

The City of Riga

Brand Guidelines: Summary

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Each brand is based on a broad set of elements that ensure brand sustainability and integrity in a thoughtful and harmonious way.

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Contains information about the keynote ideas, references and communication cornerstones of the City of Riga brand.

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Includes information on the primary brand typeface, alternate system typeface, typographic style recommendations and improper typeface usage.

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Includes information on the primary colour palette, individual colour palette within thematic group and colour combinations for use in materials, and colour paper recommendations.

The brand story summarises the ideas and references on which the new brand communication is based.

The chapter includes the story of the renewed symbol of the City of Riga, its historical background and message.

The Riga brand is based on the history that shaped this city, educated its citizens and developed values that lead us towards a secure, dynamic and humane future.

Our History

Keys have been a symbol of the City of Riga since the 13th century. They have taken on new shapes, forms and meanings with each passing century, but one thing has remained unchanged: **crossed keys with a cross pattée above.**

The imprint of the oldest seal of the City of Riga with heraldic symbols, 1226.



The coat of arms of Riga seen for the first time in heraldic colours – a red cross pattée above with two crossed black keys below – has been preserved on the back of the Riga bench in the Lübeck Shipmen's Association house since the first half of the 16th century.



The decree of Catherine II dated 1788 adopted the coat of arms of the City of Riga.



In the 14th century, Riga began to use a seal with the heraldic symbols of the great seal: two crossed keys and a cross pattée above it.

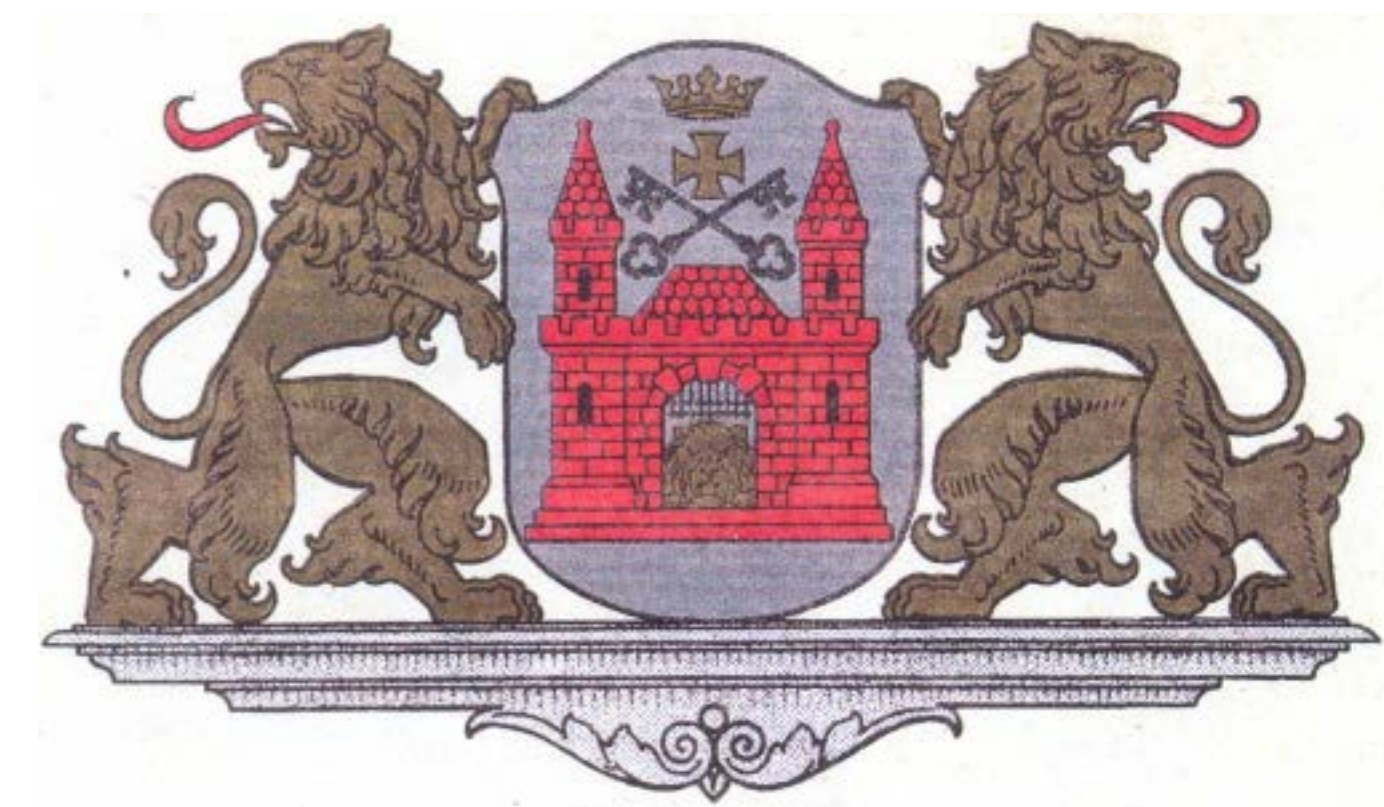


K.Mettig. Die Entwicklung des Wappens der Stadt Riga. Rigascher Almanach für das Jahr 1905.

Flag of the Riga
Townsmen's Guard, 1723.



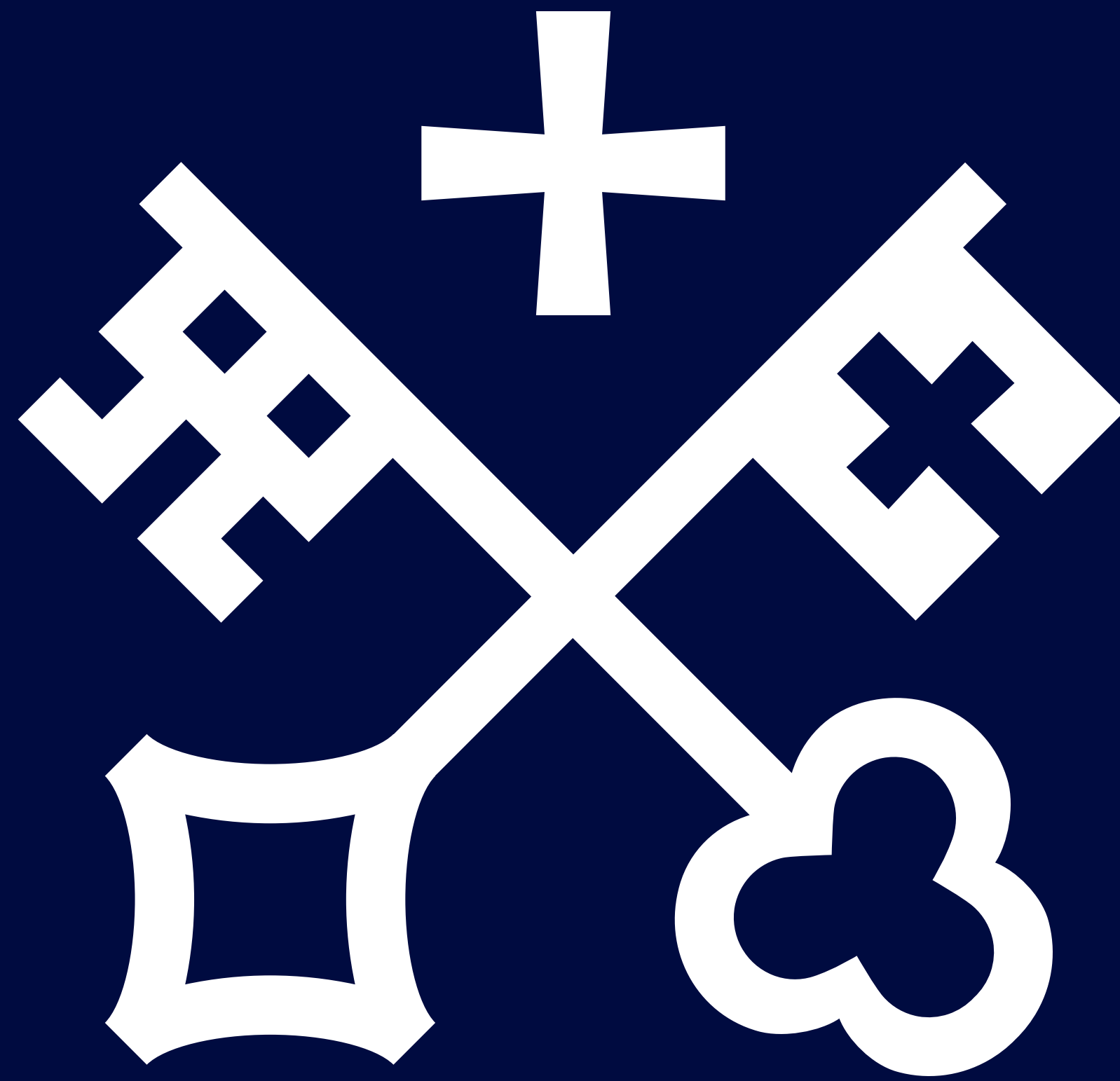
The Riga coat of arms drawn by the artist Ansis Cīrulis (1883–1942) is held in the Latvian State Historical Archive. The version proposed by the artist did not gain wider recognition.



Coat of arms of the City of Riga, 1925. (Coats of arms of Latvia's municipalities. – Riga, 1939)

Story

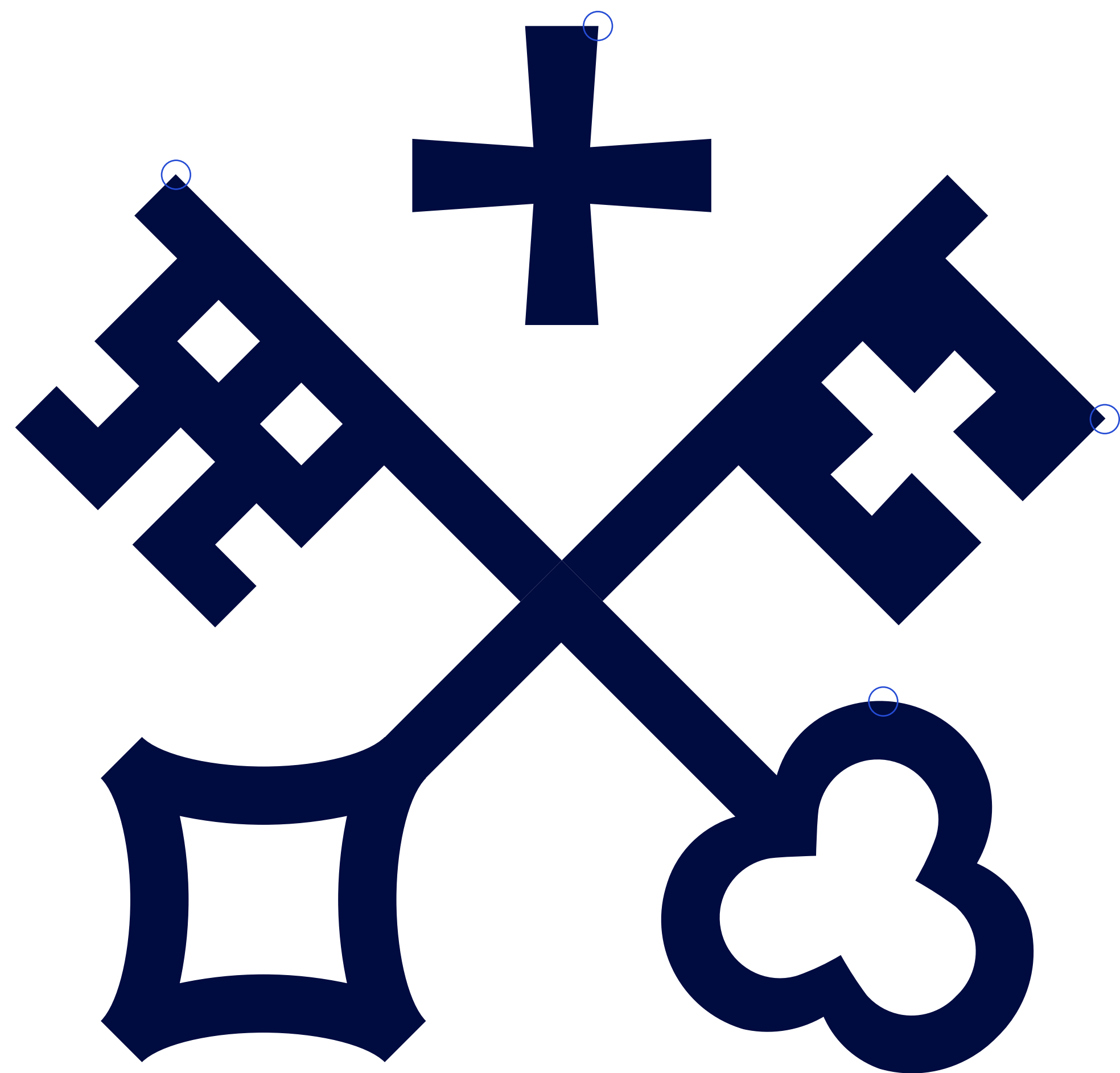
Today, too, we want to give keys a new narrative. One key belongs to the **citizen**, while the other belongs to the **city as a whole**, symbolising the most important message of this era – **joint cooperation**.



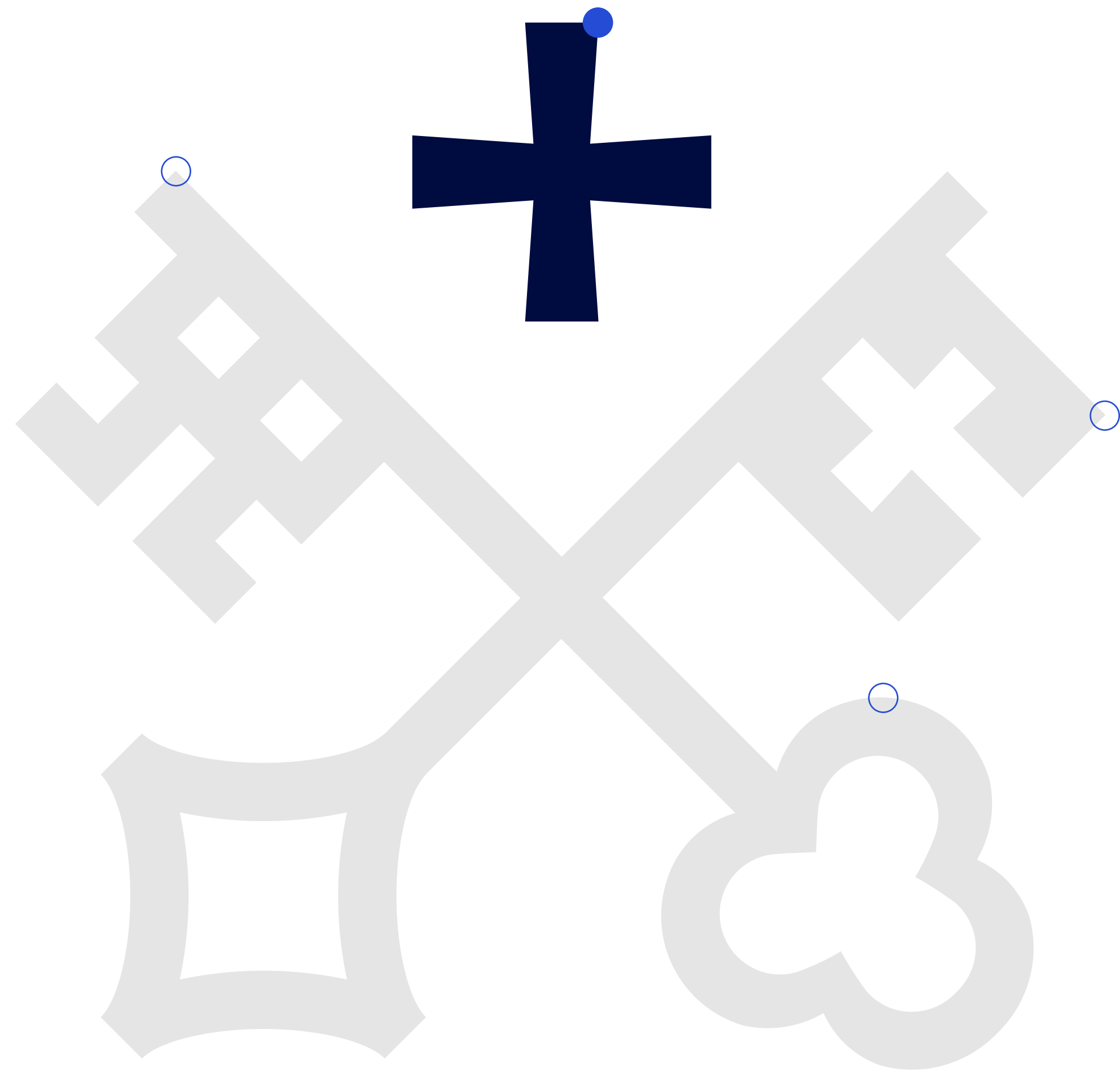
The keys uniting the city and the citizen under
the cover of a cross pattée.

Uniqueness

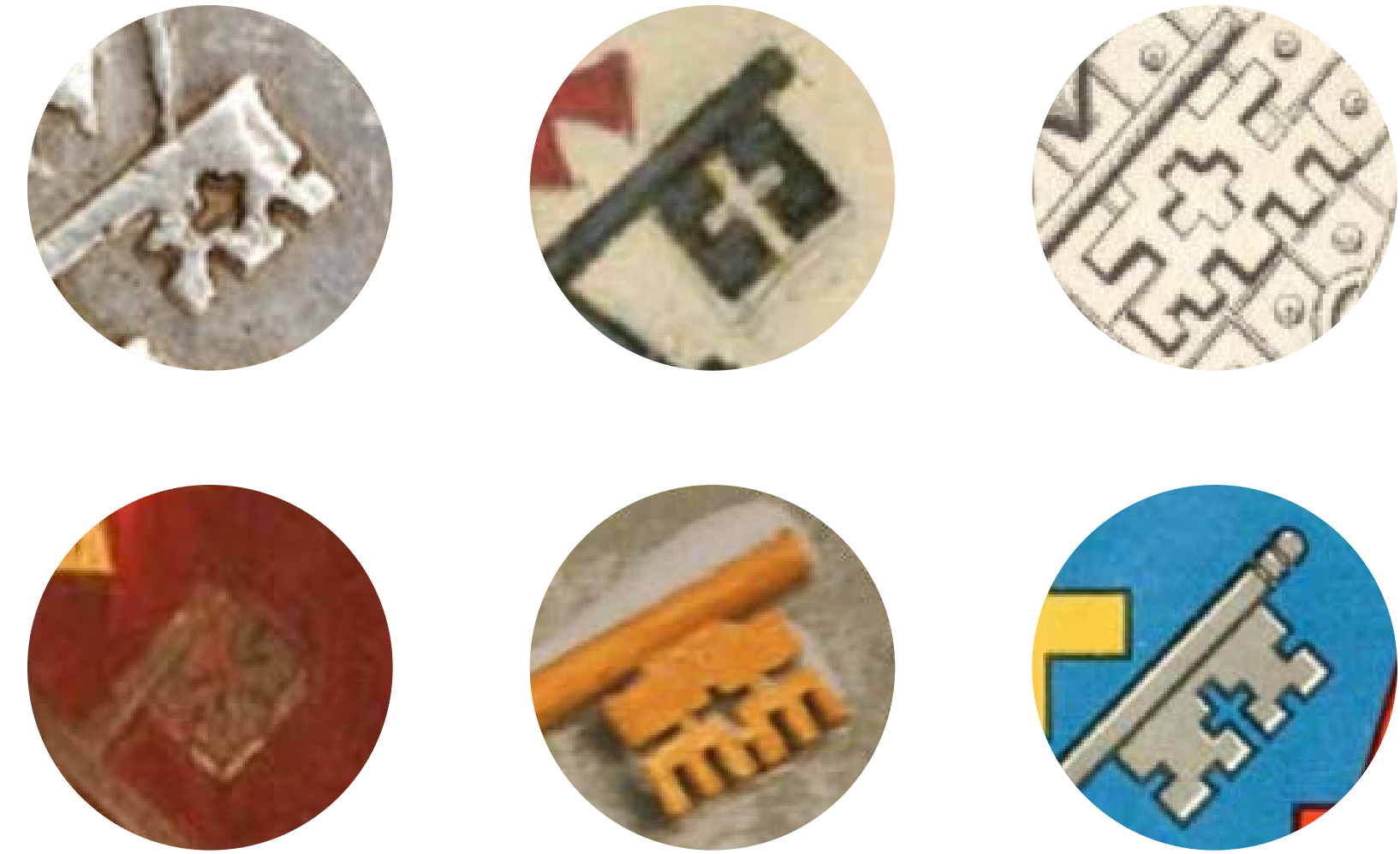
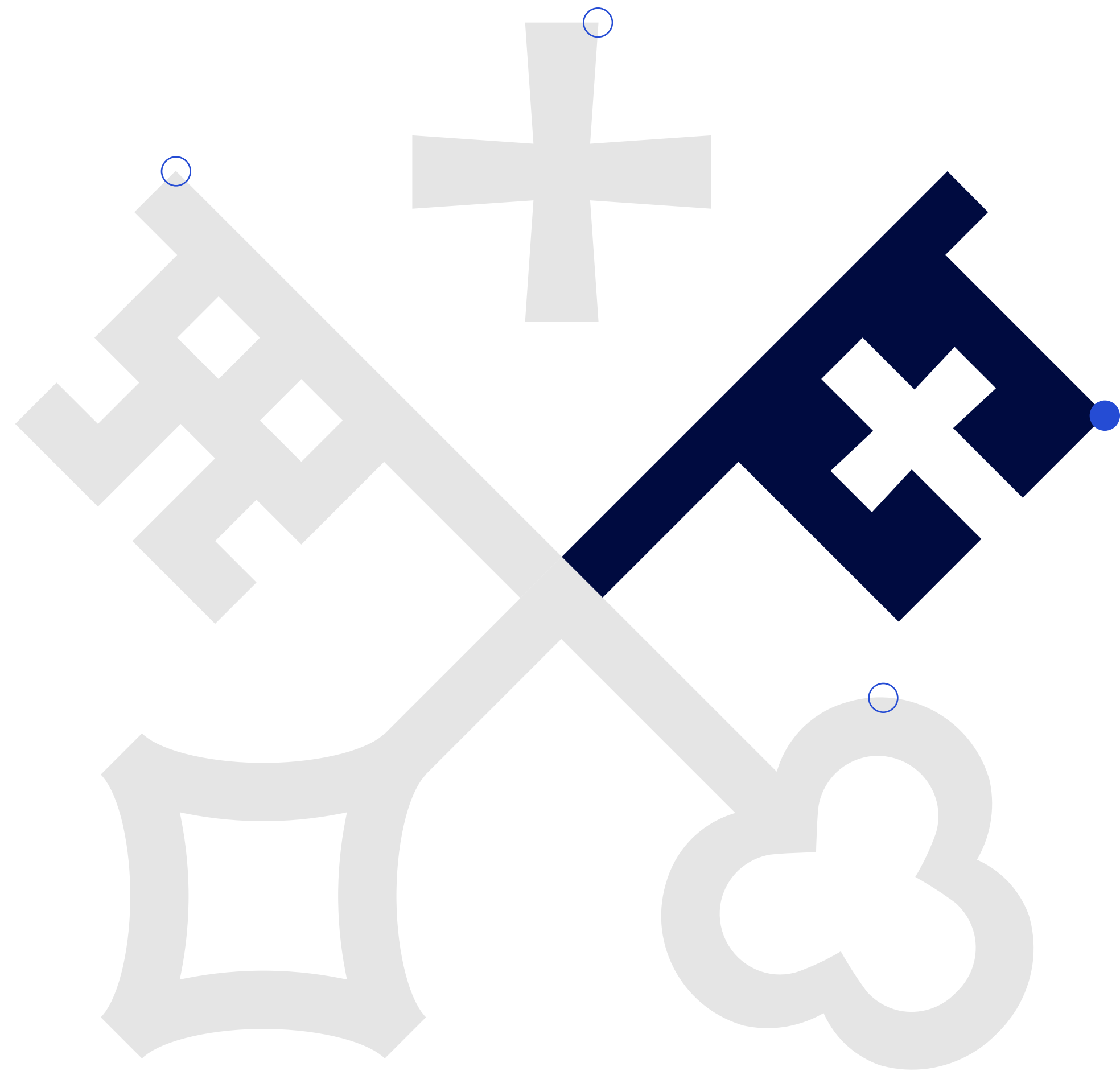
Each key bow and blade have a different shape, indicating an important stage in Riga's time journey.



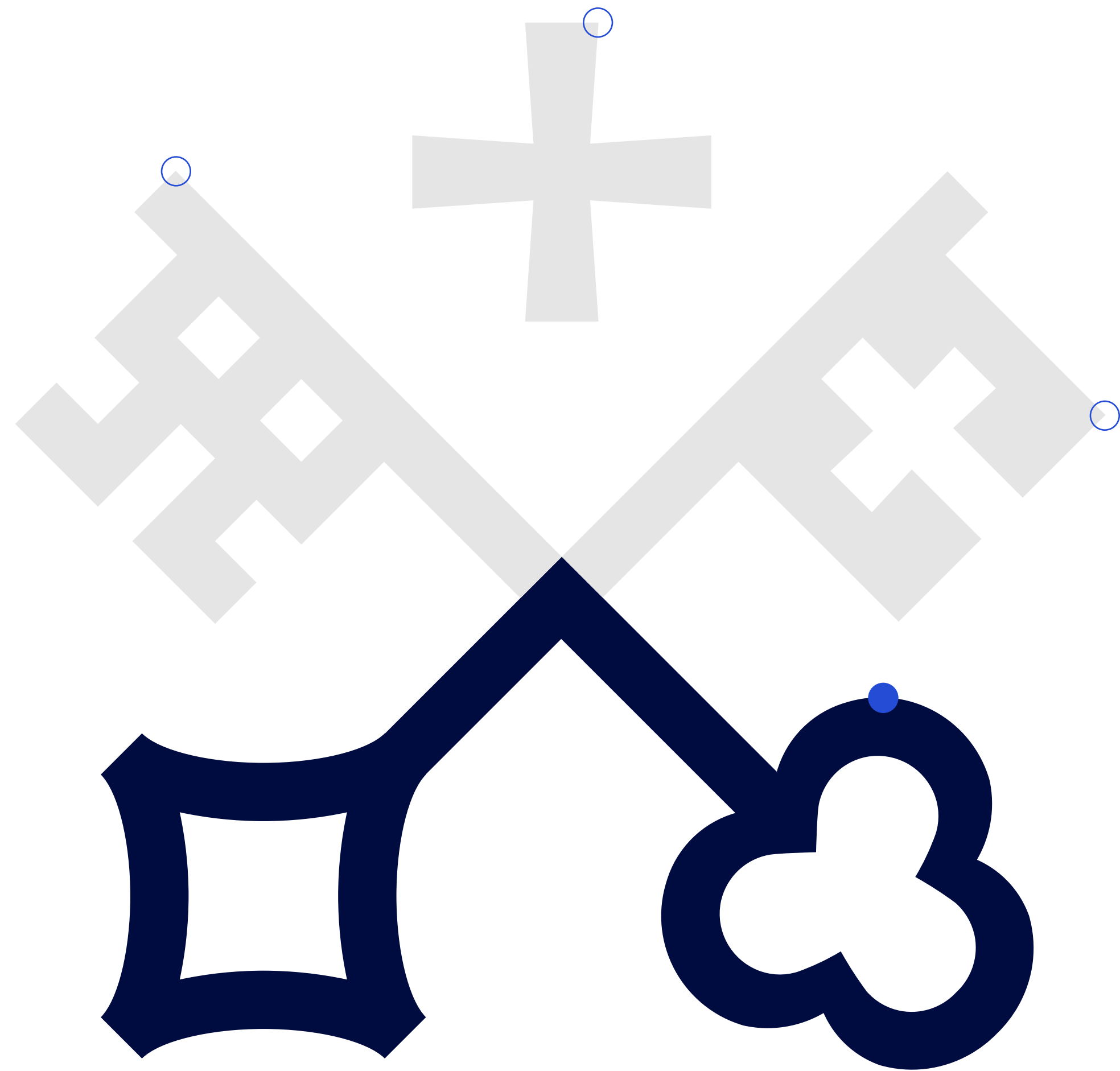
Each part of the key is based on the historical references
of the symbol of Riga



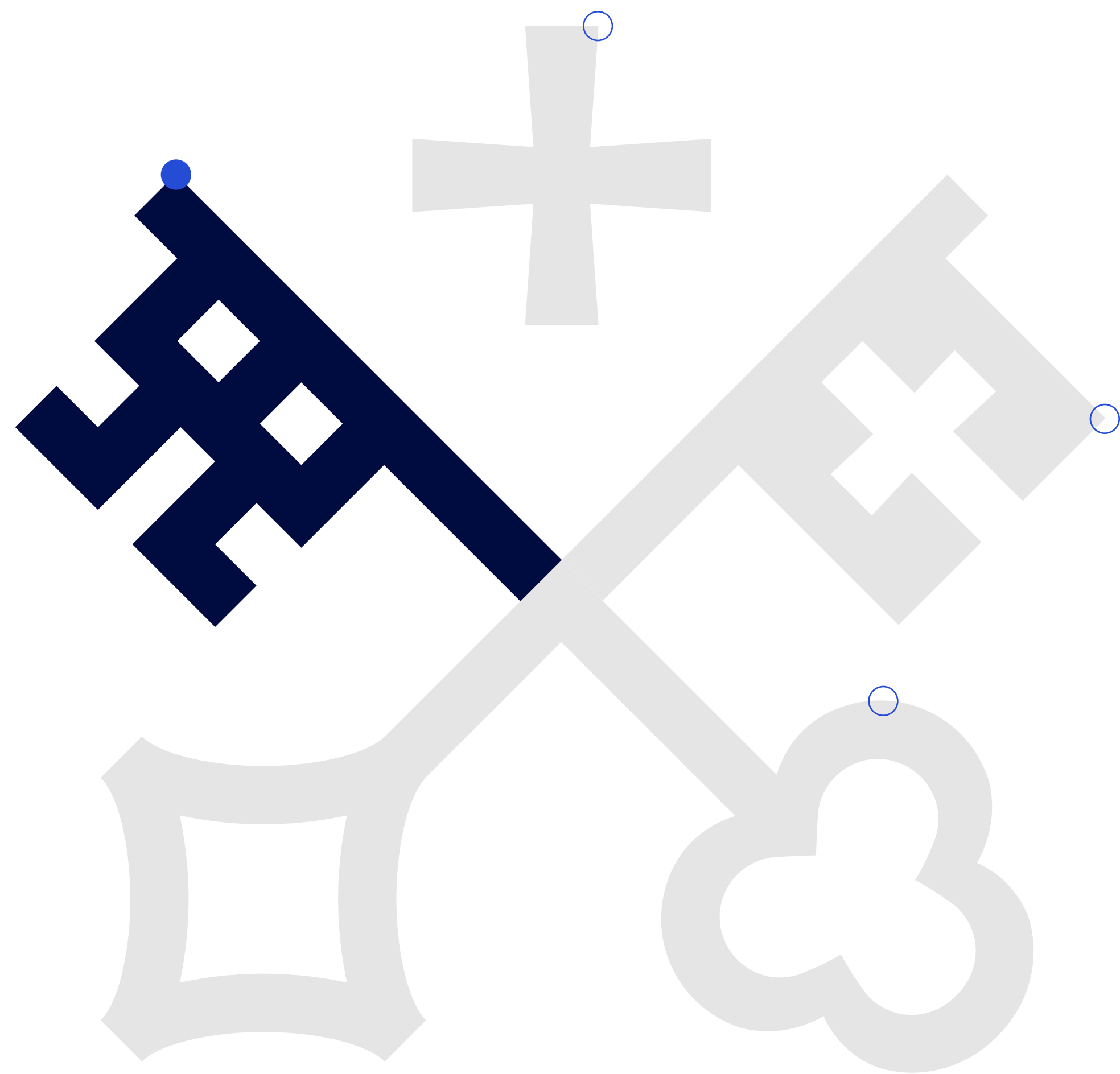
The cross pattée in the coat of arms of the city
from its beginnings to the present day



The silhouette of the cross in the key pattern has been a very common sign of the era throughout Europe since the 13th century



The key bows have changed their shape the most: they are depicted both round and angular, with and without decorations, but the shapes of petals and rhombuses, which complimented the patterns, have been repeated the most.



The unique shape in the left pattern of the key has been formed over the centuries, under the influence of artists and materiality, and in some places also held the cross in itself until 1925, when Rihards Zariņš incorporated it in the coat of arms of the City of Riga.

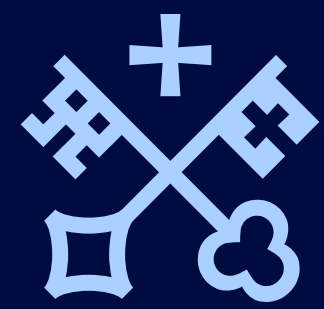
Recommendations for the use of the symbol in print and digital media.

Content included in the chapter: the symbol, the symbol with the city name, the symbol in the context of thematic groups and neighbourhoods, usage of the symbol on colours, safe area zone, minimum size and improper logo usage.

Symbol

The symbol of the City of Riga is derived from the lesser coat of arms of Riga and combines references from different centuries, where the key has changed its shape. In this century, the keys symbolise the union of the city and the citizen, where each has their own key, and together it opens the door to a more beautiful, orderly and inclusive city.





The symbol of the City of Riga in a small size on a Midsummer Night Blue background.



The symbol of the City of Riga in a large size on a Cucumber Inside Green background.

The symbol of Riga together with the name of the city

In cases where the city needs to be indicated or an additional element of recognition is required, we offer to use the symbol and the name of the city as a bundle.



The symbol of the City of Riga in the context of thematic groups and neighbourhoods

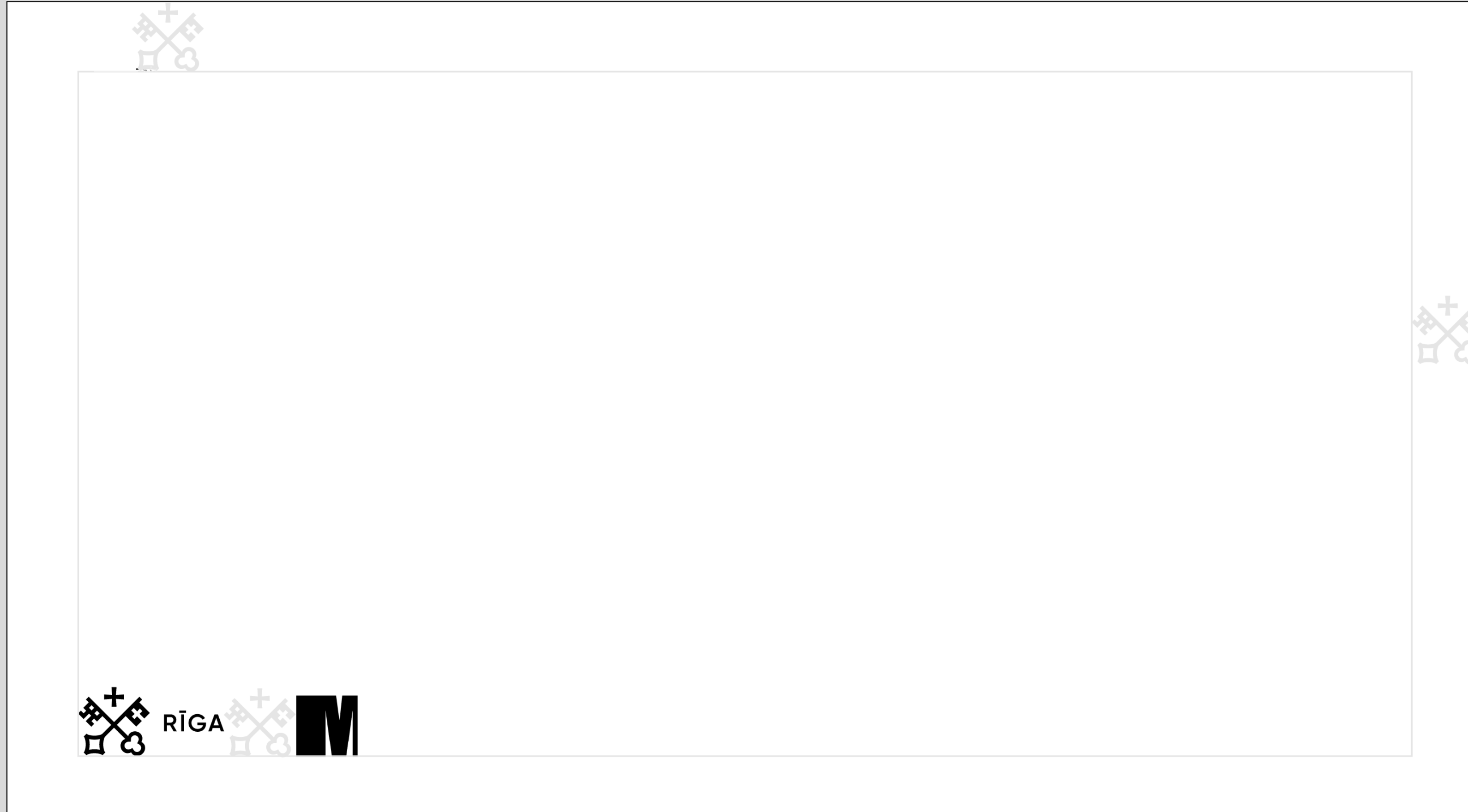
In cases where the city needs to be indicated or an additional element of recognition is required, we offer to use the symbol and the name of the city as a bundle.



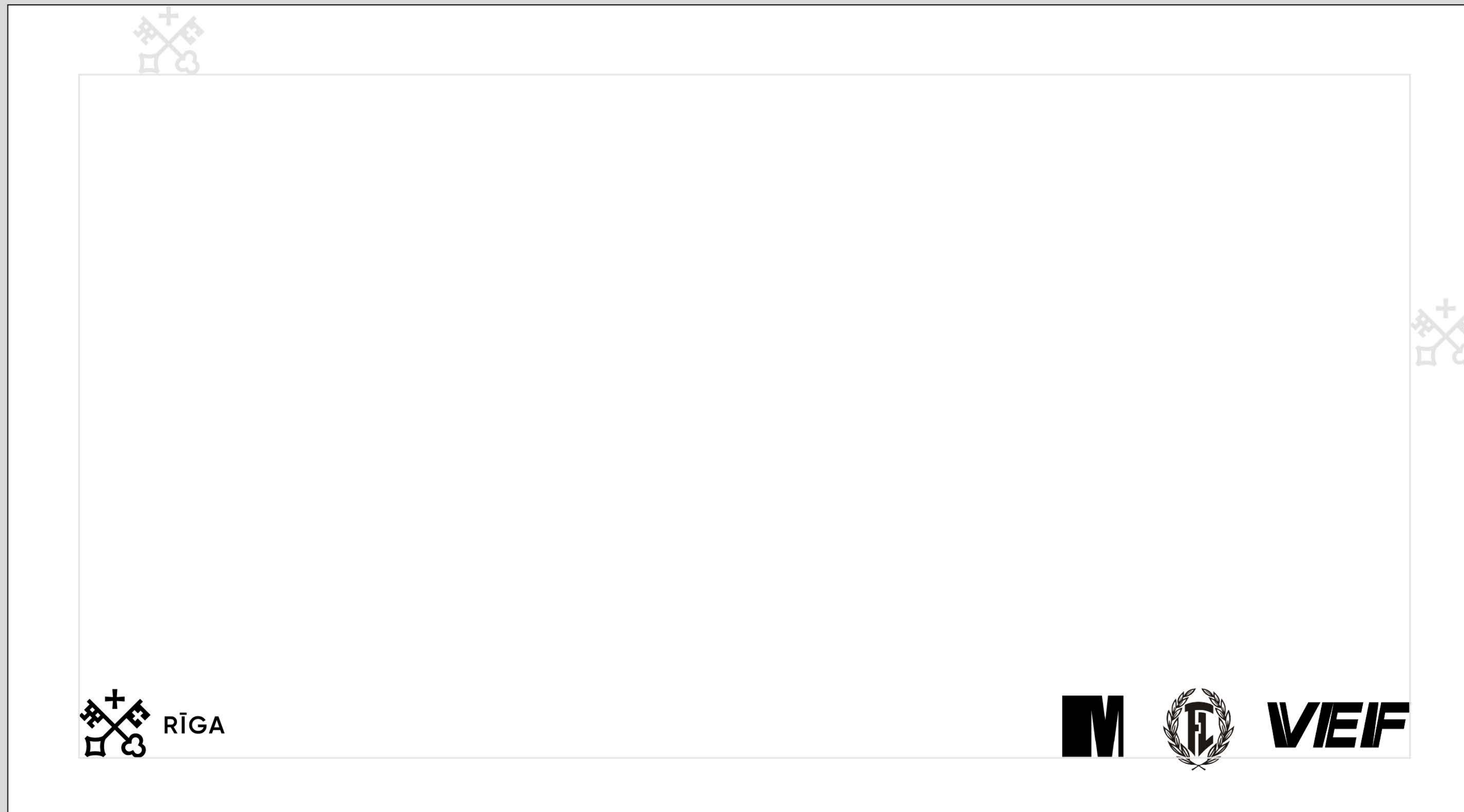
Using the symbol of Riga with other logos

In cases where the cooperation of the City of Riga with an institution or company is to be announced, logos should be used in a simple and adaptive way – together or on the opposite sides of the material.

Below are examples of cases where cooperation takes place with one or more structural divisions.



In cases where the Riga municipality cooperates with a company or event organiser, their logo should be added to the Riga logo, observing the margin of the symbol's width.

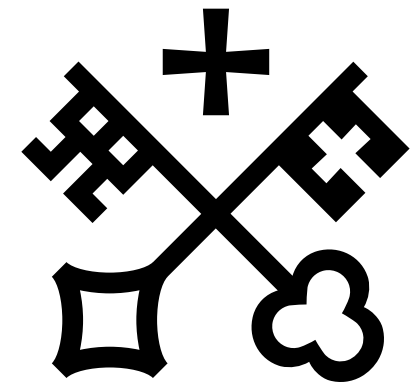


In cases where it is necessary to highlight the importance of the Riga municipality in a poster, the symbol should be placed on the left side and the other cooperation partners should be on the right side.

Using the symbol of Riga on colours

In cases where the symbol of Riga is communicated within thematic groups, it is possible to ensure its connection with the specific group through colour combinations. Below are examples of how the symbol works in different colour channels.

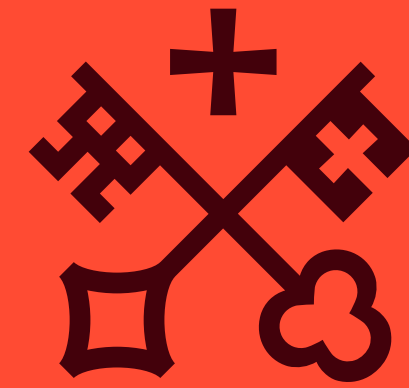
Riga White + Riga Black



Sand Grey + November Grey



Tile Scarlet + Cowberry Red



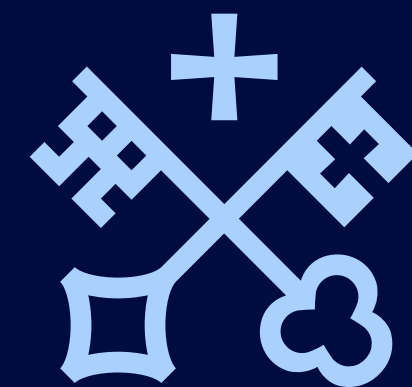
Pine Green + Copper Green



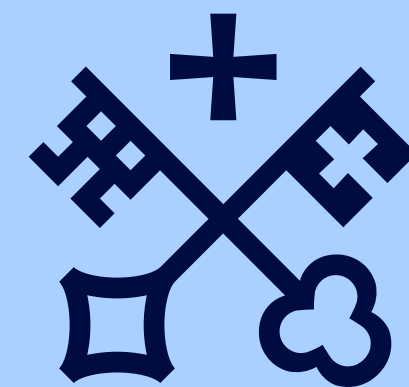
Cucumber Inside Green + Oak Green



Midsummer Night Blue + Sky Blue



Sky Blue + Midsummer Night Blue



Interplay with a photo



When the image is light and bright, we suggest using the symbol in Riga Black colour for the best readability.



When the image is dark or in earthy shades, we suggest using the symbol in Riga White colour for the best readability.



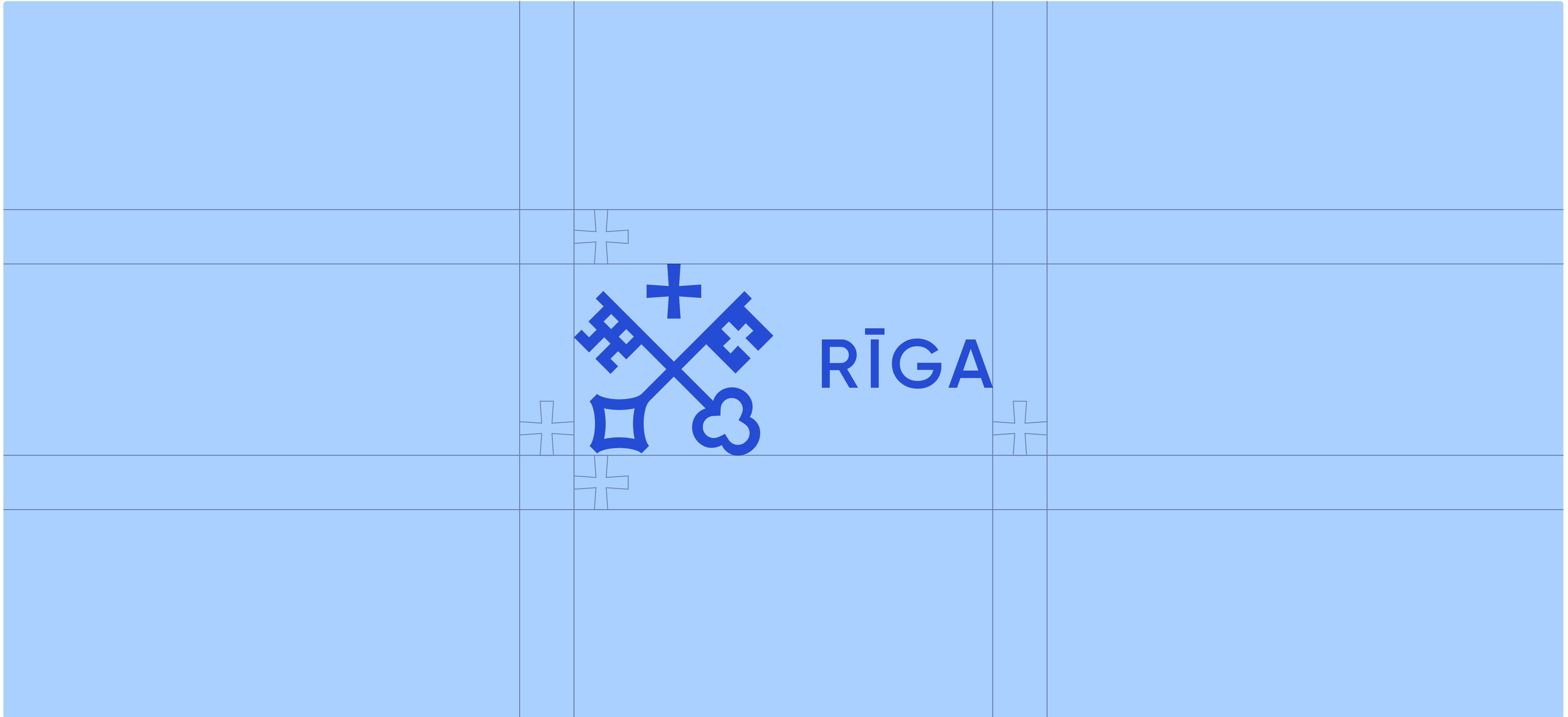
When the image is not dark enough, we suggest adding the Riga Black overlay (with about 30% transparency) for better readability.

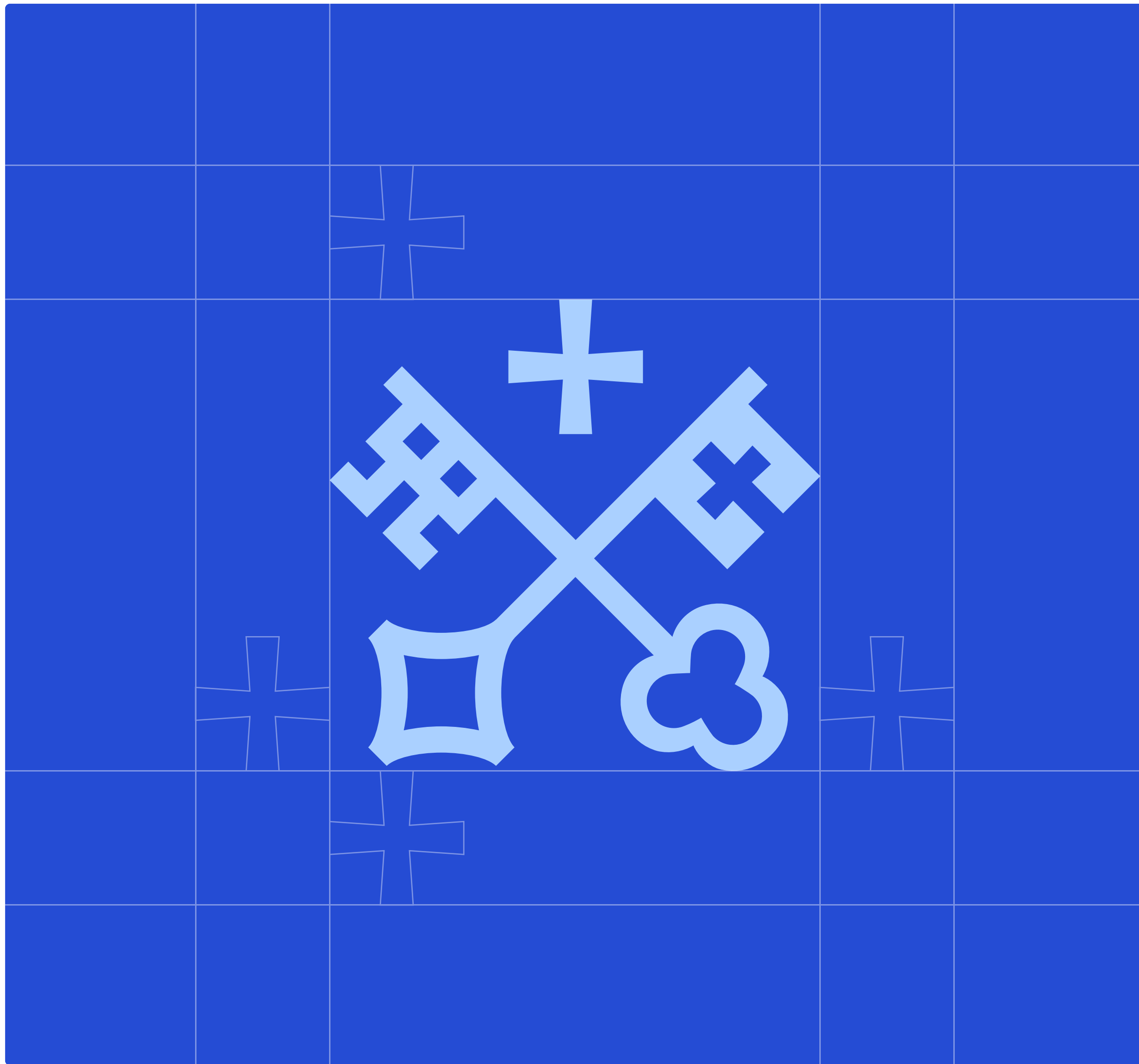


When the image is not light enough, we suggest adding the Riga White overlay (with about 30% transparency) for better readability.

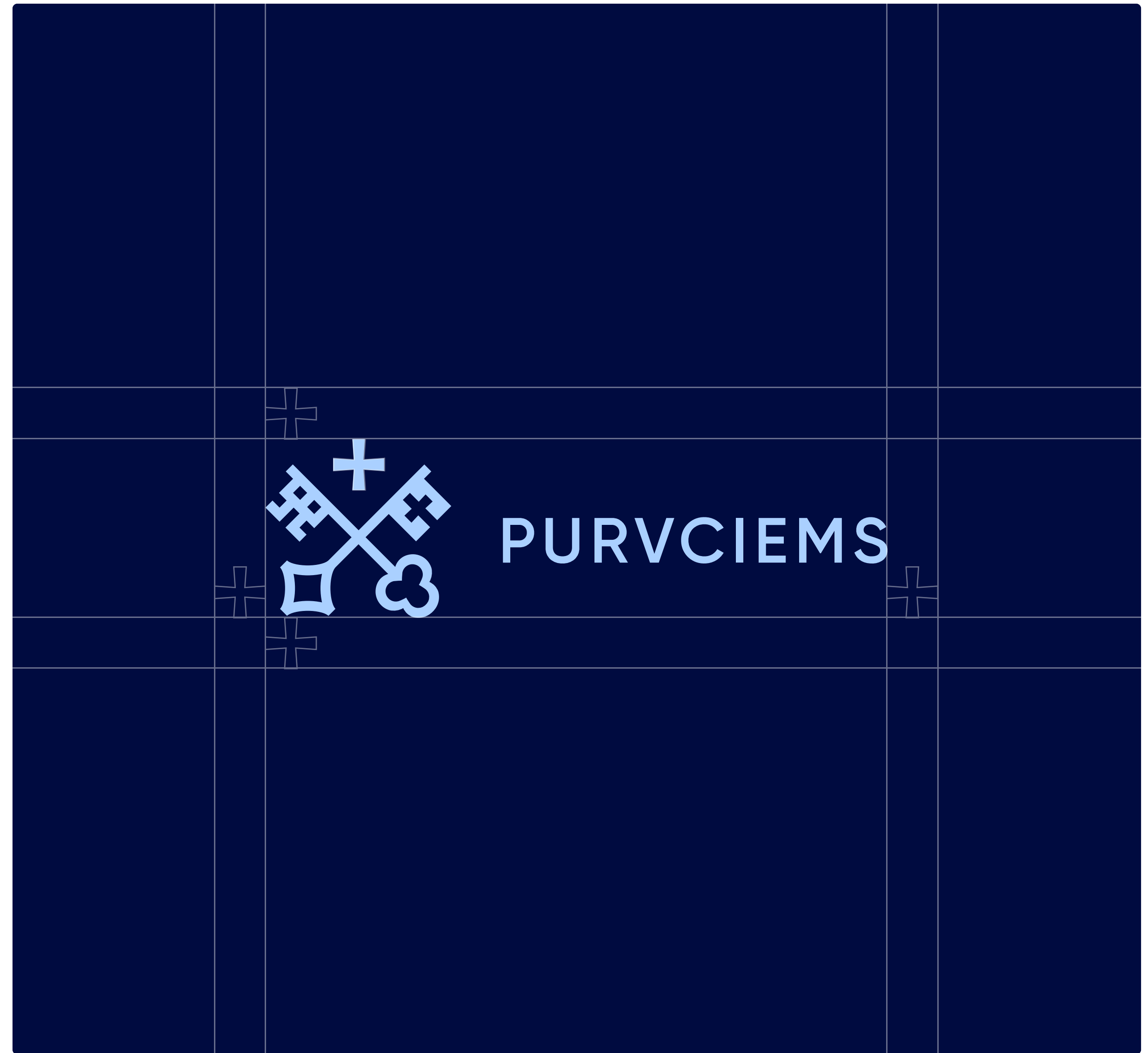
Safe area

To make sure that the logo looks as good as possible, we recommend that you avoid placing additional elements in its safe area. The safe area of the Riga logo is very simple: the cross pattée provides free space around the logo from all sides.





Safe area of the symbol of Riga.



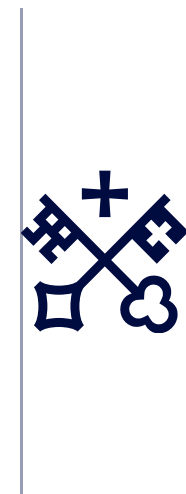
Safe area of the logo of Riga neighbourhoods.

Minimum size

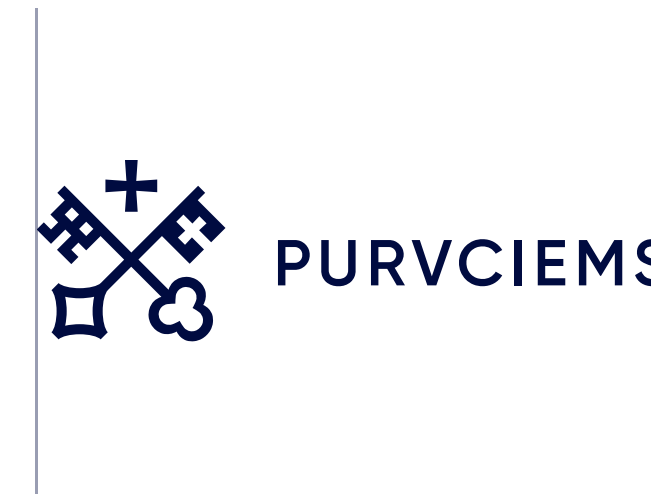
To ensure that the logo is always perfectly readable, below are the minimum allowable sizes for all versions of the logo in digital and print media.



Minimum width of the logo:
90 px / 12 mm



Minimum width of the symbol:
23 px / 4 mm



Minimum width of the logo of Riga neighbourhoods:
150 px / 15 mm

Improper logo usage

We recommend not using the logo in the ways outlined below; this will ensure that the logo is always used consistently and true to the brand identity.



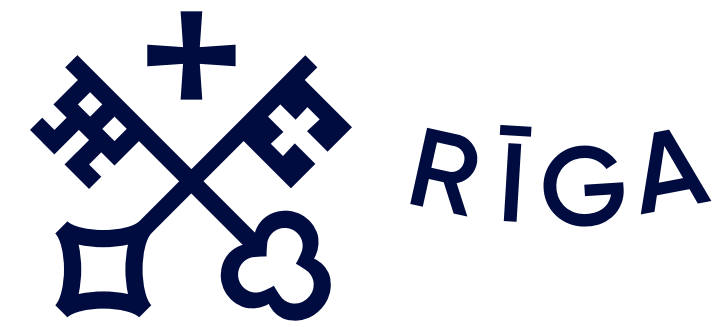
Avoid

Avoid compressing the symbol disproportionately



Avoid

Avoid creating new bundle combinations



Avoid

Avoid curving the logo



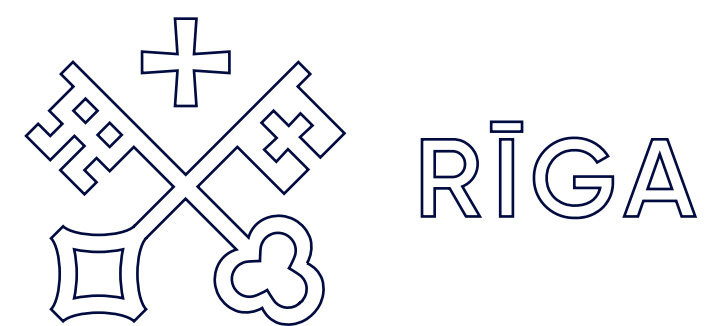
Avoid

Avoid turning the logo



Avoid

Avoid creating shadows for the silhouette of the logo



Avoid

Avoid creating a line silhouette for the logo



Avoid

Always use the logo in the defined colour combinations



Avoid

Avoid using the logo as a mask for photos

Typography that continues the created character of the Riga brand and systematises its usage.

Content included in the chapter: brand typeface, alternative system typeface, typography style recommendations and improper typography usage.

Brand typeface

We continue to use Gilroy as the primary typeface. It is a modern Sans Serif with geometric parameters, available in a wide range of weight and language support. Perfectly suited for digital and web communications, signage and customisation in graphic design and print.

Supported languages: Western Europe, Central and Eastern Europe, Baltic states, Cyrillic.



Gilroy

Gilroy is a modern sans serif with a geometric touch. An older brother of the original Qanelas font family. It comes in 20 weights, 10 uprights and its matching italics. Designed with powerful open type features in mind. Each weight includes extended language support (+ Cyrillic), fractions, tabular figures, arrows, ligatures and more.

Perfectly suited for graphic design and any display use. It could easily work for web, signage, corporate as well as for editorial design.

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o ; & л н ы

Alternative system typeface

Arial
Regular

To ensure a consistent brand communication even when the primary typeface is not available, we recommend using an alternative system typeface available on all operating systems and browsers.

Riga has been a city of inspiration for more than 800 years. It has always attracted travellers, encouraging them to linger, stay or come back.

Riga is a modern cosmopolitan metropolis with a rich cultural and historical heritage, which can be seen in the city's architecture, cultural life, fast urban growth, and active collaboration with other cities.

We want the City of Riga to continue to serve as the driving force of Latvia's economy, and we want the city to be easily accessible to everyone, whether by land, train, sea, or air.

Typography style recommendations

To ensure a consistent style of communication materials, we recommend paying special attention to typography styles and how they are used in different scenarios across platforms, from digital materials in everyday social media contexts to print materials in urban environments.

Letter specification	Amount of use	Example text
Gilroy Semibold, All caps, Size 15%, 100 spacing, 120% lineheight	For hashtags No more than 3 words	HASHTAG
Gilroy Semibold, Sentence case, Size 100%, 10 spacing, 120% lineheight	Event titles, news headings on social media. No more than one sentence.	Gilroy Semibold should be used for headings.
Gillroy Semibold, Sentence case, Size 50%, 0 spacing, 120% lineheight	For dates	14 February
Gillroy Semibold, Sentence case, Size 30%, 0 spacing, 120% lineheight	For subheadings, short descriptions of events, as well as time designations of events	18:00 Subheadings are proportionally smaller than headings to provide size contrast.
Gillroy Semibold, Sentence case, Size 15%, 0 spacing, 120% lineheight	For subheadings, short descriptions of events, as well as time designations of events	Invitations available at Bīlešu paradīze box offices and bilesuparadize.lv from 10 January. Entry by presenting an interoperable Covid-19 certificate together with an ID.

	PIESAKIES	UZZINI	APSKATI
Hashtag			
Heading	<p>Sākusies reģistrācija Rimi Rīgas maratonam 2022.</p>	<p>Rīgas ģerboņa vēsture 20. gadsimta nogalē</p>	<p>1991. gada barikāžu atceres pasākumi Rīgā</p>
Text	 <p>Tiešsaistē no 10. decembra veseligariga.lv</p>	<p>1960. gadu otrajā pusē padomju vara izdarīja savas korekcijas Rīgas ģerbonī. Ģerboņa pamatelementi – mūris ar torņiem, vārti ar pacelto režģi un sakrustotās atslēgas – tika saglabātas. Ģerbonis zaudēja vairoga turētājus – lauvas, atvērtajos vārtos lauvas galvas vietā tika novietots uzraksts: 1201. Virs sakrustotajām atslēgām tika novietots padomju varas simbols – zelta piecstaru zvaigzne. Izmainīto simboliku novietoja uz vairoga Latvijas PSR karoga krāsās. Ģerboni apstiprināja 1967. gadā.</p>	
Logo text size is similar to hashtag size			

Heading

1991. gada barikāžu atceres pasākumi Rīgā

Subheading

barikades.lv

izstādes un 1991.gada barikāžu
muzeja ekspozīcija apskatāma virtuāli

Description



Hashtag size

Date

**12.
janvāris** 17:00 Saruna pie melnajām klavierēm.
Piedalās Romualds Ražuks, Viesturs Kaķirišs,
Augusts Zilberts, sarunu vada Sarmīte Ēlerte.
Saruna skatāma lnb.lv kā arī LNB
un 1991.gada barikāžu muzeja facebook lapās.

**13.–25.
janvāris** Dubultā lielformāta fotoizstāde
Atceroties 1991.gada barikāžu 14 dienas
un naktis. Brīvības laukumā

**18.
janvāris** 19:00 Rumualda Radžuka grāmatas Latvijas Tautas
fronte barikādēs prezentācijas pasākums
1991. gada barikāžu muzeja facebook lapā

**20.
janvāris** 16:00 Folkloras un seno cīņu kopas Vilkači koncerts
KTMC Ritums Youtube kanālā

Ielūgumi no 10.janvāra Biliešu paradīzes kasēs un bisesuparadīze.lv
Ieeja uzrādāt sadarbspējīgu Covid-19 sertifikātu kopā
ar personu apliecināšanu dokumentu.

18:00 Koncerts Ar dziesmu dzīvībā RKTMC Mazā ģilde;
informācija mazagilde.lv

Ielūgumi no 10.janvāra Biliešu paradīzes kasēs un bisesuparadīze.lv.
Ieeja uzrādāt sadarbspējīgu Covid-19 sertifikātu kopā
ar personu apliecināšanu dokumentu.

19:00 Koncerts 1991 Rīgas domā

22:10 LTV1 ēterā; informācija kultura.riga.lv

**Darba
dienās** 10:00 – 1991.gada barikāžu muzeja ekspozīcija atvērta
17:00 apskatei klātienē, Krāmu iela 3

Subheading

Text

Improper typography usage

In order to ensure a consistent style of communication materials, it is important to follow the defined guidelines and not to violate the size, contrast, spacing and other variables. Below are examples that we recommend you avoid.

Avoid

We recommend avoiding incorrect proportions of texts.

LEARN

History of the coat of arms of Riga at the end of the 20th century

In the second half of the 1960s, the Soviet government adjusted the coat of arms of Riga in its own way.

The fundamental elements of the coat of arms – a wall with towers, a gate with a raised lattice and crossed keys – were preserved.

Avoid

We recommend avoiding incorrect line spacing.

LEARN

History of the coat of arms of Riga at the end of the 20th century

In the second half of the 1960s, the Soviet government adjusted the coat of arms of Riga in its own way. The fundamental elements of the coat of arms – a wall with towers, a gate with a raised lattice and crossed keys – were preserved. The coat of arms lost its shield bearers – lions, and the inscription 1201 was placed in the open gate instead of the lion's head.

Avoid

We recommend avoiding incorrect letter styles.

LEARN

HISTORY OF THE COAT OF ARMS OF RIGA AT THE END OF THE 20TH CENTURY

IN THE SECOND HALF OF THE 1960S, THE SOVIET GOVERNMENT ADJUSTED THE COAT OF ARMS OF RIGA IN ITS OWN WAY.

THE FUNDAMENTAL ELEMENTS OF THE COAT OF ARMS – A WALL WITH TOWERS, A GATE WITH A RAISED LATTICE AND CROSSED KEYS – WERE PRESERVED. THE COAT OF ARMS LOST ITS SHIELD BEARERS – LIONS, AND THE INSCRIPTION 1201 WAS PLACED IN THE OPEN GATE INSTEAD OF THE LION'S HEAD.

Avoid

We recommend avoiding incorrect letter spacing.

L E A R N

History of the
coat of arms of
Riga at the end
of the 20th
century

In the second half of the 1960s, the Soviet government adjusted the coat of arms of Riga in its own way.

The fundamental elements of the coat of arms – a wall with towers, a gate with a raised lattice and crossed keys – were preserved. The coat of arms lost its shield bearers – lions, and the inscription 1201 was placed in the open gate instead of the lion's head.

Avoid

We recommend avoiding the use of italics.

LEARN

*History of the coat of arms of
Riga at the end of the 20th
century*

In the second half of the 1960s, the Soviet government adjusted the coat of arms of Riga in its own way.

The fundamental elements of the coat of arms – a wall with towers, a gate with a raised lattice and crossed keys – were preserved. The coat of arms lost its shield bearers – lions, and the inscription 1201 was placed in the open gate instead of the lion's head.

Avoid

We recommend avoiding incorrect letter weights.

LEARN

HISTORY OF THE COAT OF
ARMS OF RIGA AT THE END OF
THE 20TH CENTURY

**IN THE SECOND HALF OF THE 1960S, THE SOVIET
GOVERNMENT ADJUSTED THE COAT OF ARMS OF RIGA IN ITS
OWN WAY.**

**THE FUNDAMENTAL ELEMENTS OF THE COAT OF ARMS – A
WALL WITH TOWERS, A GATE WITH A RAISED LATTICE AND
CROSSED KEYS – WERE PRESERVED. THE COAT OF ARMS
LOST ITS SHIELD BEARERS – LIONS, AND THE INSCRIPTION
1201 WAS PLACED IN THE OPEN GATE INSTEAD OF THE LION'S
HEAD.**

The Riga brand colour usage in digital and print media.

Content included in the chapter: the full colour palette,
colour palettes of thematic groups, Riga and Live Riga
colour palette and colour combinations.

Riga Full Colour Palette

Colours are one of the most important elements of the Riga brand. The Riga colours combine the Latvian character with modern dynamism and together form a confident palette that allows you to communicate both loudly and in a subdued tone.

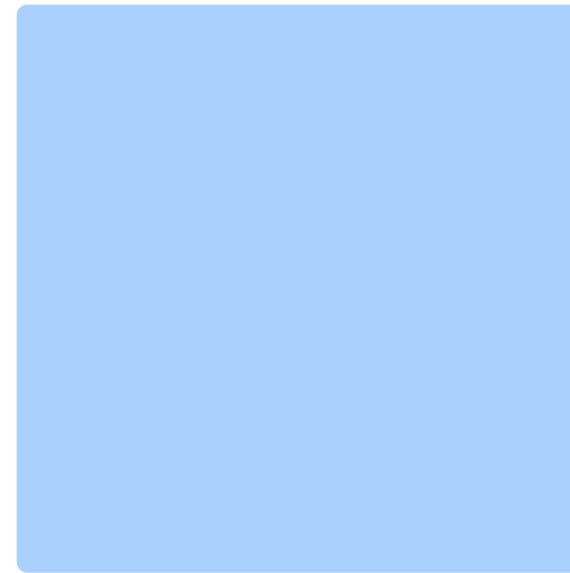
Cornflower Blue



PANTONE Pantone 286C
HEX #254CD4
CMYK 100/68/0/0

When printing materials in CMYK, we recommend printing this colour in Pantone to add brightness.

Sky Blue



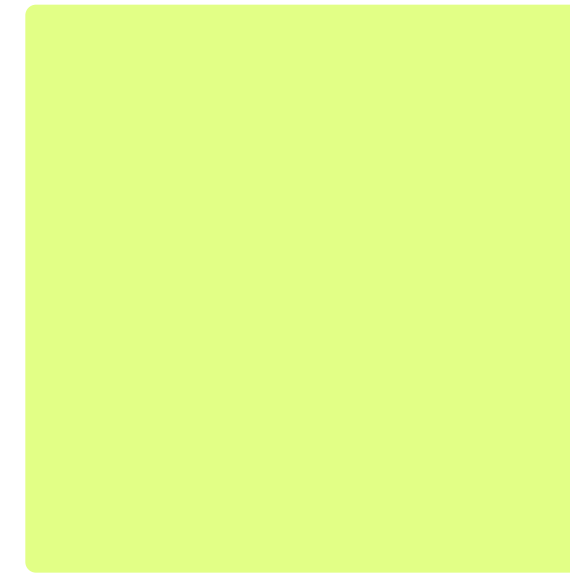
PANTONE Pantone 283C
HEX #AAD0FF
CMYK 43/11/0/0

Midsummer Night Blue



PANTONE Pantone 282C
HEX #000B40
CMYK 100/90/0/25

Cucumber Inside Green



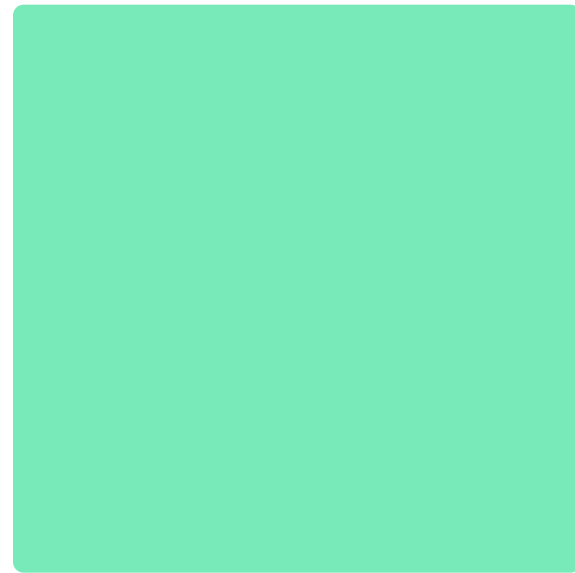
PANTONE Pantone 372C
HEX #E2FF86
CMYK 10/0/53/0

Pine Green



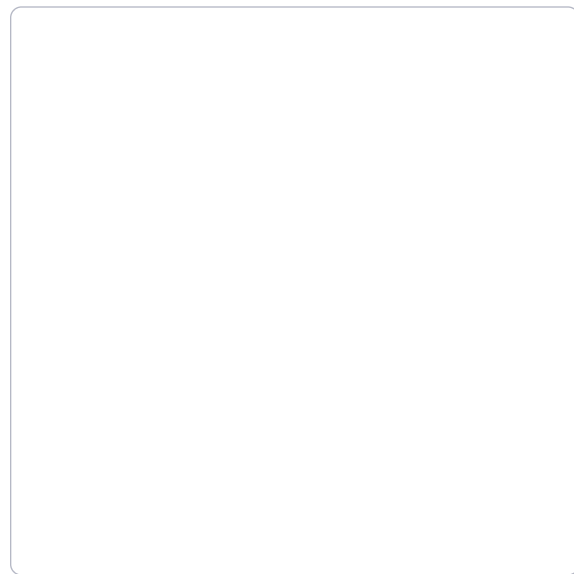
PANTONE Pantone 343C
HEX #0D382C
CMYK 87/13/72/66

Copper Green



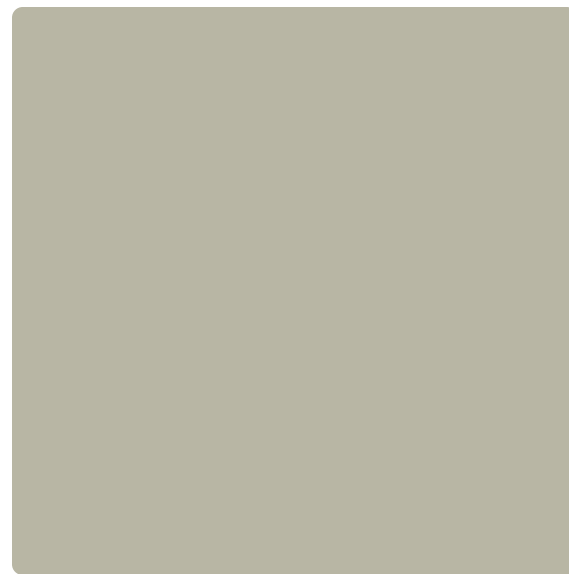
PANTONE Pantone 353C
HEX #78E9B8
CMYK 42/0/38/0

Riga White



PANTONE -
HEX #FFFFFF
CMYK 0/0/0/0

Sand Grey



PANTONE 7535C
HEX #B8B6A4
CMYK 25/21/35/3

Lilac Purple



PANTONE Pantone 264C
HEX #BEAFEC
CMYK 23/38/0/0

Oak Green



PANTONE Pantone 7495C
HEX #8F993E
CMYK 33/10/83/30

November Grey



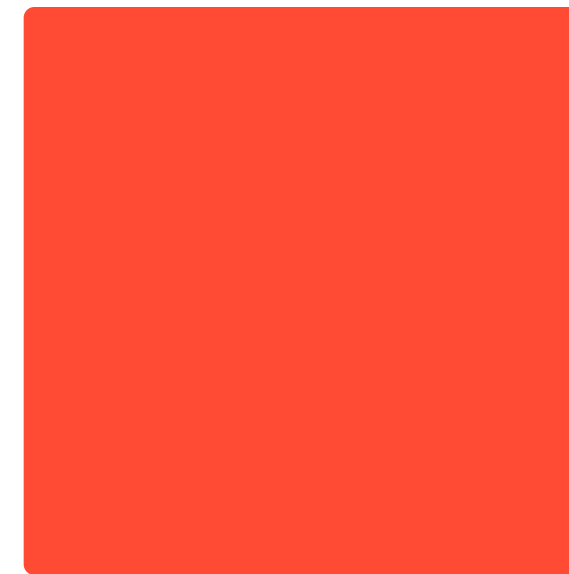
PANTONE Pantone 7497C
HEX #565947
CMYK 38/36/58/40

Cowberry Red



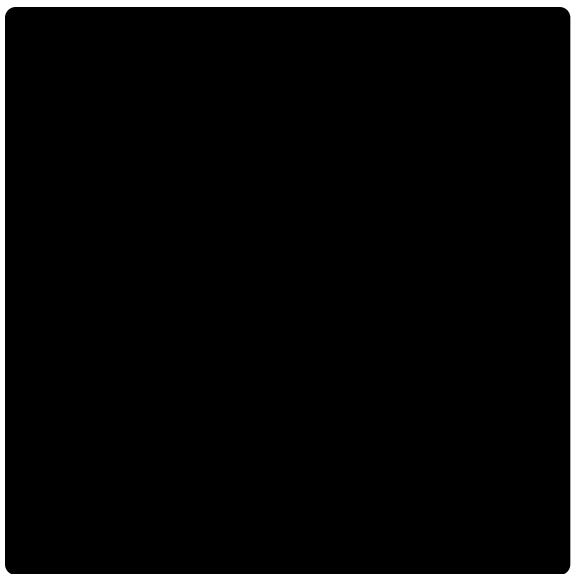
PANTONE Pantone 188C
HEX #43010B
CMYK 5/96/56/54

Tile Scarlet



PANTONE Pantone 172C
HEX #FF4B33
CMYK 0/80/98/0

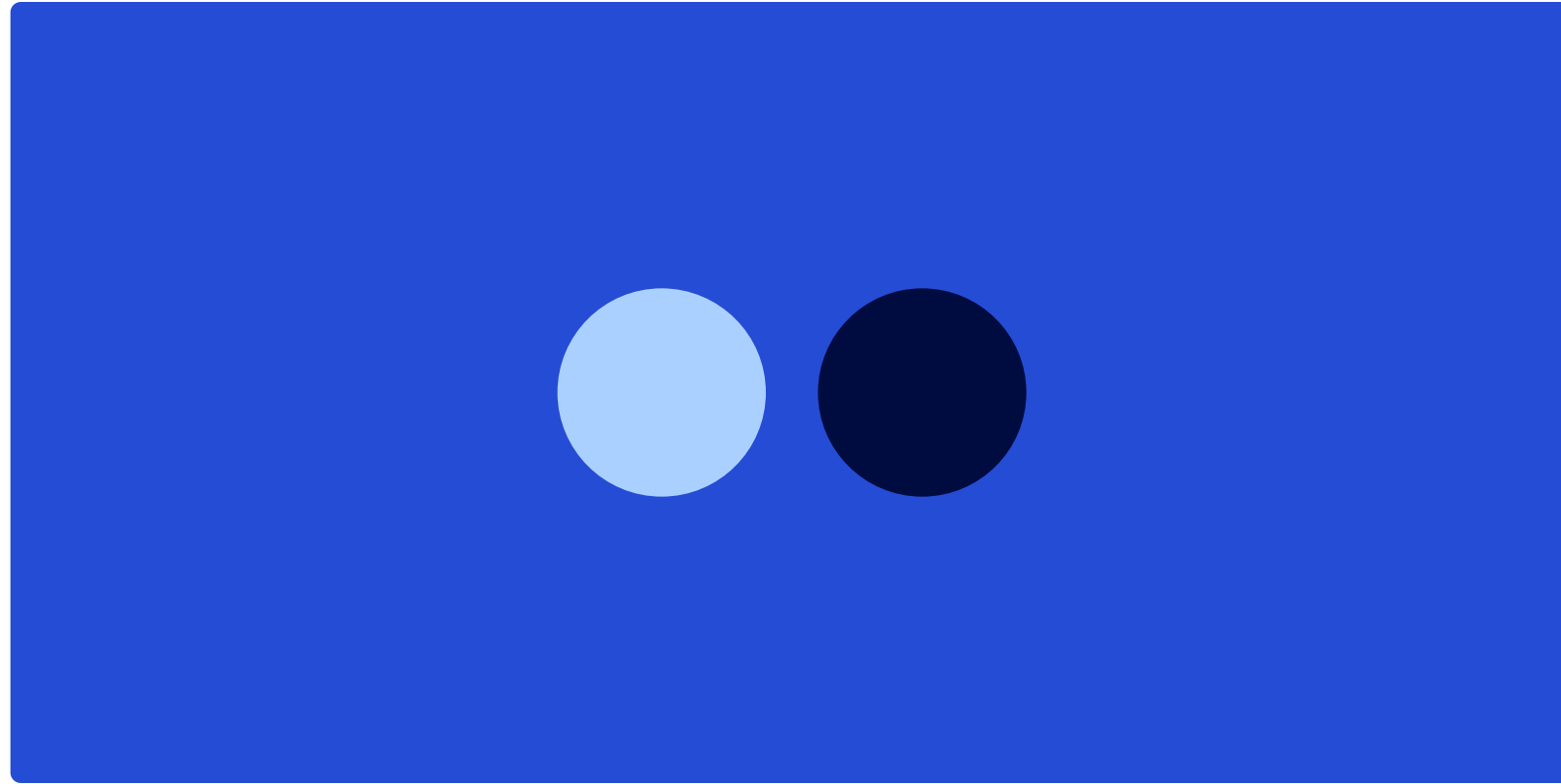
Riga Black



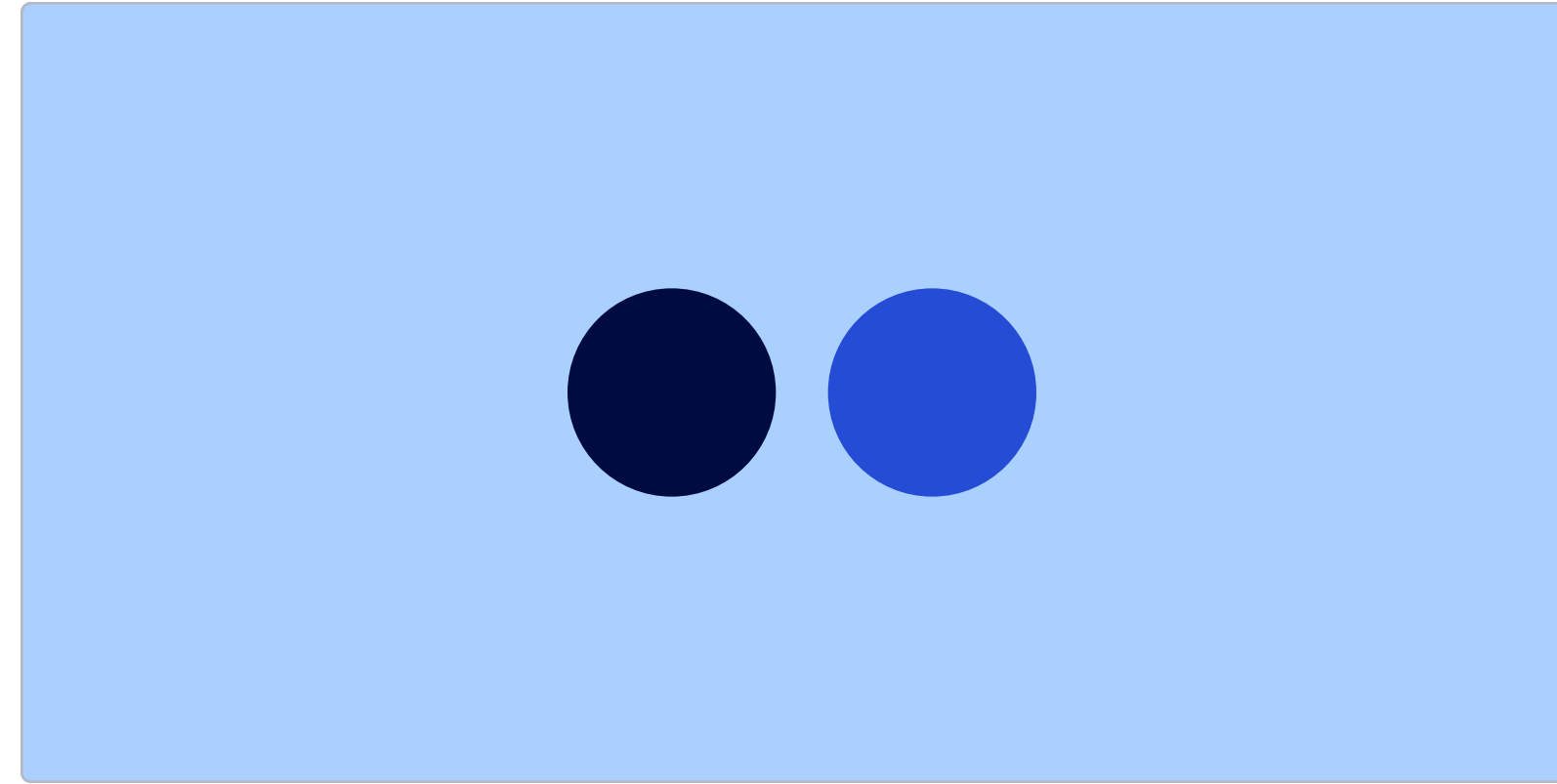
PANTONE Pantone 6C
HEX #000000
CMYK 0/0/0/100

Riga and Live Riga Colour Palette

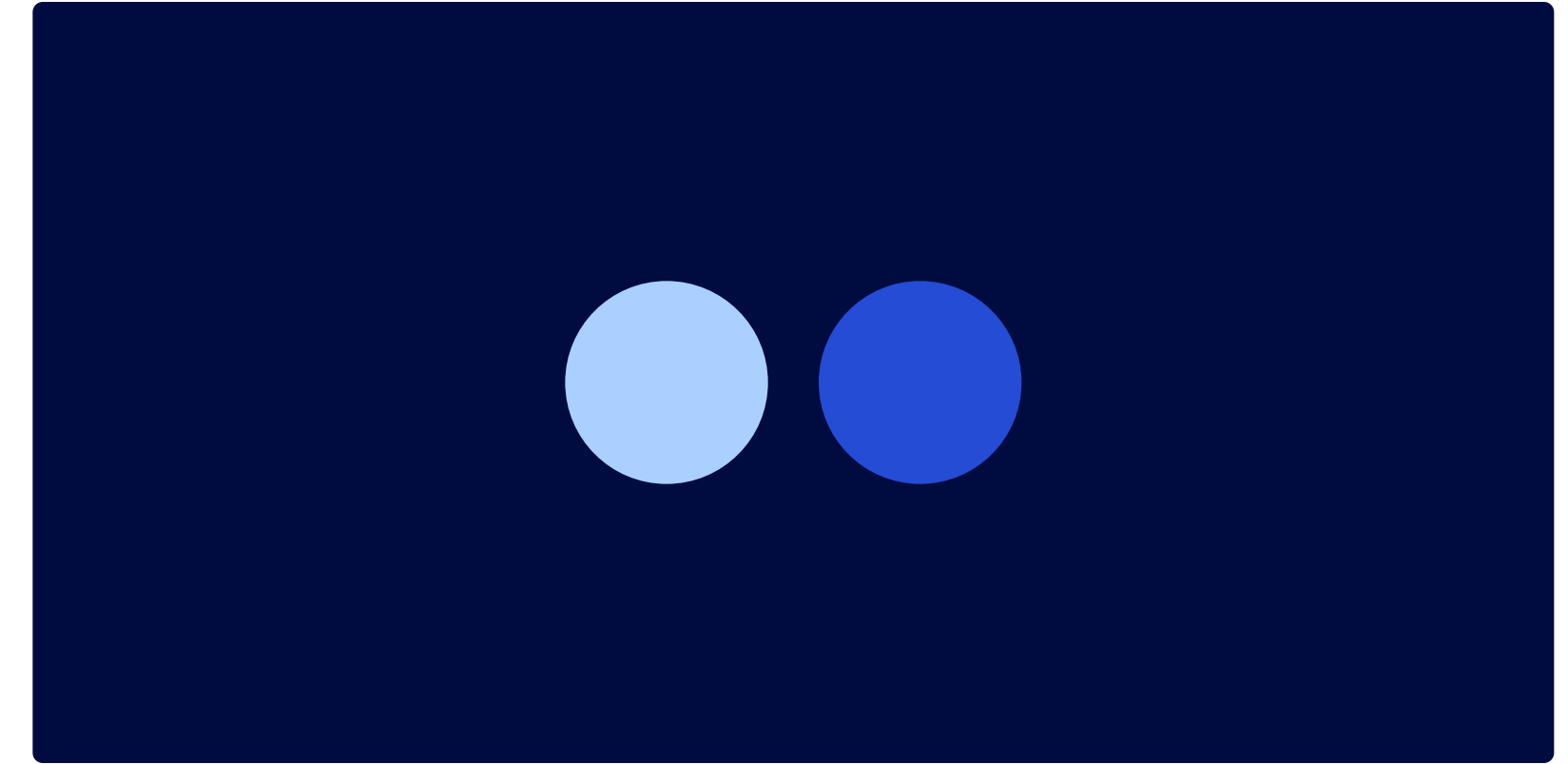
In order to ensure successful colour combinations in a wide variety of scenarios, we have provided a pair for each colour where optimal contrast is achieved when it is used and the colours complement each other. The Riga main communication and Live Riga use the full colour palette together with combinations of thematic groups, thus ensuring a broad and opportunity-rich communication.



