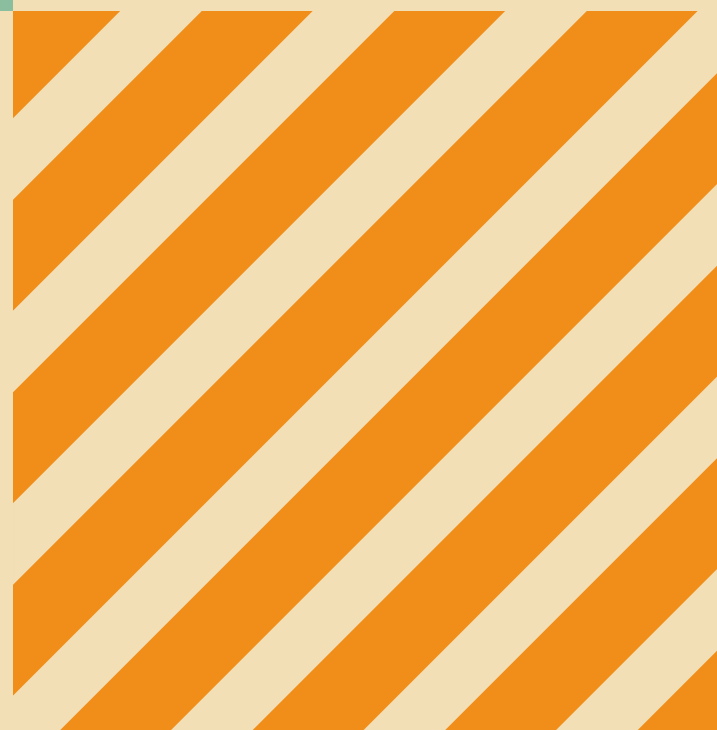
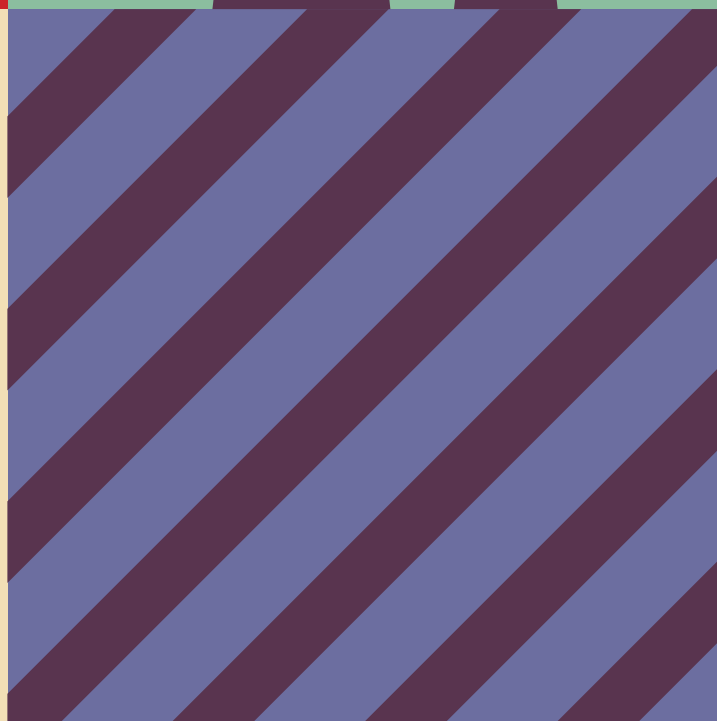
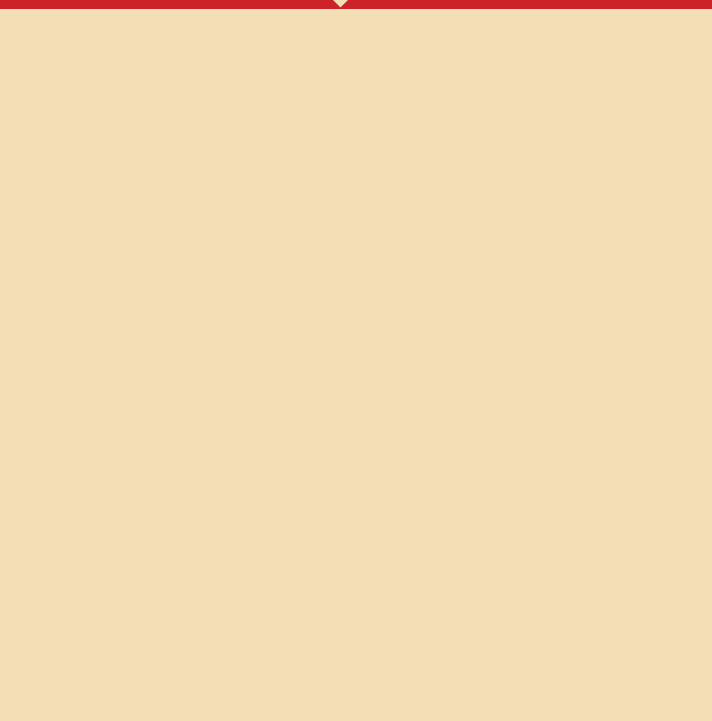
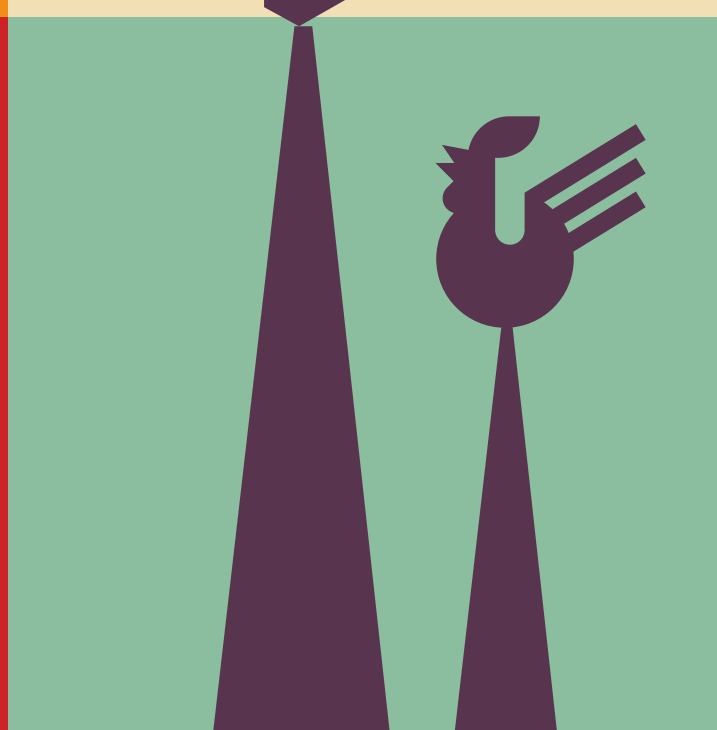


