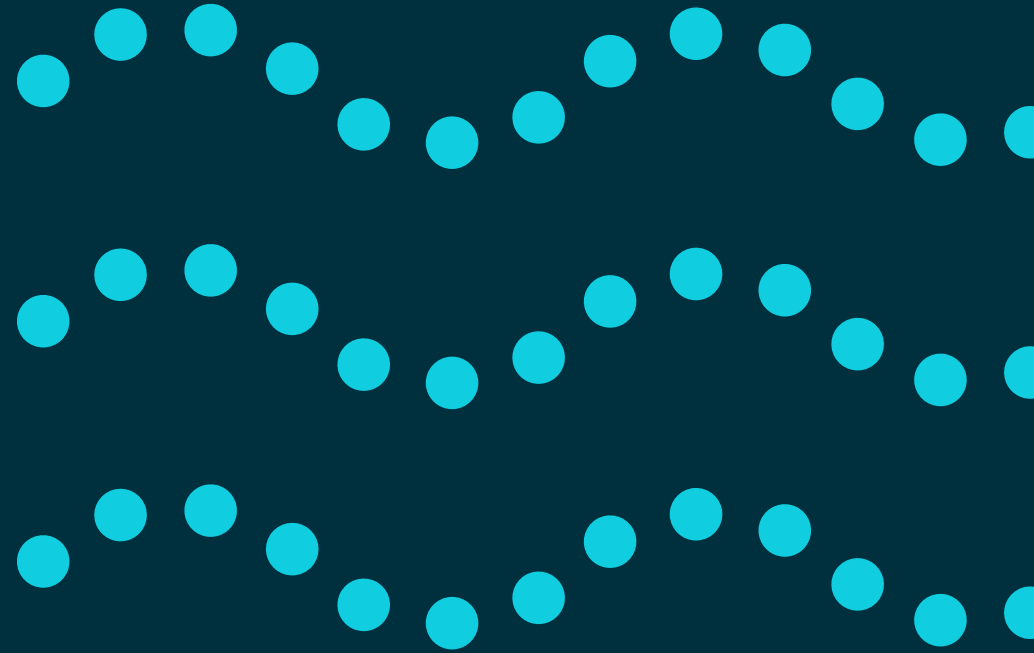


*MISSION*  
*Sea2030*



Misija “Jūra 2030” iestājas par reģionam nozīmīga resursa - Baltijas jūras - atjaunošanu, radot apstākļus un instrumentus, lai ilgtermiņā novērstu jūras bojāeju, jo Baltijas jūra ir viena no piesārņotākajām jūrām pasaulē.

# SATURS

## Logo

Primārais logo	5
Sekundārais logo	6
Logo krāsa	7
Logo lietojums kopā ar citiem logotipiem	8
Logo lietojums kopā ar LIAA	9
Logo novietojums	11
Mīnīmālais logo izmērs	13
Nepareizs logo lietojums	14

## Krāsas

Zīmola akcenta krāsa	16
Zīmola krāsas	17
Krāsu proporcijas	18

## Tipogrāfija

Pamatfonts	21
Sekundārais fonts	22
Teksta hierarhija	23
Teksta uzbūve	24
Teksta krāsa	28

## Fotogrāfija

Fotogrāfijas stilistika “Kopaina”	31
Fotogrāfijas stilistika “Individualitāte”	33

## Grafikas elementi

Grafikas elementu valoda	36
Primārie grafikas elementi	37
Jūras simbolika	38
Fona noformējums	40
Formas	41
Sekundārie grafikas elementi	42

**LOGO**

## Primārais logo

**MISSION**  
**Sea2030**



Logo minimālā drošā zona

## Sekundārais logo

**Mission Sea 2030**



Logo minimālā drošā zona

## Logo krāsa

Krāsa jāizvēlas tā, lai nodrošinātu logo maksimālu kontrastu un salasāmību. Neatkarīgi no fona, logo vienmēr melns vai balts.

*MISSION*  
**Sea2030**

*MISSION*  
**Sea2030**

*MISSION*  
**Sea2030**

*MISSION*  
**Sea2030**

## Logo lietojums kopā ar citiem logotipiem

accenture



MISSION  
Sea2030



accenture



MISSION  
Sea2030





## Logo lietojums kopā ar LIAA



*MISSION*  
**Sea2030**



*MISSION*  
**Sea2030**

## Logo lietojums kopā ar LIAA logo



*MISSION*  
**Sea2030**



*MISSION*  
**Sea2030**



Investment and  
Development  
Agency of Latvia

*MISSION*  
**Sea2030**



*MISSION*  
**Sea2030**



Investment and  
Development  
Agency of Latvia

*MISSION*  
**Sea2030**



*MISSION*  
**Sea2030**



Investment and  
Development  
Agency of Latvia

*MISSION*  
**Sea2030**



*MISSION*  
**Sea2030**



Investment and  
Development  
Agency of Latvia

*MISSION*  
**Sea2030**

## Logo novietojums

Logo novietojums pēc brīvas izvēles, atkarībā no kompozīcijas un ievērojot noteiktos minimālos attālumus no malām.



