**ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS**

BRAND
BOOK

CONTENT

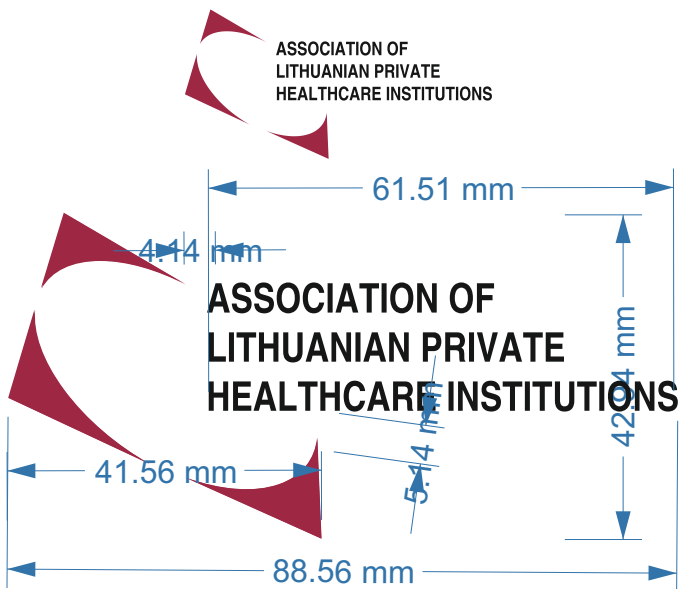# SYMBOLIC MEANING
OF THE LOGO

Since the beginning of the establishment in 1996, the Association actively participated in formation and implementation of medical and healthcare politics in Lithuania. It has been active in reformation, enforcing private medical sector. Members of the Association are constantly participating in Lithuanian Republic Healthcare committee and Health Ministry activities, as well as in daily tasks of other governmental important institutions. While taking part in a wide and responsible range of activities, the Association acts by implementing transparency and ethical principals, listed in Association Ethical and Behavior Code. All tasks of the Association are performed keeping status and image that are professional, solid and respected among society.

Major idea of Association's Logotype - "brake the restraining walls, in a name of human (client, patient), in a name of quality (services and attendance)". Graphical part of the logotype symbolizes energy and drive, changing norms, that are constant and mainly old morally and economically. Chaning general rules that were formed by post-soviet period realizations, implimented in healthcare. The graphical part of the logotype represents walls being moved and broken, thinking outside of the box, leaving the box, opening healthcare system for progressive changes. Just like healthcare system changes initiative and successful control forming secure surroundings for private medicine activity, step by step stabilizing sallies among daily surroundings, making all the above mentioned tasks as a concurrent part of the Association tasks and strategies.

Asocciation logotype represent all the Association members' activities in both, governmental areas and sectors sponsored by Government as well as in open economy areas. Burgundy red color presented in a white background marks Association's medical experience and loyalty to traditions and symbols creating great value (for example, Red Cross logotype symbolism).

We truly believe, that Association's logotype enforce the members with a power, inspire them with courage, pride and responsibility to be a part of elite private medicine segment, that securely provides services distinguishing with explicit quality. The services, that are provided for Lithuanians and other habitants. It inspires to be among those, who create the health system, instead of observation.

GENERAL LOGOTYPE

**ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS**

61.51 mm

4.44 mm

**ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS**

42.04 mm

5.14 mm

41.56 mm

88.56 mm

TEXT PART - 67 % of common logotype length
LETTER HIGHT - 9.5 % of common logotype height
TEXT DISTANCE - 4.6 % from the closest edge of a graphic element, measuring
the common length of the logotype.

*When logo is reduced or enlarged, main proportions must be preserved along with distances and spaces,
textual and graphic elements size proportions and ratio towards each other must be kept. It is not allowed
to enlarge logo partially, remaining other part of the logotype of the same size.*

GENERAL COLORS OF LOGOTYPE

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

BURGUNDY RED

CMYK: C-8; M-97; Y-47; K-37;
RGB: R-158; G-39; B-68
#9E2744

100 % BLACK

CMYK: C-0; M-0; Y-0; K-100;
RGB: R-43; G-42; B-41
#2B2A29

When logotype is used in a mess media or in the cases when it is integrated into virtual or digital communication along with other textures and backgrounds, it is really important to evaluate the colors of the main logotype. As usually different colors palettes are used, it is very important to pay attention to color codes and equivalence to an original version.

LOGO
SAFETY ZONE

SIDE LOGO SAFETY ZONES - 12 % of a common logotype length
TOP/ BOTTOM SAFETY ZONES - 24 % of a common logotype height

It is essential to preserve and keep logo safety zones, when the logotype is used in a mess media or digital communication, models and parts of the models. Safety zones are mandatory, willing to keep logotype from disappearing among other elements. The image of tidiness and quality must be kept at all times. Usage of the safety zones indicate the respect of the logo as well as it's symbolism.

TEXT FONTS

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

"Helvetica Narrow Bold" uppercase

DOCUMENT TITLES

"Helvetica Narrow Bold"

Document text

"Arial Narrow"

Important / exclusive text components

"Arial Narrow Bold"

Notes and remarks

"Arial Narrow Italic"

Documents titles are considered to be an important information at the top of the sheet indicating the type of the document, for example, "APPEAL", "COOPERATION OFFER", "COMMERCIAL OFFER", "INVITATION" and etc. In case if "Helvetica Narrow Bold" font is missing, it is possible to use "Arial Narrow Bold" (uppercase).

Common information provided in the document is considered as document text. For this part, "Arial Narrow" font should be used.

Important and exclusive text components (for example, addressee, document numbers, dates, paragraph titles) are written using "Arial Narrow Bold" font.

Notes and remarks (like marginalia, detailing, links to other documents, additional information (for example "original of the document is not going to be sent by mail") written using „Arial Narrow Italic".

OTHER LOGO VARIATIONS

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

■ **BURGUNDY RED**
CMYK: C-8; M-97; Y-47; K-37;
RGB: R-158; G-39; B-68
#9E2744

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

■ **100 % BLACK**
CMYK: C-0; M-0; Y-0; K-100;
RGB: R-43; G-42; B-41
#2B2A29

ASSOCIATION OF
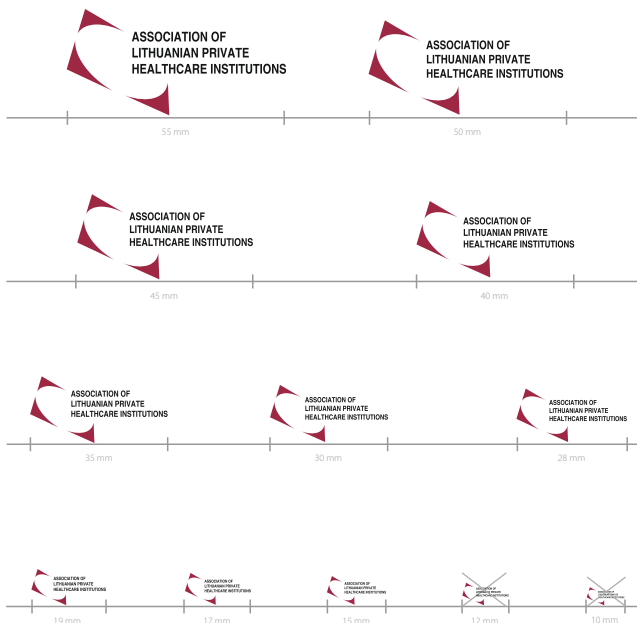LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

■ **50 % BLACK**
CMYK: C-0; M-0; Y-0; K-50;
RGB: R-157; G-158; B-158;
#9D9E9E

■ **100 % WHITE**
CMYK: C-0; M-0; Y-0; K-0;
RGB: R-255; G-255; B-255;
#FFFFFF

Logotype has to be chosen responsibly, evaluating background and dominant spectrum of colors. In respect that there might be different tones (color shades), additional logotype variations are offered. It is very important to pay attention to logotypes color coding, as different draw and layout programs use few different color palettes.

MINIMAL
LOGO SIZE

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

55 mm

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

50 mm

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

45 mm

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

40 mm

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

35 mm

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

30 mm

ASSOCIATION OF LITHUANIAN PRIVATE HEALTHCARE INSTITUTIONS

28 mm

19 mm

17 mm

15 mm

12 mm

10 mm

When logotype is used, the size of it must be chosen carefully, resizing must be done respecting proportions. Logo side must be chosen according to format of the sheet or model, keeping logo readable and solid. For example, if it is used "A4" format, while logo is composed along with text and other logos or elements, maximum size of the logo should be 55 mm. Minimum size per this format is 28 mm, keeping logotype both, readable and identified.

INCORRECT PLACEMENT EXAMPLES
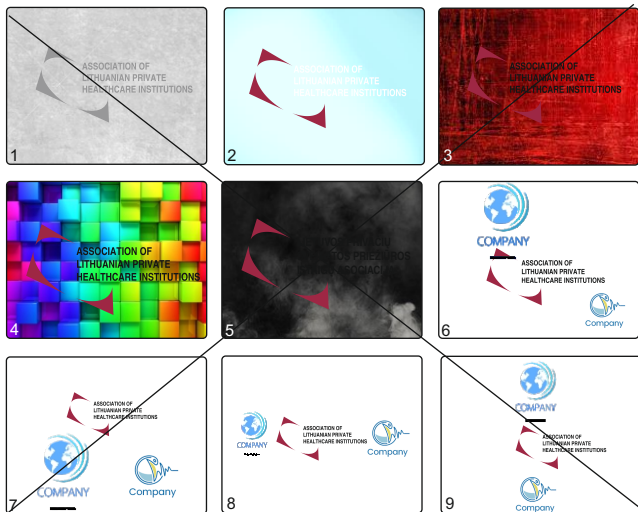
Couple of examples how the logo should not be placed are presented above. Respecting the background where the logo has to appear, respectively colors of logo has to be chosen. The background and the logotype has to have a context and contrast. However, it cannot be screaming out, upstart. (1-5 examples represent incorrect option of logotype coloring). All logotypes must be placed respecting safety zones, using any kind of aligning system. Example no. 6 - no aligning or necessary space in between. Example no. 7 - incorrect aligning and spacing; example no. 8. - not finished aligning and no safety zones included. Example no. 9 - vertical aligning is OK, however, no safety zones included.

LOGOTYPE AND BACKGROUND BALANCE

When logotype coloring is chosen, background has to be taken into consideration. The contrast has to be strong enough, intensity of the colors - quite strong, rationally identified. However, used color palettes of background and logotype cannot scream out or contradict.

EXAMPLES OF
GRAPHIC PRINT
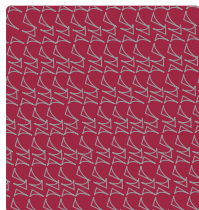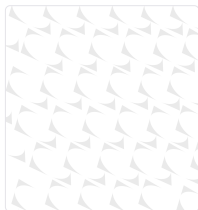
Different graphical prints and patterns could be used for quite diverse purposes: as documents background, for honorable documents, letters, representative gifts wrapping, diplomas, envelopes, etc. Different variations from bright to soft, from clear to almost invisible pattern, depending on usage and necessity.

