



**CROTS
-PNU**

Centre de
Ressources
Ouvertes de
Traduction
Spécialisée

crots-pnu.com

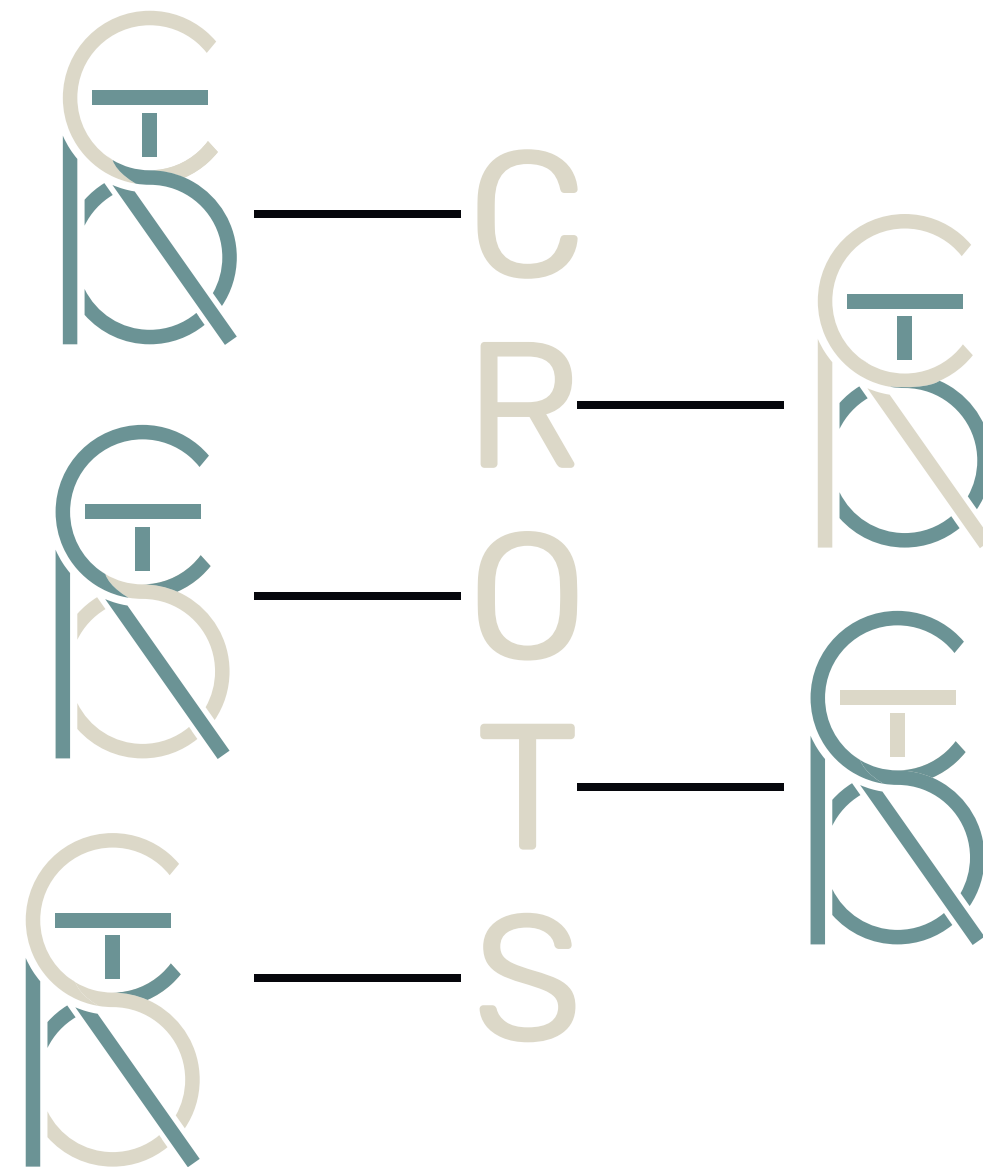
Brand book

Table of Contents

- 1** Logo concept
- 3** Fonts
- 5** Colors
- 7** Safe space
- 8** Placement
- 9** Icon family

Logo concept

the logo was made of the letters
CROTS which is the shortcut for the
research title, Centre de Ressources
Ouvertes de Traduction Spécialisée



Fonts

all the following fonts can be found in the Google fonts website, and they are free to install and use.

