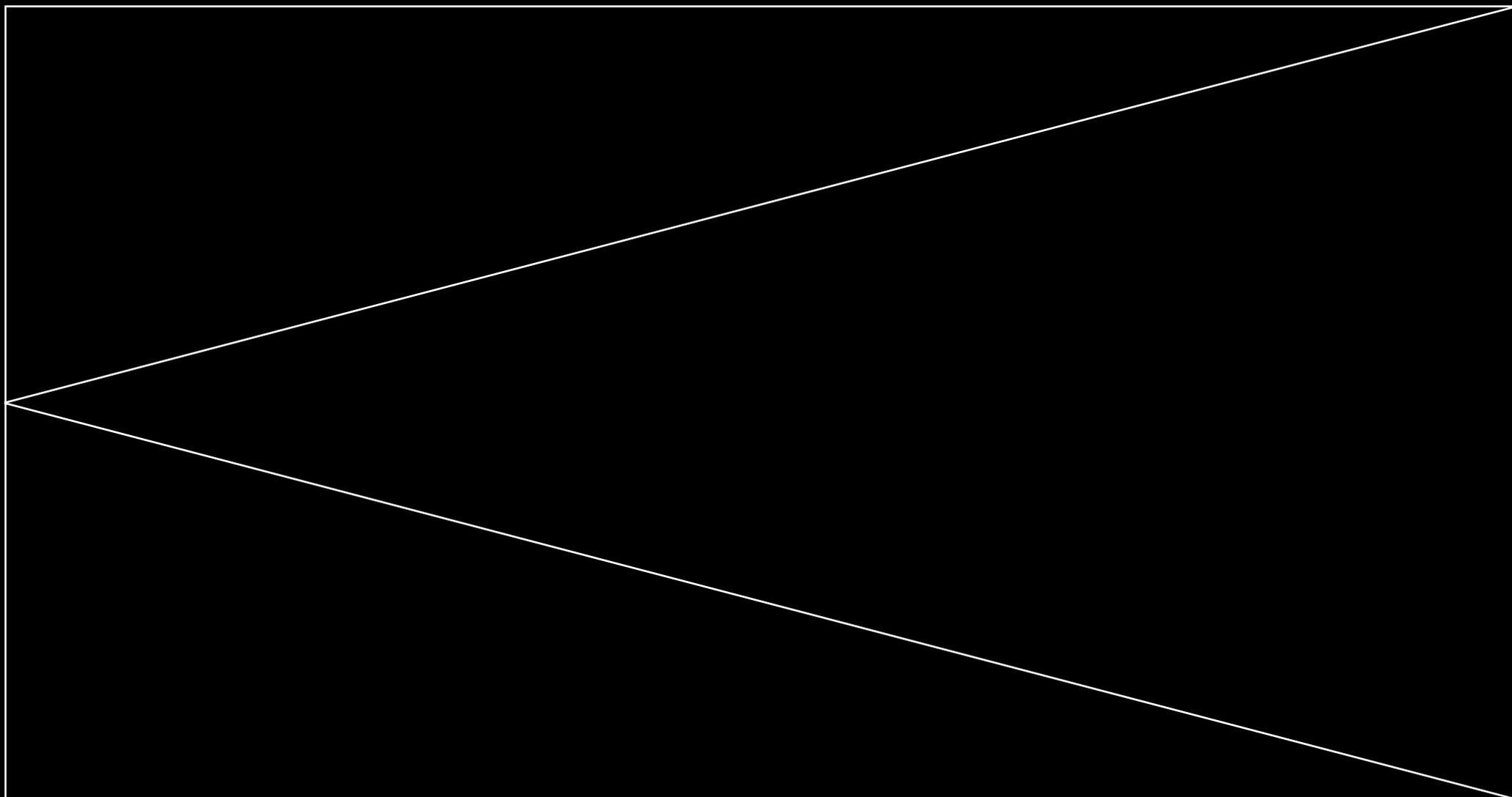


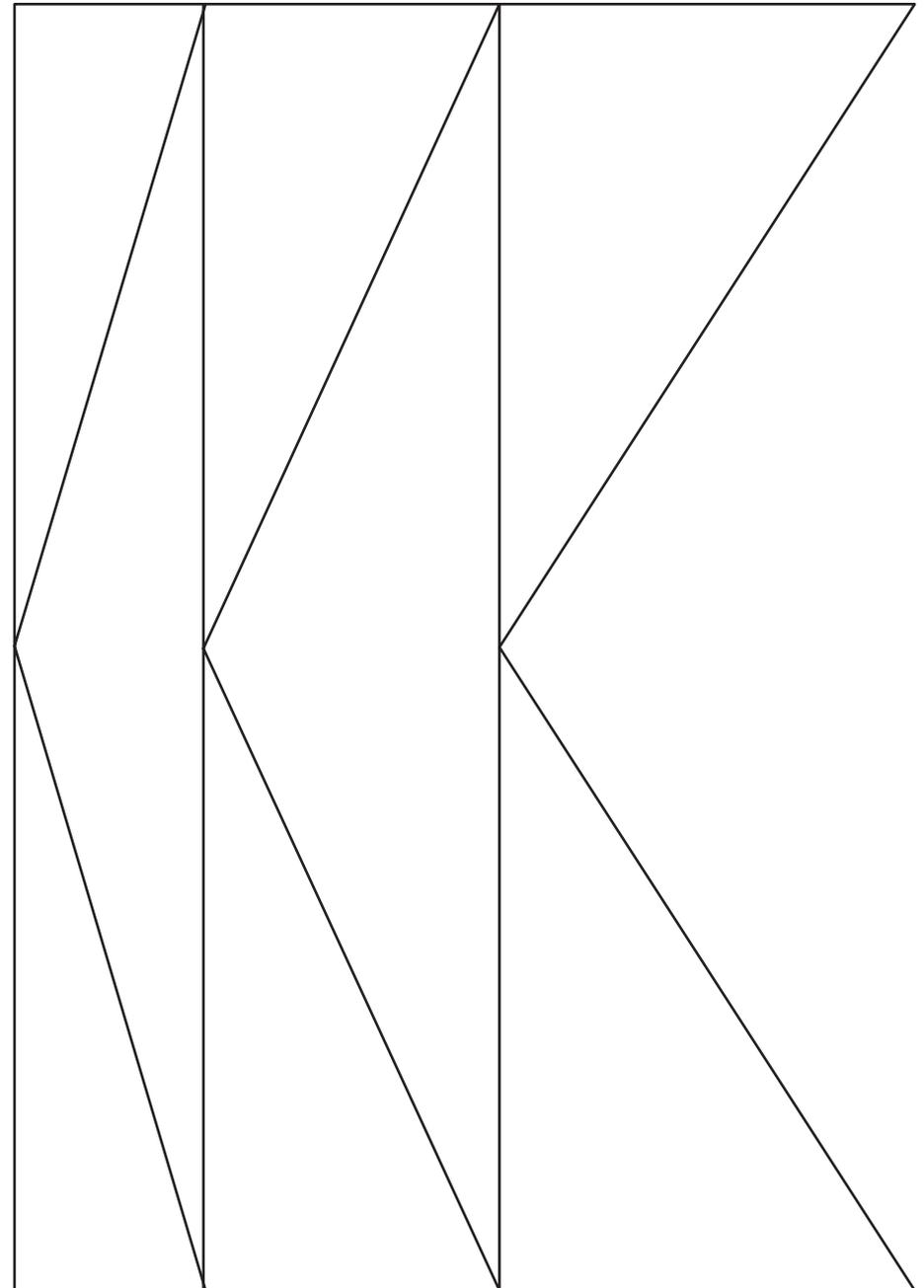
CREATED by KAUNAS 2022

Guidelines



Throughout the title-holding year of the Capital of Culture, a great many unique projects, festivals, and events were launched in Kaunas. Some have already become integral to the city's identity, while others present opportunities for establishing new traditions in Kaunas and its surrounding region. Our aim is for the city's offer of cultural experiences to continue delighting residents and visitors alike, with the memory of the Capital of Culture titular year enduring long into the future. We consider it important for event attendees to recognize that various initiatives, realized over the past five years, have been created in celebration of one of the most significant cultural achievements in Kaunas's history. We are excited about seeing culture grow and expand in our city, and about the legacy of Kaunas 2022 lasting in a transformed, thriving, and contemporary city.

