



Sociālā
uzņēmējdarbība
Latvijā

Sociālā
uzņēmējdarbība
Latvijā

IDENTITĀTES
GRAFIKA

Saturs

Sociālā uzņēmējdarbība Latvijā (SUL)

Logo grafika
SUL logo versijas (LAT)
SUL logo versijas (ENG)
Toņi
Logo kopā ar ģerboni
Zīme – uzņēmējs
Burtveidols, lietojuma piemēri
Aizsarglauks, vairogs
Minimālais drukas izmērs
Logo novietojums laukumā
Neatļauts logo lietojums

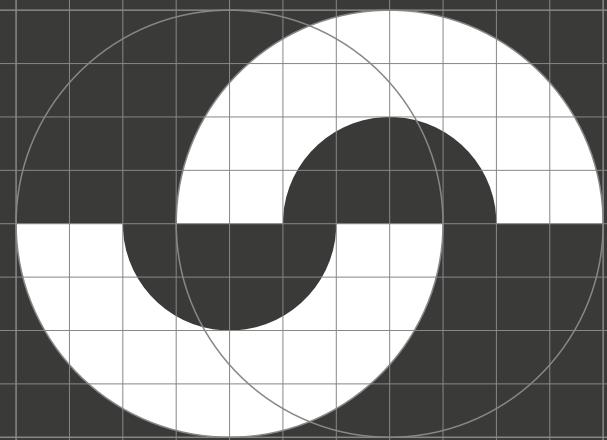


**Sociālā
uzņēmējdarbība
Latvijā**

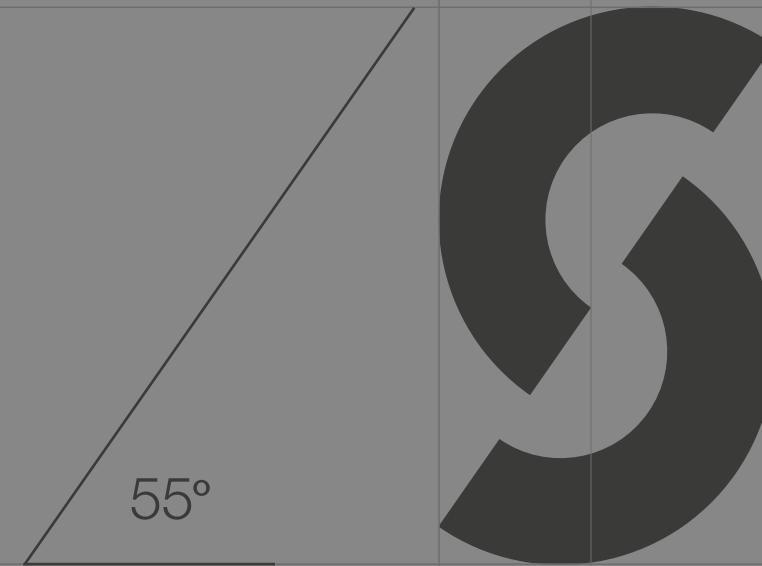
Mazliet ambicioza zīme ar masīvu grafisko elementu.
Izveidotais simbols joprojām nes ideju par divu sfēru
mījedarbību, bet pirmā asociācija ir tiešāka – tam ir līdzība ar
"S" burtu no nosaukuma "Sociālā..." (lat.), vai "Social..." (eng.).

Logotips vizuāli ļoti pārliecinoši ieņem vietu jebkurā
noformējumā un ir viegli prātā paliekokšs.

Simbola kompozīcija



Logo kompozīcija



Sociālā
uzņēmējdarbība
Latvijā

Vertikāls



Sociālā
uzņēmējdarbība
Latvijā

Horizontāls



Sociālā
uzņēmējdarbība
Latvijā

Vertikāls



Social
Entrepreneurship
in Latvia

Horizontāls



Social
Entrepreneurship
in Latvia



Sociālā uzņēmējdarbība Latvijā

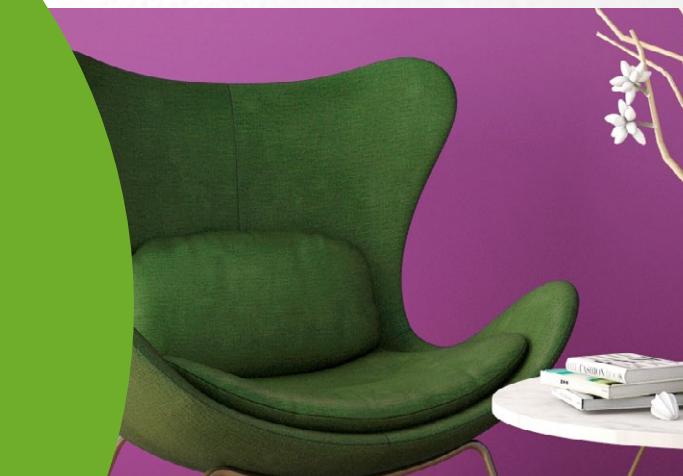
Nam, tenihil ma qui ad quia sus, sin com-
molum sitis idunt omnimusam fugitio-
re evel; cus, toratemque quiam se num
susanimus autat dis sit earum doluptat ve-
lest exeris apelique evelum veillabo rporit
estrum etur? Qui ut volo.

Ministrijas zaļais

Violets

Melns

Iecerētā tonālā noskaņa



PMS 7737C

CMYK 60,0,98,7
RGB 107,165,57
WEB #6ba539

PMS 2355C

CMYK 55,100,0,0
RGB 135,2,123
WEB 87027b



Sociālā
uzņēmējdarbība
Latvijā



Sociālā
uzņēmējdarbība
Latvijā



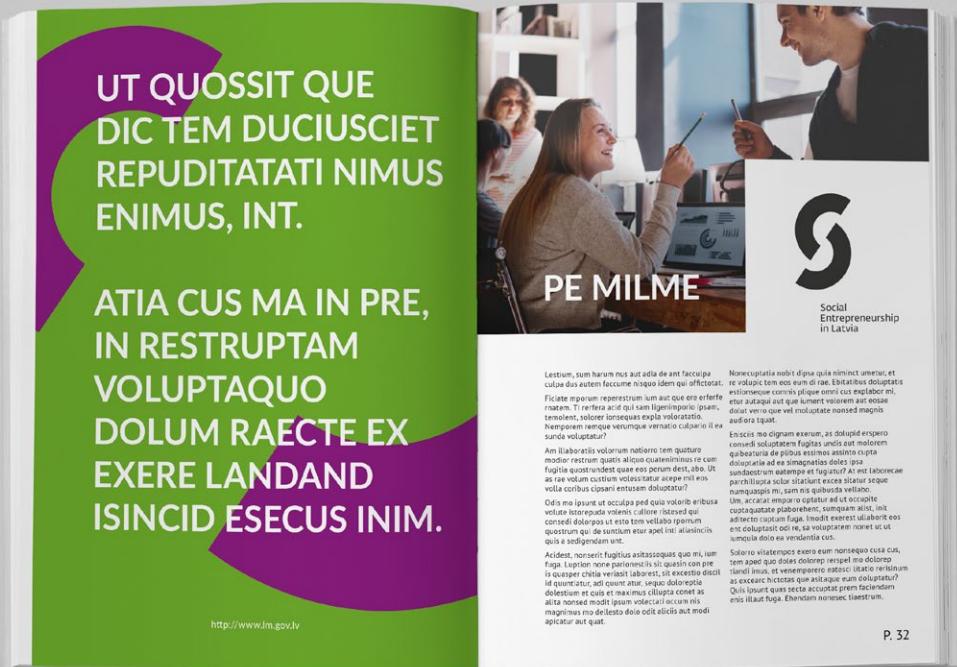
Sociālā
uzņēmējdarbība
Latvijā



Sociālā
uzņēmējdarbība
Latvijā



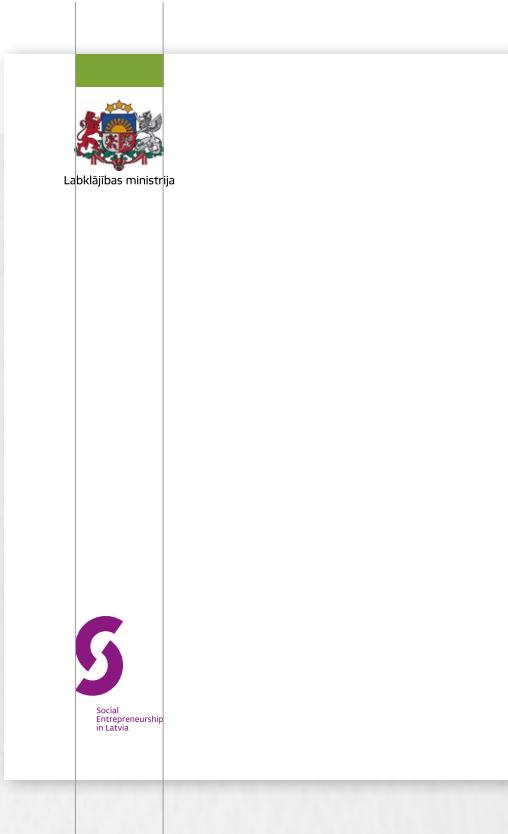
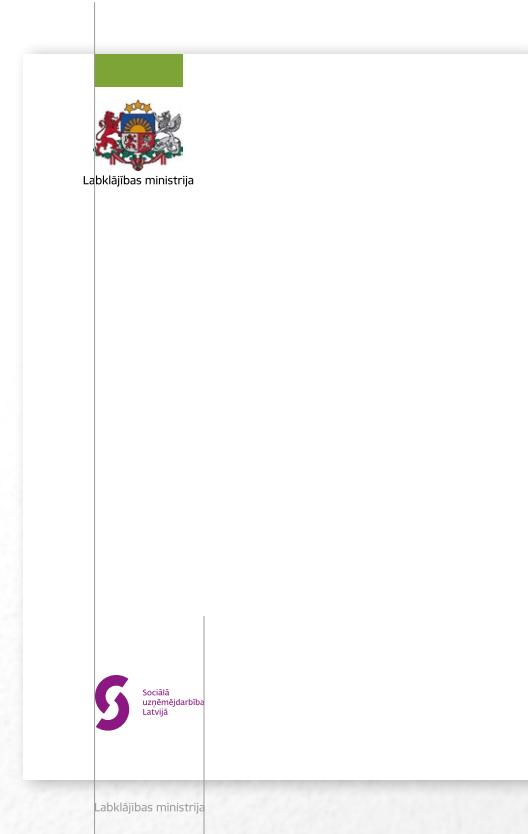
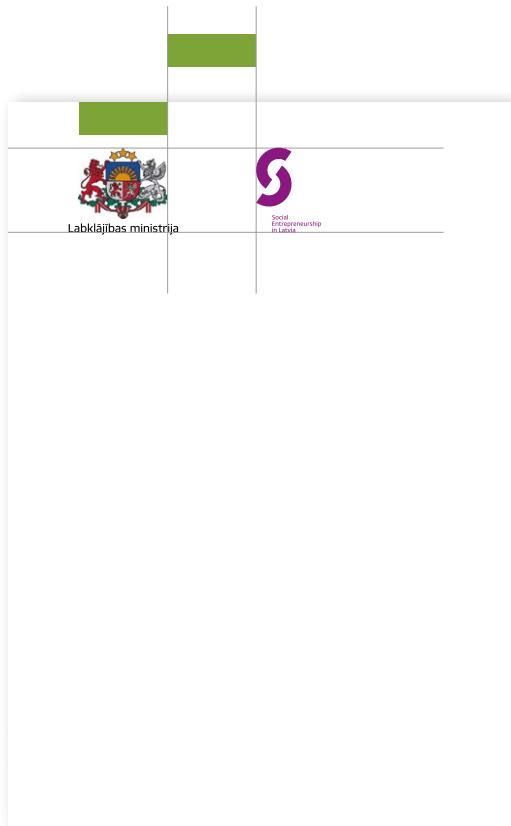
Sociālā
uzņēmējdarbība
Latvijā



IZDOTS: 2019. GADA 6. SEPTEMBRI



Ar zaļo laukumu



Brīvstāvošs



Labklājības ministrija



Social
Entrepreneurship
in Latvia



Labklājības ministrija



Sociālā
uzņēmējdarbība
Latvijā



Sociālais
uzņēmums



Sociālais
uzņēmums

Lietojums

Visai rakstītajai komunikācijai
(virsrakstiem un satura blokiem).

Nosaukums

Lato

Bezmaksas burtveidols:
<http://www.latofonts.com>

Dizains (2010): Łukasz Dziedzic

Iz krievu un latviešu valodas atbalsts.
10 stili.

Social

Summertime FEELING FOR CHRISTMAS

When working on Lato, Łukasz tried to carefully balance some potentially *conflicting priorities*. He wanted to create a typeface that would seem quite “*transparent*” in body text but would display some *original traits* when used in larger sizes.

New **free open-source family**
by Łukasz Dziedzic
male female serious friendly

When designing Lato, Łukasz used classical proportions (particularly visible in the uppercase) to give the letterforms familiar *harmony* and *elegance*. At the same time, he created a *sleek sanserif look*, which makes evident the fact that Lato was designed in 2010 — even though it does not follow any *current trend*.

Version 1.0 is available in December 2010 with the Western character set. Central European, Cyrillic and Greek characters, small caps, old-style figures and other typographic niceties will be released in 2011. The Lato family is *completely free* under the Open Font License for desktop and web use.

Hairline **Italic Light Italic**
Regular **Italic Bold Italic Black Italic**

Tas ir bizness ar galveno mērķi - risināt s
svarīgu problēmu, radot produktus un p
ar augstu sociālo pievienoto vērtību.

