

1. Introduction

Annual ENCATC logo describes how an organization
such as, receives and transmits the new methods,
information, knowledge, etc ...



$$\frac{1}{2}$$

2. Table of contents

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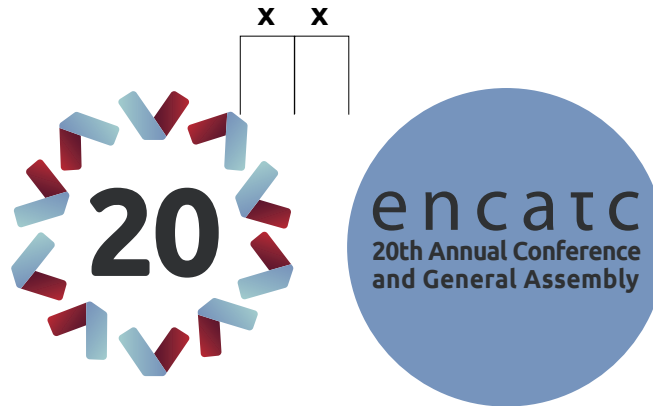
3. The annual logotype



Graphic symbol

The logotype is a symbol of arrows, which characterizes the direction, flow, stream. In this case, the direction of information. On one page inside the organization, on the other outwards to others. The amount of arrows, shows a wide cooperation and a amount of members.

Also in two-color variant arrows looks like a ribbon, a symbol of celebration.



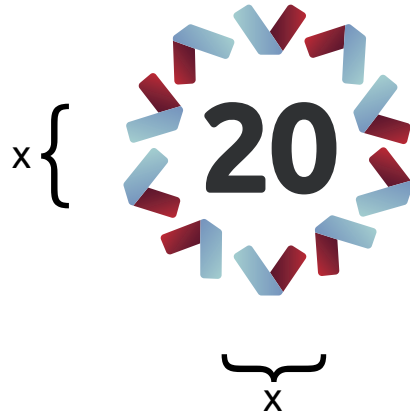
Logo with type

Logo can be used alone or with the name of the organization with the name of the annual event. It's used on the type th color of number 80 % grey. Distance between logo and circle is defined by „x” - width of arrow.

Both of colours are defined on the page 15. Type is defined on the page 17/18.

There is an example of negative one- color version.

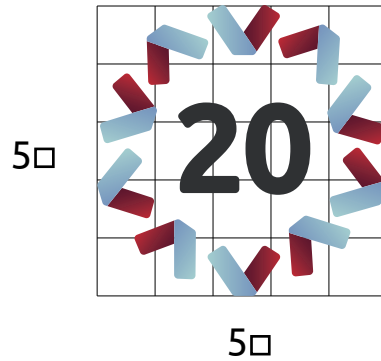




Proportions

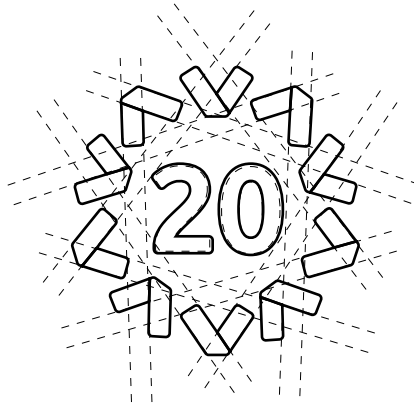
Defines the dimensional ratios logo. For their exact description are defined by the X unit, which is equal to size of the symbol logo.

$$\frac{5}{6}$$



Square network

Logo in a square network allows to control the size and proportionality of graphic elements.



Construction

Graphically shows how the logo was designed. What are the proportions and the angles. „20“ is from font UBUNTU (bold typeface) with added rounded stroke.

