NOWODVORSKI

Basic Manual
Version 1.0

Table of Contents

1. Technical

2. Logo

3. Brandmark

4. Colors

Graphic design project created by Edgar Bąk Studio.

Updates and implementation overseen by thesign.digital.

1. Technical

Version 1.0

What's New:

Changes:

1.2 Terminology

The brand manual comes with a set of external files that include, among other things, logos, templates, and other supporting materials. They have been named in a way that makes it easy to see what's inside. Please note that specialized, paid software may be required to open them.

Option

Color

NOWODVORSKI_logo_X_RGB_A.pdf

Brand name, fixed for each file

Content type, e.g.:

logo

color palette

shapes

Color space:

RGB (for screens)

CMYK (for print)

File extensions and associated software:

pdf (CMYK vectors)

svg (RGB vectors)

png (raster image)

ai (Adobe Illustrator)

ase (color palette)

2. Logo

2.1 Logo

The logotype consists of the company name, in which the letters “O” have been filled in, and the outer “O”s have been shifted above and below the horizontal edges of the logotype’s outline.

The framed ellipses are reminiscent of the rising sun, the outline of a lampshade, or the shape that a beam of light creates on illuminated surfaces.



Download

2.2 Logo Extension / Tagline

The tagline, line variants, and subbrands are placed to the right of the logo according to strict guidelines.

The distance between the primary logo and the extension is equal to the height of the letter N in the Nowodvorski logotype.

The extension is set in the Graphik Wide Medium typeface. The line spacing is equal to 1/9 of the height of the letter "N" in the logotype.



Download

2.4 Protection zone and minimum size

The logo’s clearance area is equal to the size of the letter “O.”

It should be used especially when the logo is placed alongside external graphic content, such as the logos of other institutions in the sponsor bar.

The minimum width of the logo in print is 13 mm, and on screen it is 160 px.



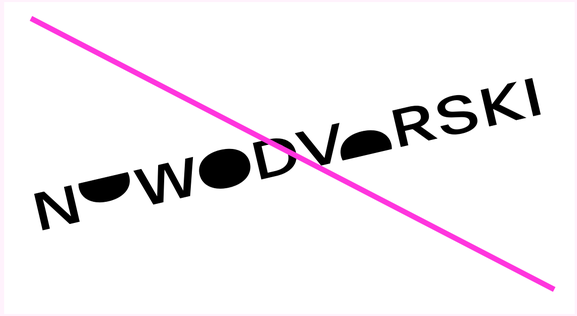
2.5 Logo on a solid color background

In graphic designs within the brand identity system, the logo with black typography should be used on white, beige, and pink backgrounds.

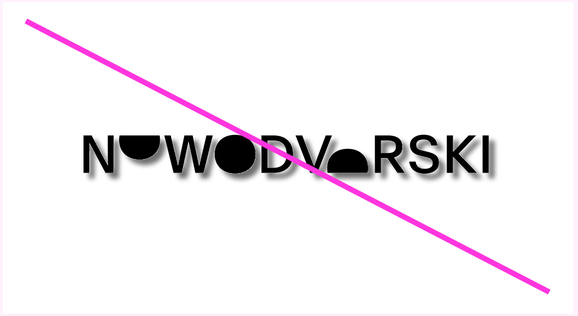
On backgrounds filled with orange, brown, or black (outside the system), the logo should be white.



