



Visual Identity

# Guidelines

## **1. Logotypes**

- 1.1. RISEBA
- 1.2. University RISEBA
- 1.3. RISEBA faculties
- 1.4. Logotype with educational directions
- 1.5. New logo design principles

## **2. Logo usage**

- 2.1. Monochrome and monochrome reverse logo
- 2.2. Logo minimum sizes
- 2.3. Free area around the logo
- 2.4. Placement of the logo in the area
- 2.5. Logo usage against heterogeneous backgrounds
- 2.6. Incorrect logo usage examples

## **3. Colours**

- 3.1. Primary colours
- 3.2. Secondary colours

## **4. Typography**

- 4.1. Primary typeface
- 4.2. Usage of other typefaces

## **5. Logo usage samples**

- 5.1. Business communication
- 5.2. Printed graphics
- 5.3. Digital and web
- 5.4. Promotional materials

# 1. Logotypes

Logotype is the key visual identity element of RISEBA University. It consists of the graphical symbol and the name of the University. The graphical symbol depicts a diamond (symbolizes the piece of paper, which is being filled in), it includes the letter R (reference to the first letter of the name of the University). The logo is two-colour (the Latvian Red and dark blue).

Different versions of the logotype are used in the visual communication of RISEBA University:

- only the name of the University “RISEBA”,
- supplemented – “RISEBA University” (in Latvian, English and Russian),
- supplemented with faculty names (in Latvian, English and Russian),
- supplemented by the University study direction characteristic (in Latvian, Russian and English).

Regardless of language used or version, all these logos are considered as primary and have the same meaning. Language use is chosen depending on the target audience.

Creation of new RISEBA structural unit or event logos is allowed respecting the principles indicated in these guidelines.

## 1.1. RISEBA logotype

Logotype which consists of graphical symbol and name. The graphical symbol depicts a diamond, in which the letter R is included. The name of the University "RISEBA" has formed historically and is not transcribed.

Logotype may not be divided – graphical symbol is always used together with the name "RISEBA".



## 1.2. RISEBA University logotype

“RISEBA University” logotype consists of the graphical symbol, name RISEBA and addition “University”. The logo can be used in Latvian, English or Russian.

Latvian



English



Russian



## 1.3. RISEBA faculty logotypes

RISEBA University faculty logotypes. They consist of graphical symbol, name RISEBA, and the name of the faculty. The logo can be used in Latvian, English or Russian.

School of Architecture  
and Design

School of Business and  
Economics

School of Media and  
Communications

Latvian



English



Russian



## 1.4. Explanatory logotype

Logotype, supplemented with the list of study directions: "Business, Arts, Technology".  
The logo can be used in Latvian, English or Russian.

Latvian



English



Russian



## 1.5. New logo design principles

Creation of new RISEBA structural unit or event logos is allowed.

While creating new logo, the following principles must be observed:

- if it is essential to indicate the connection with RISEBA, RISEBA logotype must be included in the new logotype (graphical symbol and letters RISEBA);
- The included RISEBA logotype (graphical symbol and letters RISEBA) must be in defined colours (navy blue and Latvian red) and constant, deformation, changes in distance, inclination or location of graphical symbol in RISEBA logotype is not permitted;
- the part of logo, which is created, may be free in its graphical expression;
- only the primary and secondary colours indicated in these guidelines may be used (see Section 3 – Colours).

Newly created ones have always to be approved by RISEBA Communications department.

Examples:





## 2. Logo usage

This section describes the conditions for the use of RISEBA logotypes.  
These conditions apply to all RISEBA logo versions (see section 1 – Logotypes)

## 2.1. Monochrome and monochrome reverse logo

Monochrome and monochrome reverse logotype.

This logotype may be used against heterogeneous colour background, or if the production technology does not allow the full colour print (e. g., embossing, silk screen printing, laser engraving).

Monochrome:



Monochrome reverse:



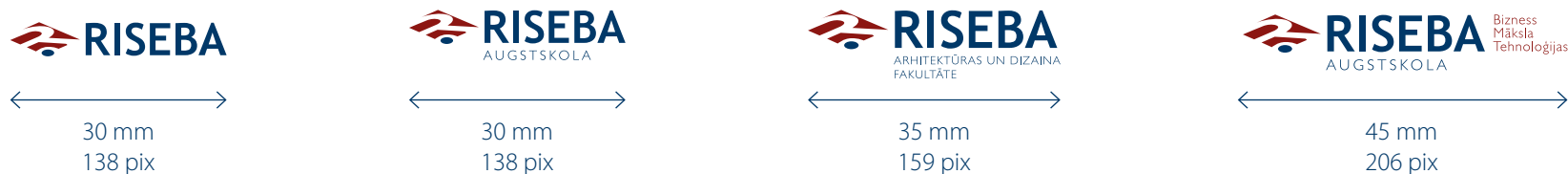
## 2.2. Logo minimum size

Minimum acceptable size of the logotype depends on the type of printing (screen printing, flexography etc.), print media (paper, plastic, fabric etc.) and printing quality parameters (newspaper, catalogue).

When using small size logotype, it is important to preserve the legibility of the logo elements.

### Example:

The minimum acceptable logotype size (width, mm), provided that it is reproduced in full colour offset printing on coated paper and in electronic environment (width, pix).



## 2.3. Free area around the logotype

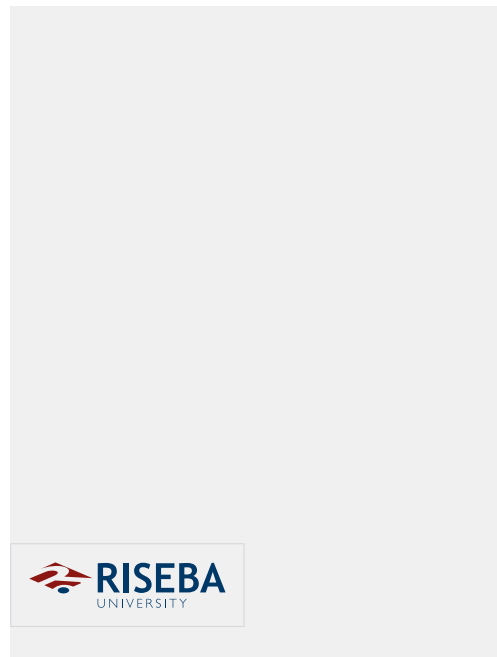
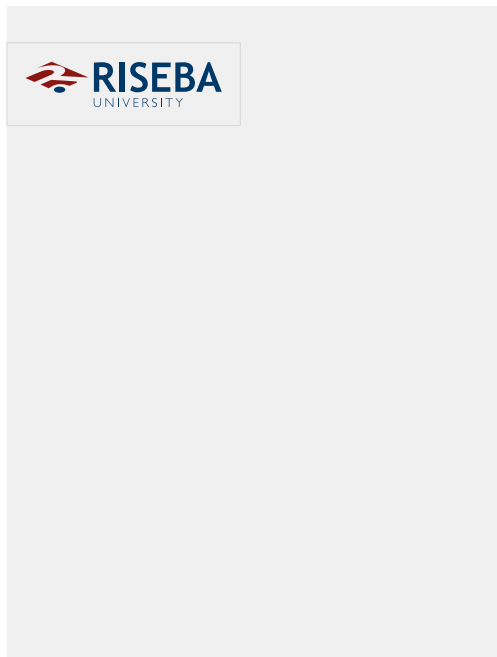
When using logotype, it should have a free area around it.  
As a reference point the letter E from RISEBA logotype is used.  
The free area is composed of equal distance around the logotype area.



## 2.4. Placement of the logotype in the area

If the minimum area around the logotype is observed, the placement of the logotype in the space for each specific use is not strictly regulated. It must derive from the specific design and graphics structure context.