7

8

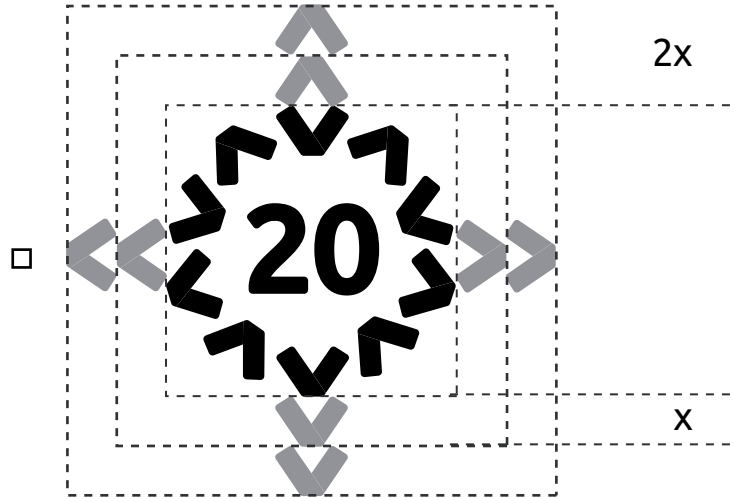


One-color

The one-color version of our signature is used for applications and collateral where the layout needs to be simple and focused without too many color variations.

Black and white logo (positive) - It is used to print in black and in cases where can not be reproduced in color.

Negative logo - Negative or inverse design of the logo when the logo is white (to use a different color is not allowed) with dark surface. It must be observed visibility of the logo.



Clear space

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “X”, as shown. This distance also applies to the logo with the text.

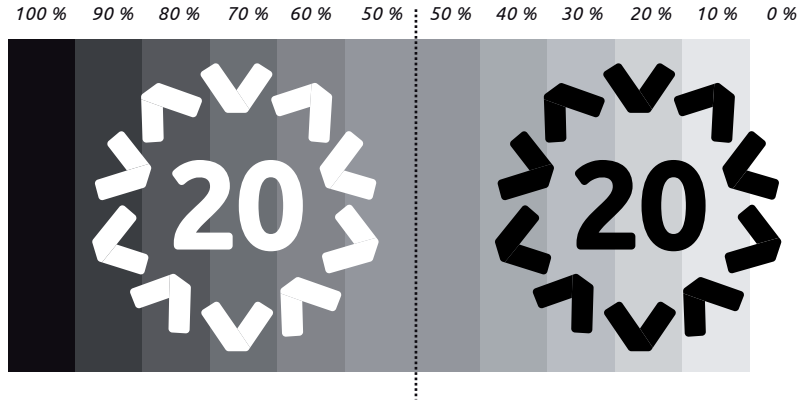
Size of recommended clear space logo is 2x and minimal size of this space is x.



Minimum size

The minimum size of the logo provides perfect reproduction in resolution capable ensure the office printer.

Also I show the recommended size of the logo for a business card and envelope.

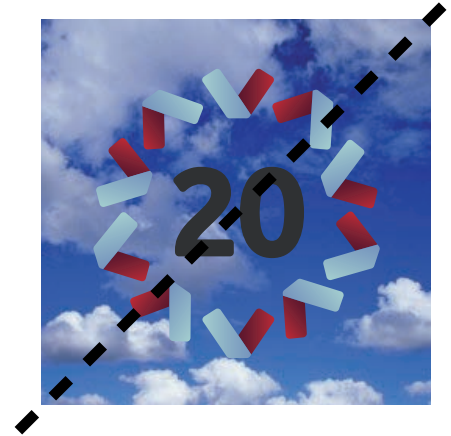


Background control

If we apply the logo to the underlying surface color, this color is converted to degrees gray and then compared with the table. Negative version of the logo we use in degrees cast from 100% - 50%. Positive version of the logo from 50% - 0% grayscale.

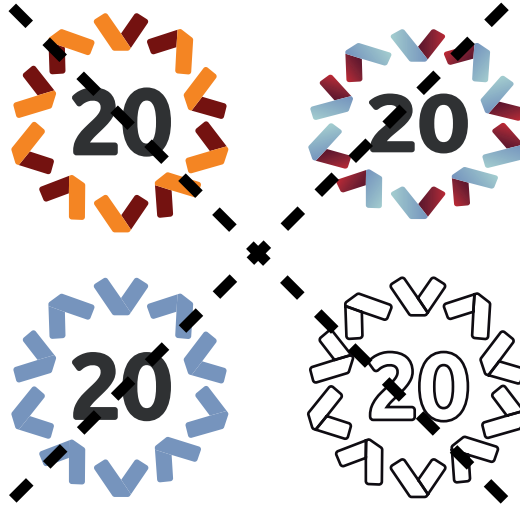
11

12



Background control

I don't recommend for use of background area images. If it's necessary, the logo on that area can't losing legibility. I'm showing examples.



Misuses

It is forbidden to edit the logo in any way. They may not vary the proportions of the logo, colors or reshape logo in curves.

C M Y K
13% 94% 88% 3% **WEB**
CC282B

R G B
204 40 43 **PANTONE**
Pantone 180 C

C M Y K
41% 92% 62% 52% **WEB**
631E2D

R G B **PANTONE**
99 30 45 Pantone 1815 EC



WEB **C M Y K**
7E9ABF 36% 34% 10% 0%

PANTONE **R G B**
Pantone 2718 EC 126 154 191

WEB **C M Y K**
B0D1D1 36% 7% 18% 0%

PANTONE **R G B**
Pantone 2975 E 176 209 209

Color

Colors are based on the company colors of Organization ENCATC, because of transition, I define two colors, which it contains.

C **M** **Y** **K** **WEB** ■
 24% 100% 100% 24% 9D0A0A

R **G** **B** **PANTONE**
 157 10 10 Pantone 167 EC

C **M** **Y** **K** **WEB** ■
 56% 34% 10% 0% 7E9ABF

R **G** **B** **PANTONE**
 126 154 191 Pantone 631 EC



■ **C** **M** **Y** **K** **WEB**
 0% 0% 0% 50% 9C9E9F

R **G** **B** **PANTONE**
 156 158 159 Pantone 423 PC

Two-color logo

Two - colour logo is used when logo with transition can't b used.

Two - colour logo in greyscale is used in black and white print.

■ **C** **M** **Y** **K** **WEB**
 0% 0% 0% 90% 3E3D40

R **G** **B** **PANTONE**
 62 61 64 Pantone 432 PC

15

16

4. Font

UBUNTU

Annual font

For annual print use this font.

UBUNTU REGULAR

AÁÄBCČDĎĚÉFGHIÍJKLĹLMNŇOÓPQRSŠTUÚVWXYÝŽŽ
aääbcčdděéfgghiíjklĹmnňoópqršštúvwxyýz.,!/?/()%“123+=-

UBUNTU ITALIC

AÁÄBCČDĎĚÉFGHIÍJKLĹLMNŇOÓPQRSŠTUÚVWXYÝŽŽ
aääbcčdděéfgghiíjklĹmnňoópqršštúvwxyýz.,!/?/()%“123+=-

UBUNTU REGULAR

AÁÄBCČDĎĚÉFGHIÍJKLĹLMNŇOÓPQRSŠTUÚVWXYÝŽŽ
aääbcčdděéfgghiíjklĹmnňoópqršštúvwxyýz.,!/?/()%“123+=-

