



VISUAL COMMUNICATION GUIDELINES

2019

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Visual communication guidelines

These guidelines set out the basic principles of how RISEBA University of Applied Sciences creates and shapes its identity.

Some new principles (which so far have not been used in visual communication) are addressed:

- colour codes - it is defined which colours and colour transitions are used for a particular purpose;
- shape code (coloured corner in the upper left corner) – a form that continues the logo's story and instantly gives colour code information;
- black-and-white photograph interaction with convincing colour transitions or applications;
- line grid - an invisible back grid that defines the shape and position of the area;
- general composition guidelines.

It is important that these basic principles are respected so that the identity of RISEBA can be unified and unfragmented.

Colour codes

Colours used by RISEBA in visual communication
(In accordance with Visual communication guidelines).



CMYK 100-55-0-55 / PANTONE 541 / RGB 32-52-90



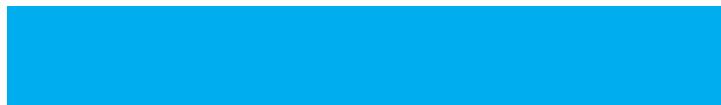
CMYK 0-97-100-50 / PANTONE 1955 / RGB 110-6-23



CMYK 0-60-100-0 / PANTONE 151 / RGB 212-134-37



CMYK 0-100-55-0 / PANTONE 1925 / RGB 192-0-77



CMYK 100-0-0-0 / PANTONE Cyan / RGB 54-167-233



CMYK 55-100-0-0 / PANTONE 254 / RGB 116-0-120



CMYK 100-0-40-0 / PANTONE 3272 / RGB 53-163-171



CMYK 0-0-0-0 / RGB 255-255-255

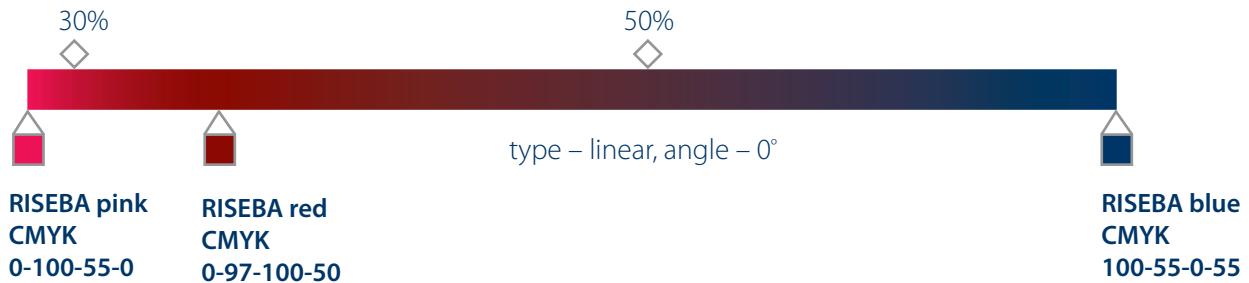
Colour codes

This is the main RISEBA colour gradient.

It is used in cases when the image of the university is presented in its entirety without accenting particular study programmes or levels. This transition symbolises RISEBA Latvia as a prospective, developmentally orientated and internationally recognised in.



The technical parameters of the main gradient.



Colour gradients

In the RISEBA visual communication the use of colour transitions is established. Its rationale is found in the RISEBA slogan: "Gateway to international career".

Studies – it is a process, path.

In this way, the idea about the study process is visualised and the speed of reading information is increased – the colour codes indicate which programme the relevant material refers to.

There must not be more than one colour code at a time in one ad area.

Admission to RISEBA, preparatory courses, vocational secondary school VICTORIA

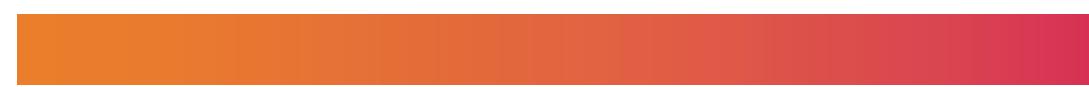


Starting point



RISEBA

Bachelor studies in RISEBA



Bachelor



Master

Master studies in RISEBA



Master



Doctoral

Doctoral studies in RISEBA



Doctoral



Alumni

Technical parameters for the creation of other transitions
(colour transition is even)



50%

type – linear, angle – 0°

Colour gradients additional use

In some cases, colours or their transitions can be used according to the following principles.

