

Contents

Logo	3
Main logo	3
Text logo	5
Size	7
Placement	8
Old logo	10
National selections logos	11
Logo Do's and Don'ts	12
Colour	13
Palette and usage	13
Typography	14
Typefaces	14
Brackets	16
Typography Do's and Don'ts	17
Business card	19
Website family	21
Graphic design	22
Posters	22
Banners	23
Ad pictures	24



RGB
0, 140, 230
HEX
#008ce6

This blue colour is recommended for use as dominant in our presentations and other visual graphics as primary



RGB
0, 170, 160
HEX
#00aaaa

This dark teal colour is recommended for use as dominant in our presentations and other visual graphics as secondary



RGB
5, 134, 162
HEX
#0586a2

This turquoise colour is one of the logo's colours can be used to emphasize unity and relation between elements with main logo



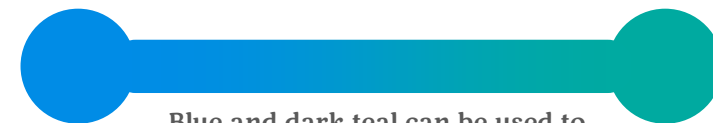
RGB
39, 34, 88
HEX
#272258

This dark purple colour is one of the logo's colours can be used to emphasize unity and relation between elements with main logo

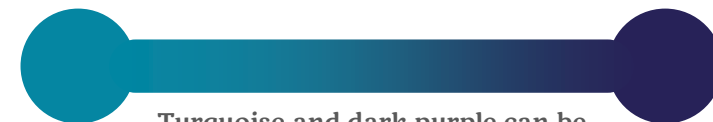


RGB
255, 230, 210
HEX
#ffe6d2

This light orange colour appear when it is necessary to make a design a little bit soft and warm



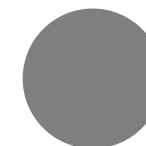
Blue and dark teal can be used to create a gradient to add depth to visual design



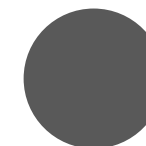
Turquoise and dark purple can be used to create a gradient to add depth to visual design



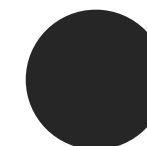
RGB 217, 217, 217
HEX #d9d9d9



RGB 127, 127, 127
HEX #7f7f7f



RGB 89, 89, 89
HEX #595959



RGB 38, 38, 38
HEX #262626

White, black and this grayscale colours are used for body in order not to overload design with saturated bright colours. Also this grayscale allows to easily highlight important parts

Recommended proportion of colour usage:

