



BRAND BOOK.

IDENTITY GUIDELINES

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INTRODUCTION

The present management of the company "RCNTEC" defines the main graphic and color elements of the corporate identity and their combination for all project participants, as well as the rules for preparing business documents: forms, envelopes, business cards and other materials. The rules stated in this manual are binding.

1. BRAND IDENTITY



1.1 Mark

Color image

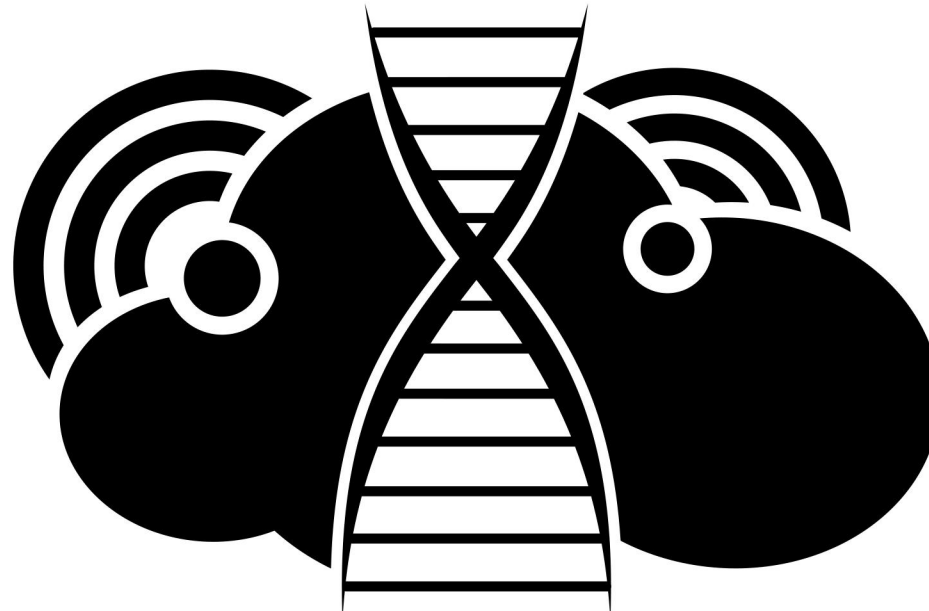


In the sign it is not permissible to change the proportions and relative positions of the elements. For playback, use only the original electronic version of the mark.

 rcntec.com/brandbook/mark.ai

1.2 Mark

Monochrome version



rcntec.com/brandbook/mark.ai

rcntec.com/brandbook/mark_monochrome.ai

In the sign it is not permissible to change the proportions and relative positions of the elements. For playback, use only the original electronic version of the mark.

