

VISUAL IDENTITY

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WHAT



The logo of Kaunas
University of Technology

WHAT

modern design:
visually sparing and
expressive at the same time

ideologically close to the
periodic table, where
chemical elements interact
as different members
in the University's ecosystem

WHY

modernity and transparency which
are at the basis of the University's
activities must be followed by the
visual identity based on the same
principles

a unified and assiduous image
increases the University's
recognition in the society

WHY

in all visual communication except for
the flag, medals, decorations, graduation
diplomas, where the University's coat of
arms is being used

from international com-
munication to everyday
collaboration

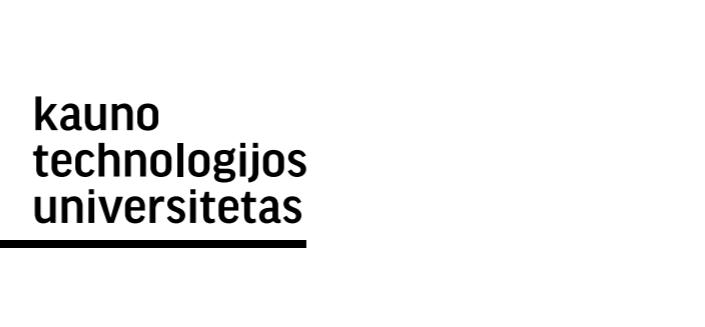
THE LOGO

The logo of Kaunas University of Technology
can be used in two versions

ICON



FULL LOGO



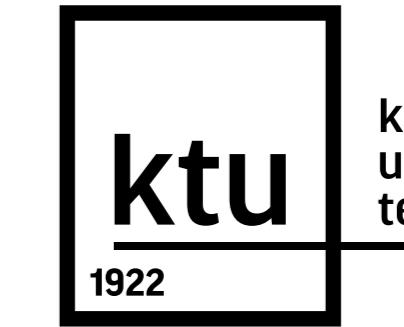
THE LOGO

In an international context, the English version of the logo or the icon is used

ICON



FULL LOGO



THE LOGO

Structure



THE LOGO

The structure of the logo distances



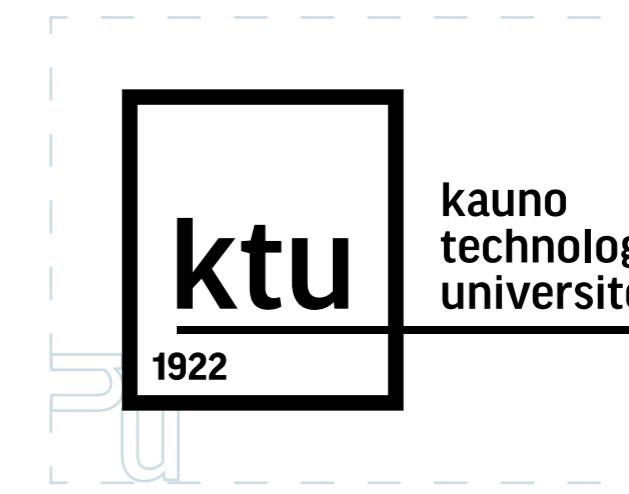
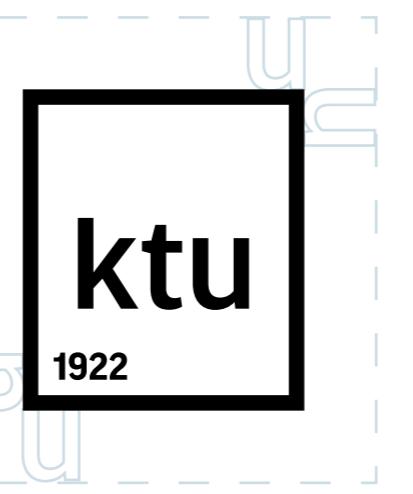
THE LOGO

The structure of the logo distances



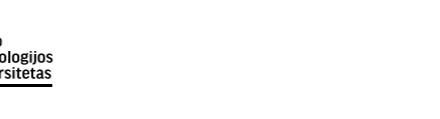
THE LOGO

Minimal sizes and minimal spaces around the logo are determined
by the size of the letter "u" by proportionally enlarging/reducing the logo



THE LOGO

The minimal sizes, minimal spaces of the logo. Minimal size of the logo.



THE COLOURS OF THE LOGO

The contour of the logo can be only black or white



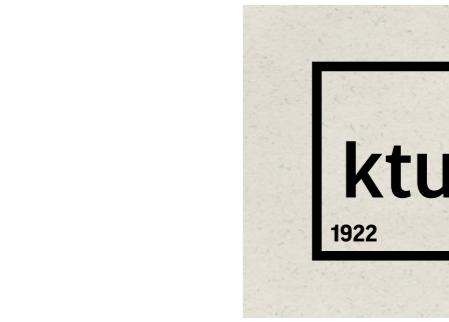
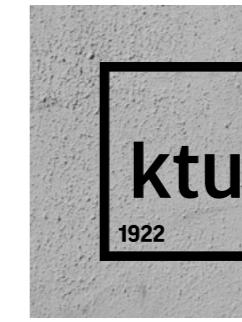
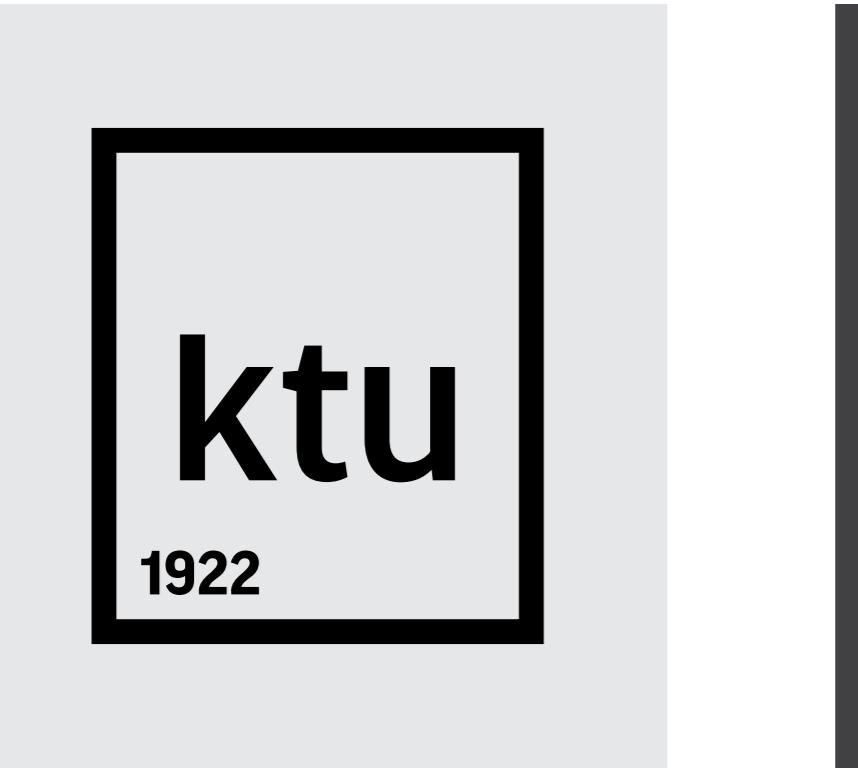
C MYK 0/0/0/100
PANTONE PRO BALCK



