



BRAND BOOK

GUIDELINES

OF THE CORPORATE
STYLE APPLICATION



THE CONTENTS

PAGES

- 2 Contents
- 3 Colors
- 4 Fonts
- 5 Types of the logo
- 6 Logotypes proportions
- 7 Protection area of the logo
- 8 Black and white color scheme logo
- 9 Display logo on a background
- 10 Logo misuse
- 11 Samples of souvenir products
- 12 Large format printing solutions

COLOURS

MAIN COLOURS

chery colour



PANTONE 202 C
C29, M96, Y76, K29
R141, G35, B50
WEB # 8d2332

dark blue



PANTONE 296 C
C90, M76, Y55, K68
R12, G28, B43
WEB # 0c1c2b

white



WHITE
C 0, M 0, Y 0, K 0
R255, G255, B255
WEB # ffffff

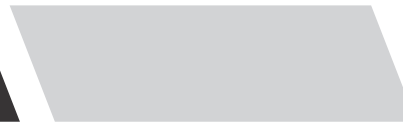
ADJECTIVE COLOURS

black



PANTONE Black C
C0, M0, Y0, K100
R26, G23, B27
WEB # 1a171b

gray



PANTONE 20%Black C
C0, M0, Y0, K20
R209, G211, B212
WEB # d1d3d4

FOR FILM ORACALS

chery colour



RAL 312

dark blue



RAL 562

FONTS

BASE FONT

AGGloria (Type face **Bold**, Regular)

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 **AGGloria Bold**

Heading

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

For text used AGGloria Regular

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

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.

TWO MAIN LOGOS OF THE BRAND

The choice of logo comes from the conditions for building the layout, with the harmony of all elements. Including in all cases where the technical requirements of printing, design and layout allow the use of this type of logo.

Horizontal view



Vertical view



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

PROPORTIONS

It is prohibited to change logo proportions.

Under no circumstances should you move the details of the logo: its font or corporate symbol.

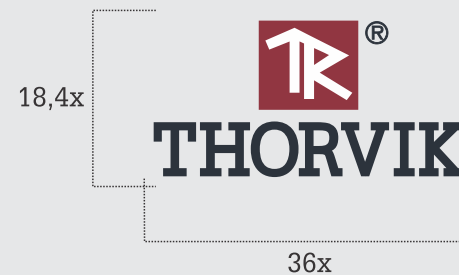
No other objects can be in the logo area.

Below are samples of the aspect ratio of the logo, where the unit of measurement equal to 1 is taken as "X".

Horizontal view



Vertical view



NOTE!

The composition gives an view of the proportions of the corporate block and proportion of its sides.

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 $1/2(h)$ of the spelling of the name THORVIK®). 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.



Trademark
identifier.
THORVIK®

NOTE!

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

Minimum size



LOGO

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.



An inverted version



An inverted version



LOGO

DISPLAY LOGO ON A BACKGROUND

 **THORVIK**[®]

 **THORVIK**[®]

 **THORVIK**[®]

 **THORVIK**[®]

 **THORVIK**[®]

[®]
THORVIK

[®]
THORVIK

[®]
THORVIK

[®]
THORVIK

[®]
THORVIK

LOGO

LOGO MISUSE

DO NOT STRETCH AND DO NOT COMPRESS THE LOGO



DO NOT CHANGE LOGO ELEMENTS



DO NOT ADD ITEMS TO THE LOGO AND PROTECTION AREA



DO NOT USE GRADIENT



DO NOT CHANGE LOGO COLORS



SAMPLES

Souvenir products



SAMPLES

LARGE FORMAT PRINTING SOLUTIONS

