



Brand BOOK

XVII LITHUANIAN FOLK DANCE FESTIVAL
OF NORTH AMERICA

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Introduction

Festival Overview

The Lithuanian Folk Dance Festival of North America is a historic and culturally rich celebration that unites Lithuanian communities across the continent. Held every four years, the 2026 edition will mark the 17th festival, hosted in Chicago—a city with deep Lithuanian roots and vibrant diaspora life. This festival brings together thousands of Lithuanians living in North America and allows them to express and cherish their national identity through traditional Lithuanian dances. Over the years, the event has become a cultural and community event that strengthens Lithuanians’ ties to their roots, encourages intergenerational dialogue, and supports the preservation of Lithuanian identity in the diaspora. The festival’s new logo and brand identity reflect this continuity, longevity, and enduring value.

Purpose of This Brandbook

This brandbook is designed to guide the consistent application of the festival’s visual identity. It ensures that all communications—from promotional posters to digital media—reflect the values, aesthetic, and legacy of the Lithuanian cultural spirit. It is intended for use by designers, organizers, sponsors, media partners, and merchandise producers.

Logo System



Primary Logo

The official logo for the XVII Festival is a contemporary interpretation of ancient Lithuanian folk symbolism. At its core lies a stylized cross-form motif rooted in Baltic ornamental tradition, evoking sun wheels, elemental balance, and directional unity—symbolic of diaspora gathering from all corners of North America. The geometric structure recalls traditional carved wooden decorations and textile rosettes found in Lithuanian folk art. Surrounding the central emblem is a circular inscription in English and Lithuanian, signifying cultural harmony and dual identity. The logo is anchored by the Roman numeral XVII, marking the festival's sequence, and Chicago 2026, grounding it in time and place. The logo's composition is completed and summarized by the crescent motif, so well known in the sacred tradition of the Baltic Crosses, in this case also signifying the bond, ferry connecting the two shores - the Lithuanian diaspora and Lithuania. This emblem acts as a mark and a cultural compass for unity, memory, and celebration.

Black & white bilingual version (primary)

Logo System

Primary Logo

Most logos will be in one language.



Black & white English only / Lithuanian only circular variants

Logo System



Primary Logo

A single-color logo on a gradient background will be used most often. A single-color Green of Grass logo on a white or light solid background will be used (see page 30, Color Palette).



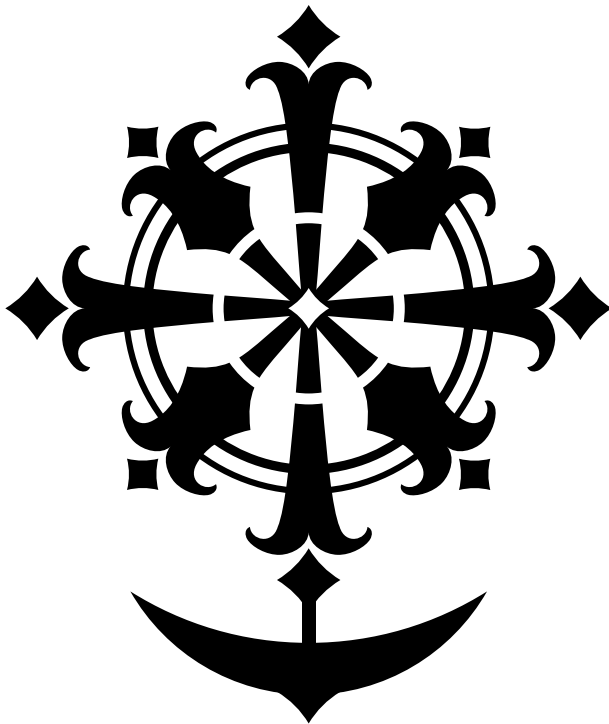
Monochrome positive and negative versions of the logo

Logo System

Primary Logo

In addition to full-text versions, a graphic version of the logo without text—the emblem alone—may be used selectively where simplicity, scale, or stylistic context demand it. This symbol-only version is ideal for small-scale applications such as favicons, social media profile images, or mobile app icons, where full text would be unreadable. It is also appropriate for merchandise items like enamel pins, T-shirts, or textile tags, where a clean and iconic visual is more effective. The emblem may serve a decorative function in backgrounds, embroidery, or repeated patterns, as well as in large-scale formats such as stage design or environmental graphics, where the text is communicated elsewhere. It is especially suited for language-neutral contexts or artistic compositions that benefit from visual abstraction.