1.3 Mark

Invert version



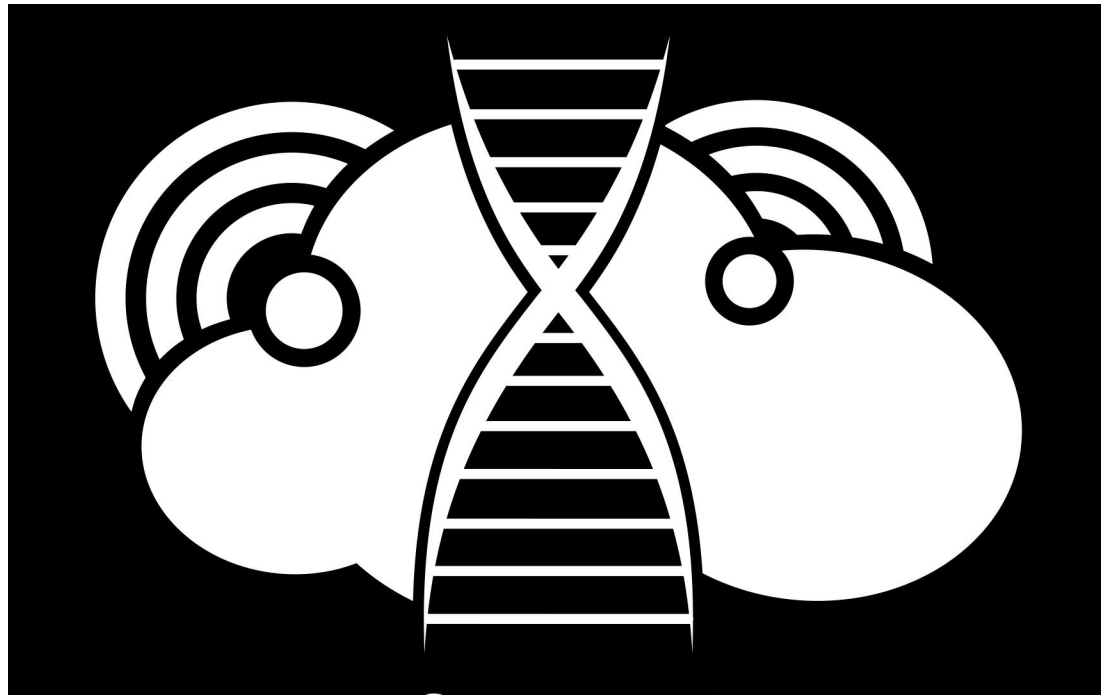
rcntec.com/brandbook/mark.ai

rcntec.com/brandbook/mark_invert.ai

In the sign it is not permissible to change the proportions and relative positions of the elements. For playback, use only the original electronic version of the mark.

1.4 Mark

Invert monochrome version



rcntec.com/brandbook/mark.ai

rcntec.com/brandbook/mark_invert_monochrome.ai

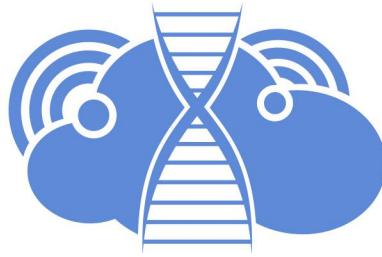
In the sign it is not permissible to change the proportions and relative positions of the elements. For playback, use only the original electronic version of the mark.

1.5 Mark

Scaling



65



50



35



20



10

The minimum size of the trademark is 10 mm wide, the maximum size is unlimited.