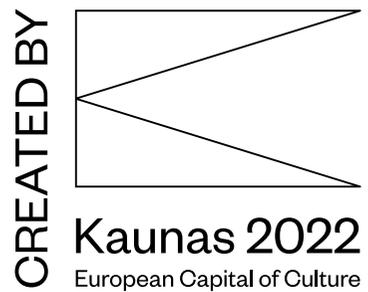
In various descriptions, press releases, interviews (TV, radio, print), social media, and other communication channels, we acknowledge that a project, a festival, or an event was created during the "Kaunas – European Capital of Culture 2022", or Kaunas 2022, years.



1.1. Logo

Vertical logo

Black (EN version)



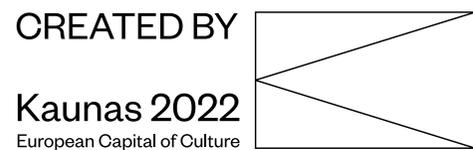
Vertical logo

White (EN version)



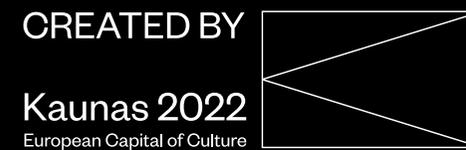
Horizontal logo

Black (EN version)



Horizontal logo

White (EN version)



1. 2. Watermark

Horizontal version

CREATED BY
KAUNAS 2022

Vertical version

CREATED BY
KAUNAS 2022

1. 3. Label

Horizontal version

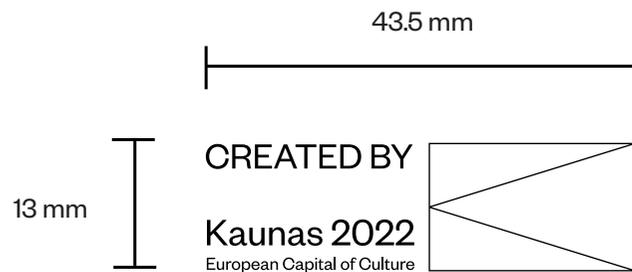
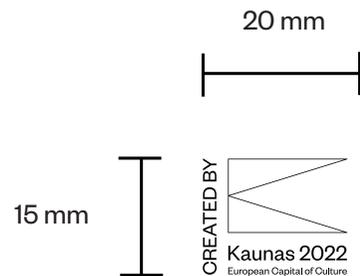
CREATED BY
KAUNAS 2022

Vertical version

CREATED BY
KAUNAS 2022

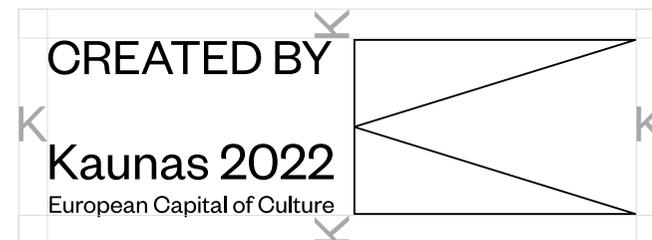
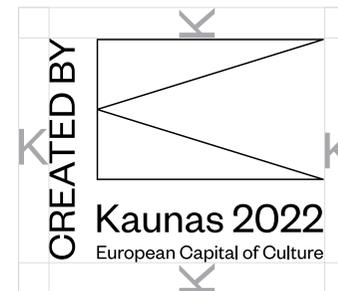
Logo's Minimum Size Requirements

Minimum requirements for logo's size: 19 mm x 22 mm.
It is advisable to increase size wherever possible.



Logo's Safe Area

To prevent logo's important parts (e.g., text) from being cut off, the logo should be fitted within its safe area.