Logo kā papildinošs elements

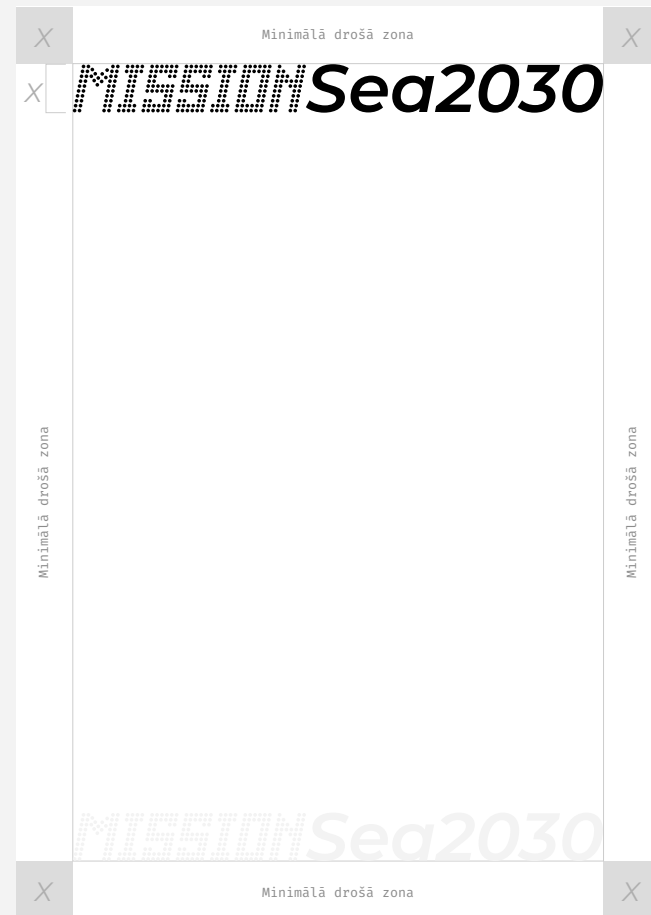


Logo kā uzsvērošs elements

## Logo novietojums



Logo kā papildinošs elements



Logo kā uzsverošs elements

## Minimālais logo izmērs

1cm (drukai)



*MISSION*  
**Sea2030**

70px (digitāli)



*MISSION*  
**Sea2030**

2,5cm (drukai)



*MISSION***Sea2030**

200px (digitāli)



*MISSION***Sea2030**

## Nepareizs logo lietojums

*MISSION*  
**Sea2030**

Neizjaukt logo uzbūvi

*MISSION*  
**Sea2030**

Nedeformēt logo

*MISSION*  
**Sea2030**

Nemainīt logo  
noteikto krāsu



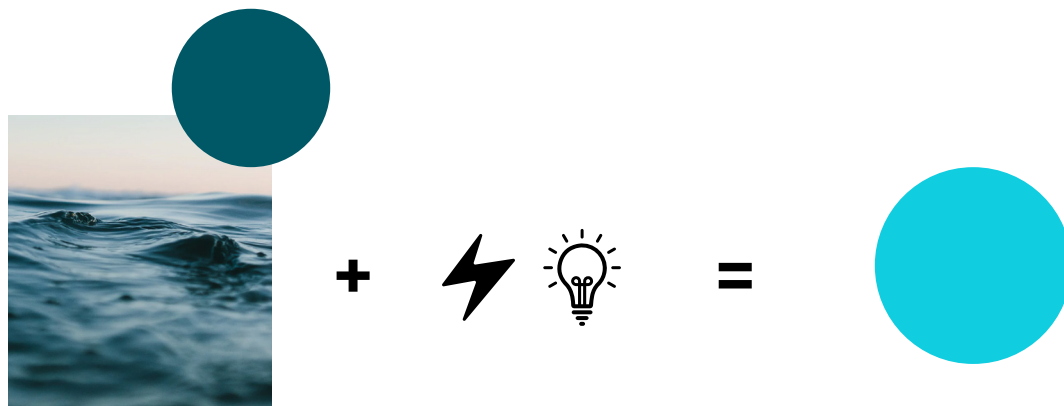
Nenovietot logo uz  
kontrastējošām bildēm,  
kas tādā veidā traucē  
tā salasāmību



Nelietot logo krāsā, kas  
saplūst kopa ar fonu

***KRĀSAS***

## Zīmola akcenta krāsa



Jūras krāsa izgaismota.  
Kā izgaismota/izcelta problēma.



