

- **To increase the visibility and recognisability of the CBG !**
 - **Development of the visual identity;**
 - **Creation of social media channels (linkedin, etc.);**
 - **Creation of a motto / slogan / tagline.**

WE NEED A VISUAL IDENTITY

Logo concept

We are using



**CERN
Baltic Group**

Maybe?

For web



For print



WE NEED A VISUAL IDENTITY

Slogan

Now there is no
tagline / slogan



**CERN
Baltic Group**

Maybe?

Accelerating Knowledge – Connecting Regions

Sparking Collaboration – Catalyzing Progress

Catalyzing Change – Inspiring Collaboration

More ideas?

WE NEED A VISUAL IDENTITY

Colours

Colours that fit with logo.




WE NEED A VISUAL IDENTITY

Social Media





This is a group of Latvian, Estonian and Lithuanian research institutions which are involved in CERN activities. The group is designed to meet regularly and to coordinate activities between Baltic countries and CERN.



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Accelerating Knowledge
Connecting Regions

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**For the certificates of CBG events
(School and Conference 2024)**

