



BRAND IDENTITY | STYLE GUIDE

This document will provide the basic rules for using our corporate identity when creating any materials.

Introduction

A style guide (or manual of style) is a set of standards for the writing and design of documents, either for general use or for a specific publication, organization or field.

A style guide establishes and enforces style to improve communication. To do that, it ensures consistency within a document and across multiple documents and enforces best practice in usage and in language composition, visual composition, imagery and typography.

Most style guides are revised periodically to accommodate changes in conventions and usage. The frequency of updating and the revision control are determined by the subject matter.

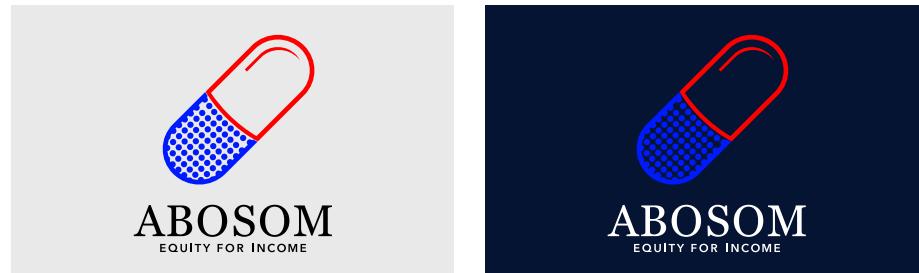


Logo Variations

OUR LOGO



ICON



As the primary visual identifier for the company, the logo is used in all development, promotional, marketing and outreach materials including, but not limited to, print, apparel and online communications.

The logo is the instantly recognizable symbol and focal point of our brand. That's why it's so important to use the logo exactly as specified in these guidelines. Use only the provided files of the logo.

Our logo consists of a wordmark and graphic element. All logo elements should stay together to best represent our brand. However the graphic element can be used separately as an icon, favicon, branding or design element.

The logo can be vertical or horizontal depending on the available space and orientation of the layout.



Sizing And Clear Spaces

The logo can be scaled only proportionally. Refer to the provided .ai files for the right ratio and dimensions. The minimum size of the logo should be not less than indicated here.

1,378" / 35 MM (MINIMUM SIZE IN PRINT)



100PX (MINIMUM SIZE ONSCREEN)



0,98" / 25 MM (MINIMUM SIZE IN PRINT)



70PX (MINIMUM SIZE ONSCREEN)



In order to give our logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be equal to at least one letter "A" size.

This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.



Acceptable Logo Usage

As far as possible use the logo on white, neutral or corporate color backgrounds. The color of the logo can be changed to white when the logo is used with colorful and dark backgrounds. For all backgrounds, ensure that logo contrasts well with them and is clearly visible. These rules apply to both solid backgrounds as well as images.



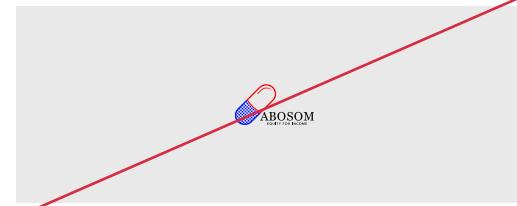
The logo should stay visible on the images as well. Try to place logo onto the most free area of the image.



Improper Logo Usage

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.

TOO SMALL



WRONG COLOR



MISSING ELEMENTS



TRANSPARENCY



DISPROPORTIONATE SCALING



ILLEGIBLE ON A BACKGROUND



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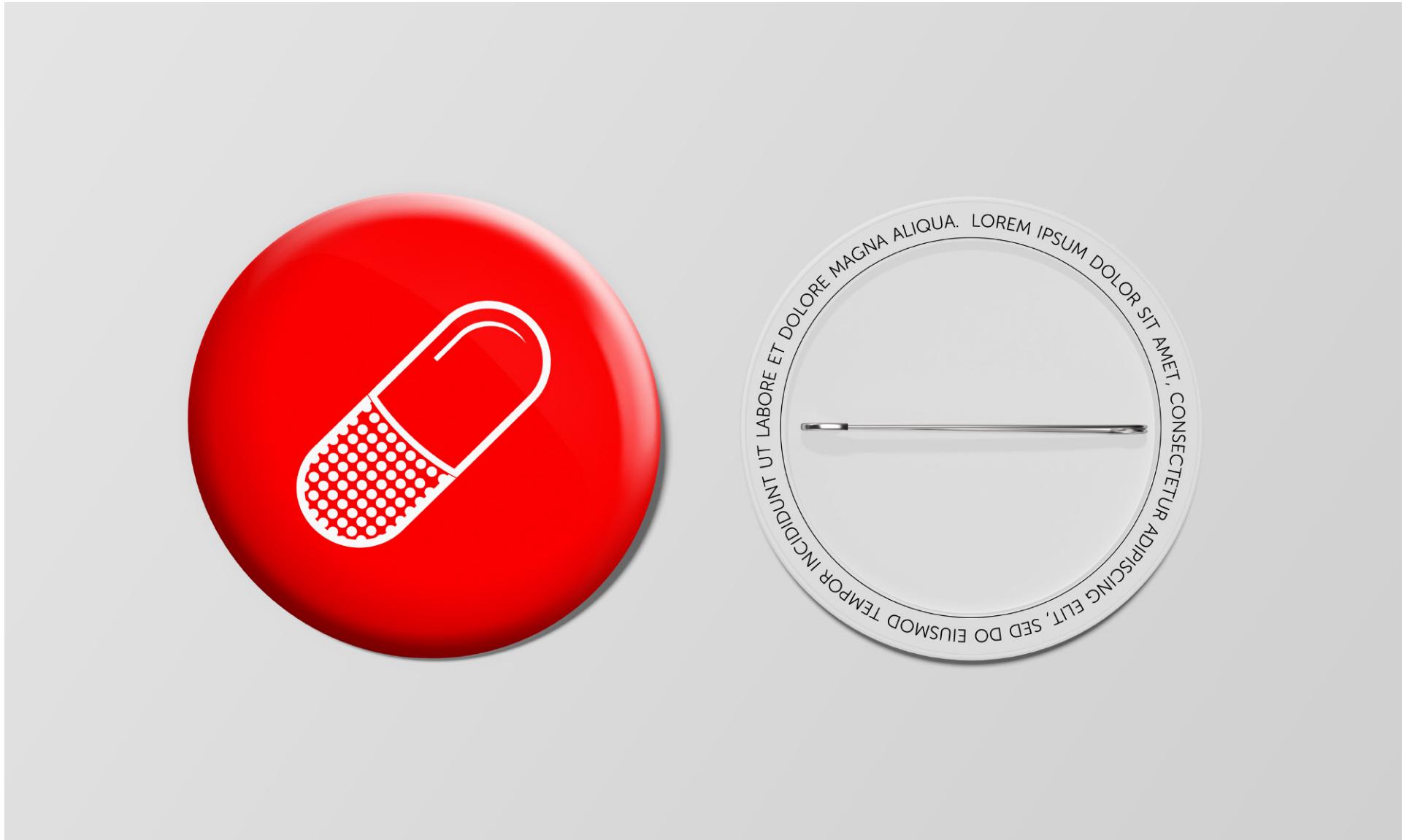
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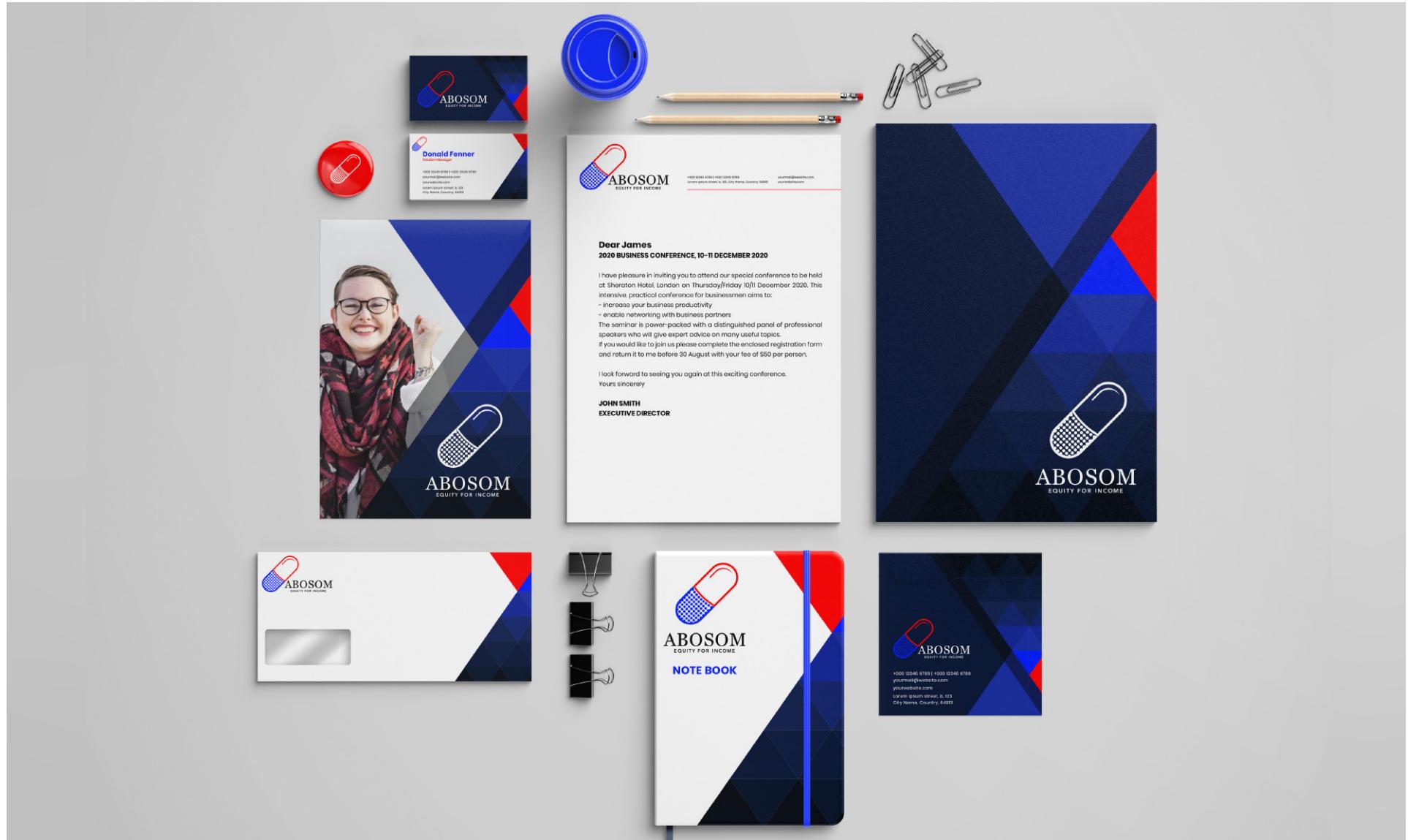
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Primary Palette