2019

Lato Family (All 10 styles)

Lato Hairline AaBbCcDdEeFfGgHhIiJjKkLlNn
Lato Hairline | 263 Glyphs

Lato Hairline Italic AaBbCcDdEeFfGgHhIiJjKkLlNn
Lato Hairline Italic | 263 Glyphs

Lato Light AaBbCcDdEeFfGgHhIiJjKkLlMm
Lato Light | 263 Glyphs

Lato Light Italic AaBbCcDdEeFfGgHhIiJjKkLlMm
Lato Light Italic | 263 Glyphs

Lato Regular AaBbCcDdEeFfGgHhIiJjKkLl
Lato Regular | 263 Glyphs

Lato Italic AaBbCcDdEeFfGgHhIiJjKkLlMmNn
Lato Italic | 263 Glyphs

Lato Bold AaBbCcDdEeFfGgHhIiJjKkLlMmRr
Lato Bold | 263 Glyphs

Lato Bold Italic AaBbCcDdEeFfGgHhIiJjKkLl
Lato Bold Italic | 263 Glyphs

Lato Black AaBbCcDdEeFfGgHhIiJjKkLl
Lato Black | 263 Glyphs

Lato Black Italic AaBbCcDdEeFfGgHhIiJjKk
Lato Black Italic | 263 Glyphs

Piemērs 1

“
Hil in cumque
aliberspe volores non
nonsequi dolut aut
lab illa.”

Aboribus eture inci rempor same mincī milland ipsamet res quias secea int voluptibus ea dolupti bernam, explit vallant, corio te porepelique la cuptusdam aliatib usciandam aut hilit omnimpior autem earum nobit ut experorum et eate voluptatus mi, qui ommolup tasped mod que sim inis nimus eossitia quatiraeas con poressus et mos mollacc ustrum que excerior mi, corerem fugia venia parumquas que nam landae cus in nonsed quamus sit que por aces atur? Is peliti ut magnimaxim ipiduntum aliciens nienditas con re, quam qui simil ium lant quiam, solecab illuptaque essum, nis abo. Et aspeliqui unt ipidis endae.

porion committiat, opta venimil et quodiatur, offic tem fuga. Les apient. Eque nobis de nis doluptas siminci atenda doluptiur? Qui sum eatem nobitatur?

Ut ut eate ne venis accatecus rest derit ulparibus repella boremquis antemqu aernatu rercimentur magnimagnam, et il ipsam earcid modicime perit eium qui offictem rexit ut ipsunt laborbeat. Busam sunt vel mo et aut alit aut laborpor ad mo ea vernatur? Magnis aborem. Latem fuga. Ique conseditia voluptiunt dolupti onsentso rersperro et que dolore con cone. Luptaturit aut voluptatiur? Et volorporat latibusto inis restium ut occabores eat mossinctat voluptat exero quatum idebis audipsam con nis sin porere, cus verum que ium, simus aut et est, nobitint.

De nis aut fugit labo. Moluptas vendiscim andendist, nimporro tem elit odit laboria veligen dandit molupta quatís voluptaspis utat quoditis arum quoditus am facea nonsequest, veris illor arum accum quia con provit et eum voleste sunduci aspiduc iandam rehenduntiae nis veliquat doluptur magnihi lloribeatus sitassim volendignam que cum adicat.

Mos aliate cus concaboris dolore eosam, acitaturio et, inveliq uaspeleste pro cum alis duntis eum remollo rporestor ressimi nvindit am qui ium audis eosam que suntius et odignis aliqui dit officiam, qui ut volorporit evenisc ipsus, incitem nonsedis magnat dolupta mentempel inust, odis eos erum, optati optaspic tent.

Piemērs 2

PARUM NIHITATEM ILIGNIS

ABORIBUS ETURE INCI REMPOR SAME

Mincī milland ipsamet res quias secea int voluptibus ea dolupti bernam, explit vallant, corio te porepelique la cuptusdam aliatib usciandam aut hilit omnimpior autem earum nobit ut experorum et eate voluptatus mi, qui ommolup tasped mod que sim inis nimus eossitia quatiraeas con poressus et mos mollacc ustrum que excerior mi, corerem fugia venia parumquas que nam landae cus in nonsed quamus sit que por aces atur? Is peliti ut magnimaxim ipiduntum aliciens nienditas con re, quam qui simil ium lant quiam, solecab illuptaque essum, nis abo. Et aspeliqui unt ipidis endae porion committiat, opta venimil et quodiatur, offic tem fuga. Les apient. Eque nobis de nis doluptas siminci atenda doluptiur? Qui sum eatem nobitatur?

ACCATECUS REST

Derit ulparibus repella boremquis antemqu aernatu rercimentur magnimagnam, et il ipsam earcid modicime perit eium qui offictem rexit ut ipsunt laborbeat. Busam sunt vel mo et aut alit aut laborpor ad mo ea vernatur? Magnis aborem. Latem fuga. Ique conseditia voluptiunt dolupti onsentso rersperro et que dolore con cone. Luptaturit aut voluptatiur? Et volorporat latibusto inis restium ut occabores eat mossinctat voluptat exero quatum idebis audipsam con nis sin porere, cus verum que ium, simus aut et est, nobitint.

De nis aut fugit labo. Moluptas vendiscim andendist, nimporro tem elit odit laboria veligen dandit molupta quatís voluptaspis utat quoditis arum quoditus am facea nonsequest, veris illor arum accum quia con provit et eum voleste sunduci aspiduc iandam rehenduntiae nis veliquat doluptur magnihi lloribeatus sitassim volendignam que cum adicat. Vid quiandae. Loritaturios repelecum eum quatem necotas modit quaspe nobis antium quia videm ad qui audandi re, sedipid elicabores

Piemērs 3

Dati

Iedzivotāji (2024):
1,325,217

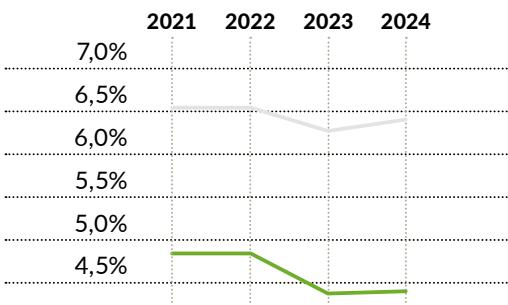
IKP (uz iedzivotāju 2024):
18,200 €

Jaundibināto uzņēmumu
skaitis uz 100 iedzivotājiem (2024):
3,781

Caurkritušie uzņēmumi (2024):
6.74 %

TABULA 3

Quis dolest peles duci consequis quas



• Voloribus dis volut quis

• Se nis eum que vit que am fugit ut que derspefcae lic to debit

Norādītajā laukumā ap logotipu nav ieteicams izvietot citus satura grafikas elementus. Pārkāpjot šo nosacījumu, tiks atņemta minimālā, logotipa uzveršanai nepieciešamā, vizuālā telpa.



sum escit harcipsunt veliqua tesequam excero dolupis auda consedi psuntia adis comnien ihitiis asitincia volorro maximil luptatis ipsunt audaect e
solorrum con nimoluptiam nus expliquas doluptatius moloreprem re di te cum qui bera ventusc iendandem dio ea dias aut aliqui ommodig natqu
dus corum foccus antis repersp edignianda. Et quamus, illit doloria a sit maio berchit eat. Amus doluptaturem es nonseque corempo ratur, im sae s
aut ea doluptaquam rehent digenim fuga. Itaspelit volor ariamus ullanda quaterno tem fugitam, od excererem soluptatem sam et ressinc imaginat opt
Name nis aruntiist debis experep udandem volest, consed eossi aut adit reprorr oreium eaquam sequidi tectemperit veliquo dicensam iusam cus
tem. Um qui omnis aut vollaruptat. Pa veliaspel esequetia pore num et elictem in por aut fugiaepl ius. Aborepta coribusae. Nam aut reptatur re nat
autent aut magnitate nonsedi oriberferum sime ne dent, qui voloria voluptat excepe el ipis dolesti aut volestem et, id mincilit et ut facepel minus alit
volorep edicturis ium et porae repelique nobitam eature vollquasi cuptium qui dollaccum eaqi aut odigent arcidi odis atur simlic te adit fugias illeni
re ni cum quianisqui ipiendelibus ea aceribus ra simusdam dias ra dipsa nobis esciliqui solarit ibusam abo. Nos quid et lant, sandictis dolorpo ribusci p
ne reris et molorro doluptas adia nos magnis aut moditataquam harum auda quamendis excepro videbis core, sum quoditat audis sint et resto bea s
ipient exerume aciaerrum, cum, optione mporept vel ea dolorem voluptur molupicum et aceatec temodipsum quibusiae molorepubdic tem qua
cullor se con es sus maximus, sollaccum aut que minctem olorum ne ea que alita simin corporem ex escias aditibus, sum escit harcipsunt veliqua t
excero dolupis auda consedi psuntia adis comnien ihitiis asitincia volorro maximil luptatis ipsunt audaect ecustiur, solorrum con nimoluptiam nus ex
doluptatius moloreprem re di te cum qui bera ventusc iendandem dio ea dias aut aliqui ommodig natquos maio dus corum foccus antis repersp edigni
Et quamus, illit doloria a sit maio berchit eat. Amus doluptaturem es nonseque corempo ratur, im sae simet as aut ea doluptaquam rehent digenim
Itaspelit volor ariamus ullanda quaterno tem fugitam, od excererem soluptatem sam et ressinc imaginat optat. Bo. Name nis aruntiist debis experep u
volest, consed eossi aut adit reprorr oreium eaquam sequidi tectemperit veliquo dicensam iusam cus nos alic tem. Um qui omnis aut vollaruptat. Pa v
esequiatia pore num et elictem in por aut fugiaepl ius. Et quamus, illit doloria a sit maio berchit eat. Amus doluptaturem es nonseque corempo ratur
simet as aut ea doluptaquam rehent digenim fuga. Itaspelit volor ariamus ullanda quaterno tem fugitam, od excererem soluptatem sam et ressinc
optat. Bo. Name nis aruntiist debis experep udandem volest, consed eossi aut adit reprorr oreium eaquam sequidi t
perit veliquo dicensam iusam cus nos alic tem. Um qui omnis aut vollaruptat. Pa veliaspel esequetia pore num et elic
por aut fugiaepl ius. Aborepta coribusae. Nam aut reptatur re natur? Um autent aut magnitate nonsedi oriberferu
ne dent, qui voloria voluptat excepe el ipis dolesti aut volestem et, id mincilit et ut facepel minus alit officte volorep e
ium et porae repelique nobitam eature vollquasi cuptium qui dollaccum eaqi aut odigent arcidi odis atur simlic te a
gias illenihita qui re ni cum quianisqui ipiendelibus ea aceribus ra simusdam dias ra dipsa nobis esciliqui solarit ibusam abo. Nos quid et lant, sandictis dolorpo ribusci p
auda quamendis excepro videbis core, sum quoditat audis sint et resto bea sam cus ipient exerume aciaerrum, cum, c
mporept vel ea dolorem voluptur molupicum et aceatec temodipsum quibusiae molorepubdic tem qua
es sus maximus, sollaccum aut que minctem olorum ne ea que alita simin corporem ex escias aditibus, sum escit har
veliqua tesequam excero.

Piebilde



Aizsarglauku var lietot arī kā
fona vairogū logotipam, kad
jānodrošina tā lasāmība uz
raibiem foniem.

Norādītajā laukumā ap logotipu nav ieteicams izvietot citus satura grafikas elementus. Pārkāpjot šo nosacījumu, tiks atņemta minimālā, logotipa uzveršanai nepieciešamā, vizuālā telpa.

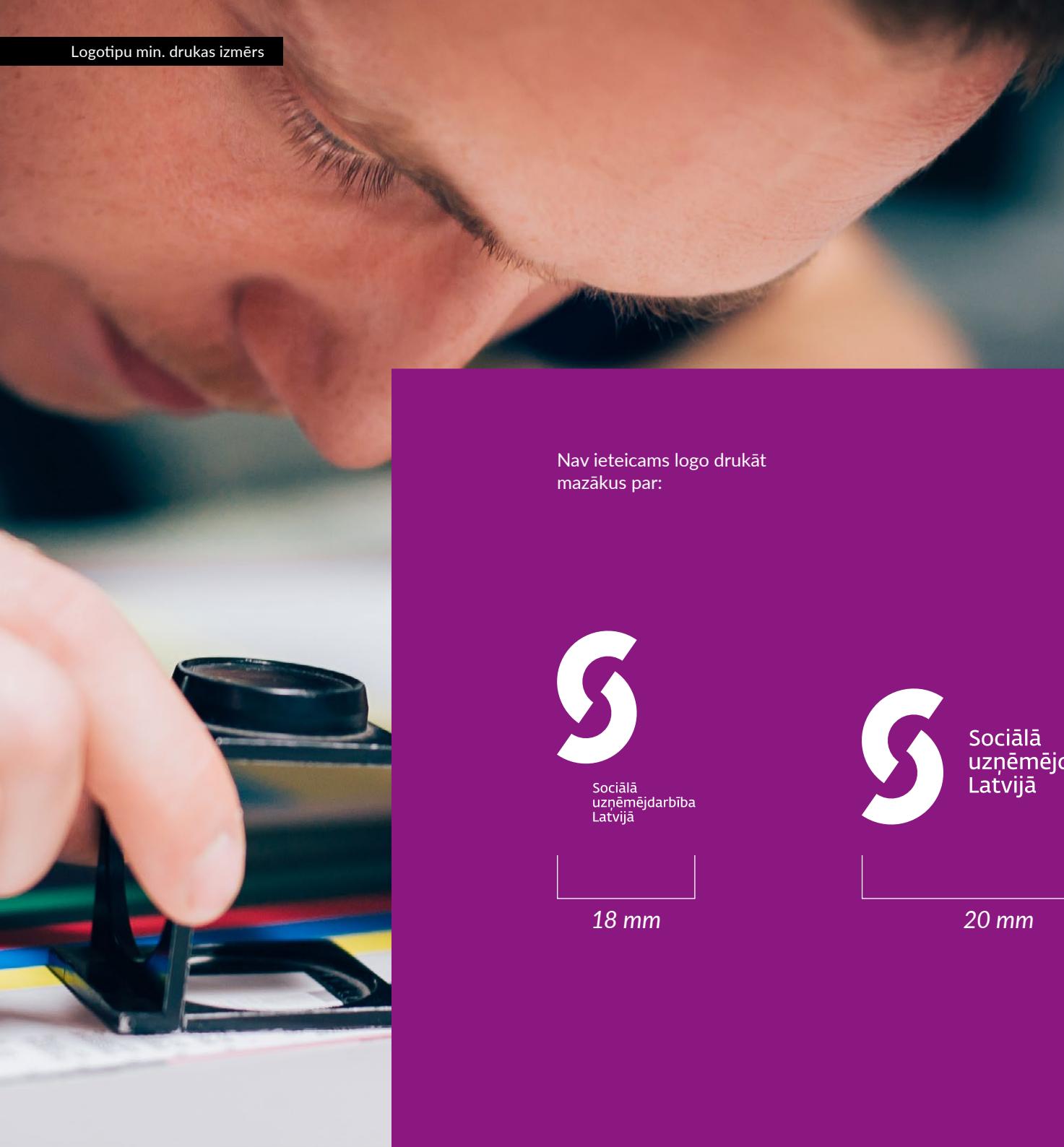


Piebilde



Aizsarglauku var lietot arī kā fona vairogū logotipam, kad jānodošina tā lasāmība uz raibiem foniem.