C MYK 0/0/0/0
PANTONE WHITE

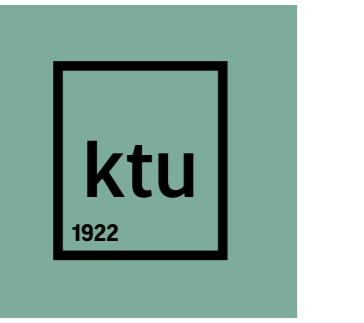
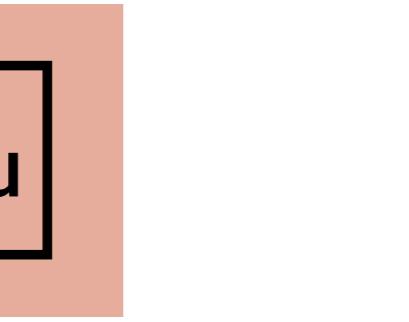
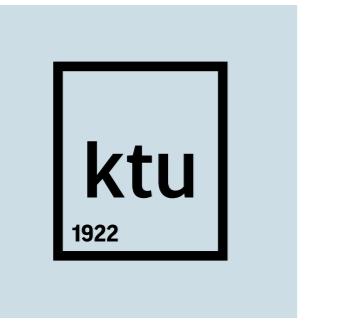
THE BACKGROUNDS OF THE LOGO

The logo is transparent and adaptable to the background.
Taking into account the colour contrast, either the black or the white logo is used.



THE BACKGROUNDS OF THE LOGO

The logo can be used on plain unnatural surfaces as well



THE BACKGROUNDS OF THE LOGO

The logo can be used on a picture only in the place where the background of the logo and its protection zone is monochromatic.



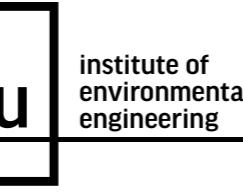
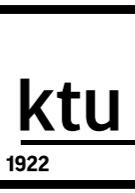
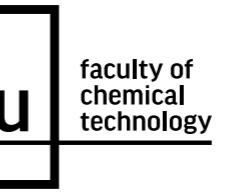
THE VARIATIONS OF THE LOGO

The logos of the departments are constructed on the base of the University's logo, by using the name of the department instead of the University's name.



THE VARIATIONS OF THE LOGO

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THE FONTS OF THE LOGO



FONTS

The headline uses the PF Din Text Pro font family

Kauno technologijos universitetas

Kauno technologijos universitetas

Kauno technologijos universitetas

Kauno technologijos universitetas

Kauno technologijos universitetas

Kauno technologijos universitetas

The main text uses the Arial fonts family

Kauno technologijos universitetas

Kauno technologijos universitetas

Kauno technologijos universitetas

Kauno technologijos universitetas

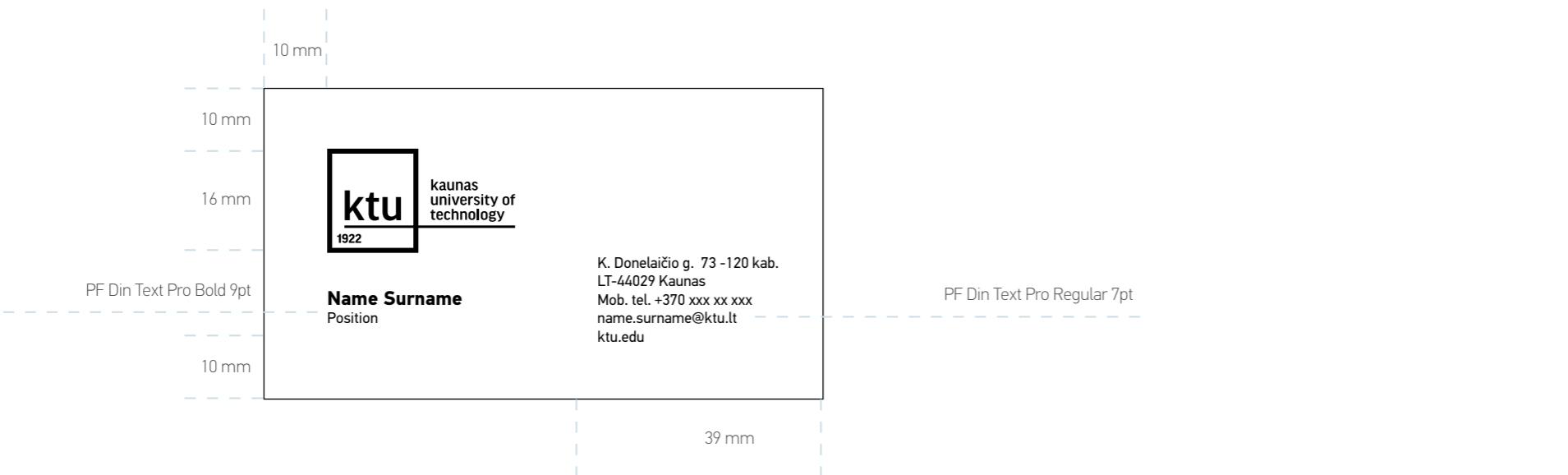
BUSINESS CARD

The format of the business card is 90 mm × 50 mm

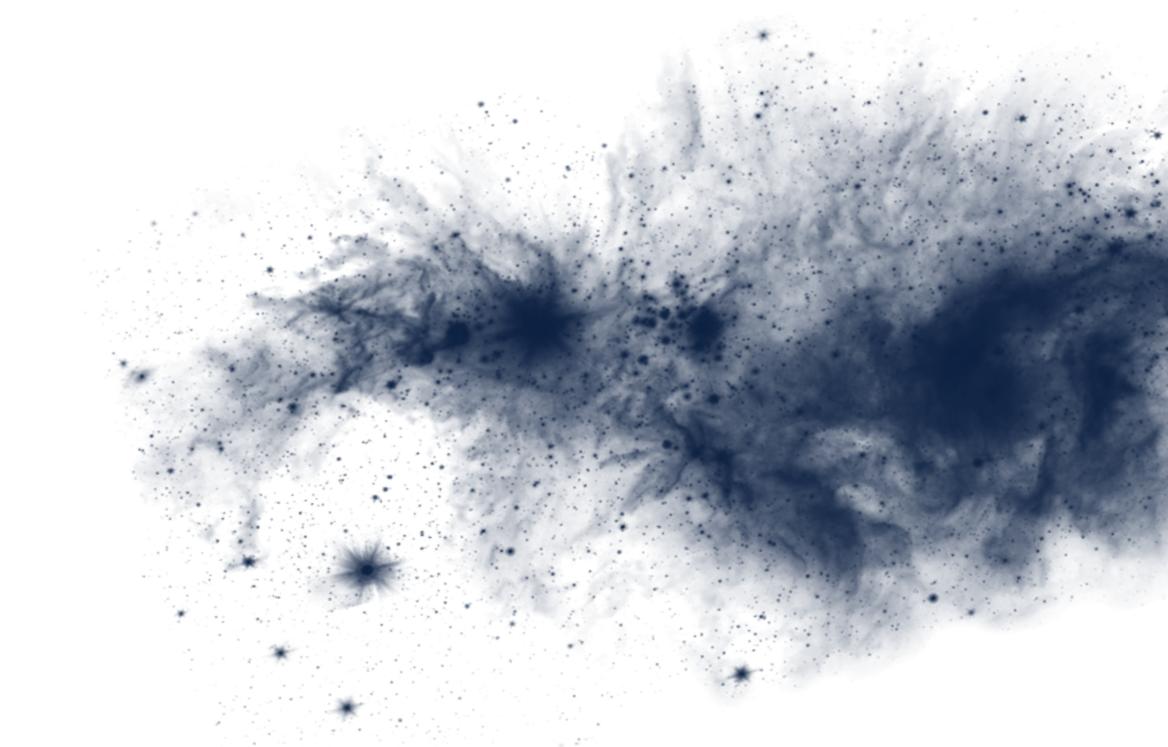
The paper used for making the business cards:

TDF280B1 Tucard O Felt 280 g

Rives Sens. M. Ta 270 g



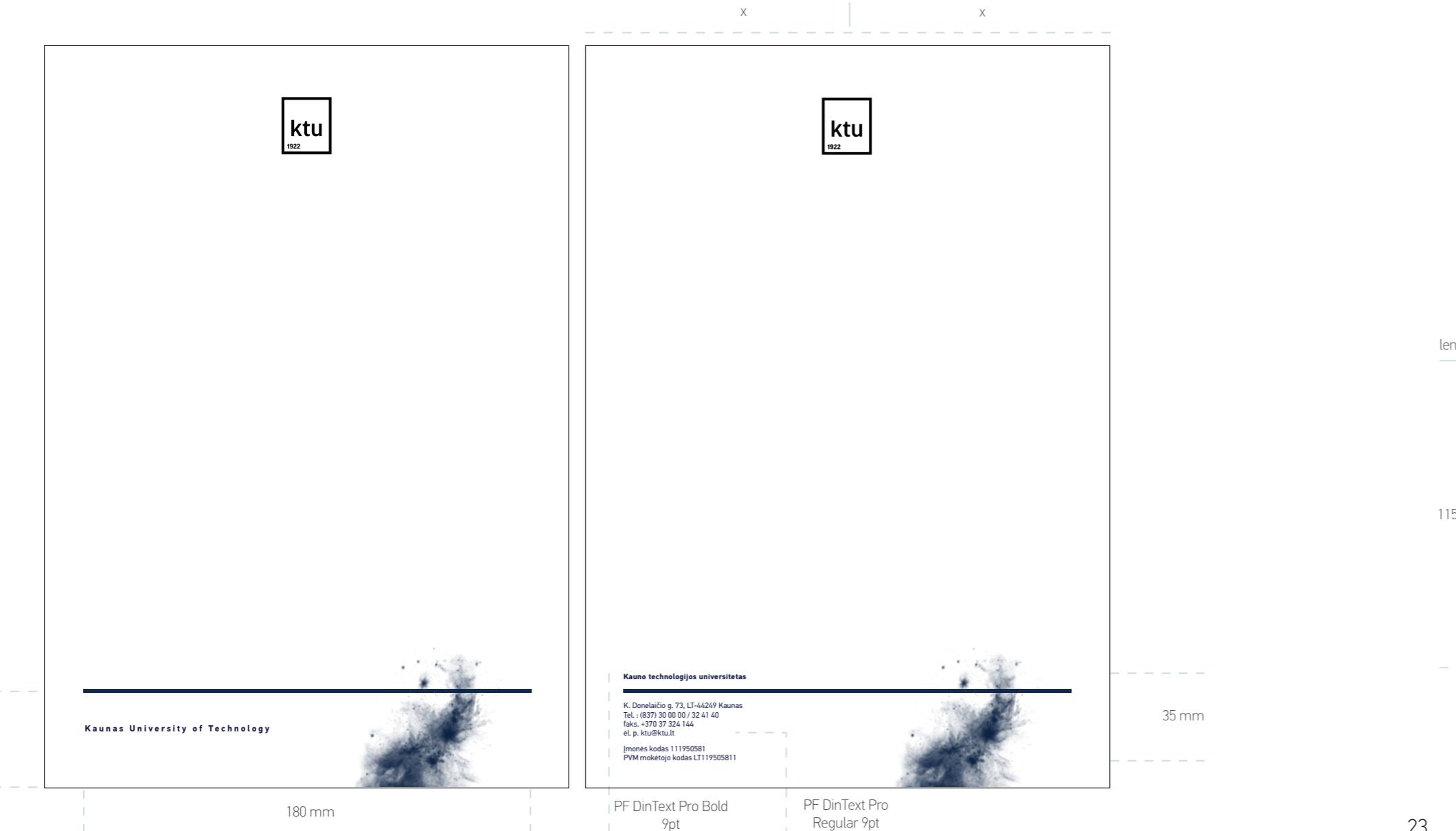
VISUAL IDENTITY



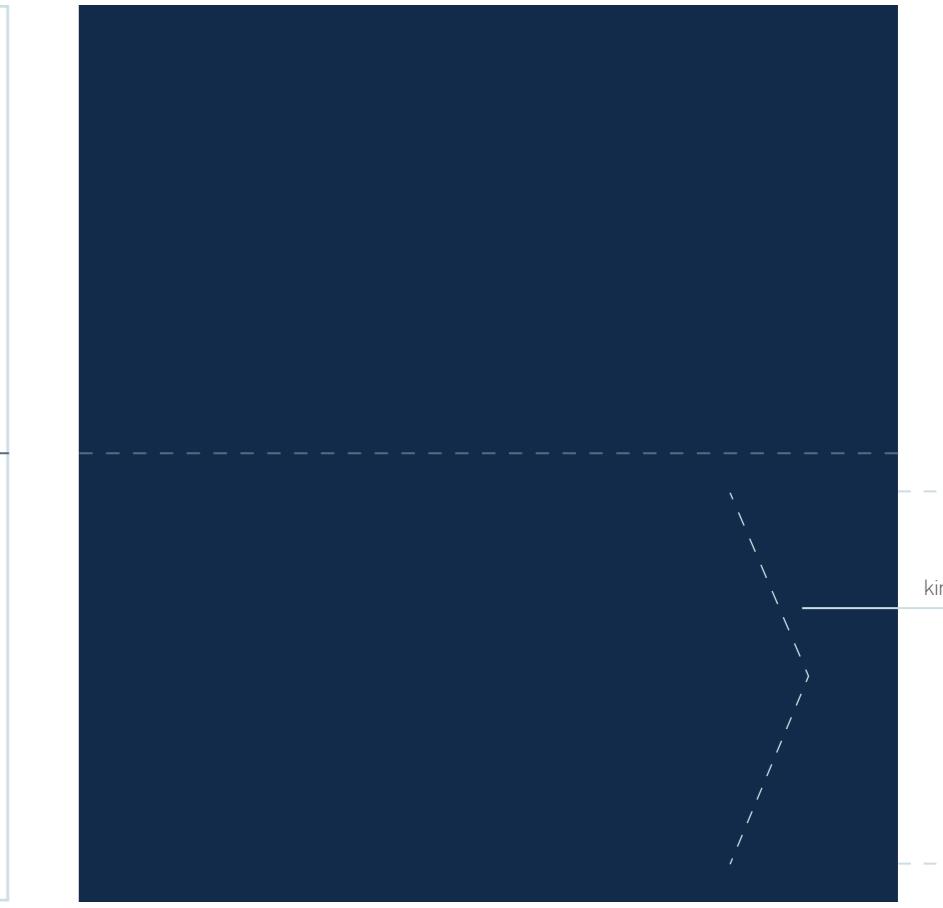
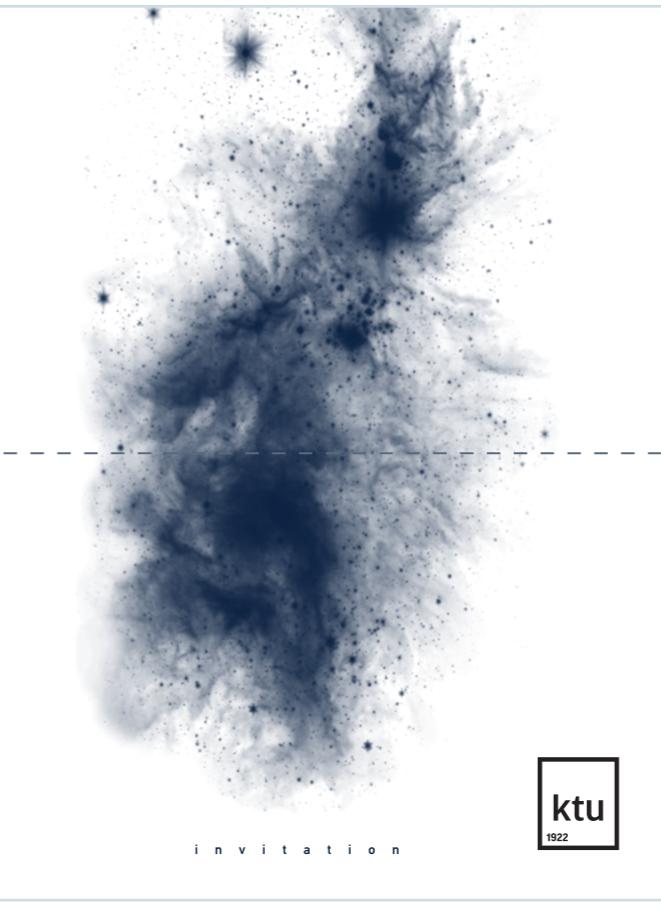
BLANKS

BBlank format A4

The paper used to make the blanks:
Munken Polar Rough 150g



INVITATION

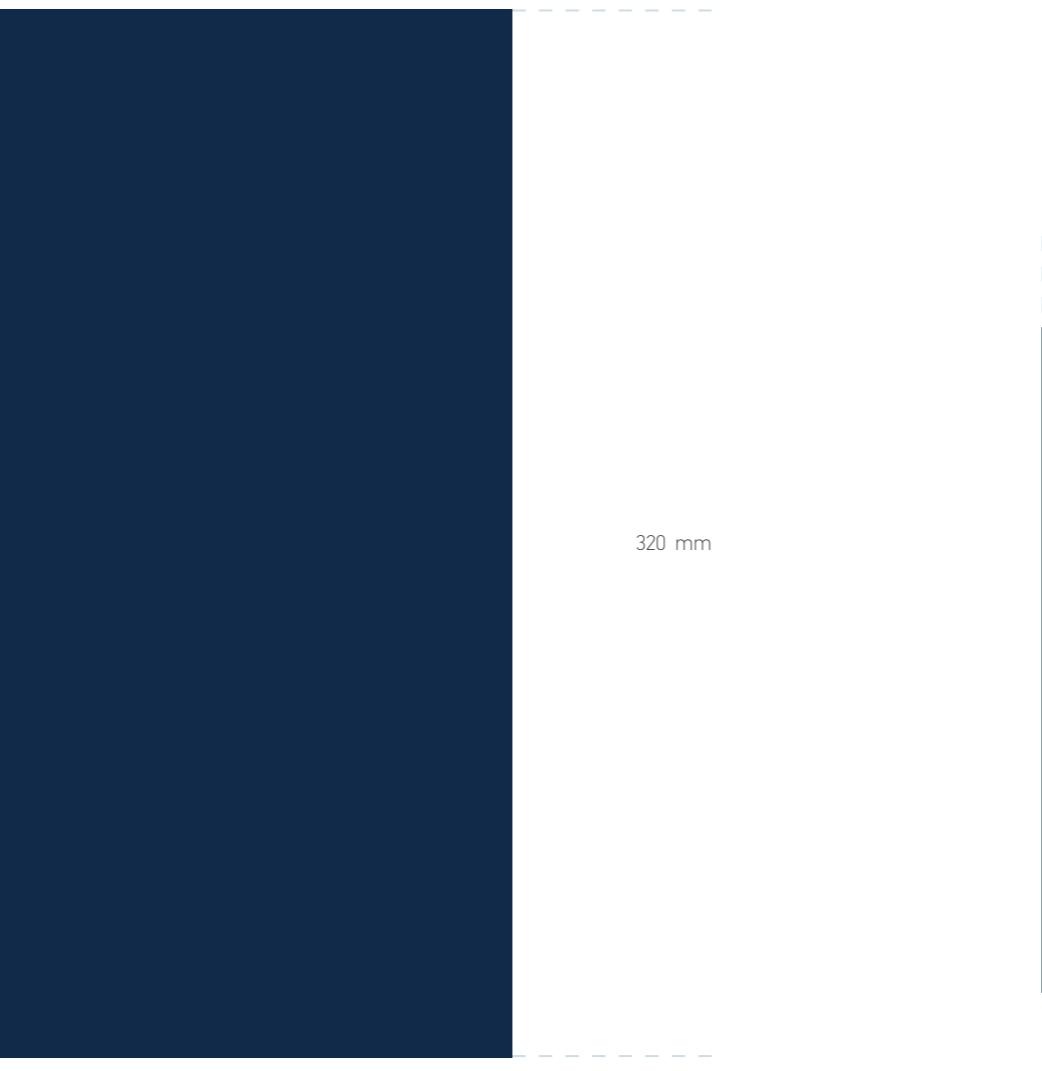


DOCUMENTS FOLDER

Folder cover

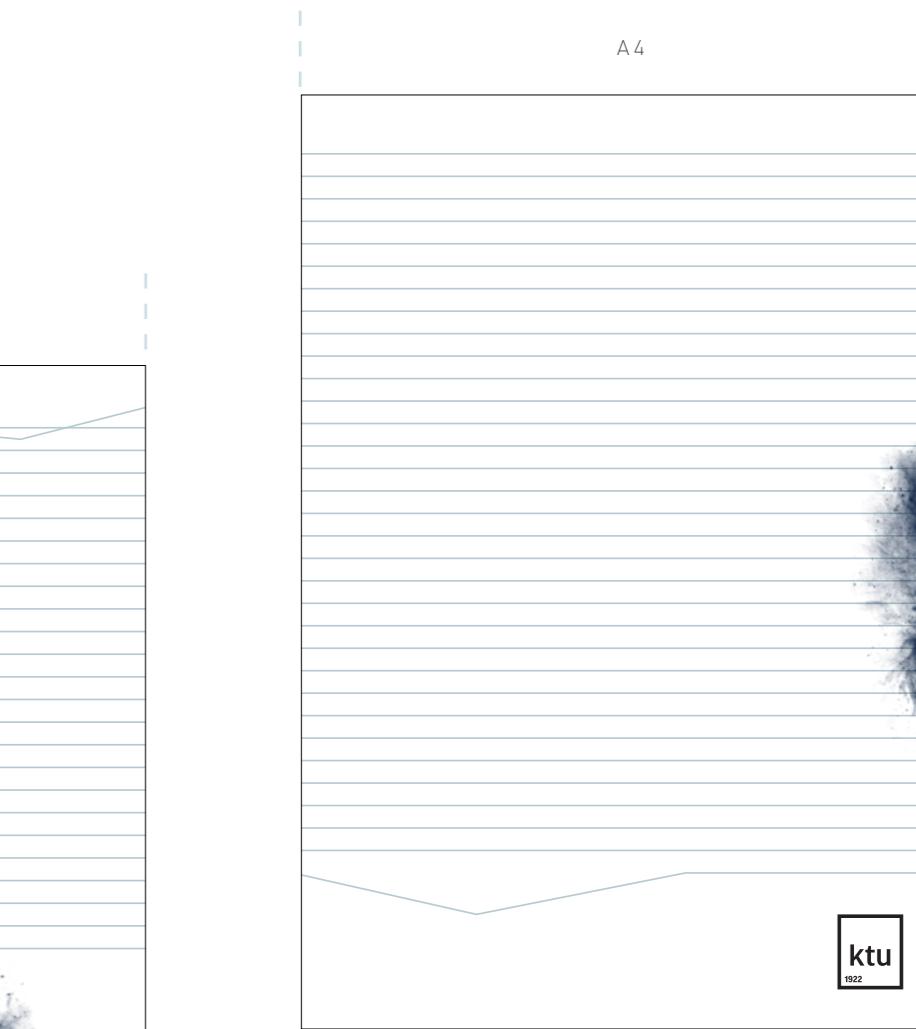


Inside the folder



NOTEBOOKS

A 4



A 5



TEMPLATE

Din Text Pro Medium 27pt

Din Text Pro Bold 60pt

17

Quisque celerisque urus“



2017.09.03

14 DIFFERENTIATION

— — — — — — — —

RF Dip Text E

Din Text Pro Bold 12pt

*posuere mi luctus lectus
rit, ac tristique mauris.*

INFORMATION LI

POSTER TEMPLATE

Informative notice

Din Text Pro Medium 27pt

Vivamus
venenatis
2017

ktu
1922

Din Text Pro Bold 60pt

„Quisque
scelerisque
purus“

2017 09 03
18 val.

Quisque vitae mi convallis,
molestie ipsum nec.

Morbi dui sem hendrerit:

- Pellentesque vulputate purus quis arcu
volutpat, eget luctus urna pretium.
- Maecenas urna augue, pretium eget risus
a, fringilla fringilla ligula.
- Donec vel justo justo. Suspendisse eu
scelerisque diam.
- Sed dignissim, tortor eget luctus lobortis,
neque dui ultricies est.

Donec posuere mi luctus lectus
hendrerit, ac tristique mauris.

Din Text Pro Bold 12pt

INFORMATION LINK TEMPLATE

PF Din Text Pro Bold 50pt

Vivamus semper
id tempor necinsaer

2017 09 01

10.00 val.

PF Din Text Pro Light 30pt

Nunc nisl est, euismod nec tellus ac, mollis