## Zīmola krāsas

### PAMATKRĀSA

RGB – 0/0/0  
CMYK – 10/10/10/100  
HEX – #000000

### PAPILDKRĀSA

RGB – 3/27/35  
CMYK – 58/0/0/92  
HEX – #031B23

### PAPILDKRĀSA

RGB – 0/48/61  
CMYK – 69/0/0/87  
HEX – #00303D

### PAPILDKRĀSA

RGB – 0/60/79  
CMYK – 65/0/0/80  
HEX – #003C4F

### PAPILDKRĀSA

RGB – 0/88/102  
CMYK – 70/0/15/65  
HEX – #005866

### PAMATKRĀSA

RGB – 255/255/255  
CMYK – 0/0/0/0  
HEX – #FFFFFF

### PAPILDKRĀSA

RGB – 231/242/242  
CMYK – 12/0/5/0  
HEX – #E7F2F2

### PAPILDKRĀSA

RGB – 208/226/224  
CMYK – 22/5/14/0  
HEX – #FFFFFF

### PAPILDKRĀSA

RGB – 105/192/204  
CMYK – 55/5/21/0  
HEX – #69C0CC

### AKCENTA KRĀSA

RGB – 16/205/224  
CMYK – 66/0/17/0  
HEX – #10CDE0

# Krāsu proporcijas (gaišā režīmā)



### Teksts

Lorem ipsum dolor sit amet, consectetur

### Teksts

Lorem ipsum dolor sit amet, consectetur

### Teksts

Lorem ipsum dolor sit amet, consectetur



### Virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

### Virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Skatīt



### Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.



Fig. 1, LV133

14.08.2022

## Izcelts slaidis



### Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

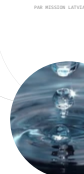


Fig. 1, LV133

14.08.2022

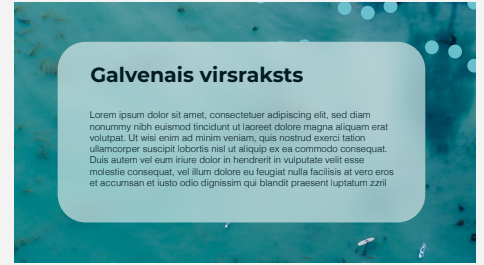
### Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.



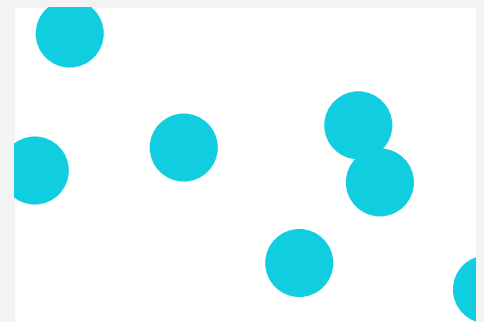
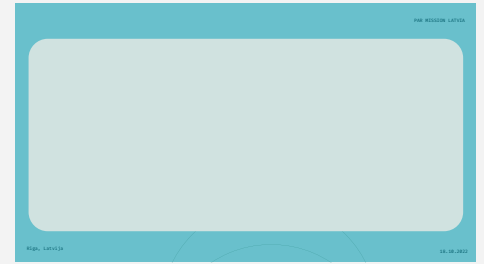
Fig. 1, LV133

14.08.2022



### Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.



# Krāsu proporcijas (tumšā režīmā)



### Teksts

Lorem ipsum dolor sit amet, consectetur

### Teksts

Lorem ipsum dolor sit amet, consectetur

### Teksts

Lorem ipsum dolor sit amet, consectetur



### Virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril

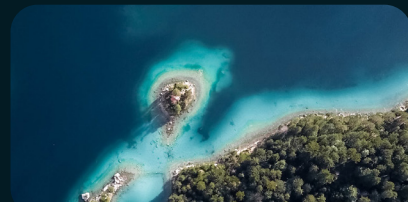
### Virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril

Skatīt



## Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril

## Izcelts slaidis



## Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril



Fig. 12345

01.10.2021

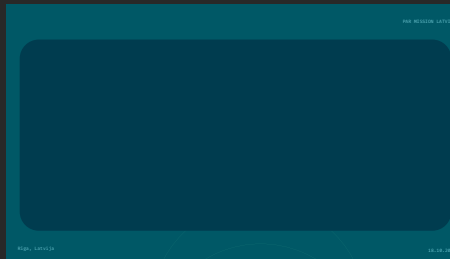
## Galvenais virsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril



Fig. 12345

01.10.2021



# ***TIPOGRĀFIJA***

## Pamatfonts

Aa

## Montserrat

AaĀāBbCcČčDdEeĒēFfGgHh  
IiĪīJjKkĶķLlĻļMmNnŅņOoPpQq  
RrSsŠšTtUuŪūVvWwXxYyZzŽž  
1234567890!?!#%&\$€@{(/)}

lejupielādēt

## Sekundārais fonts

0 1

## Fira Code

AaĀāBbCcČčDdEeĒēFfGgHh  
IiĪīJjKkĶķLlĻļMmNnŅņOoPpQq  
RrSsŠšTtUuŪūVvWwXxYyZzŽž  
1234567890! ?#%&\$€@{( / ) }

lejupielādēt

## Teksta hierarhija

Display (3x+)

***MONTSERRAT  
BOLD ITALIC***

H1 (2x)

**Montserrat Bold**  
***MONTSERRAT  
BOLD ITALIC***

H2 (1,5x)

Montserrat regular

Paragraph 1 (1x)

Montserrat regular/**Bold**

Paragraph 2 (0,75x)

Fira Regular/**Bold**

Montserrat Bold

**Pamata  
virsraksta  
veidols**

Korporatīvs, neitrāls

Montserrat Bold Italic

***DINAMISKS  
VIRSRAKSTA  
VEIDOLS***

Motivējošs, aicinošs, dinamisks



## Pamata virsraksta veidols

### Apakšvirsraksts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

Datums

**MISSION**  
**Sea2030**



## **DINAMISKS VIRSRAKSTA VEIDOLS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Adrese un  
kontakti

**MISSION**  
**Sea2030**

## **DINAMISKS VIRSRAKSTA VEIDOLS**



## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

## DINAMISKS VIRSRAKSTA VEIDOLS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur

**MISSION  
Sea2030**

Prezentācijas tēma

## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper



Datums

## Pamata virsraksta veidols

Datums

## Pamata virsraksta veidols

Datums

## Pamata virsraksta veidols

Datums



## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

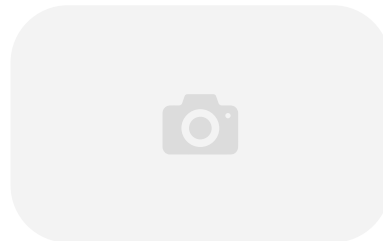
## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,



## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim



## Pamata virsraksta veidols

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

## Teksta krāsa

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

Primārā

A

Sekundārā

A A

## Teksta krāsa uz bildēm

Teksta krāsa izvēlēta tā, lai nodrošinātu maksimālu kontrastu un salasāmību.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

# ***FOTOGRAFĪJA***

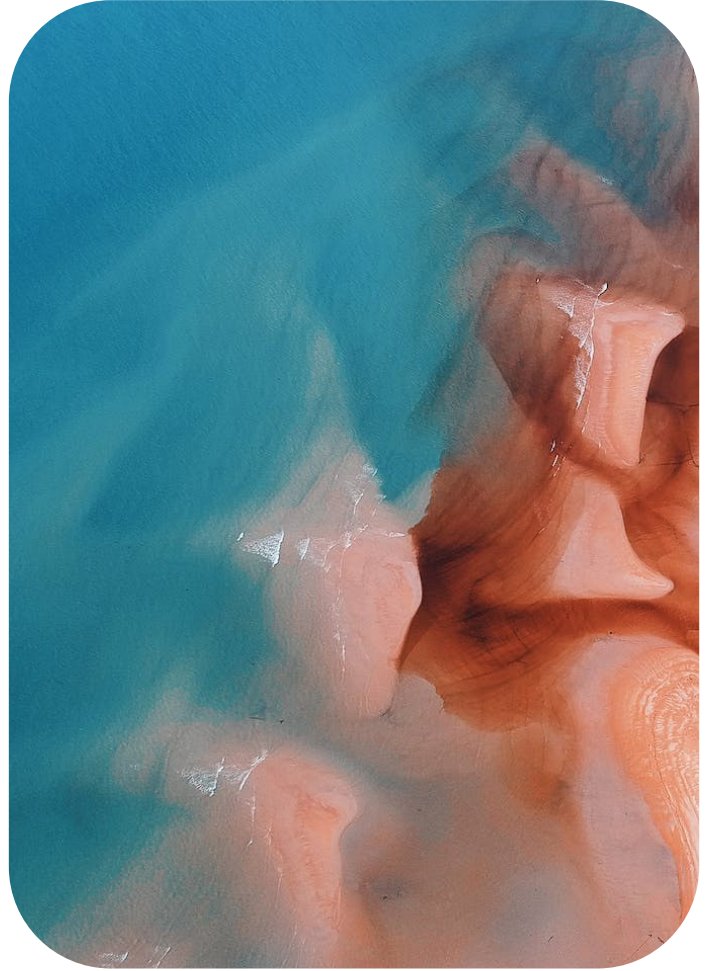
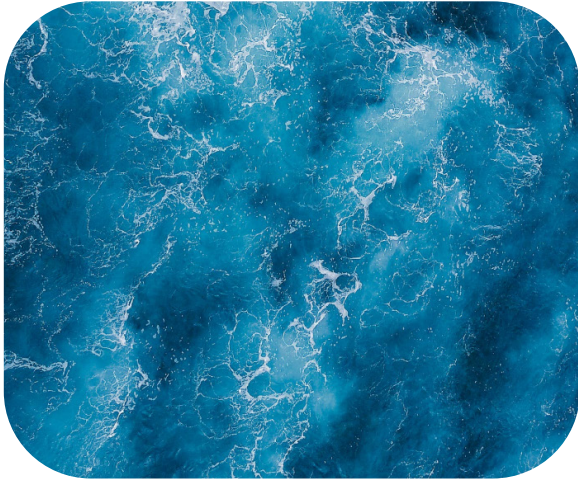
## Fotogrāfijas stilstika “Kopaina”

