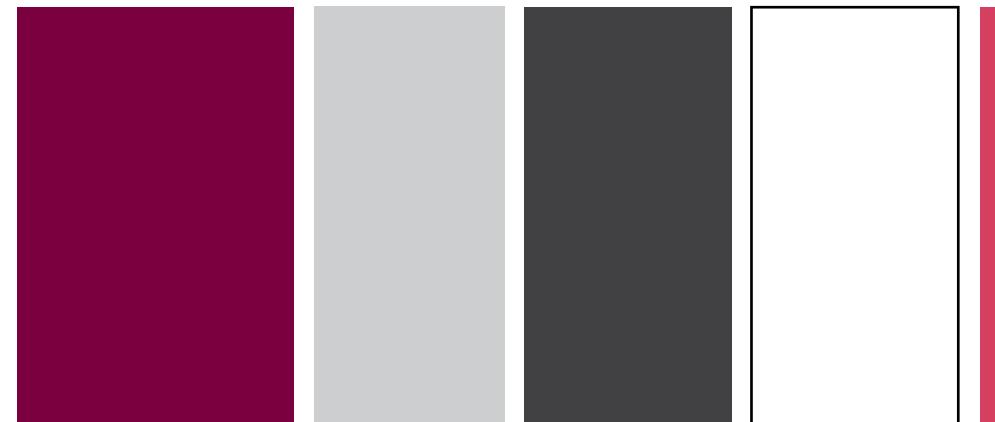
Colour code models:	Burgundy	Light grey	Dark grey	White	Rose
RGB:	R:120 G:0 B:63	R:220 G:220 B:220	R:65 G:65 B:65	R:255 G:255 B:255	R:230 G:65 B:100
CMYK:	C:0 M:100 Y:10 K:60	C:0 M:0 Y:0 K:15	C:0 M:0 Y:0 K:90	C:30 M:0 Y:0 K:0	C:5 M:90 Y:50 K:0
HEX:	HEX #78003F	HEX #DCDCDC	HEX #414141	HEX #FFFFFF	HEX #E64164
	Pantone:	Pantone:	Pantone:	Pantone:	Pantone:
	222 C	Cool Gray 2 C	Cool Gray 11 C	White	193 C
	RAL 4004	RAL 7038	RAL 7021	RAL 9016	RAL 3017

1.9 Typefaces

Main typeface

Main typeface
'GT Walsheim' is the main typeface always used for external communication purposes: in posters, publications, on souvenirs, and other printed or digital means of representation.

Several fonts of this typeface may be used: 'Regular', 'Regular Oblique','Bold', and 'Bold Oblique'.

GT Walsheim

GT Walsheim Regular
AaĄaBbCcČč0123

GT Walsheim Bold
AaĄaBbCcČč0123

GT Walsheim Regular Oblique
AaĄaBbCcČč0123

GT Walsheim Bold Oblique
AaĄaBbCcČč0123

Website typeface

Website typeface
The VU website uses the 'Raleway' typeface, which is available free of charge at 'Google Fonts' (https://fonts.google.com/specimen/Raleway).

Raleway

Raleway Medium
AaĄąBbCcČč0123

Raleway Bold
AaĄąBbCcČč0123

Raleway Medium Italic
AaĄąBbCcČč0123

Raleway Bold Italic
AaĄąBbCcČč0123

Secondary typeface

Secondary typeface
'Arial' is the system typeface found in all computers and is, therefore, used in Word, Excel, PowerPoint, and other similar applications.

This typeface is not used for external representation purposes.

Arial

Arial Regular
AaĄąBbCcČč0123

Arial Bold
AaĄąBbCcČč0123

Arial Italic
AaĄąBbCcČč0123

Arial Bold Italic
AaĄąBbCcČč0123

1.10 Main typeface usage

The main font used for text blocks is 'Regular'. For main headlines, subheadings or for emphasis of any important information the 'Bold' font is recommended for use.

When creating layouts, it is important not to use too many font sizes. Different fonts and colours can only be used to highlight information.

The 'GT Walsheim' typeface has high legibility, even in small font sizes. The minimum recommended font size is 7 pt. When it is this small, the darkest possible font colour should be used.

