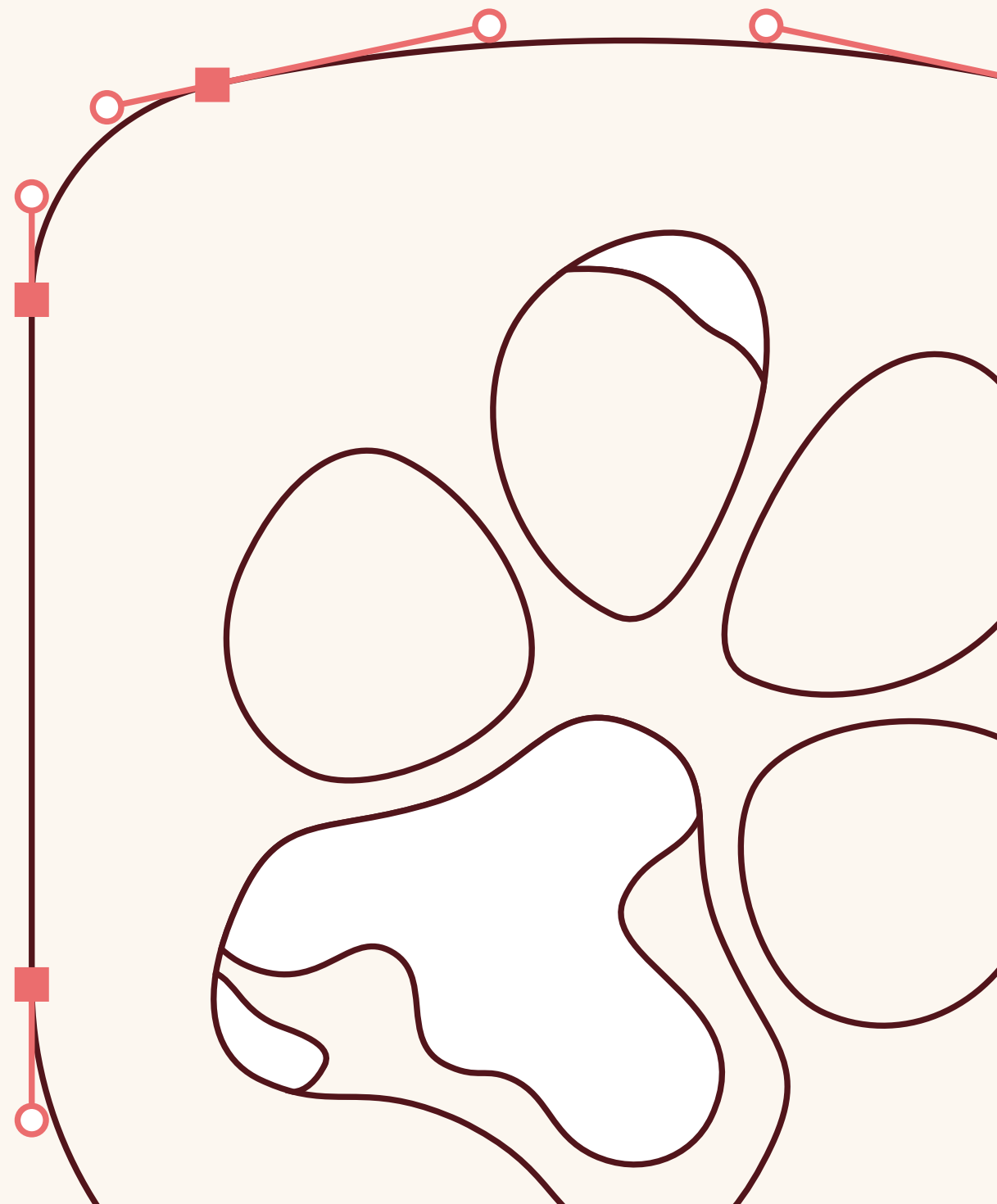




**Dzyga's
Paw**

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.



