



## Brand Guide



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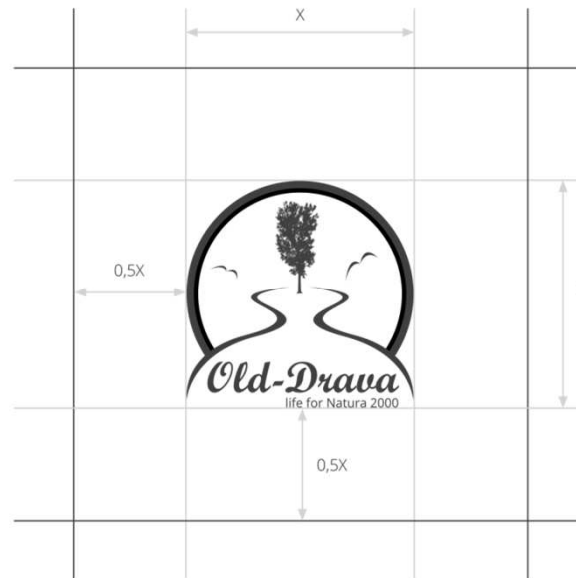
# Elements of logo

The logo consists of three parts: the typical symbols of Old-Drava, the "Old Drava" appellation and a short sentence. The logo can only be used with all of its elements.



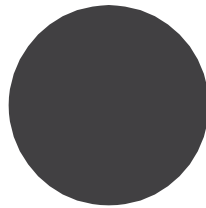
# Size of logo

For print based publications, the minimum size of the logo is 15 mm, while online it can be minimum 56 px. The determination of the blank area around the logo can be seen at the lower figure.

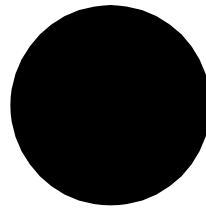


# Colour system of logo

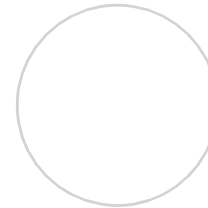
The logo can be used with these colours. At white colour usage, the inner arc can be applied with 80% translucency.



C=0 M=0 Y=0 K=90  
R=62 G=61 B=64



C=0 M=0 Y=0  
K=100  
R=0 G=0 B=0



C=0 M=0 Y=0 K=0  
R=255 G=255 B=255

# Primary colours and background

The logo's recommended formats and the appearance of the background colour can be seen on this slide. Depending on the photos' brightness, the dark or the white logo should be used.



C=0 M=0 Y=0 K=90  
R=62 G=61 B=64



C=0 M=0 Y=0 K=0  
R=255 G=255 B=255



# Other colours

These colours are recommended on other graphic elements:

blue

C=70 M=0 Y=20 K=0  
R=22 G=190 B=207

C=80 M=0 Y=10 K=20  
R=0 G=155 B=186

C=90 M=0 Y=10 K=40  
R=0 G=122 B=151

green

C=30 M=0 Y=60 K=0  
R=185 G=217  
B=137

C=60 M=0 Y=80 K=0  
R=109 G=192  
B=103

C=40 M=0 Y=80  
K=20  
R=134 G=172 B=81

yellow

C=5 M=20 Y=70 K=0  
R=242 G=201 B=104

C=5 M=25 Y=100 K=0  
R=242 G=190 B=26

C=10 M=50 Y=100 K=0  
R=226 G=143 B=38

brown

C=20 M=30 Y=100 K=0  
R=210 G=172 B=43

C=20 M=30 Y=100 K=20  
R=173 G=143 B=33

C=20 M=40 Y=100 K=60  
R=104 G=78 B=4

# Prohibited uses

The logo can be used only in the guide's specified colours and formats. Any distortion, colour change or leaving out any elements of the logo is not allowed. Here are some examples of the non-proper use of the logo:





# Tipography

The font used in the logo: "Script Mt Bold"

*Script Mt Bold*

*a á â c d e é f g h i í j k l m n*

*o ó ô p q r s t u ú ü v w x y z*

*1 2 3 4 5 6 7 8 9 0*

*- — & \* # @ ? ! / % + = ( ) . , : ;*

# Typography

The primary font of the brand is the "Open Sans" and its different styles. This font can be applied optionally to longer or even shorter texts. (Business card, official letter, publications, project description, etc.)

## Open Sans light

a á b c d e é f g h i í j k l m n  
o ó ö ö p q r s t u ú ü ũ v w x y z  
1 2 3 4 5 6 7 8 9 0  
- — & \* # @ ? ! / % + = ( ) . , : ;

## Open Sans regular

a á b c d e é f g h i í j k l m n  
o ó ö ö p q r s t u ú ü ũ v w x y z  
1 2 3 4 5 6 7 8 9 0  
- — & \* # @ ? ! / % + = ( ) . , : ;

## Open Sans bold

a á b c d e é f g h i í j k l m n  
o ó ö ö p q r s t u ú ü ũ v w x y z  
1 2 3 4 5 6 7 8 9 0  
- — & \* # @ ? ! / % + = ( ) . , : ;

## *Open Sans light italic*

a á b c d e é f g h i í j k l m n  
o ó ö ö p q r s t u ú ü ũ v w x y  
z  
1 2 3 4 5 6 7 8 9 0  
- — & \* # @ ? ! / % + = ( ) . , : ;

