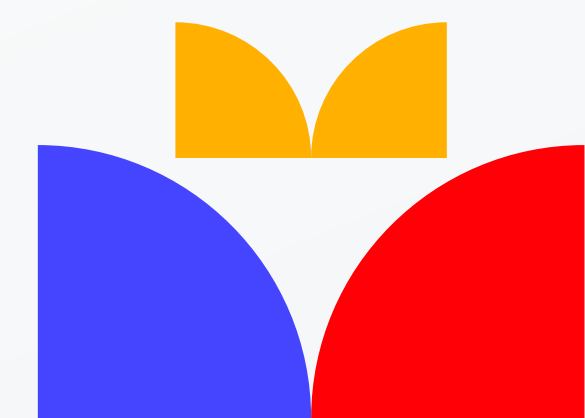




Mirte

Brand Guidelines

Here you will find the basic elements of our brand identity - from colors that reflect our essence to typography that tells our story.

Every detail has been carefully considered to provide you with the knowledge and tools that will allow you to represent our brand with consistency and impact.



EST 1992

MIRTE is one of the oldest and most experienced language learning and translation centers in the Baltic States

Vision

To be a recognized provider of language training and translation services in the international market - a partner for companies, government institutions and individuals on the path to effective multilingual communication

Mission

To create language knowledge bridges between people, countries and markets, providing solutions that promote freedom of communication and competitiveness at a global level



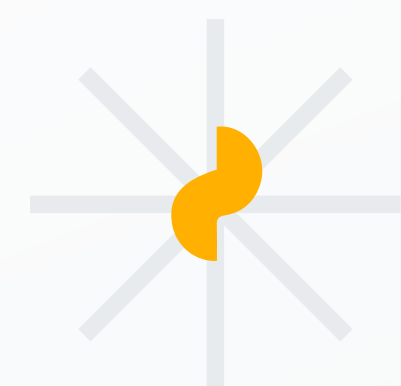
Intro.



Our visual identity, defined by carefully selected colors and design principles, reflects our commitment to providing quality, knowledge and customer satisfaction.

It ensures that we maintain a consistent and professional image in everything we do

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Brand Voice Tonality

Social Networks - Friendly, Visual, Engaging

Quotes, visual examples from courses, customer testimonials, language love

Presentations - Formal, Clear, Trustworthy

Facts, figures, experience, collaboration, values.

Website - Clear, Organized, UX-oriented

Keywords, short descriptions, CTA buttons, informative language

International Communication

Expert and trustworthy voice. Certificates, experience, translation quality, customer trust

Logo Structure

The logo symbol depicts language as a collective structure consisting of individuals. Each person is like a circle with their own language, color, origin, experience, and learning pace. MIRTE symbolizes a place where these circles come together in a unified, harmonious system in the communication space.

It is a language community that not only preserves each person's and language's identity but also creates understanding between them. The holonic structure symbolizes both individual strength and community synergy – each is whole in itself, but also part of a larger whole





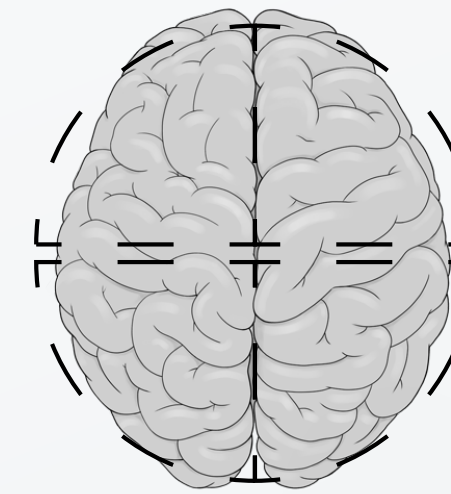
Circle connection

Fluency from A to Z.



Holonism

Communication/society layering



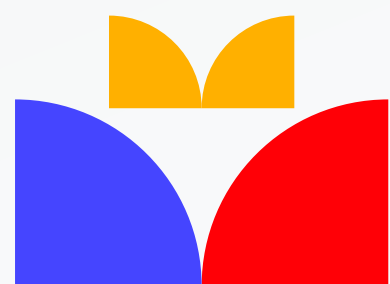
Filled vs empty circles

Knowledge and potential



Language holon – circles that form unified communication

$$M + \text{[circle with 4 colored quadrants]} = \text{[crown icon]}$$



Symbol



Primary

The primary logo is used in most cases. The secondary logo is used when space is limited or when it offers a more visually appealing solution.