Distance learning

Collaboration distance learning/lifelong learning – RISEBA.
Applies to both Bachelor's and Master's programs.



Colour gradients additional use

In some cases, colours or their transitions can be used according to the following principles.

RISEBA departments

Communication with both colour transitions and pure tones is acceptable for each department.

RISEBA Alumni



or



Cooperation Alumni – RISEBA

RISEBA Creative Business Incubator



or



Cooperation Incubator – RISEBA

RISEBA Lifelong Learning Centre



or



Collaboration in lifelong learning – RISEBA

RISEBA Student Council



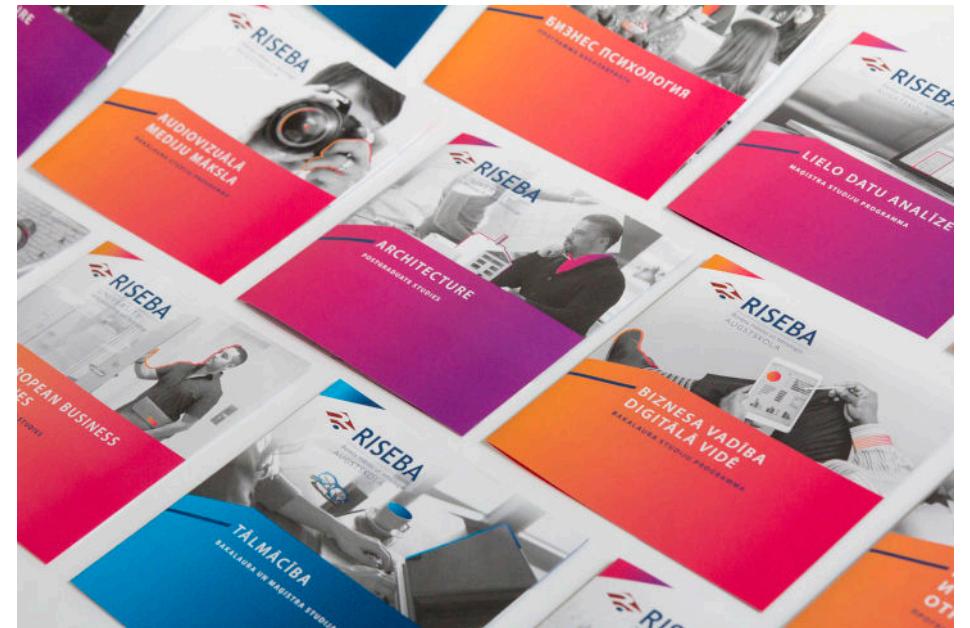
or



Cooperation Student Council – RISEBA

Examples of the use of colour transitions

RISEBA programme catalogue – a booklet about the university as a whole.



Small programme booklets – it's easy to see what a master's, what a bachelor's, and what a distance learning booklet is.

Form code: marked corner

The formation of visual materials of RISEBA as an obligatory element requires the highlighting of the upper left corner (the first stop point of the visual perception of the viewer) – in one shape and angle, with the appropriate colour/colour combination, which determines the material belonging to a particular theme – the corner visually resembles the corner of the folded page and complements the graphic sign “paper page” story.

The corner (form code) is always in the upper left corner.

The corner can be used with and without a logo.



Examples of application of form code

At a glance the form code indicates you belong to RISEBA and a reference to the content – what the material will be about.



