



Brand name

Tagline text

BRANDBOOK

Logo and corporate identity
guidelines



Content

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The rules for using the logo are very important. You, as the owner of your enterprise or company, must understand that it is the logo that represents your brainchild, and you need to be very careful, responsible and sensitive to its use.



For print media, where the use of the color version of the logo is impossible for objective reasons, the use of the logo in grayscale is allowed.



Minimum size

The minimum size defines the limit for applying the logo to various surfaces in order to maintain correct perception and readability. Any deviation from the logo design standards can negatively affect the brand image and is unacceptable.

Brand name



20 MM



30 MM



40 MM

Logo

Protective field

The minimum allowable distance from the logo to other graphic elements, including text and format borders. For simplicity of measurements, we take the height of the title font.



text text text text text text text text text text
text text text text text text text text text text
text text text text text text text text text text
text text text text

Any deviation from the logo color standards can negatively affect the brand image and is unacceptable.

The preferred version of the logo is a colorful logo on a white background.

Title color:



Title color:

Web: #0b5c7f
Print: C:91 M:28 Y:0 K:50
Screen: R:11 G:92 B:127



Tagline:

Web: #0c83b6
Print: C:93 M:28 Y:0 K:29
Screen: R:12 G:131 B:182



Background color:

Web: #ffffff
Print: C:0 M:0 Y:0 K:0
Screen: R:255 G:255 B:255

Color solution of the sign:



Web: #4ff0e0
Print: C:67 M:0 Y:7 K:6
Screen: R:79 G:240 B:224



Web: #029fca
Print: C:99 M:21 Y:0 K:21
Screen: R:2 G:159 B:202



Web: #00689c
Print: C:100 M:33 Y:0 K:39
Screen: R:0 G:104 B:156

The corporate font plays a significant role in the complex of the entire corporate identity and to a large extent determines the artistic solution of a document or other visual information that contains text.

Even if the logo does not contain the tagline "tagline font" can be used in the design, because it fits well with the font of the title.

Title font:

«PT Sans Bold»

Abc

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSs
TtUuVvWwXxYyZz

АаБбВвГгДдЕеЖжЗзИиКкЛлМмНнОоПпРрСс
ТтУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя

1234567890

Tagline font:

«PT Sans Reg»

Abc

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSs
TtUuVvWwXxYyZz

АаБбВвГгДдЕеЖжЗзИиКкЛлМмНнОоПпРрСс
ТтУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя

1234567890

Corporate design font:

«Georgia»

Abc

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSs
TtUuVvWwXxYyZz

АаБбВвГгДдЕеЖжЗзИиКкЛлМмНнОоПпРрСс
ТтУуФфХхЦцЧчШшЩщЪъЫыЬьЭэЮюЯя

1234567890

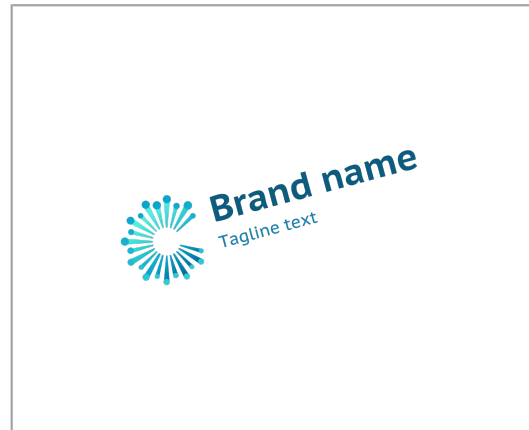
Prohibited use

It is unacceptable to make any additional and unspecified changes to the logo. Modification of the logo can distort the visual perception of the idea or lose its original semantic meaning.

✗ Do not squeeze



✗ Do not tilt



✗ Don't use complex backgrounds



Useage on photo materials

The logo often needs to be used directly on the photo, therefore there are simple rules for the location of the logo. It is necessary to use the logo on a uniform and light part of the photo, if there is no such part, choose another image or refuse to use the logo on it.

✓ Use the logo on a light, uniform background



✗ The logo is lost on a complex background



CORPORATE DESIGN

Usage guidelines



Brand name

Tagline text

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

Sincerely,
Allen Carter

A handwritten signature in black ink that reads "Allen Carter".



Corporate design

Business card

Recommendations for printing:

Use paper with a weight of 250g/m2 or more

Types of paper:

- White matt coated (standard)
- White linen (interesting texture))
- Touch cover (velvet, pleasant to the touch)

Size: 94x54 mm

Font: Georgia

Font sizes

Name: 10 pt

Phone numbers: 8 pt

Position: 8 pt

E-mail: 8 pt

Website: 8 pt

Address: 8 pt



Recommendations for printing:

Plain printer paper is suitable for letterhead printing. Make sure that the paper is straight and not damaged, if you have a letterhead with a backing (background image), it is advisable to use a printer with borderless printing

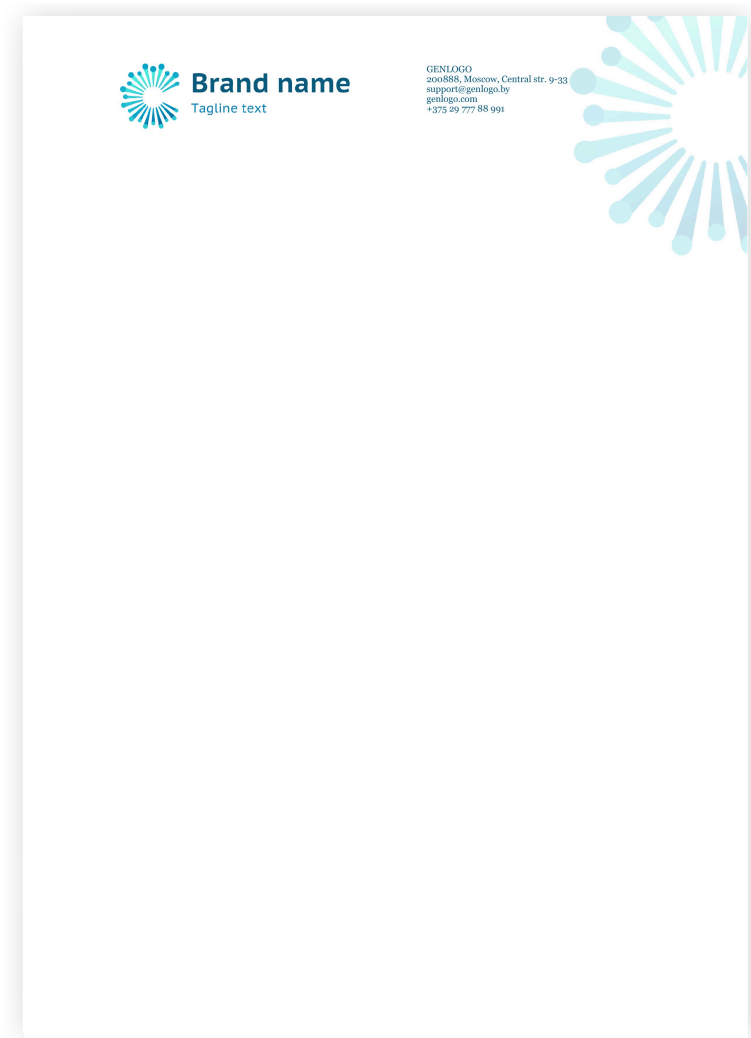
Format: A4 (297x210 mm)

Font: Georgia

Font sizes

Requisites: 7 pt

Основной текст: 10 pt



Recommendations for printing:

Full color digital printing of the front part is used.
When printing a euroenvelope, blanks are used
(check availability with the printing house).

Format: 220x110 mm

Font: Georgia

Font sizes

Address: 9 pt






Brand name
Tagline text

Respect your brand
and you will have a
line of customers!

We wish you prosperity and success!
Regards, genlogo.com team

GENLOGO