

**BRAND BOOK
& STYLE GUIDE**

2020 11 30

INTRODUCTION

Ignalina Nuclear Power Plant, which had the most powerful nuclear reactors in the world. Today confidently moving towards a new vision. To become a recognized expert in decommissioning of nuclear power facilities and radioactive waste management.

The symbolism of **INPP** which is used in the communication is recognizable. However, with the proliferation of communication forms and in the face of more and more different target audiences both in Lithuania and abroad, it becomes a bit more complicated.

This means that in order to maintain and enhance the recognisability, communication must be clear, consistent and most importantly - solid.

A company's visual identity is an expression of who we are. What we represent and what we seek to become. Its goal is to form a clear image of nuclear power plant, that has a unique experience in the nuclear decommissioning project.

In order to strengthen the recognisability of the **INPP** brand, this visual identity guide identifies the main **INPP** colours, fonts, icons and other tools. And establishes the principles of their use.

The main characteristic colour of **INPP** is blue, which attributes many positive qualities. This colour is associated with professionalism, promotes trust and security. In addition, blue colour has been recognized as the colour of **INPP** identity for several decades.

Along with it white and black colours are used. Which in communication gives a sense of stability and professionalism.





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LOGO



MISSION

Safe and efficient implementation of a unique project - decommissioning of the Ignalina Nuclear Power Plant with two RBMK-1500 type reactors and safe management of radioactive waste. Ensuring that future generations do not inherit the unjustified burden of radioactive waste management.

VISION

To become a recognized nuclear facilities decommissioning and radioactive waste management expert.

VALUES

Safety culture

The company pays special attention to the qualifications and involvement of its employees. As for workers who are working in the INPP, ensuring safety is a priority goal and an internal need. Developing a sense of responsibility and self-control in performing work that affects safety.

Operational transparency

Company implements and maintains internal quality control procedures. Strengthens the monitoring of compliance with public procurement procedures. Publishes detailed and correct information on activities in accordance with the procedure established by the legal acts of the Republic of Lithuania.

Efficiency

Company behaves responsibly with its own and received funds. Constantly seeking cost-cutting and are looking for new ways to increase the efficiency of activity.

Professionalism

The company strives to attract and retain highly qualified staff. Which, with its accumulated knowledge and experience, contributes the high results of the company. As well as cooperation and sharing of experiences creates a positive work atmosphere.

Social responsibility

Company anticipates possible negative consequences of its activities for natural and social environment. Actively participates in social dialogue with employees and takes into account the positions expressed by stakeholders and public expectations.

THE FIRST NUCLEAR POWER PLANT, WHICH IMPLEMENTS AN IMMEDIATE DISMANTLING PROJECT



MEANING OF THE MARK

The logo consists of a symbol and a name. The symbols "I", "N" and "PP" symbolize integrity and strength, where I means - Ignalina, N - nuclear, PP- power plant. The adjacent name "IGNALINA NUCLEAR POWER PLANT" provides additional recognition.

This graphic composition fully performs its function. And for a simple structure can not be mistakenly identified with other products or economic activities mark.





MAIN LOGO

The main logo is used in smaller marketing and communication tools. The following guidelines will help you use the logo consistently, without errors.





LOGO WITH NAME

The logo with title "IGNALINA NUCLEAR POWER PLANT" is used in internal and external communication. When it is necessary to increase the recognizability of the logo.

The logo with the name is used in medium-sized print formats to ensure proper readability of the logo.





LOGO WITH A SLOGAN

Logo with the name "IGNALINA NUCLEAR POWER PLANT" and the slogan "CHALLENGES TODAY. RESPONSIBILITY FOR AGES" is used in internal and external communication in cases when it is necessary to boost the recognizability of the logo. The logo with the name and slogan is used in larger print formats to ensure proper readability of the logo.





LOGO IN ENGLISH

The logo in English is intended for documentation in English and communication in foreign markets.