Examples of application of form code

BAKALAURA PROGRAMMA

BIZNESĀ PSIHOLOGIJA

RISEBA piedāvā jaunu un vienīgo Latvijā akadēmisko bakalaura studiju programmu "Biznesa psiholoģija". Tā apvieno vairākas nozares – vadībzinābas, ekonomiku un psiholoģiju. Šīs programmas absolvents iegūs zināšanas uzņēmējdarbībā – par to, kā izveidot un vadīt uzņēmumu, par stratēgisko biznesa plānošanu, biznesa konsultēšanu un mārketingu. Students iegūs zināšanas psiholoģijā; par personības uzvedību organizācijā, personības emocijām un motivāciju, lēmumu pieņemšanu un risku uzņēšanos, efektīvu pārunu vadīšanu, speciālistu atslisību un izvērtēšanu uzņēmumā, pārdošanas stratēģiju izstrādi. Absolvents orientēsies arī līderdarbības, komandu veidošanas teorijās un veiksmes psiholoģijā.

IEGŪSTAMĀS GRĀDS
sociālo zinātņu bakalaura grāds uzņēmējdarbības vadība

STUDIJU VALODA
latviešu vai krievu un angļu

STUDIJU FORMA UN ILGUMS
pilna laika dienas nodalā / 3 gadi / 2000 EUR gadā nepilna laika vakara nodalā / 3,5 gadi / 1700 EUR gadā nepilna laika tālmācība / 3,5 gadi / 1500 EUR gadā

STARTPTAUTISKĀS IESPĒJASW

- vienu semestra studijas ERASMUS+ apmaiņas programmas ietvaros;
- papildus studiju programmai ir iespēja iegūt Londonas Tirdzniecības un rūpniecības kameras (LCCI) startptautiskās profesionālās kvalifikācijas.

PROGRAMMAS DIREKTORE
Anete Hofmane,
+371 67807958, 25618687
anete.hofmane@riseba.lv

RISEBA
Bīznesa, mākslas un tehnoloģiju AUGSTSKOLA

BAKALAURA STUDIJU PROGRAMMAS
Arhitektūra / EN
Audīovizuālā mediju māksla / LV, RU
Bīznesa psiholoģija / LV, RU ♀
Bīznesa vadība digitālā vide / LV, RU ♀
Eiropas bīznesa studijas / EN
Jaunu uzņēmumu iztaisnē un finansētāja / LV, RU, EN
Sabiedrisko attiecību un reklāmas menedžments / LV, RU
Uzņēmējdarbības vadība / LV, RU ♀

MĀGIESTRA STUDIJU PROGRAMMAS
Arhitektūra / EN
Bīznesa stratēģiska vadība / LV, RU
Jaunie mediji un audīovizuālā māksla / EN
Lielo datu analīze / LV
MBA / EN
Personāla vadība / LV
Projekta vadība / LV
Sabiedrisko attiecību vadība / LV, RU
Startptautiskās bīznesa / EN
Startptautiskās finanses / LV, RU ♀
Uzņēmējdarbības vadība / LV, RU ♀
Vadības psiholoģija un supervīzija / LV, RU
Veselības vadība / LV, EN

DOKTORANTŪRĀS STUDIJU PROGRAMMA
www.jointphd.eu
Bīznesa vadība / LV, EN

RISEBA.LV



TEHNOLOGIJAS IZGLĪTĪBĀ

RISEBA
Bīznesa, mākslas un tehnoloģiju AUGSTSKOLA

STUDĒ MĀGISTRANTŪRĀ!

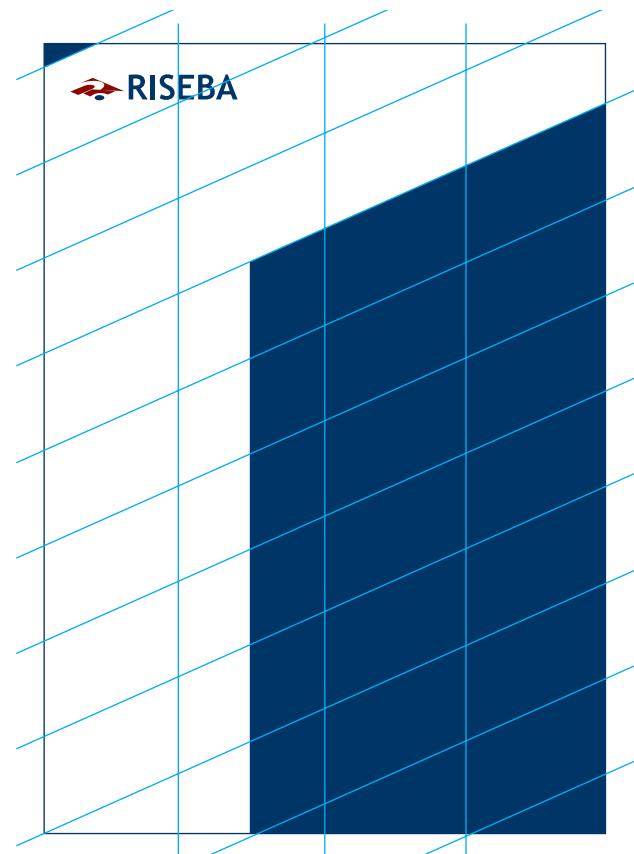
MĀGIESTRA STUDIJU PROGRAMMAS / 1,1-2,5 gadi

Arhitektūra / EN
Bīznesa stratēģiska vadība / LV, RU ♀
Jaunie mediji un audīovizuālā māksla / EN
Lielo datu analīze / LV, EN
MBA / EN
Personāla vadība / LV
Projekta vadība / LV
Sabiedrisko attiecību vadība / LV, RU
Startptautiskās bīznesa / EN
Startptautiskās finanses / LV, RU ♀
Uzņēmējdarbības vadība / LV, RU ♀
Vadības psiholoģija un supervīzija / LV, RU
Veselības vadība / LV, EN

RISEBA.LV

Layout grid

Imaginary invisible grid that determines the design and structure of the composition elements. Everywhere in the upper left corner the triangle is used – as a mandatory part of the design.



Layout grid

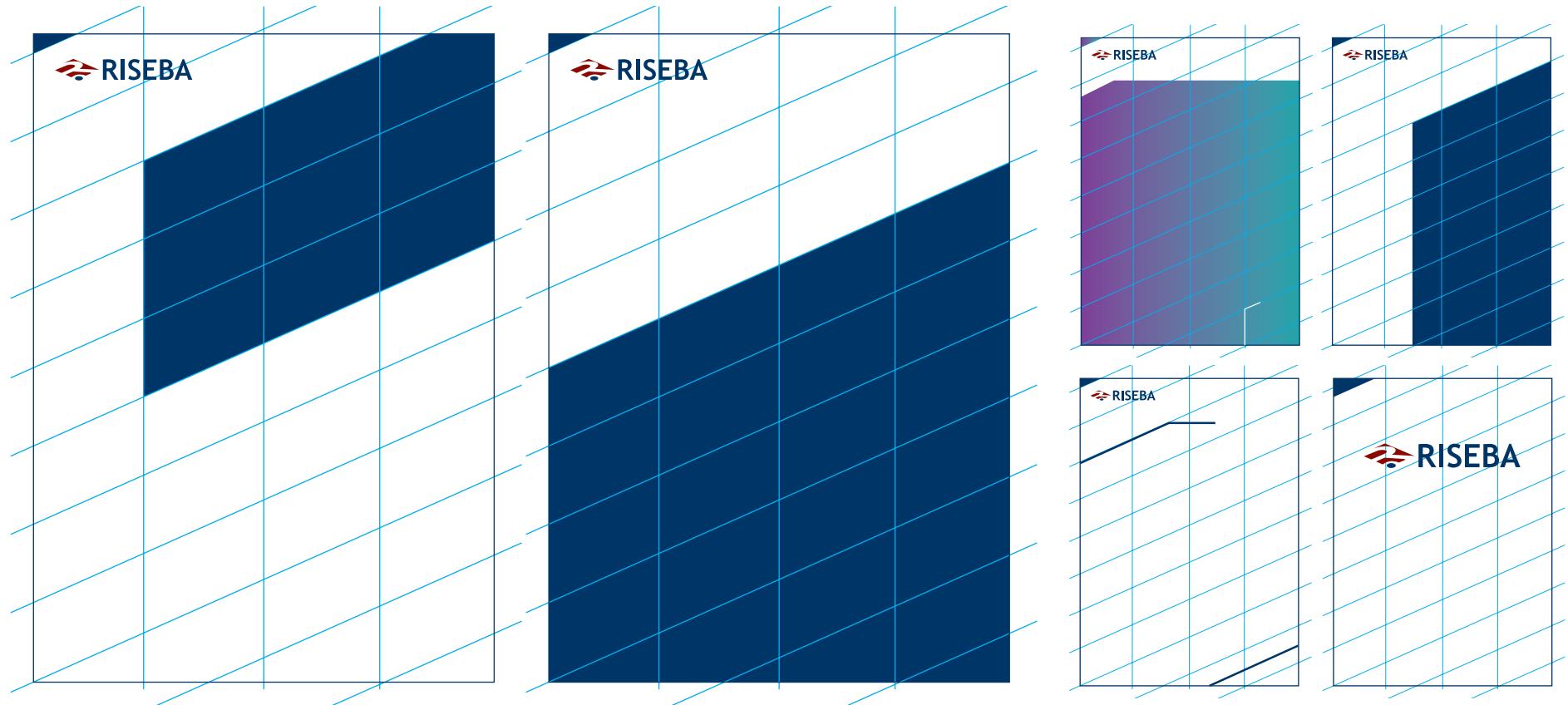


Photo usage

The emphasis in visual communication is shifted – more attention is given to colour and forms, less (but not unimportant!) to photography. Therefore, black-and-white images should be used in communication. The images can be supplemented by the corresponding colour code transition fragments, for small applications.



Examples of photo usage



RISEBA
UNIVERSITY OF APPLIED SCIENCES
Business • Arts • Technology

BACHELOR / 3,5-4,5 YEARS

- Architecture / EN
- Audiovisual Media Arts / LV
TV and Film Production / TV Directing / Directing of Photography for TV / Screenwriting
- Business Management in Digital Environment / LV, ♀ - available
E-Business / E-Marketing
- Business Psychology / LV, ♀ - available
- Business Studies / LV, ♀ - available, EN - ♀
Marketing / Logistic / Business Management
- European Business Studies / EN
Business Management / Digital Marketing / Business Psychology / Start-Up Acceleration
- Public Relations and Advertising Management / LV
Public Relations / Advertising Management / Public Event Production
- Start-up Acceleration and Finance / LV, EN

MASTER / 1,1-2 YEARS

- Architecture / EN
- Big Data Analysis / LV, EN
- Business Management / LV, ♀
- Executive MBA in Emerging Markets / EN
- Health Management / LV, EN
- Human Resource Management / LV, EN
- International Business / EN
Business Executive / Project Management / Human Resource Management / International Finance
- International Finance / LV, EN
- Management Psychology and Supervision / LV
- New Media and Audiovisual Art / EN
Audiovisual Media Arts / Multimedia Performing Arts
- Project Management / LV
- Public Relations Management / LV, EN
- Strategic Business Management / EN, ♀, LV

DOCTORAL / 3 YEARS / WWW.JOINTPHD.EU

Business Management / LV, EN

Distance Learning mode

APPLY ONLINE: riseba.dreamapply.com

CONTACT US:
Meža iela 3, Riga, Latvia, LV-1048
Phone +371 67500265
riseba@seba.lv

RISEBA.LV

35+ students from countries
3 000 international students
unique concept "business meets art"
300 double degree programmes
110 partner institutions worldwide
9 research fields
110 languages of instruction
Latvian, English
Creative Business Incubator
12 500 alumni worldwide
the best creative campus in the Baltics



RISEBA
UNIVERSITY OF APPLIED SCIENCES
Business • Arts • Technology

SCHOOL OF BUSINESS OF BSU

SUMMER SCHOOL

4.08. – 18.08.2019

Price 1920 EUR

4 ECTS

Topics:

- Academic Writing
- Research Methods
- Presentation Skills
- Cultural Programme

The fee includes:

- Academic programme and materials.
- Accommodation in Riga and Minsk
- Transfer from and to airport
- Lunches both in Riga and Minsk
- Study fee and materials.
- All excursions mentioned in the programme, including trip to Vilnius.

The fee excludes:

- Transportation cost from Shanghai to Riga, from Riga to Minsk and from Minsk to Shanghai



RISEBA
Bīznesa, mākslas un tehnoloģiju AUGSTSKOLA

NĀC STUDĒT

BAKALAURA STUDIJU PROGRAMMAS

RISEBA.LV

50 budžeta vietas
20 dažādu veidu studiju maksas attaldes
PLUS Erasmus+ Dubultgrādi

Student in the photo

In image photos people looking at a distance can be used. They have a goal, a purpose and they are going. There. To achieve. So the observer can identify with the students – path finder.



Student in the photo, examples




The top half shows a black and white photograph of a student with a hat, looking up at a staircase. The RISEBA logo and name are at the top. Below, sections for "BAKALURA STUDIJU PROGRAMMAS" and "MAĢISTRA STUDIJU PROGRAMMAS" list various degree programs with their descriptions in both Latvian and English.

BAKALURA STUDIJU PROGRAMMAS

- Arhitektūra / EN
- Audiovizuālā mediju māksla / LV, RU
- Biznesa psiholoģija / LV, RU
- Biznesa vadība digitālā vidē / LV, RU
- Eiropas biznesa studijas / EN
- Jaunu uzņemumu izaugsme un finansēšana / LV, RU, EN
- Sabiedrisko attiecību un reklāmas menedžments / LV, RU
- Uzņēmējdarbības vadība / LV, RU

MAĢISTRA STUDIJU PROGRAMMAS

- Arhitektūra / EN
- Biznesa stratēģiskā vadība / LV, RU
- Jaunie mediji un audiovizuālā māksla / EN
- Lielo datu analīze / LV, RU, EN
- MBA / EN
- Personāla vadība / LV, EN
- Projekta vadība / LV, EN
- Sabiedrisko attiecību vadība / LV, RU
- Starptautiskais business / EN
- Starptautiskās finanšas / LV, EN
- Uzņēmējdarbības vadība / LV, RU
- Vadības psiholoģija un supervīzija / LV, RU
- Veselības vadība / LV, EN

RISEBA.LV

riseba_info
RISEBALV
RISEBA_LV
RISEBA
risebauniversity

studē ari tālmācībā



The top half shows a black and white photograph of a student from behind, looking down a hallway. The RISEBA logo and name are at the top. Below, sections for "BAKALURA STUDIJU PROGRAMMAS" and "MAĢISTRA STUDIJU PROGRAMMAS" list various degree programs with their descriptions in both Latvian and English.

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- Jaunu uzņemumu izaugsme un finansēšana / LV, RU, EN
- Sabiedrisko attiecību un reklāmas menedžments / LV, RU
- Uzņēmējdarbības vadība / LV, RU

MAĢISTRA STUDIJU PROGRAMMAS

- Arhitektūra / EN
- Biznesa stratēģiskā vadība / LV, RU
- Jaunie mediji un audiovizuālā māksla / EN
- Lielo datu analīze / LV, RU, EN
- MBA / EN
- Personāla vadība / LV, EN
- Projekta vadība / LV, EN
- Sabiedrisko attiecību vadība / LV, RU
- Starptautiskais business / EN
- Starptautiskās finanšas / LV, EN
- Uzņēmējdarbības vadība / LV, RU
- Vadības psiholoģija un supervīzija / LV, RU
- Veselības vadība / LV, EN

RISEBA.LV

riseba_info
RISEBALV
RISEBA_LV
RISEBA
risebauniversity

studē ari tālmācībā

Layout of photos and areas

In photographs use urban, decorative, targets (staircase, road), youths, study environment, and other elements, as appropriate.

The advertising and visual materials are based on the principles outlined above.



Layout of photos and areas

When creating visual materials, it is important to respect the principle of free space – do not over-clog the material and leave “airspace”. It is also advisable to structure texts according to the hierarchy principle – headings, main message, subordinate texts. It greatly helps to perceive information as well as creates a unifying aesthetic image.



Questions

Since the change of visual communication may be associated with confusion, as well as in order to ensure the integrity of the image, write questions or comments to: marketings@riseba.lv