Dažāda veida jūras tematikas attēli, kas uzņemti attālinātā skatā no augšas, tādā veidā parādot kopainu, kas ikdienā nav saredzama. Līdzīgi kā sabiedrības atstātā negatīvā ietekme uz Baltijas jūru, kas nav saredzama tikai vienas dienas nogrieznī, bet gan ilgā laika periodā.



Ilustratīvs piemērs





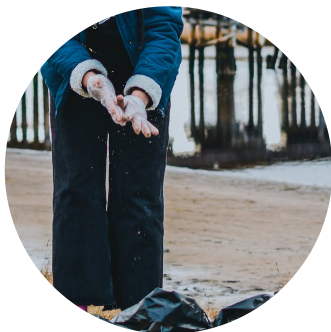


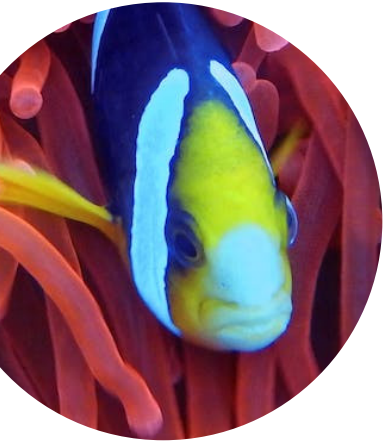
## Fotogrāfijas stilstika “Individualitāte”

Pretstatā ar “Kopainu”,  
“Individualitāte” izceļ  
konkrētu problēmu,  
tehnoloģiju, cilvēku vai  
darbu pietuvinātā veidā.  
Bildes kadrējums apļa  
formā.



Ilustratīvs piemērs

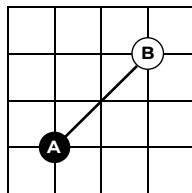




# ***GRAFIKAS ELEMENTI***

## Grafikas elementu valoda

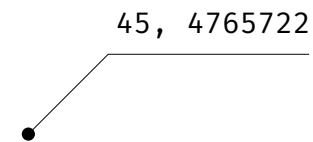
Kopējā grafikas elementu valoda veidota misijas tematikā, tādā veida ietverot tai raksturīgos elementus.



