

# BRANDBOOK

## Baltic Hub

11,68 case



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01.

Primary logo



## 01.1.

### Primary logo

Logo consists of a signet and typography.



K 0%



K 60%



K 100%

## 01.2.

### Primary logo

#### - Inversion

The monochrome (black and white) version of the logo is used in any situation where the method of reproduction does not allow to use the black version.

Grayscale represents the percentage ratio of the achromatic brightness to the black or white version of the character being used. We use the logo in negative for solids above 60% black.

## 01.3.

### Primary logo – Construction

The construction diagram shows distances and sizes of the logo elements.

It is not allowed to recreate the logo from the diagram.





## 01.4.

### Primary logo

– Protective field and minimal size

The protective field is defined by the height of the letter H.

Minimal sizes:

In printing 20 mm width

On screen 90 px width





## 01.5.

### Primary logo

– Minimal protective field.

The minimal protective field is defined by half-height of the letter H.

\*This type of protective field is used when the bigger logo near the format edge is needed.



A.  **Baltic Hub**

B.  **Baltic Hub**

C.  **Hub Baltic**

D.  **Baltic Hub**

E.  **Baltic Hub**

F.  **Baltic Hub**

G.  **Bltc Hb**

H.  *Baltic Hub*

## 01.6.

### Primary logo

#### – Prohibited formatting

A. It is not allowed to change position of signet.

B. It is not allowed to deformate or rotate the logo.

C. It is not allowed to change text order.

D. It is not allowed to apply gradients to the logo.

E. It is not allowed to change leading or kerning.

F. It is not allowed to change proportions of elements.

G. It is not allowed to make name abbreviations.

H. It is not allowed to change the stylistics of the letters.

02.

Extended logo



## 02.1.

### Extended logo (with PSA postscript)

Primary logo with added postscript „A member of the PSA group” added.



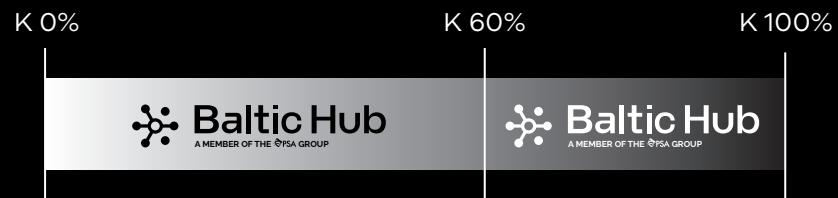
## 02.2.

### Extended logo (with PSA postscript)

#### – Inversion

The monochrome (black and white) version of the logo is used in any situation where the method of reproduction does not allow the use black version.

Grayscale represents the percentage ratio of the achromatic brightness to the black or white version of the character being used. We use the logo in negative for solids above 60% black.



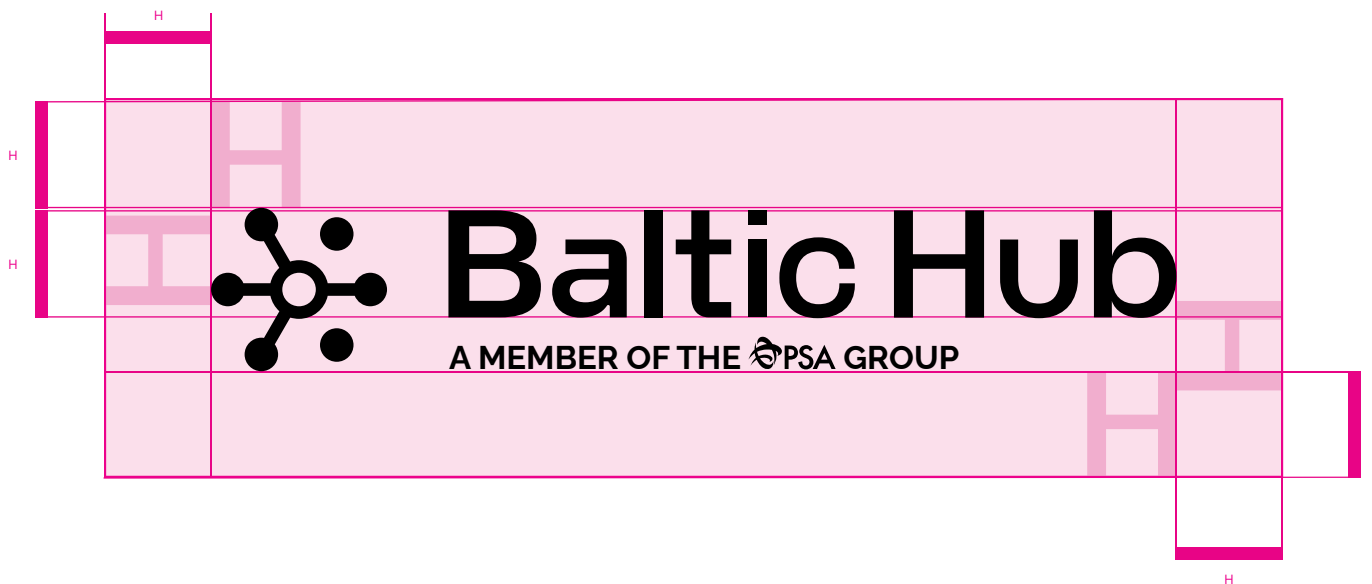
## 02.3.

### Extended logo (with PSA postscript) – Construction

The construction diagram shows distances and sizes of the logo elements.

It is not allowed to recreate the logo from the diagram.





## 02.4.

**Extended logo  
(with PSA postscript)  
– Protective field  
and minimal size**

The protective field is defined by the height of the letter H.

Minimal sizes:

In printing 60 mm width  
On screen 100 px width





## 02.5.

**Extended logo  
(with PSA postscript)  
– Minimal protective field.**

The minimal protective field\* is defined by half-height of the letter H.

\*This type of protective field is used when the bigger logo near the format edge is needed.

## 02.6.

### Extended logo (with PSA postscript) – Prohibited formatting

- A. It is not allowed to change position of the postscript.
- B. It is not allowed to deformate the postscript.
- C. It is not allowed to apply colors to the postscript.
- D. It is not allowed to change size of the postscript.

A.



C.



B.



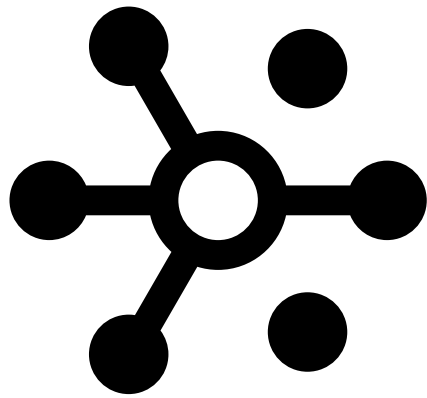
D.





03.

Signet logo



## 03.1.

### Signet logo

The abbreviated version of the logo (signet) is recommended to be used in advertising products or where other versions of the logo cannot be used.

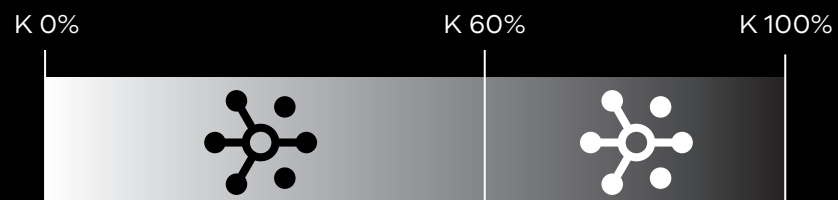
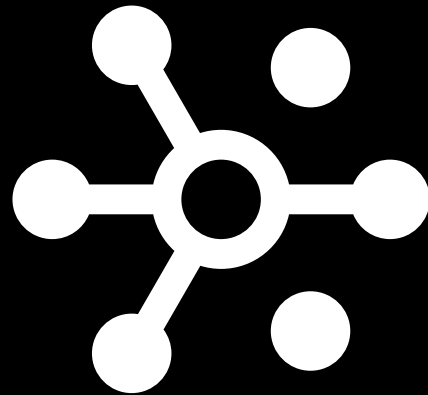
## 03.2.

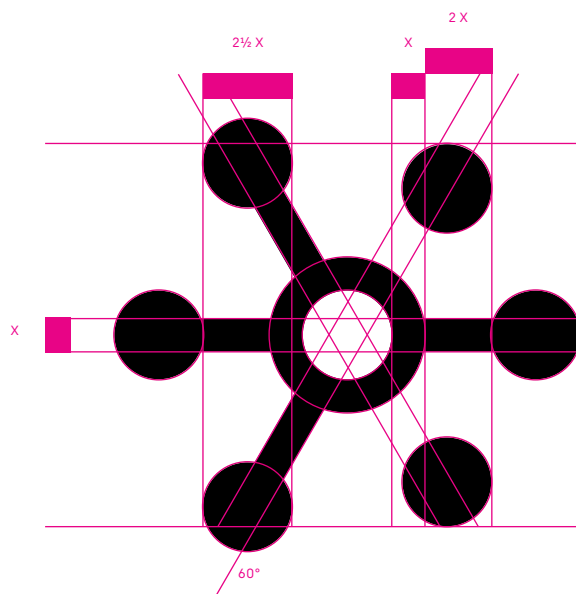
### Signet logo

#### – Inversion

The monochrome (black and white) version of the logo is used in any situation where the method of reproduction does not allow the use black versions.

Grayscale represents the percentage ratio of the achromatic brightness to the black or white version of the character being used. We use the logo in negative for solids above 60% black.



