

LOBA®

# branding

Par drošu Rīgu

01



THE PROJECT'S

**context**

- **context**

Riga Tool provides an **evidence-based approach to modifying and adapting district/neighbourhood policing tactics by analysing the police records and sentiments of the citizens together**. The tool involves multiple stakeholders – municipal police, district population services of the municipality and NGO – who drive it forward at their level.

02



INSPIRATION AND

**concept**

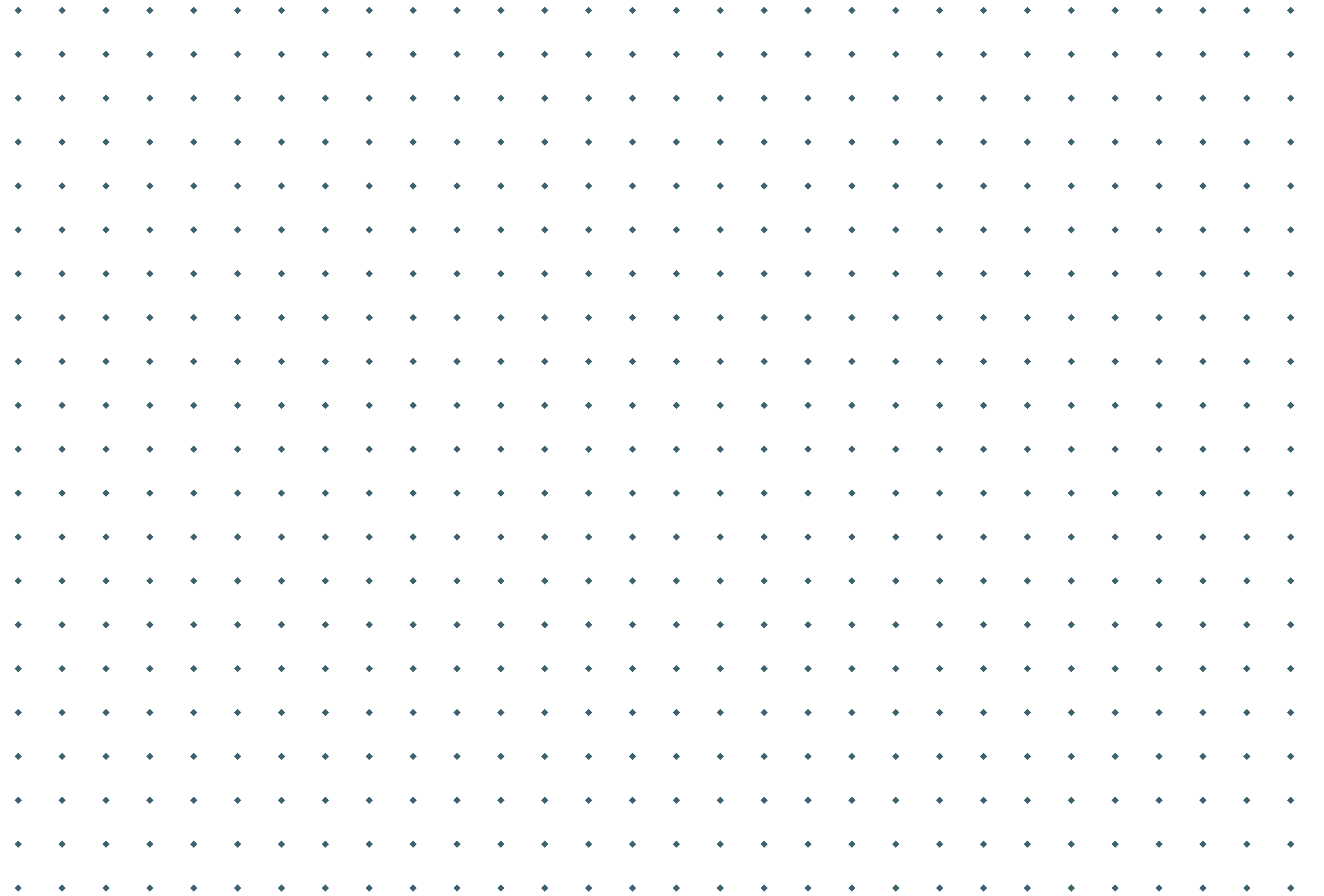
- **concept**

We wanted to evoke the concept of “**space**”.

A space free of crime. A **safe space** created by the achievements of this project. Almost like an empty canvas where people can be free, happy and foremost, feel safe.