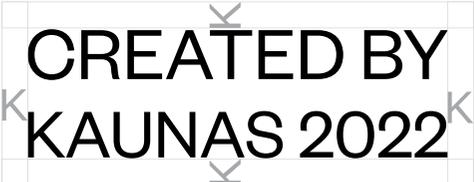
Watermark's Minimum Size Requirements

Minimum requirements for watermark's size: 19.5 mm x 43.5 mm.
It is advisable to increase size wherever possible.



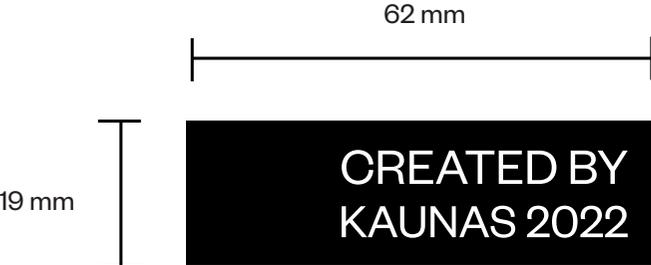
Watermark's Safe Area

To prevent watermark's important parts (e.g., text) from being cut off, the watermark should be fitted within its safe area.



Label's Minimum Size Requirements

Minimum requirements for label's size: 19 mm x 62 mm.
It is advisable to increase size wherever possible.



Label's Safe Area

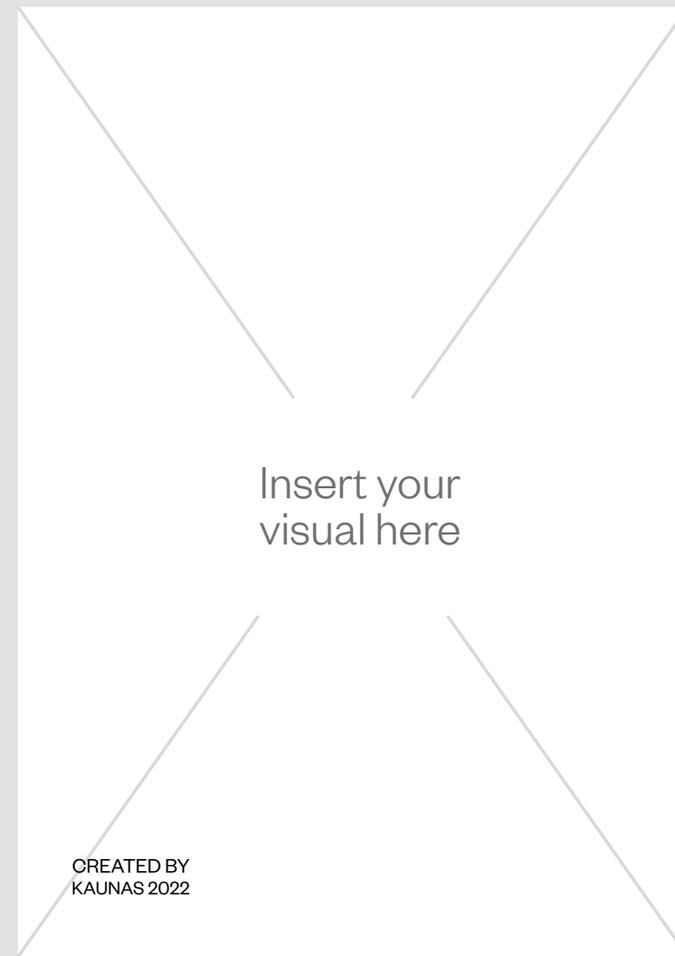
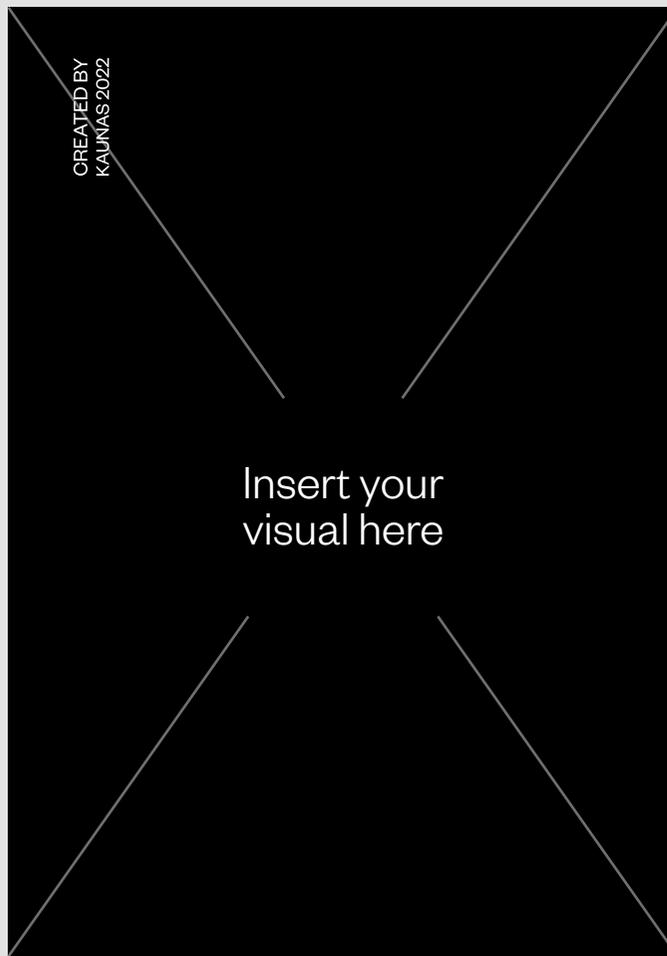
To prevent label's important parts (e.g., text) from being cut off, the label should be fitted within its safe area.