However, if the design and graphical space allows for variations, it is advisable to orient the logo graphic at the left edge of the area.



Example:

A vertical promotional banner for RISEBA UNIVERSITY. At the top left is the RISEBA UNIVERSITY logo. To its right are accreditation marks for IQA and EPAS. Below the logo is a red banner with the text "Your Gateway to International Career". The main body of the banner is dark blue with the text "Study Business &amp; Management" in large white font, followed by "Receive internationally recognised degree and gain practical business experience!". Below this is a list of programs categorized into Bachelor, Master, and Doctoral programmes. At the bottom, there is a red banner with text about student exchange and double degrees, and a small white box with the website "www.riseba.lv". The bottom of the banner features a collage of images showing a cityscape, students, and a classroom.

## 2.5. Use of logotype on heterogeneous backgrounds

Against bright and heterogeneous backgrounds, full-colour logotype is used in cases if the background is not more active than the logotype and the logotype legibility and perception is not significantly affected. But against colourful, medium and dark backgrounds, monochrome reverse logotype is used and also - if the background is not more active than the logotype and the logotype legibility and perception is not significantly affected.

Against mottled or bright backgrounds, if the legibility and overall image of the logo is lost, use of logotype is not permitted.

Example: use of the logotype against light background



Example: use of the logotype against dark background



## 2.6. Incorrect use of logotype

Incorrect logotype usage samples.

Free use of colour is not permitted



Aspect ratio change is not permitted



Logotype rotation in the area is not permitted



Placement of the logotype against backgrounds that are more active than logotype is not permitted



## 3. Colours

A significant element of the visual identity is the colour.  
Primary colours are defined for RISEBA identity – colours used in RISEBA logotype  
and secondary colours – used in visual communication.



## 3.1. Primary colours

RISEBA primary colours are Latvian red and dark blue.  
They create the feeling of thoroughness and depth.

CMYK 100-55-0-55  
PANTONE 541  
RGB 32-52-90



CMYK 0-97-100-50  
PANTONE 1955  
RGB 110-6-23



## 3.2. Secondary colours

RISEBA secondary colours are used in the visual communication - advertising, brochures, billboards etc. They are very different and it is not advisable to use too many secondary colours in advertising material. Together with the primary RISEBA colours, a fresh, free, genuine, friendly and active overall impression is obtained.

CMYK 0-60-100-0  
PANTONE 151  
RGB 212-134-37



CMYK 100-0-40-0  
PANTONE 3272  
RGB 53-163-171



CMYK 0-100-55-0  
PANTONE 1925  
RGB 192-0-77



CMYK 0-20-100-0  
PANTONE 123  
RGB 236-210-28



CMYK 100-0-0-0  
PANTONE Cyan  
RGB 54-167-233

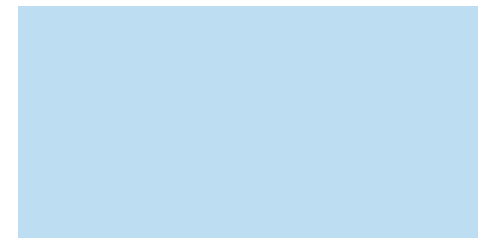


Additional colour for background

CMYK 55-100-0-0  
PANTONE 254  
RGB 116-0-120



CMYK 30-5-0-0  
PANTONE 290  
RGB 198-217-241



## 4. Typography

Along with the logotype, the letters are an important element of the visual identity.

Grotesque (sans-serif) type letters are used in RISEBA visual communication – MyriadPro family.

Other type letters may be used in the headings or titles (calligraphic or drawn).

Simple grotesque type letters – Verdana or Arial are used in digital or web communications.

## 4.1. Primary typeface

RISEBA basic typeface family is MyriadPro.

In the body text MyriadPro Light or Regular is used, for emphasis – Semibold or Bold is used.