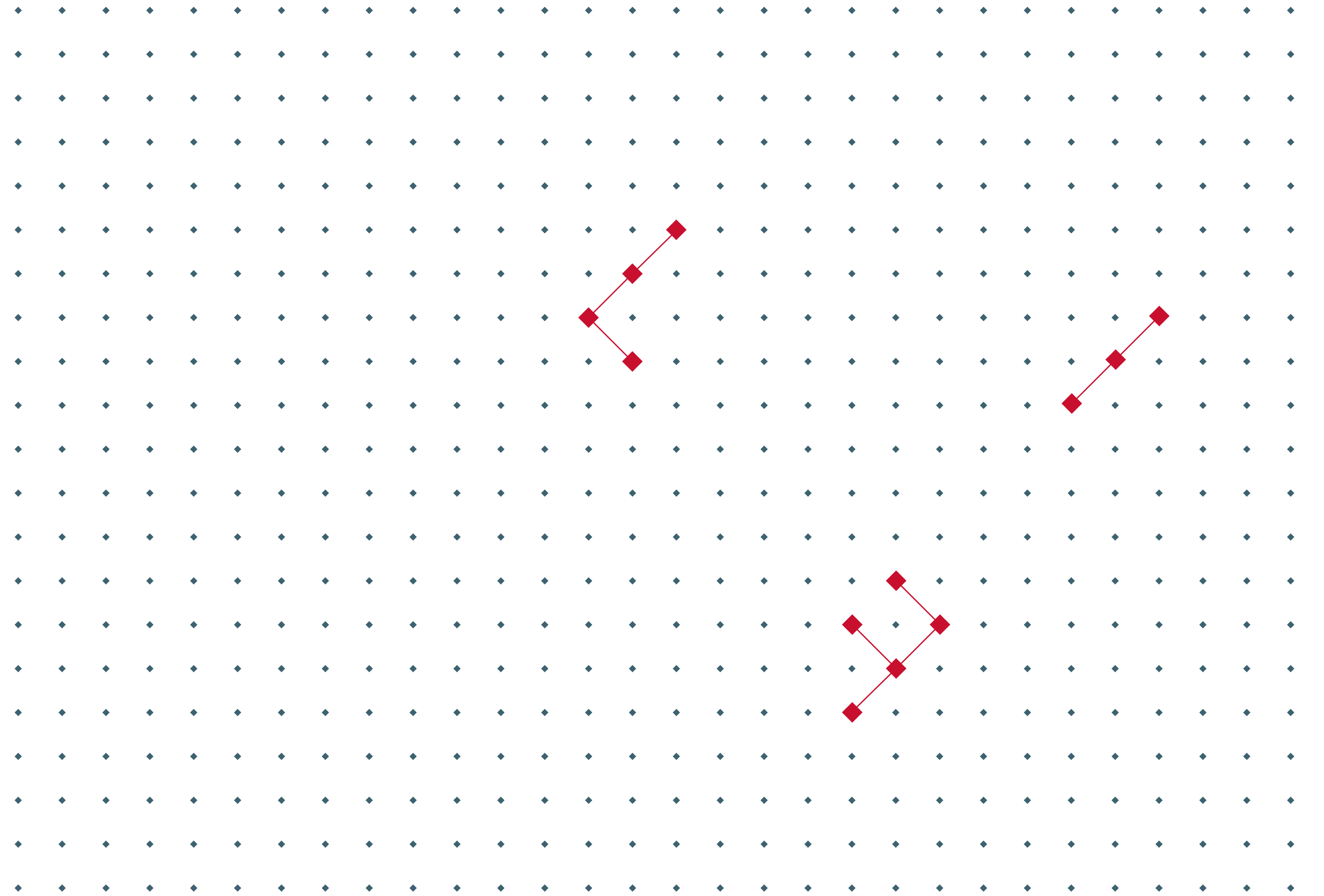
- **concept**

Then, focusing on the core of the project, we delved into the concept of information – numerous **small pieces** of data that need to be **collected and analyzed**.



- **concept**

By diving into the information, it will be possible to start **finding patterns and connections** in Riga's crime and from there start to conjecture and **plan improvement actions**.



03



THE PROJECT'S

**logotype**



- logotype

**Par drošu**  
**— Rīgu**

- logotype

**Par drošu**  
**\_\_\_\_\_ Rīgu**

**Par drošu**  
**\_\_\_\_\_ Rīgu**

**Par drošu**  
**\_\_\_\_\_ Rīgu**

**Par drošu**  
**\_\_\_\_\_ Rīgu**

04



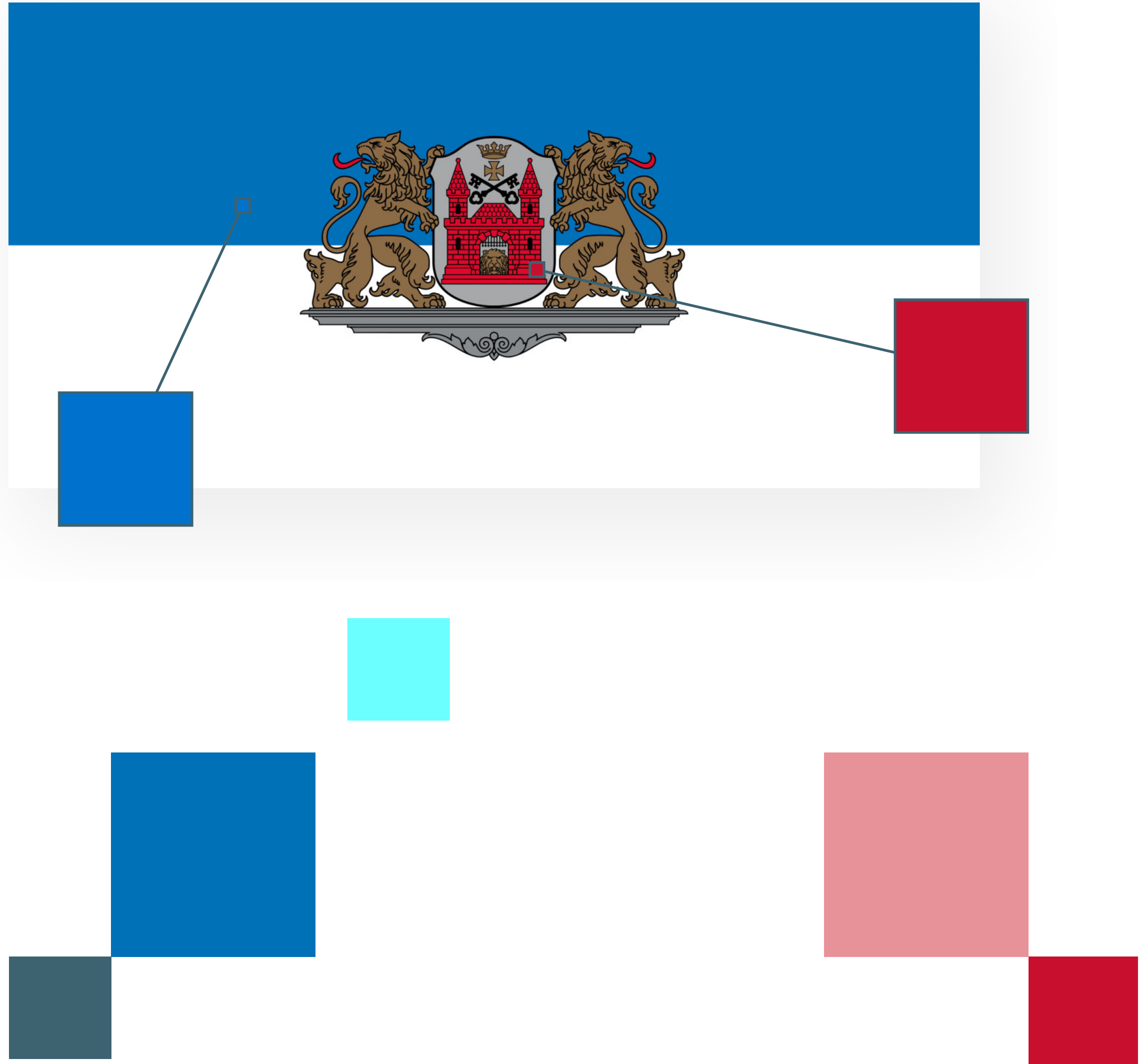
BRANDING

**elements**

- **colors**

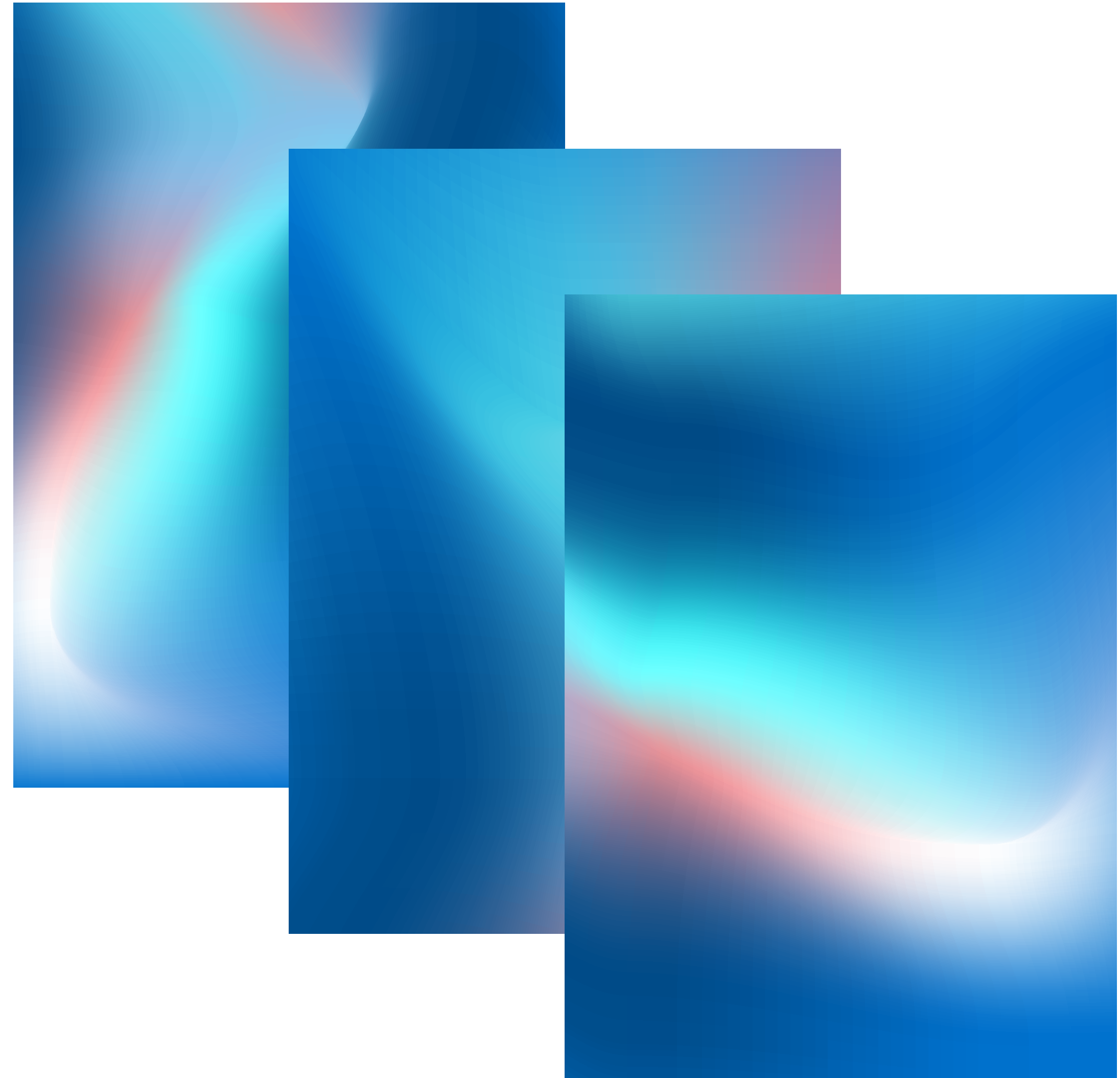
We used the **colors from Riga's flag** to the tool identity. The main color is the same **blue as in the flag**, to maintain the same chromatic predominance and to convey two main concepts, the **credibility** needed in the project and its relation to **technology**. To combine with the main blue, we defined a **grey-ish color** for texts and a **lighter blue** to create a more dynamic and modern color palette.

We are also using the **red** from the coat of arms to create contrast with the blues. Based on this color, we created a new one, softer, with 50% of the original red.



- **colors**

A key element of this identity is the **gradient**. Mixing the colors of the project gives us a **very dynamic vibe**, referring us to the **technological** base that will support the collection and processing of data.



- **typography**

# Changa

Modern and filled with personality, Changa is a very flexible and robust typeface.

It allows to create big and powerfull headlines, is ideal for creating impact

As a secondary font, we recomend the use of Roboto, which is also a very flexible font, but especially created for excelent reading

## CHANGA

The quick brown fox jumps over a lazy dog.

**The quick brown fox jumps over a lazy dog.**

THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

**THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.**

## ROBOTO

The quick brown fox jumps over a lazy dog.

**The quick brown fox jumps over a lazy dog.**

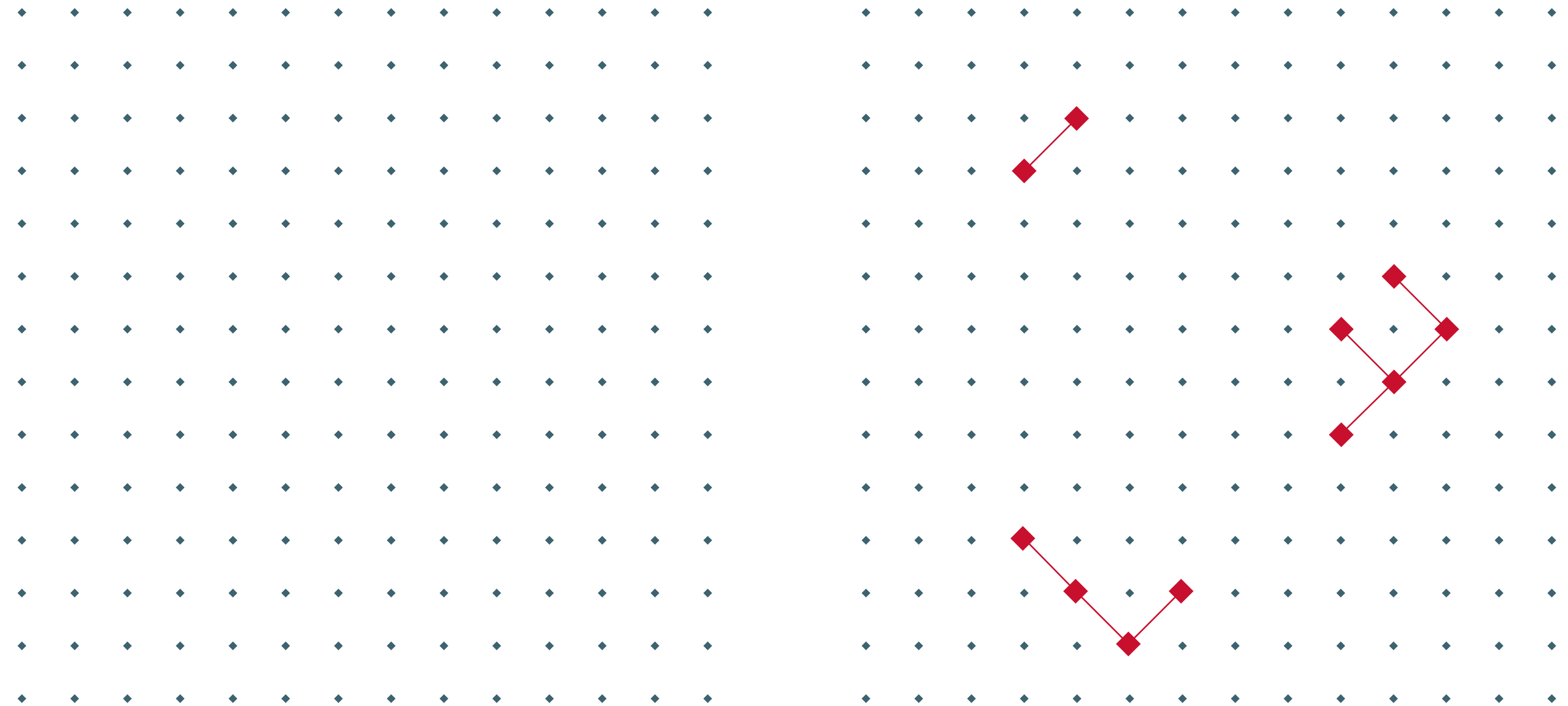
THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

**THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.**

- **Other elements**

These are two other important elements from the brand's visual identity

- the grid, representing the data collected during the project
- the connections and conclusions that will surface from the analysis



05



IDENTITY

**applications**



**Par drošu**  
**Rīgu**







*Shaping a Safer Riga Together*

# Par drošu Rīgu

DATA-DRIVEN SECURITY





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# Par drošu Rīgu

DATA-DRIVEN SECURITY

Shaping a Safer Riga Together





par drošu  
Rīgu



Marija  
Pētersons

Police officer  
Latvijas Valsts policija

par drošu  
Rīgu



Pēteris  
Ozoliņš

Police officer  
Latvijas Valsts policija

think. connect. grow. — **fiercely.**

**LOBA<sup>®</sup>**

**thank you.**

talk to us

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