Primary Logo



Dzyga's Paw

BRING TECH
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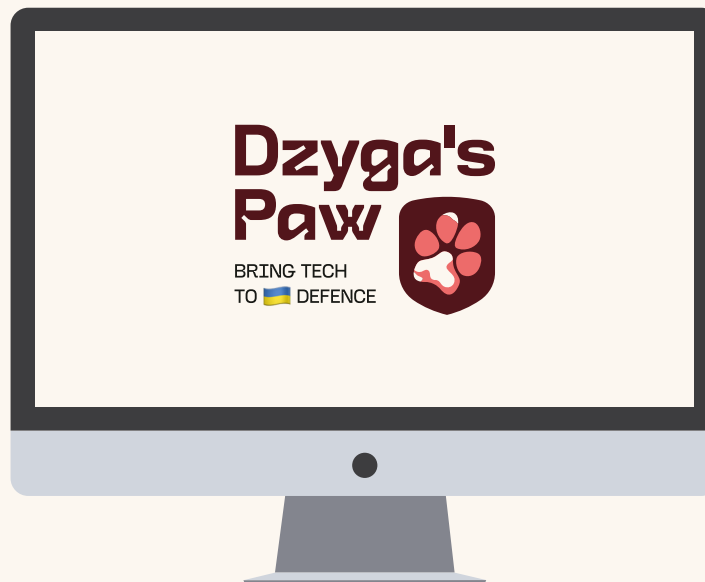


Dzyga's Paw

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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.



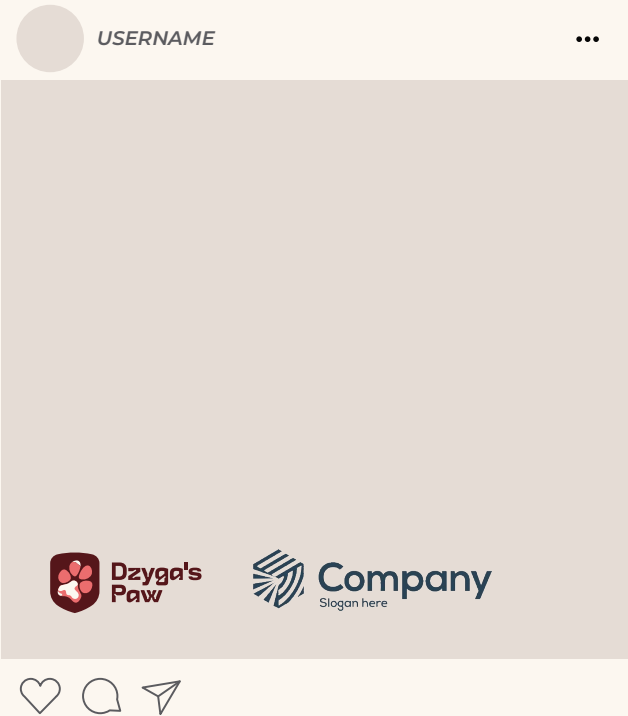
Secondary Logo



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



Examples of
correct use



4. 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.



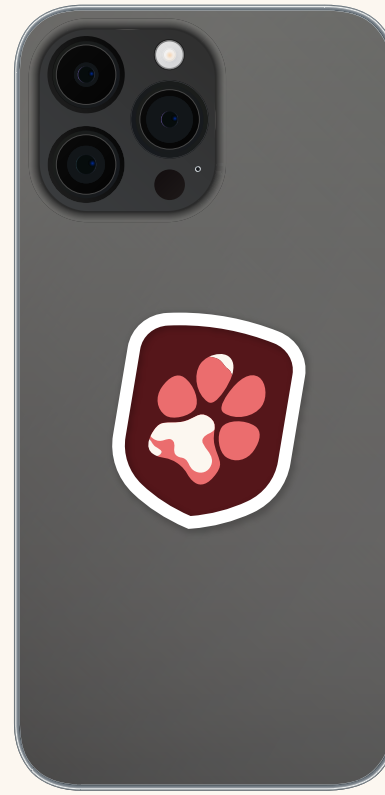
Logo Icon



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



Examples of
correct use



5. 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



6. 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.

