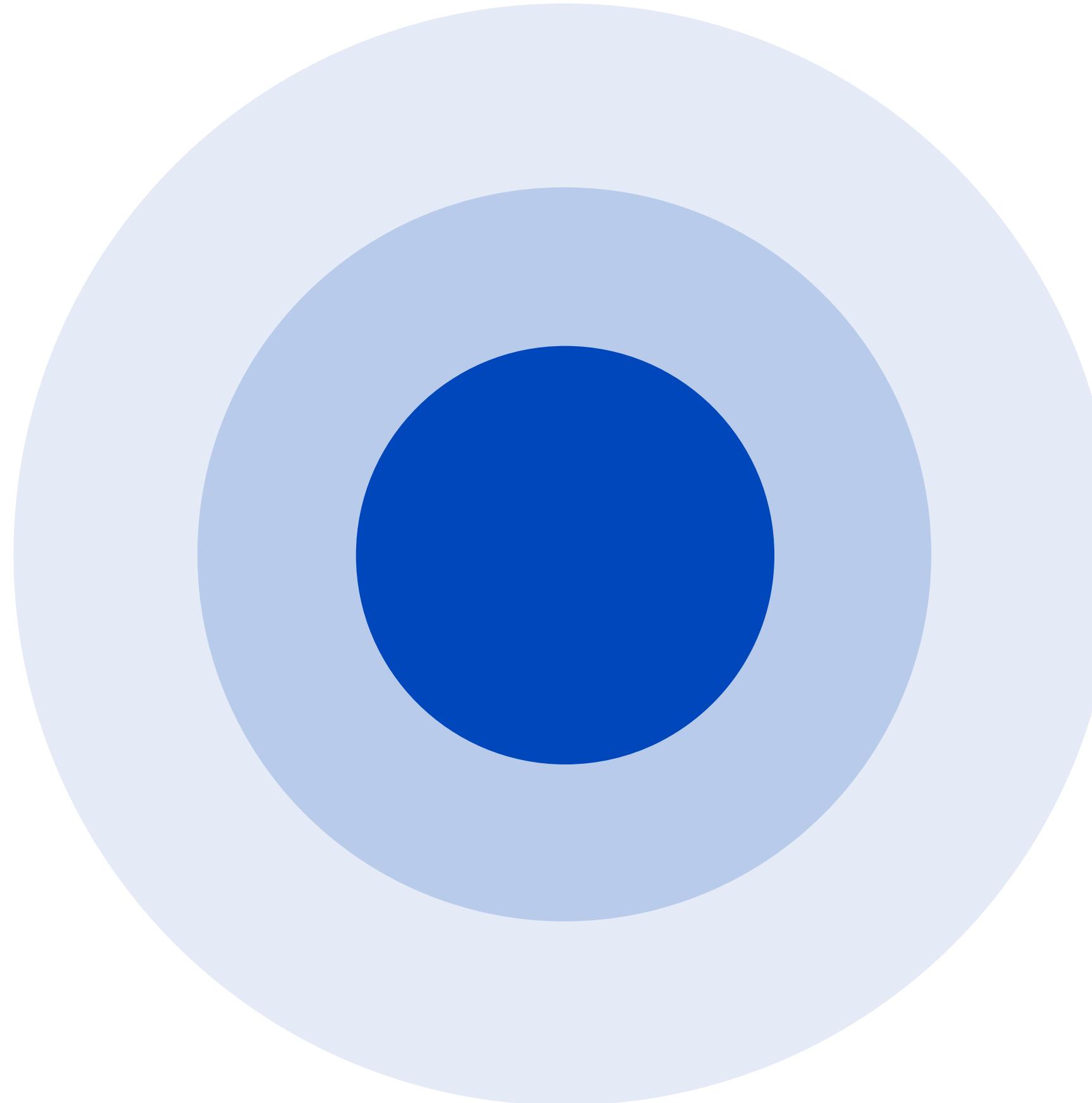


# Mission Statement

To create and sustain a community where Baltic network operators can share knowledge,  
develop joint solutions, and foster innovation in networking technologies.



# Core Values



## Community

We promote collaboration and knowledge-sharing.



## Innovation

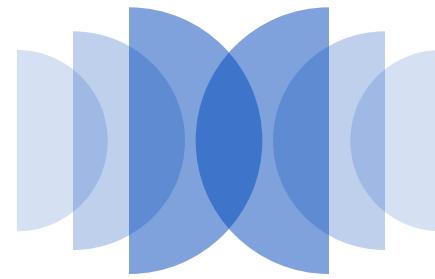
We constantly strive to enhance technologies and processes.



## Transparency

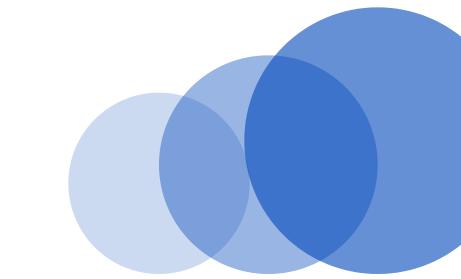
We operate with trust and clarity

# Target Audience



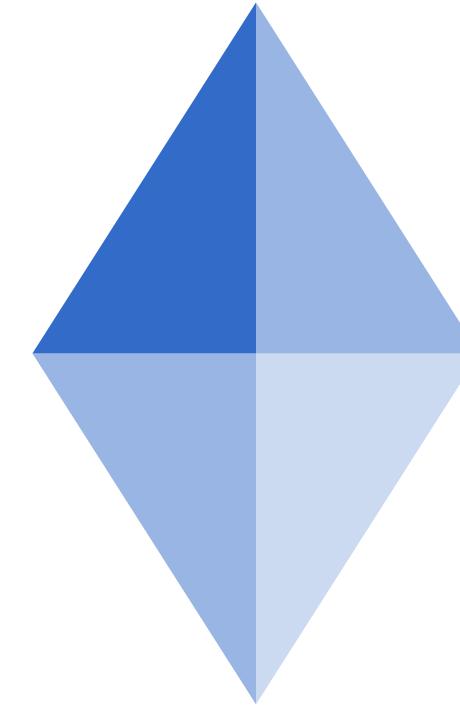
## Primary Audience

Network operators, internet service providers, and communications engineers in the Baltic region.



## Secondary Audience

Academic institutions, tech startups, and governmental organizations interested in digital infrastructure.



# Unique Selling Proposition

BalticNOG provides a unique platform where Baltic network professionals can connect and share both technical knowledge and practical solutions at a regional scale.



# Symbolism

The shape and structure of the symbol draw inspiration from the geometric precision and depth of traditional Baltic patterns. This highlights the importance of heritage, while the modern design conveys the dynamism and forward-thinking spirit of these nations.



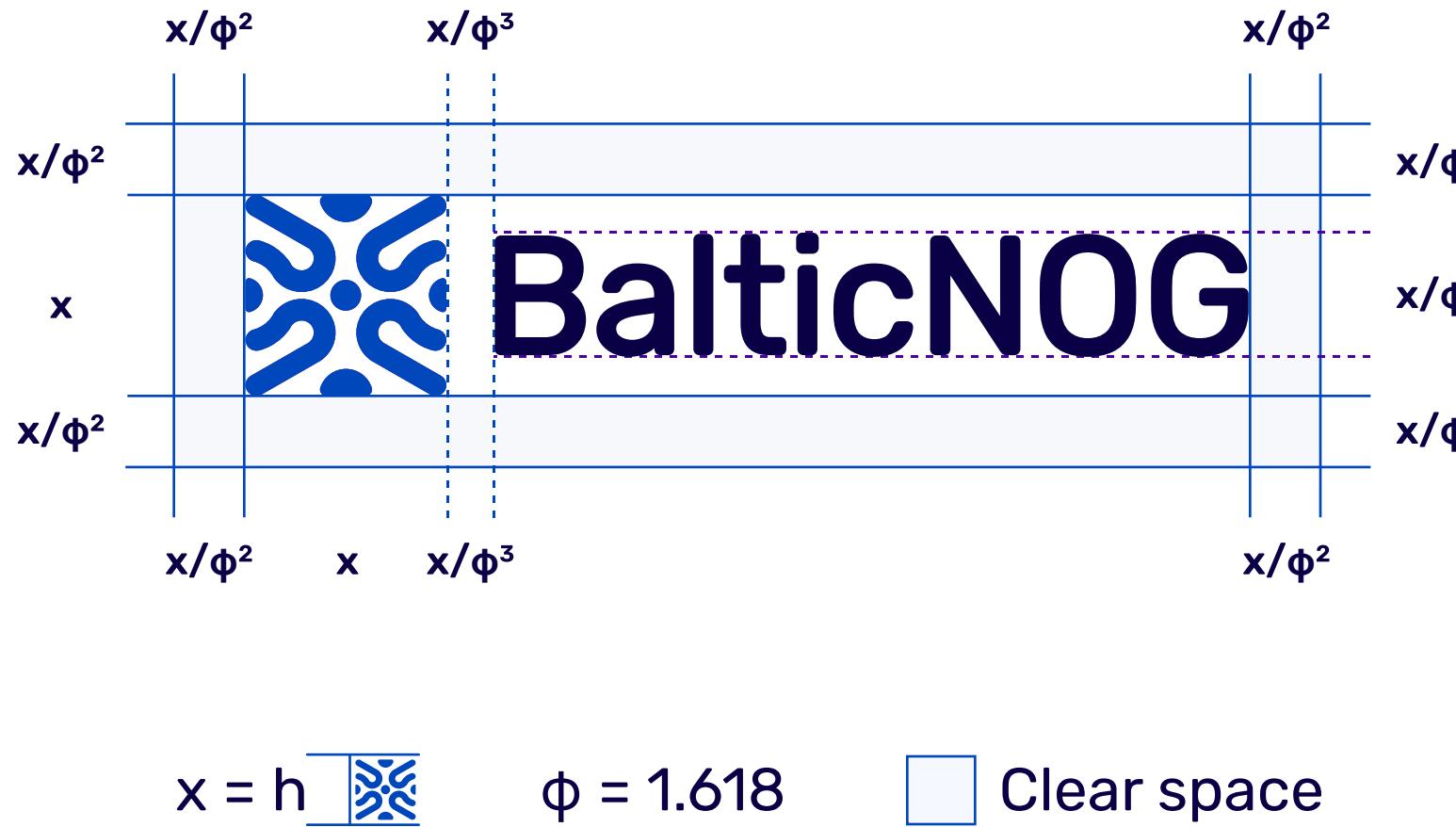
# Blue Color

The blue color symbolizes the Baltic Sea, a shared natural treasure uniting all three nations.

Psychologically, blue is associated with trust, stability, and intellectual depth.

# Structure and Clear Space

The BalticNOG logo was meticulously designed using the golden ratio ( $\phi = 1.618$ ) to achieve a harmonious and balanced composition. This mathematical proportion ensures a visually appealing structure that conveys professionalism and refinement.



The clear space around the logo is defined using the height of the graphic symbol ( $x = h/\phi^2$ ). This spacing ensures the logo remains prominent and unobstructed by surrounding elements. No other elements should intrude into this clear space, preserving the integrity and impact of the logo across all applications.



# Visual Identity

This section provides clear guidelines on how to use visual elements appropriately to maintain a cohesive brand image. The key principles emphasize modernity, professionalism, and reliability, while highlighting the innovative spirit of the organization.

# Typography

Rubik  
**Aa**

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Š	T	U	V	W	Z
Ž	a	b	c	č	ć	d	đ	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	š	t	u	v	w
z	ž	Ă	Â	Ê	Ô	Ơ	Ư	ă	â	ê	ô	ơ	ư	1	2	3	4	5	6	7	8	9	'	?	'	"	!
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## Primary Typeface

Name  
**Rubik**

Style  
**Medium and Regular**

### Use Cases:

- Bold is used for **headings** and emphasis in titles.
- Regular is used for **subheadings** and highlighted text elements in designs.

## Secondary Typeface

Name  
**Rubik**

Style  
**Regular and Light**

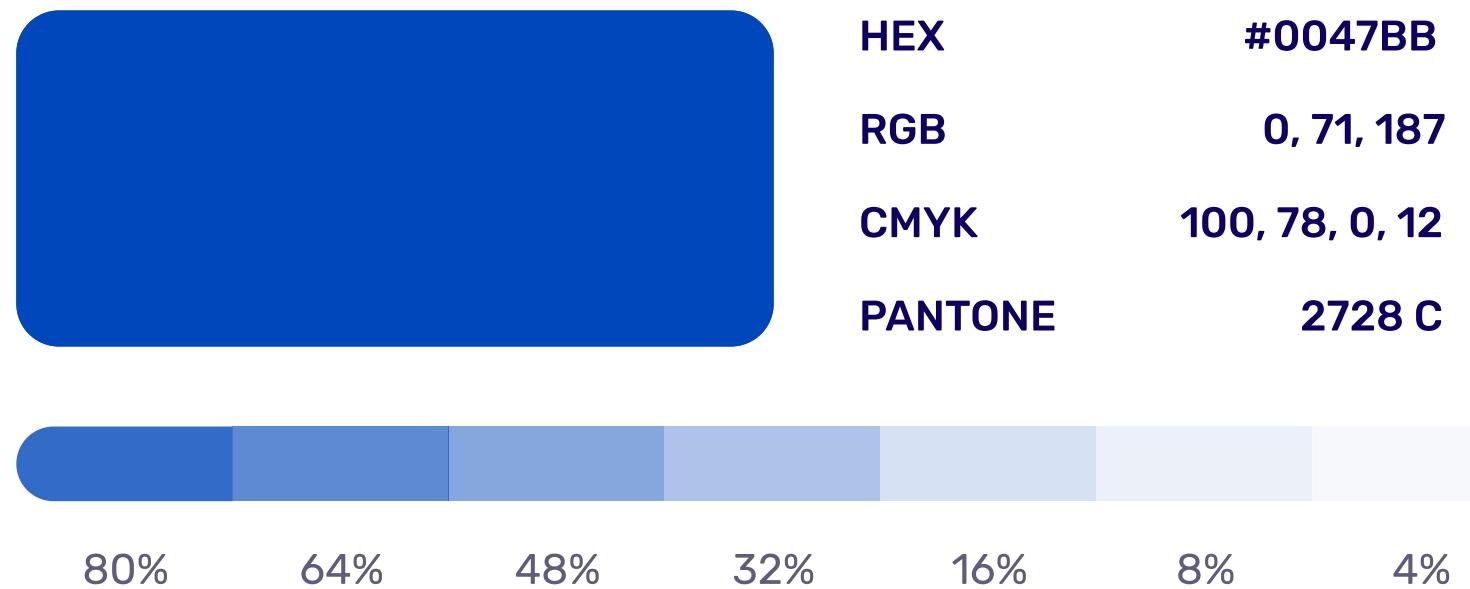
### Use Cases:

- Regular is used for **body text** across digital and print materials.
- Light is reserved for subtle text elements like captions or additional details.

# Color Palette

## Brand Color Palette

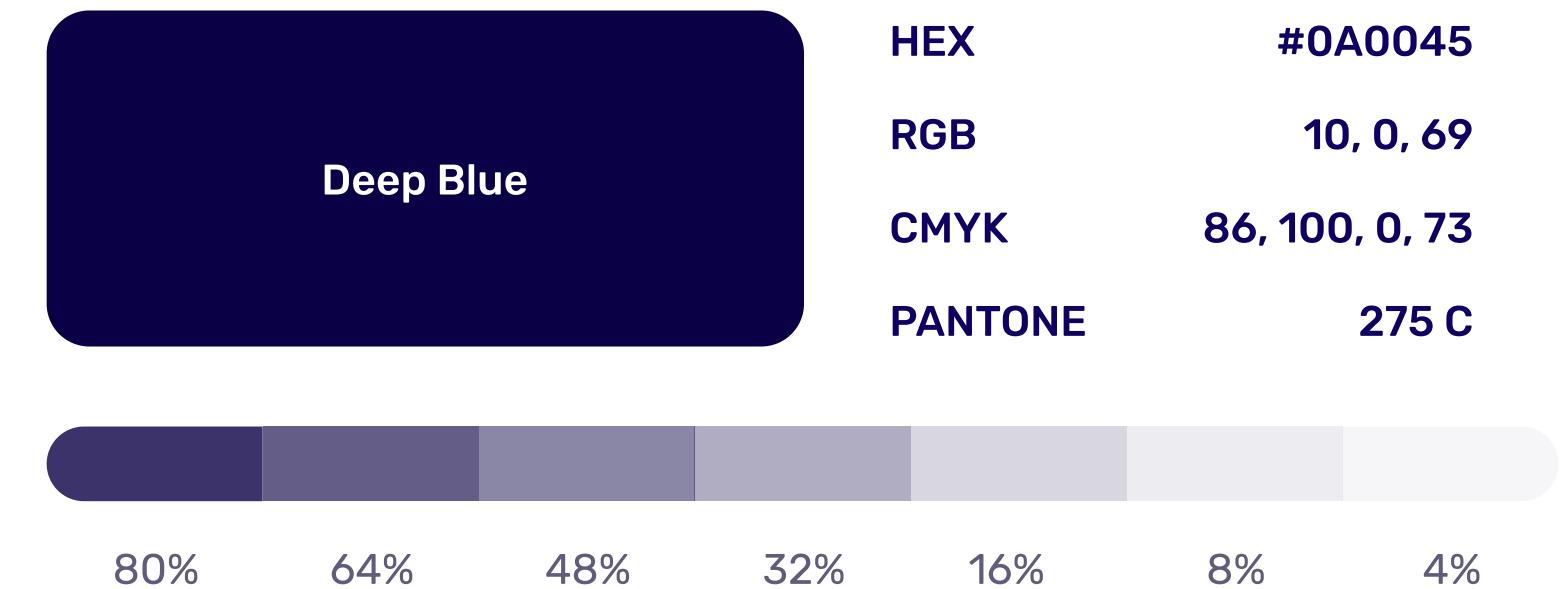
The Brand Color Palette serves as the foundation of the brand's visual identity, representing its values, personality, and aspirations. Carefully selected, these colors ensure consistency across all brand materials while reinforcing the brand's modern, professional, and trustworthy image.



This vibrant blue is the cornerstone of the brand identity, symbolizing trust, innovation, and reliability. It is used prominently in the logo, key brand elements, and as a dominant color in design materials.

### Usage

- Logo symbol and graphical elements.
- Highlighting key areas in digital and print media.



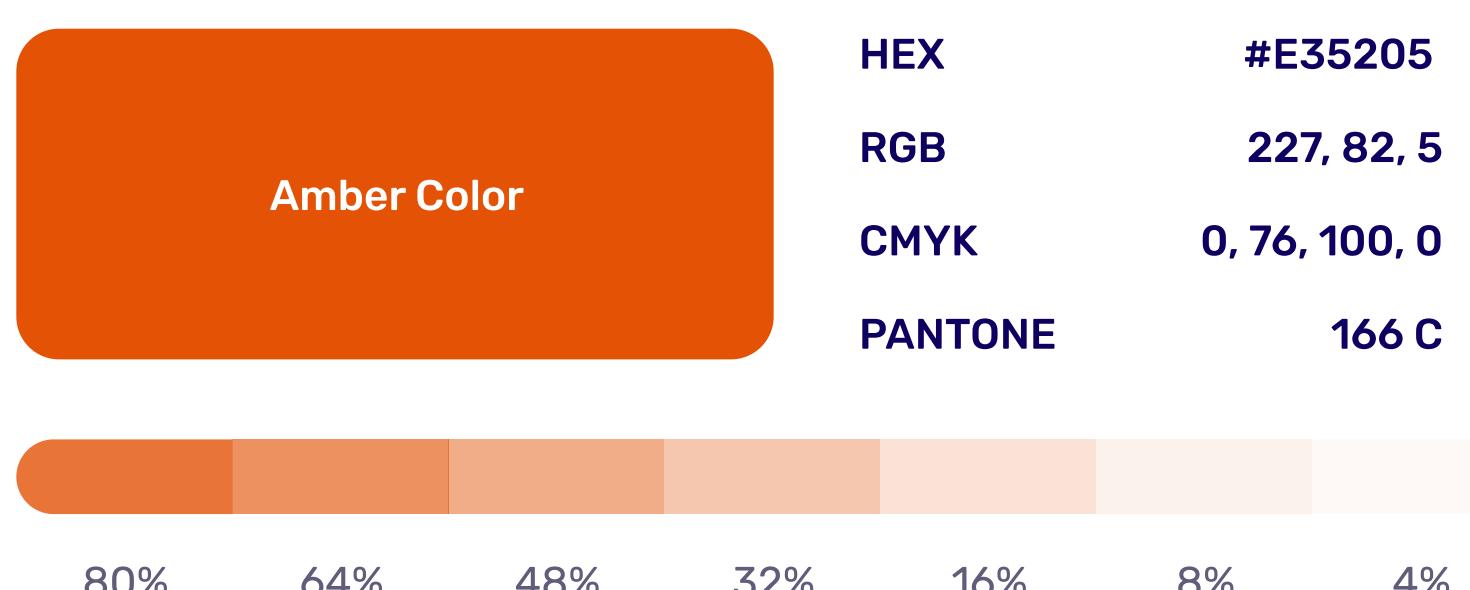
A deep, rich navy blue representing professionalism, strength, and sophistication. It forms the foundation for typography and secondary design elements, providing a strong contrast to other colors in the palette.

### Usage

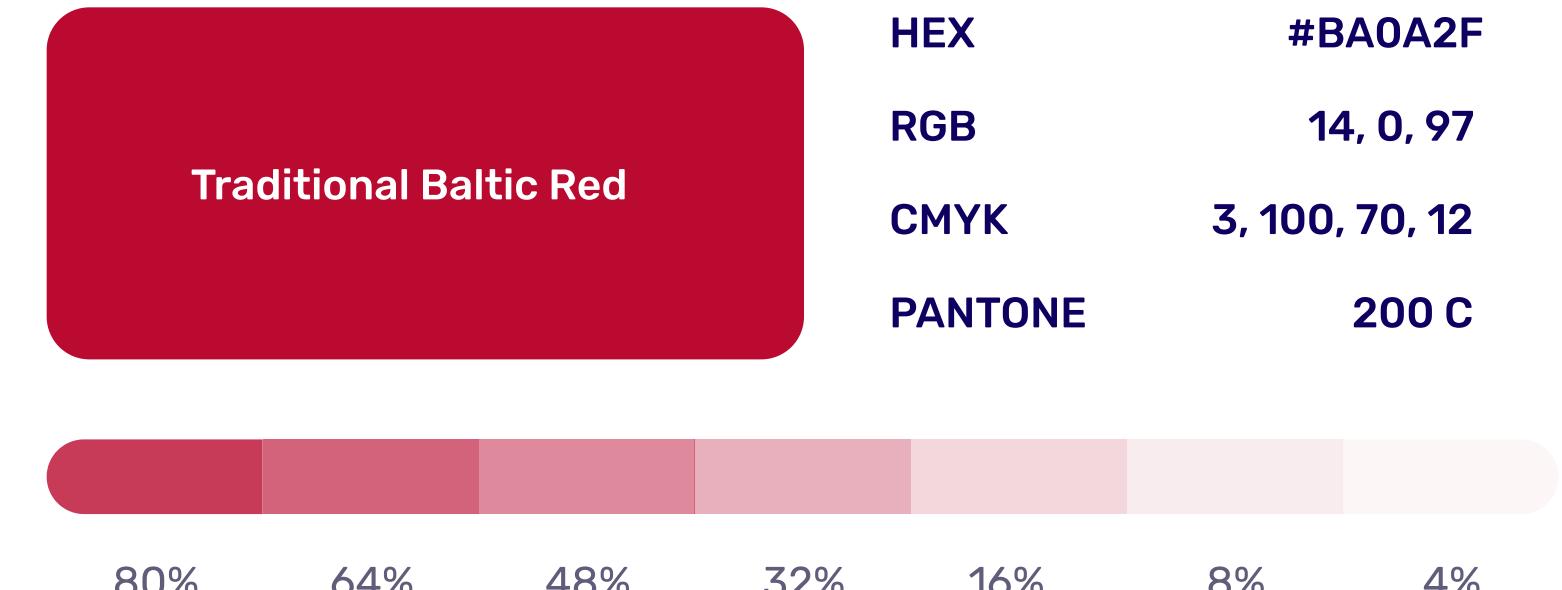
- Primary text color for headlines, body text, and other essential typographic elements.
- Suitable for darker backgrounds and design elements that require a sense of depth and stability.

## Additional Color Palette

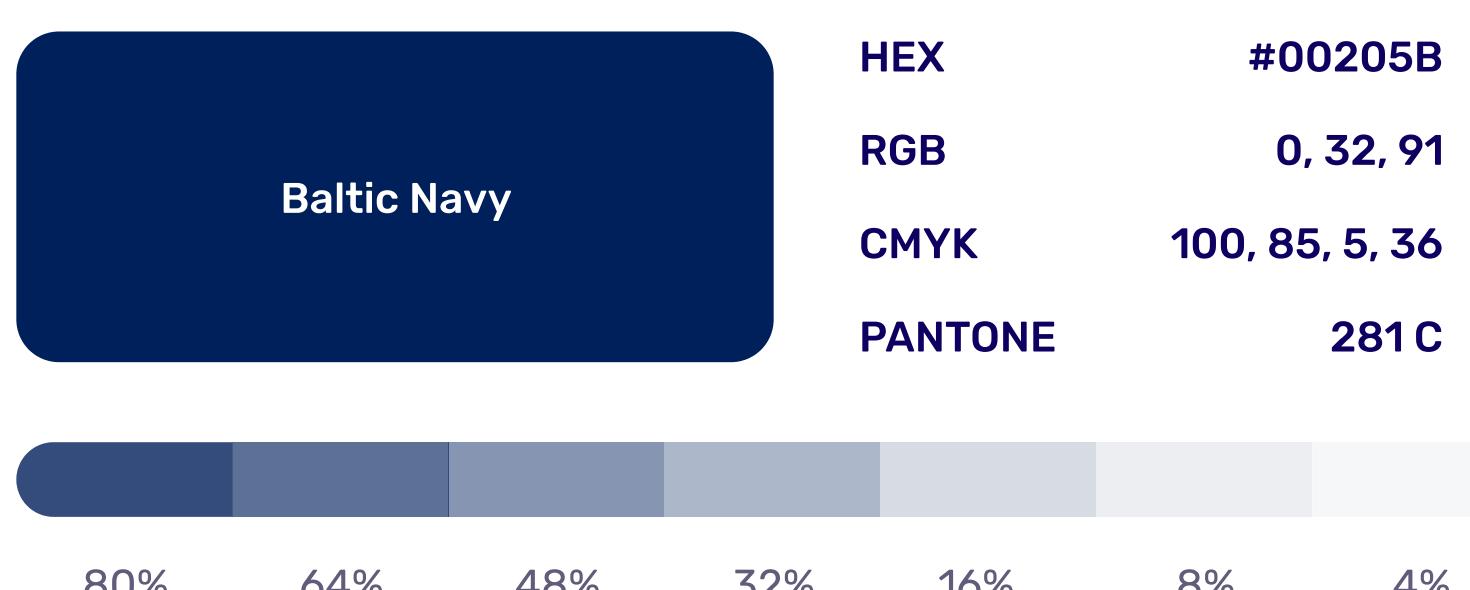
The Additional Color Palette is not part of the core logo design but serves as a complementary set of colors to support the brand's broader visual identity. These colors are intended for use in graphic materials such as posters, merchandise, packaging, and other creative expressions. They bring depth, warmth, and a sense of cultural heritage, enhancing the visual storytelling and connecting the brand to the rich traditions of the Baltic region.



Inspired by the warm glow of Baltic amber, this color reflects the region's natural beauty and cultural richness. It symbolizes energy, creativity, and warmth.



This bold red is deeply rooted in Baltic traditions, reflecting strength, passion, and resilience. It draws inspiration from traditional woven patterns in folk costumes.



A dark and distinguished blue that conveys professionalism, authority, and depth. It adds balance to the palette with a neutral yet impactful tone, creating a sense of structure and refinement in the brand's design language.

# Contour of the Baltic states

The regional map contours are a distinctive graphic element that directly represents the Baltic countries. This element serves as a recognizable and versatile design tool, reinforcing the connection to the region. The contours can be used in a variety of ways, both as filled shapes or as outlined lines, allowing for flexibility in different design applications.

## Examples of Use

- **Key Visuals**

Use the filled contours as a central graphic in posters, banners, or campaign materials to immediately convey a connection to the Baltic countries.

- **Background Textures**

Incorporate the map contours in low-opacity layers to add depth and texture to layouts without distracting from the main content.

- **Merchandise and Packaging**

The contours can be used as a bold design feature on branded products, such as apparel, packaging, or promotional materials, to create a strong visual connection to the region.





BalticNOG  
2025

June 20-21







**BalticNOG**



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Coordinator

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 **BalticNOG**

## INNOVATION IN CONNECTIVITY

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BalticNOG provides a unique platform where Baltic network professionals can connect and share both technical knowledge and practical solutions at a regional scale.





# Logo Usage

By adhering to these principles, we maintain the integrity and clarity of the BalticNOG logo,  
ensuring it communicates the brand's message effectively in every context.

# Placements and Sizes

The logo should always be placed in a prominent and clear position, ensuring high visibility.



**The minimum dimensions of the logo for digital use** must ensure clarity and legibility. The logo should not be displayed smaller than 24px in height.



**The minimum dimensions of the logo for print** must ensure clarity and legibility. The logo should not be displayed smaller than 10mm in height.



Left-aligned composition



Central composition



Left-aligned composition



Central composition

When resizing, ensure the proportions remain consistent to avoid distortion.

# Dos and Don'ts

The "Dos and Don'ts" section outlines best practices for using the logo effectively while avoiding mistakes that could compromise its visibility, impact, or consistency.

## Dos



### Usage:

- Ideal for official documents, presentations, and digital interfaces
- Ensures a fresh and professional look with maximum contrast and clarity.

### Use Cases:

- Best suited for formal materials, banners, and high-impact graphics where a bold, elegant aesthetic is required.
- Provides excellent legibility in darker themes.



### Usage:

- Designed for striking visuals like event posters, call-to-action graphics, or merchandise
- Creates a warm, energetic, and engaging visual impression

### Usage:

- Suitable for materials emphasizing the cultural connection to the Baltic region.
- Works well in promotional campaigns or themed designs that highlight tradition and heritage.

### Usage:

- Perfect for modern and minimalist designs where a clean, professional look is required.
- Commonly used in web design, headers, and other digital platforms.

## Don'ts



Do not alter the proportions or distort the logo in any way



Do not change the colors of the logo or apply unapproved effects (e.g., shadows, gradients)



Do not place the logo on overly busy or similar-toned backgrounds that compromise visibility.



Do not crop or separate any part of the logo.



Do not rotate the logo. The logo should always appear upright. Do not rotate, flip, or skew it.



Do not overlap any other graphic elements or text with the logo. It must be free of obstruction for optimal visibility