Kaunas 2022
European Capital of Culture
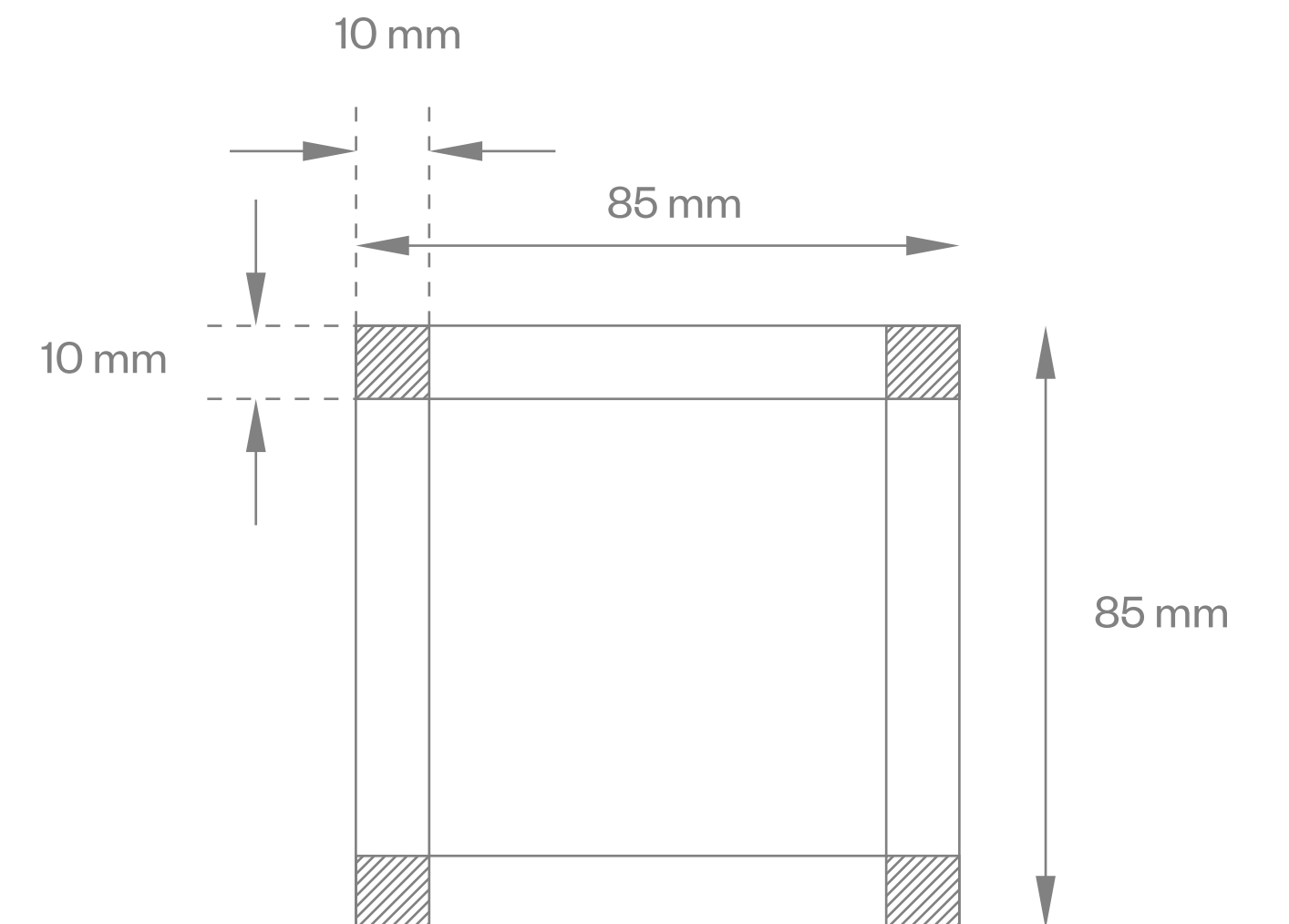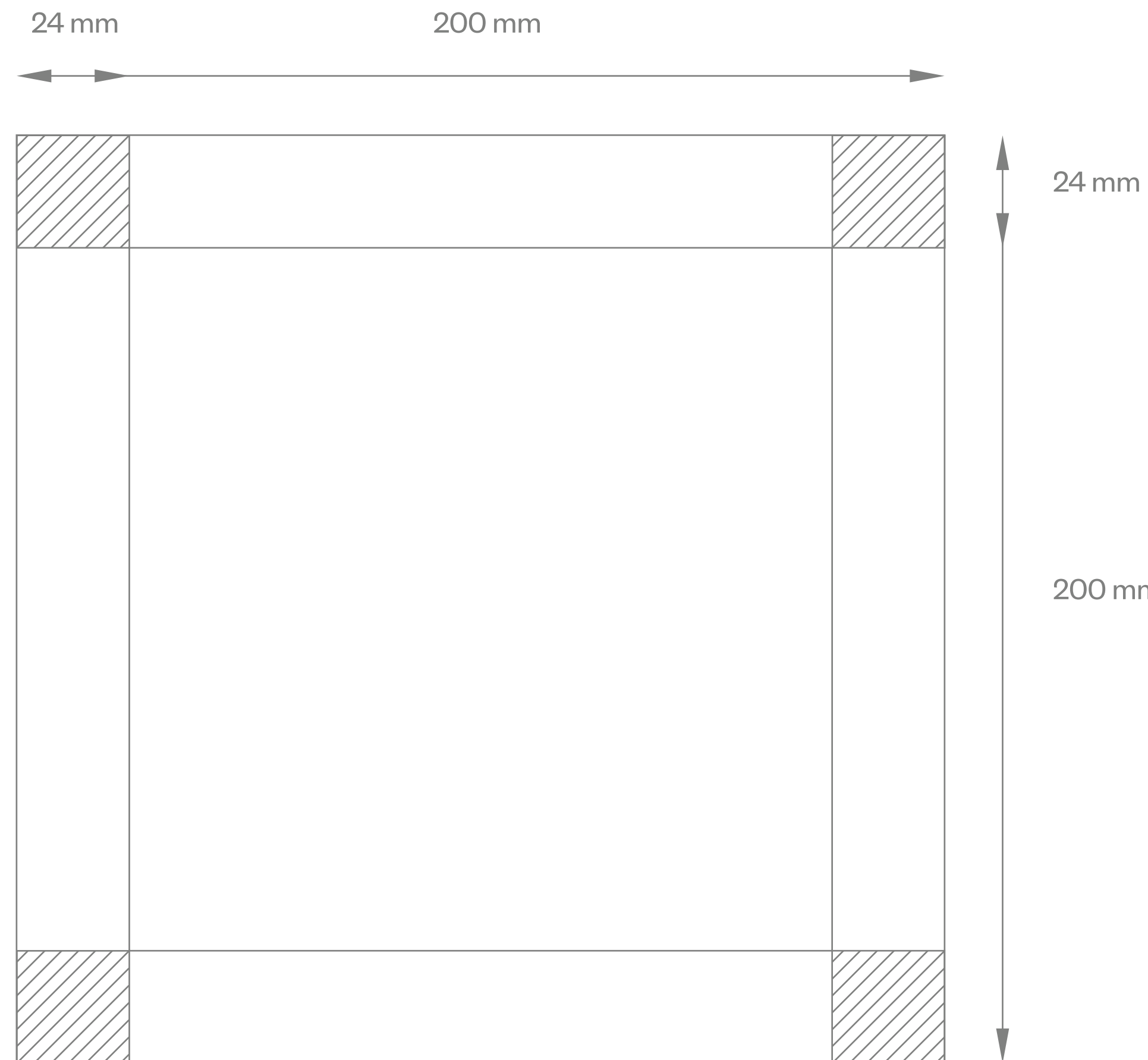
Signage Guidelines

