

Brand story

Logo

Color

Typography

Graphic elements

Stationery

Other materials

Primary logo protected space

Construction of the primary logo's protected space

It is recommended to leave clear space around the logo — a protective field that contains neither text nor images. This way, the logo is noticeable and readable



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Logo with explanatory text protected space

Construction of the primary logo with explanatory text protected space

It is recommended to leave clear space around the logo — a protective field that contains neither text nor images. This way, the logo is noticeable and readable



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Brand story

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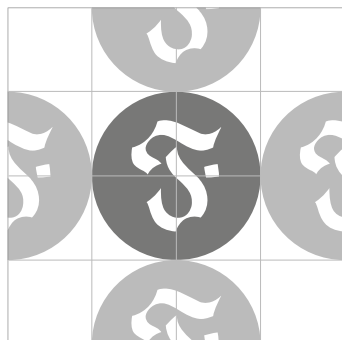
Stationery

Other materials

«F» icon protected space

Construction of the «F» icon protected space

The free space around the icon should be equal to half of its size in any direction



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Usage of the logo

The "Riga Wood" logo is designed to scale to small sizes on print and screen

The reference size for the smallest logo size is 32 px «F» icon diameter for screen or 5 mm diameter for print

Maximum size is not limited

Riga Wood 

Min. «F» icon diameter: 5 mm / 32 px



The logo is always produced only from the original digital vector file

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Usage of the logo

Primary logo usage on white background

Riga Wood 

Monochrome logo usage on white background

Riga Wood 

Orange logo usage on white background

Riga Wood 

Primary logo usage on black background

Riga Wood 

Monochrome logo usage on black background

Riga Wood 

Orange logo usage on black background

Riga Wood 

Monochrome logo usage on orange background

Riga Wood 

Monochrome logo usage on orange background

Riga Wood 



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Usage of the «F» icon

Orange symbol usage on white background



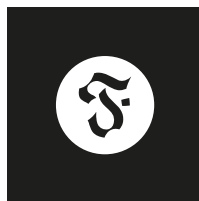
Black symbol usage on white background



Orange symbol usage on black background



White symbol usage on black background



Black symbol usage on orange background



White symbol usage on orange background



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Incorrect use of the logo

Don't change the "F" symbol position in the logo



Don't scale the logo elements



Don't change the colors of the logo



Don't rotate the logo



Don't deform the logo by any means



Don't use any effects such as drop shadows etc.



Do not outline the logo



The logo should not be placed over a busy patterned background



Don't place the logo on a low-contrast background



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