

APLAUZ

OWN E-MONEY

Brand book

2020.

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1. Logotype standards

1.1.

APLAUZ LOGOTYPE

Simple logotype

POSITIVE

rgb

cmk

pantone

APLAUZ

APLAUZ

APLAUZ

NEGATIVE

rgb

cmk

pantone

APLAUZ

APLAUZ

APLAUZ

Usage

When choosing positive or negative version of the logotype take into consideration that you need enough contrast in background color vs. logotype. Positive version is used on light backgrounds while negative version is used on dark backgrounds.

Colours

CMYK version is used for 4 color print.
Pantone version is used for 1 color print.
RBG version is used for screen.

Usage example:

APLAUZ

APLAUZ

1.2. APLAUZ LOGOTYPE

Simple logotype
monochromatic

POSITIVE

APLAUZ

NEGATIVE

APLAUZ

Usage

The monochromatic version of the Aplauz logotype is used in simplified and economically more cost-effective applications.

Typical examples of such applications are seals, internal communication, etc.

Usage example:

APLAUZ

APLAUZ

1.3.

APLAUZ LOGOTYPE

Clear space & minimal
dimension

clear space



minimal dimension for printed materials



minimal dimension for screen



Clear space

When using Aplauz logotype clear space is defined with letter "A" wideness and height.

1.4.

APLAUZ LOGOTYPE

Full logotype

POSITIVE

rgb

cmyk

pantone

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

NEGATIVE

rgb

cmyk

pantone

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

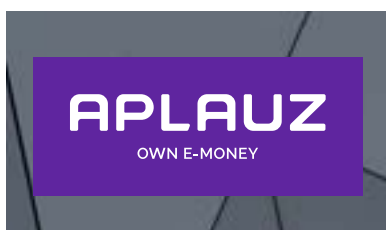
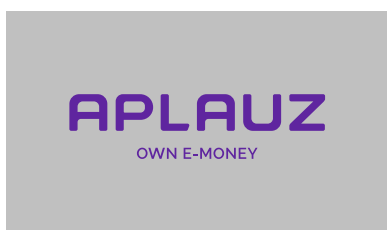
Usage

When choosing positive or negative version of the logotype take into consideration that you need enough contrast in background color vs. logotype. Positive version is used on light backgrounds while negative version is used on dark backgrounds.

Colours

CMYK version is used for 4 color print.
Pantone version is used for 1 color print.
RBG version is used for screen.

Usage example:



1.5. APLAUZ LOGOTYPE

Full logotype
monochromatic

POSITIVE

APLAUZ
OWN E-MONEY

NEGATIVE

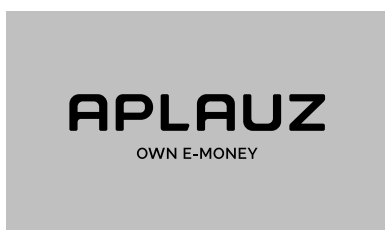


Usage

The monochromatic version of the Aplauz logotype is used in simplified and economically more cost-effective applications.

Typical examples of such applications are seals, internal communication, etc.

Usage example:



1.6.

APLAUZ LOGOTYPE

Full logotype

Left alignment tagline

POSITIVE

rgb

cmyk

pantone

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

NEGATIVE

rgb

cmyk

pantone

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

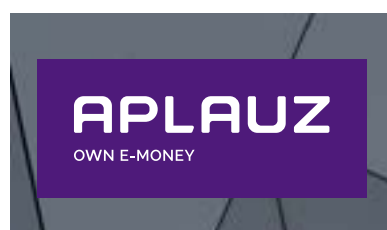
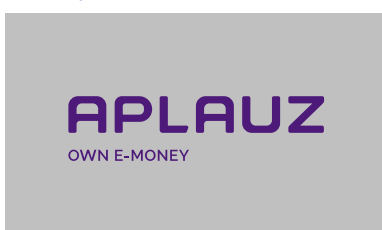
Usage

When choosing positive or negative version of the logotype take into consideration that you need enough contrast in background color vs. logotype. Positive version is used on light backgrounds while negative version is used on dark backgrounds.

Colours

CMYK version is used for 4 color print.
Pantone version is used for 1 color print.
RBG version is used for screen.

Usage
example:



1.7. APLAUZ LOGOTYPE

Full logotype

Left alignment tagline

monochromatic

POSITIVE

APLAUZ
OWN E-MONEY

NEGATIVE

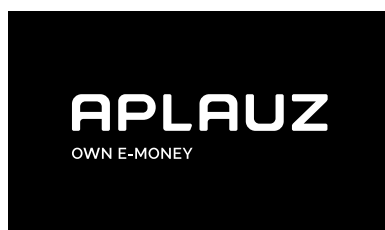
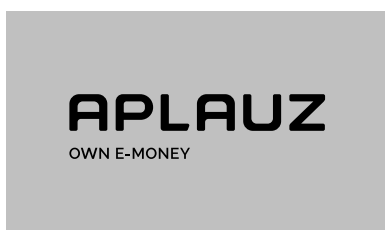


Usage

The monochromatic version of the Aplauz logotype is used in simplified and economically more cost-effective applications.

Typical examples of such applications are seals, internal communication, etc.

Usage example:



1.8.

APLAUZ LOGOTYPE

Clear space & minimal
dimension

clear space



minimal dimension for printed materials



minimal dimension for screen



Clear space

When using Aplauz logotype clear space is defined with letter "A" wideness and height.

1.9. APLAUZ FAVICON

POSITIVE

rgb



cmyk



pantone



NEGATIVE

rgb



cmyk



pantone



Usage

When choosing positive or negative version of the favicon take into consideration that you need enough contrast in background color vs. favicon. Positive version is used on light backgrounds while negative version is used on dark backgrounds.

Colours

CMYK version is used for 4 color print.
Pantone version is used for 1 color print.
RBG version is used for screen.

Usage example:



1.10. APLAUZ LOGOTYPE

don't's

don't change logotype colours and/or add stroke

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

don't add effects to logotype

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

don't change logotype shape

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

APLAUZ
OWN E-MONEY

don't change logotype content

APLAUZ
E-MONEY

APLAUZ
E-MONEY TRANSFER

APLAUZ
TRADE E-MONEY

Don't's

All of the below directions apply to all of the Aplauz logotype and its colour versions, positive and/or negative.

2. Colors and typography standards

2.1.

APLAUZ COLORS AND TYPOGRAPHY STANDARDS

color system

MAIN COLOR

rgb	cmyk	pantone
R 95 G37 B 159	C82 M97 Yo Ko	PANTONE 267 C

SECONDARY COLORS

rgb	cmyk
r137 g0 b180	c58 m90 y0 ko
r250 g250 b25	c0 m0 y92 ko
r235 g52 b87	c0 m82 y53 ko
r134 g126 b247	c40 m36 y0 ko
r82 g234 b206	c48 m0 y25 ko

GRADIENTS

purple	grey
r215 g198 b230	r217 g217 b214
r193 g167 b226	r208 g208 b206
r144 g99 b205	r187 g188 b188
r117 g59 b189	r167 g168 b170
r88 g44 b131	r136 g139 b141
r81 g45 b109	r99 g102 b106

2.2.

APLAUZ COLORS AND TYPOGRAPHY STANDARDS

typography system

Aplauz primary typography

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽĐ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽĐ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽĐ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

RALEWAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽĐ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

RALEWAY BOLD

Aplauz secondary typography

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

HELVETICA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČĆŽ
abcdefghijklmnopqrstuvwxyzščćž
1234567890!"#\$%&'()=?;:,.

HELVETICA BOLD