2.1. 'CREATED by KAUNAS 2022' Watermark: Usage Rules

Correct usage of the 'CREATED by KAUNAS 2022' watermark:

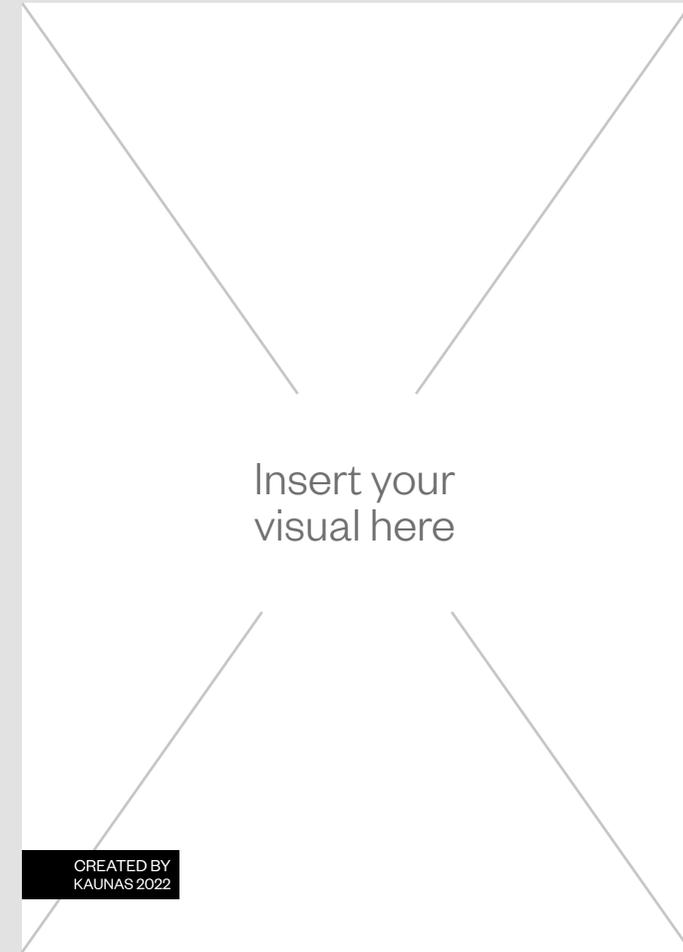
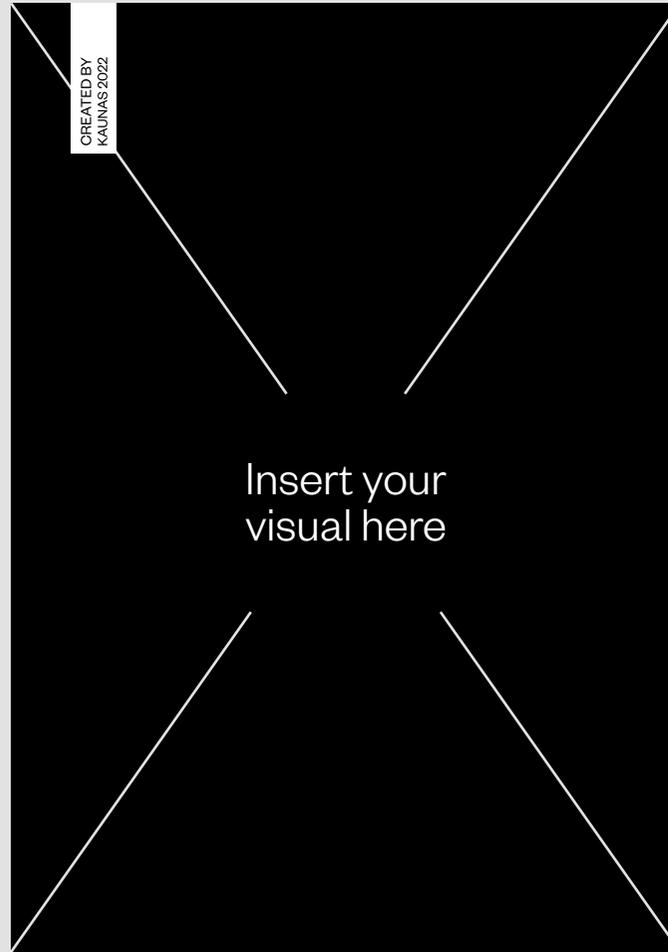
Use the watermark against clean key visual background. Choose between white or black versions depending on the background's colour.



2. 2. 'CREATED by KAUNAS 2022' Label: Usage Rules

Correct usage of the 'CREATED by KAUNAS 2022' label:

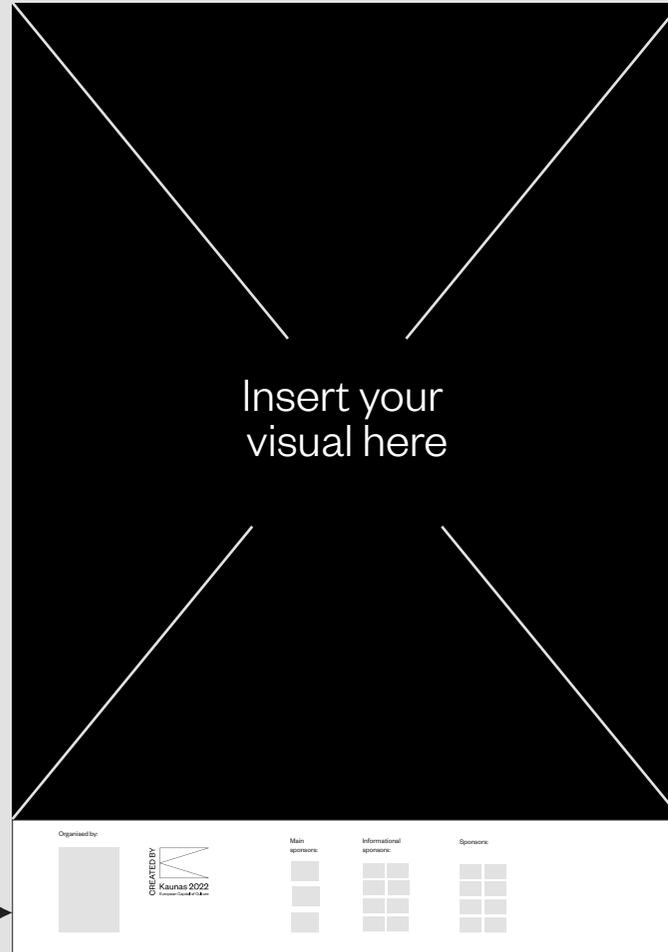
The same guidelines apply to the use of the label as to the watermark, only that a background (black or white) is chosen based on which one contrasts better with your key visual.