The slogan is a secondary element. It can be added and removed as needed.



Secondary

Logo Free Zone



The free zone is very important to ensure the visibility and recognition of the logo. It serves as a protective barrier, preventing other elements from interfering with or merging with the logo, preserving its integrity and impact.

The free zone is determined using the letter "M" from the logo

Minimum Size



Minimum size for digital media



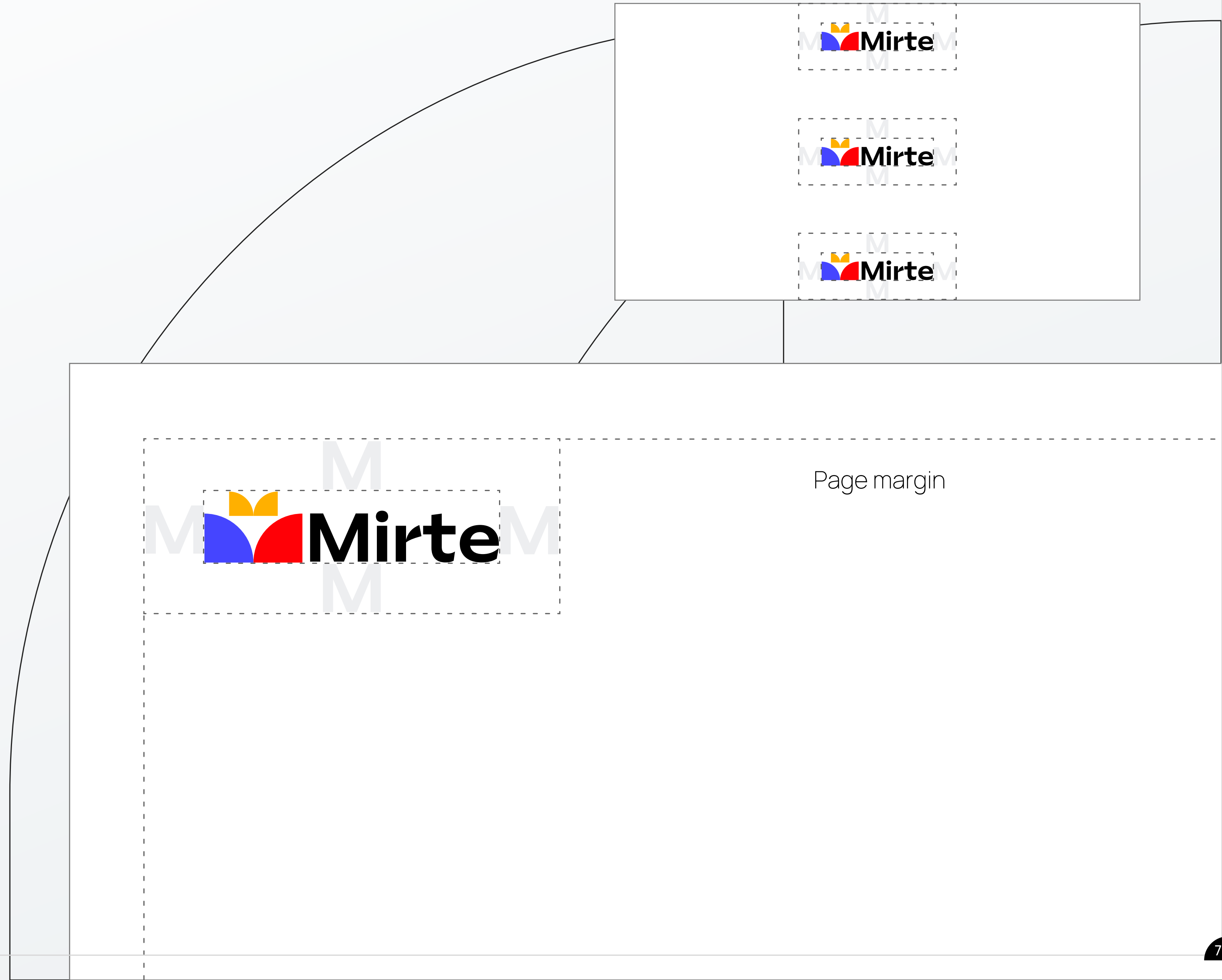
Minimum size for print materials

To ensure readability and brand recognition, avoid using the logo in sizes smaller than 150px (width) in digital formats and 3-4cm width for print.

