

Quick guide on use
of corporate style



BRAND BOOK

PURPOSE

OF THE GUIDE

This guide is the main document governing the use of corporate style of the company and contains detailed information about the elements of the **corporate style**, its colour shades and graphic design, and rules of use on different media.

Any deviation from the rules provided in the guide is not recommended, as it can affect the system of accurate identification of the company by its clients and partners.

CORPORATE STYLE

WHAT IT IS

Corporate style is a combination of permanent graphic, visual, informational elements used by the company to manifest its individuality. Reflecting the company's individuality among competitors is seen as a way of improving the quality and efficiency of the company's advertising, the unique corporate identity of its branches, representative offices and subsidiaries of the company.

TERMS

BASIC

Trademark is a graphic element, performed in a particular graphic style, which meets the criteria of novelty and protectability. Its graphic pattern is of special importance. The main function of the trademark is identification. **Logo** is the name of the company written with a recognizable font and is a unique graphic pattern. Firm block is a combination of logo and trademark.

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logo

colour palette brand
colour scheme



PART 2

Colours

brand colours
primary, monochrome



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Fonts

brand base
and auxiliary



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Elements

stylistic elements
infographics



PART 5

Media

social networks
technical parameters



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Documents

commercial documents
promotional materials



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promotional items,
metal structures



PART 8

Clothing

branded, work
clothing



PART 9

Transport

branding of passenger cars
and trucks



LOGO AND COLOUR PALETTE OF A BRAND

primary colours

Guide on corporate style

PART 1

MAIN LOGO

Main version of the logo



Horizontal writing of the company's logo is only used along with the mark on one line.

The minimum width of the logo is 20 mm. It is unacceptable to make it smaller, even on smaller sizes. Elements of the logo must always remain distinguishable.



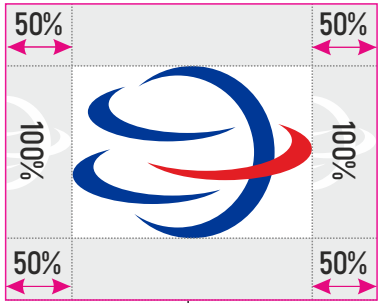
20 MM

LOGO CREATION OF LOGO

Area of comfortable placement
of any graphic elements



All parts of the logo are proportionally interrelated and cannot be changed, as well as their relative positions and relative sizes. Minimum free space defines the location of the logo on an advertising media, it provides the best visual perception.



in some cases, a corporate symbol is used separately from the logo.

LOGO COLOUR AND MONOCHROME

VERSIONS OF LOGO



A version of the logo in two and less colours is allowed if there is no technical possibility to use its full version with gradient the layout (to avoid incorrect rendition of brand image). The combination with the main and additional colors, inversion of black and white in the logo is acceptable.



LOGO ON BACKGROUND

If the logo is sufficiently contrast against the background, its colour version is used, if not, use the monochrome version of the logo.



IMPROPER USE OF THE LOGO

Corporate style dictates certain standards which must be adhered to, so that it did not lose its recognizability. Below are the most common mistakes in the use of the logo.



- ✗ not allowed to apply to the logo the use of special effects



- ✗ any distortion of the logo is unacceptable both in height and in width



- ✗ it is not allowed to use raster the image is low quality



- ✗ not acceptable to use on the background do not match-current reading of the logo