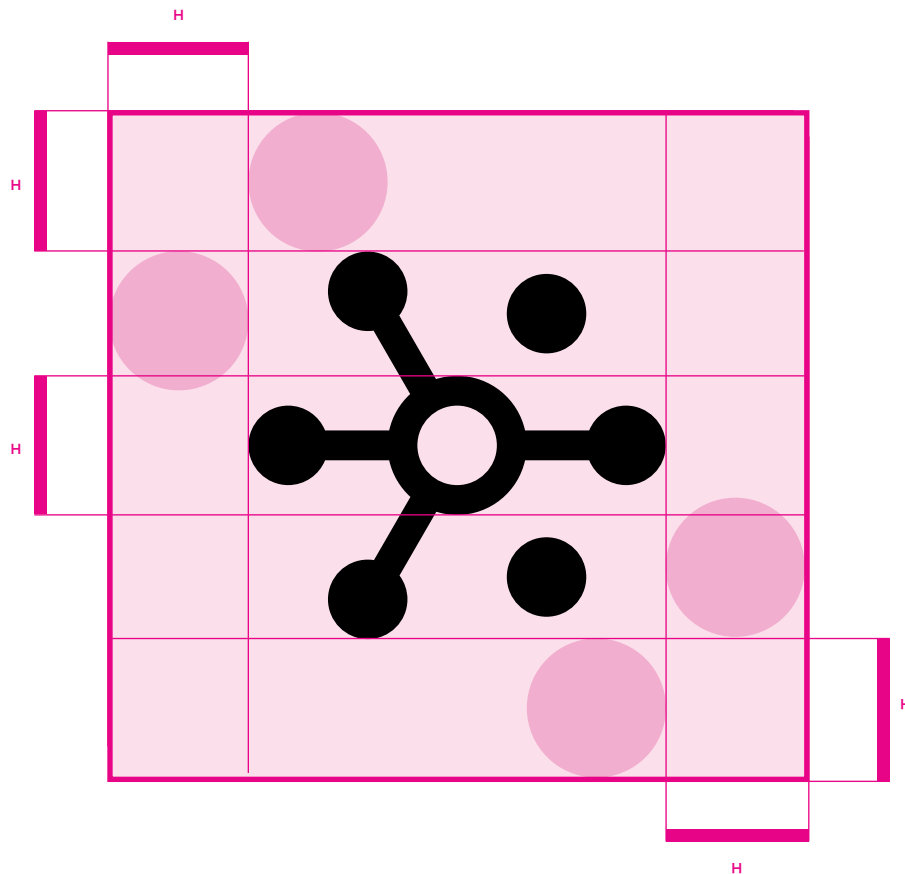


### 03.3.

#### Signet logo – Construction

The construction diagram shows distances and sizes of the logo elements.

It is not allowed to recreate the logo from the diagram.



## 03.4.

### Signet logo – Protective field and minimal size

The protective field is defined by the height of the central circle of the signet's construction.

Minimal sizes:

In printing 6 mm width  
On screen 15 px width



## 03.6.

### Signet logo

#### – Prohibited formatting

A. It is not allowed to change the proportion of elements.

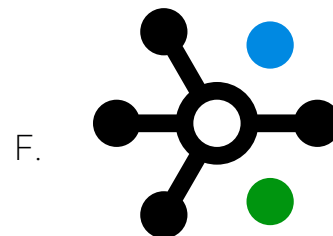
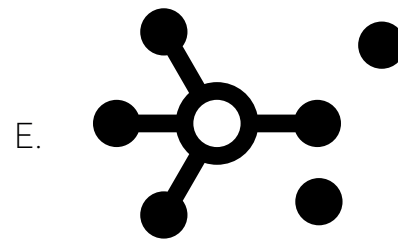
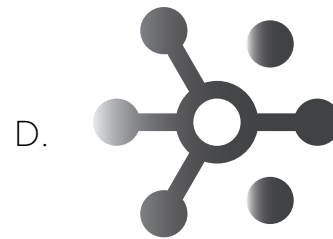
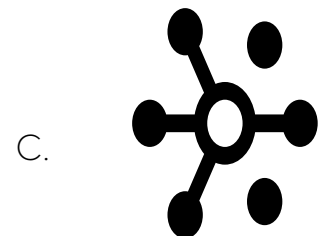
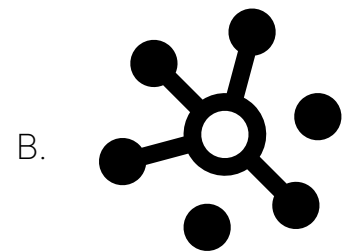
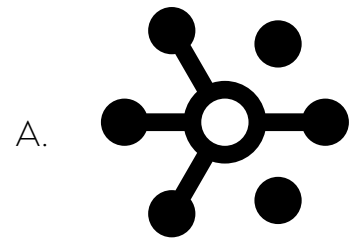
B. It is not allowed to deformate or rotate the logo.

C. It is not allowed to transform the logo.

D. It is not allowed to apply gradients to the logo.

E. It is not allowed to change the position of elements.

F. It is not allowed to apply different colours to logo.



04.

Typography

# Telegraf

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## Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

04.1.

### Typography - main font

The main font for identification is Telegraf Medium. Dedicated to headlines and short texts.



# Work Sans

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## Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

## 04.2.

### Typography – optional font

The additional font is  
Work Sans Regular.

Used for subheadings  
and longer text typesets.