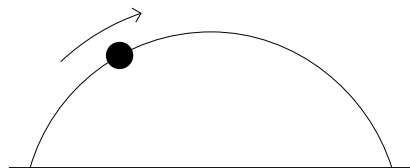
Plāns



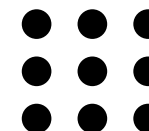
Mērķis



Kordinātes

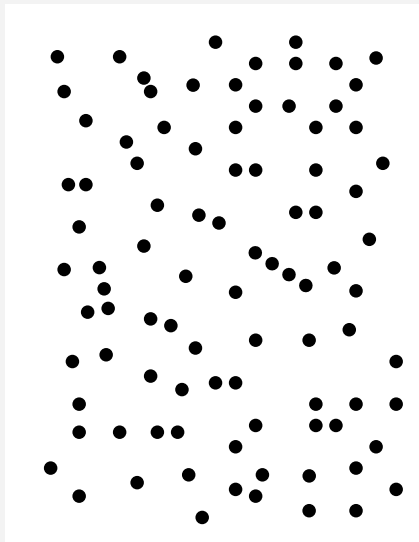


Trajektorija

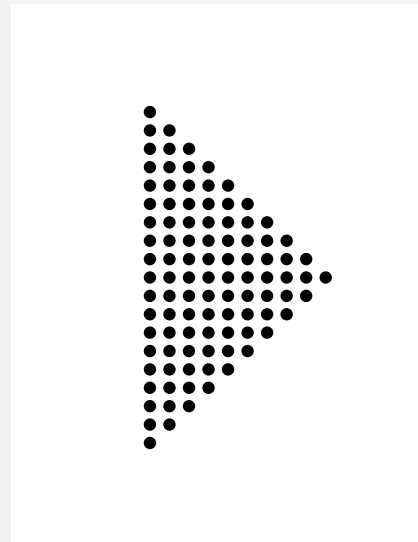


Komanda

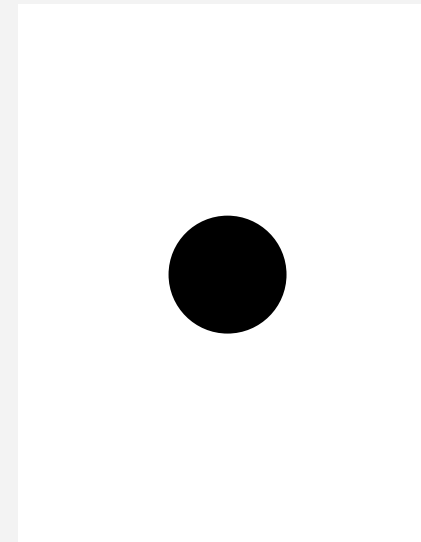
## Primārie grafikas elementi



Brīvi izvietoti apļi



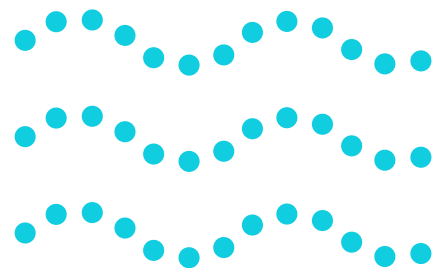
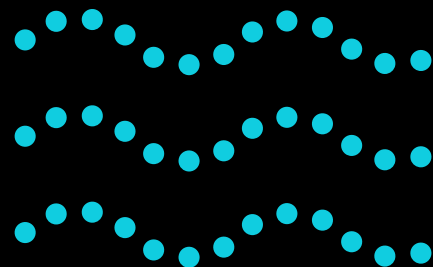
Apļi, kas veido formu