DOCUMENT TEMPLATE

COMMERCIAL OFFER

"**Helvetica
Narrow
Bold**"

A.JAKŠTO ST. 7, LT-01105, VILNIUS, LITHUANIA   BANK: AB SEB BANKAS
COMPANY CODE 123636663   WWW.PRIVATIMEDICINA.COM   IBAN: LT51 7044 0600 0111 8754

"Arial Narrow"

ENVELOPES

Envelope "C65"

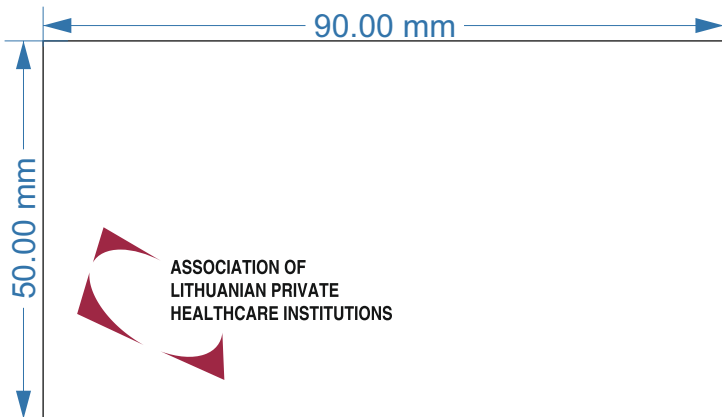**ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS**

A.JAKŠTO ST. 7, LT-01105, VILNIUS, LITHUANIA

WWW.PRIVATIMEDICINA.COM

**ASSOCIATION OF
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A.JAKŠTO ST. 7, LT-01105, VILNIUS, LITHUANIA

WWW.PRIVATIMEDICINA.COM

BUSINESS CARD TEMPLATE

90.00 mm

50.00 mm

**ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS**

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

NAME, SURNAME

Asociacijos darbuotojas / Work Position

✉ **LAIMUTISP@GMAIL.COM**

☎ **+370 698 49 757**

🌐 **WWW.PRIVATIMEDICINA.COM**

VISUAL EXAMPLE OF INTEGRATION INTO MEMBERS BUSINESS CARD

NAME SURNAME

Position

El. p.: XXXX@XXX..COM

Tel. nr.: 370 xxx xx xxx

ĮMONĖS
LOGO

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

Respecting the colors of association member's business card, correspondingly, the logotype of association must be chosen. Minimum size must be respected. Lettering along with logo could be applied, for example, "member of" "a part of", "member since... (year). Minimum size of logotype permitted - 15 mm.

E-MAIL SIGNATURE
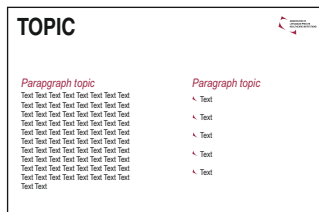
_____

Pagarbiai / Best Regards,

NAME SURNAME
Pareigos / Work Function

+370 XXX XX XXX

**ASSOCIATION OF
LITHUANIAN PRIVATE
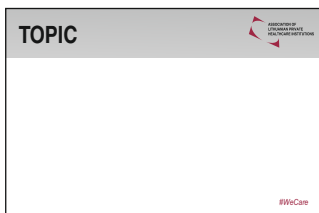HEALTHCARE INSTITUTIONS**

E-mail signature consists of the text fonts, indicated next to logotype fonts. Dedication (Pagarbiai, Best Regards, Respectfully) should be written in few languages - mainly, using those, which are spoken, letting readers know which languages they can use to contact (For example, "Pagarbiai / Best Regards/ Cordialement")

PRESENTATION TEMPLATES

TOPIC

Speaker

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

Date

TOPIC

ASSOCIATION OF
LITHUANIAN PRIVATE
HEALTHCARE INSTITUTIONS

#WeCare

TOPIC

ASSOCIATION OF
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Parapgraph topic
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text Text Text Text Text Text
Text Text

Paragraph topic
- Text
- Text
- Text
- Text
- Text

TOPIC

#WeCare

It is highly recommanded to use white background, black text and general version of the logo.

EVENT AND MEDIA WALL

It is recommended to use white or soft grey background. General logotype should be integrated.

ATTRIBUTES

Pens and pencils

ATTRIBUTES

Workbooks and notebooks

ATTRIBUTES

Cups

ATTRIBUTES

Other items