However, the symbol-only logo should not be used in formal documentation or any instance where brand identity might be unclear to an unfamiliar audience. Its use is recommended only when the festival's presence is already established or clearly indicated in adjacent content.



Black & white Emblem without text (symbol-only version)

Logo System

Primary Logo

The primary color version of the XVII Festival logo combines traditional symbolism with a vibrant, modern aesthetic. Featuring a green motif on a neutral or light background, it symbolizes vitality, unity, and cultural growth. The surrounding circular text in English and Lithuanian enhances inclusivity, while the Roman numeral XVII and location Chicago 2026 anchor the design in time and place. This version should be prioritized in key festival communications, maintaining clarity, symbolic strength, and visual consistency across media.

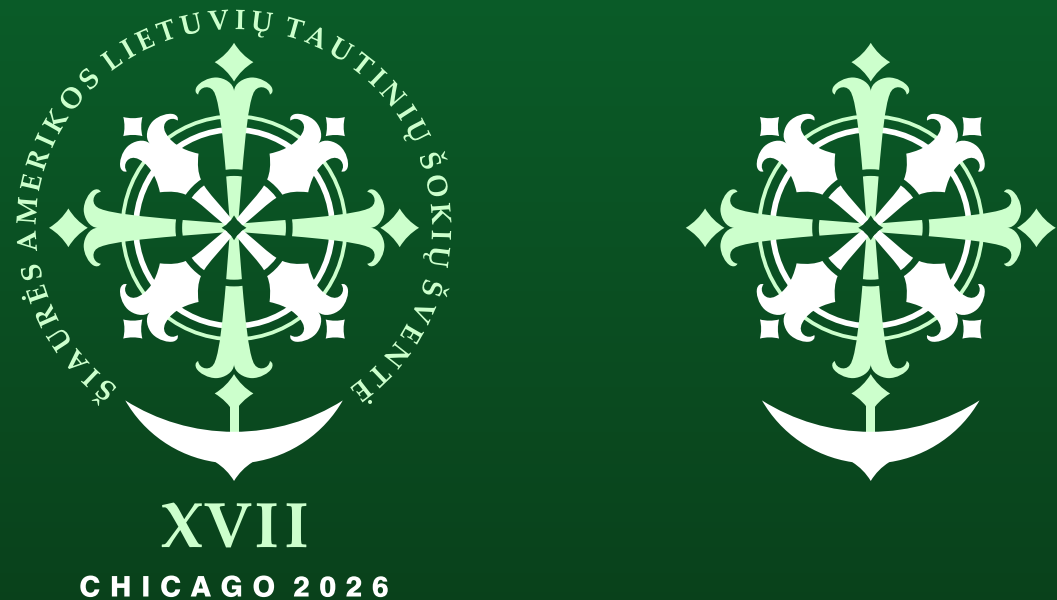


Single color logo version without text (symbol-only version)

Logo System

Logo Variations

The logo has a number of variations, both compositionally and in terms of color. These variants are designed to provide adaptability across a wide range of visual formats and communication needs. The choice of version—whether black-and-white, color-adapted, text-only, or emblem-only—will depend on the context of use, the nature of the information being presented, and the relative importance of the festival identity within the layout. ▶

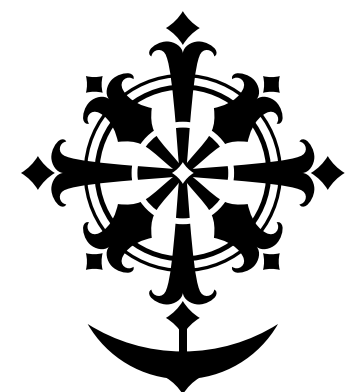


Two-color variation of the logo with and without text

Logo System

Logo Variations

In editorial materials, banners, and digital platforms where clarity and recognition are essential, the full bilingual version should be prioritized. For space-restricted or design-driven applications such as social media icons, merchandise, or background patterns, the symbol-only version may be used with discretion. ▶



XVII
ŠIAURĖS AMERIKOS
LIETUVIŲ
TAUTINIŲ ŠOKIŲ
ŠVENTĖ
CHICAGO 2026



XVII
ŠIAURĖS AMERIKOS
LIETUVIŲ
TAUTINIŲ ŠOKIŲ
ŠVENTĖ
CHICAGO 2026



XVII
LITHUANIAN
FOLK DANCE
FESTIVAL
OF NORTH AMERICA
CHICAGO 2026

Stacked vertical arrangements in black/white and colored monochrome versions

Logo System

Logo Variations

Similarly, tonal adjustments and color adaptations are permitted for aesthetic harmony with varied backgrounds, provided they align with the defined color palette and retain symbolic clarity.



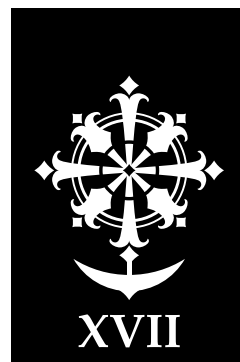
Stacked vertical arrangements in black/white and two-colors versions

Logo System

Logo Variations

The official logo for the XVII Festival is a contemporary

LITHUANIAN FOLK
DANCE FESTIVAL
OF NORTH AMERICA



CHICAGO 2026

ŠIAURĖS AMERIKOS
LIETUVIŲ TAUTINIŲ
ŠOKIŲ ŠVENTĖ

LITHUANIAN FOLK
DANCE FESTIVAL
OF NORTH AMERICA



CHICAGO 2026

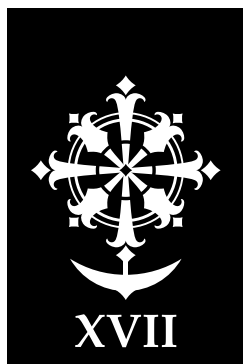
ŠIAURĖS AMERIKOS
LIETUVIŲ TAUTINIŲ
ŠOKIŲ ŠVENTĖ

Stacked horizontal arrangements in black/white and colored
monochrome versions

Logo System

Logo Variations

The official logo for the XVII Festival is a contemporary



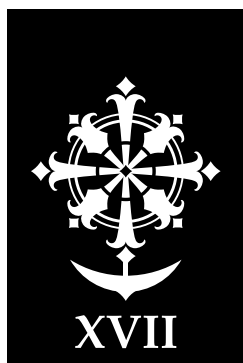
ŠIAURĖS AMERIKOS
LIETUVIŲ TAUTINIŲ
ŠOKIŲ ŠVENTĖ

CHICAGO 2026



ŠIAURĖS AMERIKOS
LIETUVIŲ TAUTINIŲ
ŠOKIŲ ŠVENTĖ

CHICAGO 2026



LITHUANIAN FOLK
DANCE FESTIVAL
OF NORTH AMERICA

CHICAGO 2026



LITHUANIAN FOLK
DANCE FESTIVAL
OF NORTH AMERICA

CHICAGO 2026

Stacked horizontal right arrangements in black/white and colored monochrome versions

Logo System

Logo Variations

The official logo for the XVII Festival is a contemporary



Black & white Emblem with central arrangement, big logo size (LT)

Logo System

Logo Variations



Black & white Emblem with central arrangement, big logo size (EN)