LOGO IN ENGLISH WITH SLOGAN

Logo in English with the slogan "CHALLENGES TODAY. RESPONSIBILITY FOR AGES" is used in communication in cases where it is necessary to boost the recognition of the logo in foreign markets. The logo with the name and slogan is used in larger print formats to ensure proper readability of the logo.





LOGO POSITIVES

These are the main versions of the logos.
These versions of the logos are used on white and light backgrounds.



IGNALINOS
ATOMINĖ
ELEKTRINĖ



IGNALINA
NUCLEAR
POWER PLANT



IGNALINOS
ATOMINĖ
ELEKTRINĖ

IŠŠŪKIAI ŠIANDIEN. ATSAKOMYBĖ AMŽIAMS



IGNALINA
NUCLEAR
POWER PLANT

CHALLENGES TODAY. RESPONSIBILITY FOR AGES



LOGO NEGATIVES

These are secondary versions of the logos for use on dark backgrounds. Also in exceptional cases where logos can not be in colourful.



IGNALINOS
ATOMINĖ
ELEKTRINĖ



IGNALINA
NUCLEAR
POWER PLANT



IGNALINOS
ATOMINĖ
ELEKTRINĖ



IGNALINA
NUCLEAR
POWER PLANT

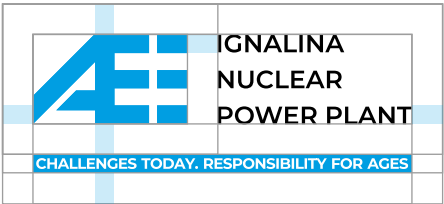
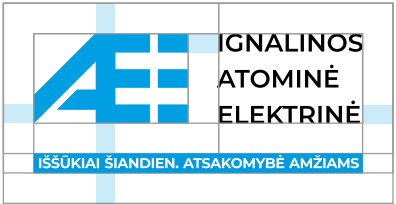
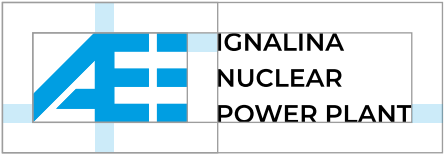
IŠŠŪKIAI ŠIANDIEN. ATSAKOMYBĖ AMŽIAMS

CHALLENGES TODAY. RESPONSIBILITY FOR AGES



SAFETY ZONE

To ensure the readability and proper visibility of the logo, we recommend to leave more space around the logo. Do not place any graphic elements around the logo within the safety zone. The safety zone is the width of the character "E" the width of the individual "-" part.





MINIMAL SIZE

To make the logo easy to read, we recommend to follow the minimal size rule.

In printing, the width of the main logo may not be less than 13 mm.

In digital space, the width of the main logo can not be less than 30 px.

13 mm / 30 px



35 mm / 150 px



IGNALINOS
ATOMINĖ
ELEKTRINĖ

40 mm / 170 px



IGNALINA
NUCLEAR
POWER PLANT

50 mm / 250 px



IGNALINOS
ATOMINĖ
ELEKTRINĖ

60 mm / 270 px



IGNALINA
NUCLEAR
POWER PLANT

IŠŠŪKIAI ŠIANDIEN. ATSAKOMYBĖ AMŽIAMS

CHALLENGES TODAY. RESPONSIBILITY FOR AGES



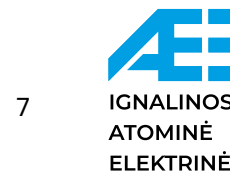
LOGO OPTIONS

The logo is used in blue, black and white colours. When it is not possible to use a blue logo, depending on the background, we use a white or black version of it.

IMPORTANT!

Maintain the proportions of the logo.
Ensure easy readability on different backgrounds.
Use only with identity colours.
To take into account the protective logo area.





IMPROPER USE

1. Do not change the colour of the logo
2. Do not use an incomplete logo
3. Do not change the colour of the logo name
4. Do not change the font of the logo
5. Do not change the structure of the logo
6. Do not change the proportions of the logo
7. Do not change the layout of the logo
8. Do not override the safety zone



COLOURS



COLOURS' CODES

Blue is the primary and the main colour.