Spectral

ABCČĆDĎEFGHIJKLM
NOPQRSŠTUVWXYZŽa
bcčćdďefghijklmnopqrs
štuvwxyzŽАБВГДЕЁЖЗИ
ЙКЛМНОПРСТУФХЦ
ЧШЩЪЫЬЭЮЯабвгде
ёжзийклмнопрстуфхцч
шщъыьэюяĂÂÊÔŮăâê
ôŮ1234567890‘?’“!”(%)[#]
{@}/&\<-++÷×=>®©\$€£¥¢;,:,*

Light

ABCČĆDĎEFGHIJKLM
NOPQRSŠTUVWXYZŽa
bcčćdďefghijklmnopqrs
štuvwxyzŽАБВГДЕЁЖЗ
ИЙКЛМНОПРСТУФХ
ЦЧШЩЪЫЬЭЮЯабвгд
еёжзийклмнопрстуфхцч
шщъыьэюяĂÂÊÔŮăâê
ôŮ1234567890‘?’“!”(%)[#]
{@}/&\<-++÷×=>®©\$€£¥¢;,:,*

Medium

ABCČĆDĎEFGHIJKLM
NOPQRSŠTUVWXYZŽa
bcčćdďefghijklmnopqr
sštuvwxyzŽАБВГДЕЁЖ
ЗИЙКЛМНОПРСТУФ
ХЦЧШЩЪЫЬЭЮЯаб
вгдеёжзийклмнопрсту
фхцчшщъыьэюяĂÂÊÔ
ŮŮăâêôŮ1234567890-
‘?’“!”(%)[#]{@}/&\<-
++÷×=>®©\$€£¥¢;,:,*

Bold

Rubik

ABCČĆDĎEFGHIJKLMNO
PQRSŠTUVWXYZŽabcčćd
ďefghijklmnopqrsštuvw
xyzŽАБВГДЕЁЖЗИЙКЛМН
ОПРСТУФХЦЧШЩЪЫЬЭ
ЮЯабвгдеёжзийклмноп
рстуфхцчшщъыьэюяĂÂÊ
ÔŮŮăâêôŮ1234567890-
‘?’“!”(%)[#]{@}/&\<-
++÷×=>®©\$€£¥¢;,:,*

Light

ABCČĆDĎEFGHIJKLM
NOPQRSŠTUVWXYZŽa
bcčćdďefghijklmnopq
rsštuvwxyzŽАБВГДЕЁ
ЖЗИЙКЛМНОПРСТУФ
ХЦЧШЩЪЫЬЭЮЯабв
гдеёжзийклмнопрсту
фхцчшщъыьэюяĂÂÊÔ
ŮŮăâêôŮ1234567890-
‘?’“!”(%)[#]{@}/&\<-
++÷×=>®©\$€£¥¢;,:,*

Medium

ABCČĆDĎEFGHIJKLMN
OPQRSŠTUVWXYZŽab
cčćdďefghijklmnopqrs
štuvwxyzŽАБВГДЕЁЖ
ЗИЙКЛМНОПРСТУФХ
ЦЧШЩЪЫЬЭЮЯабвгд
еёжзийклмнопрстуф
хцчшщъыьэюяĂÂÊÔŮ
ŮăâêôŮ1234567890-
‘?’“!”(%)[#]{@}/&\<-
++÷×=>®©\$€£¥¢;,:,*

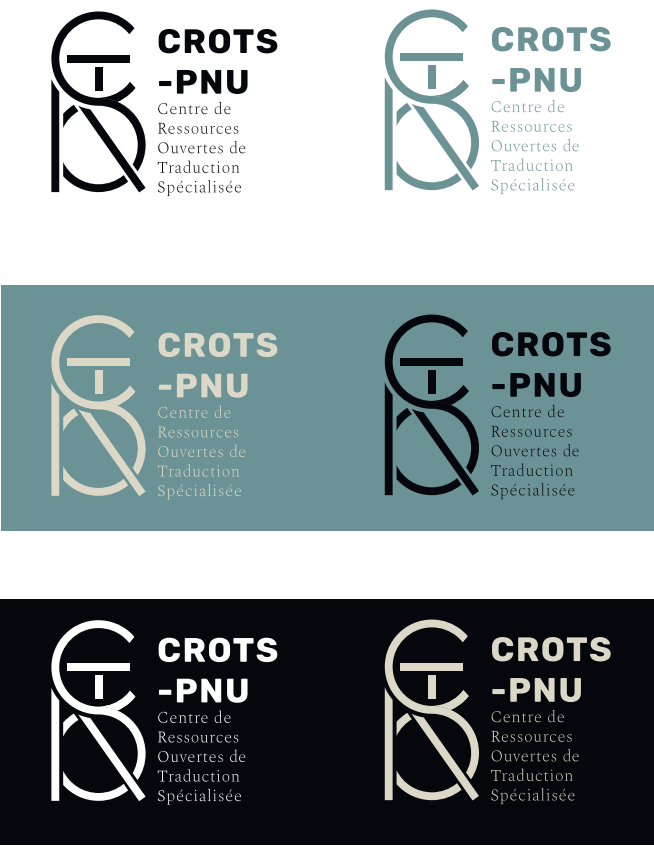
Bold

Usage

Rubik will be used for titles and short text, Spectral is for large body text.

Colors

In addition to the brand colors, the colors of both the Saudi and french flag will be used in the icons



Brand colors



749799



e4dfd1



131415

Flag colors



001489



EF3340



006C35

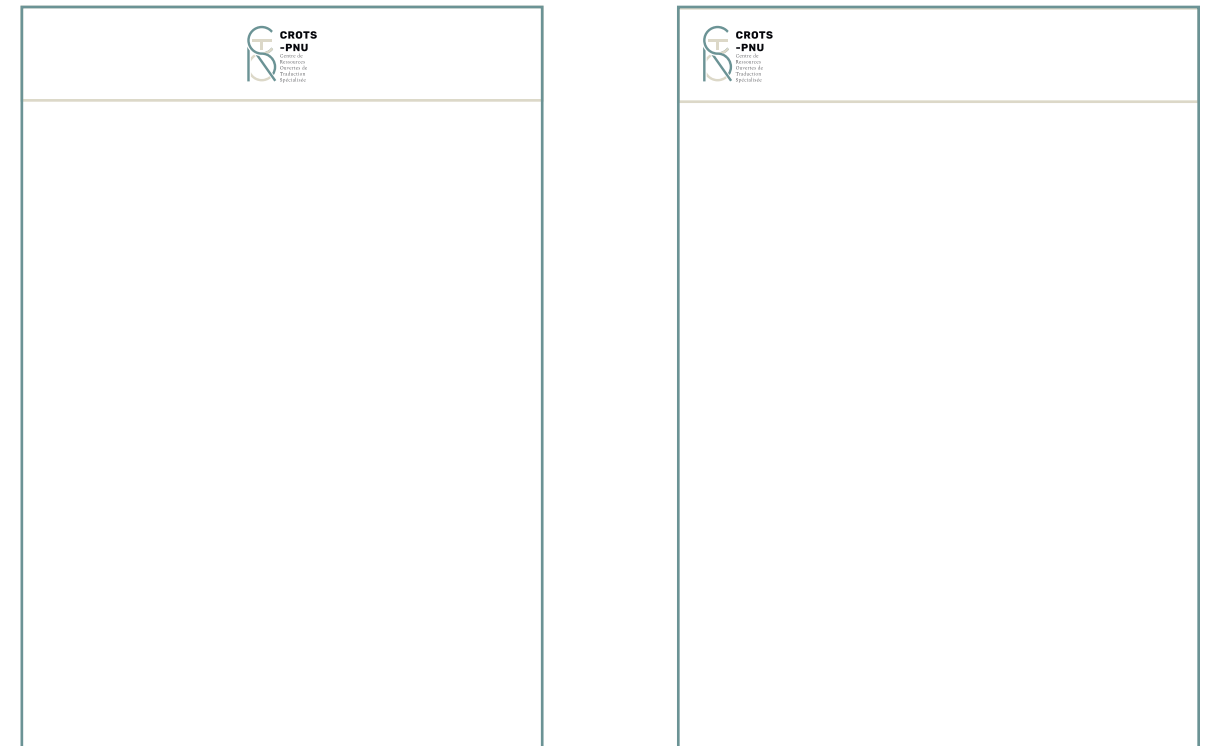
Safe space

A safe space around the logo has been created to protect its integrity and make sure the logo is easy to read.



Placement

The preferred placement for the logo is at the top section of an A4 size paper. Anywhere in the outlined areas shown here is acceptable, although the left corner and center are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces.



Icon family

the icones designed will be used in the website as anchor elements.

Download icons



Sub icons



Vidéos

Activités
d'apprentissage

Lexiques

Textes

Main icons



LITTÉRATEUR



TOURISTIQUE



MÉDIATIQUE



SCIENTIFIQUE



ÉCONOMIQUE



ISLAMIQUE

