GYVŪNŲ
GEROVĖS
INICIATYVOS

HOW WE LOOK

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THE PURPOSE

There are many problems in our world right now.

Animal cruelty is the one that concerns us the most.

Stoping animal cruelty, reducing number
of stray animals and creating better conditions
for them – that is our **purpose**.

WE BELIEVE

We believe in a better world.

We believe that people and animals can live on one Earth and come along.

We believe that without animals we would be condemned as well as they would be without us.

BRAND ESSENCE

MAIN GOAL

to ensure animal rights,
stop animal cruelty
and reduce numbers
of stray animals.

Animal Welfare initiatives isn't a shelter.
The organization works on educational and legal levels.

Our organization not only solves consequences of the issues, but also deals with underlying **reasons** and works on animal welfare problems **prevention**.

Our **mission** is to provide the society with knowledge and awareness about animal welfare and to ensure animal rights.

THE CHARACTER

SOLID

We might be funny, but in a certain manner. We provide a solid look and content.

FRIENDLY

We communicate with the audience in a „friend-to-friend“ manner.

ACTIVE

As our brand name says, we take initiative. We are not only passive observers of situation, but active participants of animal welfare field as well.

RELIABLE

It‘s a brand you can trust and be sure, that information we provide is 100% correct and not misleading.

SIMPLE

Information should be brought in a simple, clear and „easy to catch and understand“ way. If it‘s possible, specific words and terminology of the field should be eliminated.

WHAT WE DO

1

MAIN FOCUS

Educating society, children and youth on animal welfare

SIDE ACTIVITIES:

2

Examining and achieving publicity for animal cruelty cases. We aim for fair juridical treatment for animal care and ownership law abusers.

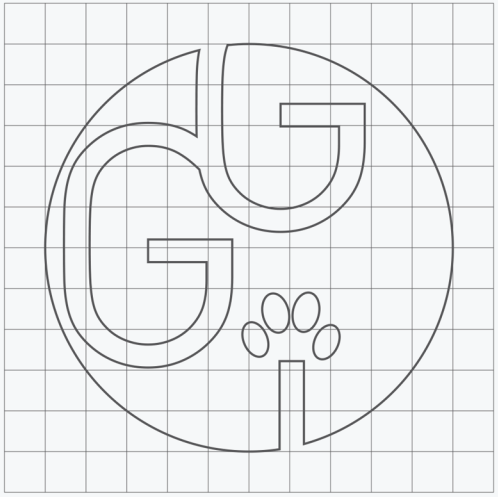
3

Getting involved in the making of laws regarding animal welfare. aiming to achieve and secure that new laws are considerate towards animals as well as humans.

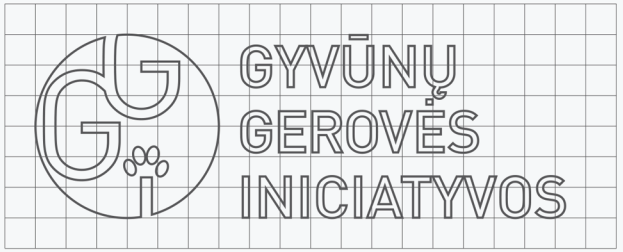
4

Helping the shelters by organizing public events and projects, preparing hand-outs with useful information.

OUR LOGO



This is the faces of our organization.
So **please** treat it with respect.



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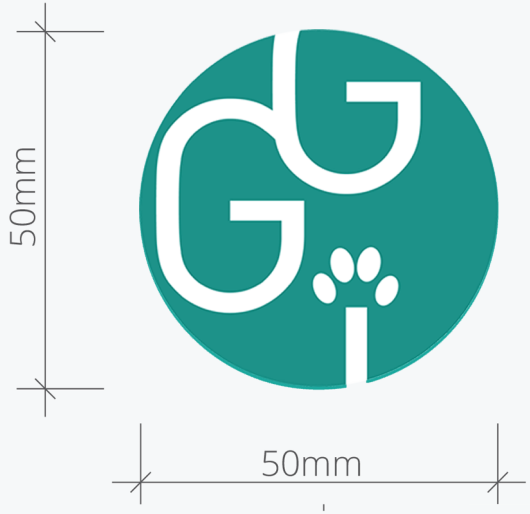
DO'S AND DON'TS

This is how our logo
is meant to look.

So **always** stick to the proportions.

No vertical stretching.
No horizontal stretching.
No distortions.

Go on. Try us.



DO'S AND DON'TS

We really prefer our logo
to be positioned over blank and
light backgrounds.

But in case of absolute **emergency**,
this is the inverted version we would
like you to use.

GYVŪNŲ
GEROVĖS
INICIATYVOS

OUR COLORS

CMYK 0.89/0.00/0.06/0.43
RGB 16/145/136

CMYK 0.00/0.89/0.83/0.43
RGB 145/16/25

CMYK 0.00/0.00/0.00/0.45
RGB 140/140/140

OUR TYPEFACES

Open Sans/light

Aa

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Italic

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Open Sans/regular

Aa

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Italic

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Open Sans/semibold

Aa

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Italic

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Open Sans/semibold

Aa

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

Italic

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy jJ Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

OUR TYPEFACES

AMATIC SMALL CAPS/REGULAR

Aa

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy Jj Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

AMATIC/BOLD

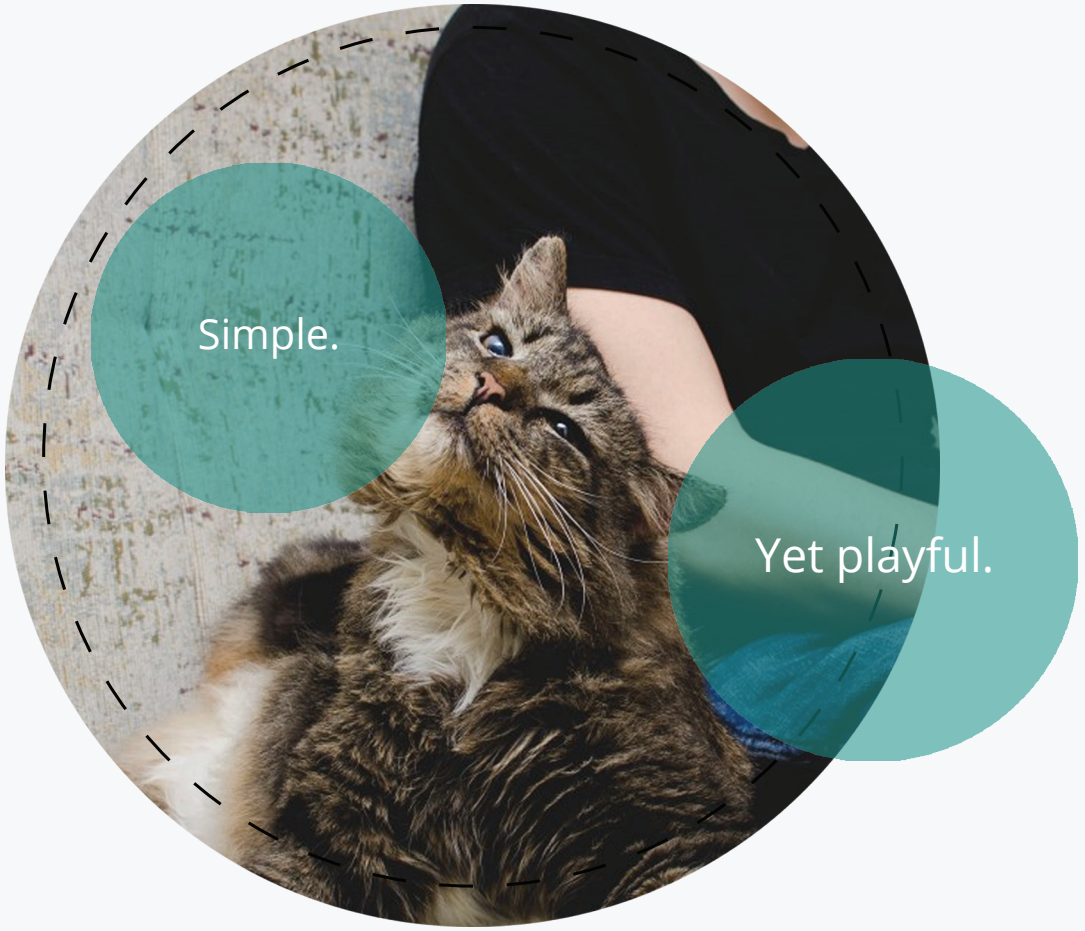
Aa

Aa Ąą Bb Cc Čč Dd Ee Ęę Ėė Ff Gg Hh Ii Įį Yy Jj Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ųų Ūū Vv Zz Žž

GRAPHICAL ELEMENTS

icons

GRAPHICAL ELEMENTS



bubbles

We looove our bubbles.

In all shapes and sizes.
(as longs as they are perfectly round and not too huge)

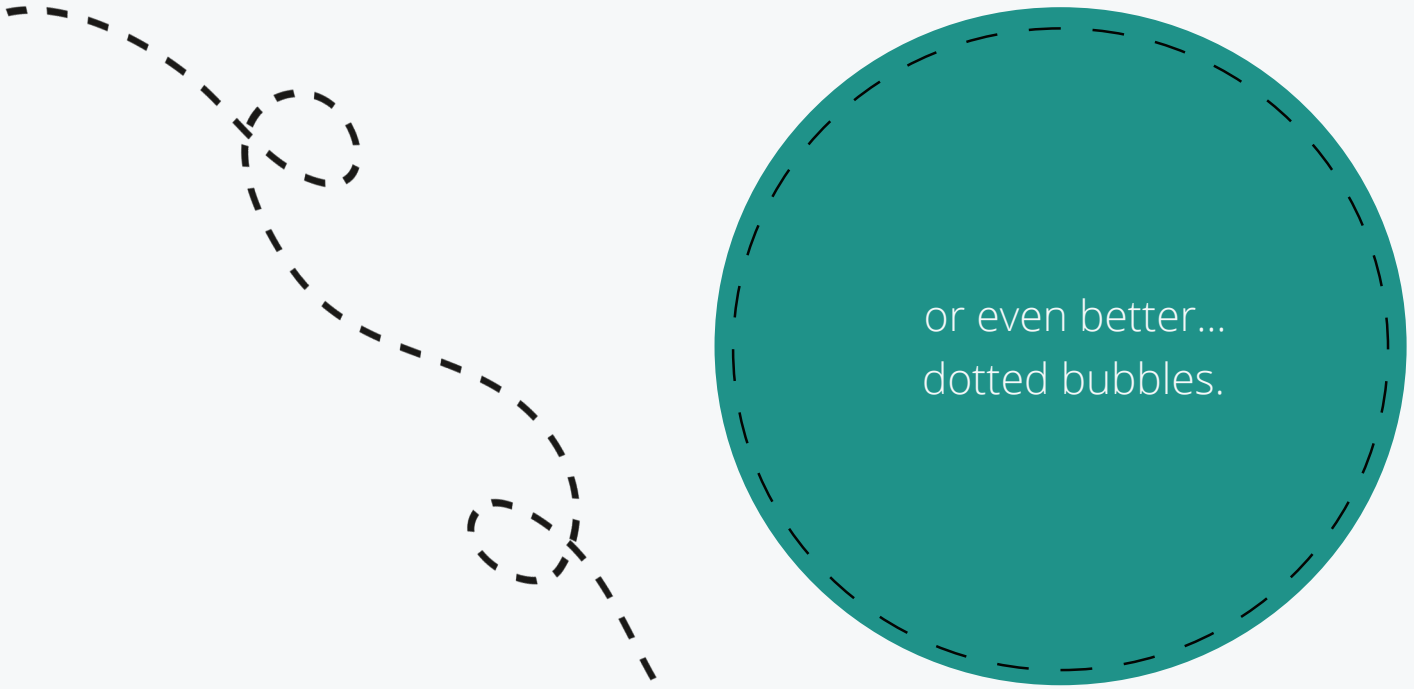
opacity: 100% or 55%

bubble colour: #109188

text colour: #8c8c8c
or #ffffff

GRAPHICAL ELEMENTS

dotted lines



GRAPHICAL ELEMENTS

green line

use it horizontally

OR

vertically

GRAPHICAL ELEMENTS

short black line

VŠĮ „GYVŪNŲ GEROVĖS INICIATYVOS“

Gyvūnų gerovės iniciatyvos (GGI) tikslas – spręsti gyvūnų gerovės problemų priežastis, užkertant kelią pasekmių atsiradimui.