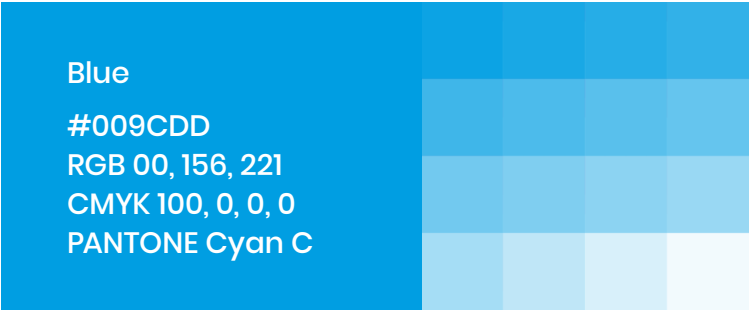
In print and social media layouts, black and its various shades (gray) are used as an auxiliary secondary colour.

These colours are an integral part of the identity combining the logo, typography and tools into a common identity system.

IMPORTANT! Before using these colours, make sure you have the correct colour codes.

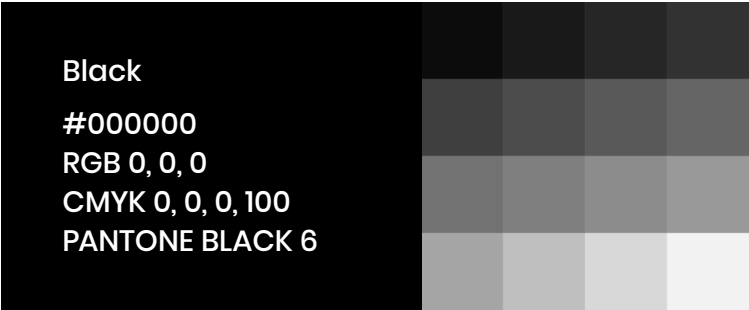
Primary colour

Auxiliary Colours



Secondary colour

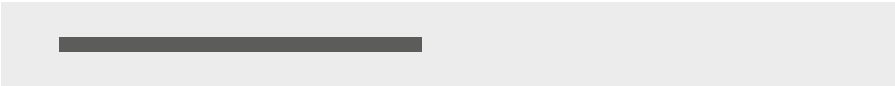
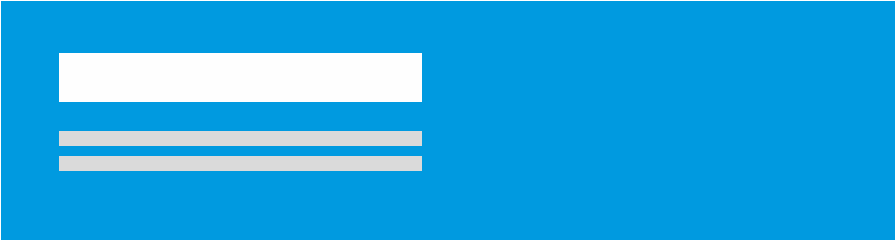
Auxiliary Colours





USE OF COLOURS

Blue is used as the main colour - to emphasize elements, important information, convey graphics, other places where attention is needed. Secondary black, gray are used as an auxiliary colours for backgrounds and texts.





TYPOGRAPHY



MAIN FONT

Fonts used for identity:

- **Montserrat Bold**
- **Montserrat Medium**
- Montserrat Regular
- Montserrat Light

If it is necessary fonts can be used italic (Italic). “Montserrat” is clean, modern, clear of lines font.

A LARGE TITLE IS WRITTEN IN MONTSERRAT BOLD FONT

The Large Title
Size is X + 22 pt

The Smaller Header is Written in Montserrat Medium font

The Smaller Header
Size is X + 12 pt

The text is written in Montserrat Regular font.
ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea
commodo consequat. Duis autem vel eum iriure
dolor in hendrerit in vulputate velit esse molestie
consequat, vel illum dolore eu feugiat nulla facilisis.*

The Text Size is X pt

The Text is written in Montserrat Light font. *Dolore feugiat facilisis.**

The Text Size is X pt



THE LARGE TITLE IS WRITTEN IN VERDANA PRO BOLD FONT

The Large Title
Size is X + 22 pt

The Smaller Header is Written in Verdana Pro SemiBold font

The Smaller Header
Size is X + 12 pt

ALTERNATIVE FONT

When the main font is not available,
alternative fonts are used:

- **Verdana Pro Bold**
- **Verdana Pro Semibold**
- Verdana Pro Regular
- Verdana Pro Light

The text is written in Verdana Pro Regular font.
ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea
commodo consequat. Duis autem vel eum iriure
dolor in hendrerit in vulputate velit esse molestie
consequat, vel illum dolore eu feugiat nulla facilisis.*

The Text Size is X pt

The text is written in Verdana Pro Light font. Dolore feugiat facilisis.* — The Text Size is X pt



A LARGE TITLE IS WRITTEN IN MONTSERRAT BOLD FONT

The Smaller Header is Written
in Montserrat Medium font

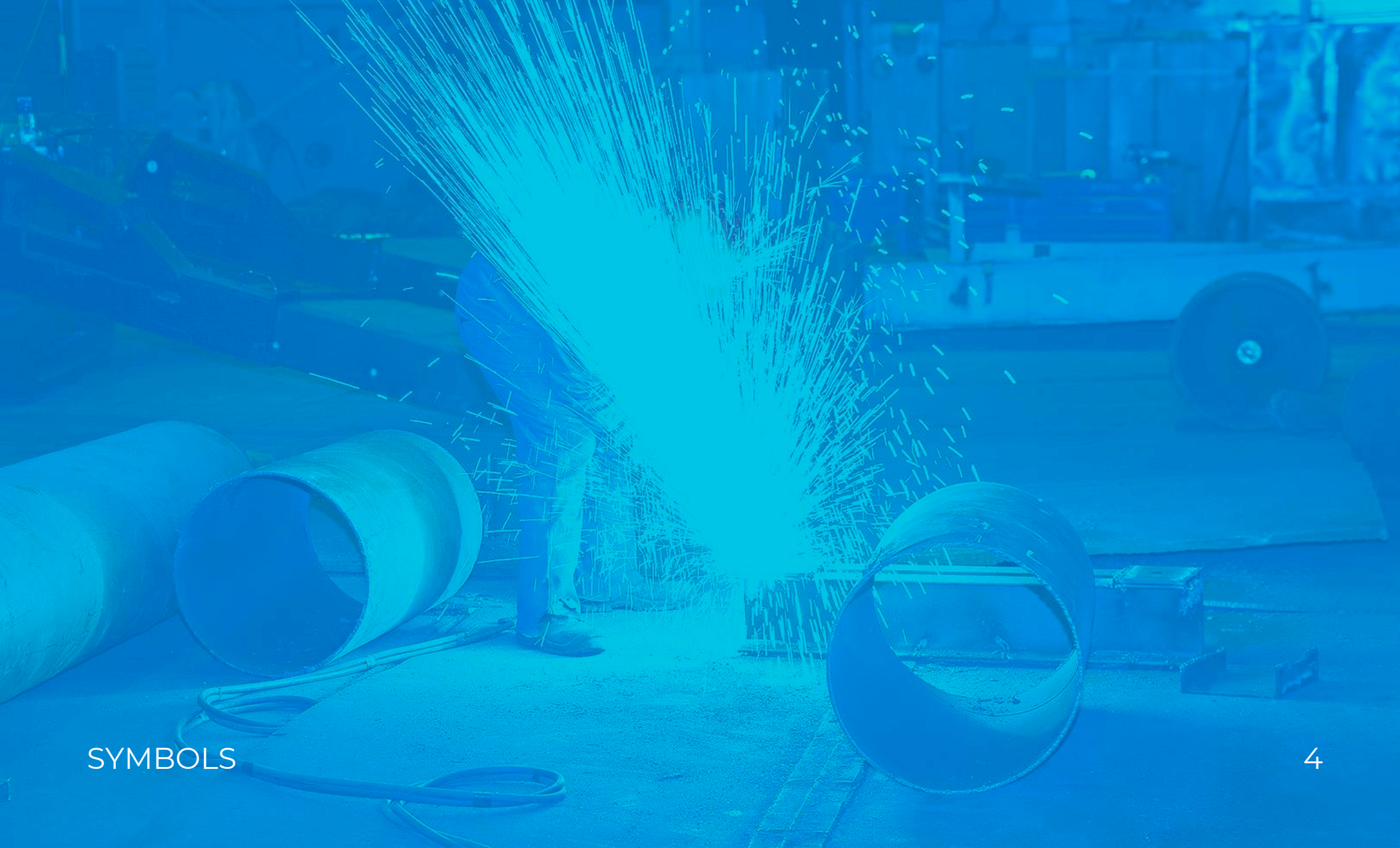
SPACES

Spaces between lines

Spacing between large header +10 pt

Example: If the font size is 22 pt,
the line spacing will be 32 pt.

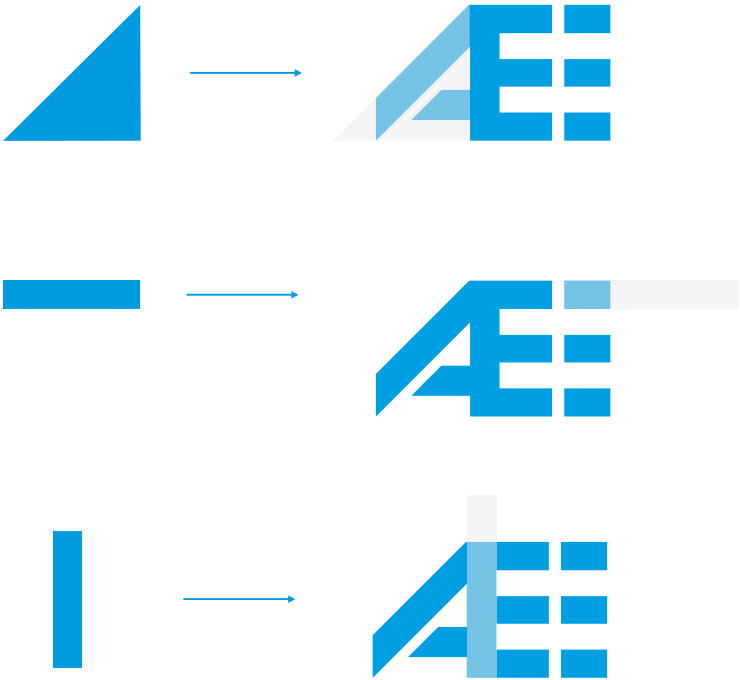
The text is written in Montserrat Regular font.
ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea
commodo consequat. Duis autem vel eum iriure
dolor in hendrerit in vulputate velit esse molestie
consequat, vel illum dolore eu feugiat nulla facilisis.*





SYMBOLS

A triangle and a line are used as an additional symbol in the visuals. Using these elements in a variety of ways (as needed) in conjunction with the primary colours the exceptional visual identity is obtained.