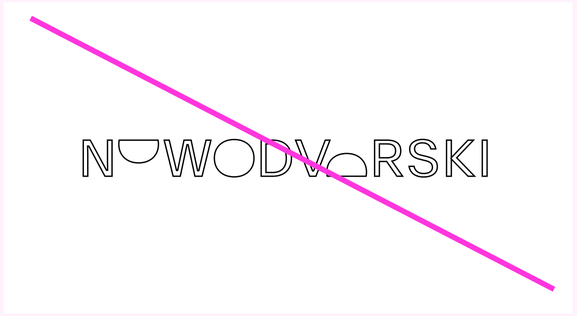
2.6 Unacceptable Use



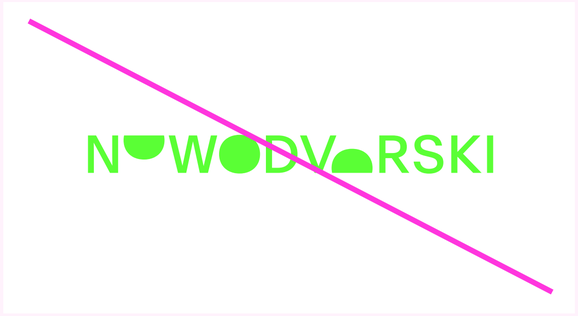
Do not rotate and/or alter the logo.



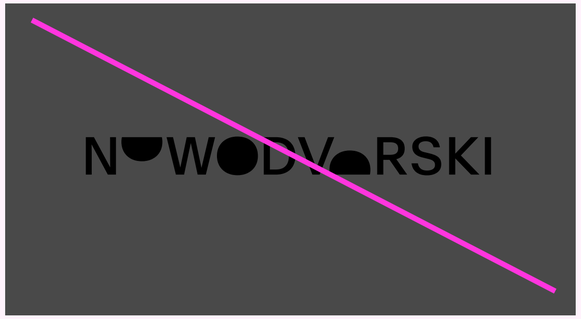
Do not add shadows or other effects to the logo.



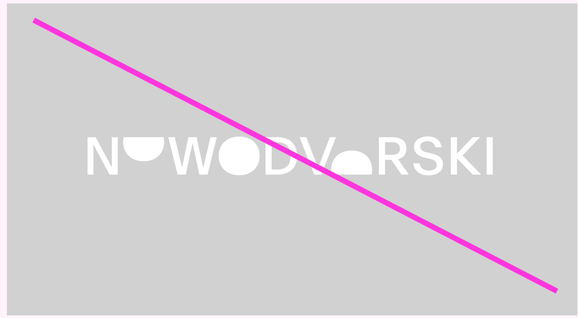
Do not use the outline version of the logo.



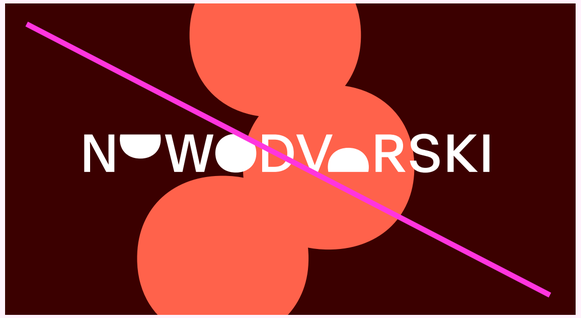
Do not use the logo in a color other than those specified in the visual identity guidelines.



Do not use the black version on backgrounds darker than 50% gray.



Do not use the white version on backgrounds lighter than 50% gray.



Do not place a large logo on small ellipses (for more on ellipses, see 4.3 Ellipses).



Do not place the logo on areas of the photo that are highly detailed, chaotic, and/or lack contrast.