### MyriadPro Light

AaBbCcČčDdEeĚěFfGgĜĝHhIiĪīJjKkĶķLlĻļMmNnŅņOoPpRrSsŠšTtUuŪūVvZz

АаБбВвГгДдЕеЖжЗзИиЙйКкЛлМмНнОоПпРрСсТтуУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя

1234567890

### MyriadPro Regular

AaBbCcČčDdEeĚěFfGgĜĝHhIiĪīJjKkĶķLlĻļMmNnŅņOoPpRrSsŠšTtUuŪūVvZz

АаБбВвГгДдЕеЖжЗзИиЙйКкЛлМмНнОоПпРрСсТтуУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя

1234567890

### MyriadPro Semibold

**AaBbCcČčDdEeĚěFfGgĜĝHhIiĪīJjKkĶķLlĻļMmNnŅņOoPpRrSsŠšTtUuŪūVvZz**

**АаБбВвГгДдЕеЖжЗзИиЙйКкЛлМмНнОоПпРрСсТтуУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя**

**1234567890**

## 4.2. Usage of other typefaces

If required by the design and graphic idea – other type of letters may be used for small headings or title (e.g., Good Times or Besom). While in digital or web usage – grotesque typeface shall be used, e.g., Verdana or Arial.

Good Times

A B C Ć D E Ě F G Ğ H I Ī J K Ķ L Ł M N Ń O P R S Š T U Ū V Z  
1 2 3 4 5 6 7 8 9 0

Besom

A B C Ć D E Ě F G Ğ H I Ī J K Ķ L Ł M N Ń O P R S Š T U Ū V Z  
1 2 3 4 5 6 7 8 9 0

Verdana

AaBbCcĆćDdEeĚěFfGgĞğHhIiĪīJjKkĶķLlŁłMmNnŃńOoPpRrSsŠšTtUuŪūVvZz  
АаБбВвГгДдЕеЖжЗзИиЙйКкЛлМмНнОоПпРрСсТтУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя  
1234567890

Arial

AaBbCcĆćDdEeĚěFfGgĞğHhIiĪīJjKkĶķLlŁłMmNnŃńOoPpRrSsŠšTtUuŪūVvZz  
АаБбВвГгДдЕеЖжЗзИиЙйКкЛлМмНнОоПпРрСсТтУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя  
1234567890

## 5. Logotype usage samples

For reinforcement of the visual identity, basic principles and rules, described in the previous sections, must be applied.

The task of samples shown in this section is to illustrate the visual identity guidelines.

While developing or changing expression of visual communication (for example, what content images are included in the design or what compositions and graphic drawing elements are used etc.), the visual identity guidelines remain unchanged.

## 5.1. Business communication

Letterhead and business card:



**RISEBA**  
AUGSTSKOLA

---

SIA "Rīgas Starptautiskā ekonomikas un biznesa administrācijas augstskola"  
Vienotais reģ. nr.: 40003090010 • Meža iela 3, Rīga, Latvija, LV-1048  
Tālr. 67500265 • Fakss 67500252 • riseba@riseba.lv • www.riseba.lv



**RISEBA**  
AUGSTSKOLA



**Irina Sennikova, Dr. oec.**  
Asociētā profesore  
Rektore

Tālr.: +371 67 500 251  
Fakss: +371 67 500 252  
Mob. tālr.: +371 29 416 375  
irina.sennikova@riseba.lv

Meža iela 3, LV-1048  
Rīga, Latvija  
[www.riseba.lv](http://www.riseba.lv)



**RISEBA**  
UNIVERSITY



**Irina Sennikova, PhD**  
Associate Professor  
Rector

Phone: +371 67 500 251  
Fax: +371 67 500 252  
Mob. phone: +371 29 416 375  
irina.sennikova@riseba.lv

Meža iela 3, LV-1048  
Rīga, Latvia  
[www.riseba.lv](http://www.riseba.lv)

## 5.2. Printed graphics

Visual communication materials: advertising material, posters.