VISUAL GUIDELINES



Color palette

F2DFB6

CMYK 6/12/34/0
Pantone 7506C

MAIN BACKGROUND

CC2328

CMYK 13/96/88/0
Pantone 1795C

**MAIN BACKGROUND
AND BRAND
ELEMENTS**

59344E

CMYK 0/54/18/62
Pantone 511 C

TYPE AND GRAPHICS

FFFFFF

CMYK 0/0/0/0
Pantone White

TYPE AND GRAPHICS

F18E1A

CMYK 0/51/93/0
Pantone 1495C

**BACKGROUND
AND GRAPHICS**

8BBE9F

CMYK 51/7/45/0
Pantone 558C

**BACKGROUND
AND GRAPHICS**

6C6EA0

CMYK 66/57/14/0
Pantone 7669C

**BACKGROUND
AND GRAPHICS**

FILES

Logotype with dates on light BGR



Logotype with dates on dark BGR



[LOGO FILES](#)

Minimal safe space:



Logotype (LV) with dates on light BGR



[LOGO FILES](#)

Logotype (LV) with dates on dark BGR



Logotype with YEARS on light BGR



Logotype with YEARS on dark BGR



[LOGO FILES](#)

Minimal safe space:



Logotype with GADI (LV) on light BGR



Logotype with GADI (LV) on dark BGR



LOGO FILES

Horizontal logotype on light BGR



Horizontal logotype on dark BGR



Minimal safe space:



LOGO FILES

Black Heading Loew Black 80pt

Bold Heading Loew Bold 50pt

Bold Heading 2 Loew Bold 35pt

FONTS

BUTTON

BUTTON TXT LOEW BOLD ALL CAPS 18

Bold Heading 4 Loew Bold 20pt

Bodytext Loew Regular 20pt 30pt line height. Pirmā Rīgas maratona starta šāviens pie Brīvības pieminekļa atskanēja **Bold bodytext Loew Bold 20pt 1991. gada 27. jūlijā** – īsi pēc dramatiskajām barikāžu dienām. Vairāk nekā trīsdesmit pastāvēšanas gados pasākums piedzīvojis gan juku laikus, kas valdīja deviņdesmitajos, gan sponsoru un dalībnieku intereses zudumu divtūkstošo gadu sākumā, gan atdzimšanu 2007. gadā, straujāko uzplaukumu Ziemeļeiropā, kas vainagojās ar Gold Label jeb Pasaules vieglatlētikas savienības piešķirto prestižo Zelta kvalitātes zīmi, gan covid laikus – pandēmijas radītos ierobežojumus un virtuālo skriešanu.

- Viens punkts
- Otrais punkts
- Trešais punkts

Do not



DO NOT stretch or rotate logo and other RRM graphic elements



DO NOT Recolor graphic elements with colors not mentioned in guidelines



DO NOT place graphics on busy background in unlegible way without contrast and good readability



DO NOT use other typefaces in message compositions

RIGN *Rimi*
RIGA
MARATHON **35**