3. Brandmark

3.1 Use of the brand's signet





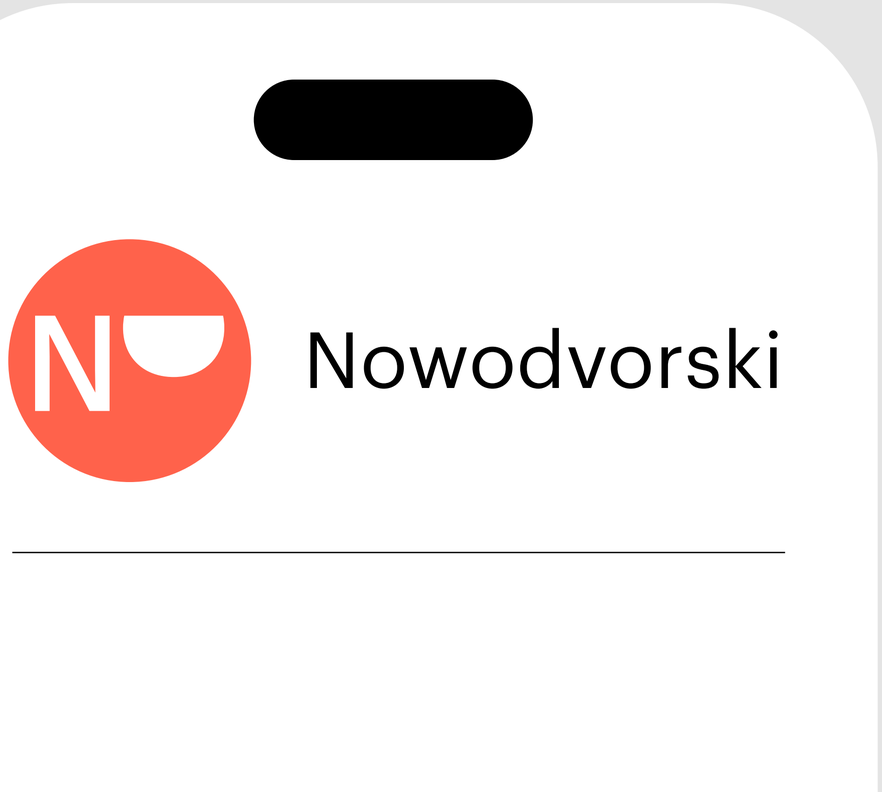
Examples of use:

social media profile picture

website favicon

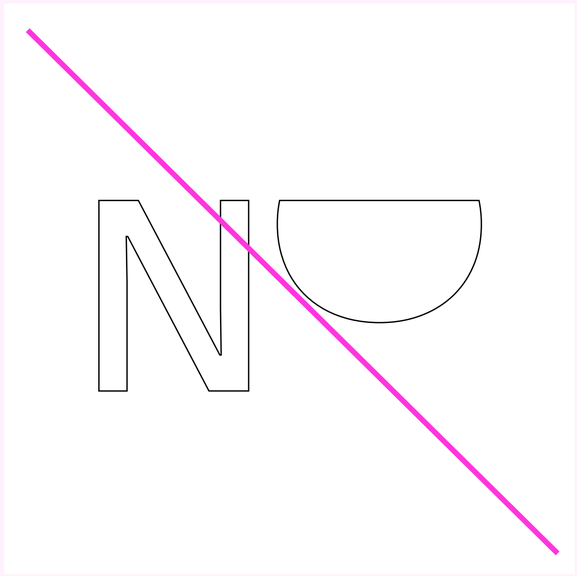
mobile version of the website (navigation)

Do not use the logo in other forms of communication, such as promotional graphics.



Download

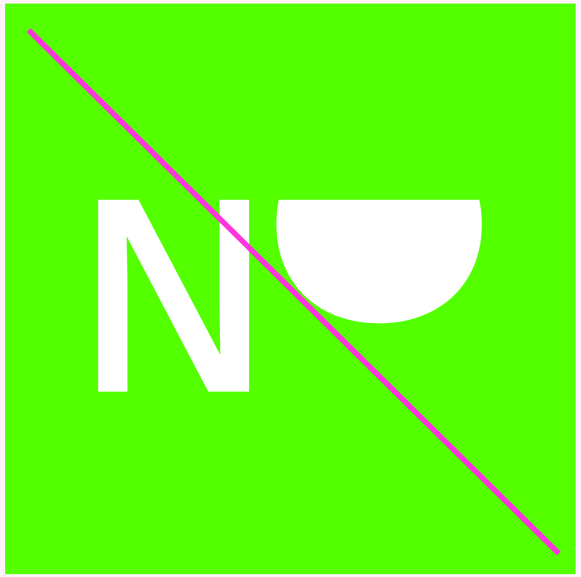
3.2 Unacceptable Use



Do not use the ring with the outline design.