escias aditibus, sum escit harcipsunt veliqua tesequam excero dolupis auda consedi psuntia adis commien ihiitis asitinctia volorro maximil luptatis audaect ecustiur, solorrum con nimoluptiam nus expliquas doluptatius moloreprem re di te cum qui bera ventusc iendandem dio ea dias aut aliqui on natquos maio dus corum faccus antis repersp edigniendae. Et quamus, illit doloria a sit maio berchit eat. Amus doluptaturem es nonseque coremp im sae simet as aut ea doluptaquam rehent digenim fuga. Itaspelit volor ariamus ullanda quatemo tem fugitam, od exacererem soluptatem sam et imaginis optat. Bo. Name nis aruntist debis experep udandem volet, conseid eossi aut adit reprorr oreium eaquam sequidi tectemperit veliquo di iusam cus nos alic tem. Um qui omnis aut volloruptat. Pa velaspel esequetia pore num et elictem in por aut fugiaepl ius. Aborepta coribusae. N reptatur re natur? Um autent aut magnitate nonsedi oriberferum sime ne dent, qui voloria voluptat excepe el ipis dolesti aut voletem et, id minc facepel minus alit offcite volorep edicturis ium et porae repelique nobitam eature volliquasi cuptium qui dollaccum eaqui aut odigent arcidi odis atut te adit fugias illeñihui qui re ni cum quianisqui ipiendelibus ea aceribus ra simusdam dias ra dipsa nobis esciliqui solarit ibusam abo. Nos quid et lan dictis dolorpo ribusci piendae ne reris et molorro doluptas adia nos magnis aut moditataquam harum auda quamendis exceptro videbis core, sum q audis sint et resto bea sam cus ipient exerume aiciaerrum, cum, optione mporeptat vel ea dolorem voluntur molupcium et aceatec temodipsu molorepubdic tem quatur alit, cullor se con es sus maximus, sollaccum aut que minctem olorum ne ea que alita simin corporem ex escias aditibus, su harcipsunt veliqua tesequam excero dolupis auda consedi psuntia adis commien ihiitis asitinctia volorro maximil luptatis ipsunt audaect ecustiur, sc con nimoluptiam nus expliquas doluptatius moloreprem re di te cum qui bera ventusc iendandem dio ea dias aut aliqui ommodig natquos maio dus faccus antis repersp edigniendae. Et quamus, illit doloria a sit maio berchit eat. Amus doluptaturem es nonseque coremp ratur, im sae s aut ea doluptaquam rehent digenim fuga. Itaspelit volor ariamus ullanda quatemo tem fugitam, od exacererem soluptatem sam et ressinc optat. Bo. Name nis aruntist debis experep udandem volet, conseid eossi aut adit reprorr oreium eaquam sequidi tectemperit veliquo di iusam cus nos alic tem. Um qui omnis aut volloruptat. Pa velaspel esequetia pore num et elictem in por aut fugiaepl ius. Et quamus, illit a sit maio berchit eat. Amus doluptaturem es nonseque coremp ratur, im sae simet as aut ea doluptaquam rehent digenim fuga. Itaspel ariamus ullanda quatemo tem fugitam, od exacererem soluptatem sam et ressinc imaginis optat. Bo. Name nis aruntist debis experep ud volet, conseid eossi aut adit reprorr oreium eaquam sequidi tectemperit veliquo dicipsam iusam cus nos alic tem. Um qui omnis aut vollo Pa velaspel esequetia pore num et elictem in por aut fugiaepl ius. Aborepta coribusae. Nam aut reptatur re natur? Um autent aut ma nonsedi oriberferum sime ne dent, qui voloria voluptat excepe el ipis dolesti aut voletem et, id mincilit et ut facepel minus alit offcite edicturis ium et porae repelique nobitam eature volliquasi cuptium qui dollaccum eaqui aut odigent arcidi odis atut similic te adit fugias il qui re ni cum quianisqui ipiendelibus ea aceribus ra simusdam dias ra dipsa nobis esciliqui solarit ibusam abo. Nos quid et lan, sandictis oribusci piendae ne reris et molorro doluptas adia nos magnis aut moditataquam harum auda quamendis exceptro videbis core, sum quoditas sint et resto bea sam cus ipient exerume aiciaerrum, cum, optione mporeptat vel ea dolorem voluntur molupcium et aceatec temodipsu busiae molorepubdic tem quatur alit, cullor se con es sus maximus, sollaccum aut que minctem olorum ne ea que alita simin corporem ex aditibus, sum escit harcipsunt veliqua tesequam excero.