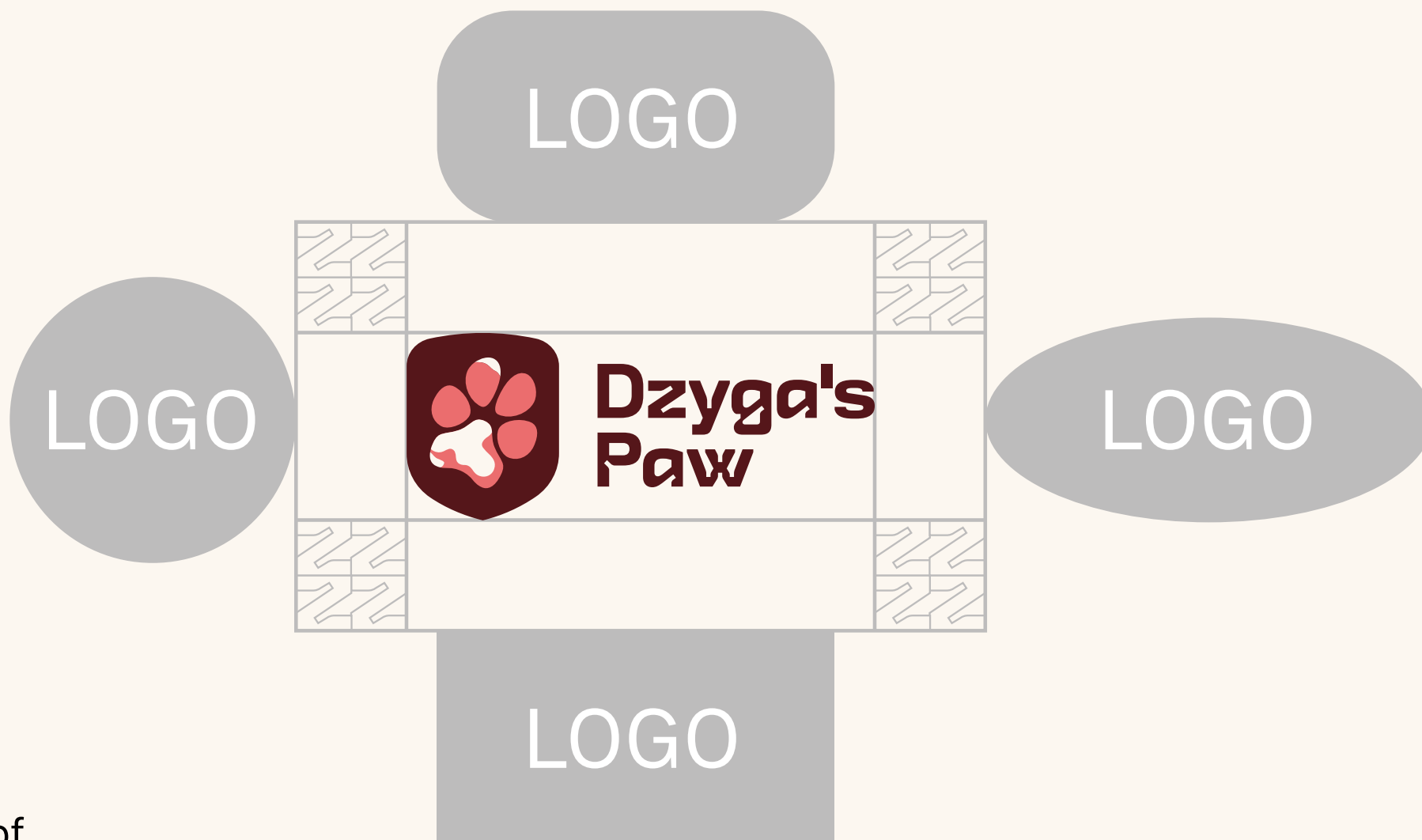


1x module



4x module





Examples of
correct use

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