Here are the colors that we use in our corporate materials. Using consistent colors in our visual communications across print and web strengthens our identity.

These are the key colors of our brand that we use for the logo and primary branding and design elements, color blocks, titles, backgrounds and other important elements.

C 0 M 95 Y 95 K 0
PANTONE: 2347 C

R 255 G 0 B 0
HEX: #FF0000

C 60 M 50 Y 50 K 100
PANTONE: Black 6 C

R 0 G 0 B 0
HEX: #000000

C 94 M 76 Y 0 K 0
PANTONE: 2728 C

R 0 G 26 B 255
HEX: #001AFF

C 0 M 0 Y 0 K 0
PANTONE: none

R 255 G 255 B 255
HEX: #FFFFFF



Secondary Palette

The following colors may be used to complement the primary palette. Consider their use for creating secondary color blocks, backgrounds, infographics, color accents, titles, highlights and auxiliary UI/UX elements.

**FOR WEB USE #D6D6D6**

Red	214
Green	214
Blue	214

FOR WEB USE #172BA3

Red	23
Green	43
Blue	163

FOR WEB USE #0F216B

Red	15
Green	33
Blue	107

FOR WEB USE #09183D

Red	9
Green	24
Blue	61

FOR WEB USE #020F26

Red	2
Green	15
Blue	38

FOR PRINTING USE:

Cyan	19
Magenta	13
Yellow	15
Key	0

FOR PRINTING USE:

Cyan	100
Magenta	89
Yellow	7
Key	1

FOR PRINTING USE:

Cyan	100
Magenta	92
Yellow	34
Key	21

FOR PRINTING USE:

Cyan	100
Magenta	92
Yellow	45
Key	54

FOR PRINTING USE:

Cyan	100
Magenta	90
Yellow	50
Key	74



Typography

Our font is pre-selected. Use this font for all corporate texts. Use different styles of the font for different parts of text and elements on website and printed materials. Our corporate typeface is Poppins. Clean, distinctive and legible, it is available in a variety of weights.

Poppins Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

Poppins Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

Poppins Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

Poppins Italic

Note: The font sizes mentioned here are not the strict instruction. They are put just to show the proportions between the different text elements in the layout.