2.1 Logo

Color and monochrome versions of the logo



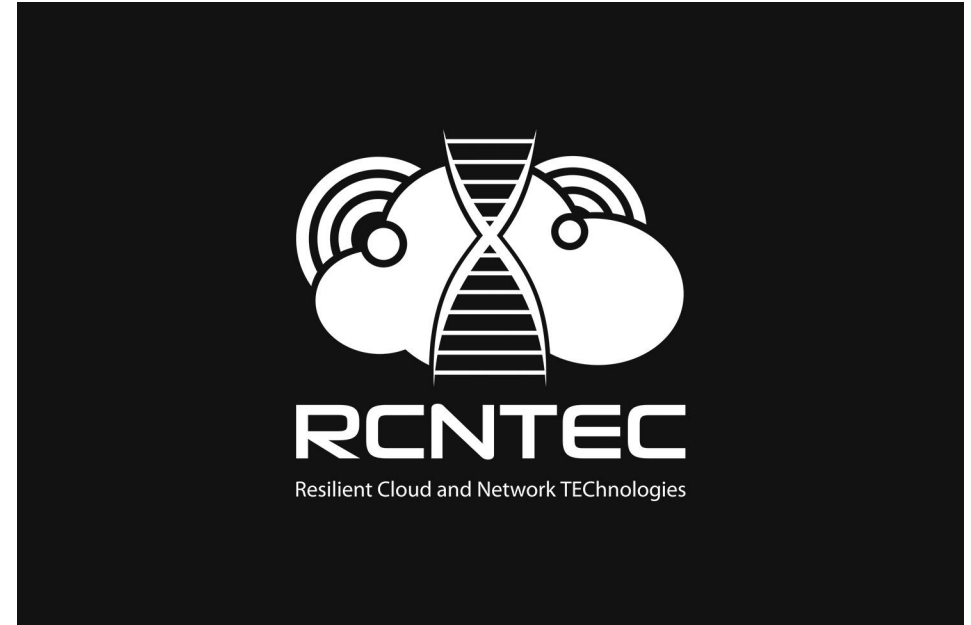
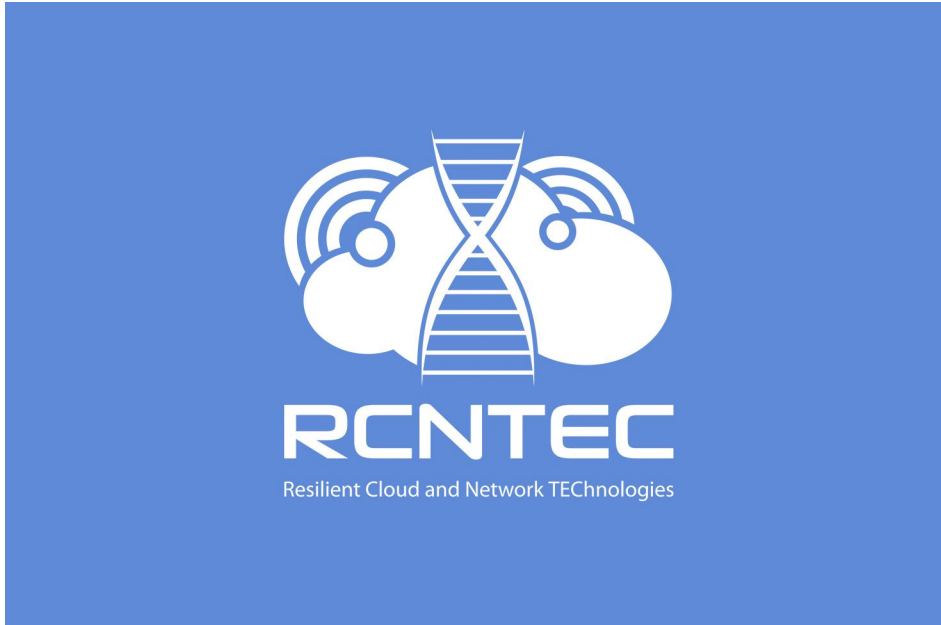
rcntec.com/brandbook/logo.ai

rcntec.com/brandbook/logo_monochrome.ai

In the logo is unacceptable to change the proportion and mutual arrangement of elements. To be played back use only the original electronic version logo.

2.2 Logo

Inverted color and inverted monochrome versions of the logo



rcntec.com/brandbook/logo_colour_invert.ai

rcntec.com/brandbook/logo_monochrome_invert.ai

In the logo is unacceptable to change the proportion and mutual arrangement of elements. To be played back use only the original electronic version logo.

