

Publisko aktīvu pārvaldītājs

Possessor



## **NOTE**

You do not need to calculate the protection area for applications separately. The area is included in the logo master files as a transparent field.

# USING THE LOGO

USING THE LOGO IN COMMUNICATION



## NOTE

The logo may be used over photographs as long as the background allows the logo to stand out.

# USING THE LOGO USING THE LOGO IN COMMUNICATION

Possessor



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# HOW NOT TO USE THE LOGO

Never modify the dimensions or placement of the logo. Our logo colours are strictly defined. Always ensure that the logo stands out whenever it is used against a photograph. The logo is not a typeface.



Do not change the dimensions of the logo.



Do not place the logo at an angle.



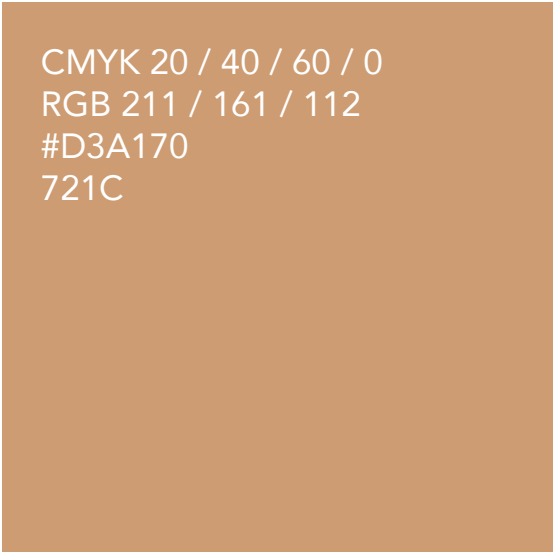
Only use approved colour versions.



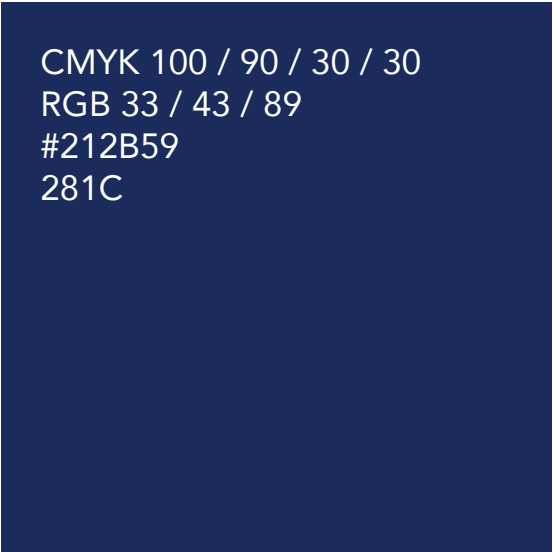
Do not place the logo on a confusing background. Logo visibility must always be ensured.

# COLOURS


USE ONLY THESE COLOURS



CMYK 20 / 40 / 60 / 0  
RGB 211 / 161 / 112  
#D3A170  
721C



CMYK 100 / 90 / 30 / 30  
RGB 33 / 43 / 89  
#212B59  
281C



CMYK 0 / 0 / 0 / 100  
RGB 29 / 29 / 27  
#1d1d1b  
BLACK

# TYPOGRAPHY

Possessor official font is Avenir. The Avenir font family is broad and flexible. It works well in large and small sizes.

## Avenir

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
123456789

abcdefghijklmno  
pqrstuvwxyz  
123456789

*abcdefghijklmno*  
*pqrstuvwxyz*  
*123456789*

## Didot

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
123456789

abcdefghijklmno  
pqrstuvwxyz  
123456789

*abcdefghijklmno*  
*pqrstuvwxyz*  
*123456789*

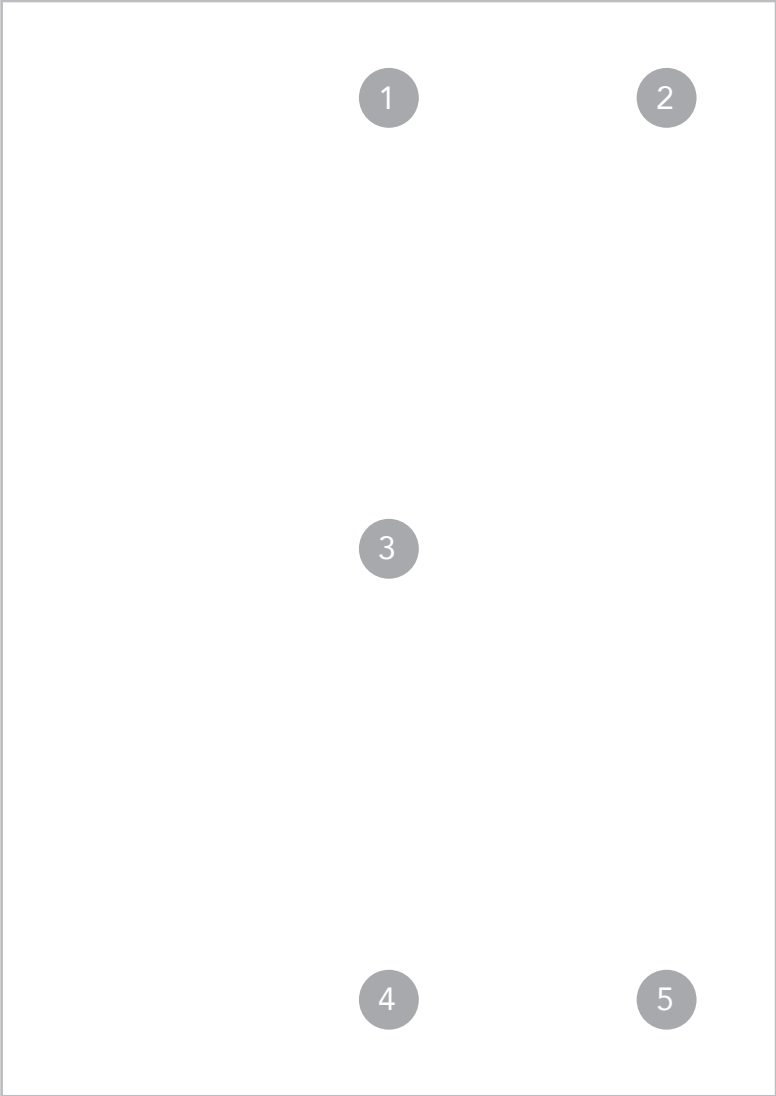
# ICON

Possessor icon should always be large enough to stand out from their surrounding and to maintain their legibility.





# LOGO PLACEMENT



# DOCUMENT LAYOUT

Publisko aktīvu pārvaldītājs

Possessor

SIA "Publisko aktīvu pārvaldītājs Possessor"  
Reģistrācijas Nr.40003192154  
AS "Citadele banka" | SWIFT kods PARXLV22 | Norēķinu konta Nr. LV07PARX0003805160002  
"Swedbank" AS | SWIFT kods HABALV22 | Norēķinu konta Nr. LV17HABA0551032309150  
Valsts kase | SWIFT kods TREL LV22 | Norēķinu konta Nr. LV38TREL9120351000000

K.Valdemāra iela 31, Rīga, LV-1887, Latvija  
Tālrunis: 67021358  
E-pasts: info@possessor.gov.lv  
www.possessor.gov.lv

A4

# EMPLOYEE CABINET SIGN



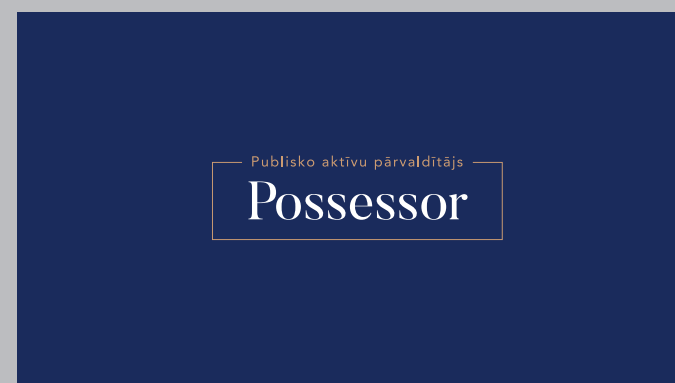
VALDES PRIEKŠSĒDĒTĀJS

Vladimirs Loginovs

301

210x148mm

# BUSINESS CARD



90x50mm

# RECOMENDED COLOURS

CMYK 100 / 90 / 30 / 30  
RGB 33 / 43 / 89  
#212B59

CMYK 70 / 60 / 30 / 10  
RGB 94 / 98 / 131  
#5e6283

CMYK 45 / 35 / 20 / 0  
RGB 156 / 160 / 182  
#9ca0b6

CMYK 20 / 15 / 10 / 0  
RGB 212 / 212 / 221  
#d4d4dd

CMYK 25 / 100 / 100 / 25  
RGB 154 / 25 / 21  
#9a1915

CMYK 20 / 80 / 65 / 5  
RGB 195 / 76 / 75  
#c34c4b

CMYK 10 / 50 / 35 / 0  
RGB 226 / 150 / 147  
#e29693

CMYK 5 / 30 / 15 / 0  
RGB 239 / 196 / 200  
#efc4c8

CMYK 20 / 40 / 60 / 0  
RGB 211 / 161 / 112  
#D3A170

CMYK 15 / 30 / 45 / 0  
RGB 222 / 186 / 147  
#deb993

CMYK 10 / 20 / 30 / 0  
RGB 233 / 208 / 183  
#e9d0b7

CMYK 5 / 30 / 15 / 0  
RGB 239 / 196 / 200  
#efc4c8

CMYK 0 / 0 / 0 / 100  
RGB 29 / 29 / 27  
#1d1d1b

CMYK 0 / 0 / 0 / 90  
RGB 60 / 60 / 59  
#3c3c3b

CMYK 0 / 0 / 0 / 70  
RGB 112 / 111 / 111  
#706f6f

CMYK 0 / 0 / 0 / 40  
RGB 178 / 178 / 178  
#b2b2b2