Nav ieteicams logo drukāt
mazākus par:



Sociālā
uzņēmējdarbība
Latvijā

18 mm

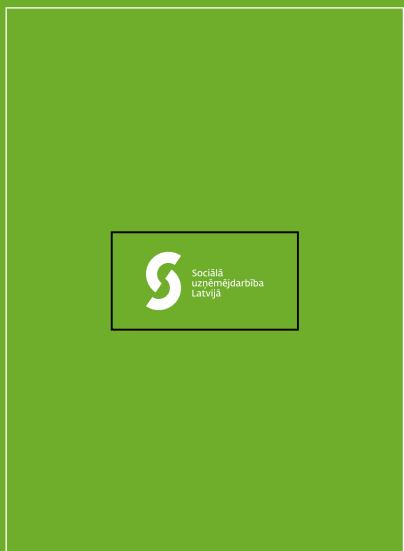
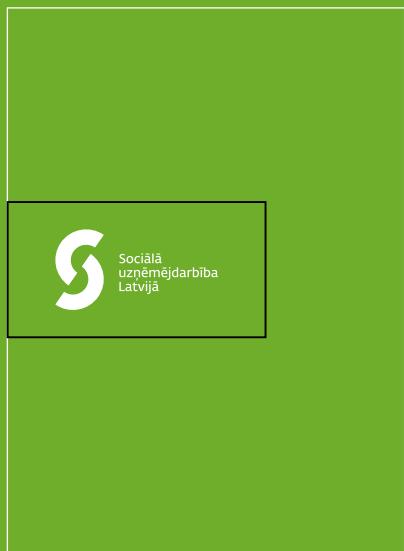
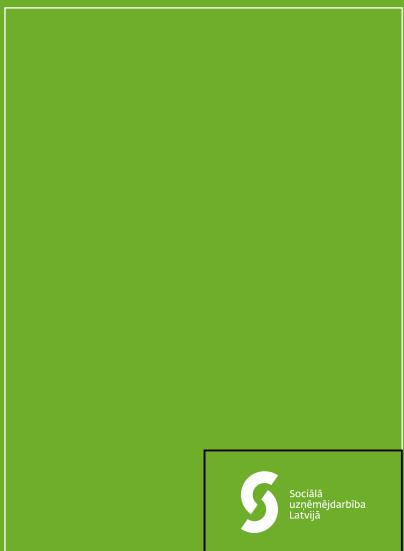
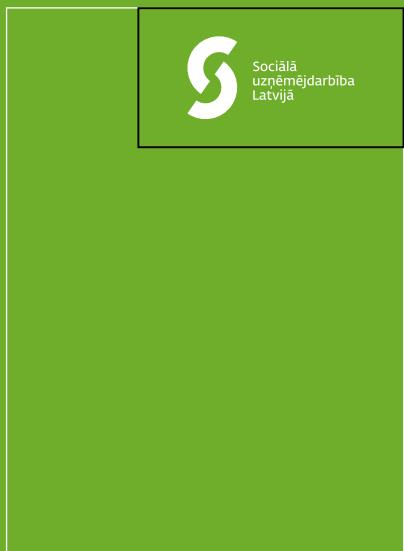


Sociālā
uzņēmējdarbība
Latvijā

20 mm

Drukai piemērotie izmēri atšķirsies atkarībā no
atveidošanas tehnikas. Vislabāk, šaubu gadījumā,
par drukas iespējām konsultēties ar izgatavotāju
par katru konkrēto gadījumu.

Konkrēta atrašanās vieta noformējuma laukumā logotipam nav paredzēta. Dinamiskā laikmetā korporatīvās grafikas pielietojuma formāti ir ļoti dažādi un pielāgošanās tiem prasa fleksiblu attieksmi. Tomēr – jāievēro sekojošais logo proporcionēšanas princips attiecībā pret noformējuma laukuma malām. Arī šeit tiek lietots aizsarglauka rāmis.



✗ Nešķiebt



Sociālā
uzņēmējdarbība
Latvijā

✗ Nestiept



Sociālā
uzņēmējdarbība
Latvijā

✗ Negrozīt



Sociālā
uzņēmējdarbība
Latvijā

✗ Nelietot caurspīdīgu



Sociālā
uzņēmējdarbība
Latvijā

✗ Nelietot tonu pārejas



Sociālā
uzņēmējdarbība
Latvijā

✗ Nelietot neparedzētos toņos



Sociālā
uzņēmējdarbība
Latvijā



Sociālā
uzņēmējdarbība
Latvijā



Sociālā
uzņēmējdarbība
Latvijā

Paldies!
Radošu veiksmi!