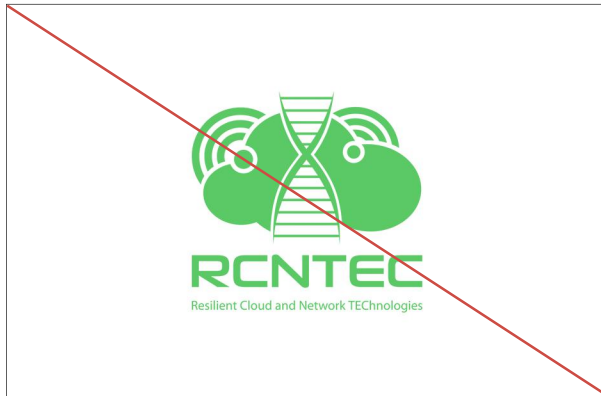
2.3 Logo

Variants of placement on a color photo



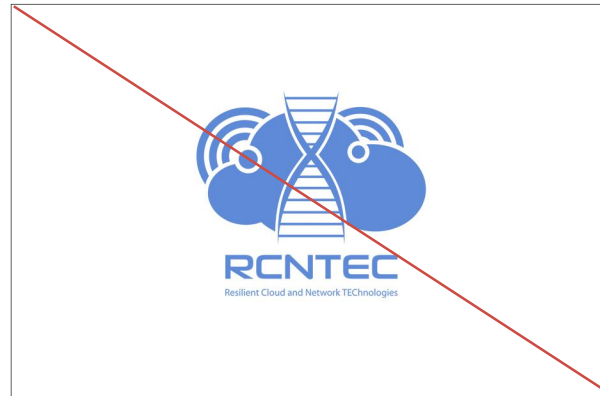
2.4 Logo

Limitations when using the logo



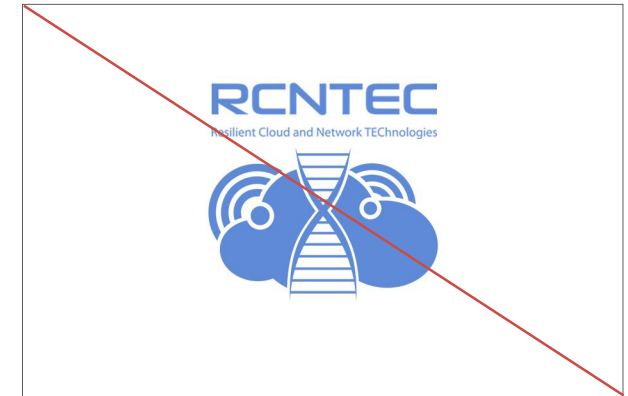
Colour

Do not use other colors.



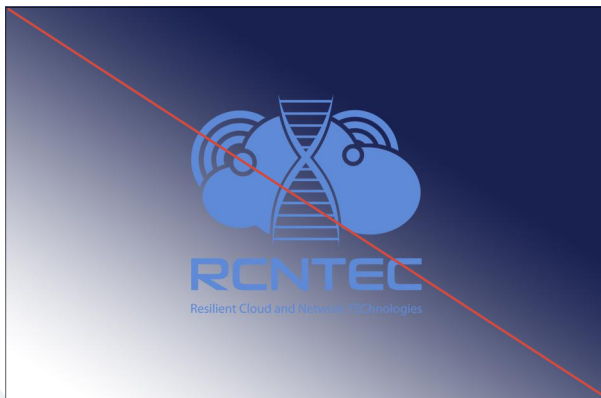
Ratio of elements

It is not allowed to change the proportions and the relationship between the elements of the logo.



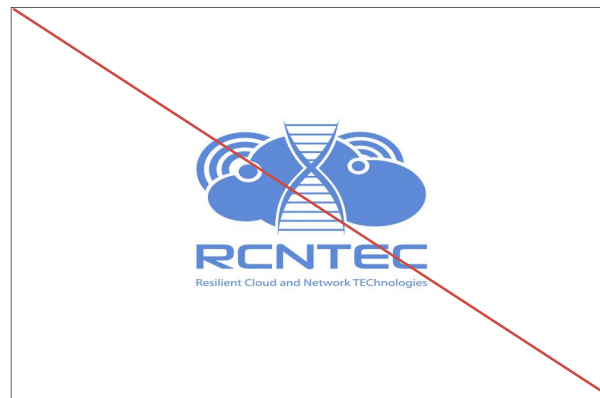
Position of elements

You can not change the location of items.



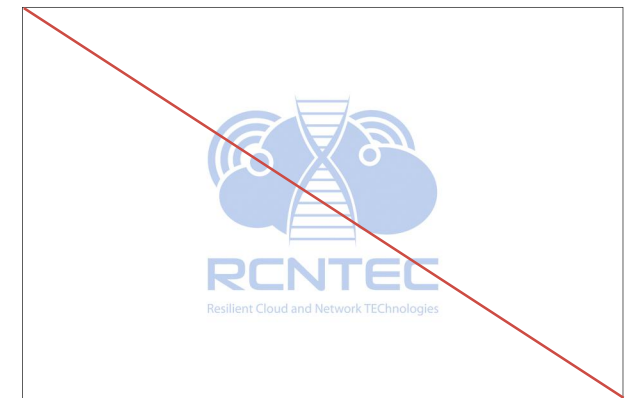
Gradient

Do not use the logo without a dice on the gradient background.



Transformation

Do not distort the logo under any circumstances.



Transparency

Do not apply any degree of transparency elements of the logo.