placerat ligula. Pellentesque aliquet enim eu
tortor facilisis posuere. Cras eleifend eleifend
ex, nec imperdiet ante ultrices ac.

PF Din Text Pro Medium 27pt

PF Din Text Pro Light 12pt

PF Din Text Pro Bold 18pt

PF Din Text Pro Light 12pt

ktu
1922

PF Din Text Pro Light 12pt

Maecenas sit amet volutpat neque.
Quisque at rhoncus odio, vel aliquet mauris.

Din Text Pro Bold Te

ELECTRONIC JOB ADVERTISEMENT

ktu

SIŪLOMOS DARBO POZICIJOS
PAVADINIMAS

DARBO
POBŪDIS

Sed consectetur lectus mi, a rhoncus dui vestibulum eu. Etiam sagittis dolor in posuere consectetur.

N ullam efficitur dolor vel libero vulputate accumsan. Pellentesque facilisis purus sed urna aliquam dignissim.

Suspendisse sit amet mi nunc. Quisque ultricies sem ut ornare lacinia. Cras congue, arcu ac egestas condimentum, velit magna lacinia metus, eget vehicula.

Cras a justo sit amet ligula sodales interdum. Morbi tortor nulla, sollicitudin quis sodales, tempus at erat. Mauris non semper sapien. Ut quis mi in nulla.

REIKALAVIMAI

Fusce nec metus pellentesque, consectetur lacus eu, posuere ligula.

Ut ornare, diam sit amet pellentesque rutrum, elit enim laoreet nisi, vitae pulvinar enim.

Vivamus tempus iaculis venenatis.

Sed a egestas purus. Nullam felis massa, viverra id lorem in, tincidunt.

PRIVALUMAI

Maecenas quis nisl et orci pretium laoreet.