## *Open Sans italic*

a á b c d e é f g h i í j k l m n  
o ó ö ö p q r s t u ú ü ũ v w x y  
z  
1 2 3 4 5 6 7 8 9 0  
- — & \* # @ ? ! / % + = ( ) . , : ;

## *Open Sans bold italic*

a á b c d e é f g h i í j k l m n  
o ó ö ö p q r s t u ú ü ũ v w x y  
z  
1 2 3 4 5 6 7 8 9 0  
- — & \* # @ ? ! / % + = ( ) . , : ;

# Logos of partners

The partners' logos are allowed to use in this format:



# Business Cards

Application of logo on business card:



# Official letters

Recommended position of the logo on official letters



# Magazine

Recommended format and design on printed communication materials. The regulations for the front page of the Magazine:

1. All the elements should be put in the middle
2. Logo is above the picture, the text is under the picture
3. There is a layer behind the title with 80% translucency
4. The title of the printed magazine and other printed materials need to be put onto the front page with good visibility and proper colours



# Magazine

Design of inner page of the printed materials is not regulated. Here is an example for that:



# Magazin

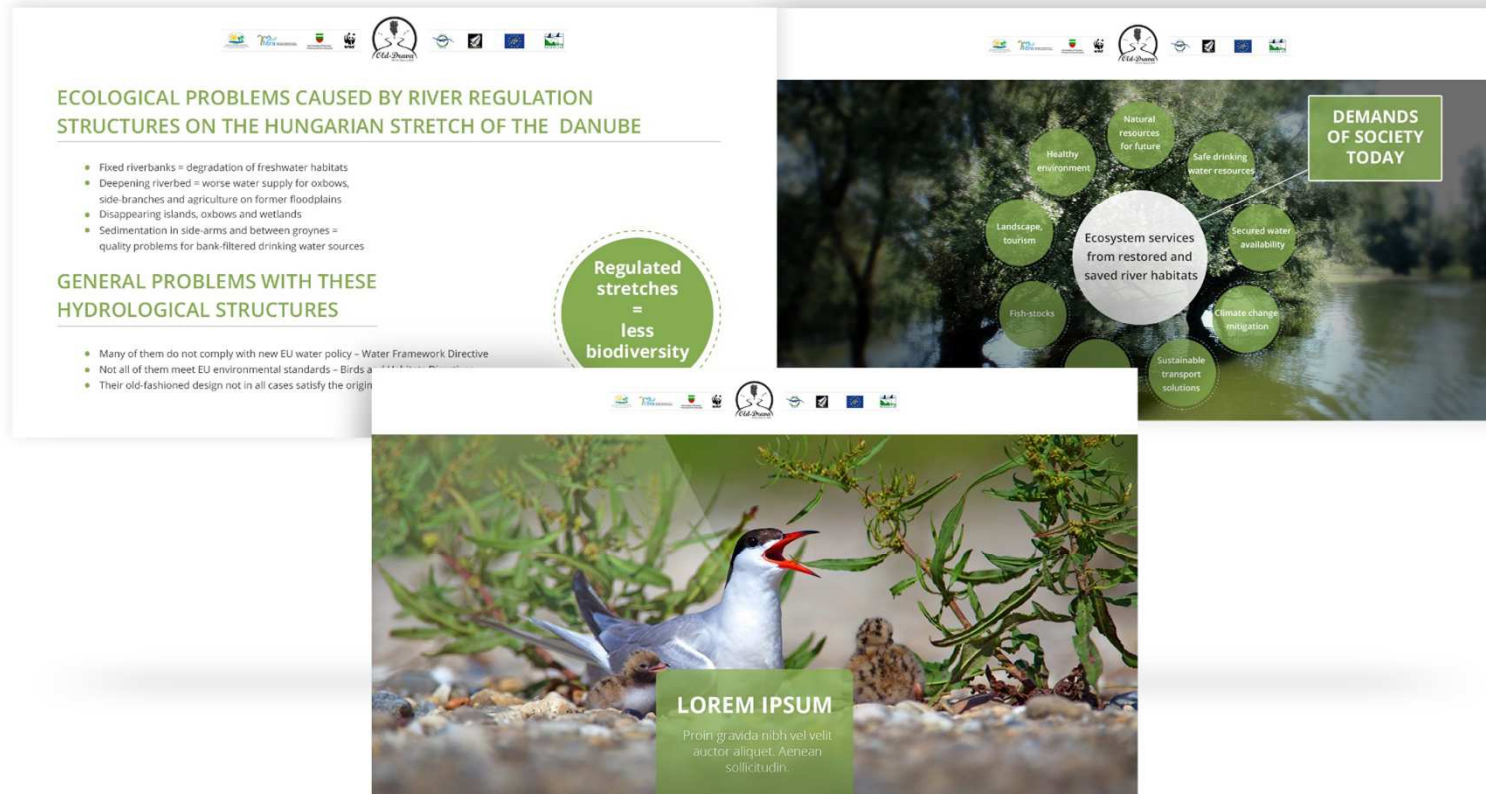
The logos on the final page are allowed to use in this format





# Presentations

Here are some examples for PPT presentations' slides. The logos are allowed to use in the headline in presentations.



# Roll up

The position of the logo on exhibition device:

