

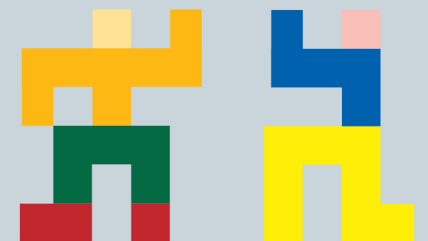
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Logo



REFERENCE

The logo embodies the intersection of modernism and logic, reflecting the idea that big thinking often starts small. Inspired by Kaunas' UNESCO-listed modernist architecture & Bauhaus geometry, the design features clean lines, structured forms and balanced proportions, symbolizing functional beauty. At its core, the logo represents early learning, first algorithms and foundational breakthroughs — the “junior minds” of informatics.

Abstract geometric shapes flow through a grid-like structure, referencing Kaunas' urban layout as a metaphor for algorithmic thinking. Subtle nods to Ukrainian resilience are expressed through layered depth, evoking input, flow and continuity within the system. The combination of structure & creativity reflects the essence of informatics: logical processes made elegant through design. The logo is both practical and symbolic, able to scale across digital & physical media while maintaining clarity and a modernist aesthetic.

LOGOTYPE

MAIN OPTION

This is our main logotype. Please use this logo according to the further mentioned guidelines to maintain a clear and consistent language throughout all printed and digital materials.



SECONDARY OPTION

The secondary option is to have the text on the right side or just the name of the city. Please only use this logotype if the overall design leaves room for it. For the sake of clarity this brandbook will focus on the above mentioned preferred logotype.





SPACE AROUND THE LOGO



In order to make sure the logotype is legible it needs some white space around it. Please avoid placing anything in the free margin around the logotype. The free margin is created by taking the height of the letter X from the logo's main font as a freezone around the logotype.

Minimal use of logo & typography (fonts, weights)



TECHNA SANS REGULAR
29 POINTS
TRACKING OF CHARACTERS 250

TECHNA SANS REGULAR
29 POINTS



minimum logo
size 2.5cm



minimum font
size 6 points

TECHA SANS is the main font used in both online and printed material such as flyers, brochures, and banners

MYRIAD PRO for subtitles, body text and all other secondary info.

Background Color Restrictions:

To ensure legibility and consistency, the logo should not be placed on backgrounds that reduce contrast or interfere with its clarity. Avoid low-contrast color combinations, busy patterns, strong gradients, or colors outside the approved brand palette. The logo should always appear on clean, simple backgrounds that allow it to stand out clearly.

✓ Correct backgrounds

These work because they preserve contrast and don't compete with the logo's flag colors:



✗ Incorrect backgrounds. These should be avoided because they:




Clash with the logo's built-in flag colors
Reduce legibility
Create visual noise





Color Codes








CMYK

	C0	M30	Y100	K0
	C100	M55	Y100	K0
	C25	M100	Y100	K0




	C100	M63	Y0	K2
	C0	M2	Y98	K0



PANTONE

	Yellow 15-0955 TP/1235 C/U
	Green 19-6026 TP/349 C/U
	Red 180

	Pantone Coated 2935 C
	Pantone Coated Yellow 012 C

RGB

	R253	G185	B19
	R0	G106	B68
	R193	G39	B45

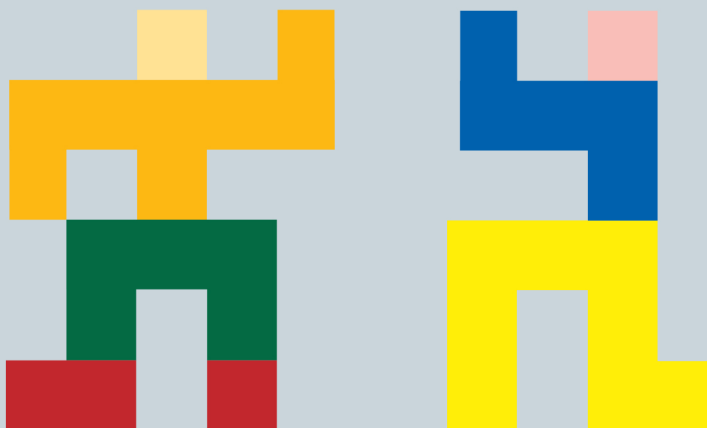
	R0	G87	B183
	R255	G215	B0

HEX





	#FDB913
	#006A44
	#C1272D




	#0057B7
	#FFD700

Iconography / Graphic Elements










CMYK

	C0	M30	Y100	K0
	C100	M55	Y100	K0
	C25	M100	Y100	K0
	C0	M10	Y50	K0





	C100	M63	Y0	K2
	C0	M2	Y98	K0
	C0	M30	Y20	K0




PANTONE

	Yellow 15-0955 TP/1235 C/U
	Green 19-6026 TP/349 C/U
	Red 180
	Pantone 7401 C





	Pantone Coated 2935 C
	Pantone Coated Yellow 012 C
	Pantone 12-1209 TPX

RGB

	R253	G185	B19
	R0	G106	B68
	R193	G39	B45
	R255	G226	B147

	R0	G87	B183
	R255	G215	B0
	R250	G191	B183

HEX

	#FDB913
	#006A44
	#C1272D
	#FFE293

	#0060AC
	#FFEC00
	#FABFB7