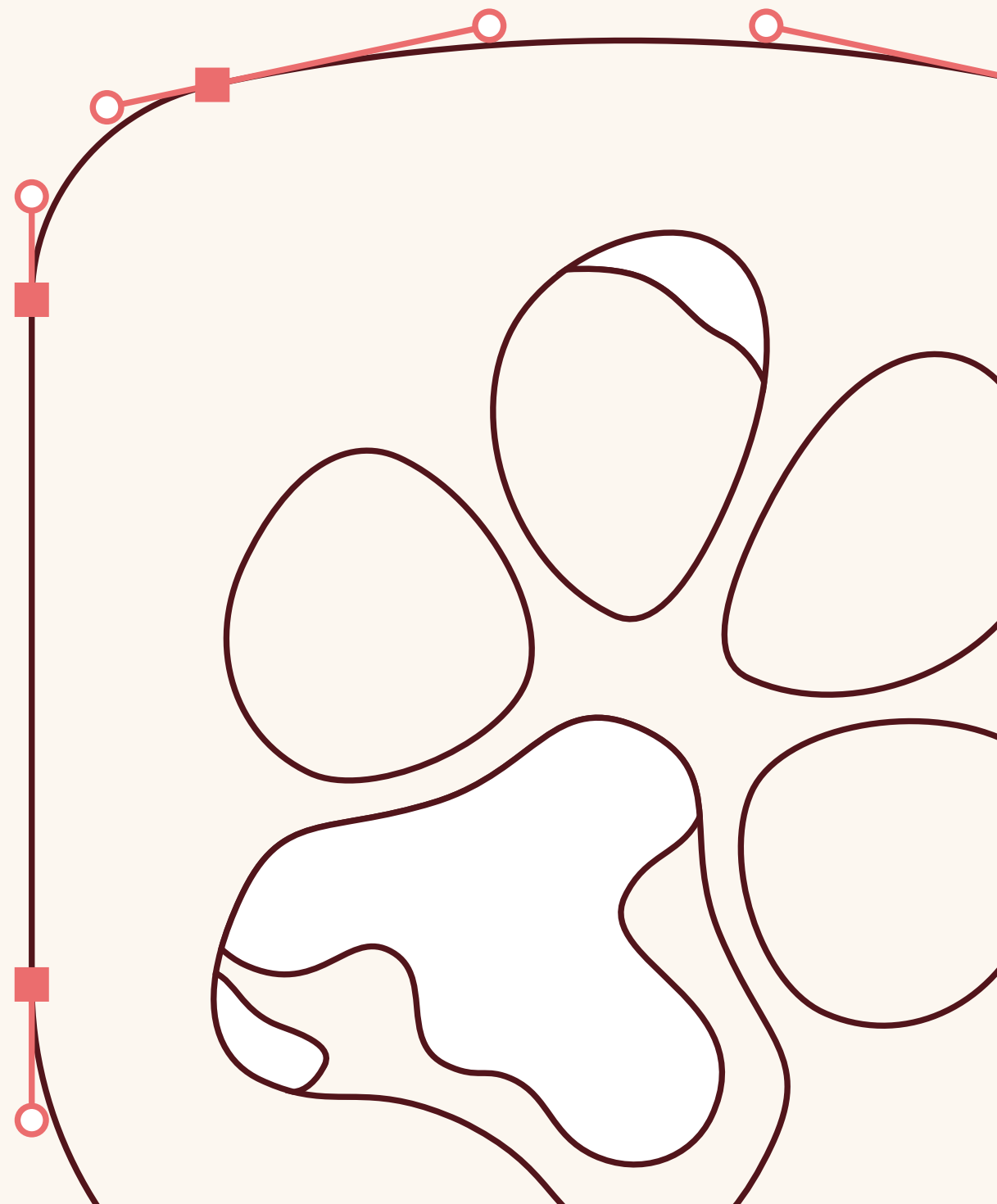Dzyga's Paw

LOGOBOOK

1. INTRODUCTION

The logobook provides clear guidelines and
standards for the correct application and
professional use of the brand's visual identity across
all platforms and media. It includes the logo, colors,
typography, and other brand elements.

All logos can be downloaded from this link

📁 Dzyga'sPaw_Logos

2. PRIMARY LOGO

This is **the primary logo**, it includes all the elements along with the tagline and the flag.

