

VISUAL IDENTITY STANDARDS OF VATROSLAV LISINSKI CONCERT HALL

Graphic standards contain a set of standard guidelines that must be respected when using primary and secondary graphic, visual and other elements.

The purpose of these guidelines is to ensure a consistent appearance in public (in documents, promotional materials, the media), and thus enhance the overall image of the Concert Hall.

Beholders unconsciously but unmistakably perceive each, even the smallest deviation from the mentioned standards as inconsistency, incredibility and lack of seriousness.

OFFICIAL NAME

**KONCERTNA DVORANA
VATROSLAVA LISINSKOG**

OFFICIAL NAME - ENGLISH

**VATROSLAV LISINSKI
CONCERT HALL**

LOGO / SIGN

BASIC VARIANT

The basic form of the logo/sign used in official documents.

KONCERTNA DVORANA CONCERT HALL

LISINSKI

NEPROCJENJIV DOŽIVLJAJ INVALUABLE EXPERIENCE

LOGO / SIGN

PROMOTIONAL PURPOSES VARIANT

The basic form of the logo / sign that is used on all promotional materials.



LOGO / SIGN

PROMOTIONAL PURPOSES VARIANT

Permitted forms of logos / signs that can be used on promotional materials.



COLORS

LISINSKI GOLDEN

CMYK	RGB	HEX	PANTONE
C / 27	R / 195	c3996c	872C
M / 42	G / 153		
Y / 60	B / 108		
K / 0			



LISINSKI RED

CMYK	RGB	HEX	PANTONE
C / 0	R / 209	d10019	1795C
M / 100	G / 0		
Y / 100	B / 25		
K / 10			





LISINSKI