**Usage example**

Main headline

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nec ultricies risus. Etiam felis libero, tincidunt sed pretium non, varius in dolor. Etiam blandit ac libero ut vulputate. Etiam dapibus volutpat sapien, vel porta nunc auctor a. Class aptent taciti sociosqu ad litora torquent.

Minimum font size – 7 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nec ultricies risus. Etiam felis libero, tincidunt sed pretium non, varius in dolor. Etiam blandit ac libero ut vulputate. Etiam dapibus volutpat sapien, vel porta nunc auctor a. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

1.11 Main typeface spacing

Main headline and heading
30 pt or smaller fonts use 25 character
spacing and 34 pt line spacing.

Subheading
16 pt fonts use 25 character spacing
and 20 pt line spacing.

Large text blocks
10 pt fonts use 25 character spacing
and 14 pt line spacing.

Main headline

Subheading

Lorem ipsum dolor sit amet, consectetur adipisc-
ing elit. Praesent nec ultricies risus. Etiam felis
libero, tincidunt sed pretium non, varius in dolor.
Etiam blandit ac libero ut vulputate. Etiam dapi-
bus volutpat sapien, vel porta nunc auctor a.
Class aptent taciti sociosqu ad litora torquent.

1.12 Graphic elements

The contours of the VU buildings are graphic elements that can be used as texture.

Graphics of VU buildings
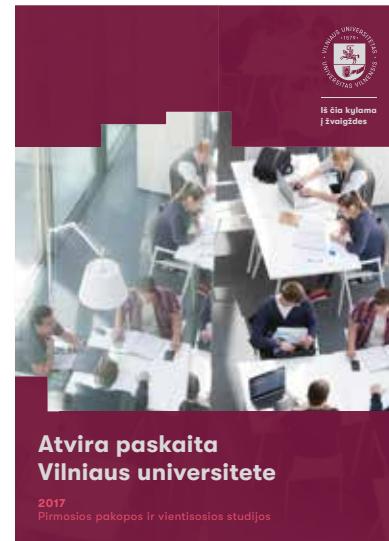
Usage examples

1.12 Graphic elements

The contours of the VU buildings are graphic elements that can be used as texture.

Graphics of VU buildings
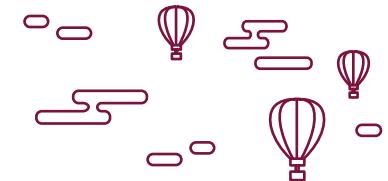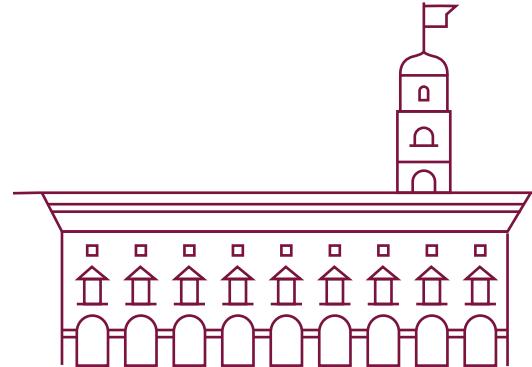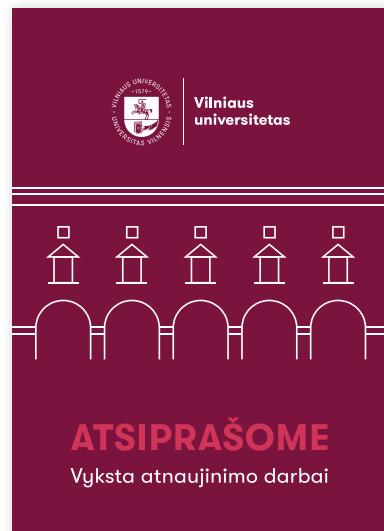
Usage examples

1.12 Graphic elements

The contours of the VU shield are graphic elements that can be used to outline texts or photos. This shield is recognised and widely used in the social environment.