- ✗ not acceptable to use the contour of the stroke



- ✗ is not allowed to change the distance between letters



- ✗ it is not permitted to change the colors logo



- ✗ it is unacceptable to use the logo with low contrast



CORPORATE COLOURS

main and
Monochrome

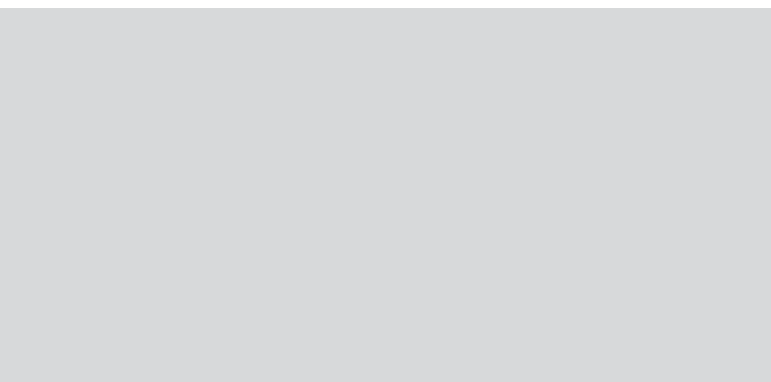
Guide on corporate style

PART 2

BRAND COLOURS



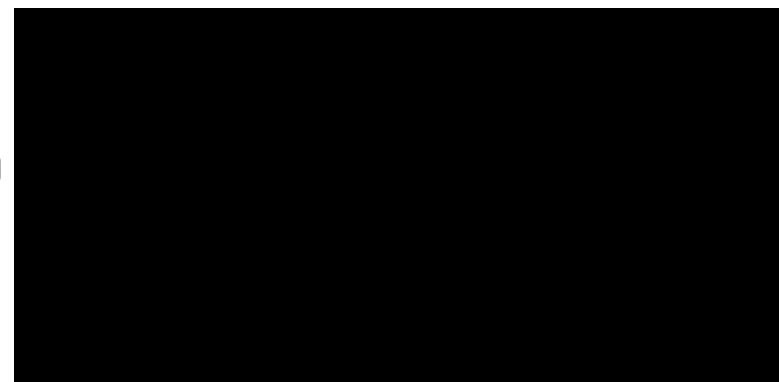
Pantone 485 C
CMYK 0-100-95-0
RGB 227-0-15



Pantone CoolGray 3C
CMYK 0.0.0.17
RGB 201.202.200



Pantone Dark Blue C
CMYK 98-82-0-0
RGB 47-48-137



Pantone Dark Blue C
CMYK 50-50-30-100
RGB 0-0-0



BRAND FONTS

main and
additional

Guide on corporate style

PART 3

MAIN FONT

The main brand font is Akrobat in the styles light, regular, bold, extra bold. The main text can be typed with Akrobat light, headers can be typed with Akrobat black, minimum allowed font sizes 7, main text 10 pt, service information 7pt, typed text 11 pt

ABC 123

Akrobat black

HEADER

Akrobat light

Main Font

Akrobat Extra light

Main Font

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCÇDEFGĞHIJKLMNOPRŠTUÜVYZ
abcçdefgğhijklmnoöprsštuüvyz

ADDITIONAL FONT

Additional brand font is Neo Sans Pro in font styles light, bold. The main text can be typed with Neo Sans Pro, headers can be typed with Neo Sans Pro bold, minimum allowed font sizes 7, main text 10 pt, service information 7pt, typed text 11 pt

ABC 123

Neo Sans Pro

HEADER

Neo Sans Pro

Main Font

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



ELEMENTS OF INFOGRAPHICS

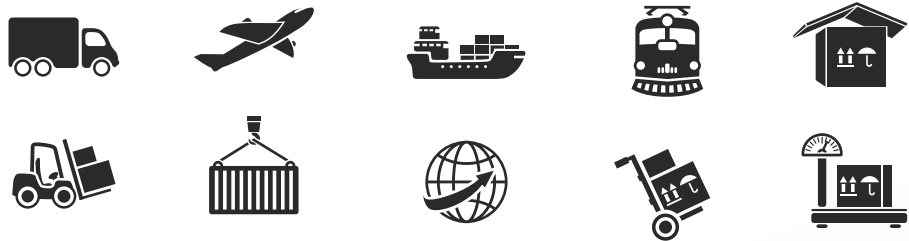
stylistic elements

Guide on corporate style

PART 4

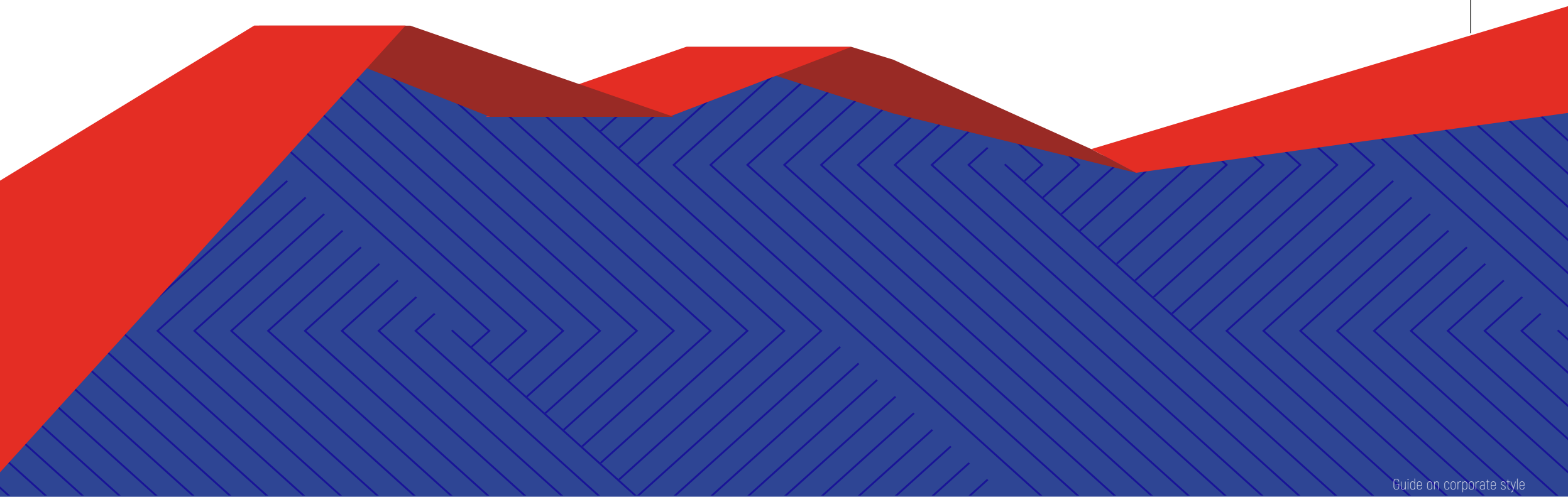
ELEMENTS OF INFOGRAPHICS

the company logo and decorative elements can be used in combination with each other or separately depending on graphic tasks.