Sign Dimensions/
Protection Zone

Each sign has a designated
protection zone in which the
use of graphics should be avoided.

Sign plates come in two sizes:
200x200 mm and 85x85 mm.

In print the smallest possible
sign size is 10x10 mm.

24 mm   200 mm

24 mm

200 mm

10 mm

85 mm

10 mm

85 mm

Sign
Colours

Signs only come in black and white, as this guarantees the biggest contrast and best readability.

R	0	C	0
G	0	M	0
B	0	Y	0
#000000		K	100

R	255	C	0
G	255	M	0
B	255	Y	0
#FFFFFF		K	0

When a white background is selected for signs in print and on the Internet, a slim black border is added to define the area of the sign.
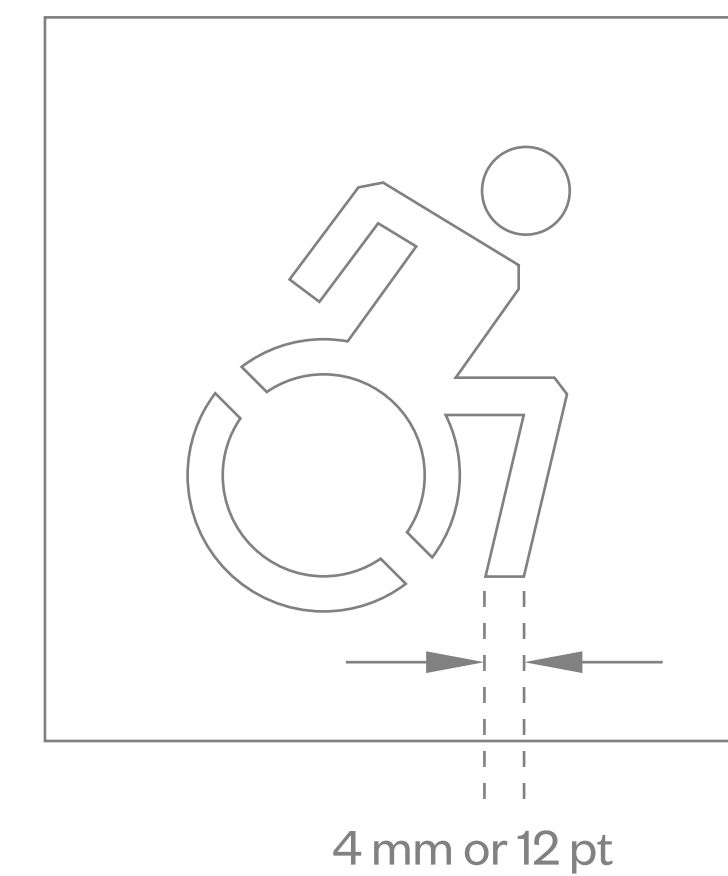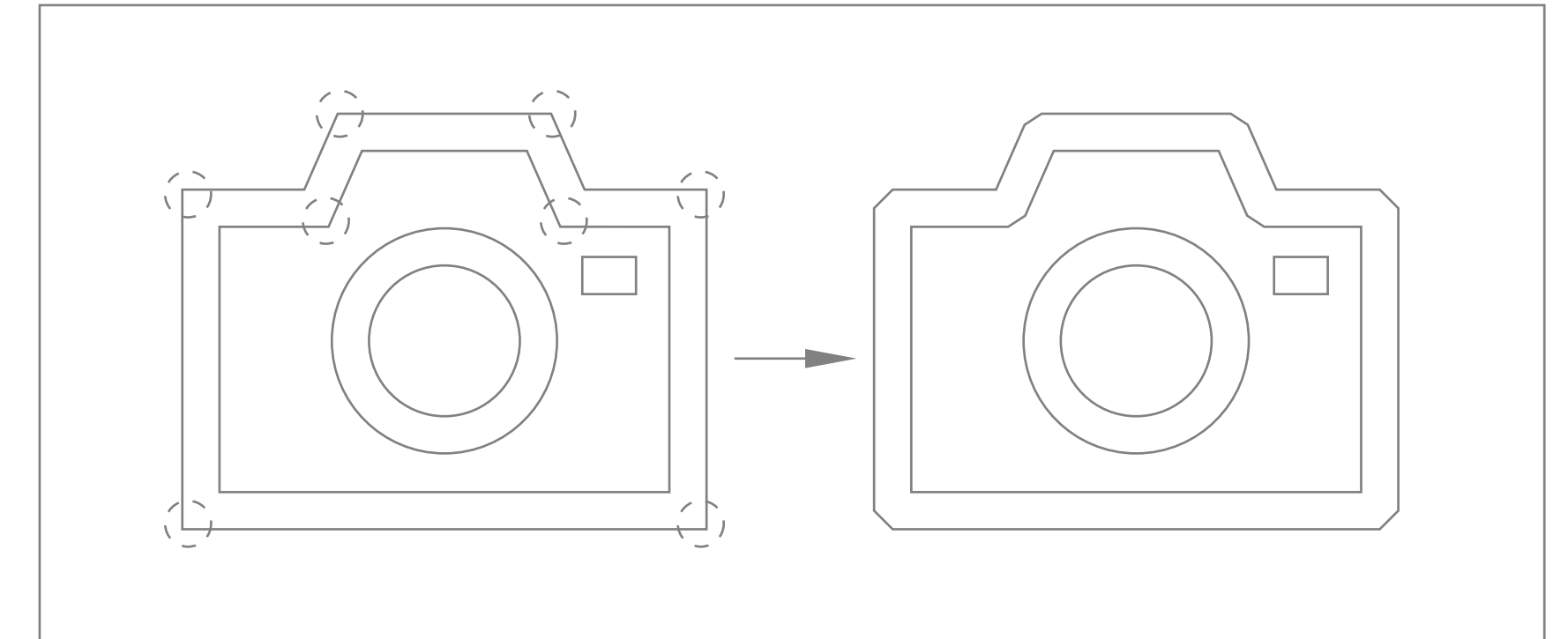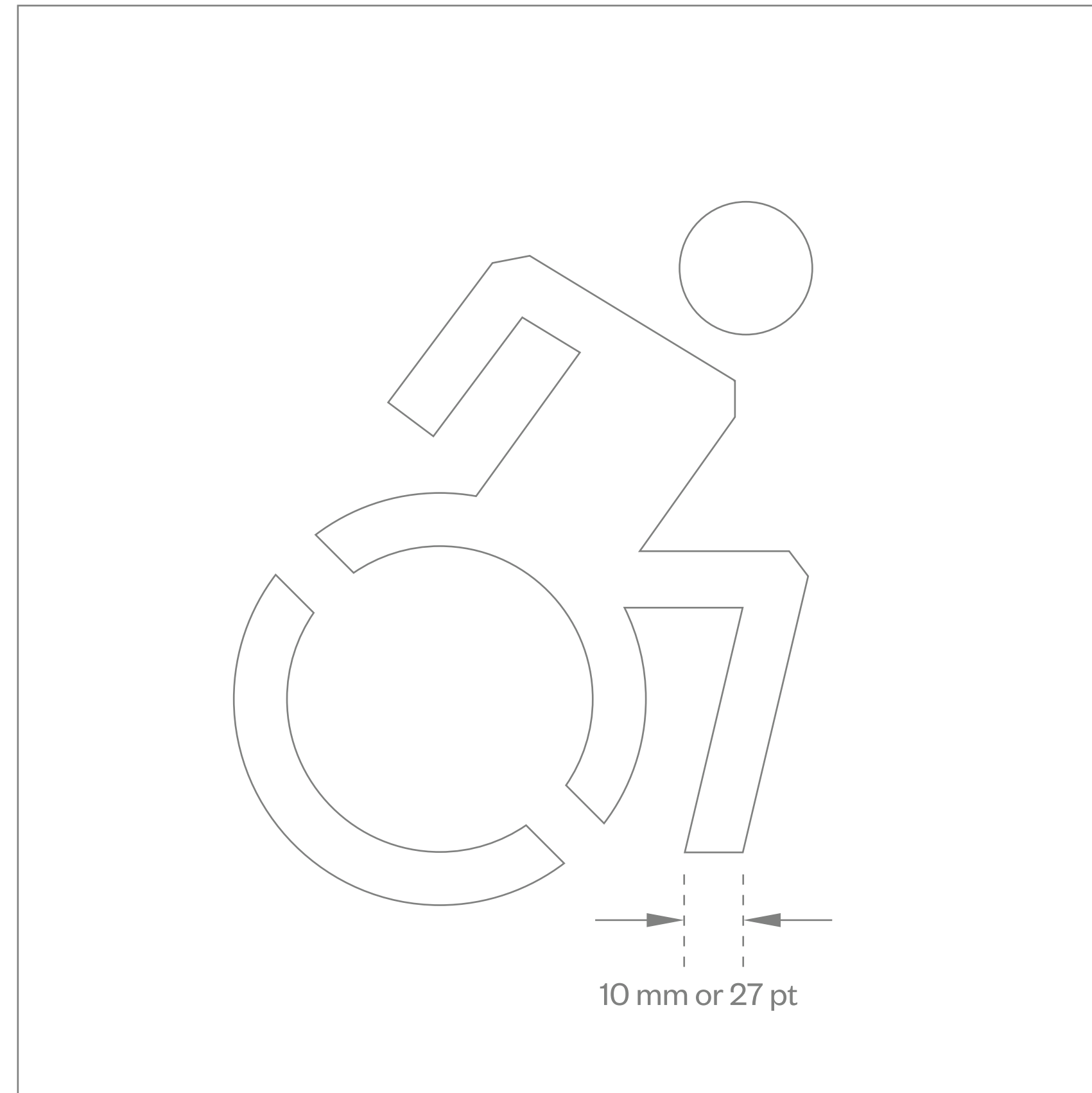
Symbol
Style

