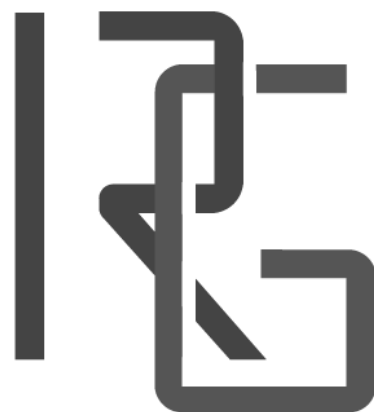


LOGO MANUAL



REPROGRAFÍA BV

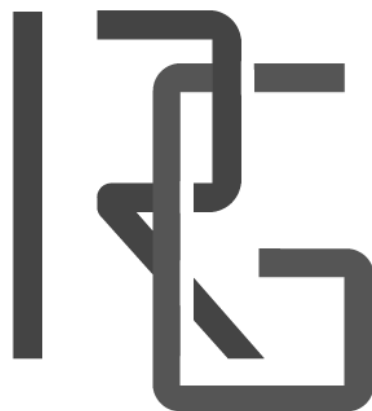
Definition of basic rules for logo usage.

- 01 BASIC VERSION - DARK
- 02 BASIC VERSION - BRIGHT
- 03 PICTOGRAPH
- 04 PROTECTIVE ZONE
- 05 MINIMAL SIZE
- 06 COLOR DEFINITION - DARK
- 07 COLOR DEFINITION - BRIGHT
- 08 LINE DRAWING
- 09 PROPORTIONS
- 10 FONT DEFINITION
- 11 APPLICATION - ONE COLOR BASE
- 12 APPLICATION - PHOTOGRAPH
- 13 INCORRECT USAGE

01

BASIC VERSION

DARK



REPROGRAFÍA BV

Basic version of dark logo meant for bright backgrounds.

02

BASIC VERSION

BRIGHT

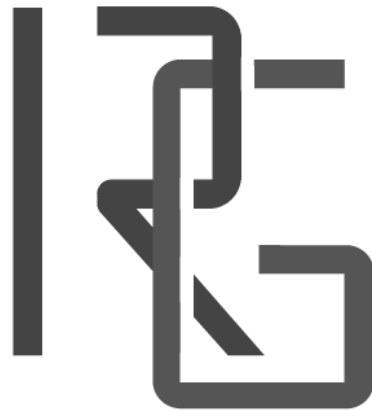


REPROGRAFÍA BV

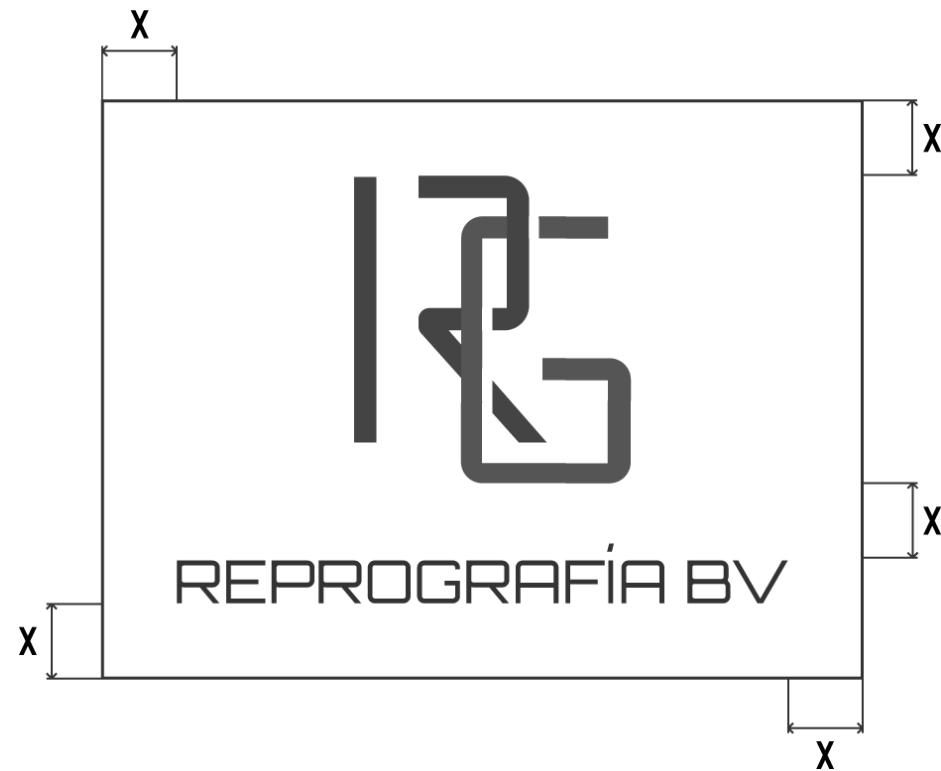
Basic version of bright logo meant for dark backgrounds.

03

PICTOGRAPH



Pictograph can be used separately for company propagation.



Protective zone defines a space around the logo, in which no other aspects of graphics can be located. This zone is minimal and can be enlarged. Frame around the logo isn't part of it, it's only used for representation the protective zone.

X = distance between pictograph and text

05

MINIMAL SIZE



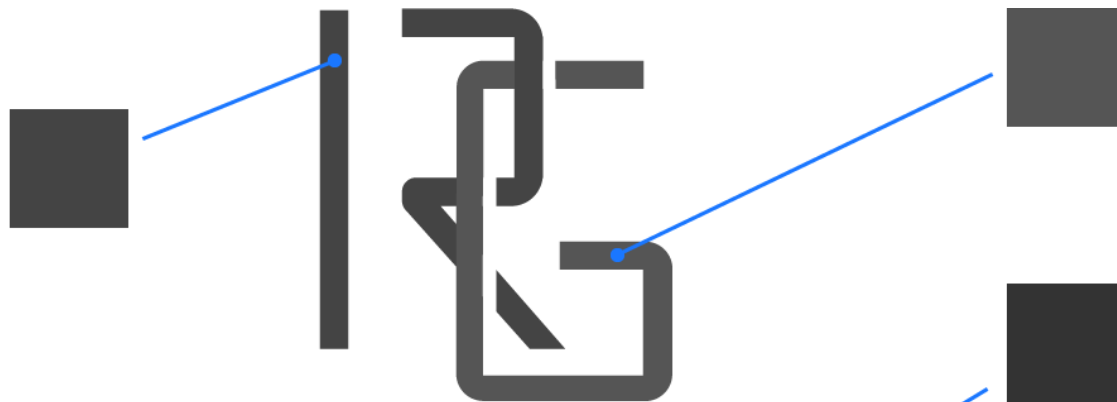
Minimal width of the logo is 30mm. This size is important for keeping the logo readable.

06

COLOR DEFINITION

DARK

#444444



#555555

#333333

REPROGRAFÍA BV

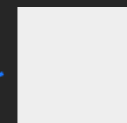
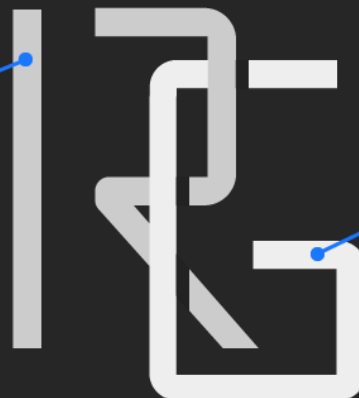
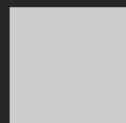
Only allowed colors are defined higher. No other colors or shades are allowed.

07

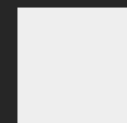
COLOR DEFINITION

BRIGHT

#cccccc



#ddddd



#eeeeee

REPROGRAFÍA BV



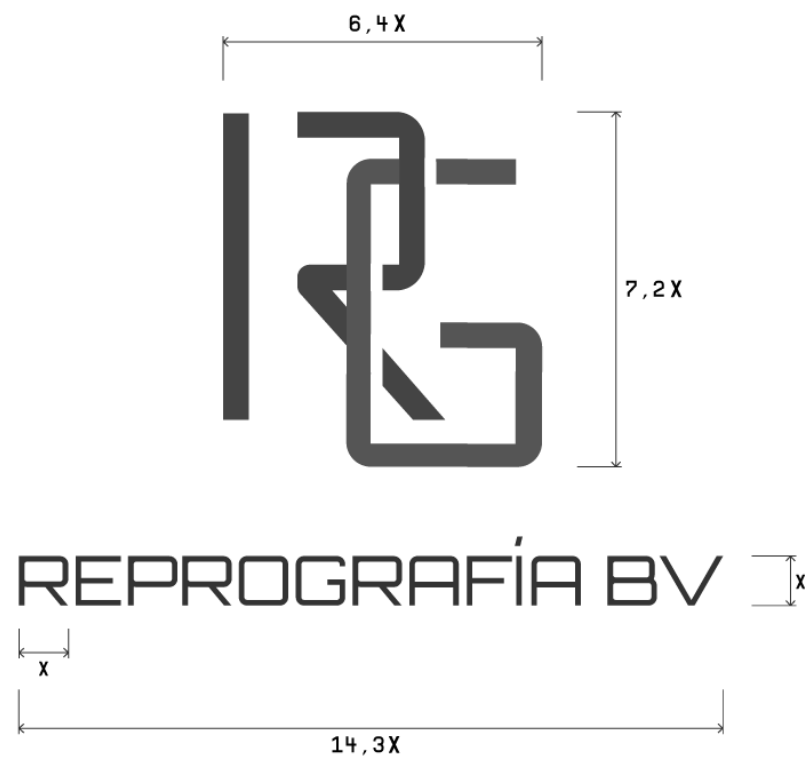
Only allowed colors are defined higher. No other colors or shades are allowed.

08

LINE DRAWING



Used in cases, where usage of colorful logo isn't possible due to technical reasons.



Dimension X is equal to the width of the letter R. Other dimensions are its multiples.

Orbitron regular

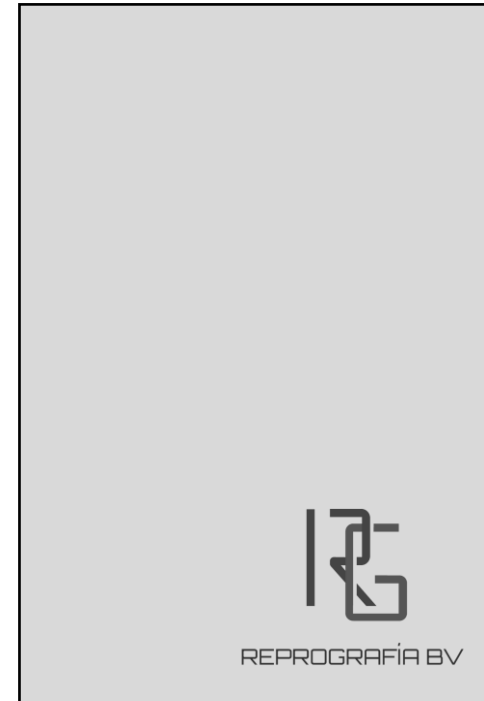
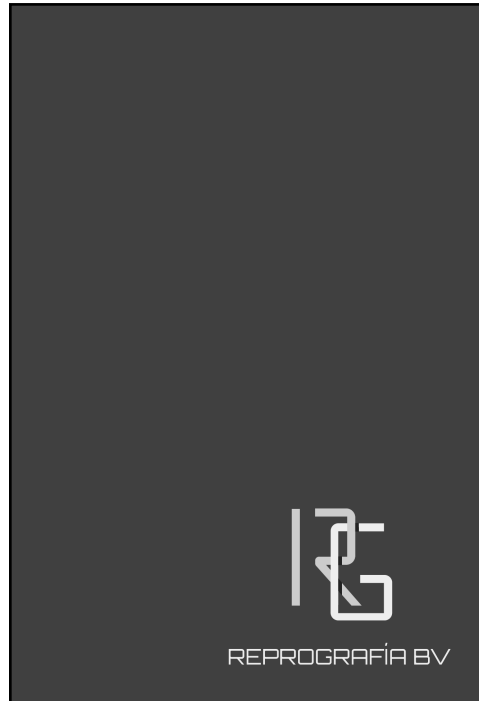
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Basic font is 'Orbitron regular'. Usage of other fonts is forbidden.

11

APPLICATION

ONE COLOR BASE



Example of logo application on single color background. It's always important to evaluate whether should be used the dark or the bright variant.

12

APPLICATION

PHOTOGRAPH



Example of logo application on photograph. It's always important to evaluate whether should be used the dark or the bright variant.



It's inadmissible to change or alter any parts of the logo in any way. For unauthorized adjustment is considered for example: changing the pictograph, changing the colors, deformation of the logo, rotation of the logo or any other changes.