STYLE FORMING LINE

the line is used in combination with the pattern in the form of a thin symmetrical lines with or without fill combining brand colours. The company logo and decorative elements can be used in combination with each other or separately depending on graphic tasks.



ELEMENTS OF INFOGRAPHICS

The line is also used as a design element with raster images with combination of brand colours; the company logo and decorative elements can be used in combination with each other or separately depending on graphic tasks.





SOCIAL NETWORKS

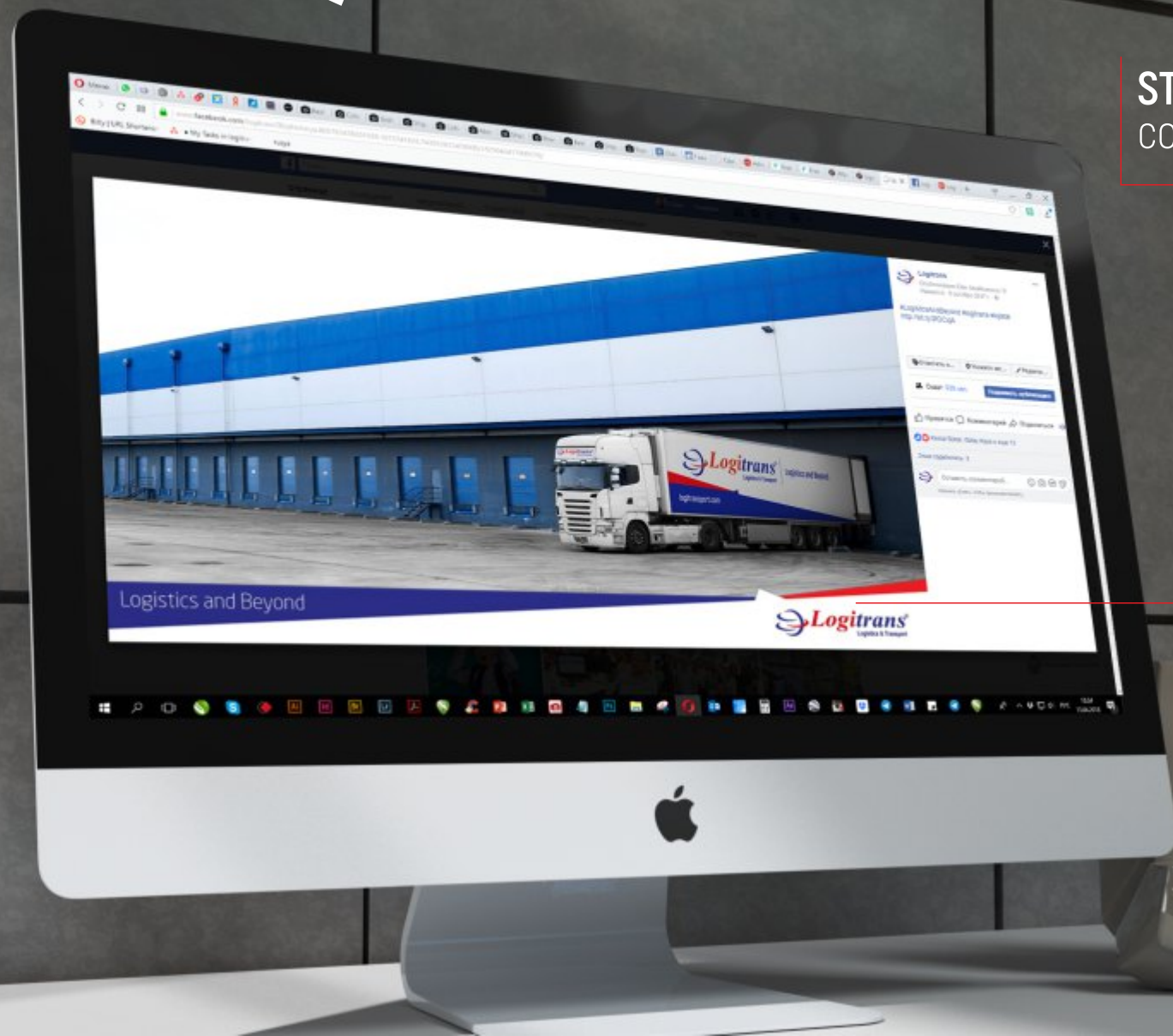
Promotional and information
materials.

Guide on corporate style

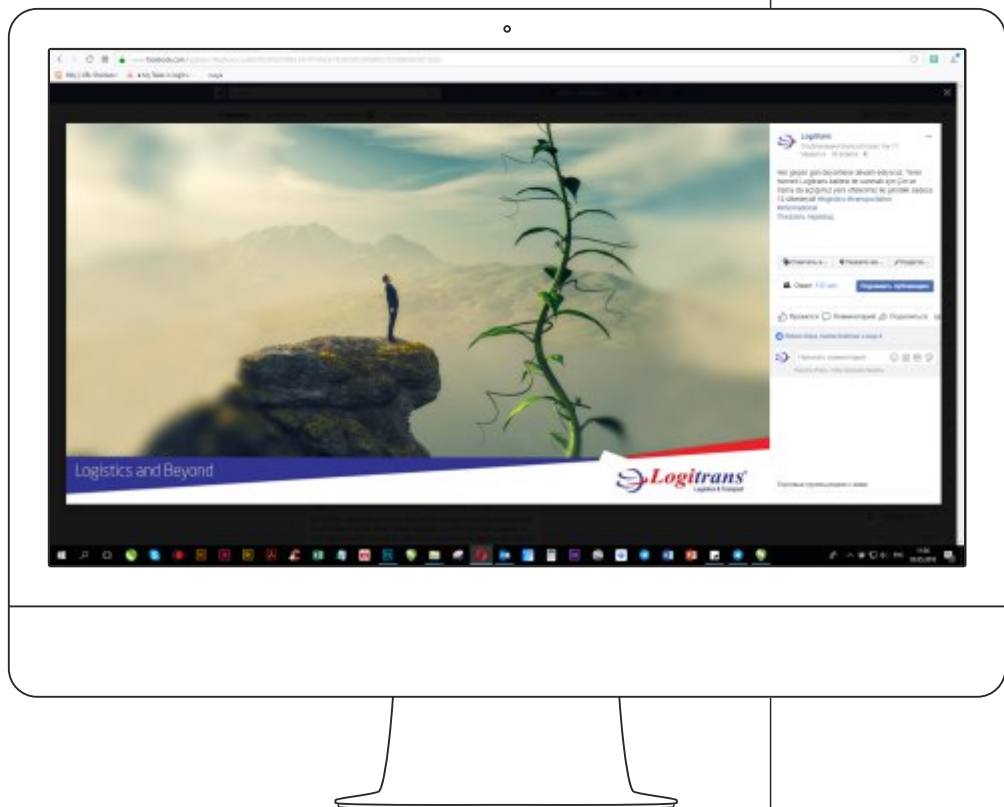
PART 5

SOCIAL NETWORKS

STYLE-FORMING LINE
consisting of brand colours RGB



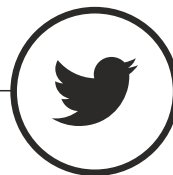
SOCIAL NETWORKS



PROFILE PHOTO	COVER PHOTO	PHOTO TO POST
160 x 160	828 x 315	1200 x 630
ratio 1:1	ratio 1:2,7	ratio 1:2,7
formats jpeg, png	formats jpeg, png	formats jpeg, png



PROFILE PHOTO	COVER PHOTO	PHOTO TO POST
60 x 60	974 x 330	646 x 220
ratio 1:1	ratio 1:1	ratio 1:2,7
formats jpeg, png	formats jpeg, png	formats jpeg, png



PROFILE PHOTO	COVER PHOTO	PHOTO TO POST
400 x 400	1500 x 1500	1024 x 512
ratio 1:1	ratio 3:1	ratio 2:1
formats jpeg, png	formats jpeg, png, gif	formats jpeg, png

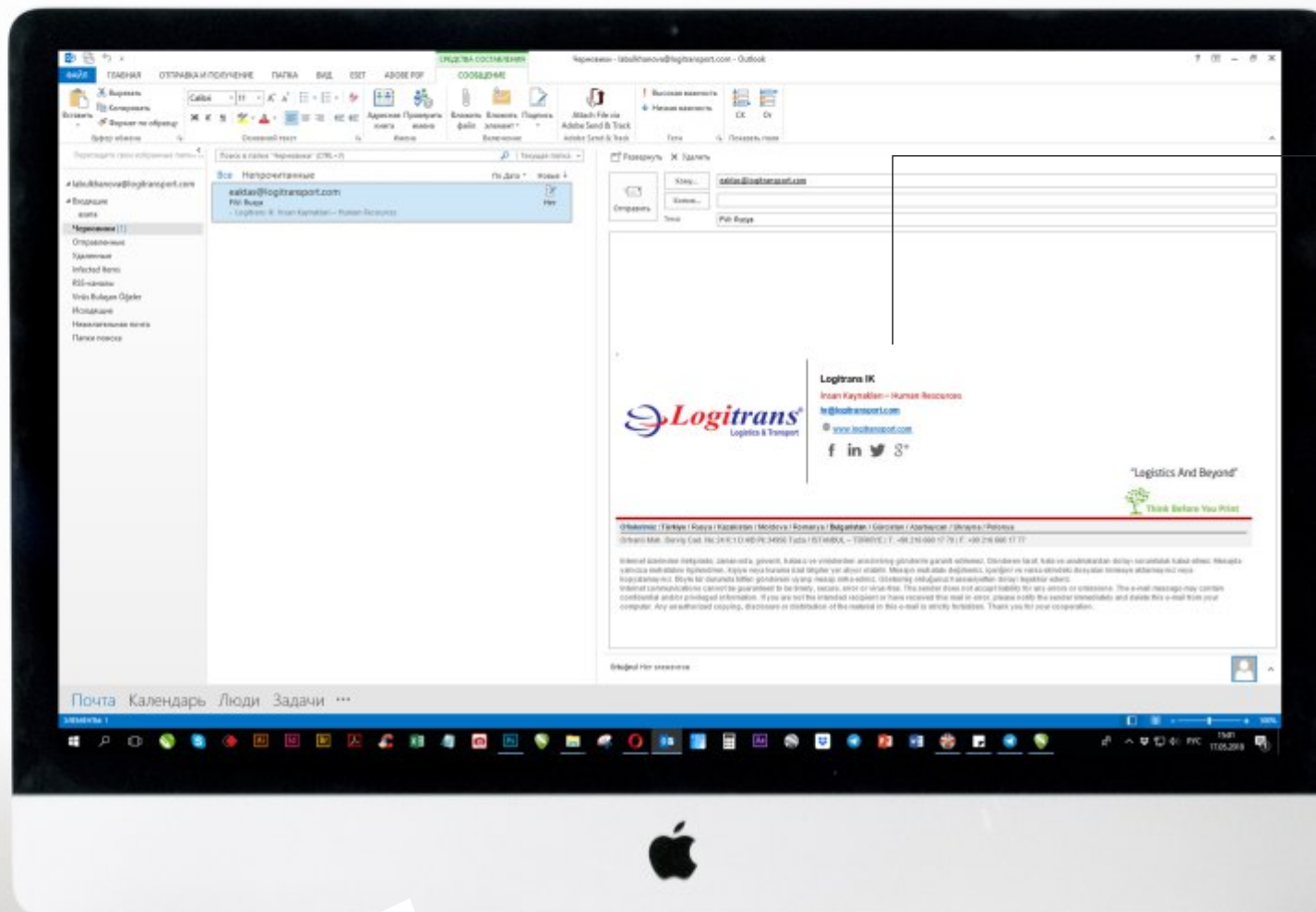


PROFILE PHOTO	COVER PHOTO	PHOTO TO POST
60 x 60	930 x 523	2048 x 2048
ratio 1:1	ratio 7:8:1	ratio 1:1
formats jpeg, png	formats jpeg, png, gif	formats jpeg, png



PROFILE PHOTO	PHOTO TO POST
200 x 500	800 x 525
ratio 1:1	ratio 1:1
formats jpeg, png	formats jpeg, png

EMAIL



THE CORPORATE SIGNATURE at the bottom of the letter is composed of firm logo elements, social labels, slogan, eco emblems, contact details and text part these items are required when sending corporate email



IF YOU NEED THE CORPORATE SIGNATURE FILE
YOU CAN DOWNLOAD FROM OUR WEBSITE



COMMERCIAL DOCUMENTATION

Promotional and information
materials. Offset, digital
products

Guide on corporate style

PART 6

COMMERCIAL DOCUMENTATION

Promotional and information materials

CORPORATE BUSINESS CARDS

Size:

90x50 mm

Chromaticity:

4+0 (CMYK)

Material:

matte white paper (no stamping),
density not less than 300 g/m²

Printing method:

offset, digital printing

Post-printing effects

Matte lamination 30 MCR

UV varnish (Ultraviolet varnish finishing of logo)



COMMERCIAL DOCUMENTATION

Promotional and information materials



LETTERHEAD

Size:

A4 210 x 297

Chromaticity:

Chromaticity 4+0

Material:

paper 90-120 g/m²

Printing method:

offset, digital printing

COMMERCIAL DOCUMENTATION

ENVELOPE



COMMERCIAL DOCUMENTATION

Promotional and information materials



CATALOGUE

Size:

297 x 210, horizontal

Chromaticity 4+4

Paper for cover 250 g/m²

+Matte lamination 30 MCR

+ UV varnish finishing

Paper for pages 130 g/m²

+ bond: metal staples

Printing method:

offset, digital printing



COMMERCIAL DOCUMENTATION

Promotional and information materials



Application area
of UV varnish

COMMERCIAL DOCUMENTATION

Promotional and information materials

CORPORATE BROCHURE

Size:

840 x 297 mm

210 x 297 finished form

Chromaticity:

4+4 (CMYK)

Material:

matte white paper 200 g/m²

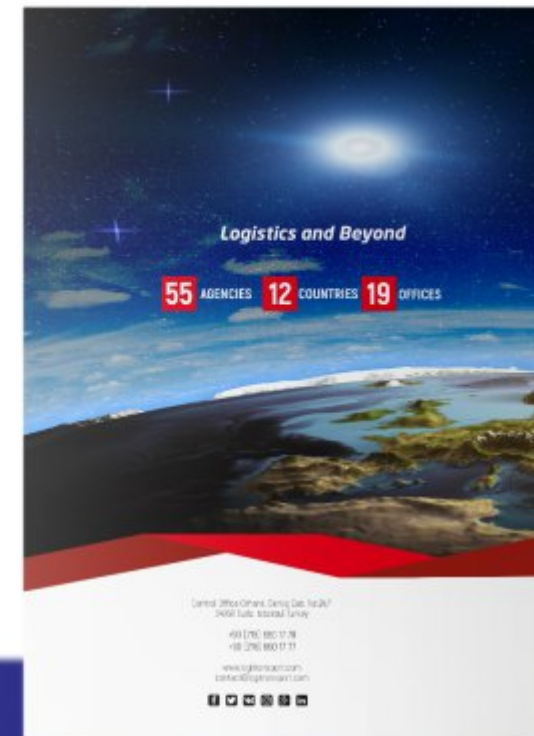
Printing method:

offset

Post-printing effects:

Matte lamination 30 MCR

+ UV varnish (Ultraviolet varnish finishing of elements)



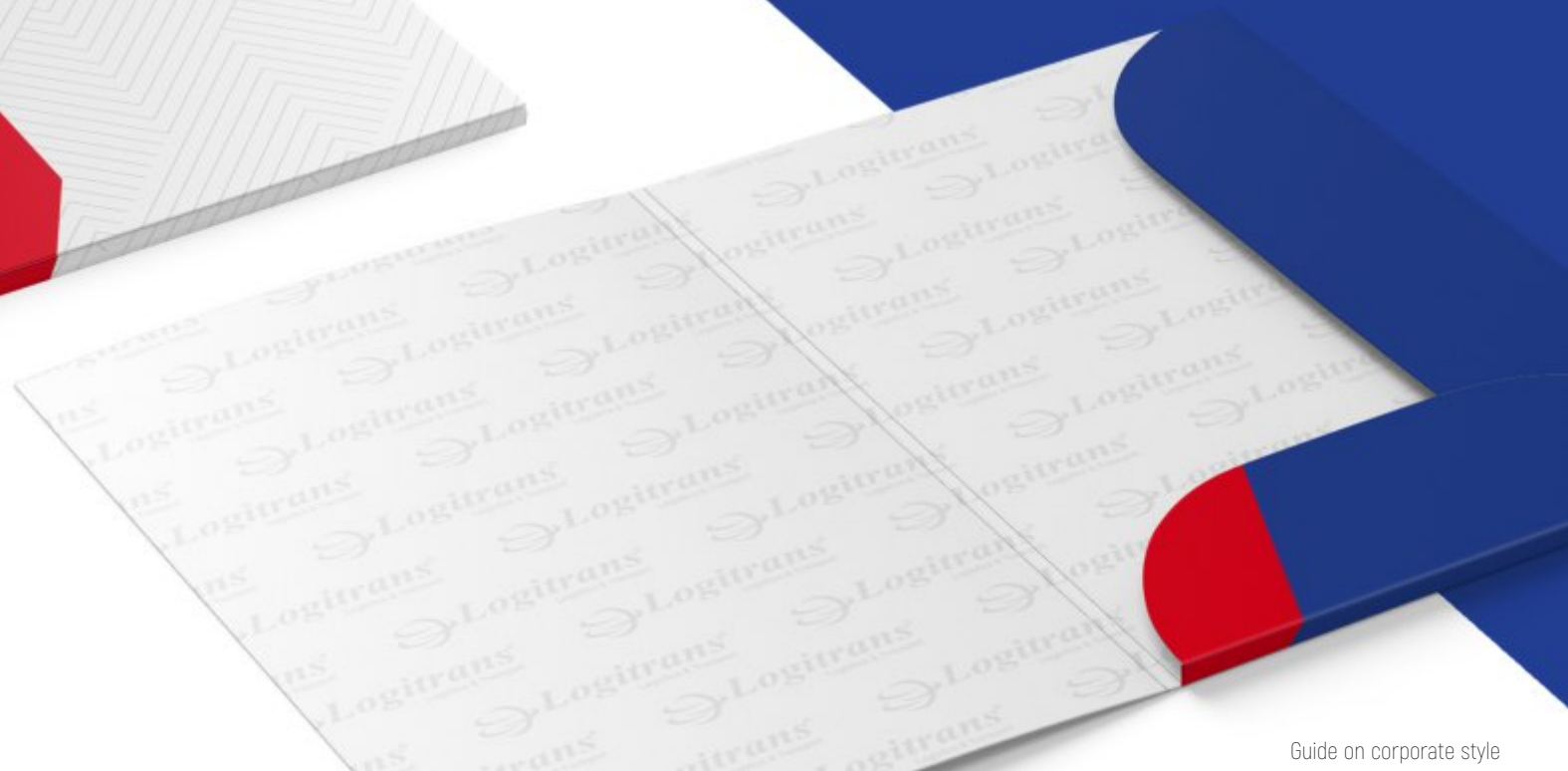
Promotional and information materials

size when opened 840 x 297 mm



COMMERCIAL DOCUMENTATION

Promotional and information materials



FOLDER

Size:

210 x 30 mm

Chromaticity:

4+1

Material:

Paper 350 g/m²

Post-printing effects:

brand die-cutting

Matte lamination 30 MCR

+ UV varnish finishing of decorative elements

COMMERCIAL DOCUMENTATION

Promotional and information materials

PAPER BAG

Size:

360 x 250 mm

Material:

thick coated paper 300 g/m²,

Chromaticity 4+0

Post-printing effects:

Matte lamination 30 MCR

UV varnish finishing of logo 1+1,

handles of white twisted cord,

white metal eyelets 5 mm



OUTDOOR ADVERTISING



OUTDOOR FLAG

Size:

1500 x 100 mm

Material: printing satin white

Chromaticity 4+4,
edges finishing method:
tacking or hot scissors
cutting

OUTDOOR ADVERTISING

ROLL UP

with reinforced frame of thick aluminium
weight 3 kg.

Size:

840 x 2000 mm

Chromaticity:

4+0 (CMYK)

Material:

coated banner fabric

Printing method:

large-format printing

Photo panel mounting:

clamping plate (upper), bottom is glued

Stand colour: silver





PROMOTIONAL ITEMS

Advertising handout
promotional materials

Guide on corporate style

PART 7

PROMOTIONAL ITEMS

PENS

plastic

Printing method:

pad printing

Chromaticity:

1+0

Material:

plastic pens (various types)

of three colours





BRANDED CLOTHING

accessories and working
warehouse clothing

Guide on corporate style

PART 8

BRANDED CLOTHING

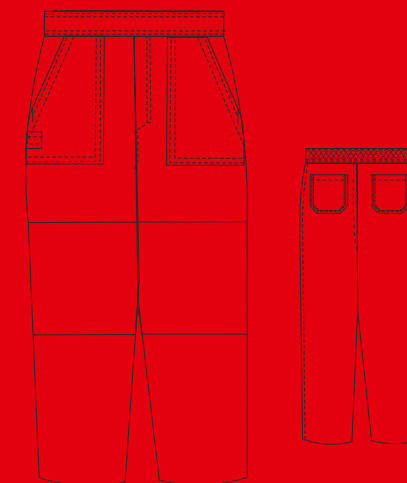
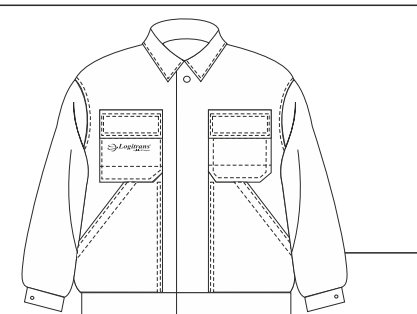
WAREHOUSE CLOTHING

Zipped short jacket
drawers

Fabric:
protects from physical impact
and general industrial dirt
polyester and cotton (35 percent)

Colour:
Grey with blue inserts

Logo application method:
embroidery / thermal transfer



BRANDED CLOTHING



T-SHIRT

short sleeve and
oval neckline.

Fabric:

100% cotton

Colours:

blue and white

Logo application method:

embroidery / thermal transfer

BRANDED CLOTHING



SWEATSHIRT

zipped, type of sleeve:

set-in

Fabric:

mollettone

Colours:

red

Logo application method:

Embroidery

HIGH-VISIBILITY VEST

of increased visibility for
visual detection with sewn-in
reflective stripes

Fabric :

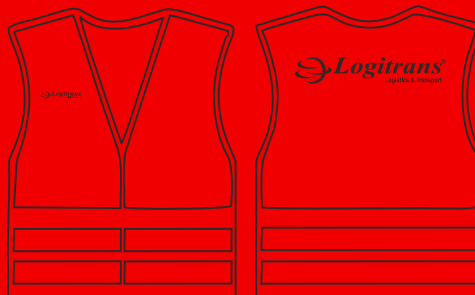
fluorescent polyester fabric

Colour:

yellow

Logo application method:

flexography black



BRANDED CLOTHING

GLOVES

five-finger, nylon
with nitrile coating

Fabric:

nylon

Colour:

Blue



PROTECTIVE HELMET

vented, textile headband

head sweat-absorbent insert

Temperature range - 30 to + 50

Fabric

high-impact plastic, thermotek

Color blue

Logo application method

screen printing



VEHICLES BRANDING

branding of passenger cars,
freight transport

Guide on corporate style

PART 9

TRANSPORT BRANDING

passenger car



PASSENGER CAR

Colour:

white

Material:

Oracal film

2+0

Printing method:

plotter cutting



TRANSPORT BRANDING

Truck

FREIGHT TRANSPORT

Chromaticity 4+4

Material:

TENT CLOTH

Printing method:

LARGE-FORMAT PRINTING

4+0



TRANSPORT BRANDING

Truck

FREIGHT TRANSPORT

Chromaticity 4+4

Material:

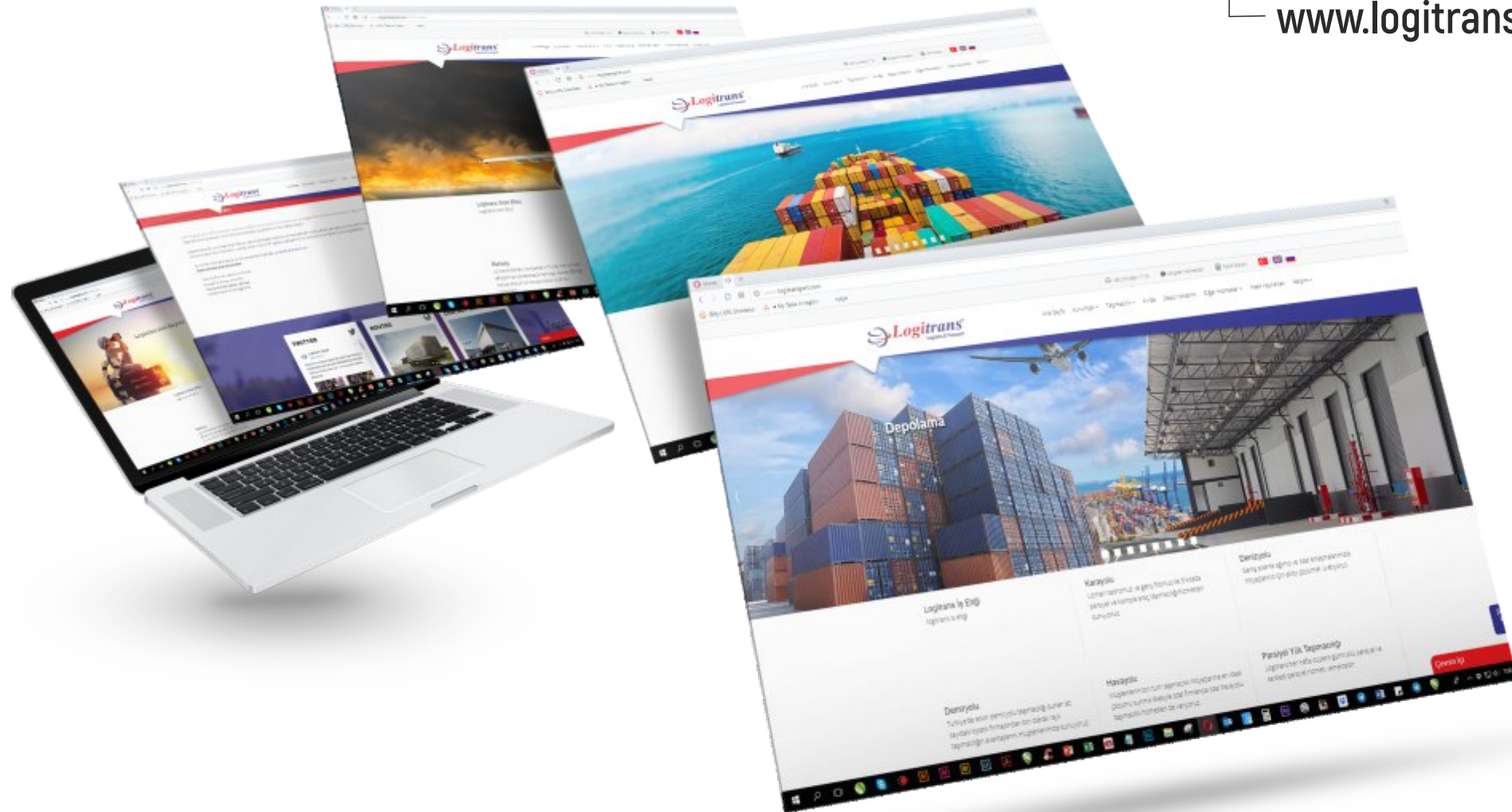
TENT CLOTH

Printing method:

LARGE-FORMAT PRINTING

4+0





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