Shield
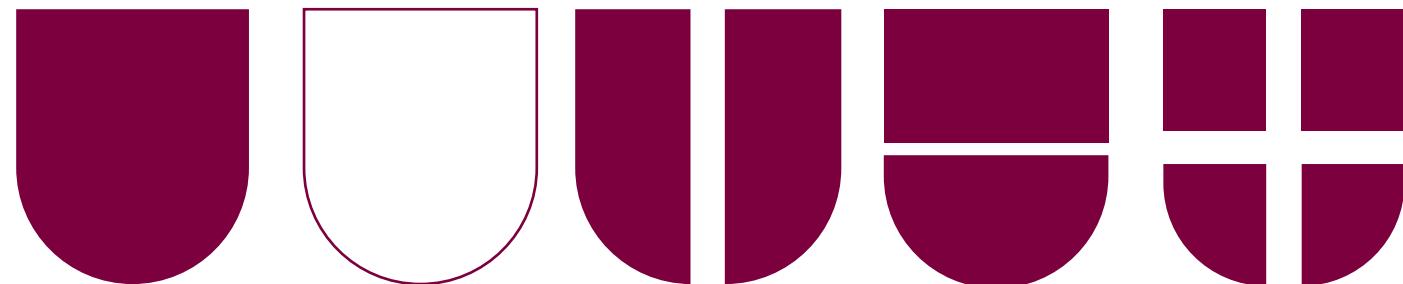
Usage examples

1.13 Graphic element usage
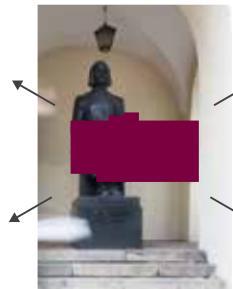
Framing
This method applies to photo framings in VU visuals.

Framing principles:

1. A suitable graphic element of a building is selected and centred in the layout.
2. The graphic element is enlarged to the extent necessary for a monochrome background to hold the VU logo and textual information.
3. A photo is inserted into the shape of the graphic element.
4. Any unnecessary elements are removed.

Pattern
The building pattern is used in accordance with the set grid. The pattern area can be altered by systematically removing or adding graphic elements. The main visual identity colours are used in the layouts: burgundy on a light grey background or, vice versa, light grey on a burgundy background.

Framing

1   2   3   4

Pattern
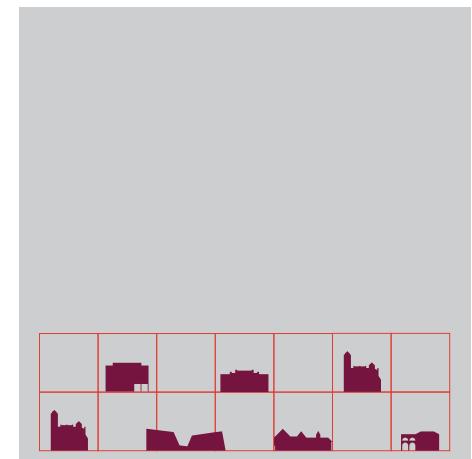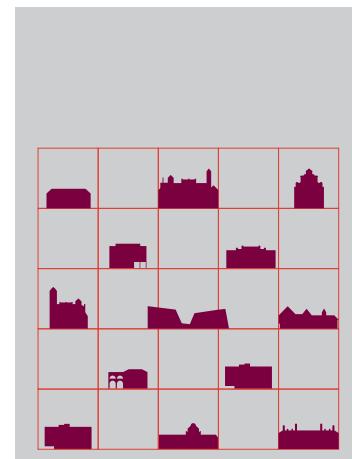
1.14 Icons
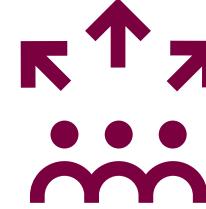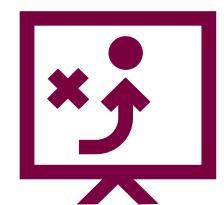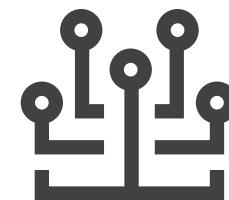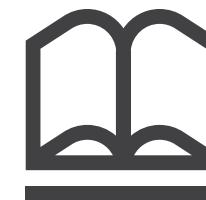
The icon stylistics are simple and constructive, featuring steep angles and common symbols. The icons are always filled, thin lines are never used.

