CONFERENCE VISUAL IDENTITY
The highlight of the logo is the historical bridge of Valmiera. It embodies the idea of conference traditions, motion of moving into the future and development.
It is allowed to use logotype main element BRIDGE for styling purposes for conference website and social media. But it is forbidden to use it as conference logo itself. It can be used as full image or just as a graphic element.
Peppermint green can be used only as accent colour.

For example: one part of conference logo ribbon.
CLEAR SPACE

Give the logo space. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it.

It’s an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.
LOGO USE AND MISUSE RULES

Never add an effect to the logo, including drop shadows, bevels or gradients.

Do not at any time angle the logo. It always sits on a 0 degree angle.

Never screen back or add opacity to the logo.

Never manipulate the color of the logo whether it’s a gradient or any other color.
USING THE LOGO ON BACKGROUNDS

Whenever you would like to use logo on a photo add an overlay.

Opacity: 70%
Color: #FFFFFF
USING THE LOGO ON BACKGROUNDS II

Whenever you would like to use logo on a photo add an overlay.

Opacity: 80%
Color: #2D2A2B
Work Sans

Work Sans is modern and sophisticated. It feels authentic and familiar.

On web project advised size: 14px-48px