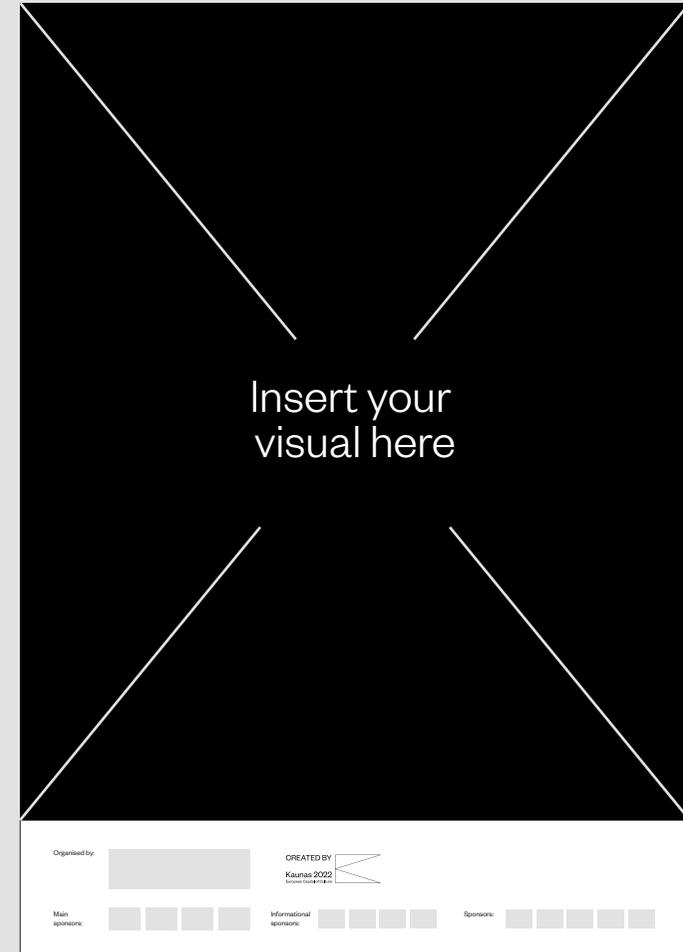
2. 3. 'CREATED by KAUNAS 2022' Logo: Usage Rules

Correct usage of the 'CREATED by KAUNAS 2022' logo:

Use the full version of the logo only alongside the logos of other organizers of an event or a project.



White space for the logos



3. 1. 'CREATED by KAUNAS 2022' Watermark: Examples

Event's Key Visual

(using the logo with the black background)

Use the watermark against clean key visual background.
Choose between white or black versions depending on
the background's colour.

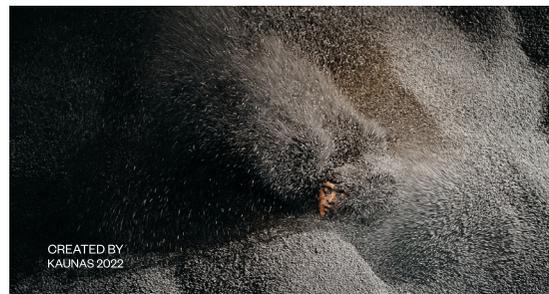
A3



1080x1920 (Instagram story)



Facebook cover



1080x1080 (Facebook post)



3. 2. 'CREATED by KAUNAS 2022' Label: Examples

Event's Key Visual

(using the logo with the black background)

Use the label when your key visual background is noisy.
Its black or white background allows the label to be used
in all sorts of situations.
Choose the label's background based on the contrast.

A3



1080x1920 (Instagram story)



1080x1080 (Facebook post)



Facebook cover



3.3. 'CREATED by KAUNAS 2022' Logo: Examples

Use the full version of the logo only [alongside/next to] the logos of other organizers of an event or a project.

If there is no dedicated logo bar in the layout, please use the label or the watermark for K22 branding purposes.

A3



1080x1920 (Instagram story)



1080x1080 (Facebook post)



Thank you
for the legacy
of Kaunas 2022