Strategic directions

1. Innovative research
2. International standards in studies
3. Open and responsible community
4. Active partnership
5. Effective management

Fields of study

6 . Biomedical Sciences
7. Physical Sciences
8. Technological Sciences
9. Humanities
10. Social Sciences

1   2   3   4   5

6   7   8   9   10

1.15 VU logo in combination with faculty identifiers

VU logo and faculty name lockup

VU logo and faculty symbol lockup

Faculty names or symbols are combined with the VU polychrome or monochrome logo in accordance with the principles applied to the logo and motto lockups (see p. 13–14).

The polychrome logo is used in combination with polychrome symbols of VU units at internal events to distinguish a certain academic unit.

The monochrome logo is used in combination with grey versions of unit symbols.

Such lockups are used in digital media and publications.

Faculty of Philosophy

Faculty of Philosophy

Faculty of History

Faculty of History

1.16 Photography stylistics

The general stylistics of photos used in the VU brand communication should be bright and aesthetic. The dominant colour is white, as it is in harmony with he main VU identity colour. Five di erent photo types can be used.

University environment
Photos of this type depict VU environment, interiors, and exteriors. They can also feature people but not as the main focus.

Community
Such photos reflect the daily life of students, lecturers, and researchers. People are depicted in VU environment, with natural facial expressions and movements.

Science objects
This photo type shows a close-up view of scientific life, mainly featuring science objects: notes, instruments, and other technological tools. People may appear in the background but the general environment must not be too noisy.

University environment

Community

Science objects

1.16 Photography stylistics

Frescoes

VU stands out for its distinctive sights and their visual elements. Photos of the University's frescoes may be used as backgrounds or illustrations for its visual materials.

Rare publications

The VU Library funds are unique in their accumulated digital collections. Illustrations of rare publications may be used for various visuals, publications, and souvenir collections.

University frescoes

Rare publications
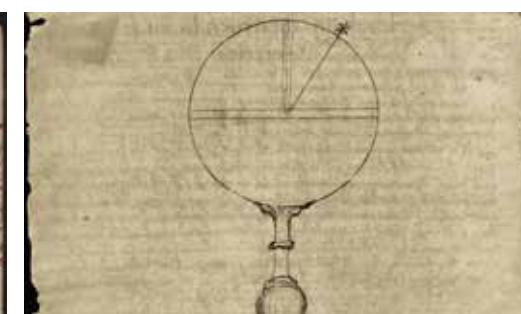
Means of Communication

2

2.1 Business cards

Version 1

Print: the polychrome logo is printed on 320 g light grey 'POP'set Cloud' paper. Side B of the business card must feature an imprint and a foiled logo.

Version 2

Print: burgundy elements are printed on 320 g light grey 'POP'set Cloud' paper. Side B of the business card must feature an imprint and a foiled logo.
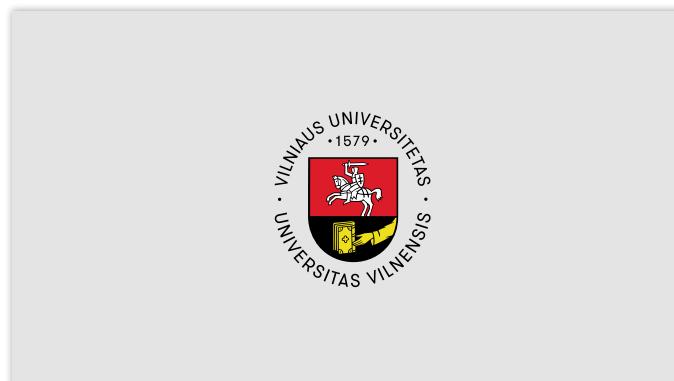
Print: silver foiling on 320 g 'POP'set Cloud' paper.

The layouts are provided as AI work files.