Do not use the signet in inversion.



Do not use the seal with other colors that do not serve an identification purpose.

4. Colors

4.1 Color Components

Pink

RGB 255 / 191 / 227
HEX ffbfe3
CMYK 0 / 46 / 6 / 0
PMS 1905

Orange

RGB 255 / 98 / 76
HEX ff624c
CMYK 0 / 76 / 70 / 0
PMS 7416

White

RGB 255 / 255 / 255
HEX FFFFFF
CMYK 0 / 0 / 0 / 0

Brown

RGB 60 / 0 / 0
HEX 3c0000
CMYK 18 / 88 / 59 / 66
PMS 490

Beige

RGB 226 / 228 / 213
HEX e2e4d5
CMYK 5 / 5 / 16 / 0
PMS 7527

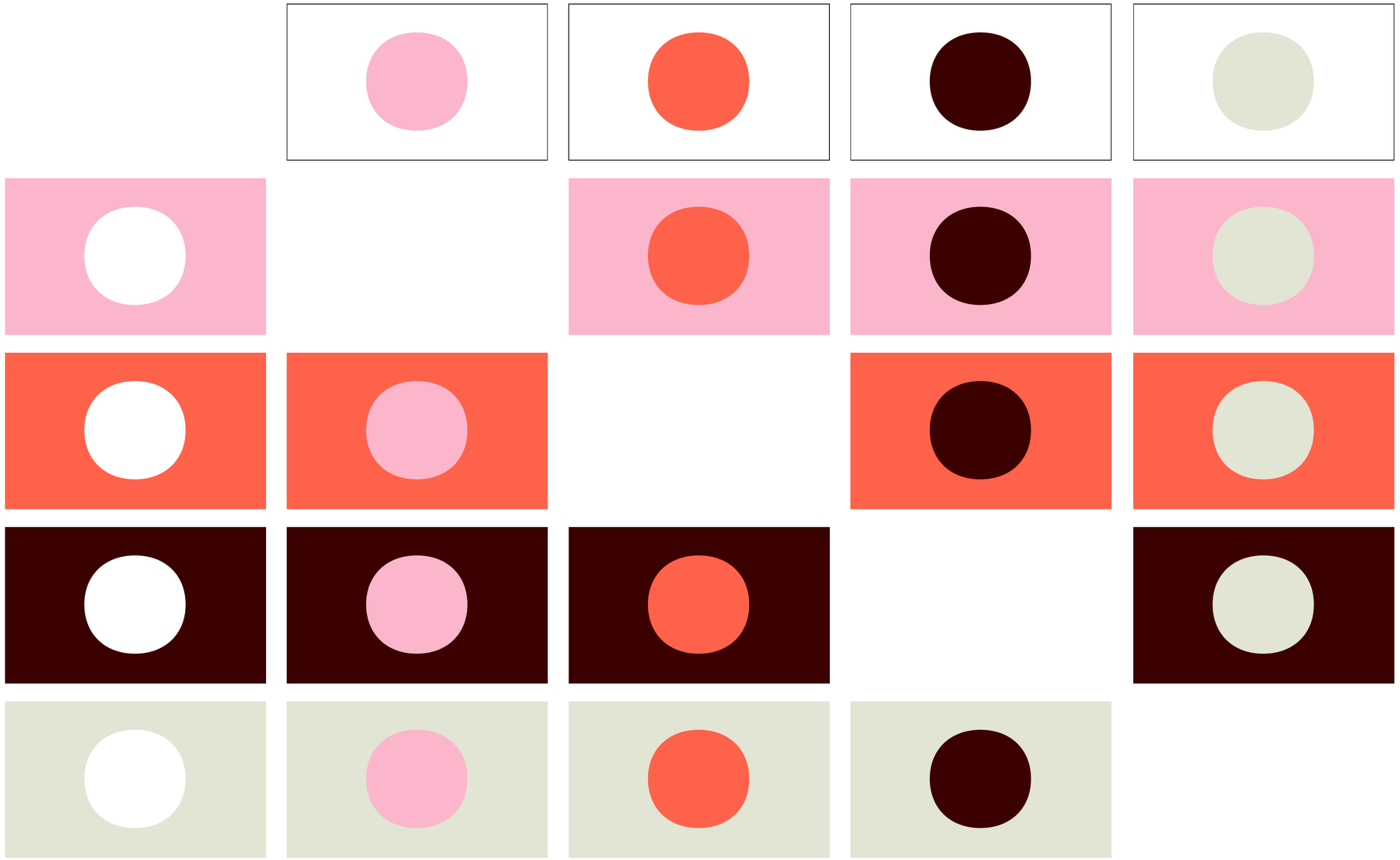
Black

RGB 0 / 0 / 0
HEX 000000
CMYK 0 / 0 / 0 / 100

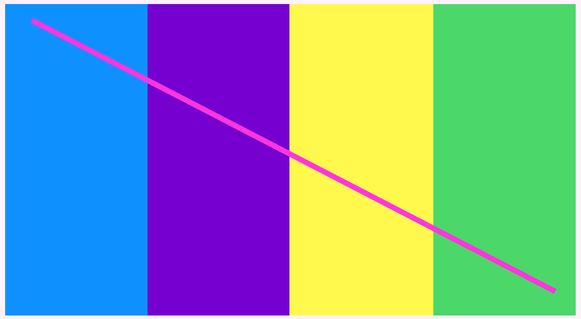
4.2 Color Combination Matrix

The diagram shows the available combinations of background and ellipse colors. Please note that neither the background nor the ellipses can be black.

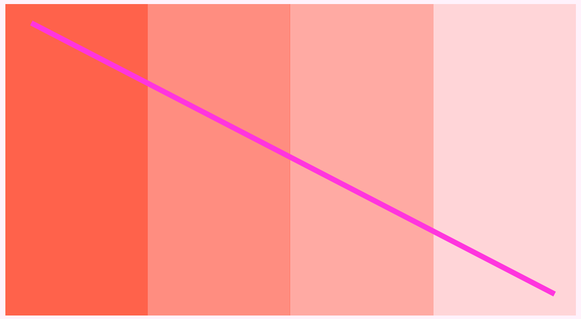
Print profile: Coated FOGRA 39 (ISO 12647-2:2004)



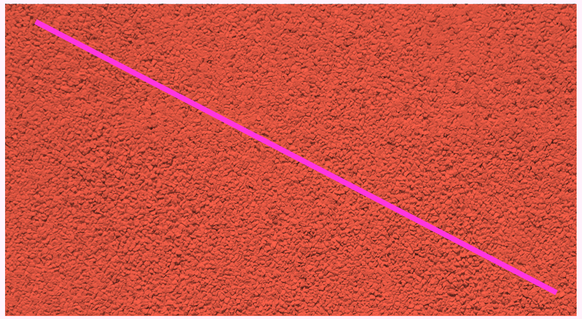
4.3 Unacceptable Use



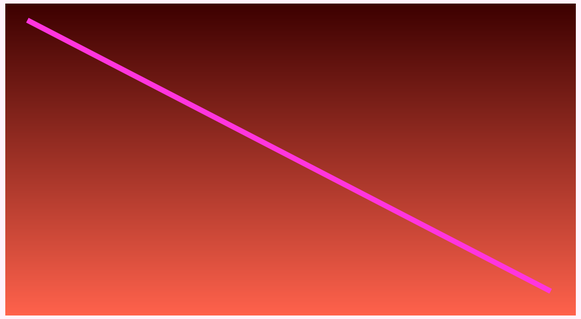
Do not use any colors in your graphic materials other than those specified in this document.



Do not modify colors by creating shades and tints or by applying transparency.



Do not apply filters, effects, or textures to colors.



Do not create gradients using colors other than those specified.