



GYVŪNŲ
GEROVĖS
INICIATYVOS

HOW WE LOOK

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



2

SIDE ACTIVITIES:

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



3

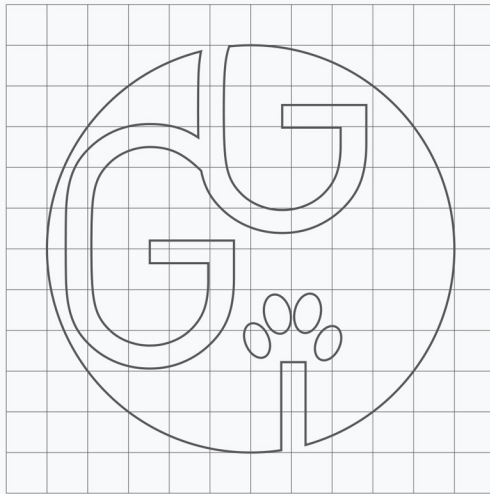
Getting involved in the making of laws regarding animal welfare. aiming to achieve and secure that new laws are considerate towards animals as well as humans.



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.



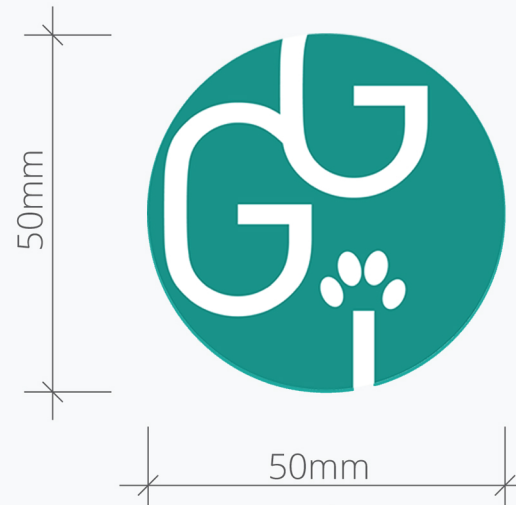
DO'S AND DON'TS

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 82 / 23 / 51 / 3
RGB 16 / 145 / 136
#109188



CMYK 29 / 100 / 73 / 29
RGB 140 / 23 / 51
#8C1733



CMYK 90 / 80 / 34 / 22
RGB 50 / 63 / 103
#323f67

OUR TYPEFACES

Open Sans/light

Aa

Italic

Aa Aą Bb Cc Čč Dd Ee Ěě Èè Ff Gg Hh Ii Jj Yy Jj Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ůů Vv Zz Žž
Aa Aą Bb Cc Čč Dd Ee Ěě Èè Ff Gg Hh Ii Jj Yy Jj Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ůů Vv Zz Žž

Open Sans/regular

Aa

Italic

Aa Aą Bb Cc Čč Dd Ee Ěě Èè Ff Gg Hh Ii Jj Yy Jj Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ůů Vv Zz Žž
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Open Sans/semibold

Aa

Italic

Aa Aą Bb Cc Čč Dd Ee Ěě Èè Ff Gg Hh Ii Jj Yy Jj Kk Ll Mm Nn Oo Pp Rr Ss Šš Tt Uu Ůů Vv Zz Žž
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OUR TYPEFACES

AMATIC SMALL CAPS/REGULAR

AA

AA AȦ BB CC ČČ DD EE ĚĚ ĖĖ FF GG HH II ĲĲ YY JJ KK LL MM NN OO PP RR SS ŠŠ TT UU ŮŮ ŪŪ VV Zz Žž

AMATIC/BOLD

AA

AA AȦ BB CC ČČ DD EE ĚĚ ĖĖ FF GG HH II ĲĲ YY JJ KK LL MM NN OO PP RR SS ŠŠ TT UU ŮŮ ŪŪ VV Zz Žž

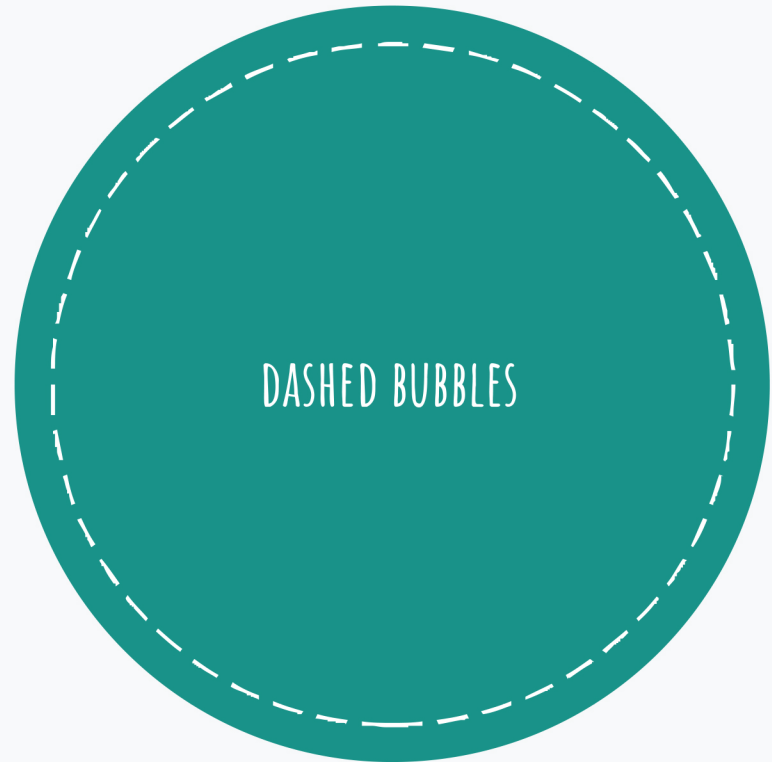
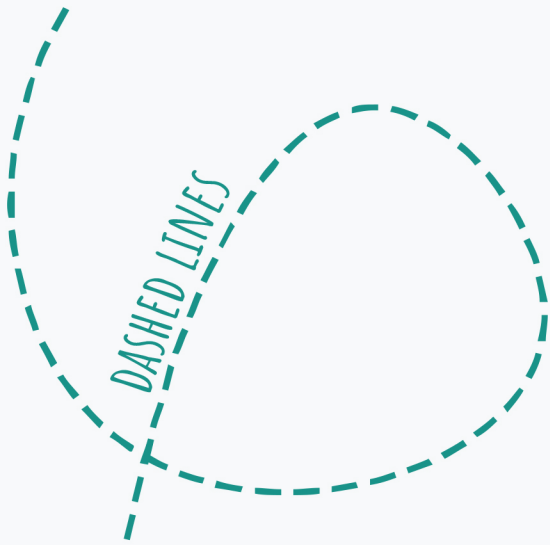
GRAPHICAL ELEMENTS



icons



GRAPHICAL ELEMENTS



WAVY OBJECTS AND LINES

GRAPHICAL ELEMENTS

IN USE



GRAPHICAL ELEMENTS

IN USE



GYVŪNŲ NEPRIEŽIŪROS ATVEJAI

 Gyvūnų nepriežiūros atvejų sprendimas

ELKIS ATSAKINGAI, MOKSLEIVI!

 Gyvūnų gerovės pamokos

NEBRISIAUS.LT

 Išgelbėtų gyvūnų istorijos

KETURKOJAI EMIGRANTAI

 Emigravusių gyvūnų istorijos

GYVŪNŲ GEROVĖS INICIATYVOS PROJEKTAI

SPRĘSKIME NE PASEKMES, O PRIEŽASTIS!

 [PRISIJUNK](#)

 [PRANEŠK](#)

 [PAREMK €](#)

[www.ggi.lt](#)