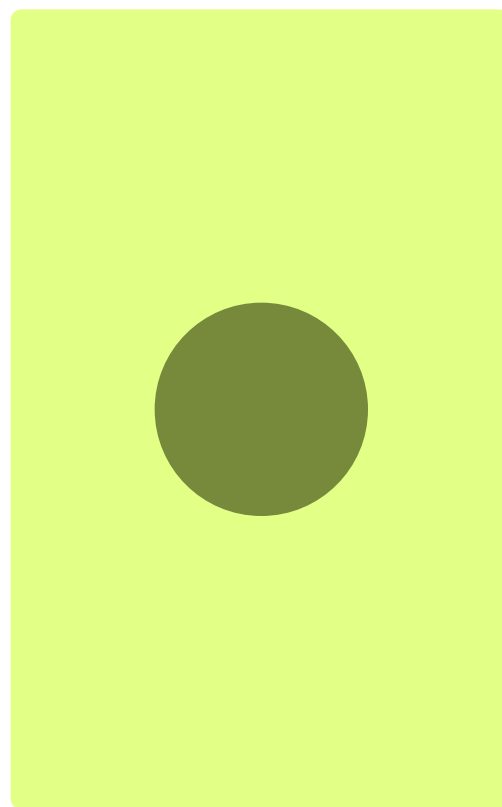
Colour combinations for use on a Cornflower Blue background



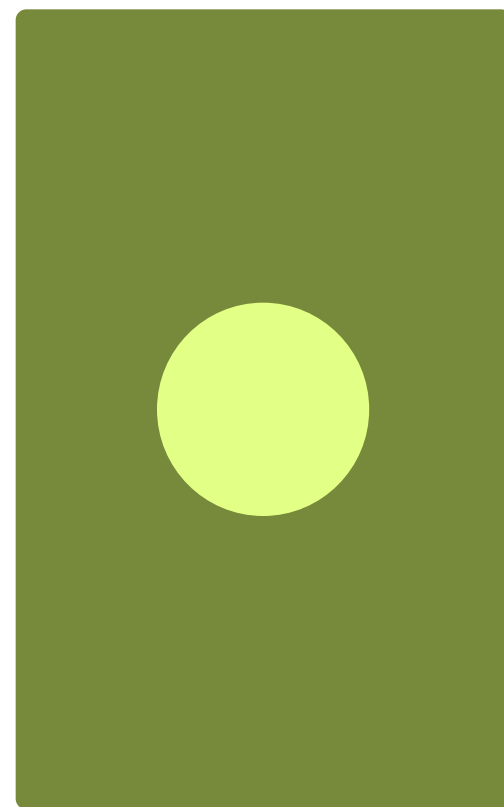
Colour combinations for use on a Sky Blue background



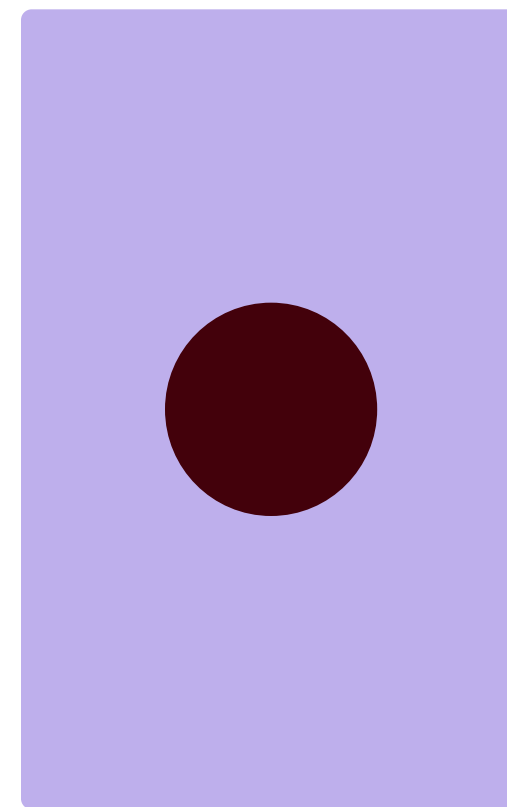
Colour combinations for use on a Midsummer Night Blue background



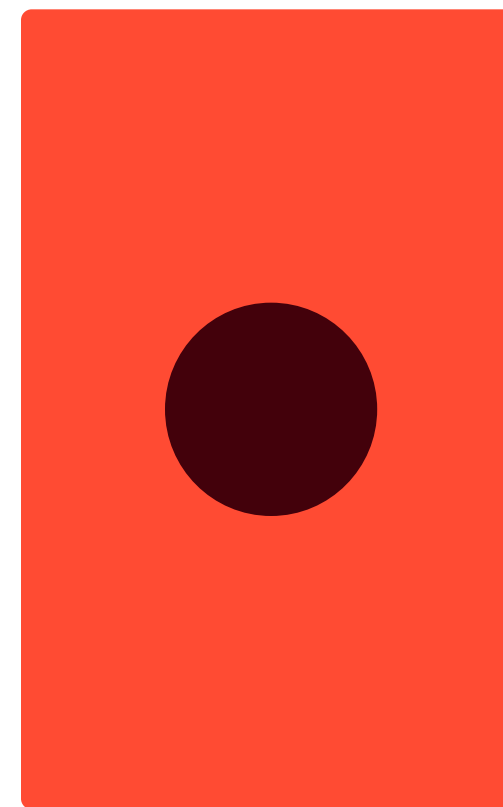
Colour combinations for use on a Cucumber Inside Green background



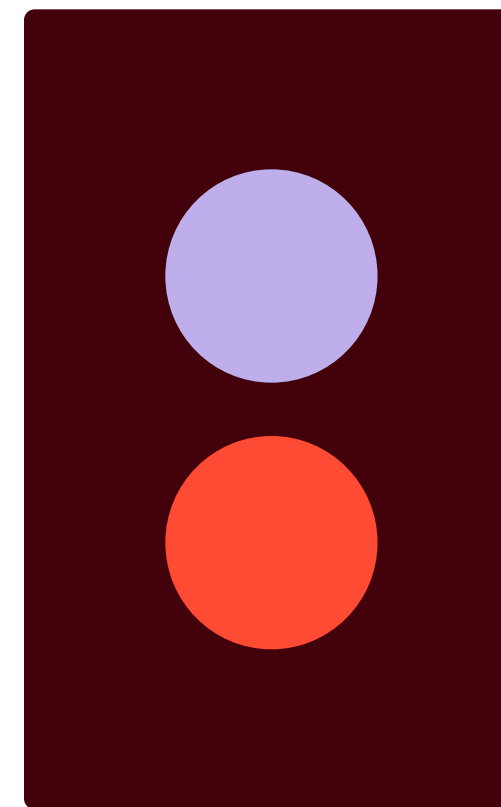
Colour combinations for use on an Oak Green background



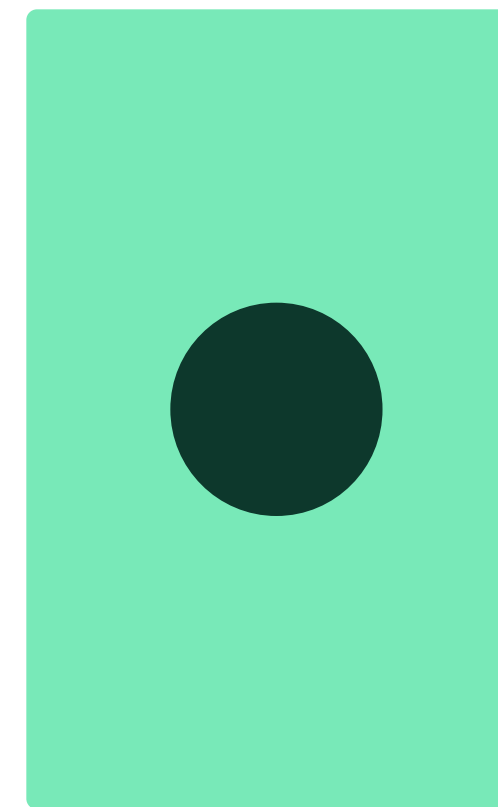
Colour combinations for use on a Lilac Purple background



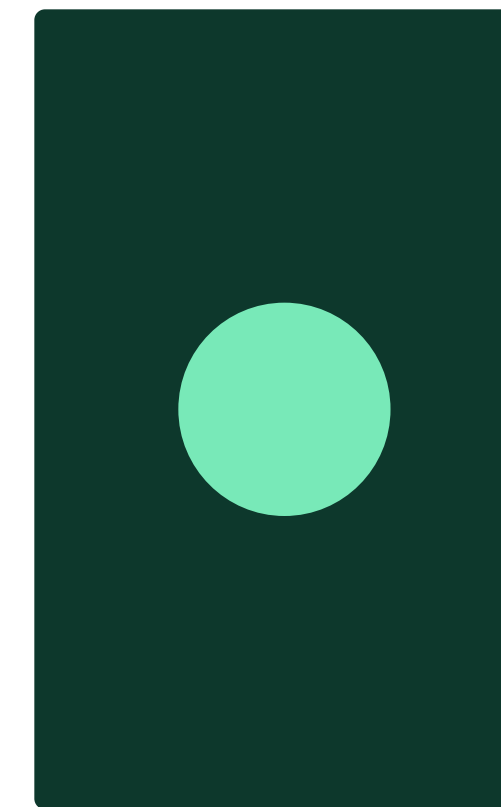
Colour combinations for use on a Tile Scarlet background



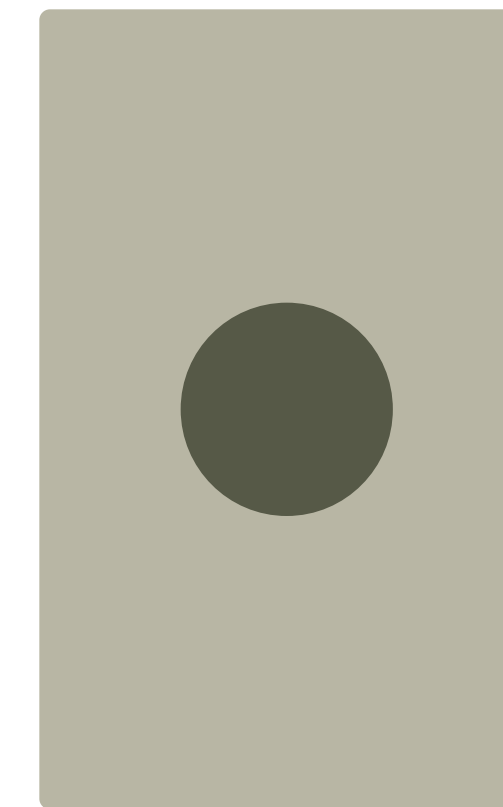
Colour combinations for use on a Cowberry Red background



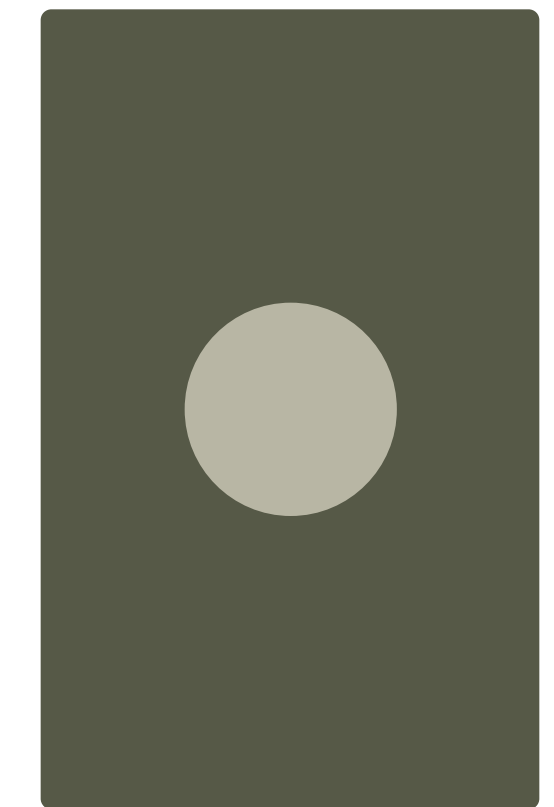
Colour combinations for use on a Copper Green background



Colour combinations for use on a Pine Green background



Colour combinations for use on a Sand Grey background



Colour combinations for use on a November Grey background

Thematic Group Colour Palettes

Each thematic group of the City of Riga has its own colour palette to develop in communication and thus create associations with it over a longer period of time.



Colour combinations for use on a Cucumber Inside Green background



Colour combinations for use on a Pine Green background



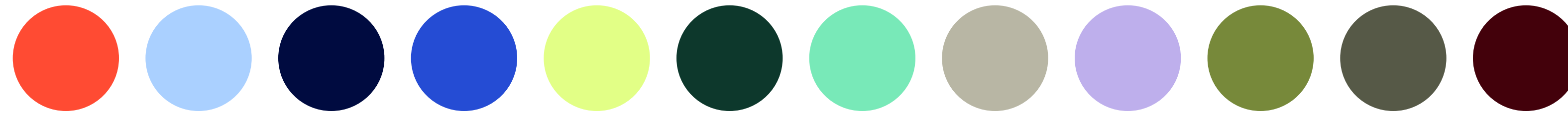
Colour combinations for use on a Sand Grey background



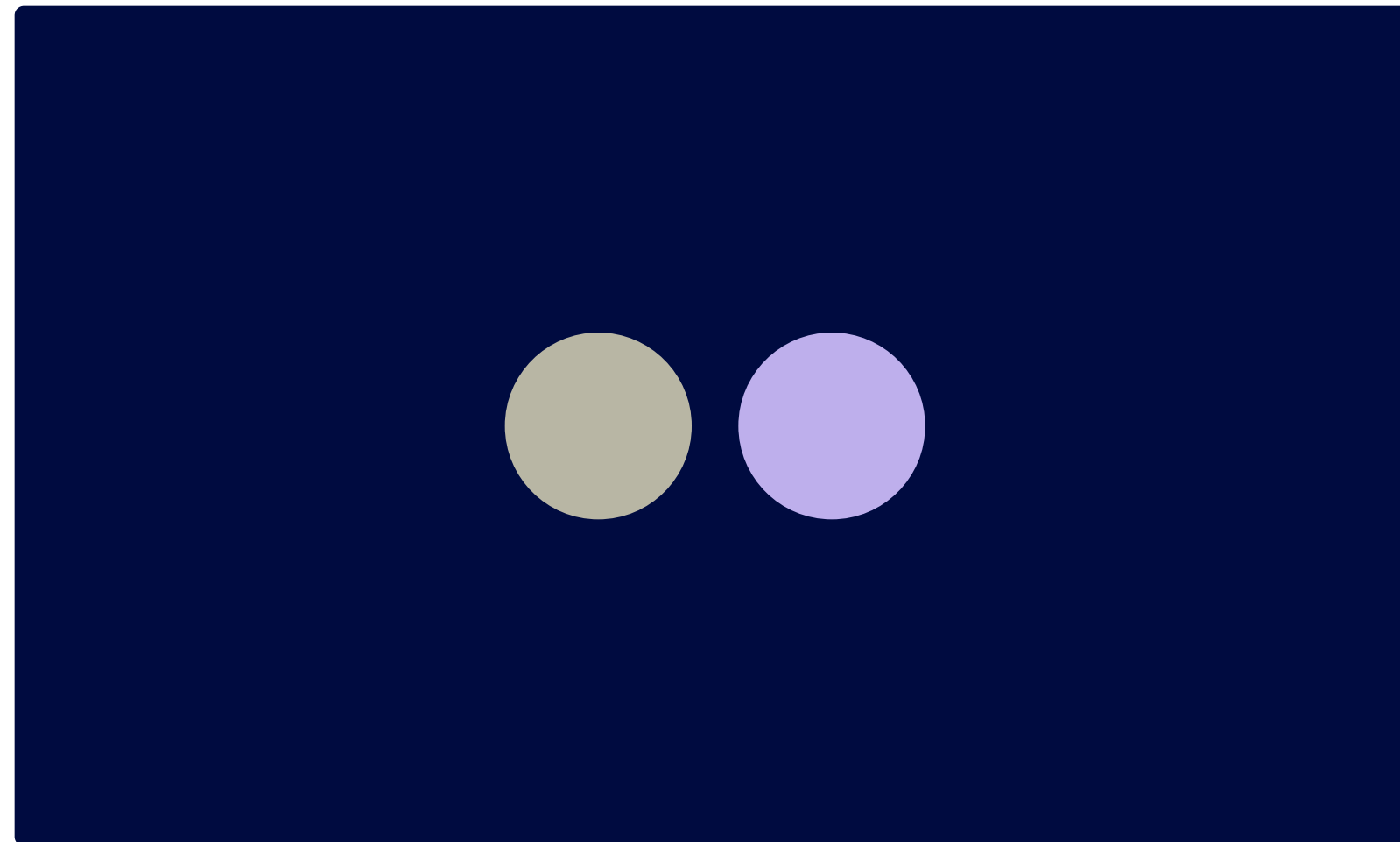
Colour combinations for use on a Cowberry Red background

Additional colour combinations

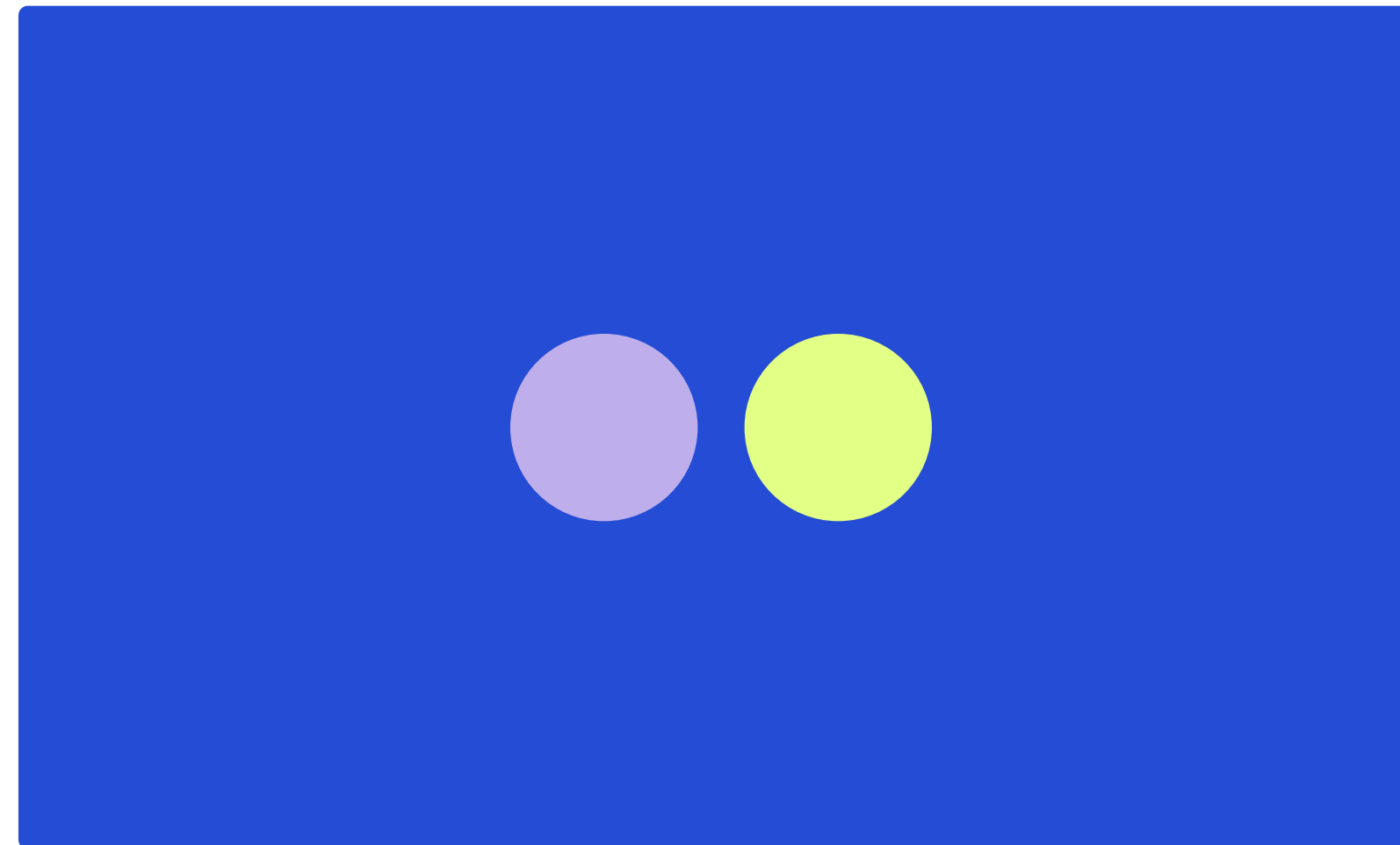
In order to ensure successful colour combinations in a wide variety of scenarios, we have provided a pair for each colour where optimal contrast is achieved when it is used and the colours complement each other. The Riga main communication and Live Riga use the full colour palette together with combinations of thematic groups, thus ensuring a broad and opportunity-rich communication.



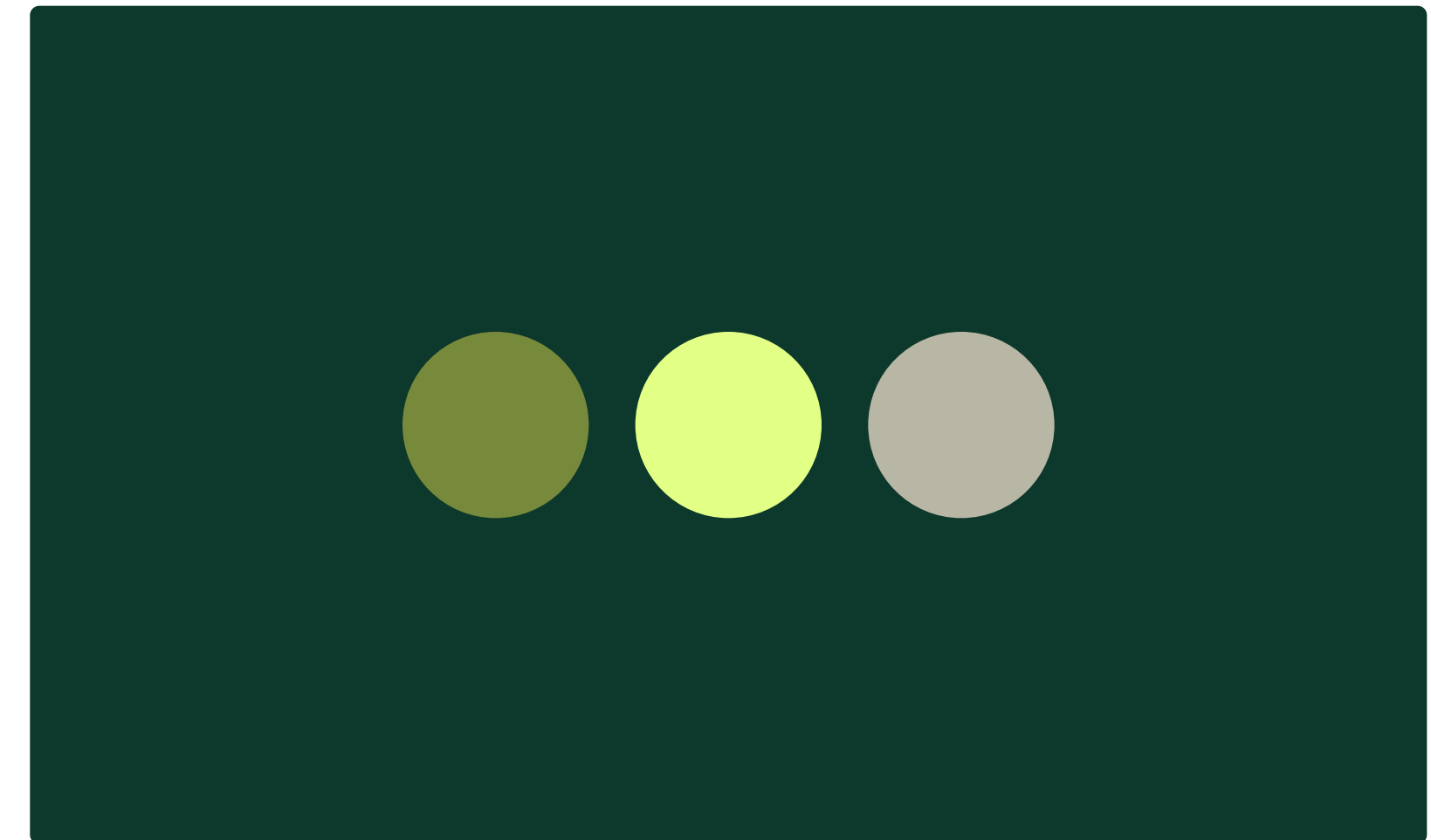
Colour combinations for use on a Riga White background



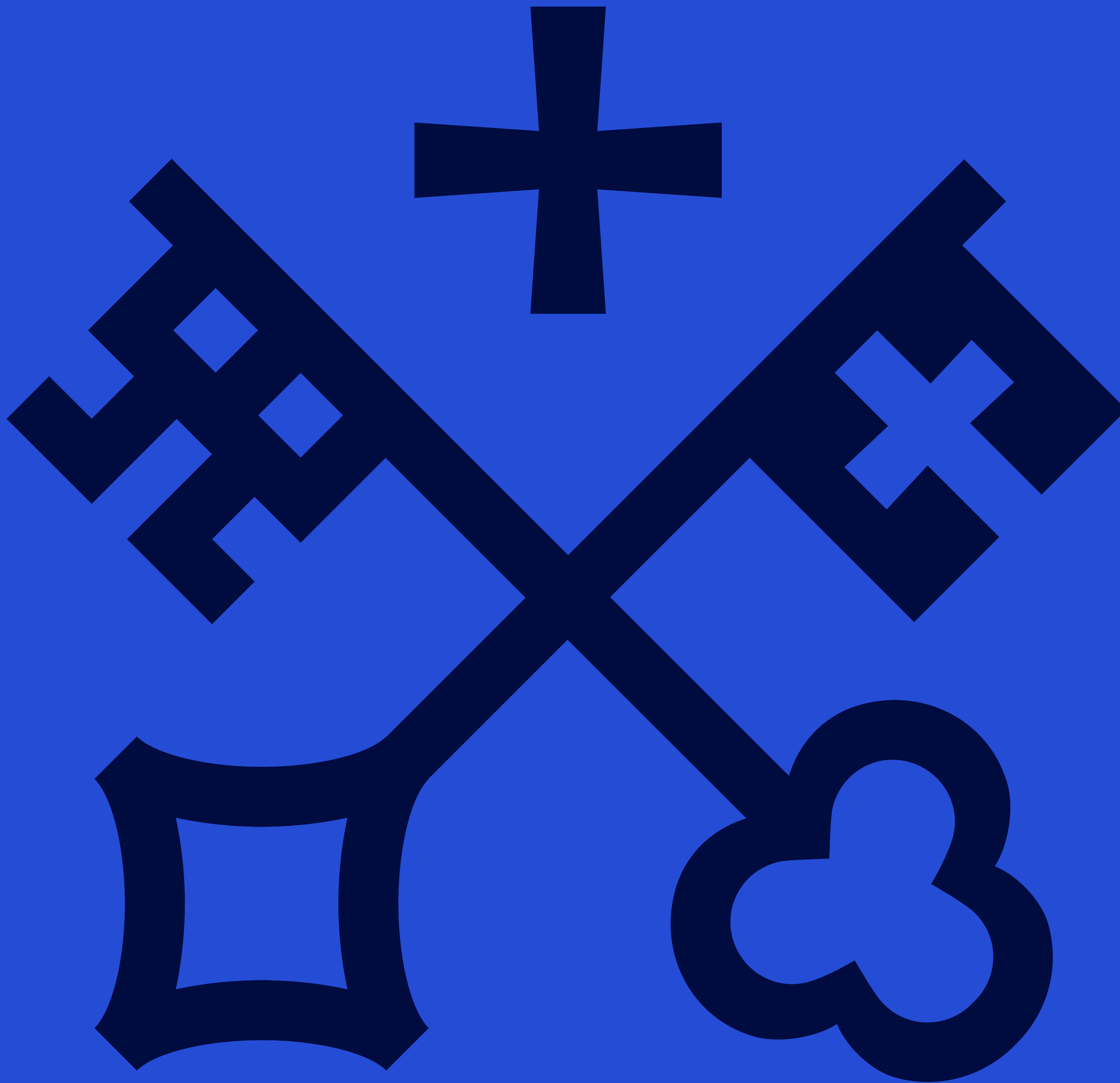
Additional colour combinations for use on a Midsummer Night Blue background



Additional colour combinations for use on a Cornflower Blue background



Additional colour combinations for use on a Pine Green background



The City of Riga

Brand Guidelines: Summary