Logo Placement

Using this template as a sample, you can effectively place the logo in the desired location on any page, allowing other elements such as images and text to align evenly with the logo placement.

Always ensure sufficient free zone around the document edges to maintain readability.



Incorrect Logo Usage



Poor contrast

It is important to ensure high contrast between the logo and its background. This guarantees that the logo remains clear, readable, and impactful.



Modified logo

Always use the logo file provided to you. It is forbidden to modify/manipulate the submitted logo files.



Incorrect color

Use the brand-specified colors to ensure consistency. Use the logo files provided to you.

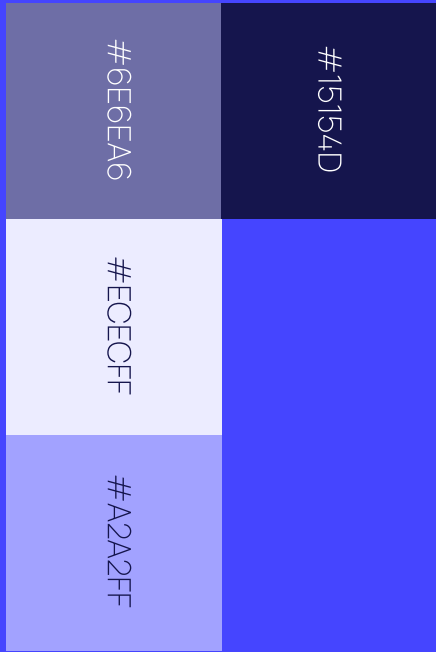


Colored and Monochrome Logo

When including our logo in any design or brand material, it is important to ensure high contrast between the logo and its background. This guarantees that the logo remains clear, readable, and impactful.

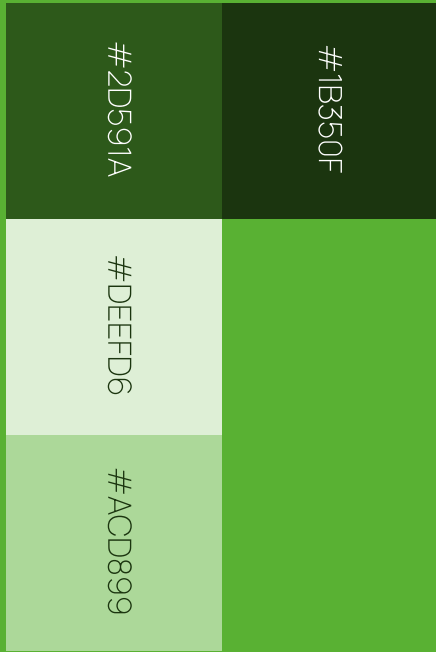
On a clearly contrasting light background, use the logo in its primary colors.

100% black and 100% white. These variations should only be used in exceptional cases, such as documents that need to be printed without colors, or when there are color limitations. Their use ensures that the logo remains recognizable and clear in environments where color options are limited.



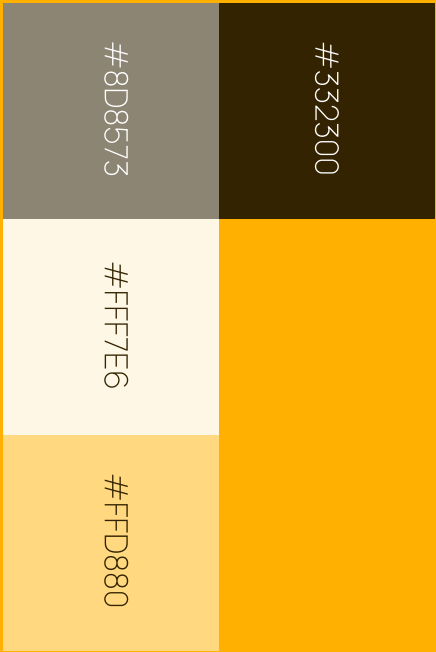
Sky

HEX: #4545FF
CMYK: 73%, 73%, 0%, 0%
RGB: 69, 69, 255



Pear

HEX: #59B133
CMYK: 50%, 0%, 71%, 31%
RGB: 89, 177, 51



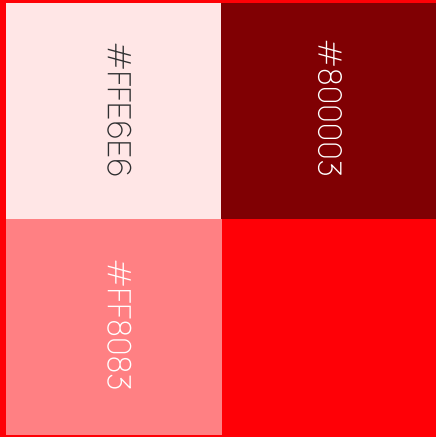
Orange

HEX: #FFB000
CMYK: 0%, 31%, 100%, 0%
RGB: 255, 176, 0

Zīmola pamatkrāsas

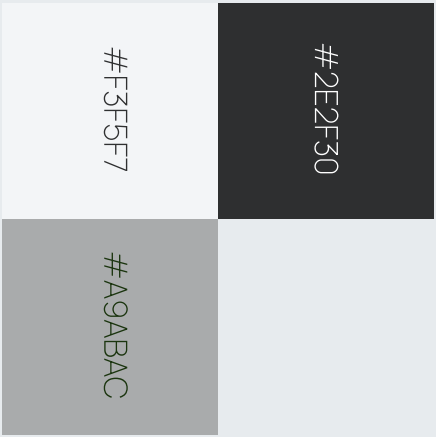
These colors form the foundation of our brand identity, reflecting its essence.

They are present across all platforms - from our logo to advertising materials - and serve as the cornerstone of our visual identity, ensuring immediate recognition and consistency.



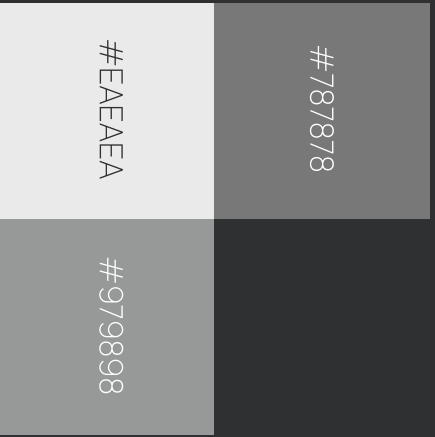
Cranberry

HEX: #FF0006
CMYK: 0%, 100%, 98%, 0%
RGB: 255, 0, 6



Cloud

HEX: #E7EBEE
CMYK: 3%, 1%, 0%, 7%
RGB: 231, 235, 238



Midnight

HEX: #2F3031
CMYK: 4%, 2%, 0%, 81%
RGB: 47, 48, 49

Accent Colors

Complementing our base color palette, these accent colors add depth and flexibility to our brand's visual system.

They enhance and distinguish various elements in our designs, creating a balance between harmony and diversity while maintaining the unity of our brand identity.

Primary Font for Website

Manrope - is our primary brand font for the website.

Its design offers a clean and neutral look, enhancing readability across various platforms and devices. Its expressive forms help clearly structure content and it is ideal for headlines and descriptive text (longer text fields).

Download:

fonts.google.com/specimen/Manrope

Manrope - Semibold & Bold

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Characters

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Manrope - Regular & Light

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Characters

@ # \$ % ^ & * () | \ : ; " ' < > ,
. ? / _ + - = { } []

Primary Font for Print Materials

For presentations, print and digital text documents, the "Sculpin" font is used.

Sculpin is a modern font developed by Eric Olson from Process Type Foundry. It combines sharp cuts and high contrast. Perfectly suited for headlines and design with character.

Download:

fonts.adobe.com/fonts/sculpin

Sculpin (bold)

Alphabet

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Numbers

0123456789

Special Characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Arial (Regular)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Secondary Font to replace primary fonts when they are not available

To ensure compatibility with computers that don't have the "Manrope" and "Sculpin" fonts - For presentations and digital text documents, the "Arial" font is used.

This ensures that our messages remain clear and accessible in any situation.

