



BRANDBOOK



THE STORY OF THE SYMBOL

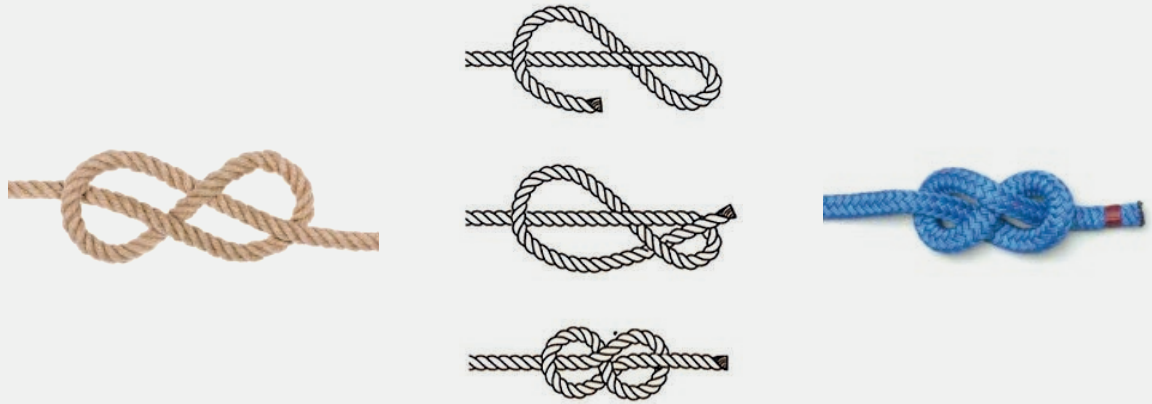
Discovering the Daugava bend after bend is no longer a sentiment reserved for folk songs. It is the journey of tomorrow for our families, friends and colleagues.

The old dainas and environmental experts were right: the Daugava has a temper. Bend after bend and knot upon knot, it is like a dew-strewn fisherman's net and like a tangled string of yarn. Those who hold waters dear to their heart claim that a knot is a symbol of strength. Carefully chosen and properly tied, a knot will hold anything in place. It shows the before, the now and the after. Like a punctuation mark that grounds a winding sentence. This is me; this is my knot.

The ancient Latvians believed in the power of the knot. They had tried and tested the theory that in order to not forget something important, one had to tie a knot in the corner of a scarf. Come to think of it, the Daugava is just one big scarf of water, whose knotted pattern reminds us of something important: all rivers strive towards the sea and all small stories strive to be big. A myriad of stops – a myriad of powerful knots to tie into our journey, thus making the river a part of our story. A story, which shall not be forgotten. We set out on the Daugava on boats, rafts and catamarans.

Starting in Krāslava Municipality, we make stops along the way to tie figure-eight knots, the small infinity signs. We were here, and our memories will live on forever! Arriving in Daugavpils Municipality, we tie another figure-eight knot as a point of reference. We are one step closer to the sea, so we dip our oars into the water. By the time we reach the capital Riga, we will have a myriad of knots to boast. A myriad of punctuation marks in the long sentence of the Daugava! A myriad of strong ties to our river of fate. A myriad of stories to bring home as the most delicious of treats.

We will be tying knots at least 400 stops on both banks of the Daugava. We will be displaying knots as informative signs at the dedicated docks we will stop at along our journey. We will be giving away knots as souvenirs, pendants and postcards.



SPACING OF THE LOGO



20 mm



If the logo is smaller than 20 mm in width, it is recommended to use the graphic symbol only.

15 mm





INCORRECT USE OF THE LOGO



Do not distort

Do not change the proportions
and placement of the logo's elementsDo not place the logo on
a background of low contrastDo not use any other
colours for the logo