Version 1

Full name
Position

Vilnius University
Division

Phone: +370 635 55768
Email: name.surname@cr.vu.lt
Universiteto g. 3, LT-01513 Vilnius, Lithuania

Side A

Side B

Version 2

Full name
Position

Vilnius University
Division

Phone: +370 635 55768
Email: name.surname@cr.vu.lt
Universiteto g. 3, LT-01513 Vilnius, Lithuania

Side A

**Hinc itur
ad astra**

Side B

2.2 Templates

Official document template

**Official document template**

**Template for daily use**

The document template with contact details and graphic elements is printed on 80 g light grey 'POP'set Cloud' paper, matching the grey colour specified in the brand identity colour palette.

VILNIUS UNIVERSITY

Public institution
Universiteto g. 3
LT-01513
Vilnius Lithuania

Phone: +370 5 268 7000
Email: infor@cr.vu.lt
www.vu.lt

Code in the Register
of Legal Entities
211950810

*The layouts are provided
as DOCX and AI work files.*

10 mm   22 mm   46 mm

10 mm

20 mm

32 mm

GT Walsheim (Bold)
Font size: 12 pt
Spacing: 12

VILNIUS UNIVERSITY

GT Walsheim (Regular)
Font size: 8 pt
Spacing: 0

32 mm

Public institution
Universiteto g. 3
LT-01513
Vilnius Lithuania

Phone: +370 5 268 7000
Email: infor@cr.vu.lt
www.vu.lt

Code in the Register
of Legal Entities
211950810

30 mm   46 mm   46 mm

2.2 Templates

Template for daily use (colour print)

Template for daily use (monochrome print)

**Template for daily use
(colour print)**
The document template with contact details and graphic elements is printed on 80 g light grey 'POP'set Cloud' paper, matching the grey colour specified in the

VILNIUS UNIVERSITY

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LT-01513
Vilnius Lithuania

Phone: +370 5 268 7000
Email: infor@cr.vu.lt
www.vu.lt

Code in the Register
of Legal Entities
211950810

**Template for daily use
(monochrome print)**
The document template with contact details and graphic elements is printed on 80 g 'POP'set Cloud' paper.
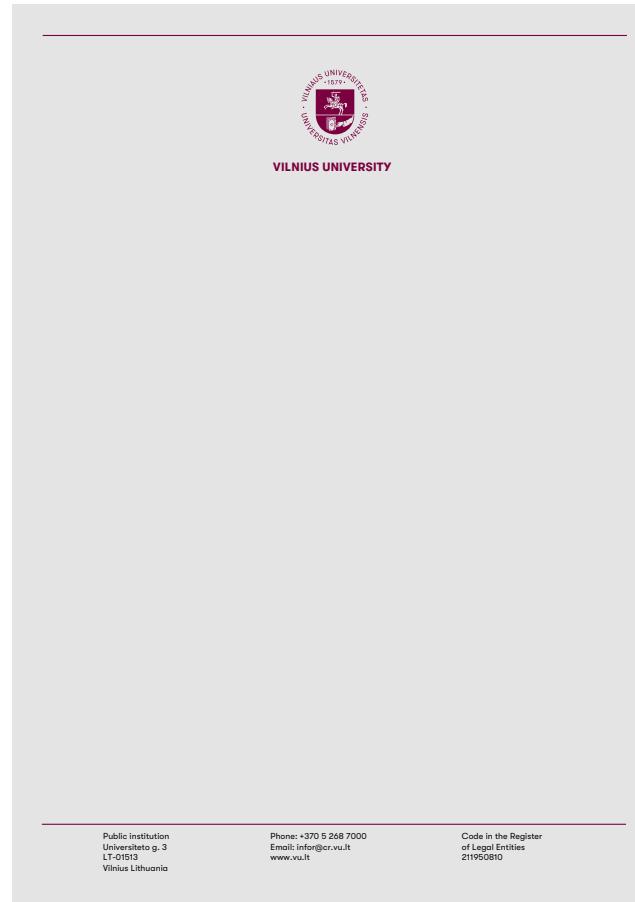
*The layouts are provided
as DOCX and AI work files.*

2.3 Envelopes

Envelopes with
the polychrome logo are
used for sending letters
and documents.

Vilnius University
Universiteto g. 3,
LT-01513 Vilnius

C4 format (220x110 mm)

Vilnius University
Universiteto g. 3,
LT-01513 Vilnius

C5 format (229x162 mm)

Vilnius University
Universiteto g. 3,
LT-01513 Vilnius
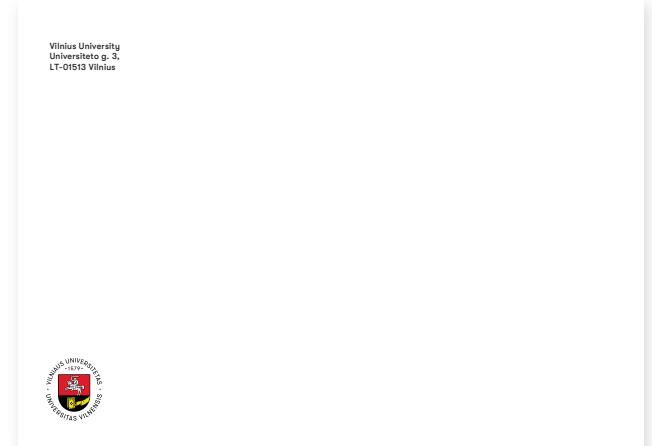
DL format (220x110 mm)

*The layouts are provided
as AI work files.*

2.4 Email signature

Email signatures should include the monochrome VU logo with the motto.

'Regular' and 'Bold' fonts of the 'Arial' typeface should be used.
The email signature font size is 12 pt.

The wordmark on the right of the logo may be changed (by contacting the VU designer).

The changed wordmark should use the same font as the motto.
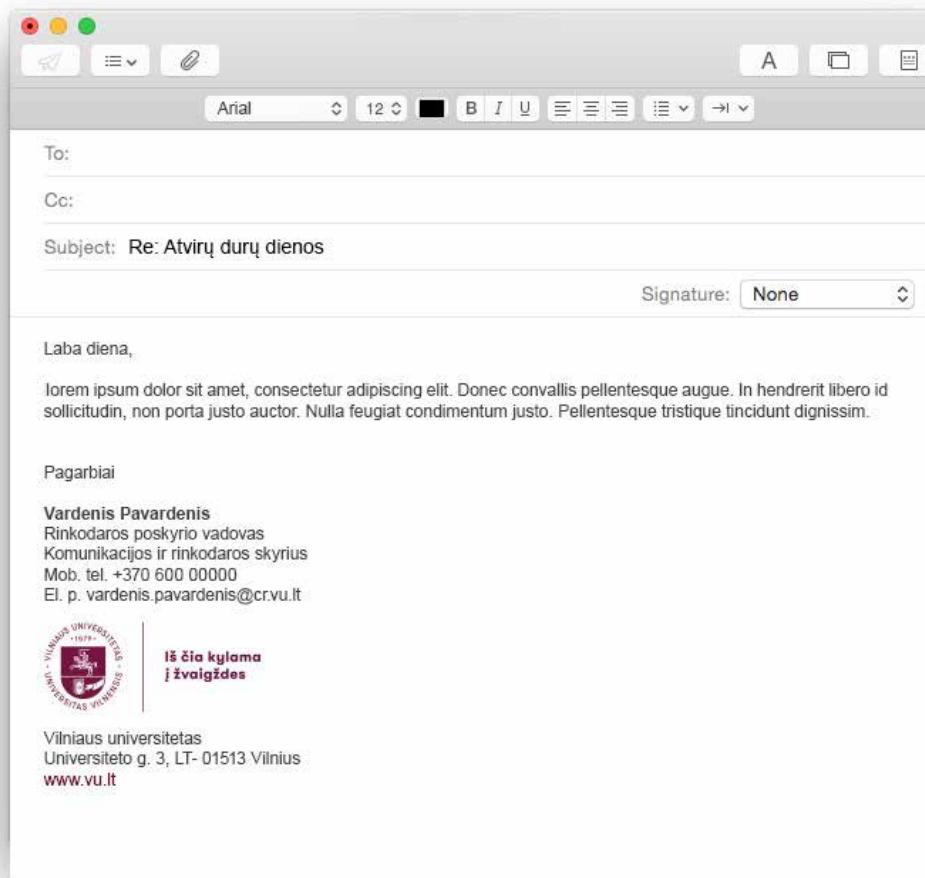
2.5 Employee ID card

Horizontal version

Vertical version

Vilniaus universitetas
Centrinė
administracija

Vardas Pavardė
Rinkodaros specialistas

Darbuotojo
pažymėjimo Nr. **U20000**

Galioja iki
2021 09 08

Vilniaus universitetas
Centrinė
administracija

Vardas Pavardė
Rinkodaros specialistas

Darbuotojo
pažymėjimo Nr.

U20000

Galioja iki
2021 09 08

*The layouts are provided
as AI work files.*

2.6 Vehicle branding

For the branding of VU vehicles, the monochrome logo must be used to ensure colour quality in hard-surface digital printing.

Light-coloured vehicle

Dark-coloured vehicle

2.7 Promotional items

The polychrome logo may be used on VU promotional items of light and other colours.

Mug

Polo t-shirt

Tote bag

2.7 Promotional items

Mug

Sweatshirt

Tote bag

The monochrome logo may be used on VU promotional items of various colours.

2.8 Event posters
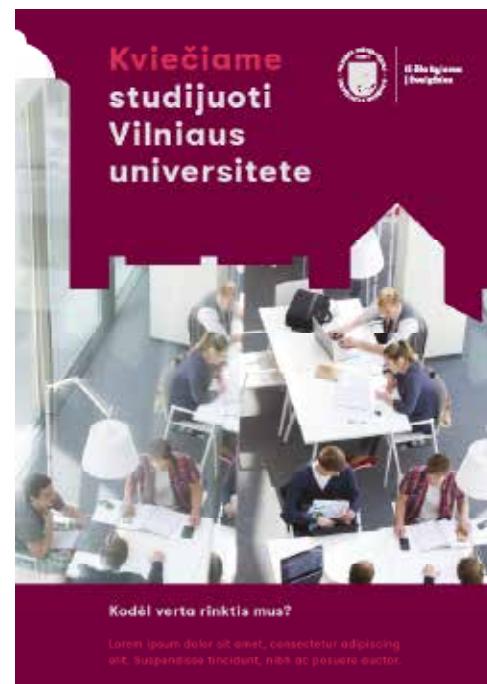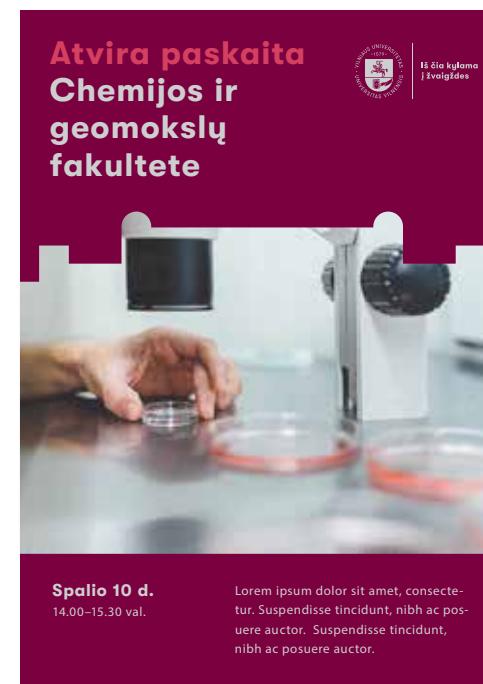
*The layouts are provided
as AI work files.*

2.9 Informational posters

Informational posters of Vilnius University units

*The layouts are provided
as AI work files.*

2.10 Promotional layouts

A4 format promotional layout

Iš čia kylama
į žvaigždes

**Vilniaus universitetas
tarp 500 geriausių
pasaulio universitetų**

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adipiscing elit, sed diam noconsequat.