It should only be used when the logo is the main visual element of a large size. For example, the title slide of a presentation, a printed poster, street advertising, etc.
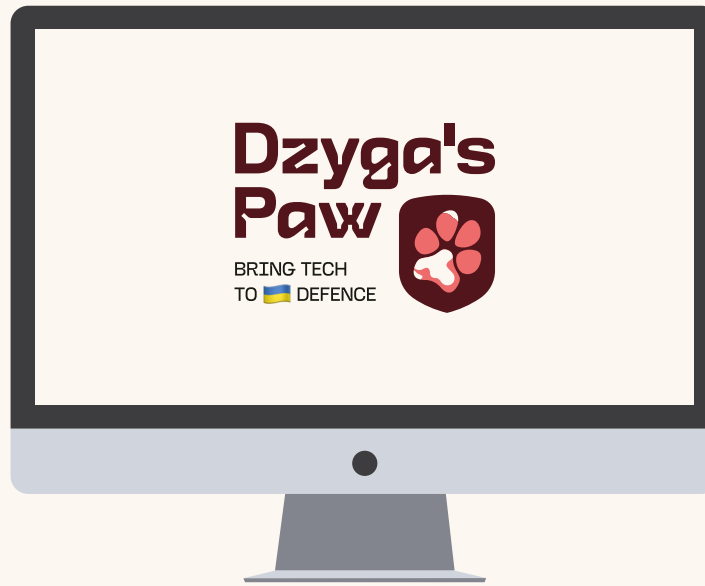
Dzyga's Paw

BRING TECH
TO 🇺🇦 DEFENCE

📁 Primary Logo

Dzyga's Paw

BRING TECH
TO 🇺🇦 DEFENCE

Dzyga's Paw

BRING TECH
TO 🇺🇦 DEFENCE

2. PRIMARY LOGO

Examples of
correct use

3. SECONDARY LOGO

This is **the secondary logo** that includes only the icon and name. It provides for more widespread use in a smaller size. For example, in visuals for social media, next to other logos, on printed documents, on merchandise, etc.

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Secondary Logo

3. SECONDARY LOGO
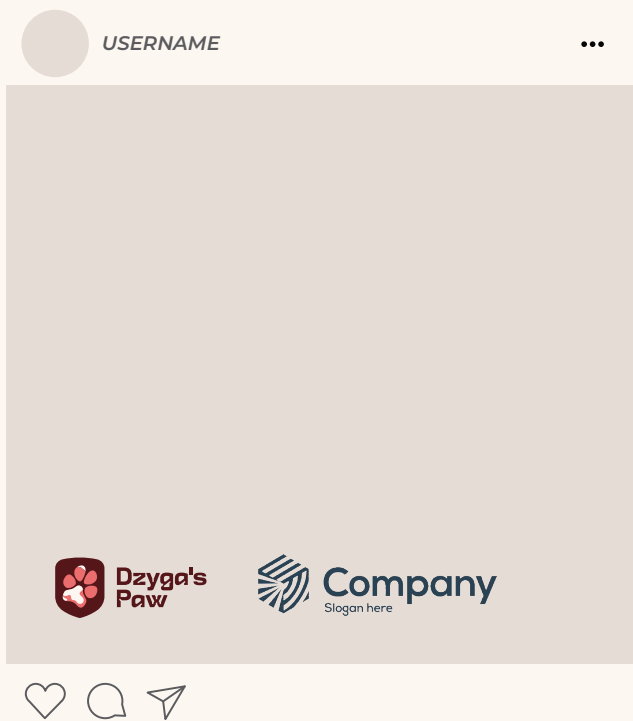

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A monochrome logo should be used only in cases where it is impossible to use more than one color

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3. SECONDARY LOGO

Examples of
correct use

3. LOGO ICON

The icon is used only in cases where no name is needed, and also for the smallest sizes. For example, for social media avatars, stickers, pins, small merch, etc.
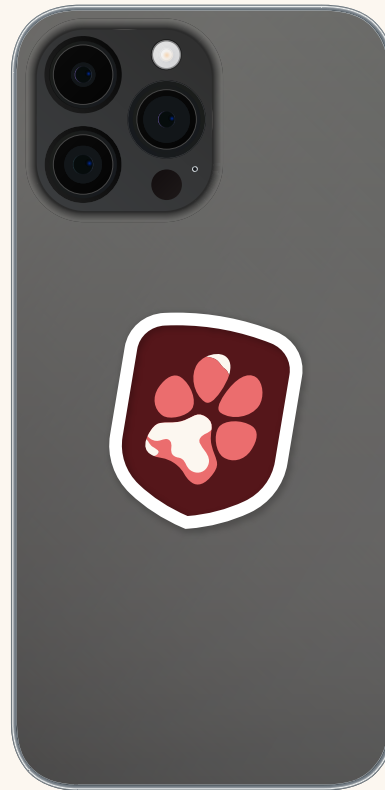
Logo Icon

