

Polap

Brand Identity Standarts

Version 1.0 | January 2020



P O L A P

Welcome to the brand book of Polap!

We have created this document as a guide and inspiration for anyone who is commissioning, writing, designing or producing Polap branded communications.

This document contains an overview of our creative style and an explanation of the basic elements of our identity.

Our brand is crucial to the performance of our business, so please take a few minutes to have a look through.

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LETTER "P" (POL)



LETTER "A" (AP)



PYRAMID = PROGRESS, GROWTH



LATVIAN FLAG 2:1:2
(ON WHITE BACKGROUND VERSION)



STEPPING OUT OF THE BOX AND
FRAME OF THE OLD LOGO



P O L A P

Logo overview

Our logo is very precious to us. We took our time developing our identity, so please respect it.



Primary logo.

This is the stacked version of the logo and is preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers, product packaging and most of other situations.

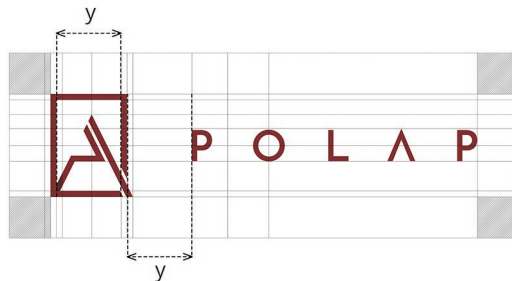
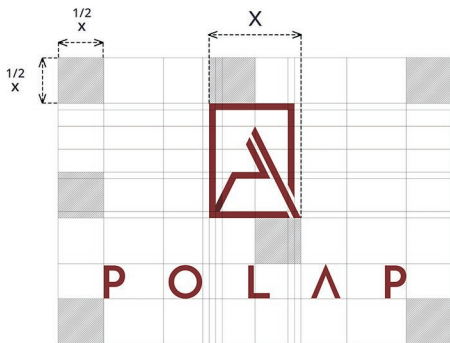


Secondary logo.

This is the landscape version of the logo and is preferred version when space is not at a premium in layout, for example, website graphics and banners.

Clear space

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



Minimum size

Bigger is better



Stacked logos must NOT be reproduced at a size smaller than 15mm in height.



Landscape logos must NOT be reproduced at a size smaller than 8mm in height.

Alternate logos

Say hello to others in the family! In a situation where the standard logo on white background won't work, please use any of the examples below that are most applicable to your context. Please abide the same guidelines set out for the standard logo regarding sizing, font and spacing.



Incorrect usage

We want to look good all the time. We have specified what our logo is and how it is replicated. Although, just to be sure, we thought we would show you a few examples to demonstrate what our logo is not.

Do NOT:

1. Change logo's orientation.

2. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, strokes, lighting effects and drop shadows.

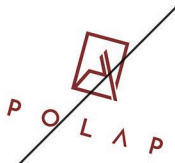
3. Stretch, squeeze, modify or distort the logo.

4. Change the color

5. Attempt to recreate the logo or make alterations, additions or substitutions to the words contained in the logo.

6. Do not use the negative logo on backgrounds that are too light or cluttered.

1.



2.



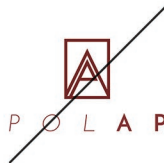
3.



4.



5.

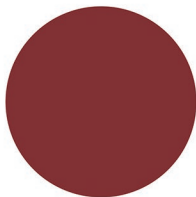


6.



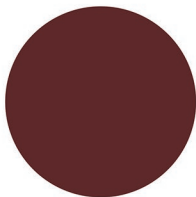
Color overview

Our colors define our brand and give us personality.



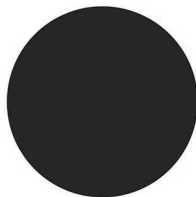
PANTONE 491 C

HEX #813234
RGB: 129 / 50 / 52
CMYK: 32 / 86 / 73 / 33



PANTONE 490 C

HEX #5E2A2B
RGB: 94 / 42 / 43
CMYK: 40 / 81 / 70 / 51



PANTONE 426 C

HEX #282828
RGB: 40 / 40 / 40
CMYK: 71 / 65 / 64 / 68



SILVER FOIL
WHERE APPLICABLE

Typography overview

Typography is the backbone of design. Getting it right is paramount. We have selected Josefin Sans as our font.