Arial (bold)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Arial (Regular)

Alphabet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Numbers

0123456789

Special Characters

@ # \$ % ^ & * () | \ : ; " ' < > , . ? / _ + - = { } []

Brand Identity Elements

The brand resources offered in this section serve as visual inspiration and guidelines for your designs. While they show the aesthetic direction of our brand, they are intended for flexible use.

Let them serve as stable basic elements, but don't be afraid to adapt and supplement them to the unique needs and context of each project.



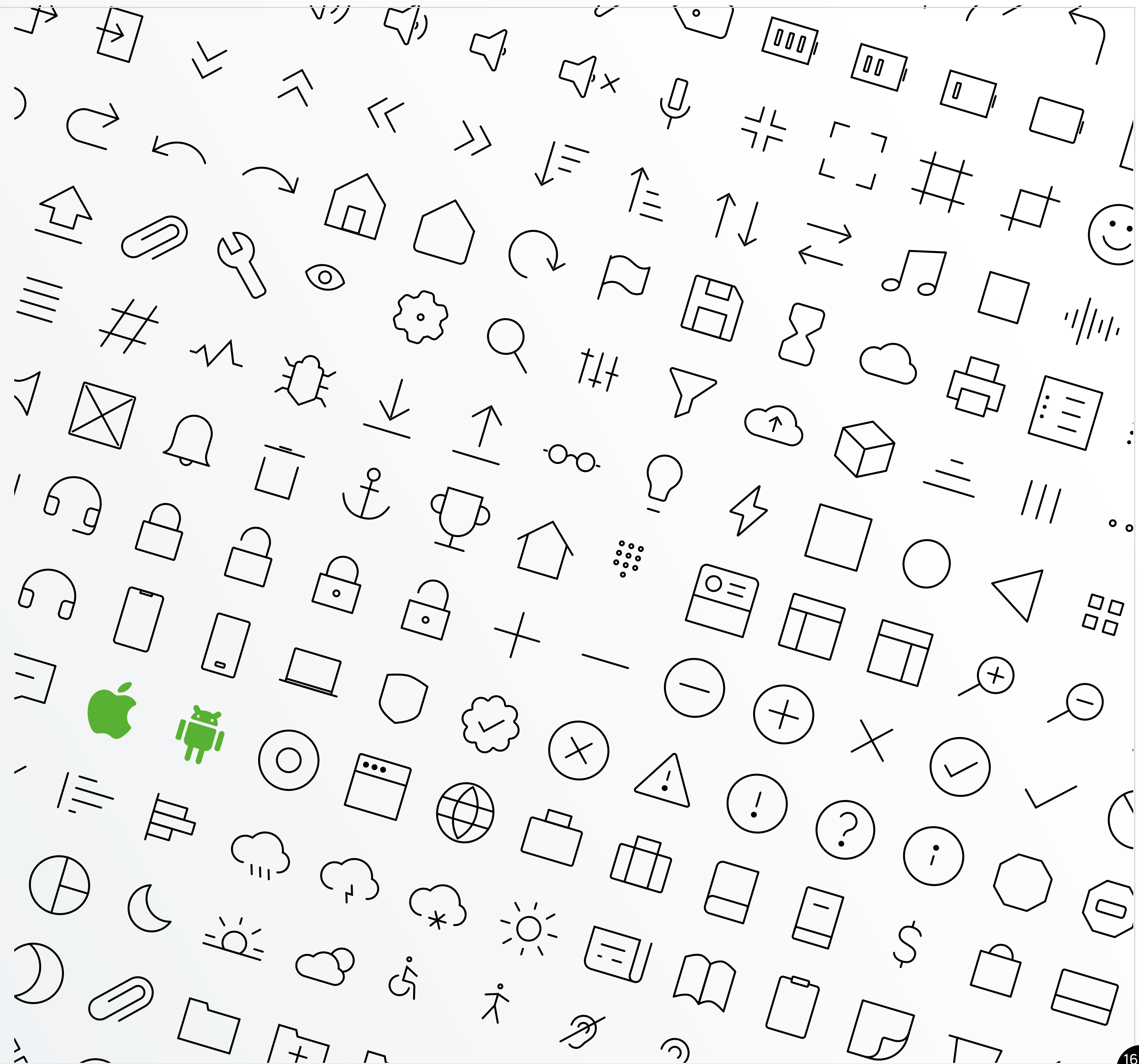
Iconography

Icons play an important role in ensuring clear communication on digital platforms, in the physical environment, and in printed materials. Therefore, we use a thoughtful icon system that complements our typography and creates a friendly, accessible image.