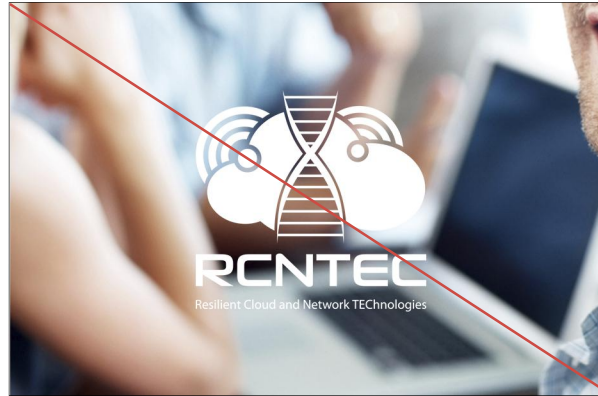
2.5 Logo

Limitations when using the logo on photo



Color photo, color logo

Do not place a logo without a dice on the background of color photographic images.



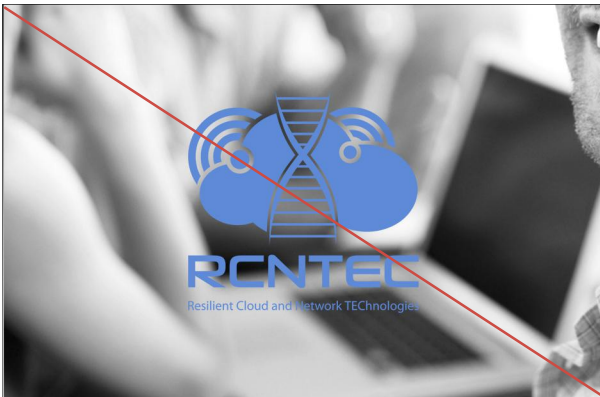
Color photo, white logo

Do not place a logo without a dice on the background of color photographic images.



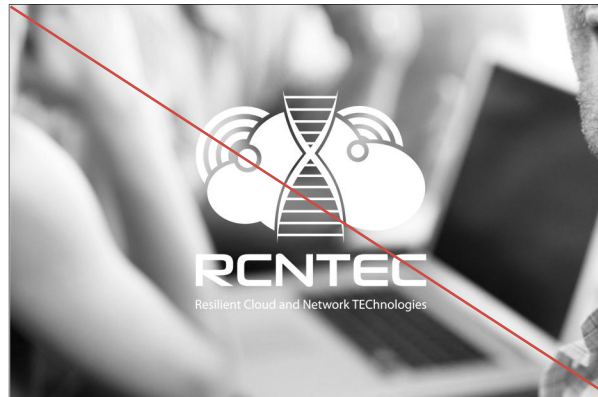
Color photo, black logo

Do not place a logo without a dice on the background of color photographic images.



Black and white photo, color logo

It is not allowed to place a logo without a die on the background of black and white photographic images.



Black and white photo, white logo

It is not allowed to place a logo without a die on the background of black and white photographic images.



Black and white photo, black logo

It is not allowed to place a logo without a die on the background of black and white photographic images.

3 Brand colours



PANTONE 2718 C
CMYK 80.40.0.0
RGB 94.138.215
HTML #5e8ad7



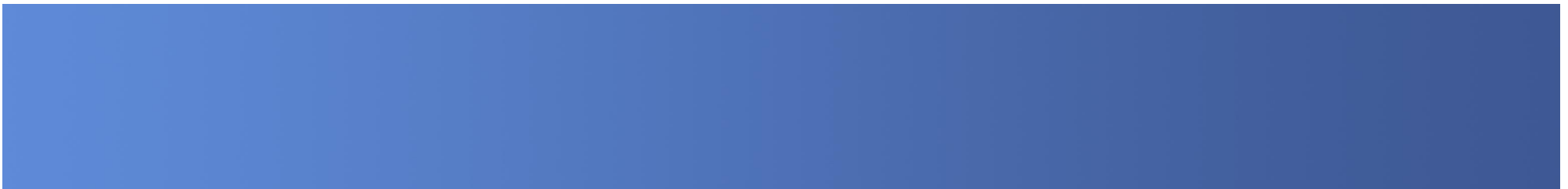
PANTONE 7685 C
CMYK 100.89.20.2
RGB 62.88.148
HTML #3e5894



PANTONE Black 6 C
CMYK 67.54.45.74
RGB 25.30.37
HTML #191e25

Pantone 2718 C

Pantone 7685 C



4.1 Typography

Primary font

Full Cloud

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ

абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@#\$%&=+/'

The primary font is used in the headings on all carriers of advertising communication (presentation materials and printing products).

 rcntec.com/brandbook/full_cloud.otf

4.2 Typography

Additional font

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

The corporate font is used on all carriers of advertising communication (presentation materials and printing products).