COMMUNICATION TOOLS

First option - double-sided:

Format: 90x50 mm

Paper: Serixo (Antalis), non-coated, white, 300 g

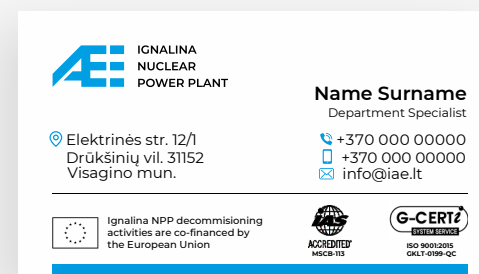
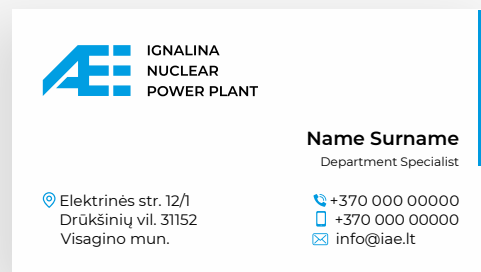
Production: Colour 4 + 4

Second option - single-sided:

Format: 90x50 mm

Paper: Serixo (Antalis), non-coated, white, 300 g

Production: Colour 4 + 0





COMMUNICATION TOOLS

Format: A4
Paper: Serixo (Antalis), non-coated, white 90 g
Production: 4+0

Font for documents printing:
Montsserat regular
Text: 10 pt
Spaces: 14 pt



Contrary to popular belief, *Lorem Ipsum* is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, *consectetur*, from a *Lorem Ipsum* passage, and going through the cites of the word in classical literature, discovered the undoubtable source. *Lorem Ipsum* comes from sections 110.32 and 110.33 of 'de Finibus Bonorum et Malorum' [The Extremes of Good and Evil] by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of *Lorem Ipsum*, "*Lorem ipsum dolor sit amet*," comes from a line in section 110.32.


Name Surname






PRESS RELEASE

The layout in A4 format is prepared as a working DOCX file. Communications with Lithuanian and foreign society, e.g. the media notice form uses a logo with a name and slogan, and a graphic element with a blue line.



IGNALINA
NUCLEAR
POWER PLANT

CHALLENGES TODAY. RESPONSIBILITY FOR AGES

IGNALINA Nuclear Power Plant
Press Release
2020 11 30

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?


It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

Director



Name Surname

Elektroninis nr. 12/1
Dėlavinys nr. 3852
Viaigino mums.
Lithuania

State Enterprise
IGNALINA Nuclear Power Plant
Registration Nr. 255450080
VAT code LT 554500081

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E-mail info@iaei.lt
www.iaei.lt



IGNALINA NPP decommissioning
activities are co-financed by
the European Union



G-CERT
CERTIFICATE
OF SECURITY

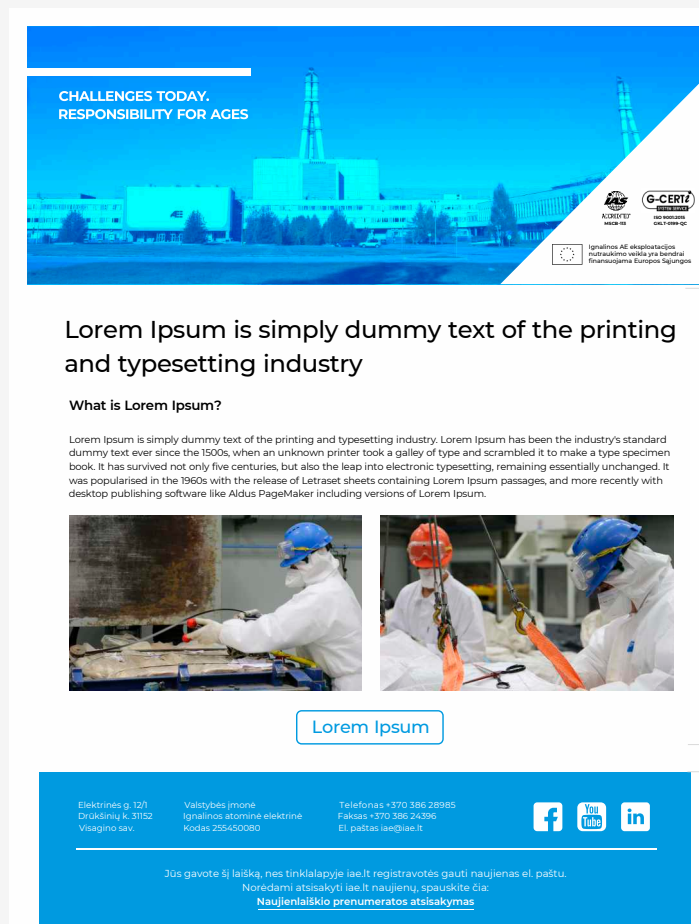
NEWSLETTER

An alternative standard Helvetica font is used for the newsletter template. This protects from non-displaying the brand logo in recipients' mailboxes.