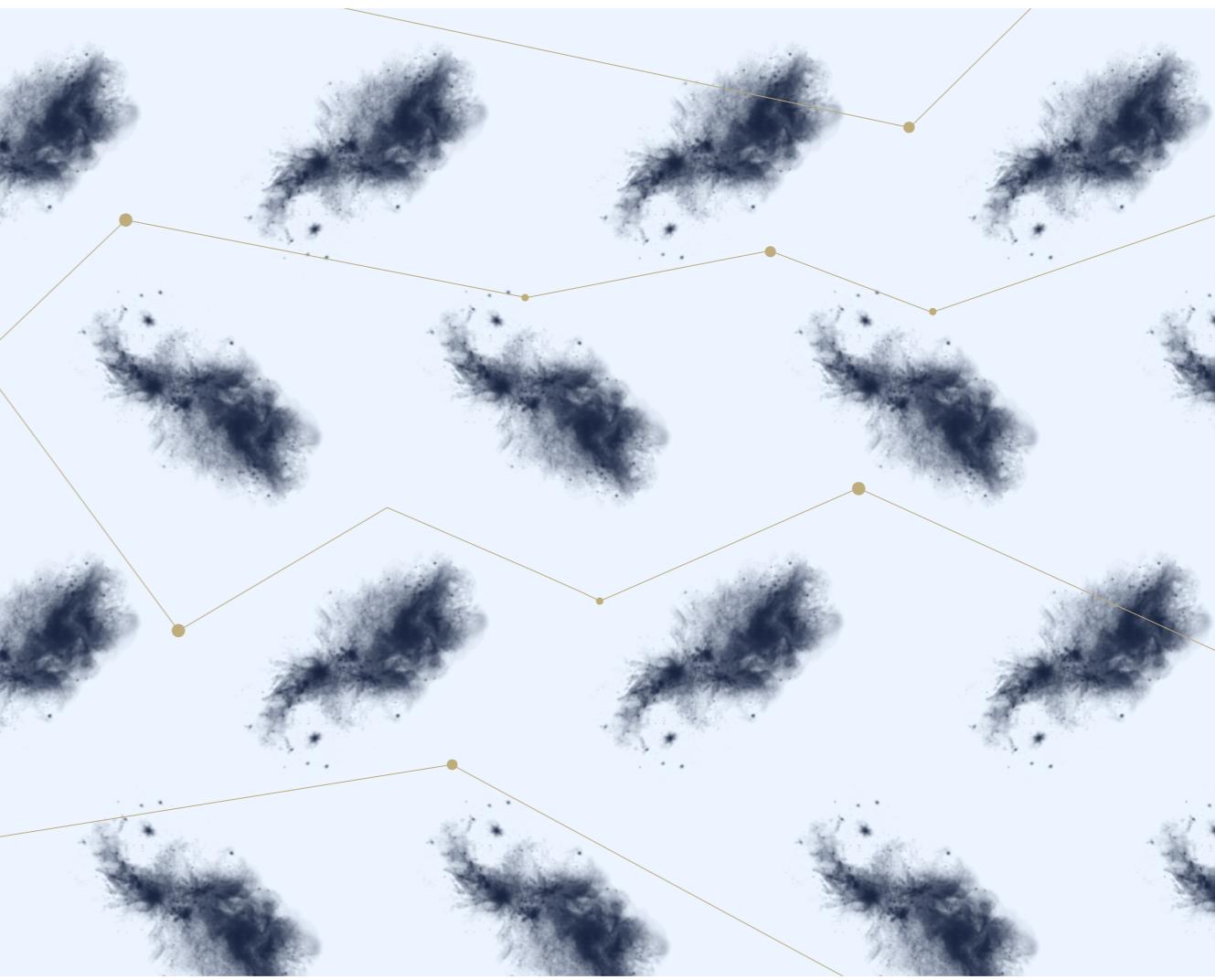
Curabitur porta libero dictum augue dapibus convallis. Curabitur vel accumsan purus.

NACIONALINIS
INOVACIJU IR VERSLO
CENTRAS

Proin mollis mattis enim, id maximus velit tristique consectetur. Qi ex sed.

Proin mollis mattis enim, id maximus velit consectetur. Vestibulum quis ex sed.

GRAPHIC/DECORATIVE PATTERN



THE PICTURES OF VISUAL IDENTITY ELEMENTS

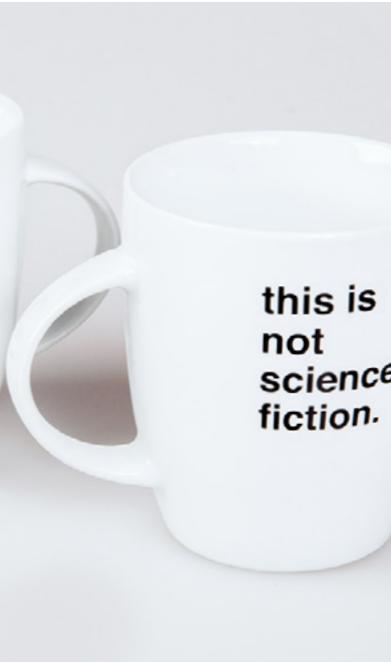


THE PICTURES OF VISUAL IDENTITY ELEMENTS



SOUVENIRS AND MERCHANDISE

Logo must be placed in an obvious and clearly visible place.
Depending on the object, the logo can be placed on the central part
of the souvenir, or on any of its corners.

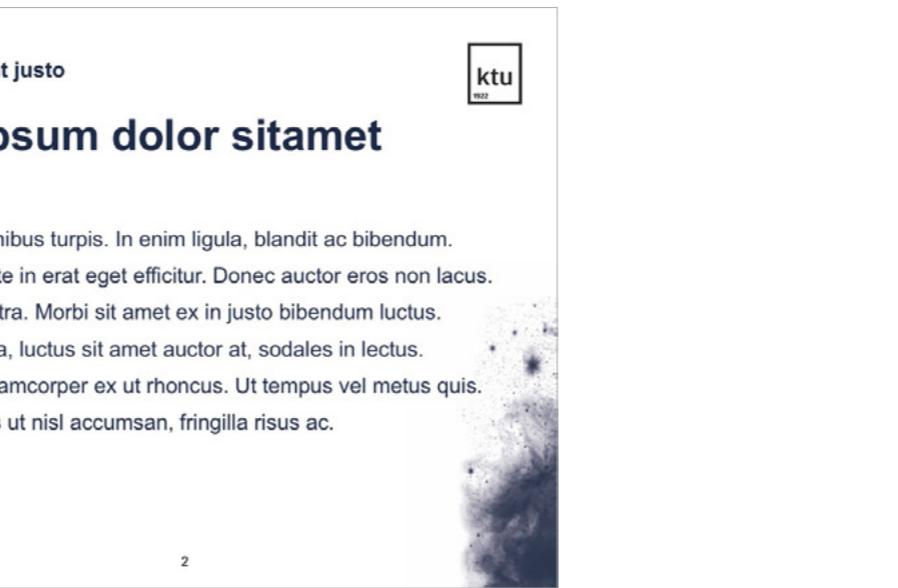


SOUVENIRS AND MERCHANDISE

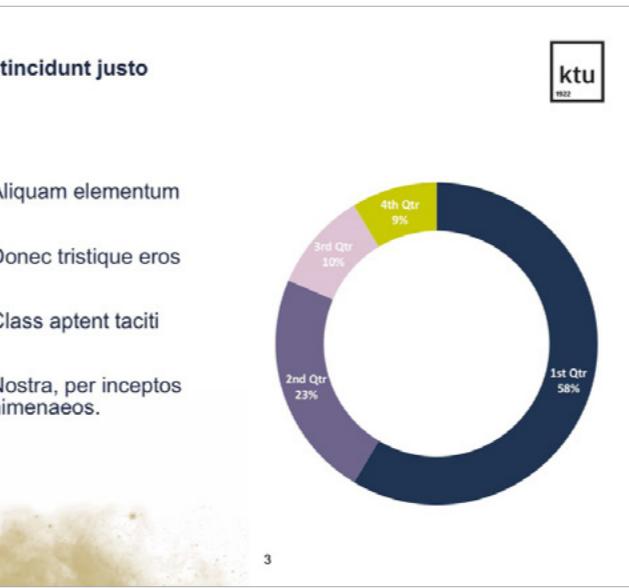
For souvenirs, the icon of the logo is recommended.



—
Title slide
—



—
Content slide
—



—
Diagram slide
—



—
Content slide with a picture
—

PRESENTATION

Infographic colour palettes

STUDIES



SCIENCE



BUSINESS



HARMONIOUS DEVELOPMENT/
GREEN UNIVERSITY



ADMINISTRATION/
STRATEGIC INDICATORS/
MANAGEMENT



STUDENTS/
STUDENTS DEPARTMENT/
LEISURE



PHOTOGRAPHY STYLE

For illustration of publications and events fragment and associative photographs must be used.



Photograph by D.Subačiūtė



Photograph by D.Subačiūtė

PHOTOGRAPHY STYLE

For illustration of publications and events one-colour filter photographs from the university life must be used.



Photograph by E.G. Photo



Photograph by M.Tautkaus

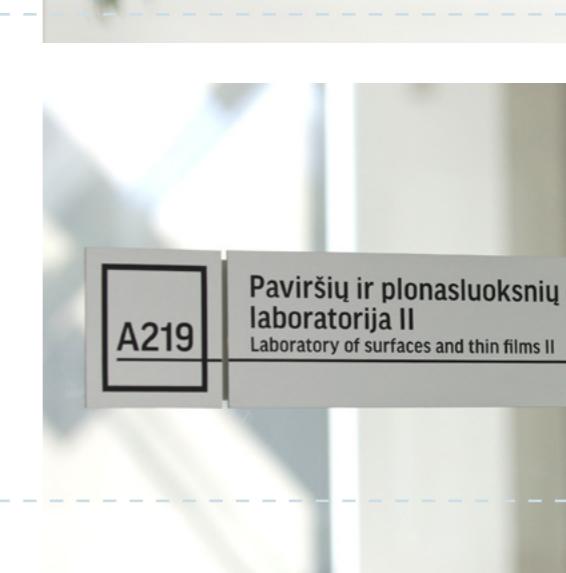
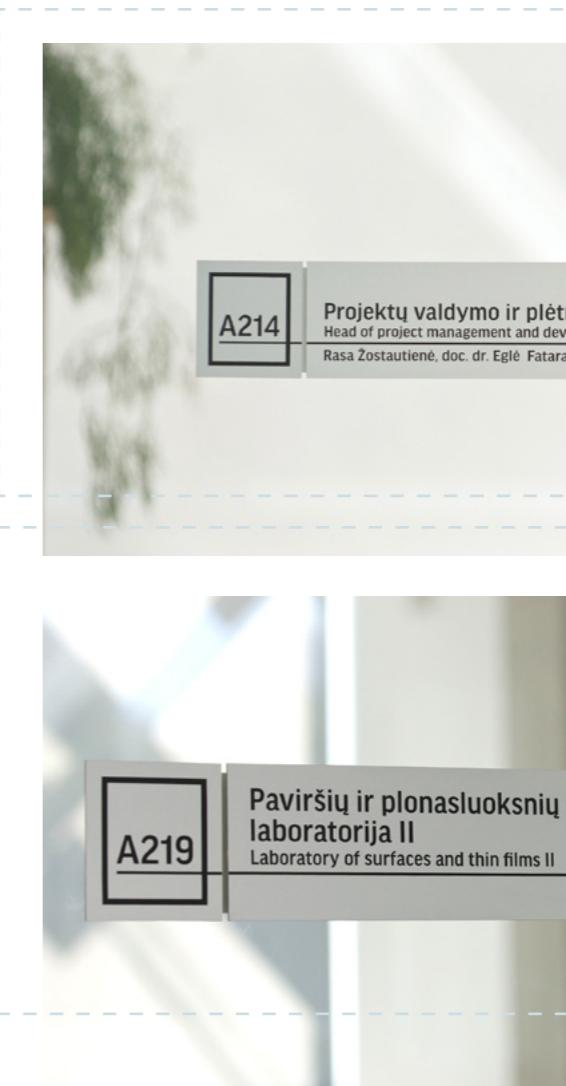
MARKING

Buildings



MARKING

Name, room tables



MARKING

Cars



KTU logo author Džiugas Valančauskas.
KTU visual identity authors Evelina Baniulytė, Ona Bričkutė

IMPORTANT: in order for the Kaunas University of Technology visual identity to be used consistently and systematically, all the cases for using the logo must be approved by the department of Marketing and Communications of Kaunas University of Technology:

K. Donelaicio str. 73, 118A
LT-44248 Kaunas
Phone (8 37) 300 094
dizainas@ktu.lt

KTU logo author Džiugas Valančauskas.
KTU visual identity authors Evelina Baniulytė, Ona Bričkutė



*KTU visual style is a winner of "Good design 2014" award.