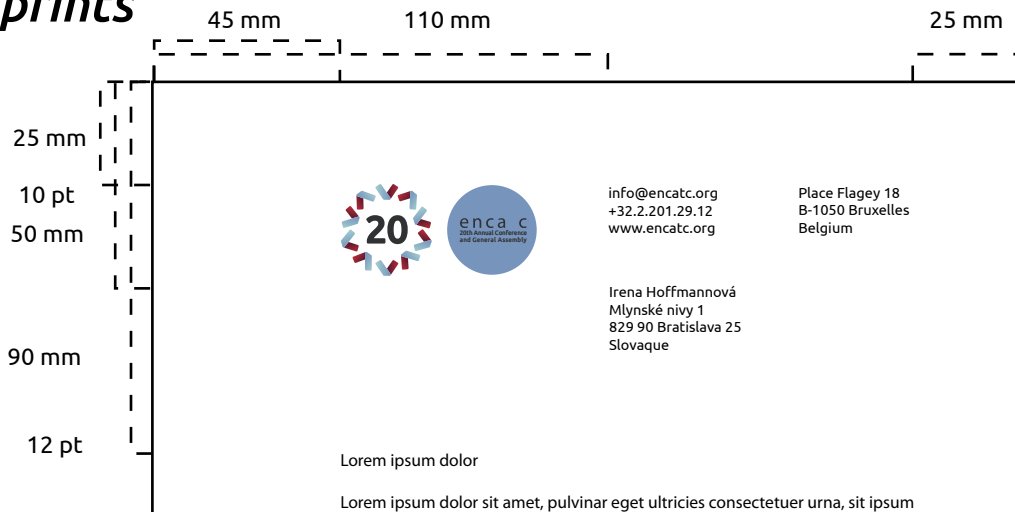
ALLER REGULAR

AÁÄBCČDĎĚÉFGHIÍJKLĹLMNŇOÓPQRSŠTUÚVWXYÝŽŽ
aääbcčdděéfgghiíjklĹmnňoópqršštúvwxyýz.,!/?/()%“123+=-

Typefaces

Typefaces of annual font, which serves for marking in text.

5. Corporate prints

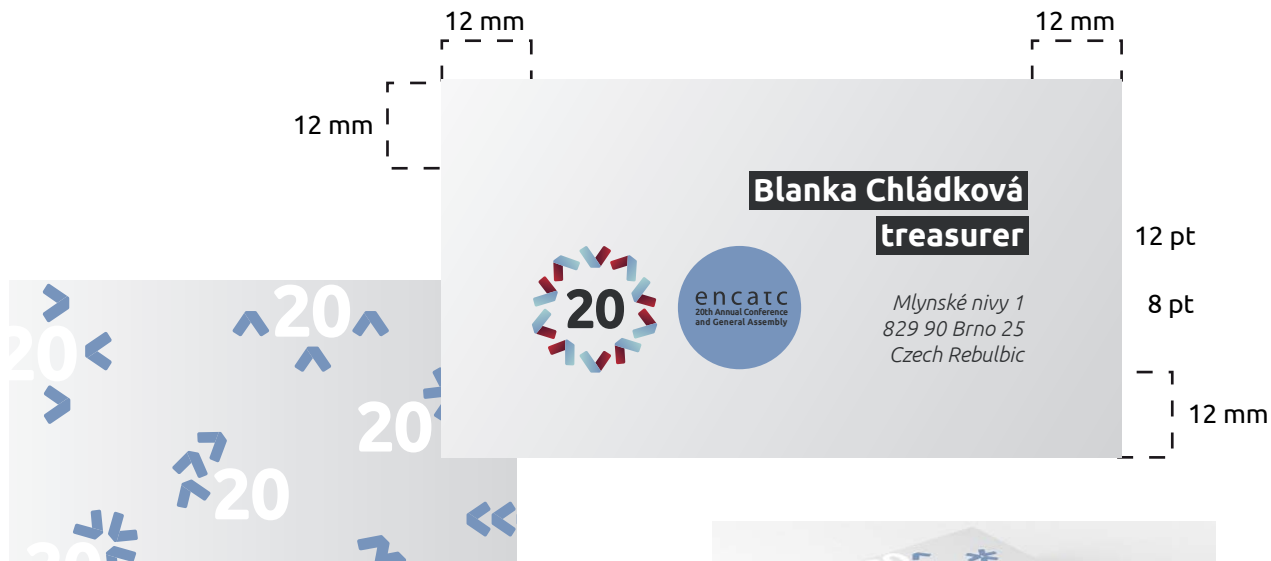


Letter-head

Letterhead serves as a universal corporate printed, is printed by offset or quality digital printing on white paper with a minimum weighing 80 to 90 g / m².



Logo is placed in the right top corner of the envelope 18 mm from the edges.



Business card

In this case, is the logo dominant, and may be larger. It's dimension is 16 mm x 16 mm. Back side could be printed by symbols, which are described on the page 24.



6. Gifts



Gifts items

Logo is easily applicable to various items. I show common gifts that can be used on this occasion.

7. Applications



Brochure

Brochure serves as a print available during the assembly. It informs about program, lectures and speakers.

8. Annual symbols



COMMUNICATION



CULTURAL VARIETY



TRANSFERING VIEW



STABILITY



GATHERING VIEW



MEETING



INTERNATIONAL



DEVELOPMENT



ANNUAL



HISTORY



FUTURE



PARTNERSHIP



DISCUSSING



NEW THINKING



SHARING

