

BRAND MANUAL

I. P. PAVLOVA 5

Logotype

The logotype is the main communication element of the company, it is used for the majority of company material.

I. P. PAVLOVA 5

Colors

The company’s uniqueness is significantly strengthened by the usage of basic colours. Basic colours are a part of a united visual style and as such they represent an important means of inducing a positive perception of the brand and therefore the company’s image as well.



GREY

CMYK
47 / 37 / 34 / 15

PANTONE
Cool Gray 8C

RGB
137 / 138 / 141

Protection zone

The minimum protection zone of the „x“ logotype is defined as the height of the letter „I“.

DESIGN



Banned modifications of the logotype

Here are some examples of banned variants of the logotype based on colour and shape.



Font

A comprehensive font style is one of the basic elements of corporate communication. It helps in defining the company's clear and consistent image.

Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Campton Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Applications

BUILDING ENTRANCE



Applications

LOBBY



Applications

DOWNSTAIRS



Applications

FLOOR



Applications

FIRE REGULATIONS



Icon set