3. LOGO ICON

A monochrome logo should be used only in cases where it is impossible to use more than one color

3. LOGO ICON

Examples of
correct use

4. INCORRECT USAGE

Changing
the Logo Color

Using Unapproved
Backgrounds

Distorting
the Logo

Changing
the Typeface

Rotating
the Logo

Combining with
Other Elements

Adding Effects

Rearranging
Logo Elements

5. CLEAR SPACE

Clear space is the area surrounding a logo that must remain free of any other visual elements to ensure that the logo stands out clearly and maintains its visual integrity.
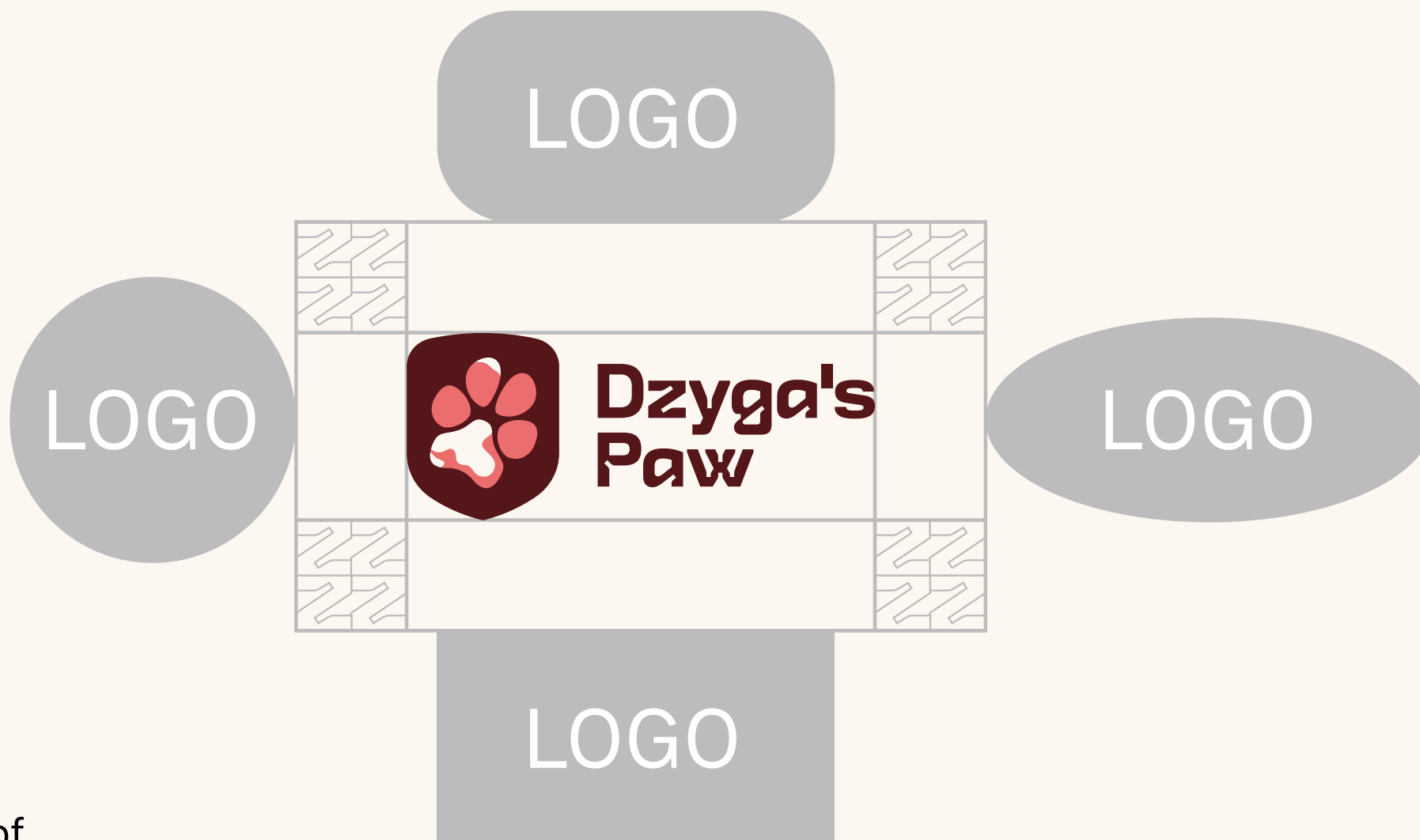
1x module

4x module

5. CLEAR SPACE

Examples of
correct use

Dzyga's Paw

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