

## 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.

**LISINSKI**

**OFFICIAL NAME**

**KONCERTNA DVORANA  
VATROSLAVA LISINSKOG**

**LISINSKI**

**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

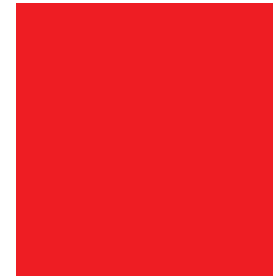
Permitted forms of logos / signs that can be used on promotional materials.



## COLORS

# LISINSKI RED

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



# LISINSKI GOLDEN

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



A graphic consisting of 15 vertical red bars of varying heights, arranged in a slightly wavy pattern.

**LISINSKI**