H1

POPPINS BOLD 24PT ALL CAPS

H2

Poppins Bold 14pt

Quote

Poppins Italic 10pt

H3

POPPINS BOLD 8PT ALL CAPS

Text

Poppins Regular 12pt

Subtitle

Poppins Medium 12pt

Menu

POPPINS BOLD 8PT ALL CAPS

Tag

Poppins Bold 10pt



Typography

Here is an example of how the typography rules work in a sample article.



+000 12345 6789 | +000 12345 6789
Lorem ipsum street, b. 123, City Name, Country, 64913
yourmail@website.com
yourwebsite.com

TITLE GOES HERE

Subtitle goes here

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters. Bonorum et Malorum".

WHERE DOES IT COME FROM?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters. Bonorum et Malorum".

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32. The second line of Lorem Ipsum, "consectetur, adipisci velit...", comes from a line in section 1.10.33. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters. Bonorum et Malorum" by Cicero are also reproduced in their exact original form. Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature,

Main Heading: Poppins Bold 24 pt All Caps

Subtitle: Poppins Medium 14 pt

Paragraph introduction: Poppins Italic 14 pt

Paragraph: Poppins Regular 12 pt

Callout: Poppins Bold All Caps 20 pt



Stationery | Business Card

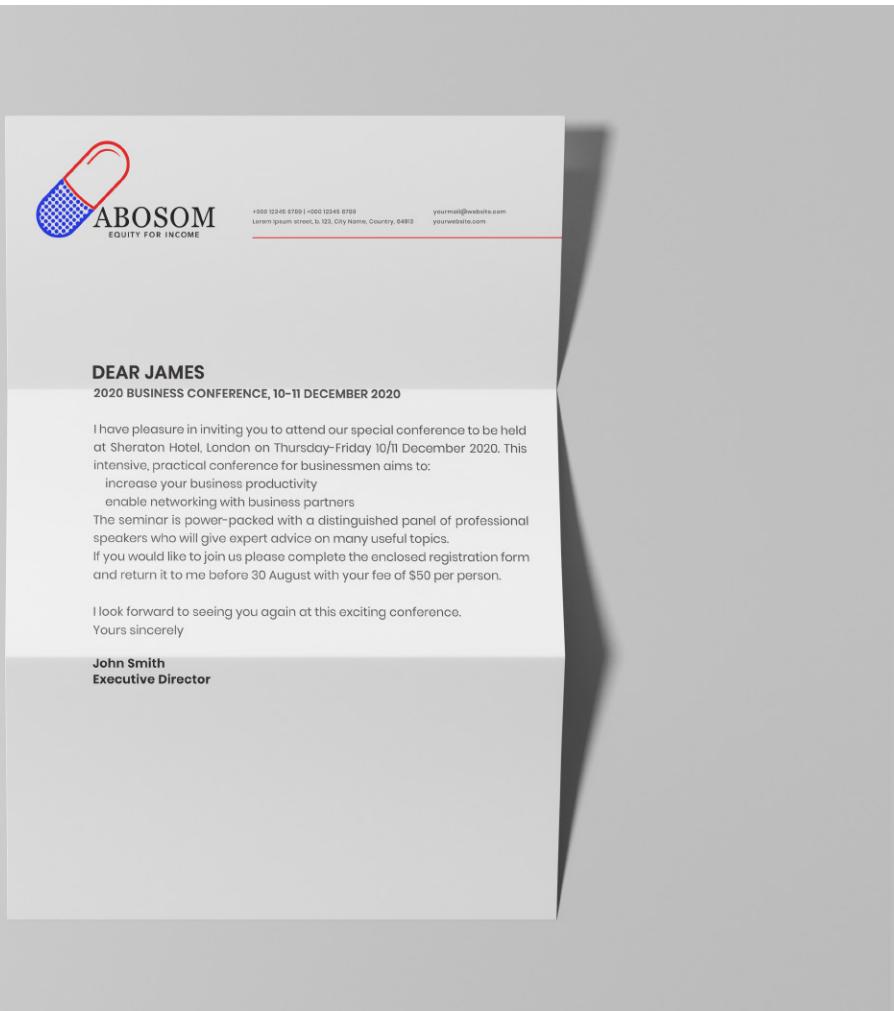


Our corporate materials were created in our corporate style and allow us to tell who we are. Please take a look how all the rules mentioned before apply to designs of our corporate materials.



