



# BRAND BOOK<sup>\*</sup>

<sup>\*</sup> Documentation on the use of the corporate identity

Issue: June 15, 2015

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\* - The path to the location of files on the disk.

W

A

## Logo creation concept

First impression - the impression of rigor and style logo.

Simple concise lines give the "high cost" logo, on the basis of "All brilliant - easy." Also this fact contributes to the fact that initially, at the logo of the development stage in the brief, was tasked to create a style for people of a private club. That is why the sign, in addition to "factors of style," also have "smart factor."

Graphic element assembled from two symmetrical caps «V + V». Grid construction of the logo consist perfect proportions. Thus, it has been created a simple readable and actual graphic mark having further broad functional application.

Created logo is functional and easy to use on a variety of advertising media, promotional gifts, clothing, etc. It reflects the values of the brand and its emotional characteristics.

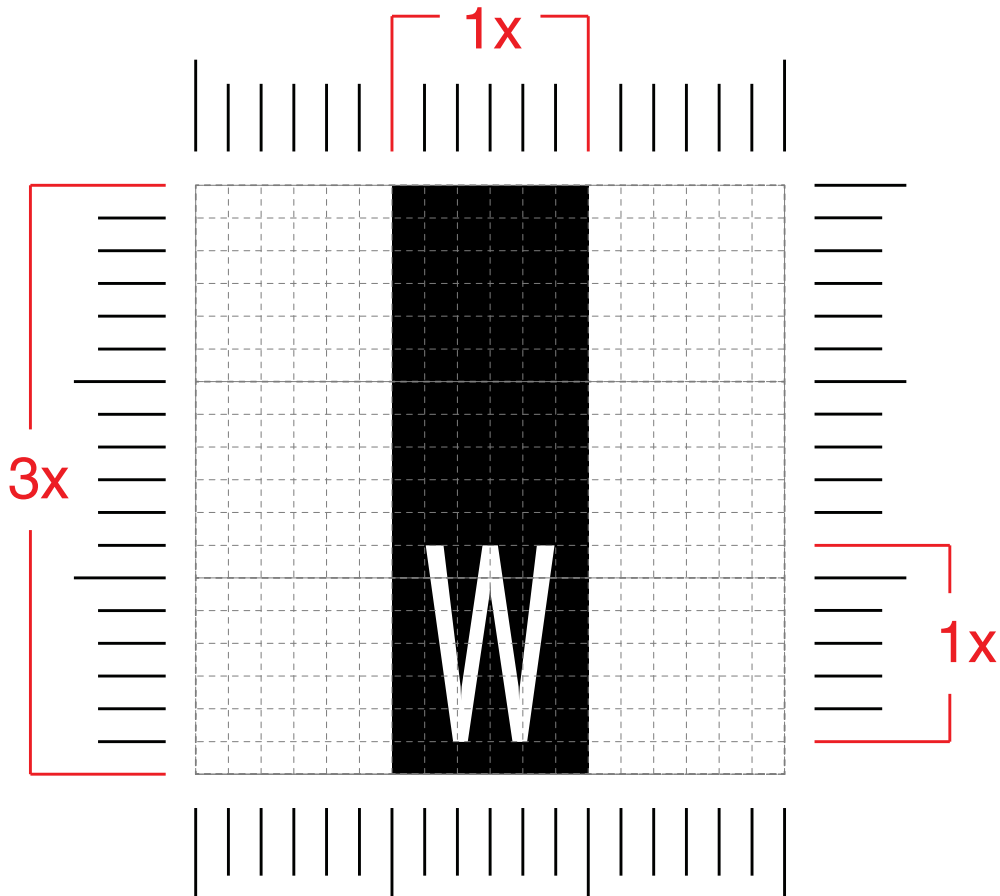
# W

# B<sup>1</sup>

## Proportions. The modular construction of the grid plate

The modular construction of the grid grid plate, on which is superimposed a graphic element of corporate identity, it is possible to be used in those cases where a large increase in the element can not be accomplished computer way.

*\* /Logo / Grid\_Logo.ai*



W

B<sup>2</sup>

The signature. Main logo

Full mark logo

*\*/Logo/Logo.ai*



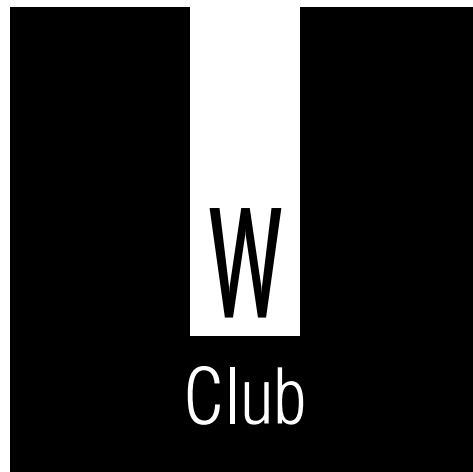
The printed products can use the location of the mark vertically from the top to the edge of the sheet.



Perhaps an alternative use of the logo with the writing of the word "Club"



Club



Club

W

B<sup>3</sup>

## Scaling logo

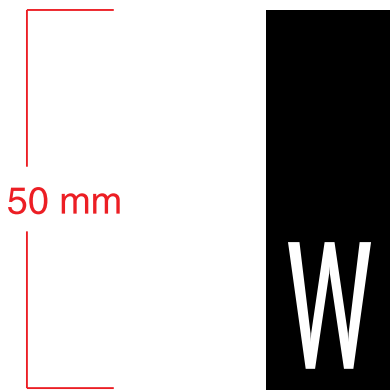
Maximum scaled mark is not limited.

The optimal size of the logo to scale for printing and web products.

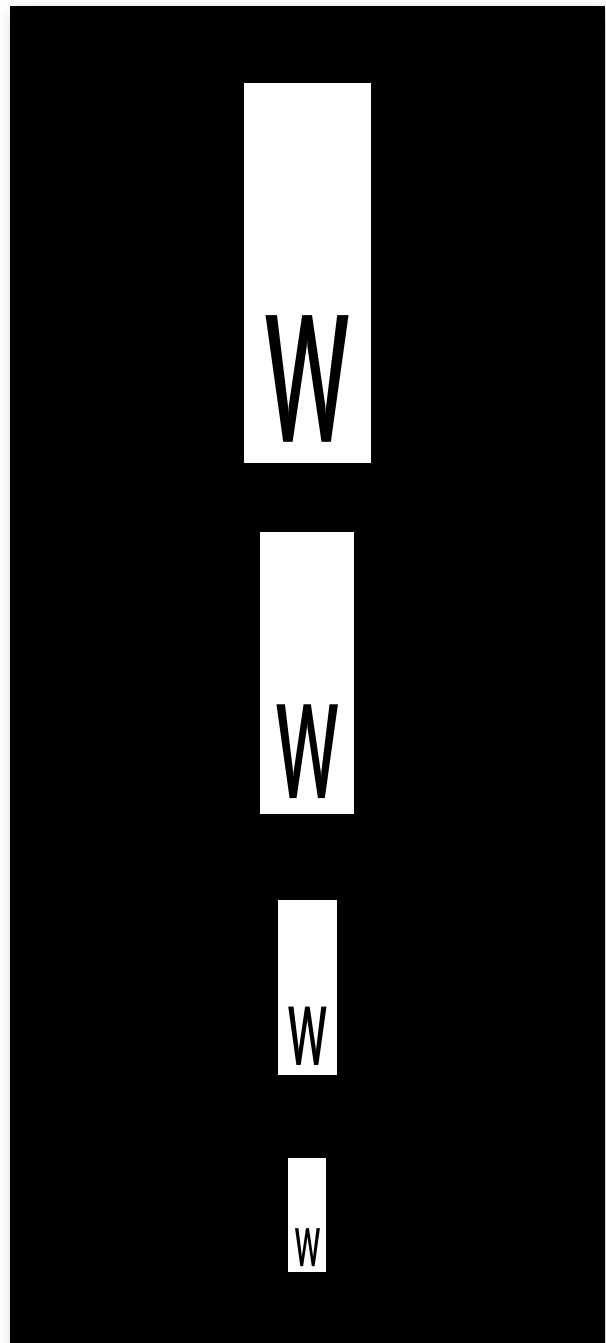
The minimum value of the size of the logo indicated at the bottom of the page.

*\* /Logo/Proportion\_Logo.ai*

Optimal scaling on a background



Optimal scaling in inversion



## Branded typefaces. \* / Fonts /

Letter decision is an element of corporate identity and is a must for use in all communications.

Font headset HeliosThin (Regular) - is used for the core set.

A B C D E F G H I K L M N O P  
Q R S T U V W X Y Z  
a b c d e f g h i k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? @ & \$ % \* < > { }

Font headset Helios Light (Regular) - is used to set headers discharge

A B C D E F G H I K L M N O P  
Q R S T U V W X Y Z  
a b c d e f g h i k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? @ & \$ % \* < > { }

## Branded typefaces. \* / Fonts /

Auxiliary typefaces HeliosCondLight (Regular) - used in the narrow space, use a basic headset for the set when it is impossible.

A B C D E F G H I K L M N O P  
Q R S T U V W X Y Z  
a b c d e f g h i k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? @ & \$ % \* < > { }

HeliosCondBlack (Regular) Auxiliary typefaces - is used to set headers discharge in a narrow space, when it is impossible to use a basic headset.

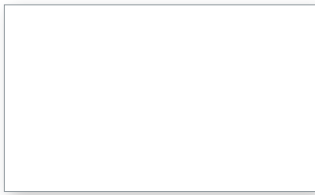
**A B C D E F G H I K L M N O P**  
**Q R S T U V W X Y Z**  
**a b c d e f g h i k l m n o p**  
**q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! ? @ & \$ % \* < > { }**



## Description of corporate colors in the basic system: Pantone, CMYK, RGB, WEB

In the notation used color system Pantone Formula Guide / solid coated

The main range of branded logo colors:



White color  
CMYK : 0 - 0 - 0 - 0  
RGB : 255 - 255 - 255  
WEB : #FFFFFF



Pantone 368 C  
CMYK : 57 - 0 - 100 - 0  
RGB : 122 - 193 - 67  
WEB : #7AC143

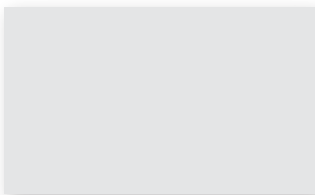


Pantone 877 C (Silver)  
CMYK : 0 - 0 - 0 - 40  
RGB : 167 - 169 - 172  
WEB : #A7A9AC



Pantone : Black C  
CMYK : 0 - 13 - 49 - 98  
RGB : 38 - 28 - 2  
WEB : #261C02

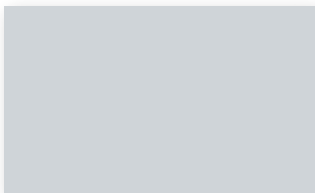
Additional range of corporate colors:



Pantone : 427 C  
CMYK : 0 - 0 - 0 - 11  
RGB : 228 - 229 - 230  
WEB : #E4E5E6



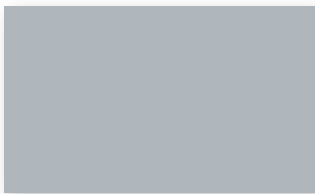
Pantone : 430 C  
CMYK : 5 - 0 - 0 - 45  
RGB : 148 - 156 - 161  
WEB : #949CA1