www.ggi.lt

VEIKLA:

- Švietimo projektai;
- Informacijos gyvūnų gerovės klausimais ruošimas ir platinimas;
- Dalyvavimas gyvūnų gerovę reglamentuojančių teisės aktų svarstymuose ir prisidėjimas prie jų ruošimo;
- Gyvūnų nepriežiūros atvejų nagrinėjimas ir viešinimas.

GRAPHICAL ELEMENTS

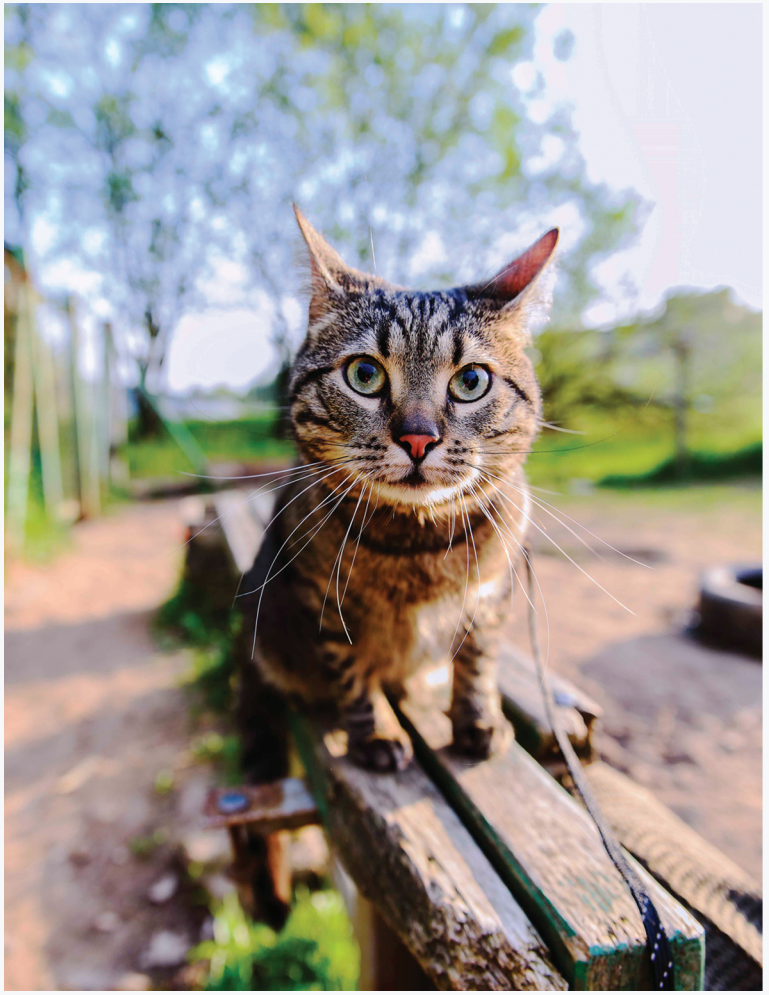
IN USE

GRAPHICAL ELEMENTS

IN USE

PICTURES WE USE

High-quality, colorfull, copyrighted.
They can be taken from our project:
www.neBrisius.lt



BACKGROUNDS

For content background use white

PROJEKTAS
„neBrisius.lt“

Tiklas – paskatinti žmones priglausti gyvūnus iš prieglaudų ar gatvės bei dalintis geraja patirtimi, taip keičiant visuomenės požiūrį į benamius gyvūnus.

www.nebrisius.lt

or photograph of an animal

www.ggi.lt