Symbols are a combination
of lines and spots. In order to
maintain stylistic unity,
lines should prevail over spots.

Recommended line size is 10 mm (27 pt.)

On smaller signs the
recommended line size is 4 mm (12 pt.)

The corners in the pictograms are cut off.

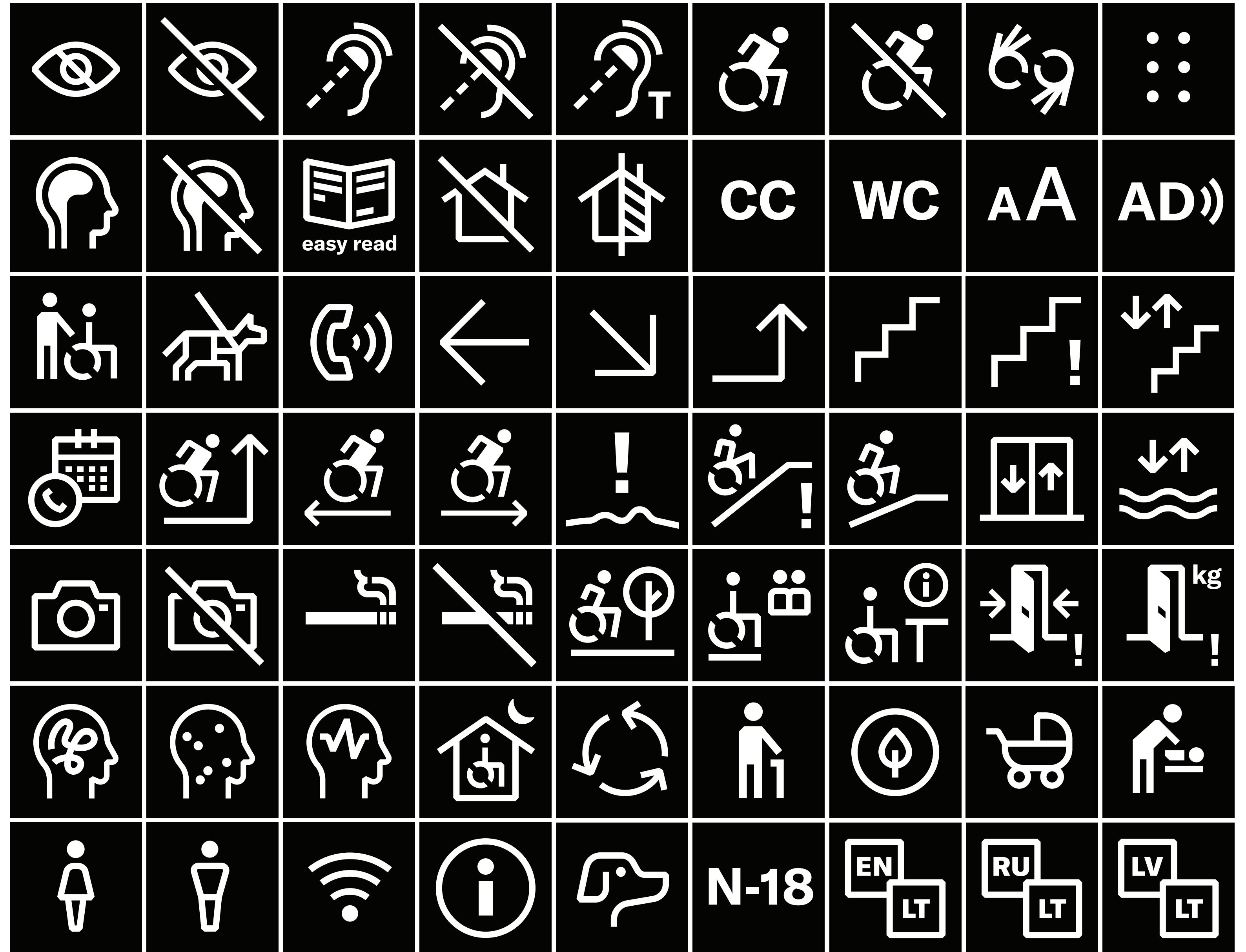10 mm or 27 pt

4 mm or 12 pt

Sign
Font

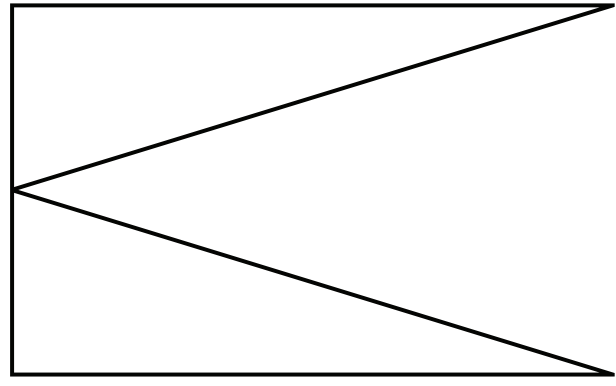The font used in signs is
GT America Bold.

On smaller signs the size cannot
be smaller than 5 mm.

GT America bold

WC
easy read

All
Symbols

Kaunas 2022
Europos kultūros sostinė