ombra®

BRAND BOOK

THE CONTENTS

PAGES

COLOURS

COLOUR SCHEME

PANTONE Black C
C0, M0, Y0, K100
R26, G23, B27
WEB # 1A171B

PANTONE 021 C
C0, M72, Y93, K0
R234, G100, B33
WEB # E96420

WHITE
C0, M0, Y0, K0
R255, G255, B255
WEB # FFFFFF

USED IN CASE OF GRADIENT

PANTONE Black C
C0, M0, Y0, K100
R26, G23, B27
WEB # 1A171B

PANTONE 70% C
C58, M52, Y52, K21
R112, G107, B102
WEB # 706B66

WHITE
C0, M0, Y0, K0
R255, G255, B255
WEB # FFFFFF

PANTONE 021 C
C0, M72, Y93, K0
R234, G100, B33
WEB # E96420

ADJECTIVE COLOURS

For film ORACALS

RAL 090

RAL 035

BASE FONT

Bastion (Type face **Bold**, Regular, *Italic*)

1234567890 (.,:;? @)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 (.,:;?!@)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 (.,:;?!@)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TAGLINES AND HEADING

Always used **BastionX Bold Regular**

Heading

Text text text text text text text text text text text text
text text text text text text text text text text text text

For text used *Bastion Italic*

Text text text text text text text
text text text text text tex 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 tex text text
text text text text text text text
text text text text text text text

NOTE!

When using saturated background colors, it is recommended to use a white font with a size of at least 7 pt.

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The logo is the most important element of brand's image.
It serves to identify the company in the market.
In the perception of the consumer, the presence of a logo in a company is a guarantee of product quality.
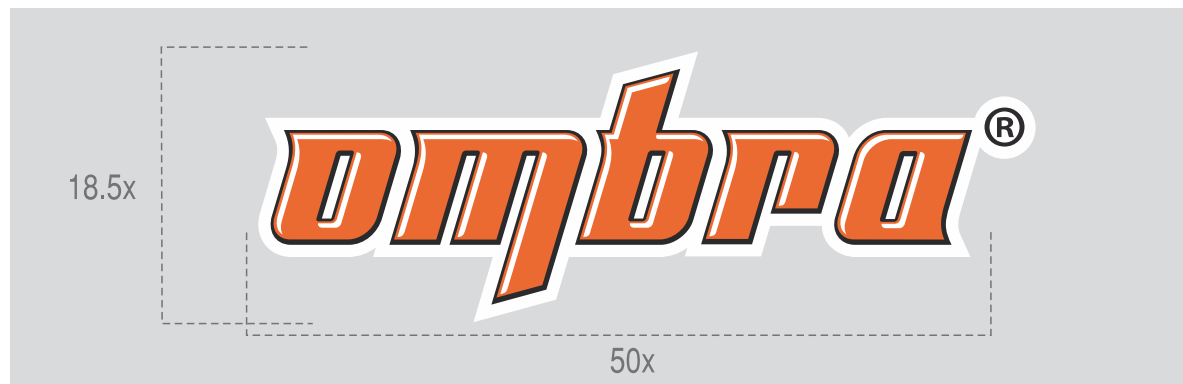

MAIN LOGO

WHITE STROKE
is an integral part of the main logo

It is prohibited to change logo proportions.
Under no circumstances should you move the details of the logo: its font or corporate symbol.
No other objects can be in the logo area.
Below are samples of the aspect ratio of the logo, where the unit of measurement equal to 1 is taken as "X".

18.5x

50x

NOTE!

PROTECTION AREA

Logo protection area — free space around the logo.
It is prohibited to place any design elements, provided that these elements are not part of the background.

The protection area must have connections with some elements of the corporate block (in this case, the height (h) of the spelling of the name Ombra).
This relative value is necessary because in absolute values (for example, millimeters), the protective field cannot be specified -
it must change in proportion to the logo.

½h   ½h

½h

h

½h

½h   ½h

MINIMUM SIZE

ombra®

23 mm
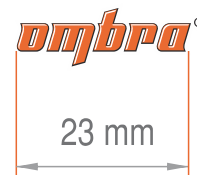
NOTE!

If you want to place the logo on a very small carrier, the horizontal size should not be less than the specified!

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BLACK AND WHITE COLOUR SCHEME

When choosing a placement option, the maximum possible color and tone contrast between the background and the color of the logo substrate should be maintained.
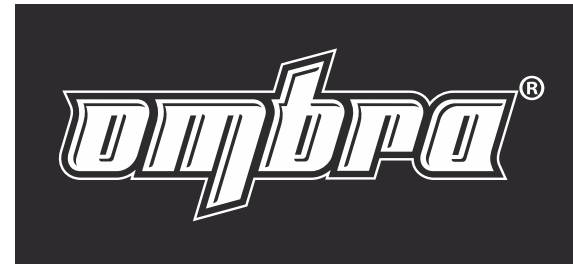
On light backgrounds, you should use the main corporate block with a black logo, and on dark backgrounds – an inverted version.
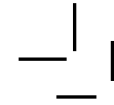

INVERTED DISPLAY

DISPLAY LOGO ON A BACKGROUND

option with a shadow under the logo with a uniform fill

*

NOTE!

* Logos are recommended to be used at least 4 cm in height, as not all lines are technically feasible.

LOGO MISUSE

Do not stretch and do not compress the logo.

Do not erase logo elements

Do not add items to the logo and protection area

Do not use gradient

Do not change logo colors

SOUVENIR PRODUCTS

Examples of souvenir products

LARGE FORMAT PRINTING SOLUTIONS

Examples of design of pillars, posters, banners for outdoor advertising, etc.