Newsletter
baner
with logo

Informative
part

Newsletter
footer with
contacts





VIDEO

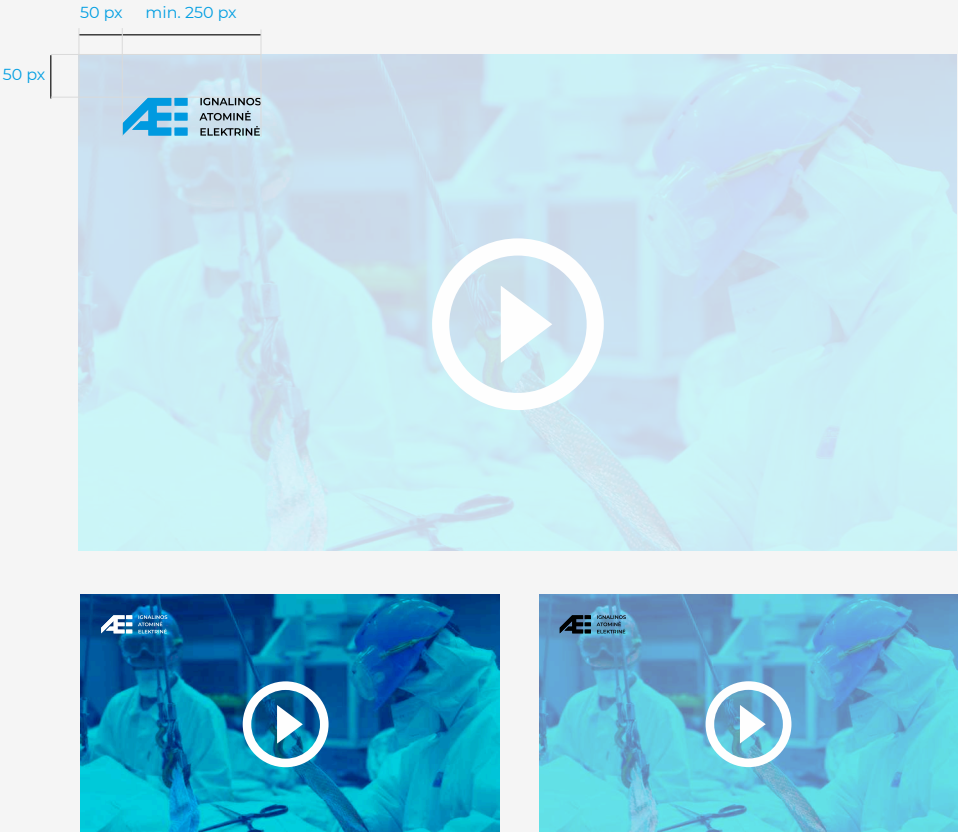
Sizes
The logo must be completely clear and readable. The minimum size of the logo in the video material is 250 px, at a distance of 50 px from the left edge.

Colour logo
Use a blue colour logo with blue and black colours on a light background.

Monochrome logo
If the colour logo is almost invisible due to the background colour, you should use a monochrome logo.

The black logo is for use in light-coloured colour images.

The white logo is intended for use in dark-toned colour images.

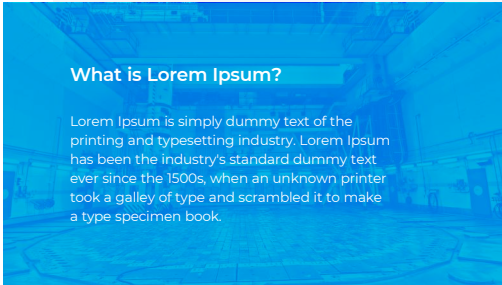
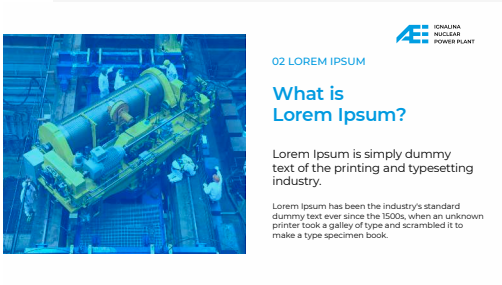
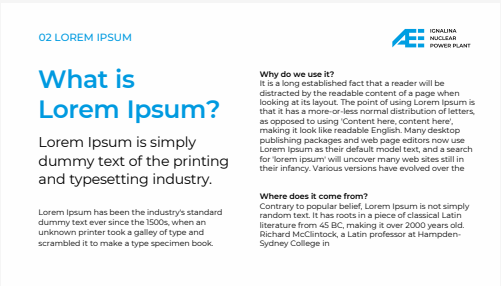




POWER POINT PRESENTATION

This is the recommended presentation template.

Work files can be found in a common identity package.





SOCIAL MEDIA

There are different variations available on social media, depending on the type of content. Here are some examples of how visuals could be used. The most important components are brand font, blue colour and colours' blocks, triangles and photos.





POSTER TEMPLATE

A simple and convenient poster template has been created that can be easily customized to your needs. By applying the template to a specific thematic area, you can change not only the photo, background, and font colours, but also their sizes.



Logo

Large Title

Photo space

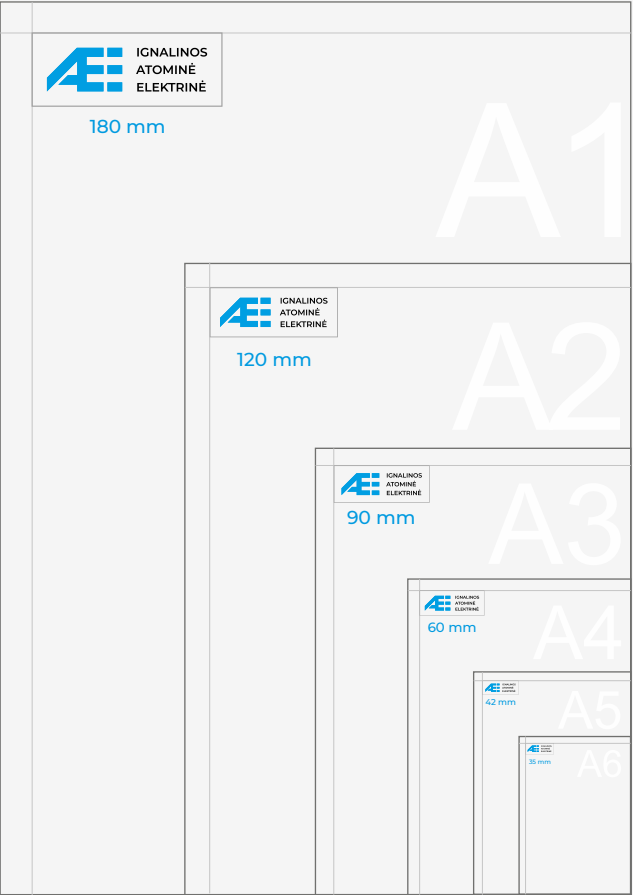
Primary info

Secondary info



PUBLICATIONS

Although the composition of the logo in different formats depends on the specific purpose of the tool. We provide recommended logo sizes in different formats.





SOUVENIRS

The main used colours in souvenirs are blue and white. Where additional graphics are desired, additional characters such as a line or triangle can be incorporated.





Extend 2020.2020

www.iae.it