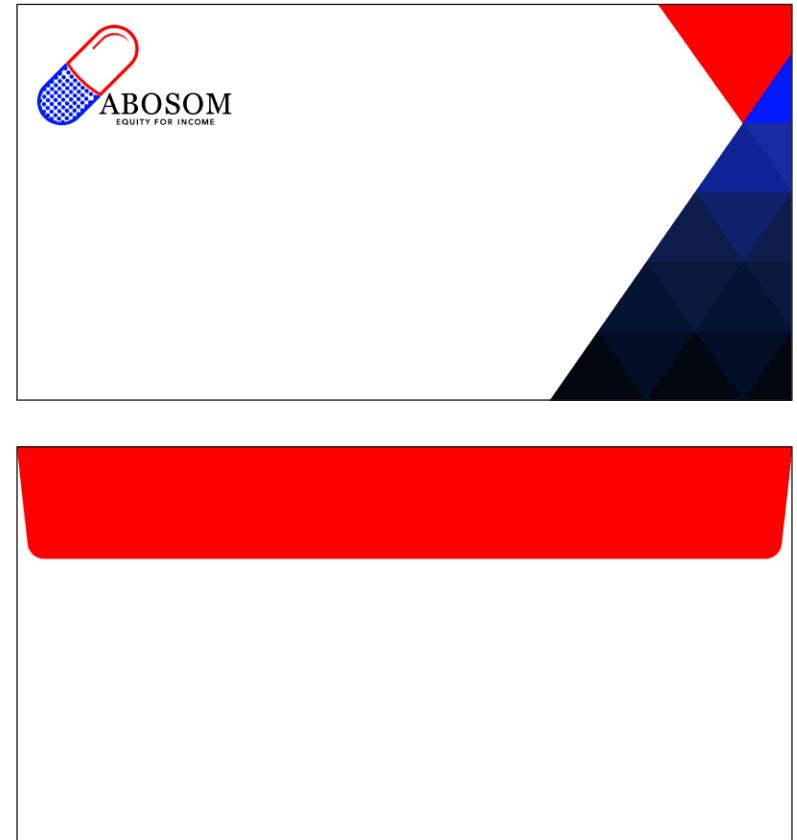
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Stationery | Letterhead



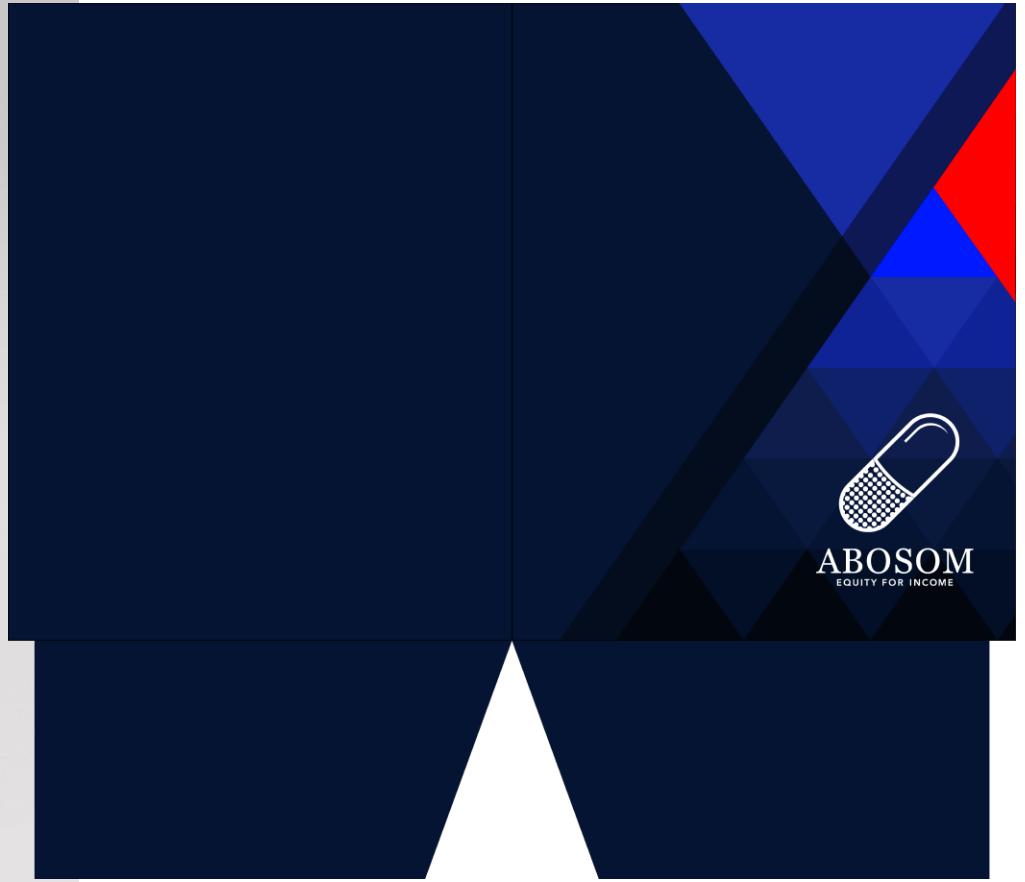
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Stationery | Envelope