Logo System

Logo Variations



XVII

ŠIAURĖS AMERIKOS LIETUVIŲ
TAUTINIŲ ŠOKIŲ ŠVENTĖ

CHICAGO 2026

Single color Emblem with central arrangement, big logo size (LT)

Logo System

Logo Variations



XVII

ŠIAURĖS AMERIKOS LIETUVIŲ
TAUTINIŲ ŠOKIŲ ŠVENTĖ

CHICAGO 2026

Two-colors Emblem with central arrangement, big logo size (LT)

Logo System

Logo Variations



Single color Emblem with central arrangement, big logo size (EN)

Logo System

Logo Variations



XVII

LITHUANIAN FOLK DANCE
FESTIVAL OF NORTH AMERICA

CHICAGO 2026

Two-colors Emblem with central arrangement, big logo size (EN)

Logo System

Logo Variations



XVII

ŠIAURĖS AMERIKOS LIETUVIŲ
TAUTINIŲ ŠOKIŲ ŠVENTĖ

CHICAGO 2026

Single color Emblem with central arrangement, small logo size (LT)

Logo System

Logo Variations



Single color Emblem with central arrangement, small logo size (EN)

Logo System

Logo Variations



XVII

ŠIAURĖS AMERIKOS LIETUVIŲ
TAUTINIŲ ŠOKIŲ ŠVENTĖ

CHICAGO 2026

Two-colors Emblem with central arrangement, small logo size (LT)

Logo System

Logo Variations

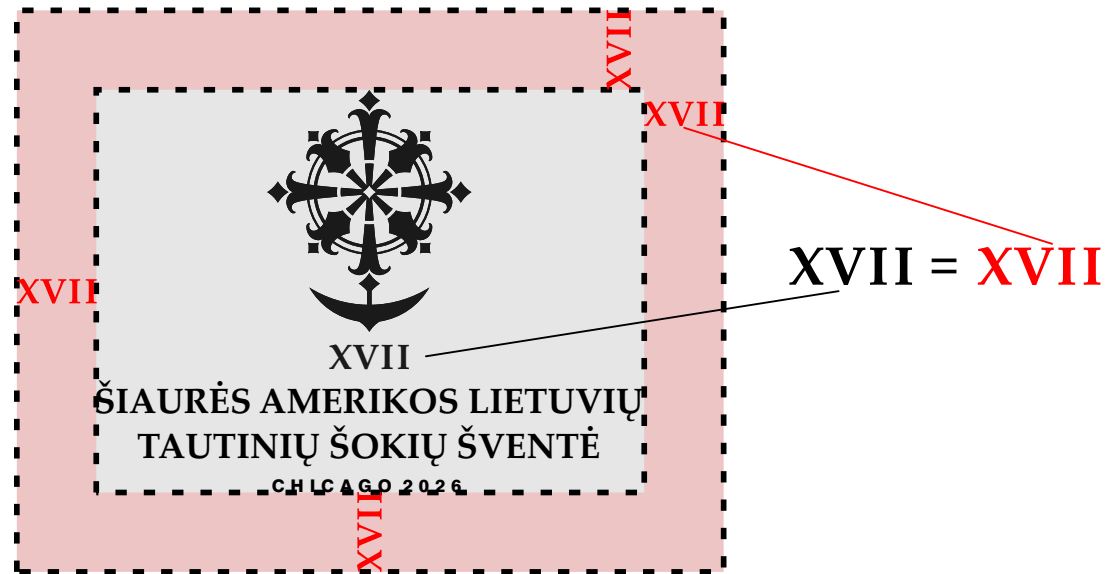
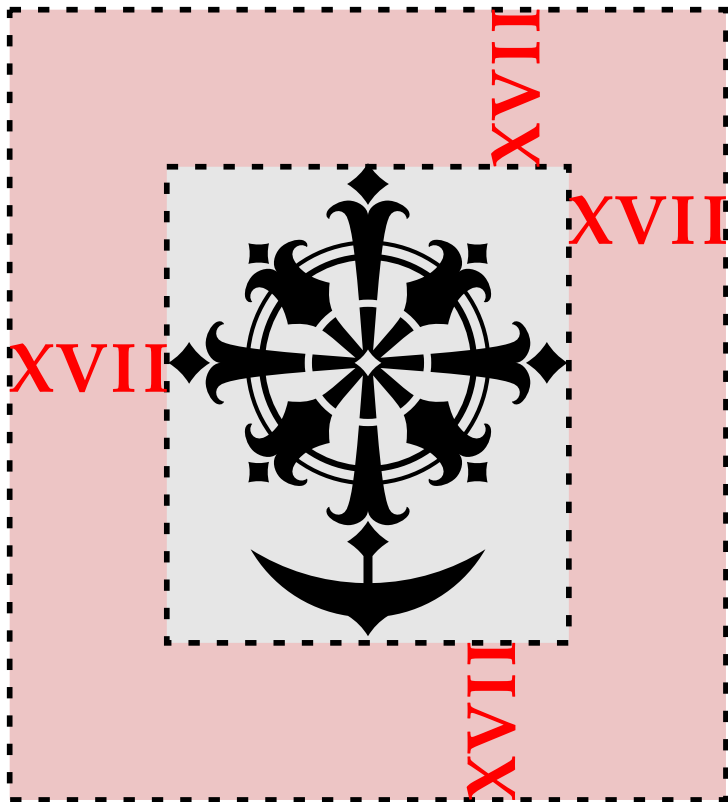


Two-colors Emblem with central arrangement, small logo size (EN)

Logo System

Logo Usage Guidelines

To preserve the clarity and symbolic presence of the logo in all its forms, a consistent protection zone must be observed. Around every version of the logo—whether circular, stacked, or emblem-only—a clear space equal to the full length of the "XVII" character must be maintained. This invisible buffer ensures that no graphic elements, text, images, or layout edges intrude upon the visual breathing room of the mark. The protection zone acts as a safeguard for legibility and respect, helping the logo retain its authority and elegance in crowded or complex compositions.



Area occupied by the logo

Security zone, free from any graphic elements

Maintain clear space equal to the length of the "XVII"

Logo System

Logo Usage Guidelines

Do not rotate, distort, recolor, or place on busy backgrounds



CHICAGO 2026



What should never be done

Logo System

Logo Usage Guidelines

Each graphic composition using the logo must be created not only in accordance with this Brandbook, but also with common sense and professional intuition.



It is best to use a logo with a background block on colorful backgrounds or photos.

Logo System

Minimum Size

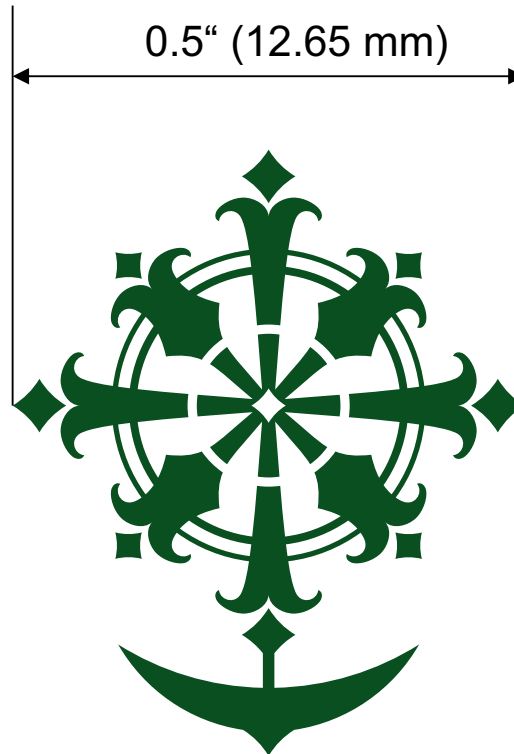
To avoid losing the legibility and impact of the logo, a minimum size requirement is set for print and digital use.

Minimum size for print: 0.5" (12.65 mm) width

Minimum size for digital: 120 px width



Actual minimum Logo size
for printing (0.5" width)



Maintain clear space equal to the height of the "XVII"

Typography

Primary Typeface

The logo uses two fonts for inscriptions: the main title and the Roman numeral “XVII” are written in *Palatino Linotype Bold*, CHICAGO - *Swis721 Hv BT Normal*.



XVII

CHICAGO 2026

Palatino Linotype Bold

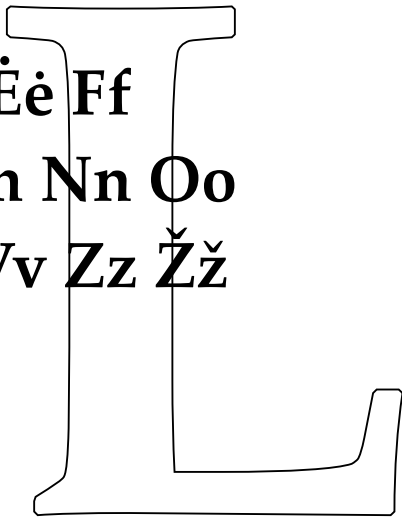
Aa Aą Bb Cc Čč Dd Ee Eę Èè Ff
Gg Hh Ii Įį Yy Jj Kk Ll Mm Nn Oo
Pp Rr Ss Šš Tt Uu Ūų Ūū Vv Zz Žž
0123456789

Palatino Linotype Bold

Swis721 Hv BT Normal

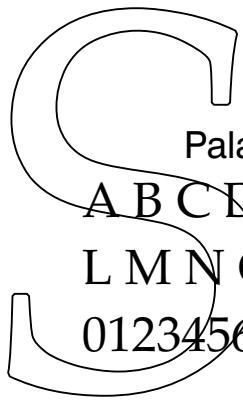
A B C D E F G H I J K L M N O P R S T U V Z
0123456789

C



The logo features two fonts in harmony

Typography



Palatino Linotype

A B C D E F G H I J K
L M N O P R S T U V Z
0 1 2 3 4 5 6 7 8 9

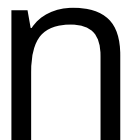
OpenSans Semibold

Aa Aą Bb Cc Čč Dd Ee Ęę Èè Ff
Gg Hh Ii Jj Yy Jj Kk Ll Mm Nn Oo
Pp Rr Ss Šš Tt Uu Ūų Ūū Vv Zz Žž
0 1 2 3 4 5 6 7 8 9



OpenSans

Aa Aą Bb Cc Čč Dd Ee Ęę Èè Ff
Gg Hh Ii Jj Yy Jj Kk Ll Mm Nn Oo
Pp Rr Ss Šš Tt Uu Ūų Ūū Vv Zz Žž
0 1 2 3 4 5 6 7 8 9



Secondary Typeface

OpenSans – Sans-serif font for body text, captions, and functional labels



ŠIAURĖS AMERIKOS
LIETUVIŲ TAUTINIŲ
ŠOKIŲ ŠVENTĖ

Tempus leo eu aenean sed

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. Iaculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Maintain clear space equal to the height of the "XVII"

Color Palette

Core Colors

In addition to the black-and-white version, color adaptations of the logo may be used in select formats to enhance visual appeal while maintaining symbolic integrity. The green-gradient background with light green (Green of Lily) and white tones (White of Lily) represents vitality, heritage, and growth—qualities embodied in the dance and communal spirit of the festival. Meanwhile, the solid green (Green of Grass) logo color should be used on a white or solid light background.

R:11 G:121 B:54
C:93 M:28 Y:100 K:19
#0B7936

GREEN OF LILY

R:204 G:255 B:204
C:19 M:0 Y:28 K:0
#CCFFCC

WHITE OF LILY

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
#FFFFFF

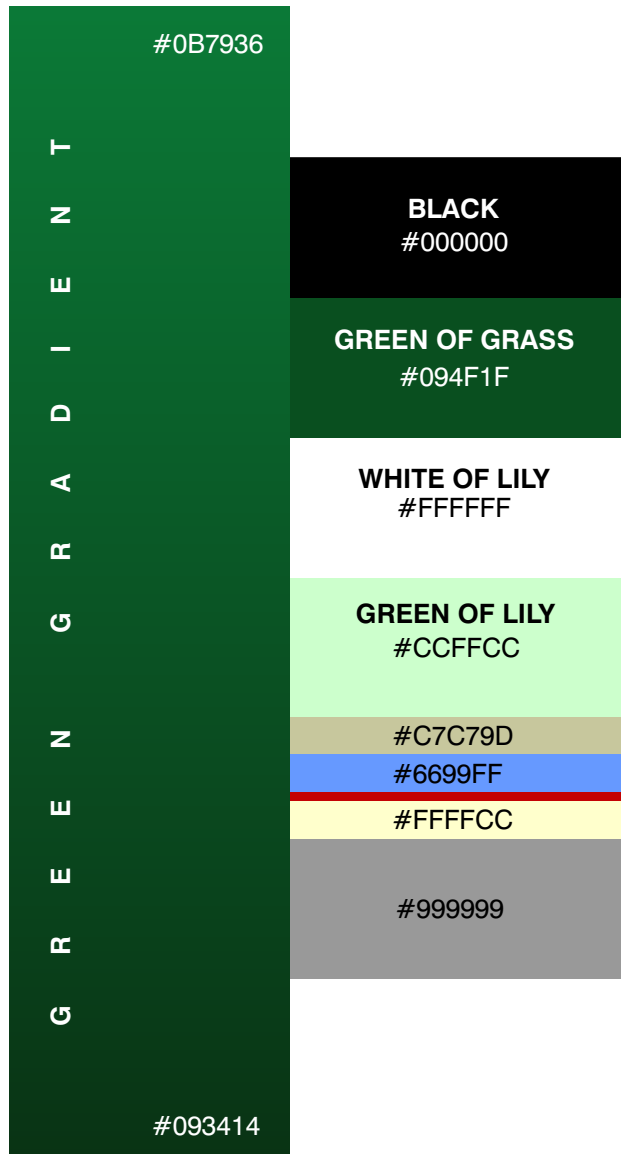
R:9 G:52 B:20
C:79 M:54 Y:81 K:75
#093414

R:0 G:0 B:0
C:75 M:68 Y:65 K:90
#000000

GREEN OF GRASS
R:9 G:79 B:31
C:86 M:44 Y:100 K:53
#094F1F

The main colors of the logo palette depend on the background on which the logo is displayed.

Color Palette



Additional Colors & Inspirational Color Palette (Optional Use)

The festival's extended color system draws inspiration from Lithuanian landscapes, traditional crafts, and folk costume patterns. These additional tones offer flexibility for graphic storytelling while maintaining thematic cohesion.

The silence of night

BLACK
#000000

Rich and lively, embodying nature, dance fields, and resilience

GREEN OF GRASS
#094F1F

Clean, luminous, symbolizing innocence and openness

WHITE OF LILY
#FFFFFF

Pale and fresh, evoking rebirth, early spring, and cultural purity

GREEN OF LILY
#CCFFCC

Linen

#C7C79D

Cornflower

#6699FF

Daisy

#FFFFCC

Mist

#999999

Accent Red
#C40202

These shades reflect both the natural beauty and folkloric soul of Lithuania. They should be used mindfully: as background fields, textile textures, decorative frames, or digital overlays that reinforce the festival's heritage spirit.

For emotional consistency, pair pale greens with linen beige or white. For dynamic energy, match deep greens with folk red or black. Designers are encouraged to honor these roots while applying creative judgment within these symbolic bounds. They must be used as provided, without alterations to tone, structure, or composition.

Inspired by the Lithuanian Landscape & Heritage