NEBRISIAUS NAMAI

 Nameliai benamėms katėms

KUDILIUS

 Prieglaudų globotinių maudymas ir kirpimas

DRAUGIŠKI GYVŪNAMS

 Vietos, kur gali eiti su augintiniu

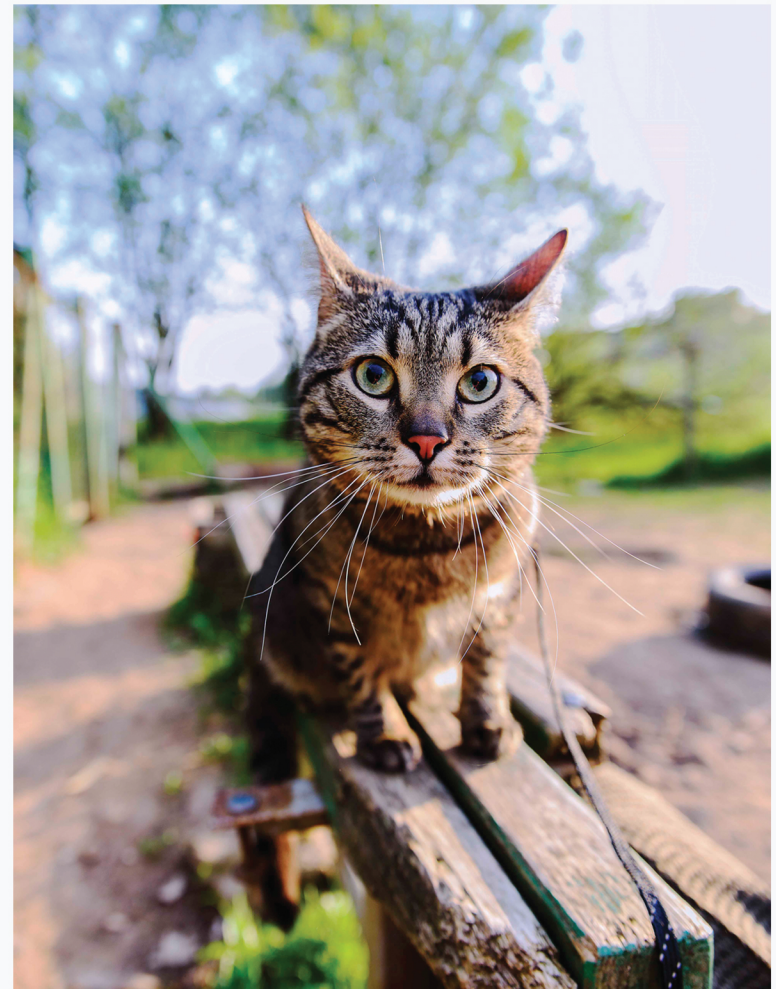
ATSAKINGA KOSMETIKA

 Rinkis su gyvūnais nebandytą kosmetiką!



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
gerą patirtimi, taip keičiant visuomenės
požiūrį į benamius gyvūnus.

www.nebrisius.lt

or photograph of an animal



PICTURES, LOGO AND TYPE COMBINED

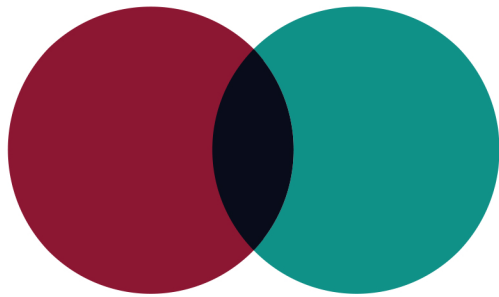




HOW WE LOOK

OUR LOGO

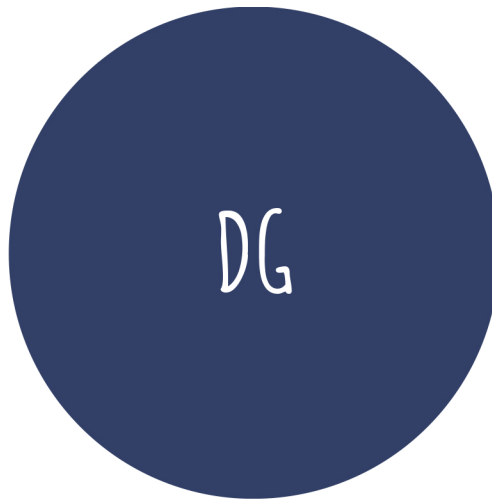




OUR COLORS



CMYK 29 / 100 / 73 / 29
RGB 140 / 23 / 51
#8C1733

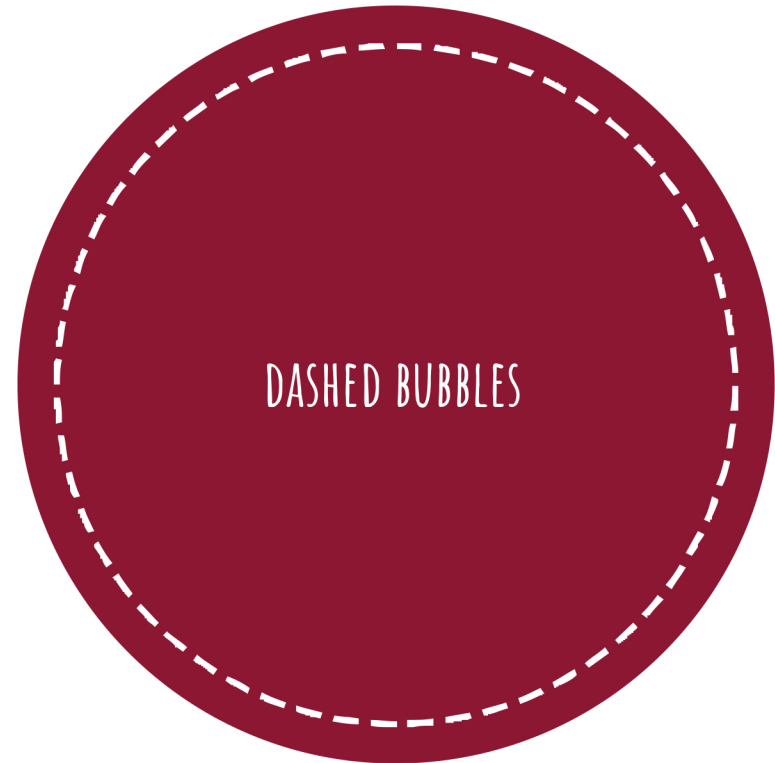
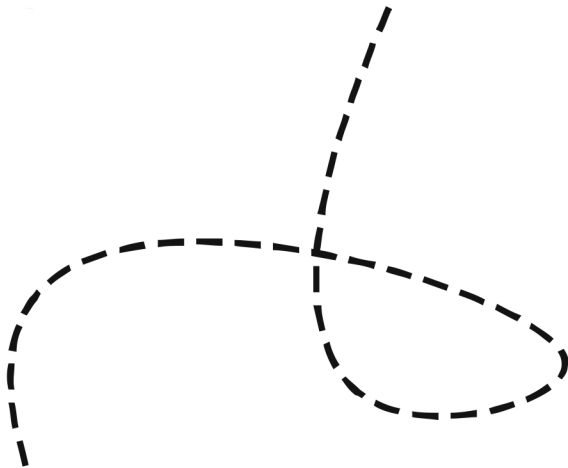
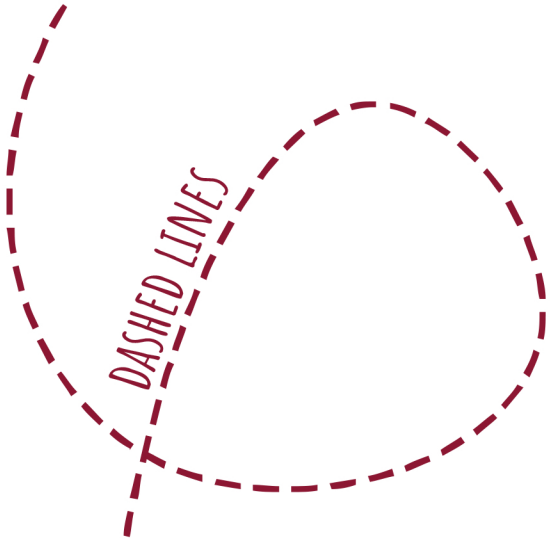


CMYK 90 / 80 / 34 / 22
RGB 50 / 63 / 103
#323f67



CMYK 82 / 23 / 51 / 3
RGB 16 / 145 / 136
#8C8C8C

GRAPHICAL ELEMENTS



WAVY OBJECTS AND LINES

PICTURES, LOGO AND TYPE





HOW WE LOOK

OUR LOGO



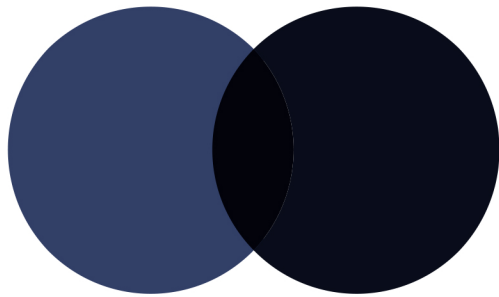
DRAUGIŠKI
GYVŪNAMS



DRAUGIŠKI
GYVŪNAMS



DRAUGIŠKI
GYVŪNAMS

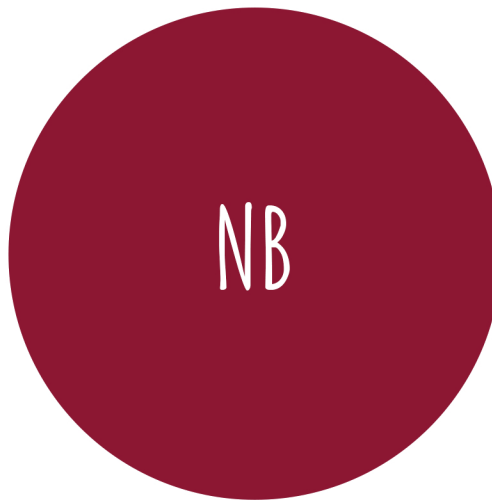


OUR COLORS



DG

CMYK 90 / 80 / 34 / 22
RGB 50 / 63 / 103
#323f67



NB

CMYK 29 / 100 / 73 / 29
RGB 140 / 23 / 51
#8C1733



GGI

CMYK 82 / 23 / 51 / 3
RGB 16 / 145 / 136
#8C8C8C

GRAPHICAL ELEMENTS

DOTTED LINES

DOTTED BUBBLES

WAVY OBJECTS AND LINES

PICTURES, LOGO AND TYPE