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Stationery | Folder For Papers

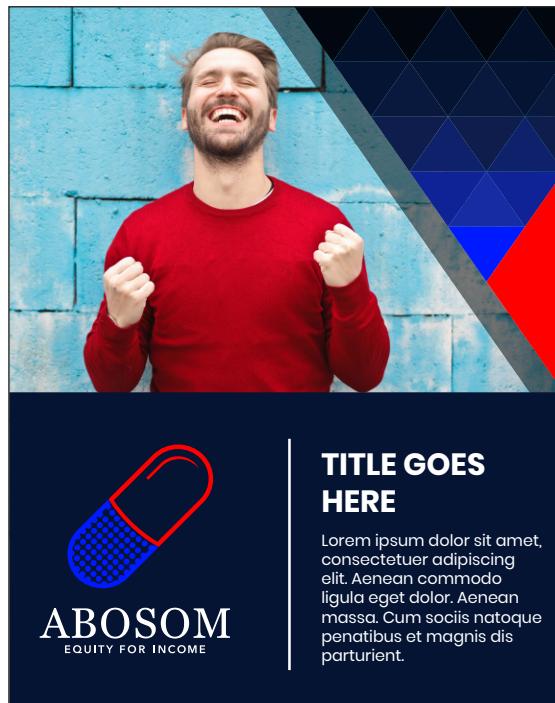


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Imagery

We prefer to use high quality photos, stock images and custom graphics that reflect what we are doing and related to our business. Always remember to respect copyrights for any images you select to be associated with the brand or to be used with our logo.

All the images can be used as they are or with our branding. Ensure that logo and text on the picture are well seen and readable. Ensure the logo has adequate size and can be read easily. See the examples of how we combine our branding with images.



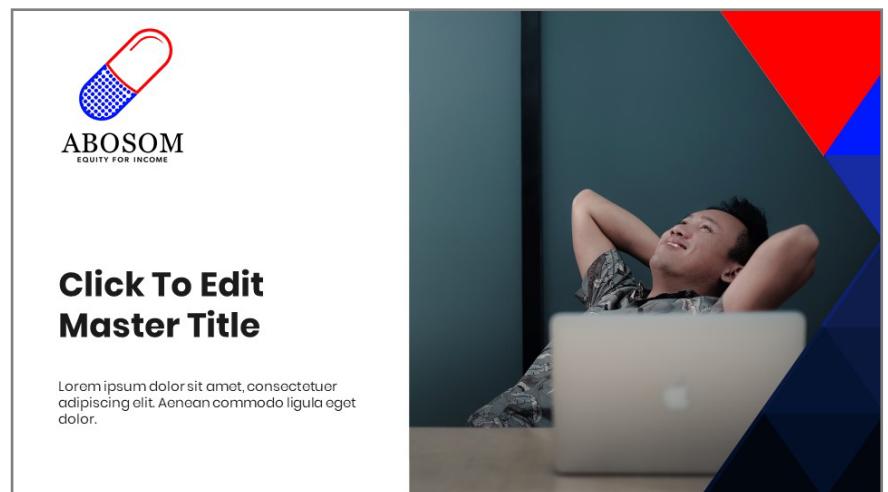
Presentation Template

Corporate style and color rules apply to all texts, headers, tables, charts and diagrams. Use our presentation theme (.potx or .thmx file) to quickly prepare presentations since it has pre-defined color, font schemes and branding.

TITLE SLIDE



SECTION SLIDE



Slides

For all elements in the presentation, the same fonts and colors are used as in other corporate materials. The colors from the secondary color palette are also used to create charts, graphs and diagrams.

INTERNAL SLIDE WITH TABLE

CLICK TO EDIT

Title1	Title2	Title3	Title4	Title5

Lore ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consectetur nulla et dui tempor auctor. Fusce fringilla hendrerit dapibus. Pellentesque pellentesque velit ipsum, sit amet tristique augue porttitor.

INTERNAL SLIDE WITH DIAGRAM