**RISEBA**  
ВЫСШАЯ ШКОЛА

Путь к международной карьере

**RISEBA – университет бизнеса, искусств и технологий**

RISEBA это вызов для творчески мыслящих людей, способных брать на себя ответственность и расти как личность. Высококвалифицированный персонал RISEBA с помощью современных технологий обеспечит развитие Вашего творческого потенциала и наилучшим образом подготовит Вас к карьере на национальном и международном уровне.

**RISEBA предлагает:**

- образование европейского уровня
- профессиональные квалификации от международных организаций
- возможность учиться на русском и английском языках
- обучение в многонациональной среде (Латвия, ЕС, СНГ)
- международные возможности (практика за рубежом, программа обмена "Erasmus" и двойных дипломов)
- индивидуальный подход к каждому студенту
- отличная материально-техническая база (компьютерные классы „Apple“ и центр медиа и архитектуры H.06 RISEBA)

**Образование в Латвии – это:**

- конкурентоспособные цены (обучение и проживание)
- безопасная среда проживания
- Шенгенская виза и возможность путешествовать по Европе
- возможность общаться на русском и английском языке

EPAS ACCREDITED

RISEBA  
ул. Мелна 3, Рига, Латвия, LV-1048  
+371 67500265  
riseba@riseba.lv  
www.riseba.lv

Представительство в Узбекистане:  
Проспект Бунедкор 15, 100043,  
Ташкент, Узбекистан  
+99871 2882641  
+99890 9431158  
+99895 1420288  
uzbekistan@baltic-center.eu  
www.baltic-center.eu

Представительство в Казахстане:  
Ул. Гоголя 39 А, офис 220,  
Алматы, Казахстан  
+7 778 3679202  
+7 778 3679234  
info@baltic-center.eu  
www.baltic-center.eu

Бизнес встречается с искусством



**RISEBA**  
AUGSTSKOLA

Pirmizrāde **5. martā** plkst. **19.00**  
RISEBA Arhitektūras un mediju centrā H.06

**VIZUĀLI  
MUZIKĀLI  
horeogrāfiska  
izrāde**

**mekšā. ārtā**

J. Vītola Latvijas Mūzikas & Augstskolas RISEBA  
akadēmijas Horeogrāfijas katedra, Džeza mūzikas katedra & Audiovizuālās mediju mākslas departaments



**RISEBA**  
AUGSTSKOLA

Sagatavošanas kursi vidusskolēniem un visiem interesentiem

**zīmēšanā**

Kursos jūs:
 

- apgūsiet klasiskās zīmēšanas pamatus
- sagatavosieties iestāšanāsamam zīmēšanā
- atklāsiet savu radošo zīmēšanas stilu
- saņemsiet sertifikātu, kas apliecina jūsu prasmes
- nokārtojot beigu eksāmenu, nebūs jākārto iestāšanāsamens zīmēšanā, stājoties RISEBA Arhitektūras programmā

Kursu pasniedzējs:  
gleznotājs Jānis Dukāts

**Kursi notiek:**  
pirmdienās un trešdienās no plkst. 18 līdz 20 no februāra līdz jūlijam  
RISEBA Arhitektūras un mediju centrā H.06  
Mākslas studijā

**Dalības maksa:**  
80 EUR/mēnesi

Pieteikties kursiem:  
RISEBA Karjeras izaugsmes centrs, kursi@riseba.lv, 26871717



## 5.3. Digital and web

E-media: advertising banners on social networks.



## 5.4. Promotional materials

Promotional material items: t-shirts, umbrellas.



© G. Kalendra, Creative agency Raugs  
7/2015

Material developed in cooperation with RISEBA Communications department.  
If you have any questions, contact us at [pr@riseba.lv](mailto:pr@riseba.lv)