Aplis kā individuāla forma

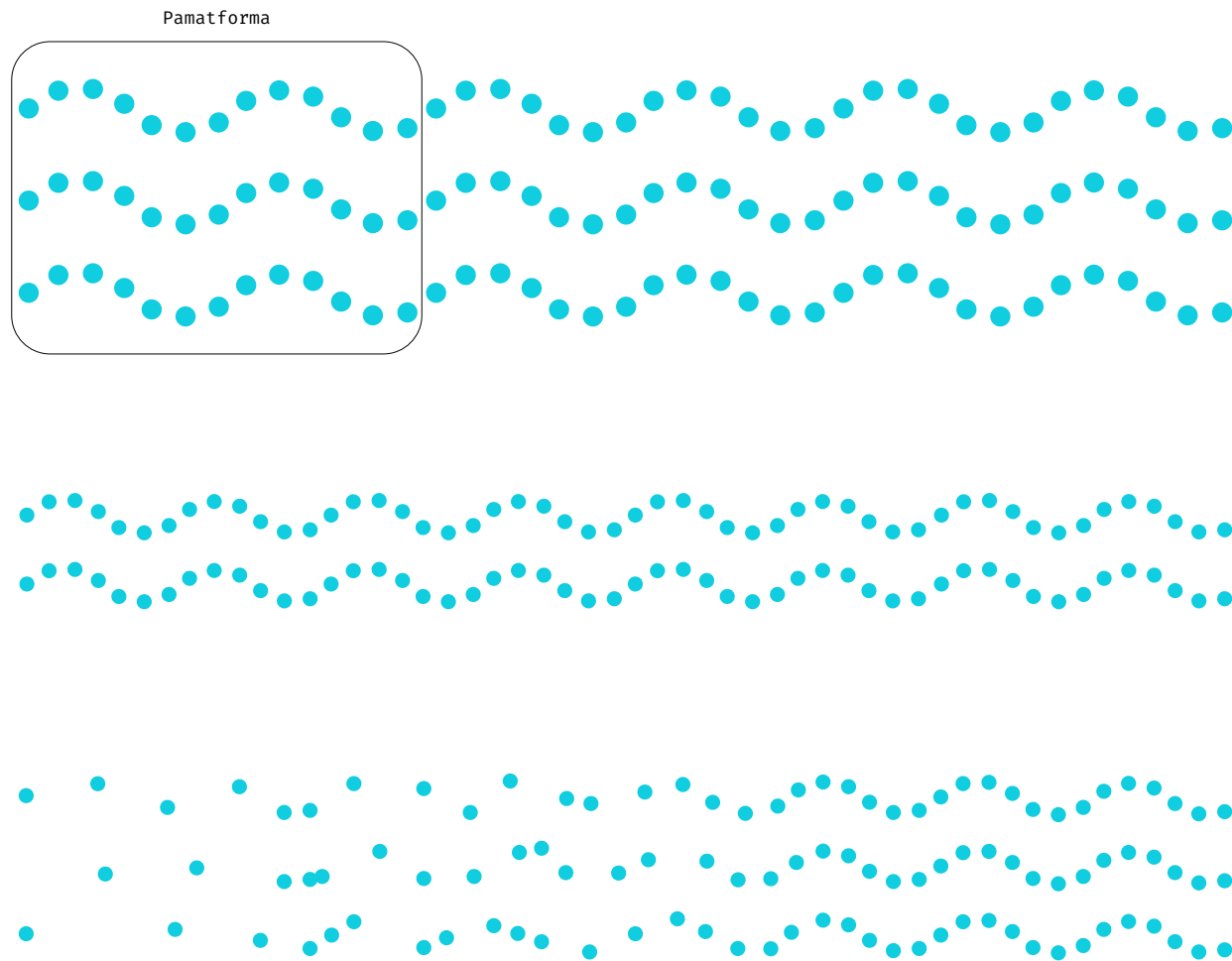
## Jūras simbolika

Jūras simbolikas pamatforma, kas adaptējama dažādos veidos.



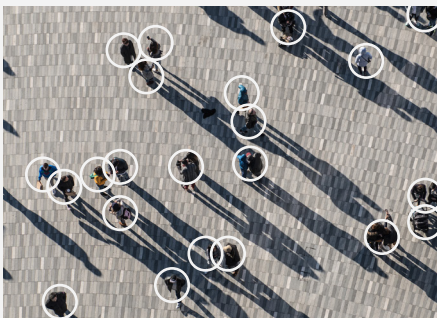
## Jūras simbolika

To var pagarināt, stilizēt un pielāgot situācijai, kam tā nepieciešama.

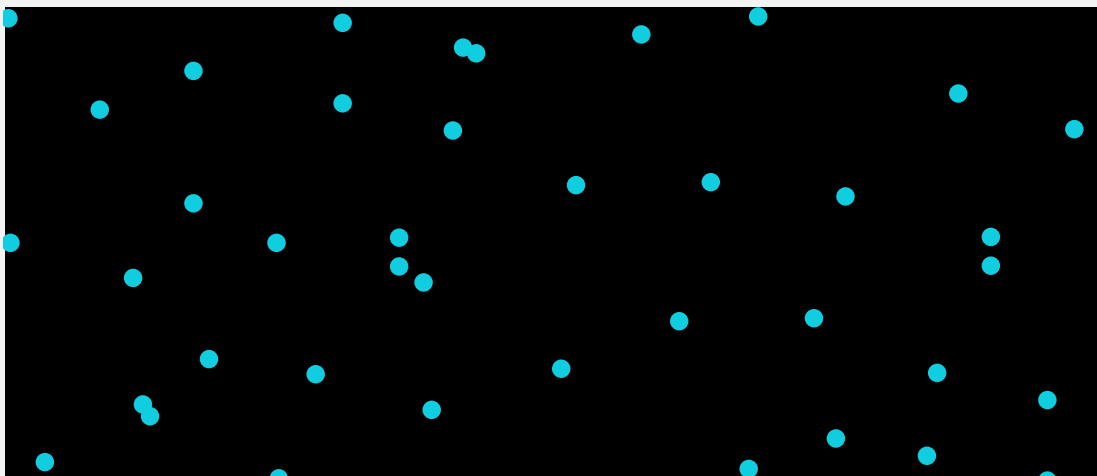
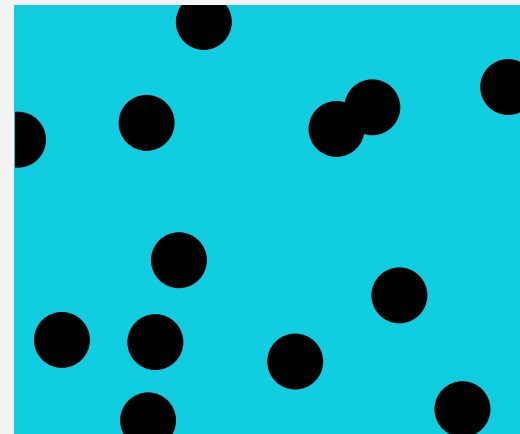


## Fona elementu noformējums

Fonu veido dažāda lieluma  
apļi, kas brīvā veidā izkārtoti.