Do not use any other font for the logo



Do not change the logo's text design

LANGUAGE ADAPTATION





COLOURS

MAIN COLOUR

C100 M95 Y40 K40
R33 G35 B72
#212348
PANTONE 2766

MAIN COLOUR

C40 M0 Y90 K0
R175 G203 B55
#AFCB37
PANTONE 367

SUPPLEMENTARY COLOUR

C65 M0 Y35 K0
R82 G187 B181
#52BBB5
PANTONE 7472

SUPPLEMENTARY COLOUR

C0 M90 Y80 K0
R231 G51 B49
#E73331
PANTONE 179

SUPPLEMENTARY COLOUR

C15 M10 Y10 K0
R223 G224 B226
#DFE0E2
PANTONE 7541

IDENTITY FONTS

PRIMARY FONT

MIRIAM LIBRE

Available here: <https://fonts.google.com/specimen/Miriam+Libre>

AĀBCČDEĒFGĜHIĪJKĶĻMNŅOPRSŠTUŪVZŽ
aābcčdeēfgĝhiĳkķļmnņoprsštuūvzž
1234567890

AĀBCČDEĒFGĜHIĪJKĶĻMNŅOPRSŠTUŪVZŽ
aābcčdeēfgĝhiĳkķļmnņoprsštuūvzž
1234567890

Recommended for titles and short paragraphs in posters, leaflets, etc.

SECONDARY FONT

MONTSERRAT

Available here: <https://fonts.google.com/specimen/Montserrat>

AĀBCČDEĒFGĜHIĪJKĶĻMNŅOPRSŠTUŪVZŽ
aābcčdeēfgĝhiĳkķļmnņoprsštuūvzž
1234567890

AĀBCČDEĒFGĜHIĪJKĶĻMNŅOPRSŠTUŪVZŽ
aābcčdeēfgĝhiĳkķļmnņoprsštuūvzž
1234567890

АБВГГДЪЕЁЄЖЗСИІЙЈКЛЪМНЊОПРСТЪУ
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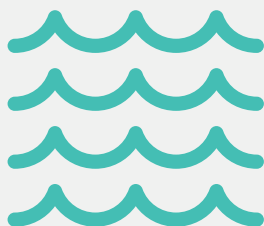
АБВГГДЪЕЁЄЖЗСИІЙЈКЛЪМНЊОПРСТЪУ
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Recommended for long paragraphs, the website
and when preparing text in Russian as well.





