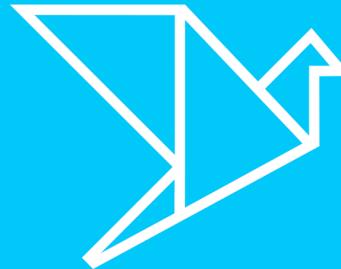


WINGS



GUIDELINE

Guide
to corporate style

VERSION 0.5.3

GUIDE TO CORPORATE STYLE

Public document. General set of rules and visual standards.
The book gives an idea of key elements, their application,
illustrates an image and mood of a brand.

Allows to increase considerably overall performance on
creation of recognizable image of a brand. It is focused on
users, guests, partners and employees.

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1. LOGOTYPE

The logo of the «Wings» company represents the stylized image of a bird. Depending on conditions of composition the horizontal, or vertical version of a logo can be used.

The horizontal version of a logo is the main option. Use of vertical option is allowed when space reserved for a logo, is limited. Separate use of elements of a logo is allowed only in concrete cases.



Horizontal version



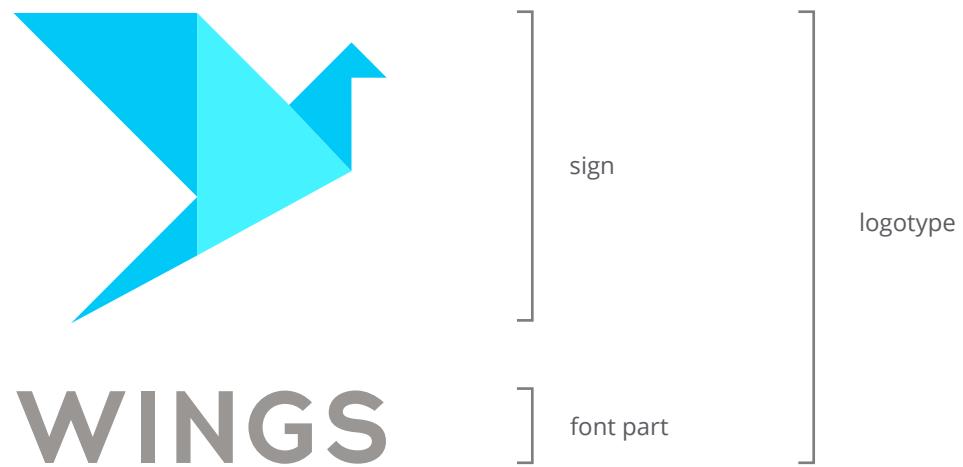
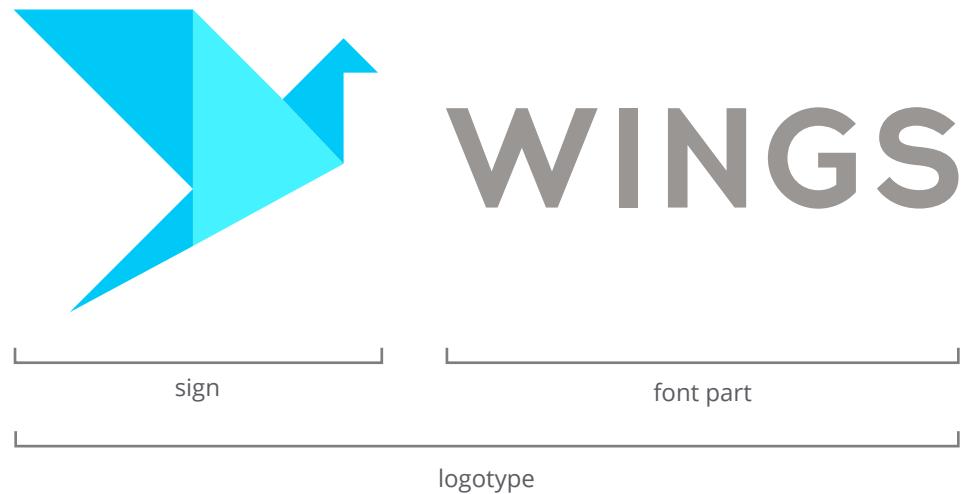
WINGS

Vertical version

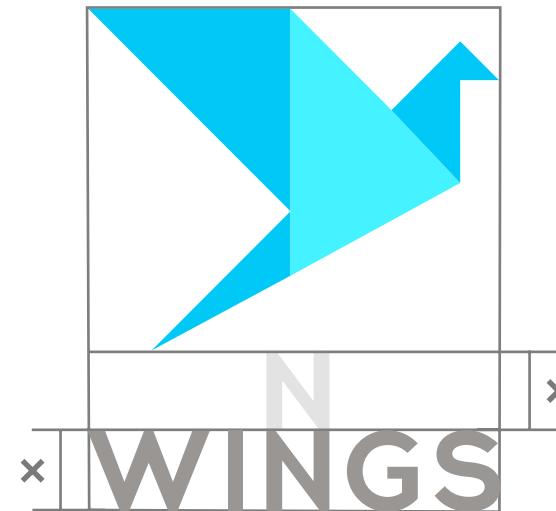
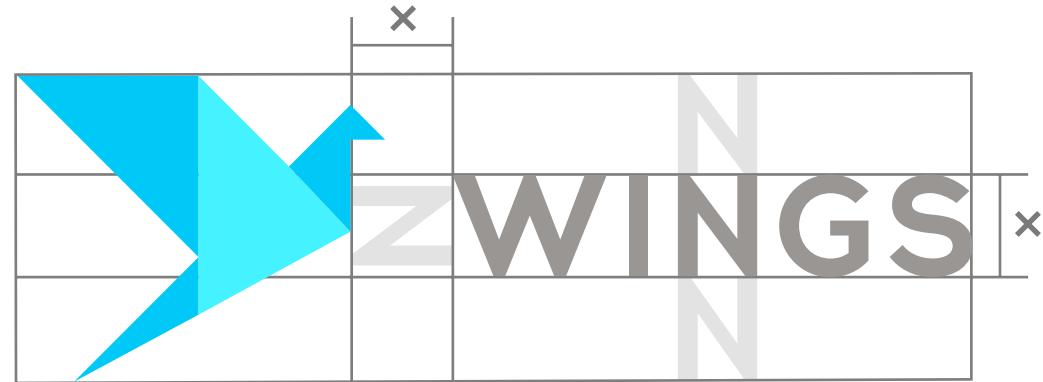
BASIC ELEMENTS AND MINIMUM SIZE OF THE LOGO

6

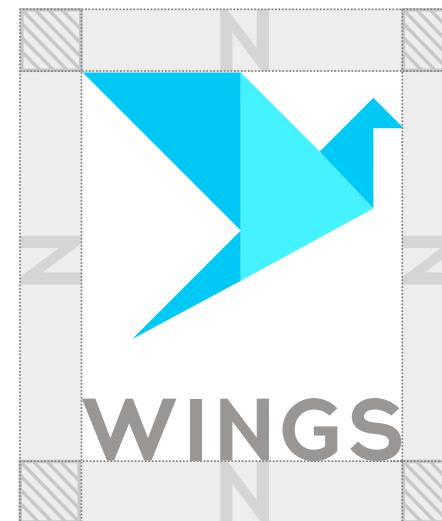
The logo represents the uniform composition consisting of two graphic elements — the sign and a font part. The logo exists only in the Latin language version. For maintaining readability of a logo in printing materials the minimum size is width equal of 30 mm for the horizontal version of a logo and 15 mm for vertical version.



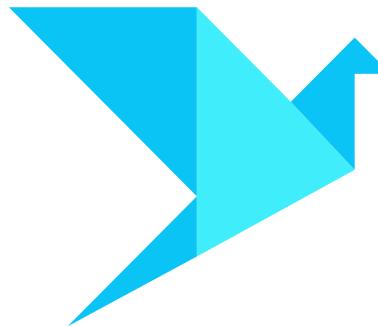
The horizontal and vertical version of a logo represent integral compositions where proportions of elements and distance between them are strictly defined. Exact ratios of sizes of basic elements of a logo rather each other are given in the scheme. Height of symbols in company writing is taken for the size «X».



For ensuring recognition and prevention of distortion of perception of a logo at his placement on advertising, information and other carriers it is necessary to be guided by the rule of «clear space». «Clear space» is minimum admissible space around a logo, free from graphics or the text. The size of the clear space is set by height of a letter of «N» from a logo.



The horizontal and vertical version of the logo may include a «development» descriptor. These versions are for corporate use (for example, when using business documents).



MONOCHROME VERSION OF THE LOGO

Black-and-white variations of the mark are used in those cases when, for any reason, the reproduction of color variations of the logo is impossible. For example, when designing or manufacturing black and white advertising and printing products).

One-color variations should be used in special cases of logo reproduction, for example, embossing, engraving, monochrome printing.



USING A LOGO ON A DARK BACKGROUND

11

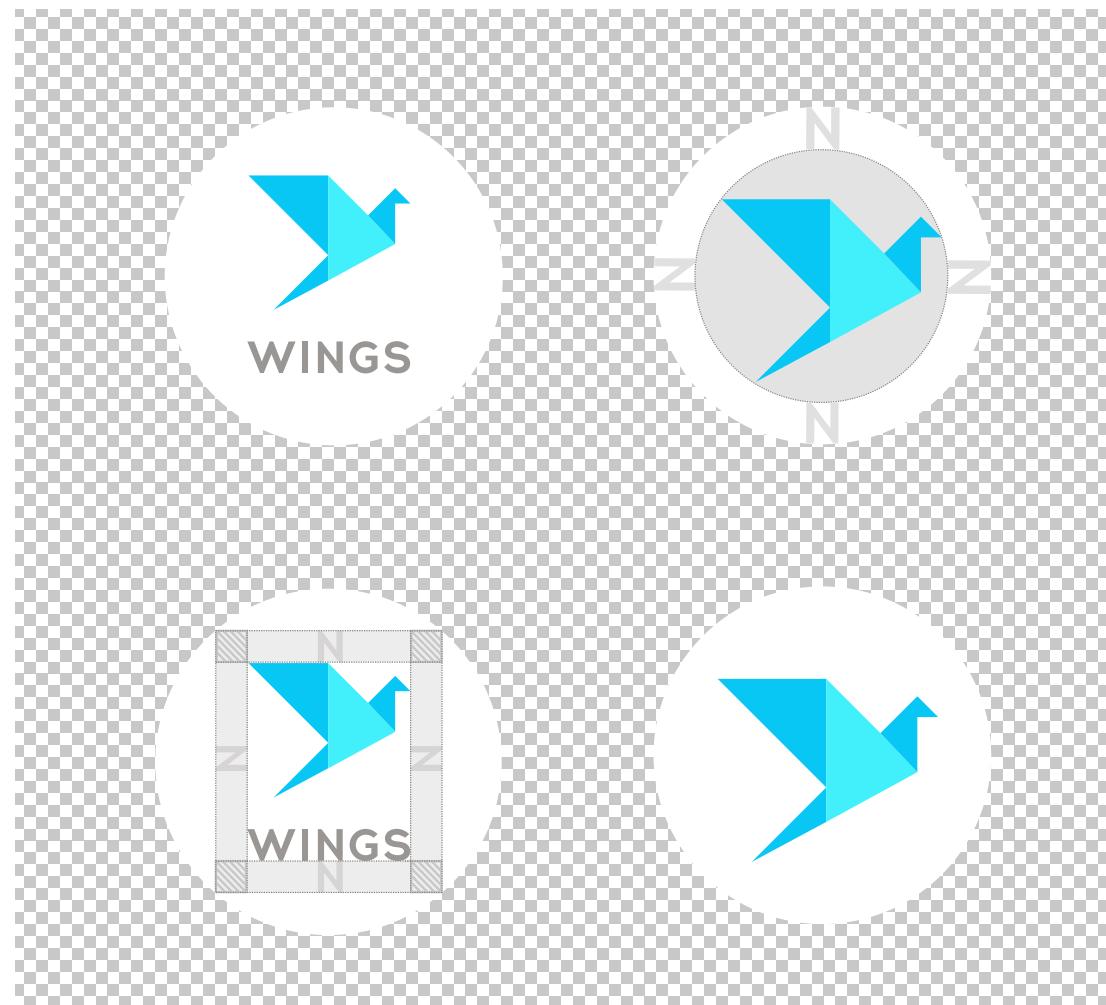
Different variations of the logo on a dark background should be used in those cases where, for whatever reason, reproduction on a white background is not possible without reason.

As a dark background, it is recommended to use dark blue shades.



USING A LOGO AND A SIGN ON A FRACTIONAL BACKGROUND

In cases where the sign is located on a complex or «uncomfortable» background, it is recommended to use a vertical version of the logo with a round plate. The size of the round plate directly depends on the clear space of the sign.



RECOMMENDATIONS FOR USING THE BACKGROUND

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Color version
of the logo

White background



Light gray background



Dark gray background



Black background



Monochrome version
of the logo



Fractional
background



In relation to the logo it is forbidden to perform the following actions:



use of other fonts



composition change



distortion of proportions



application of transparency



use of foreign colors



change the order of colors



use of shadows



use contour



use turn

In relation to the logo it is forbidden to perform the following actions:



change in line thickness



use of foreign colors



use of incorrect pixilation



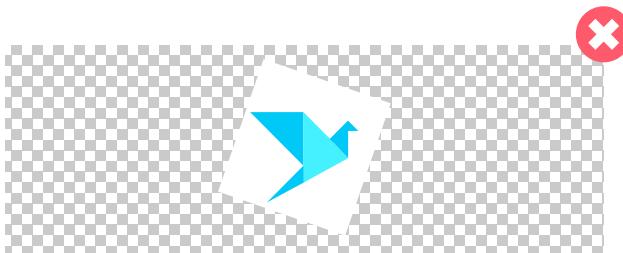
use of foreign colors for the background



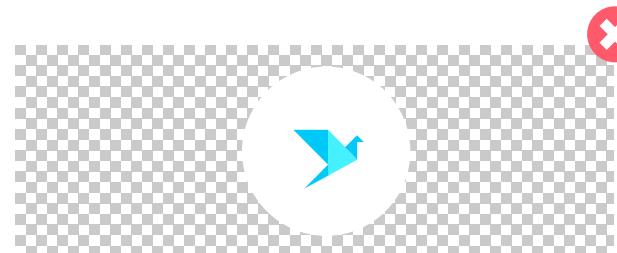
using a non-contrast background



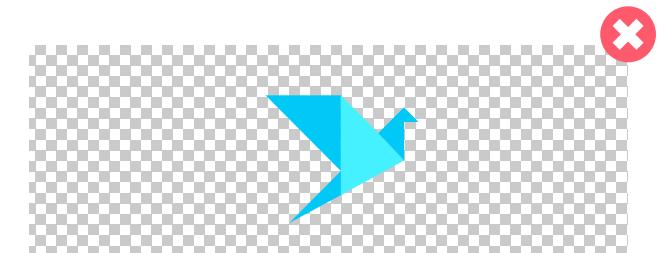
use a background with similar shades



use of other plate shapes



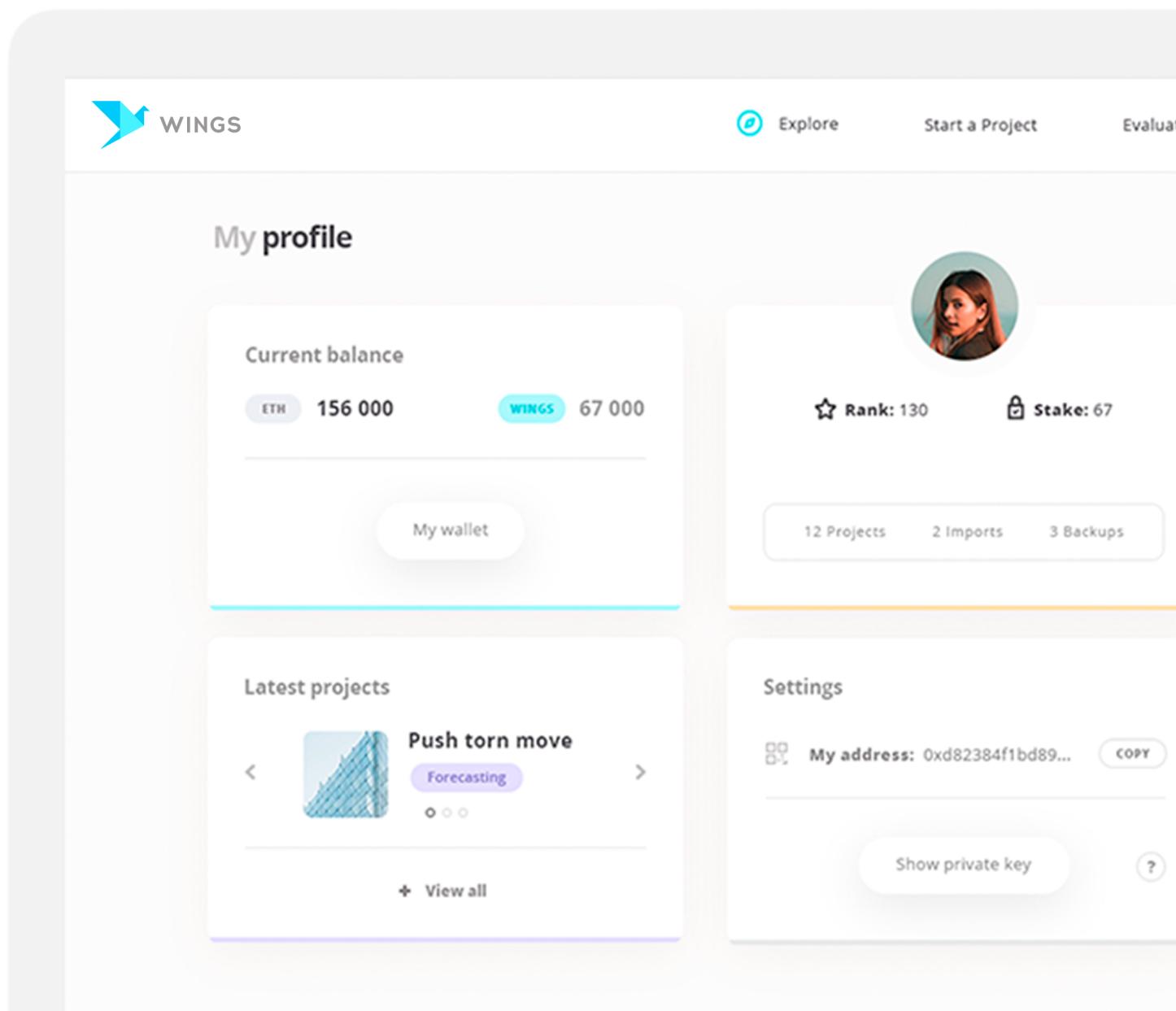
changing the proportions of the sign in the plate



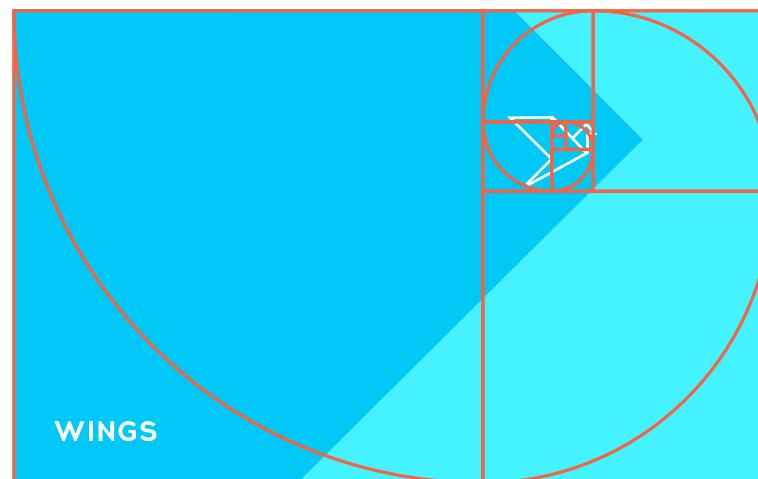
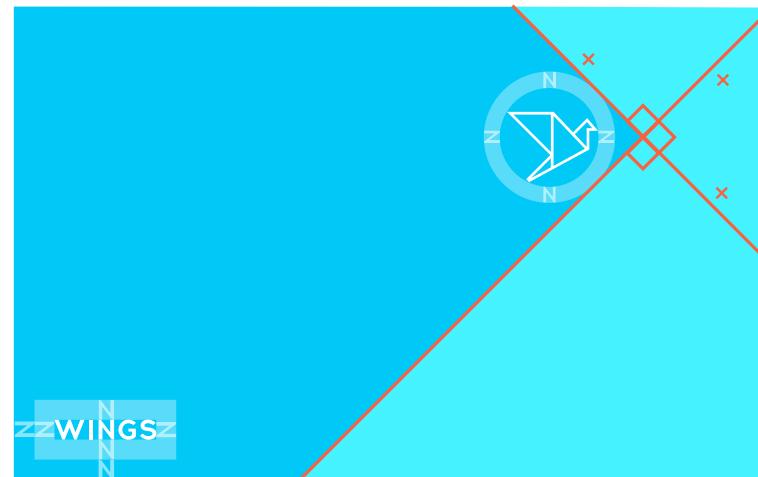
use of a sign on a fractional background

THE USE OF THE LOGO ON THE SITE HEADER

Displaying the logo on the site wings.ai. A horizontal version of the sign is used. It is recommended to use a logo without a descriptor.



For registration of carriers of corporate style the decorative element is used. It is designed to emphasize the individuality and brand recognition. The color scheme consists of company colors. In the practical use of a decorative element, a number of rules should be adhered to.



2. COLOR PALETTE

The table shows the proprietary color palette «Wings» in various color schemes.

Images in the RGB model are used only for display on monitors of digital devices. The CMYK color model is used for printing.

Other colors or variations of these colors should not be used.

RGB - palette

RGB 13 201 247
#0DC9F7

RGB 147 242 255
#93F2FF

RGB 150 150 150
#969696

CMYK - palette

CMYK 80 8 1 0
PANTONE 2995 C

CMYK 62 2 4 0
PANTONE 2985 C

CMYK 41 33 33 12
PANTONE P 179-8 C

3. FONTS

The signature font of WINGS is ACROM. Using only this headset will achieve a single visual image and provide a clearer identification.

The above font headsets are recommended for use in the design of text blocks in business documents, information publications, Internet projects, corporate printing products and advertising models. For typing in office business documents (for example, electronic letterheads, facsimile messages) it is recommended to use the OPEN SANS system font.

ACROM
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

OPEN SANS
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

OPEN SANS
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

ACROM
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

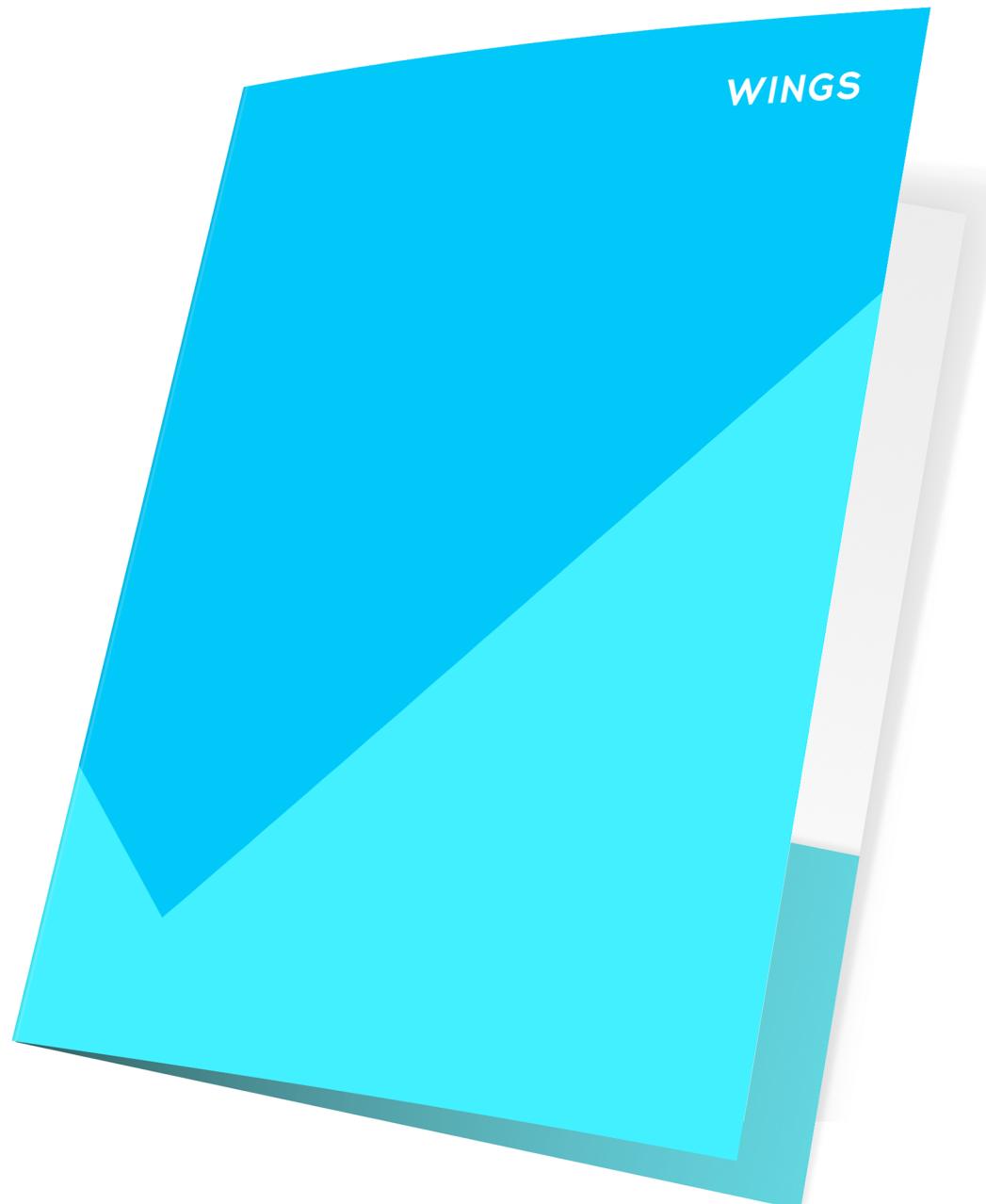
OPEN SANS
semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

OPEN SANS
extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЕЁЖЗИЙКЛМНОПРСТ
абвгдеёжзийклмнопрст
0123456789

4. BUSINESS DOCUMENTATION



Recommendations for manufacturing:
format - 220x305 mm
material - carton of bilateral coating
(high whiteness), a density of 300 g/m²
printing - offset.

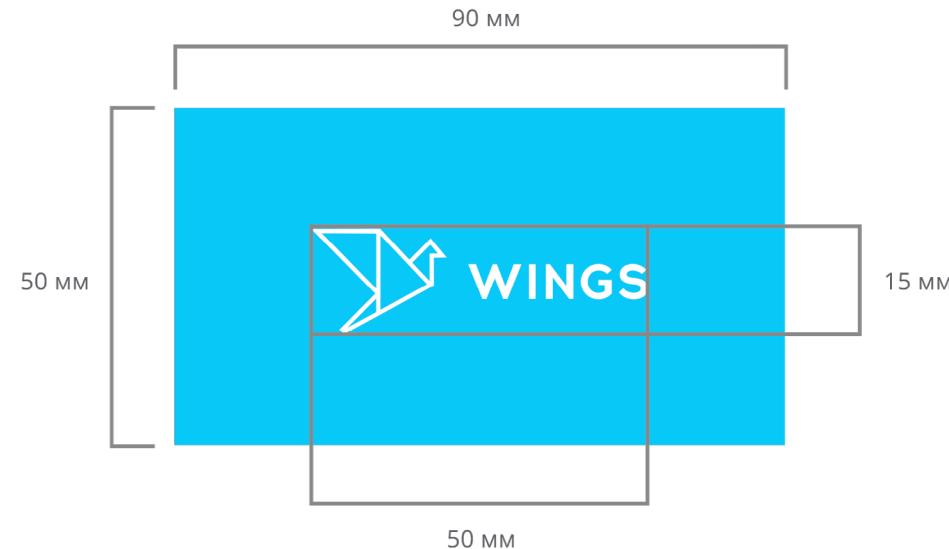
Recommendations for manufacturing:

format — 90x50 mm

density — 300 g/m²

printing — offset

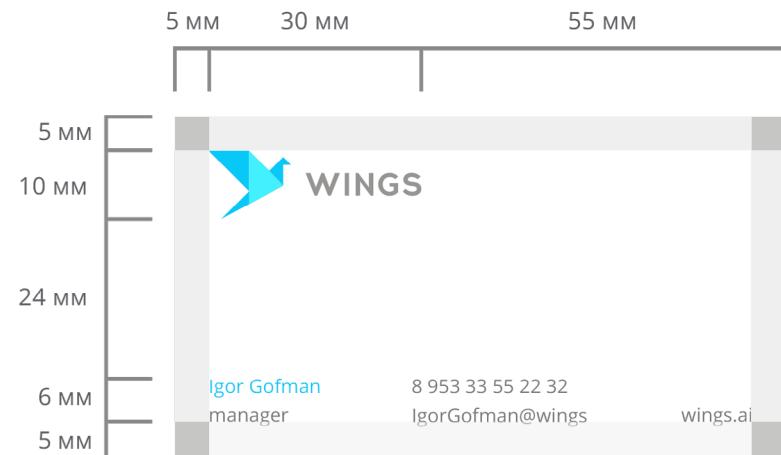




Frontside

Logo:
The monochrome version of
the logo is used

Background:
Color - # 0DC9F7



Backside

Logo:
The color version of the logo
is used

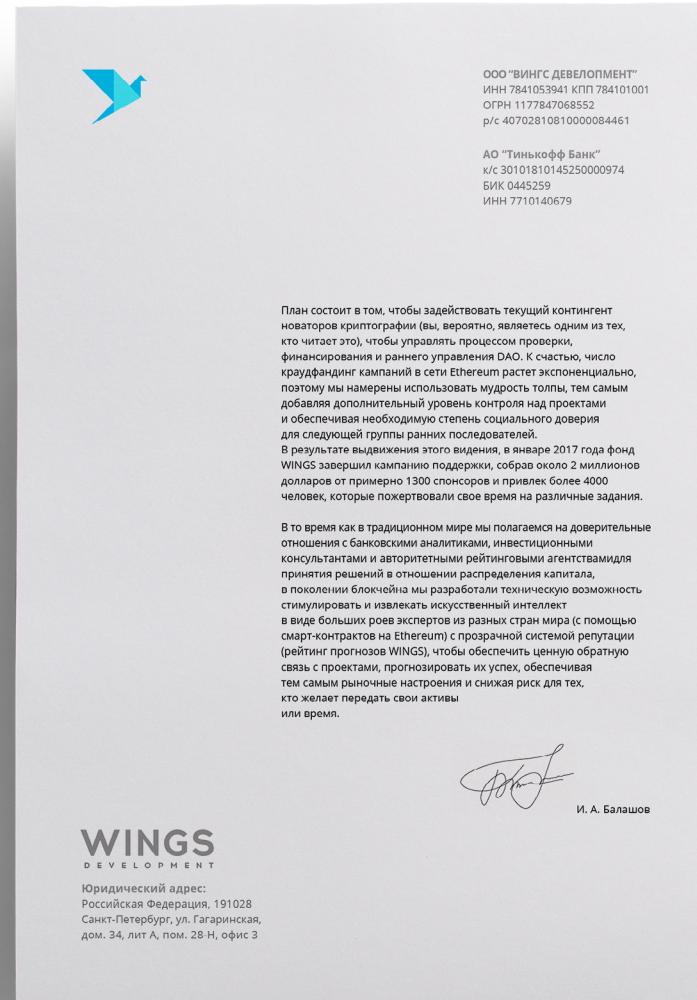
Contact Information:
Font - Open Sans
Kegl - 9 pt
Color - # 7a7a79
Alignment -
left edge

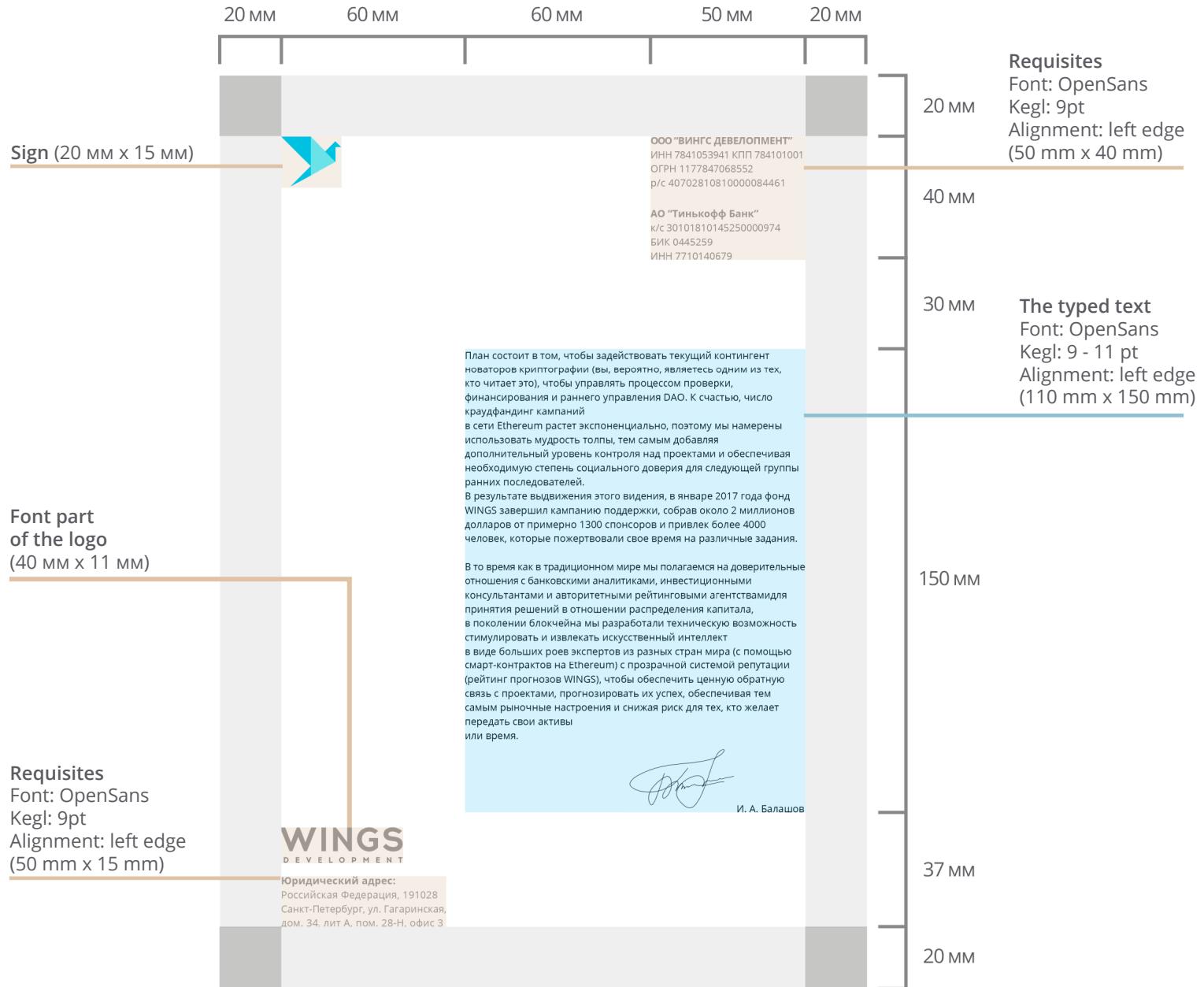
Recommendations for manufacturing:

format — 210x297 mm

density — 80-100 g/m²

printing — offset





Recommendations for manufacturing:

format — 229x162 mm

density — 80-100 gr / m²

printing — offset



Recommendations for manufacturing:

format - 55 x 85 mm

material - plastic

Tape:

material - artificial silk

printing - stencil or sublimation



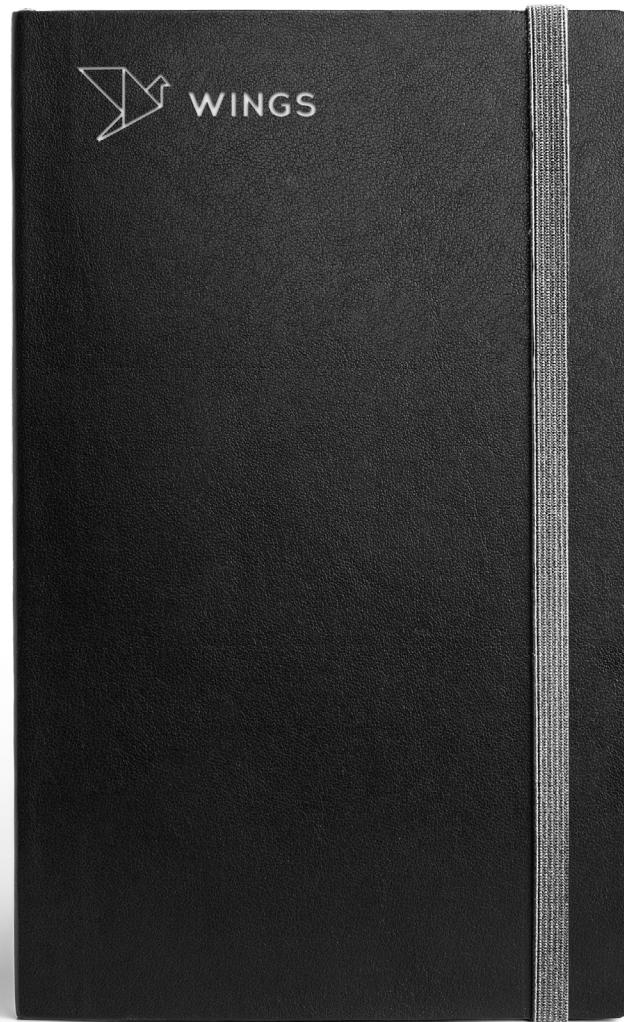
5. SOUVENIR PRODUCTION

Recommendations for manufacturing:

format - 148x210 mm

cover - leatherette, black

logo - embossing on the skin



Souvenir / datebook

Recommendations for manufacturing:

material — paper

density — 200-250 g/m²

printing — offset

decoration — lamination of matte



Souvenir / package

Recommendations for manufacturing:
printing — tampon printing
variety of printing — circular printing



Souvenir / pen

Recommendations for manufacturing:

material - cotton / synthetic
printing - sublimation / silk printing
type of printing - total printing



Recommendations for manufacturing:

material - cotton / synthetic

printing - sublimation



Recommendations for manufacturing:

material - ceramics

printing - sublimation

type of printing - total printing



Recommendations for manufacturing:

material - plastic
printing - sublimation
type of printing - total printing



Recommendations for
manufacturing:
material - silicone
printing - silk printing
type of printing - circular print



Branded stickers «WINGS» can be used in various instant messengers to lift the mood.



WINGS development
wings.ai