

KONCERTNA DVORANA CONCERT HALL

LISINSKI



NEPROCENJIV DOŽIVLJAJ INVALUABLE EXPERIENCE

Visual Identity Standards of Vatroslav Lisinski Concert Hall

The Vatroslav Lisinski Concert Hall graphics standards contain a set of standard guidelines, which must be followed 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**

English Name

Vatroslav Lisinski Concert Hall

Font

Concert bills

- DIN

The Metropolitan at Lisinski Hall

- Baskerville and Avenir

Posters

- DIN, News Gothic and Trade Gothic

LISINSKI Logo

- Trade Gothic

Colours

- **The logo colours** are black (white in reverse) and gold
- Gold can be used as the fifth colour and then we use PANTONE 871
or CMYK values C=27, M=27, Y=84, K=1 or C=14, M=25, Y=66, K=25 (depending on the colour and lightness of the background)
- The colours of the 40 anniversary logo are black (white in reverse) and red (C=0, M=100, Y=100, K=2).

Logo

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Reversed Logo



Standard Dimensions of Promotional Materials

Advertising media	Standard dimensions
Internet	Slide show – 607 x 357 pix
	Events – 570 x 270 pix
Banner	Category A – 13 m x 1.5 m
	Category B – 10 m x 1.5 m
Bulletin	1/1 page – 105 x 215 mm
	1/2 page – 105 x 107.5 mm
	1/3 page – 105 x 71.6 mm
LED display	1080 x 1920 pix
Advertising panel	B1 – 1000 X 707 mm

Contact Information

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