Pantone : 428 C  
CMYK : 2 - 0 - 0 - 18  
RGB : 207 - 212 - 216  
WEB : #CFD4D8



Pantone : 431 C  
CMYK : 11 - 1 - 0 - 64  
RGB : 106 - 115 - 123  
WEB : #6A737B



Pantone : 429 C  
CMYK : 3 - 0 - 0 - 32  
RGB : 176 - 183 - 188  
WEB : #B0B7BC



Pantone : 432 C  
CMYK : 23 - 2 - 0 - 77  
RGB : 69 - 85 - 96  
WEB : #455560

W

C<sup>2</sup>

## Use of the logo in the color substrates in combination with auxiliary colors

*\*/Logo/Color\_Logo.ai*

Pantone : 427 C  
CMYK : 0 - 0 - 0 - 11  
RGB : 228 - 229 - 230  
WEB : #E4E5E6



Pantone : 430 C  
CMYK : 5 - 0 - 0 - 45  
RGB : 148 - 156 - 161  
WEB : #949CA1

Pantone : 428 C  
CMYK : 2 - 0 - 0 - 18  
RGB : 207 - 212 - 216  
WEB : #CFD4D8



Pantone : 431 C  
CMYK : 11 - 1 - 0 - 64  
RGB : 106 - 115 - 123  
WEB : #6A737B

Pantone : 429 C  
CMYK : 3 - 0 - 0 - 32  
RGB : 176 - 183 - 188  
WEB : #B0B7BC



Pantone 368 C  
CMYK : 57 - 0 - 100 - 0  
RGB : 122 - 193 - 67  
WEB : #7AC143

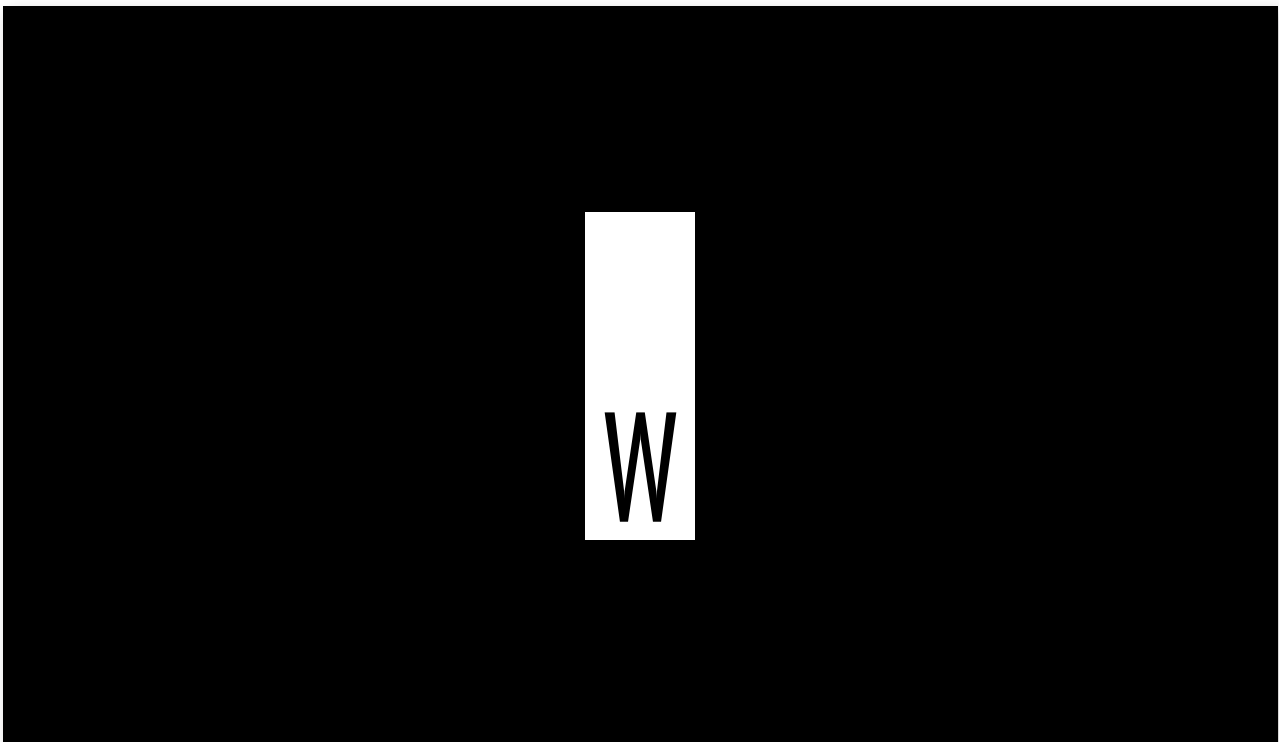
W

C<sup>3</sup>

Contrast - black on white



Invert - white on black



W

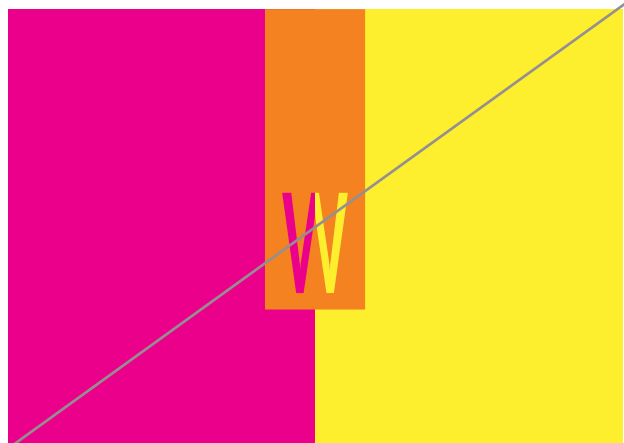
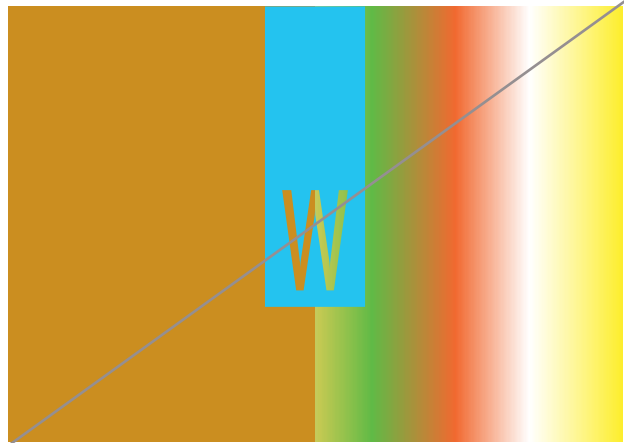
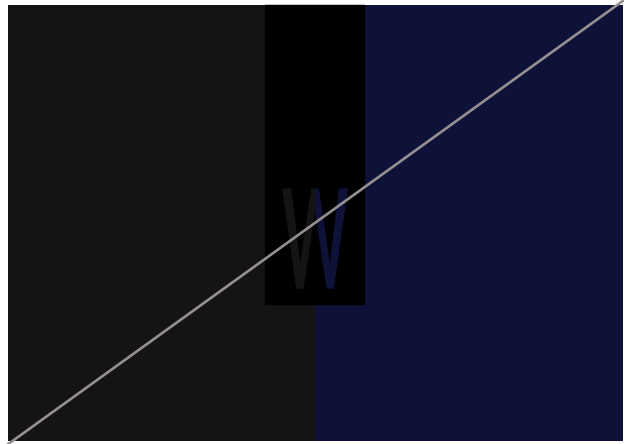
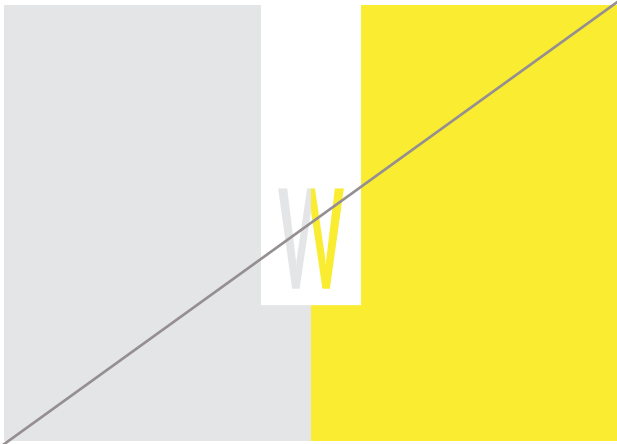
C<sup>4</sup>

## Prohibited color combinations

Do not use any color combination that can not be read logo

Do not use the colors in the logo are not included in the corporate colors palette

It is forbidden to create any combination of ridiculous in a corporate style

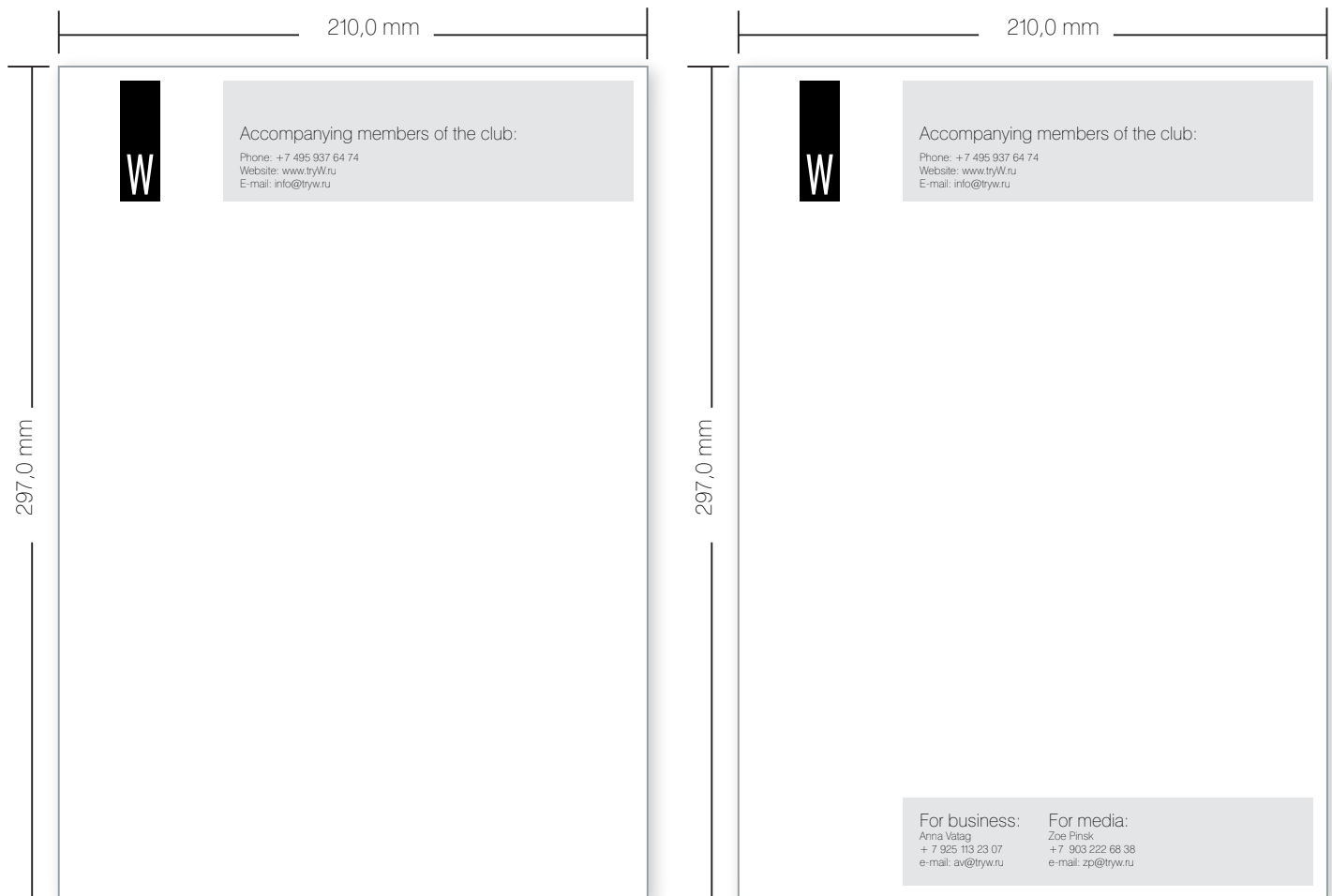


# W

# D<sup>1</sup>

## Letterheads

The grid layout of the form. Letterhead printing method is performed on the type of paper COLOTECH A4 of 90 gr / m2. It prohibited the manufacture of forms on paper different density and type. To create forms, in the office, used files, prepared in Ms Word. Print on A4-size paper of 80 g / m2.



Letterhead -  
Lite version with minimal text

\* [/Blank/Firm\\_Light\\_Blank.pdf](#)

Letterhead -  
version with lots of text

\* [/Blank/Firm\\_Blank.pdf](#)

Ms Word letterhead are on the disk in a folder:

\* [/Blank/Firm\\_Light\\_Blank\\_Word.doc](#)

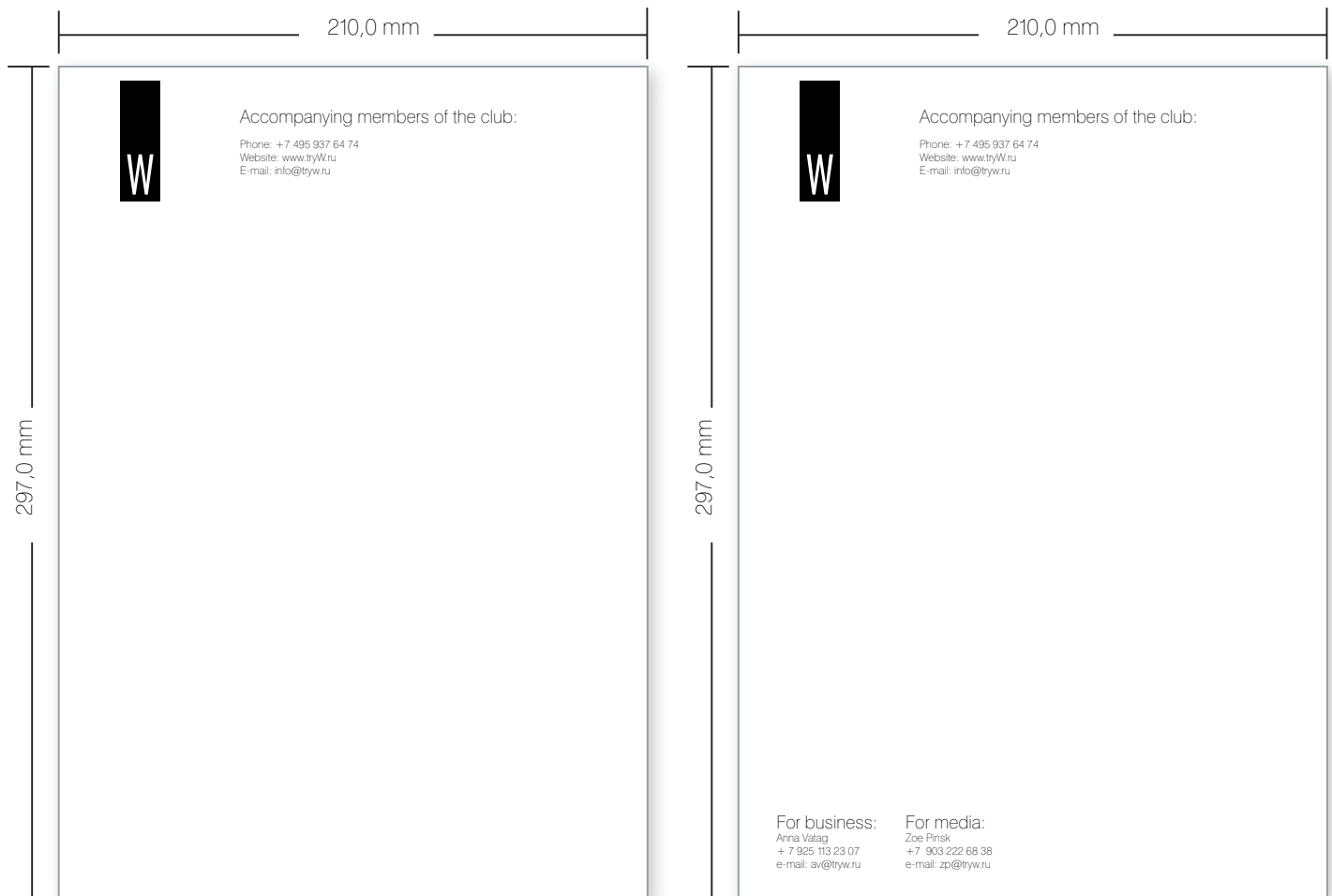
\* [/Blank/Firm\\_Blank\\_Word.doc](#)

# W

# D<sup>2</sup>

## Fax messages

The grid layout of the fax form. Using fax forms, which are produced in the office, on paper A4 80g / m2 for faxes.



Fax form -  
Lite version with minimal text

*\* / Blank / Firm\_Light\_Fax\_Blank.pdf*

Fax form -  
version with lots of text

*\* / Blank / Firm\_Blank\_Fax\_Blank.pdf*

Ms Word fax forms are on the disk in a folder:

*\* / Blank / Firm\_Light\_Fax\_Blank\_Word.doc*

*\* / Blank / Firm\_Fax\_Blank\_Word.doc*

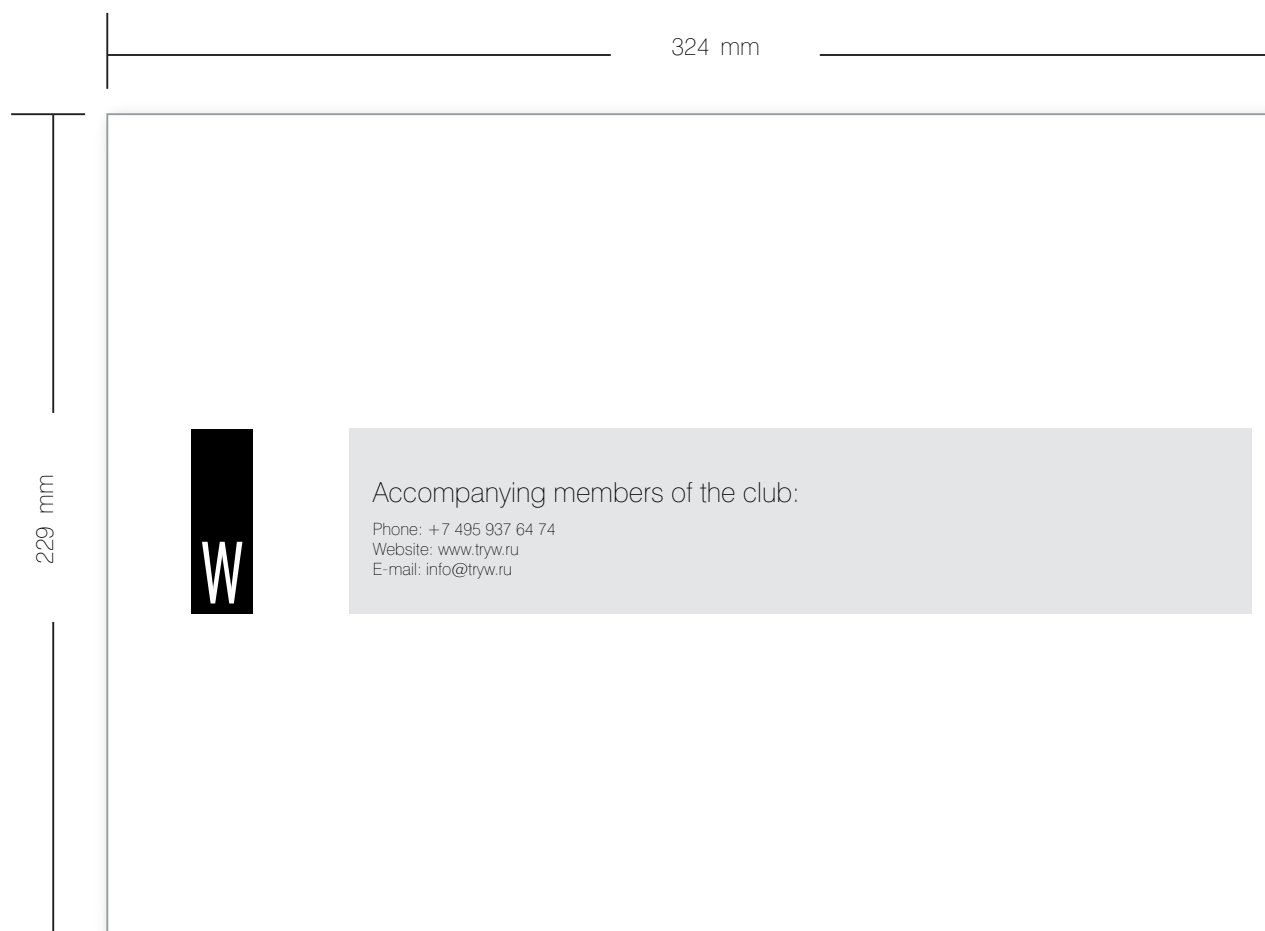
W

D<sup>3</sup>

## Envelope A-4

The grid layout of the envelope. Paper weight for the envelope 100 gr / m2.

*\*/Convert/Firm\_Convert\_A4.pdf*



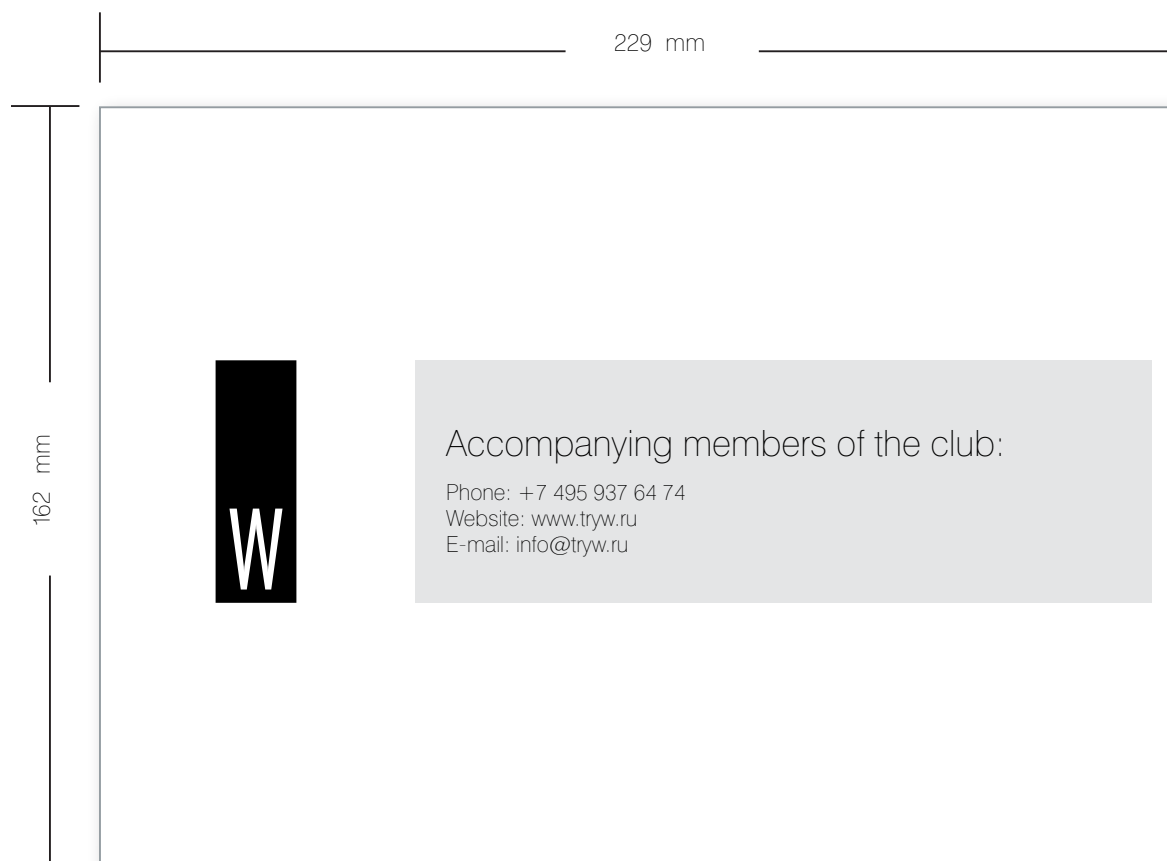
W

D<sup>3</sup>

## Конверт А-5

The grid layout of the envelope. Paper weight for the envelope 100 gr / m2.

*\*/Convert/Firm\_Convert\_A5.pdf*





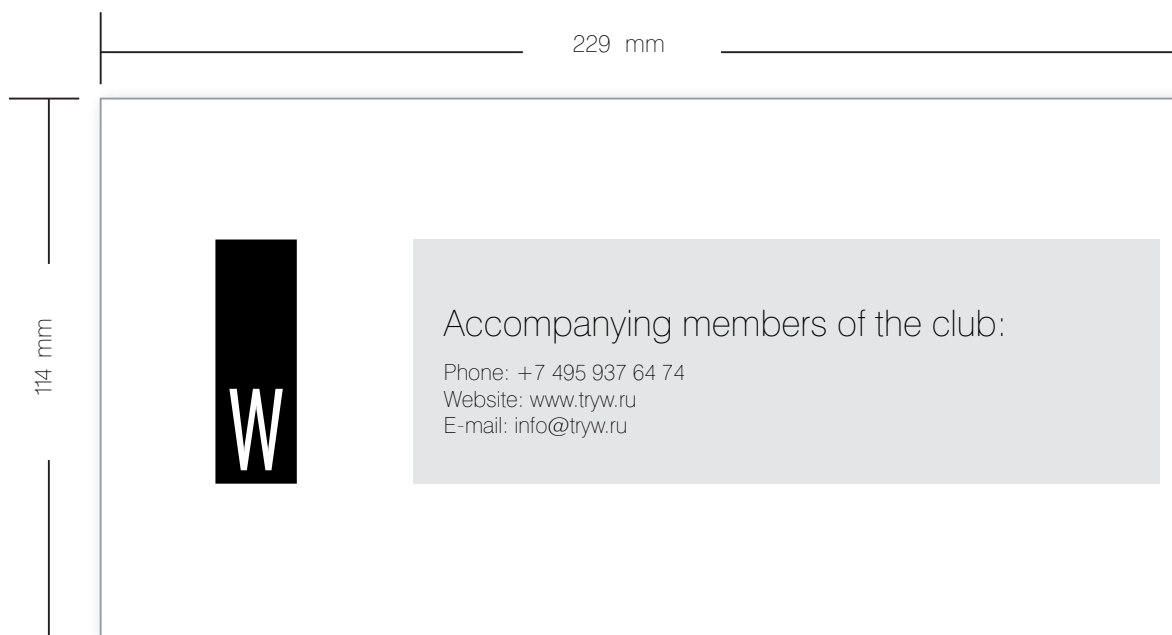
W

D<sup>3</sup>

## Envelope «Eurostandard»

The grid layout of the envelope. Paper weight for the envelope 100 gr / m2.

*\*/Convert/Firm\_Convert\_Euro.pdf*



## Envelope - invitation «VERTU»

The grid layout of the envelope. Paper weight for the envelope 100 gr / m2.

*\*/Convert/Firm\_Convert\_Vertu.pdf*



W

D<sup>4</sup>

## Business Personal Card

Business cards are made in hard copy on paper type COLOTECH density of 300 g / m<sup>2</sup>.

*\*/[Visitcards / Visitca\\_Persona.pdf](#)*



## Corporate Business Card

Business cards are made in hard copy on paper type COLOTECH density of 300 g / m<sup>2</sup>.

*\*/[Visitcards / Visitca\\_Corporate.pdf](#)*



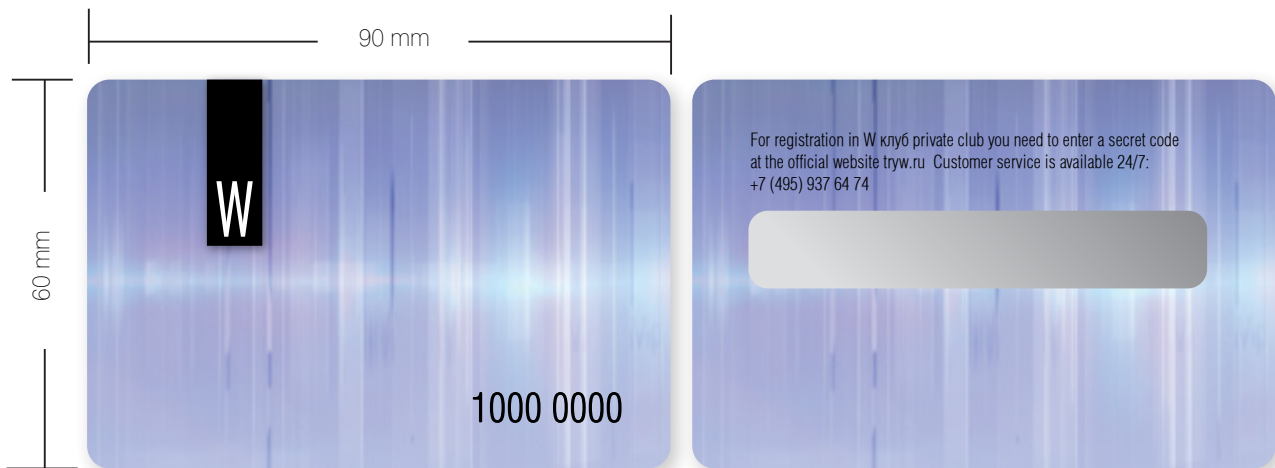
# W

# D<sup>5</sup>

## Plastic discount cards

Different variations of plastic cards

*\*/ [Plastcards / Plastcards.pdf](#)*



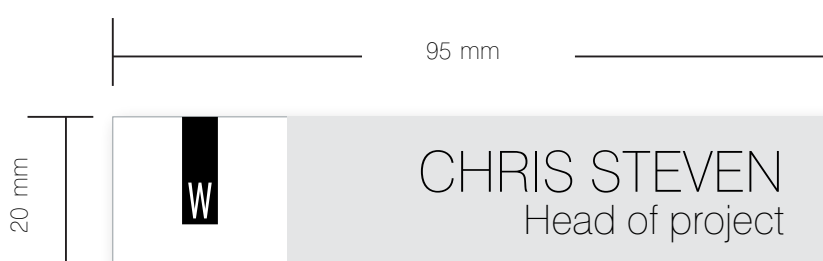
W

D<sup>6</sup>

## Badge

Variations of design badges for employees. Produced typographically method COLOTECH type paper weighing 200 g / m<sup>2</sup>.

*\*/ Badge / Badge.pdf*



W

D<sup>7</sup>

# Stamps

Variations of design  
\*/[Stamp / Stamp.pdf](#)

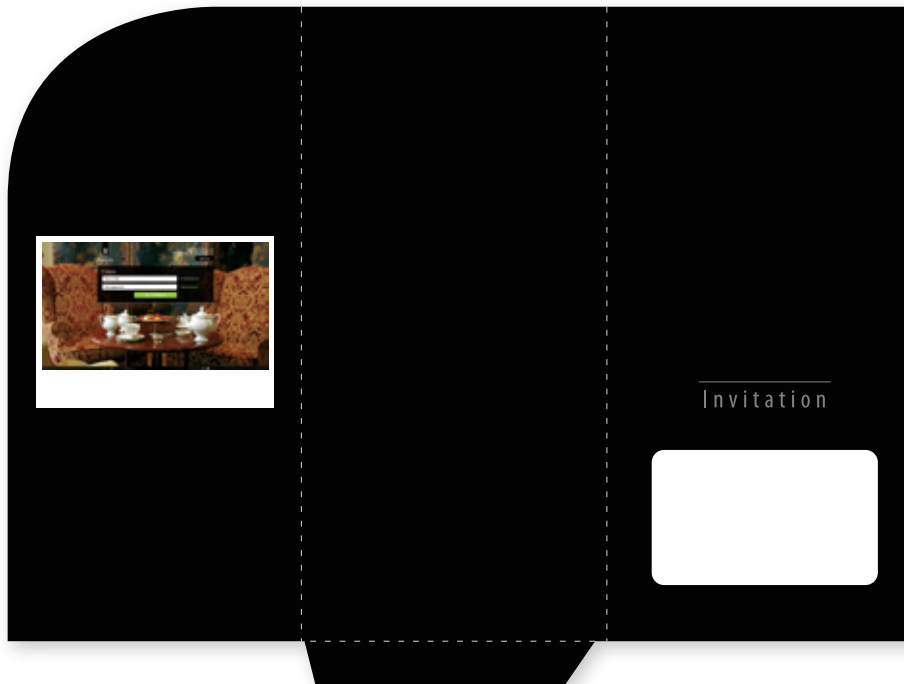


W

D<sup>8</sup>

## Folder 2 fold

Print folder on cardboard 300 gr / m2.



*\*/Pack/Folder\_Bw\_A4\_2fals\_front.ai*



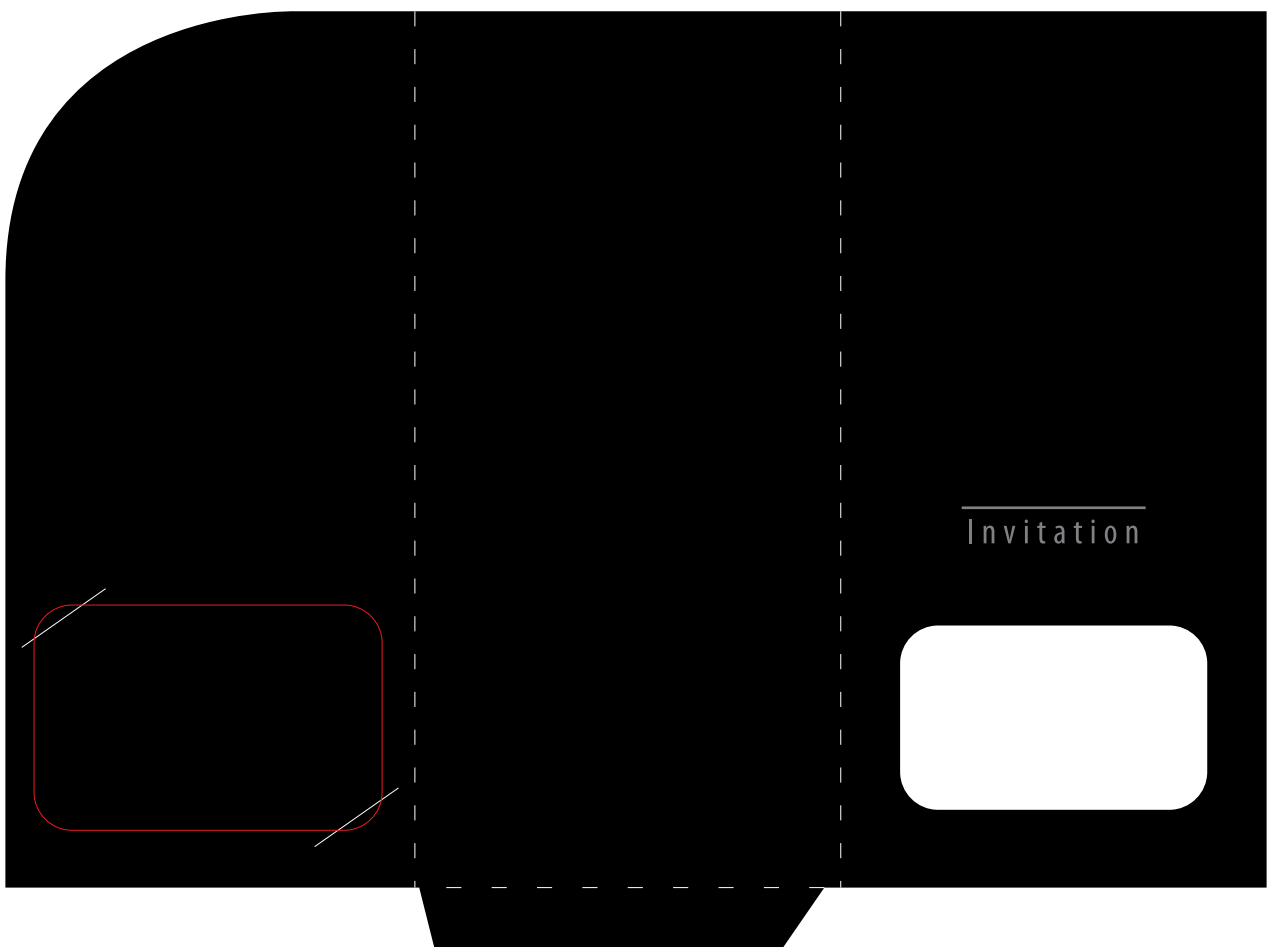
*\*/Pack/Folder\_Bw\_A4\_2fals\_inside.ai*

W

D<sup>8</sup>

## Folder 2 fold and pocket for business cards

Print folder on cardboard 300 gr / m2.



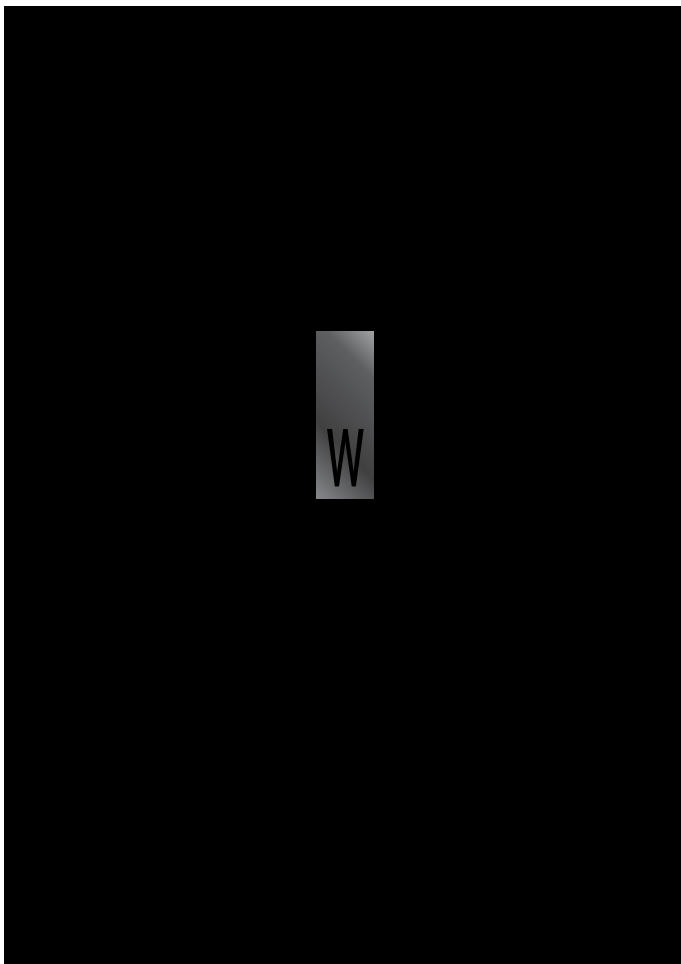
*\*/ Pack / Folder\_Bw\_A4\_2fals+visitcard.ai*

W

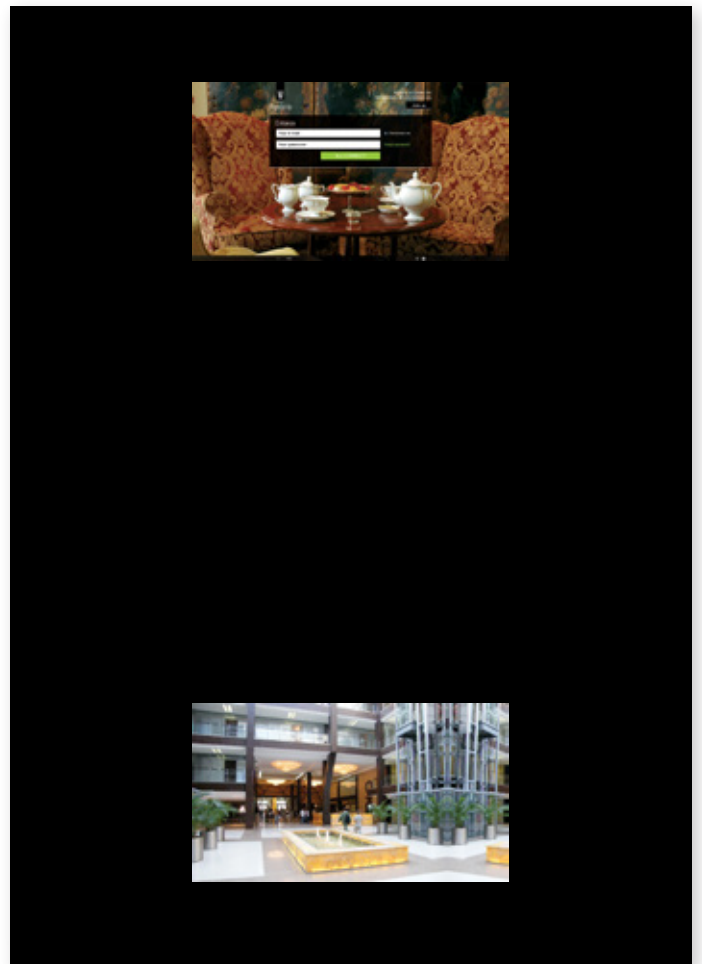
D<sup>9</sup>

## A4 folder (b/w)

Print folder on cardboard 300 gr / m2.  
Print logo - Pantone 877 C (Silver)



*\*/Pack/Folder\_Bw\_A4\_front.ai*



*\*/Pack/Folder\_Bw\_A4\_inside.ai*



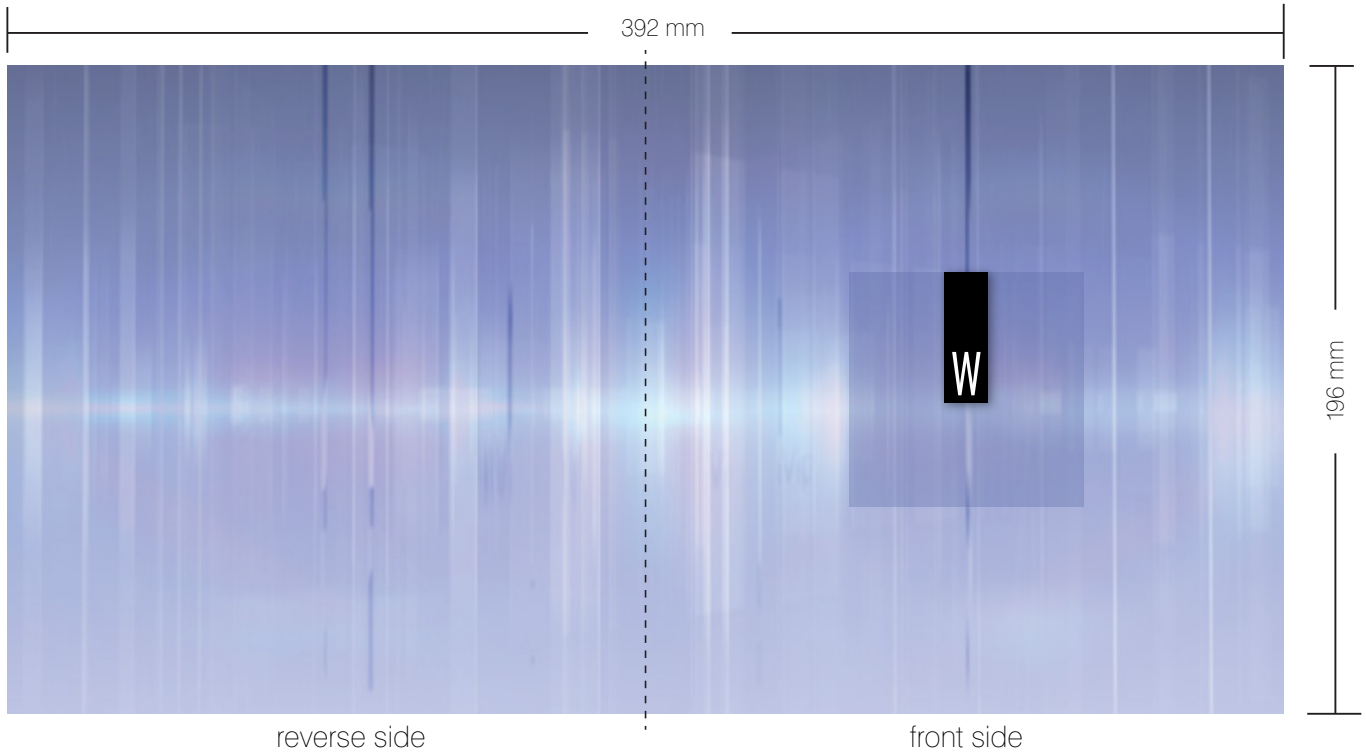
# W

# D<sup>10</sup>

## Layout of the booklet

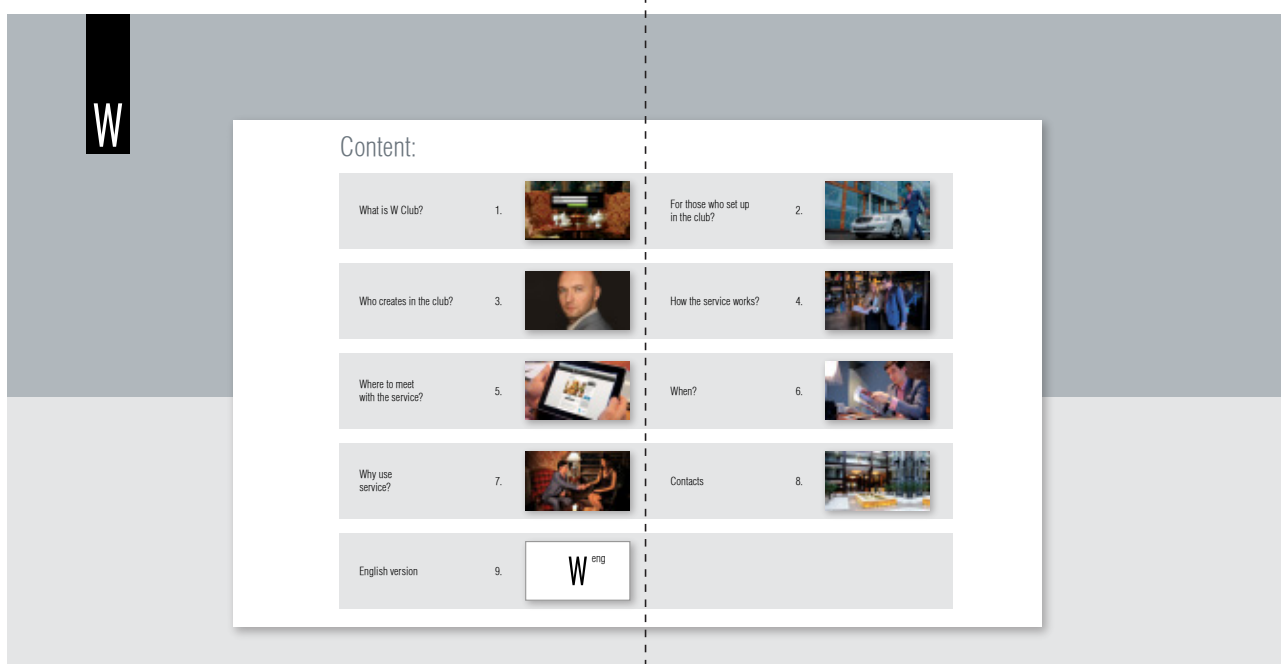
the cover of the booklet

*\*/Booklet/Booklet\_cover.ai*



Content of the booklet

*\*/Booklet/Booklet\_index.ai*



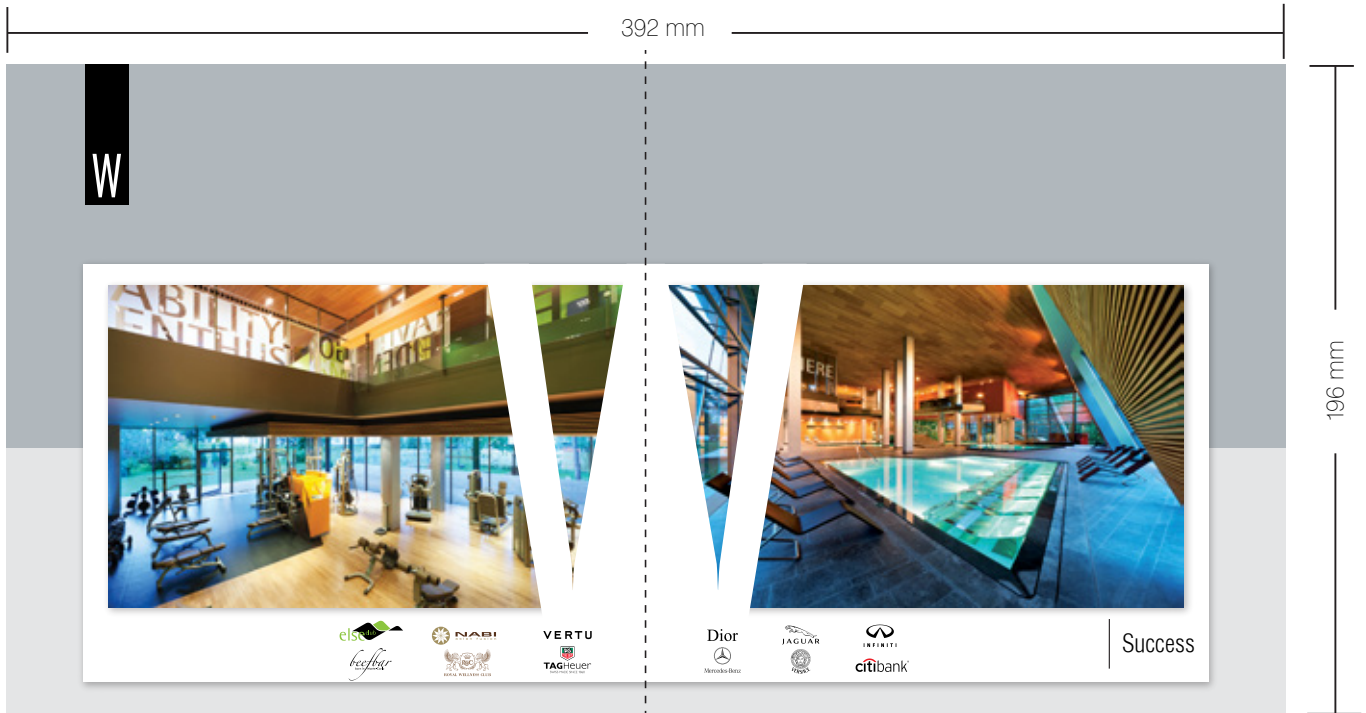
W

D<sup>10</sup>

## Layout of the booklet

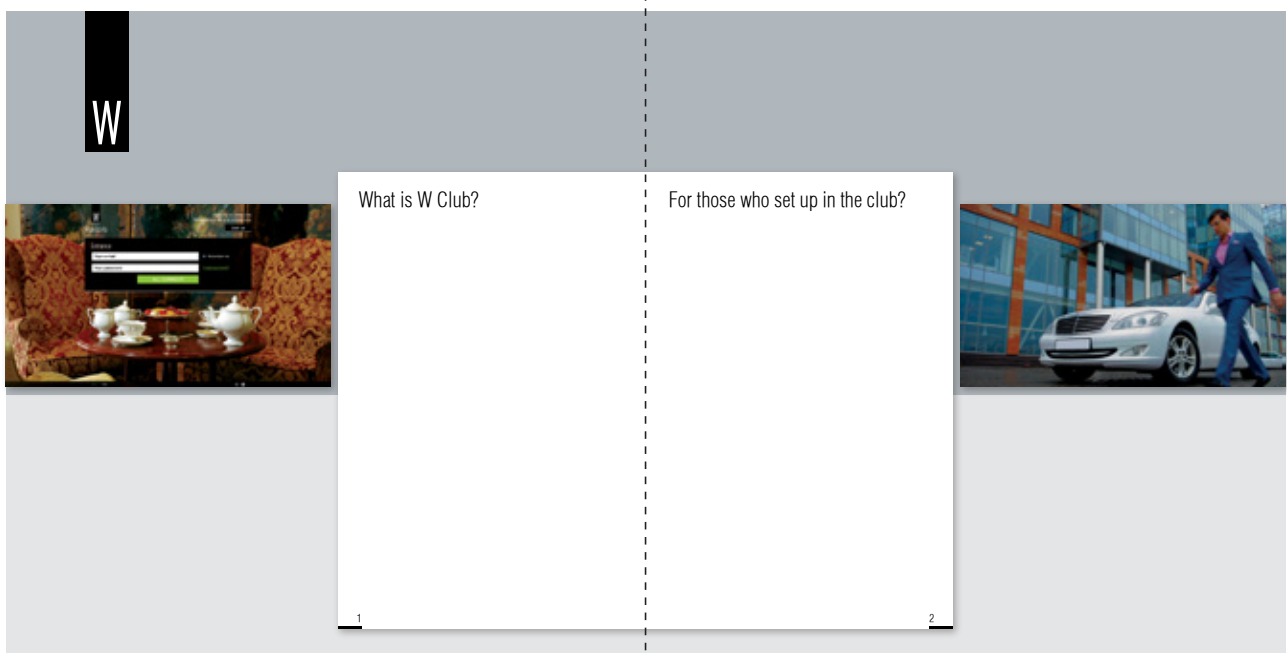
partition divider in the booklet

*\*/Booklet/Booklet\_intro.ai*



the content of the booklet

*\*/Booklet/Booklet\_inside.ai*





Designed by —  
Brand-Design.me