Ilustratīva atsauce.

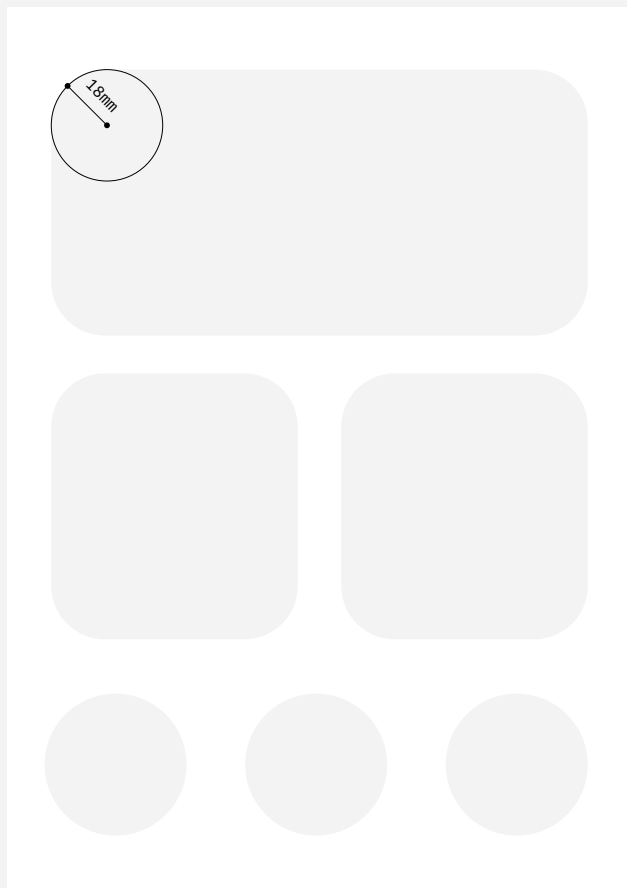




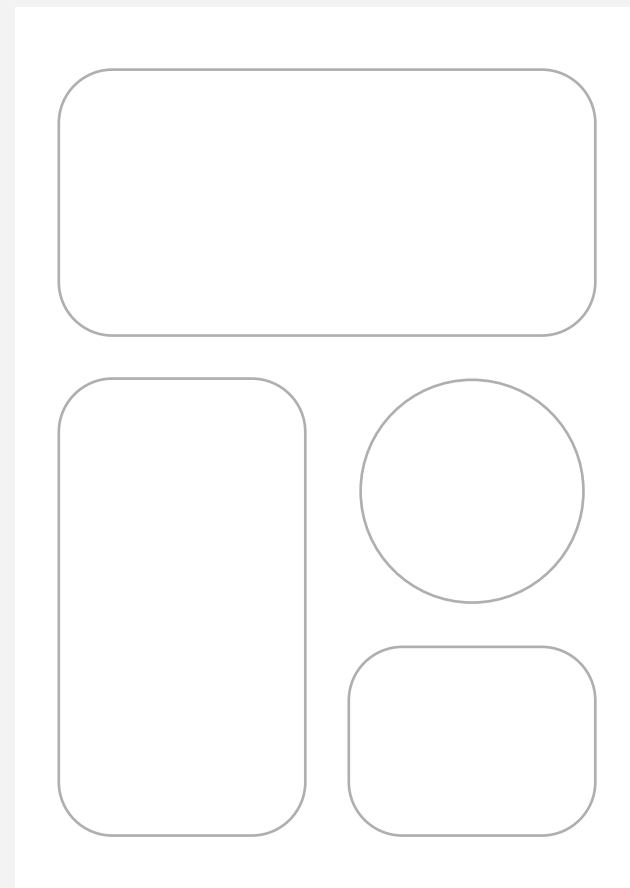
## Formas

Formu stilistika attiecas, gan uz bildēm, gan uz krāsu laukumiem.

Ņemot par pamatu A4 formātu, stūru rādiuss ir 18mm



Formas ar pildījumu



Formas ar ārējo līniju

## Sekundāri fona grafikas elementi

Smalkas un neitrālas grafikas,  
kas atvasinātas no apļa formas  
un papildina misiju tematiku.



Kordinātes

Zīmola "Mission Sea" vadlīniju izstrādātāji:  
Dizaina studija Teika  
Skanstes iela 50, Rīga, Latvija  
hello@teika.eu / teika.eu