Josefin Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&*(){};:

Josefin Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@£\$%^&*(){};:

Josefin Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

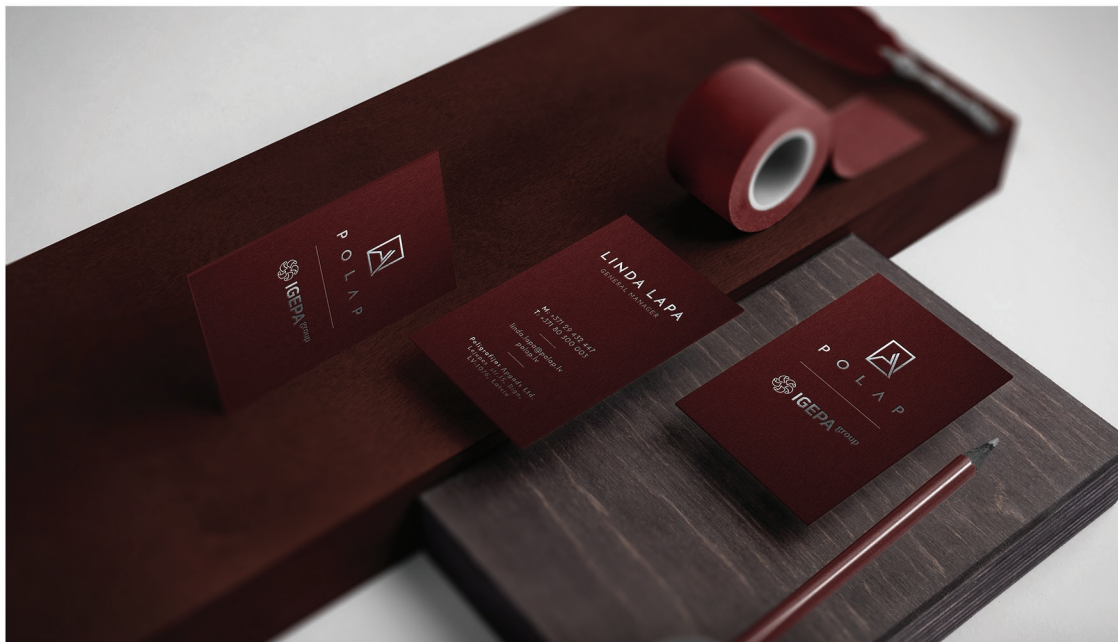
0123456789?!@£\$%^&*(){};:

Stationery:



Applications

Business cards / 50x90mm, premium paper on silver foil:



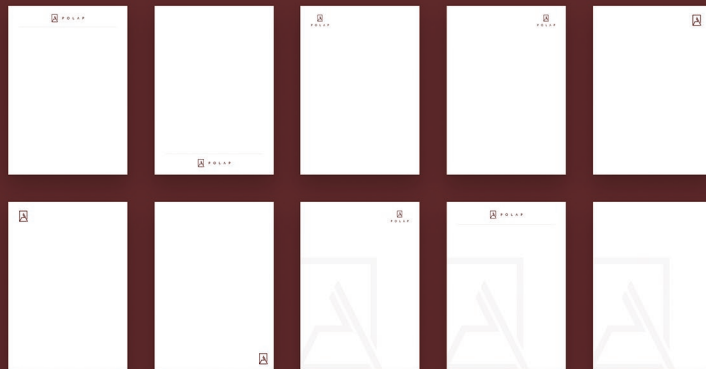
Applications

A4 letterhead:

STANDARD:



ALTERNATE:



Applications

A4 official envelope and E-mail signature:



Applications

Paper bag. Silver foil logo on dark bordo premium paper + white hangers



Applications

Ad banner / billboard:

VERTICAL:



HORIZONTAL:



