

GUIDELINES OF THE CORPORATE STYLE APPLICATION



BRAND BOOK

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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 # FFFFFFFF

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 # FFFFFFFF



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

ADJECTIVE COLOURS

For film ORACALS



RAL 090



RAL 035



FONTS

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*

For text used *Bastion Italic*

*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 text
text text text text text 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.



LOGO

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.



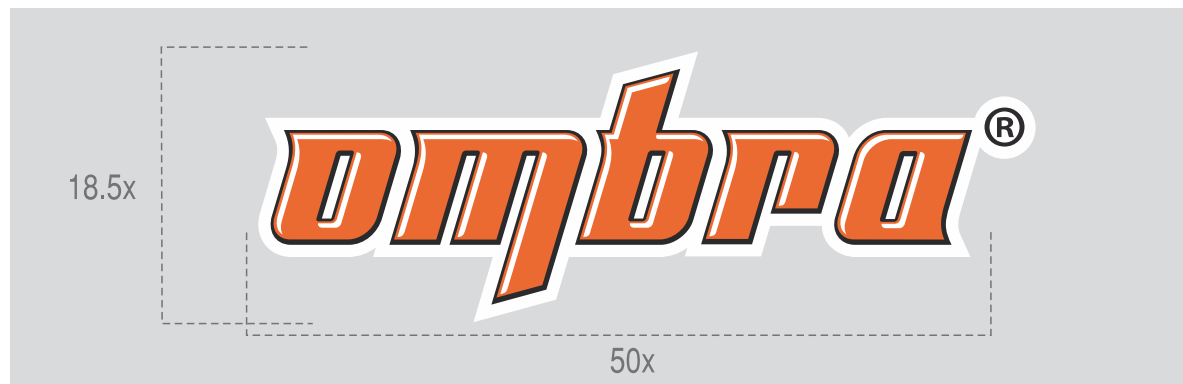
ombra®

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".



NOTE!

For reproduction, the original electronic version of the logo should be used only. The use of other graphic implementations of the logo is not allowed.



LOGO

PROTECTION AREA

Logo protection area — free space around the logo.

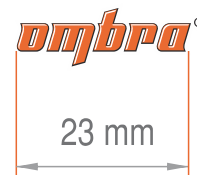
It is prohibited to place any design elements, provided that these elements are not part of the background.

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.



MINIMUM SIZE



NOTE!

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



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.

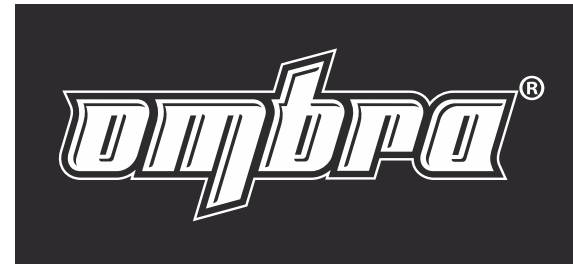
On light backgrounds, you should use the main corporate block with a black logo, and on dark backgrounds – an inverted version.



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INVERTED
DISPLAY

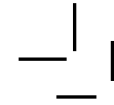


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LOGO

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

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



SAMPLES

SOUVENIR PRODUCTS

Examples of souvenir products



LARGE FORMAT PRINTING SOLUTIONS

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

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OMBRA Set Index

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Хочу найти...

НАЙТИ

Главная → Каталог товаров → Ручные инструменты → Наборы ручных инструментов → Наборы инструментов → Универсальные

Набор инструментов Ombra OMT94S (94 предмета)

OMBRA → Наборы инструментов OMBRA → Универсальные OMBRA

Код товара 61055 ★★★★★ Отзывы (26)

К сравнению ☆ Запомнить товар

ПРОВЕРЕНО worldskills Russia 2019

Цена в розничной сети: 6 229 р.

6 100 р.

В корзину

Курьерская доставка:
 🏠 До дома — Завтра
 🏪 В пункт выдачи — Завтра

Бесплатная доставка
 12 мес. гарантии

При заказе этого товара - курьерская доставка в пределах МКАД бесплатно!

Основные характеристики

Вес брутто	6,25 кг
Назначение	универсальный
Страна происхождения	Тайвань
Количество предметов в наборе	94 шт.
Класс	проф.
Родина бренда	Тайвань
Присоединительный размер	1/2, 1/4"
Гарантия	12 мес.

Все характеристики

Вместе дешевле

Набор инструментов OMBRA OMT94S универсальный с	+	Нож HAMMER 601-006	+	Нож TESLA KU-02	+	Сумка BERGER АЛЬСТЕР BG1186	=	Скидка 118 руб.
6 229 р. 6 100 р.		320 р. 230 р.		199 р. 99 р.		2192 р. 1973 р.		Ваша цена: 8 402 р. Вместо: 8680 р.

В корзину