Following this system ensures a unified and understandable experience at all customer touchpoints.

Icon Style:

Outlined style icons, black and white



Brand Style Supplementary Elements

Geometric, abstract shapes play an essential role in our brand's visual identity, forming the basis for backgrounds, patterns, and visual accents. This style is based on the principles of geometric abstractionism, characterized by the use of simple, clean forms and compositional clarity.

Icon style:

Filled and empty, geometric, abstract forms

Colors:

Page: 11-12



Print Material Samples

✦ Fluency from A to Z.

French language Riga, 2025



New courses Riga, 2025

Kr. Barona 5
27291427



✦ Fluency from A to Z

English language Riga, 2025

Kr. Barona 5
27291427



Official Letter

Mirte

Fluency from A to Z.

English language courses

Jun 05 2025

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam congue elit nec justo egestas volutpat. Donec eget metus ut est vestibulum mattis. Suspendisse finibus nisl nulla, ut auctor mauris pellentesque sed. Praesent tincidunt cursus aliquet. Sed in eros non odio maximus sollicitudin.

Curabitur in vehicula lorem. Ut elit odio, consequat tincidunt nisl ac, tristique faucibus nulla. Sed quis consectetur enim, a porta neque. In dignissim turpis imperdiet risus lacinia, vel lobortis felis faucibus. Curabitur ac mi laoreet, auctor neque sit.

Vestibulum in nunc congue ex condimentum volutpat. Donec varius nisl erat, nec dapibus elit pharetra gravida. Proin vitae diam semper, congue lorem ut, blandit leo. Aliquam mattis non arcu ac dictum. Vivamus sed neque nunc.

Suspendisse pharetra consequat est, eu viverra nibh interdum a. Vestibulum fermentum semper diam, ut sollicitudin felis pulvinar sit amet. Aliquam sed risus nec tortor mollis mattis. Morbi bibendum imperdiet malesuada. Aliquam eu urna elizt. Sed porttitor vulputate pellentesque. Duis tempus turpis quis metus vestibulum, ac porttitor dui auctor. Lorem ipsum dolor sit amet.

SIA "Mirte" Izglītības un valodu centrs

Kr. Barona iela 5-6, Rīga, LV-1050

Mob.: +371 28002240

Mob.: +371 29221710

e-pasts: info@mirte.lv

www.mirte.lv

Mirte

Fluency from A to Z.

Language courses

Jun 05 2025

dolor sit amet, consectetur adipiscing elit. Aliquam congue elit nec volutpat. Donec eget metus ut est vestibulum mattis. Suspendisse illa, ut auctor mauris pellentesque sed. Praesent tincidunt cursus eros non odio maximus sollicitudin.

vehicula lorem. Ut elit odio, consequat tincidunt nisl ac, tristique i. Sed quis consectetur enim, a porta neque. In dignissim turpis s lacinia, vel lobortis felis faucibus. Curabitur ac mi laoreet, auctor

nunc congue ex condimentum volutpat. Donec varius nisl erat, elit pharetra gravida. Proin vitae diam semper, congue lorem ut, iquam mattis non arcu ac dictum. Vivamus sed neque nunc.

pharetra consequat est, eu viverra nibh interdum a. Vestibulum mper diam, ut sollicitudin felis pulvinar sit amet. Aliquam sed risus lis mattis. Morbi bibendum imperdiet malesuada. Aliquam eu urna rttitor vulputate pellentesque. Duis tempus turpis quis metus o porttitor dui auctor. Lorem ipsum dolor sit amet.

Jānis Bērziņš

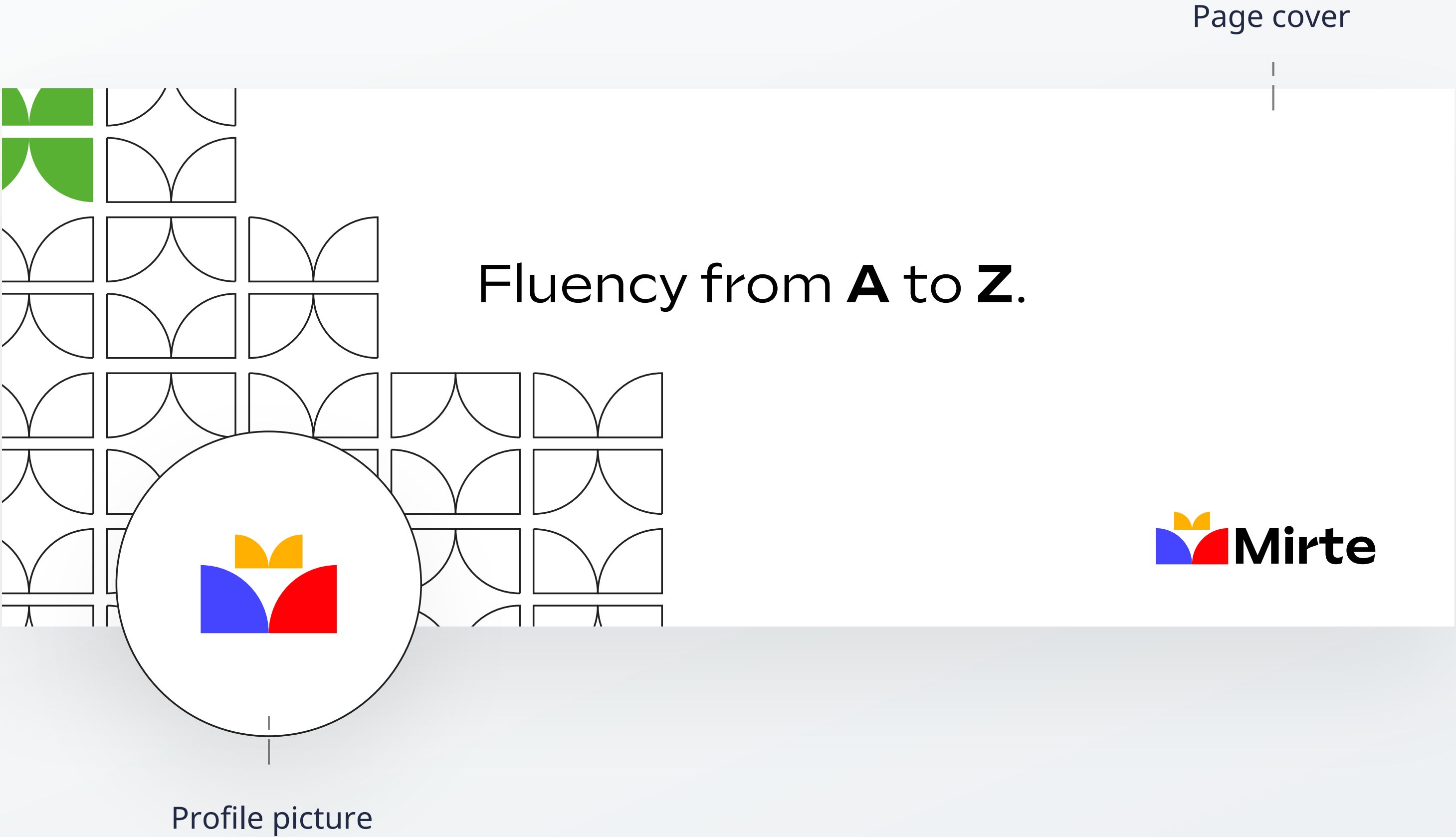
Consultant

janisberzins@mirte.lv

Pen Printing



Facebook Page Cover Design and Profile Picture



Business Cards

✦ Fluency from A to Z.

Kr. Barona iela 5-6, Rīga, LV-1050
00371 28002240
info@mirte.lv



✦ Education and Language Center

**Ināra
Freimane**

Kr. Barona iela 5-6, Rīga, LV-1050
00371 28002240
info@mirte.lv



✦ Fluency from A to Z.

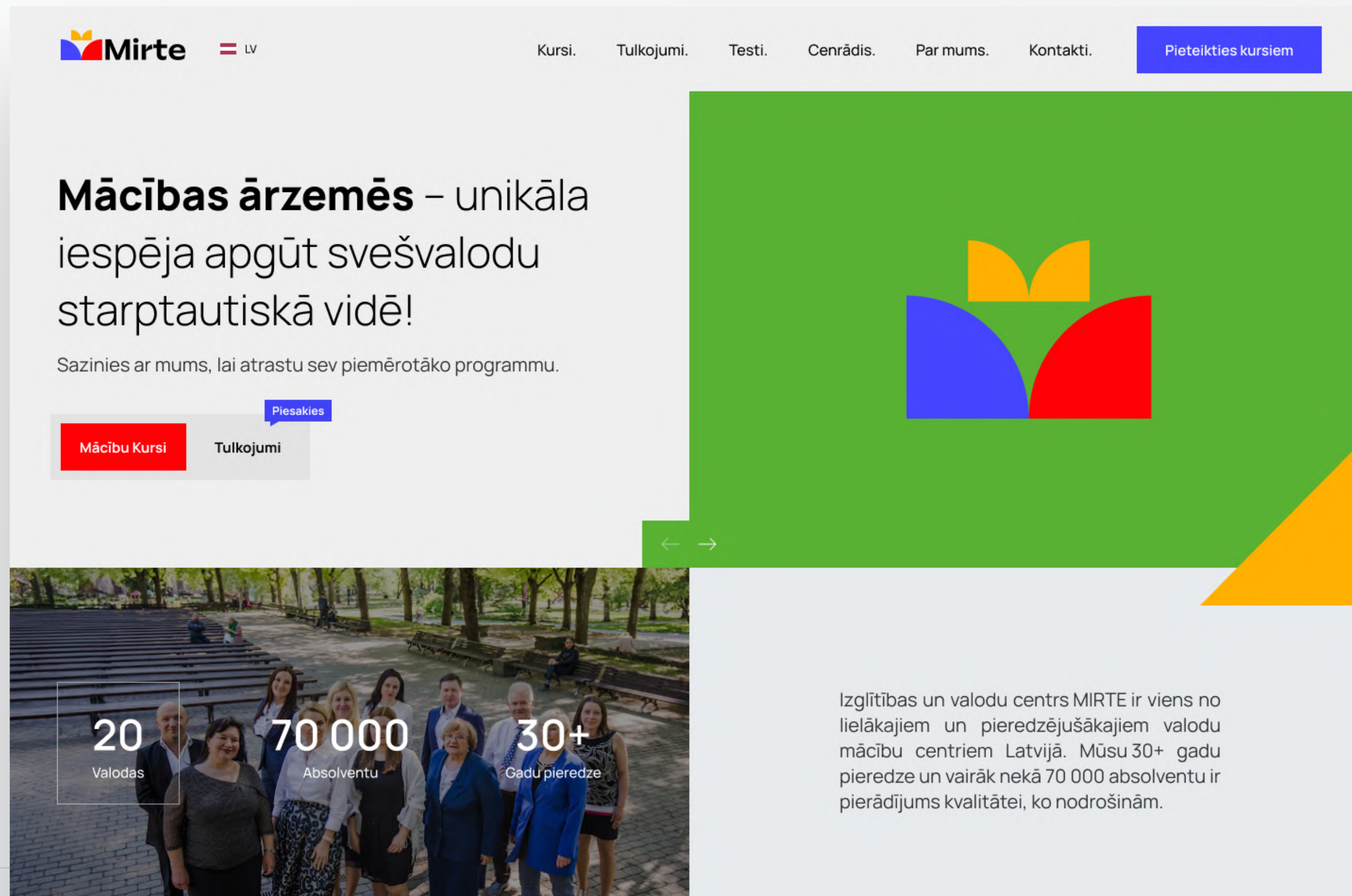
Kr. Barona iela 5-6, Rīga, LV-1050
00371 28002240
info@mirte.lv



Document Folder



Website example



MIRTE Outdoor signage visualization



Official Stamps

Mini Symbol

Colop Printer R30
Impression size: 28mm



For Requisites

Colop Printer 40
Impression size: 57x21mm



Full Logo

Colop Printer R40
Impression size: 38mm



Education and Language Center MIRTE

Fluency from **A** to **Z**.

SIA "Mirte"

Adrese: Kr. Barona iela 5-6, Rīga, LV-1050

Reģ. nr. LV – 40103067133

Banka: A/S SWEDBANK

Konts: LV66HABA0551034567592

To access brand photos, brand guidelines in this document:
www.mirte.lv/brand-guidelines