ICONS

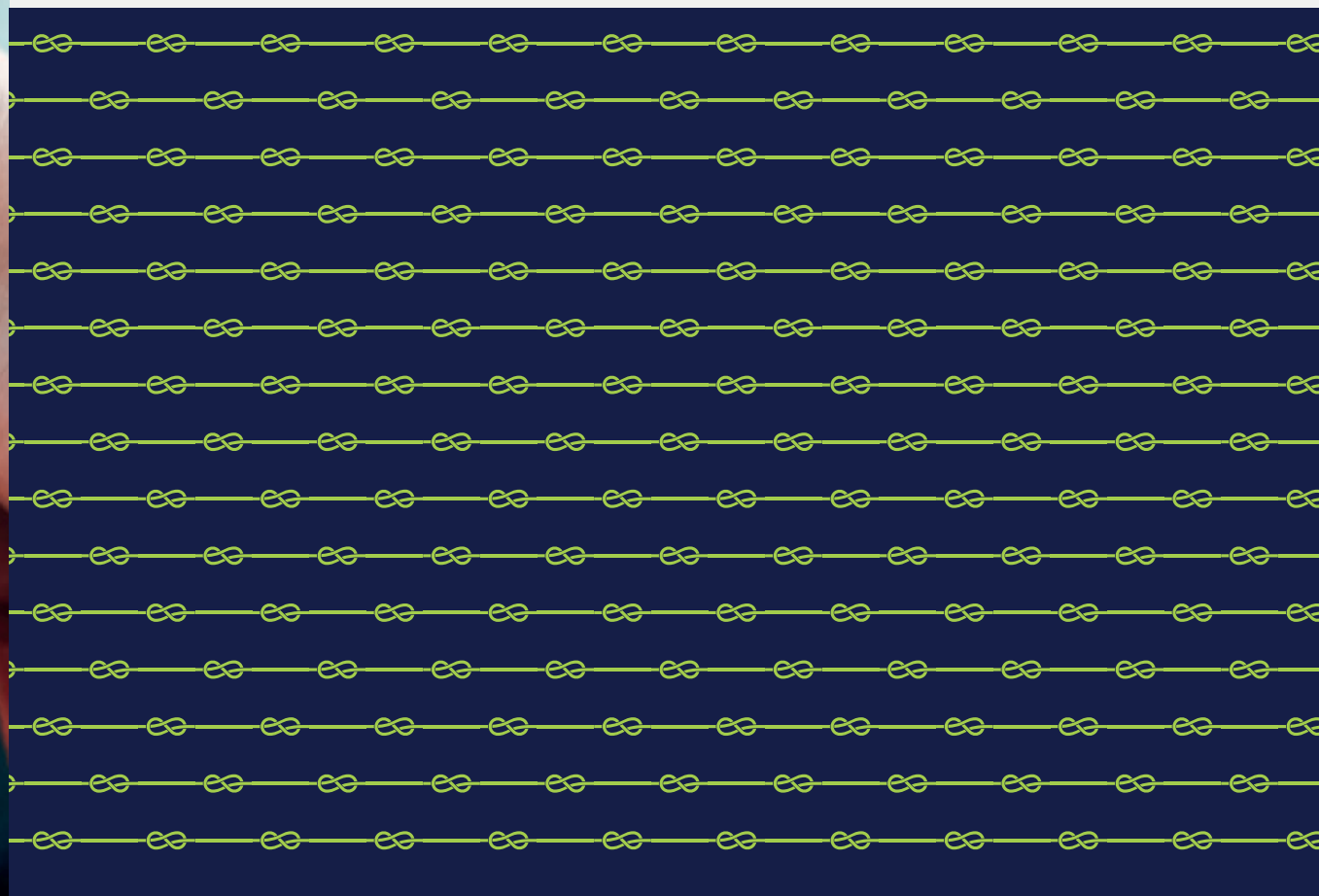


DECORATIVE PATTERN 01





DECORATIVE PATTERN 02





DIRECTIONAL SIGNS: "RIVER SIGNS"



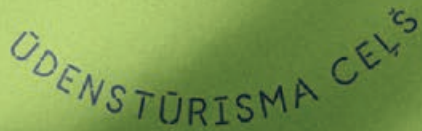


BUSINESS CARD



FORM





BRANDBOOK FOLDER





INFO POSTER



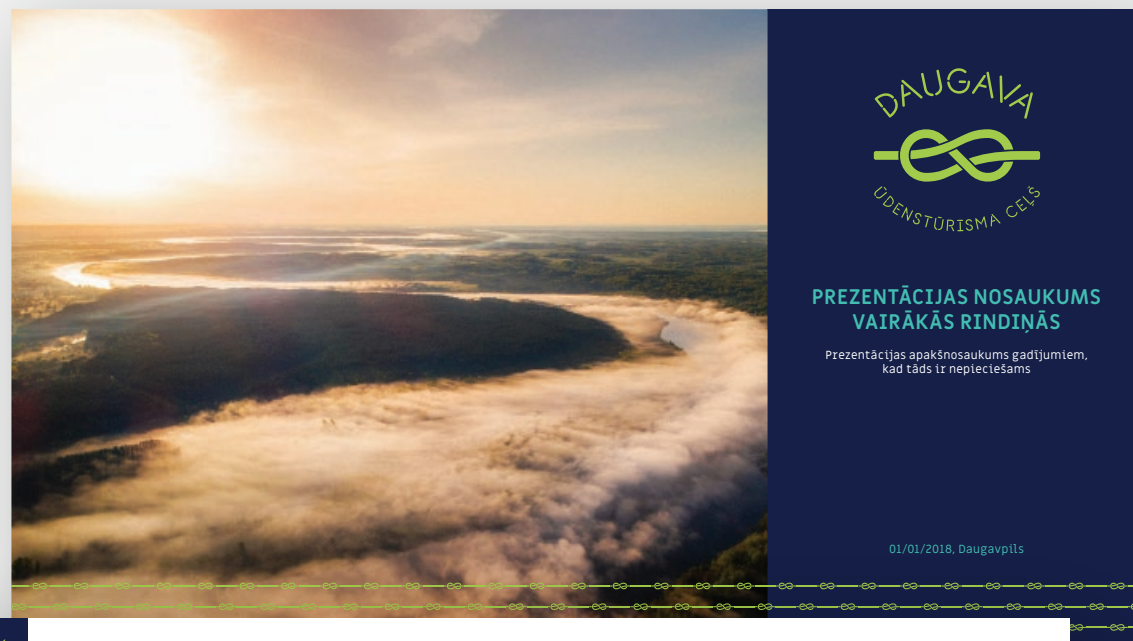


ROLL-UP BANNER





PRESENTATION



PREZENTĀCIJAS NOSAUKUMS
SLAIDA NOSAUKUMS

01/01/2018, Daugavpils

03/15