A4/2 format promotional layout

Iš čia kylama
į žvaigždes

**Vilniaus
universitetas
tarp 500
geriausių
pasaulio
universitetų**

*The layouts are provided
as AI work files.*

2.10 Promotional layouts

A4 format promotional layout

*The layouts are provided
as AI work files.*

2.11 Press releases

*The layout is provided
as a DOCX work file.*

**2.12 Cover and spreads
of VU publications**

*The layouts are provided
as INDD work files.*

**2.13 Visual materials
for VU social media**

*The layouts are
provided as INDD work files.*

**2.14 Cover and spreads
of VU periodicals**
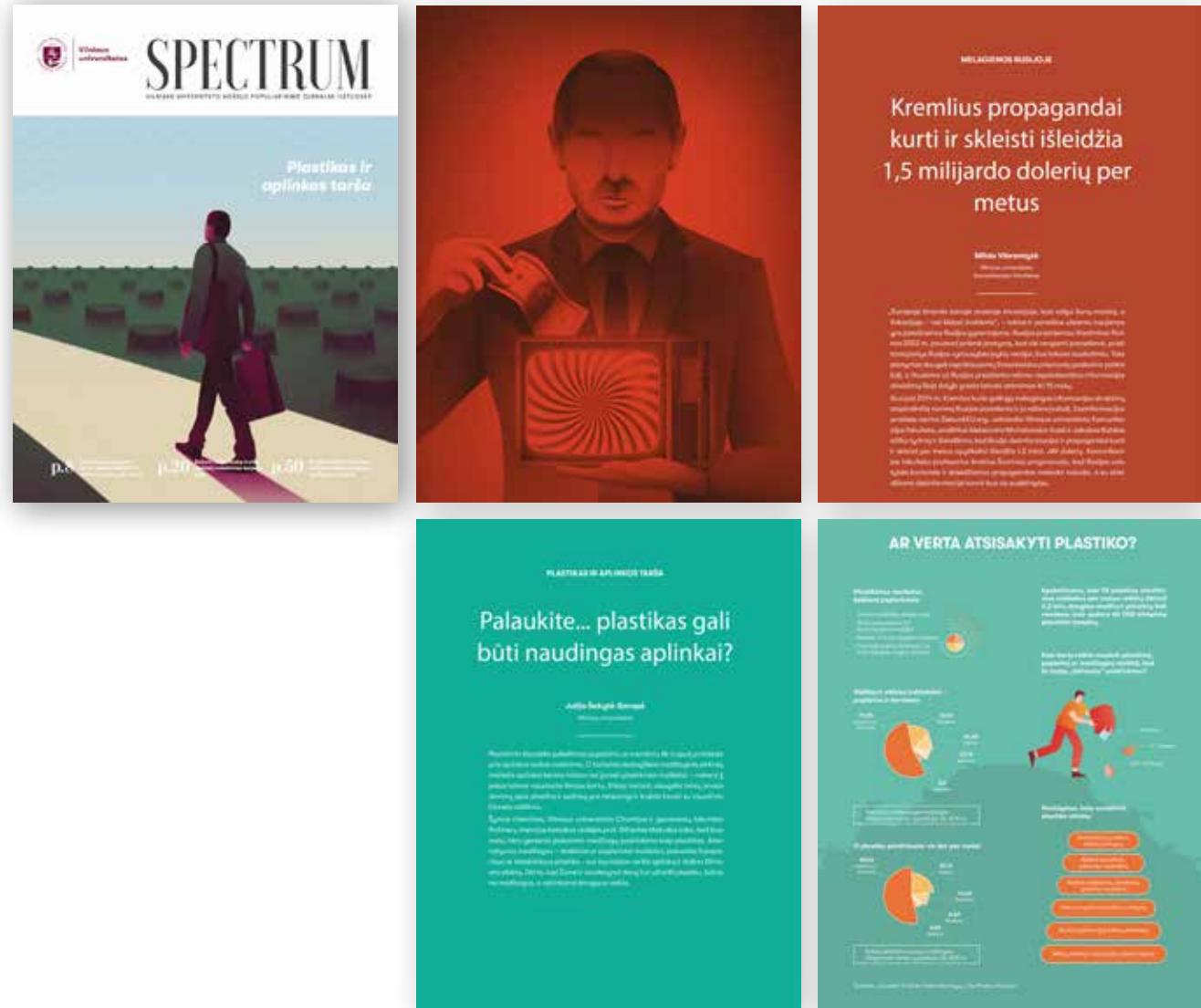
*The layouts are
provided as INDD work files.*

2.15 Visual identity
      of VU events

2.15 Visual identity of VU events