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

Helvetica Neue Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

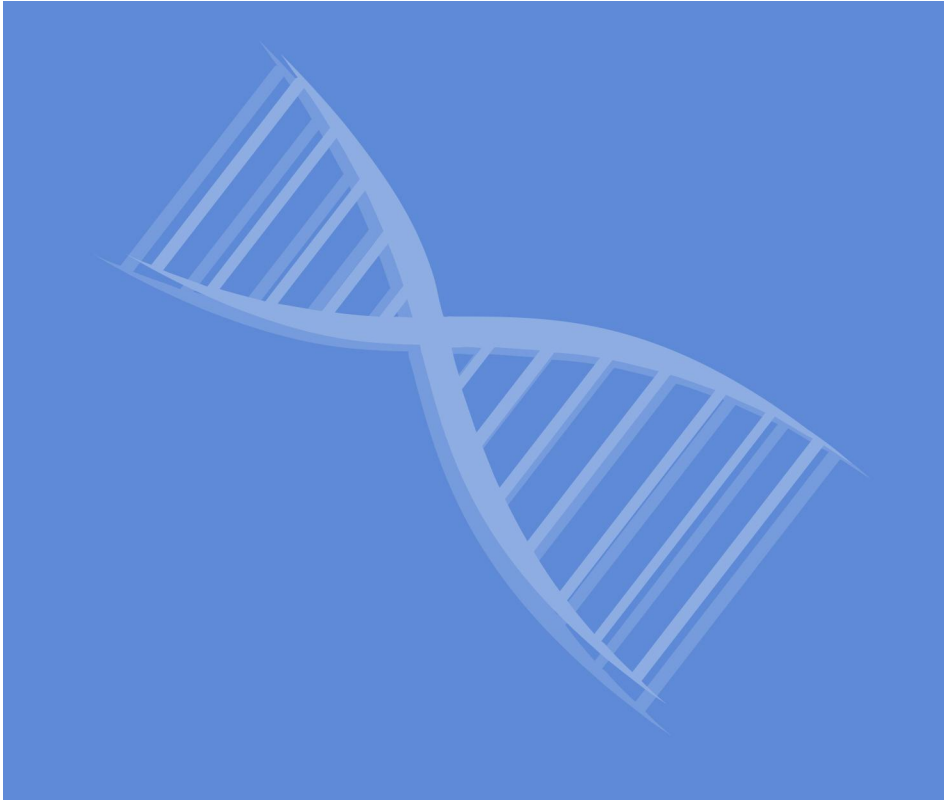
Helvetica Neue Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

АБВГДЕЁЖЗИЙКЛМНОПРСТУФКЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфкцчшщъыьэюя

0123456789!@\$%&=+/-

5 Brand graphics



 rcntec.com/brandbook/dnk.ai

2. CORPORATE DOCUMENTATION



6 Personal business card

In English

Size:

90x50

Typography:

Helvetica Neue

11 pt (Full Name) - Helvetica Neue Regular

8 pt (position) - Helvetica Neue Regular

7 pt (address) - Helvetica Neue Regular



 rcntec.com/brandbook/vizitka_en.ai

7 Official letterhead

In English

Size:

A4 (210x297 mm)

Typography:

9pt - Helvetica Neue Light

rcntec.com/brandbook/blank_en.ai



rcntec.com/brandbook/blank_en.docx.zip

rcntec.com/brandbook/blank_en_nofooter.docx.zip



8 Template for creating a folde

In English

Size:

220x307 mm

Typography:

18pt - Helvetica Neue Regular



 rcntec.com/brandbook/papka_en.ai