



 **visual identity** guideline

table**of**contents

- 2 creative**standards**introduction
- 3 signature**elements**
- 5 typography
- 6 colour**palette**
- 8 background**control**
- 10 signature**misuse**
- 11 primary**meansofcommunication**

creative**standards**introduction

A compelling corporate identity that expresses our personality and position is important to IPA CBC Serbia Unit.

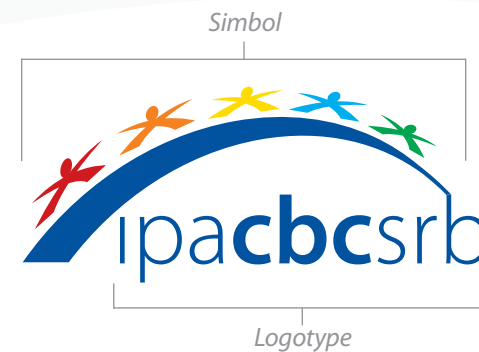
Our corporate identity is the face and personality we present to the community. It's as important as the services we provide. Our identity is the total effect of our logo, brand name, trademark, advertising, brochures, and presentations - everything that represents us. Because the IPA CBC Serbia brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines in this document are not meant to inhibit, but to improve the creative process. We have tried to provide guidelines that are easy to follow; whenever questions arise, look for more information on the web or contact Corporate Identity.

Thank you in advance for your help in following these simple rules.

signatureelements

The IPA CBC Serbia Unit signature is composed of two elements which form an integral whole: the symbol and the logotype. Neither the symbol nor the logotype should be displayed independently, except in cases listed in section *Signature variations*. The size and position of the two elements in relation to each other should never be altered.

- Never alter or redraw any part of the IPA CBC Serbia Unit signature in any way.
- The IPA CBC Serbia Unit signature may only be used in connection with our services; it may not be used to identify a company or person, as on letterheads or business cards.
- Do not use the IPA CBC Serbia Unit trademark or any variation thereof in any product or service names.



Signature Clear Zone

When displaying the signature in any context, make sure that it is surrounded on all sides by an area which is clear of any distracting graphic elements, such as copy, photography, or background patterns. The purpose of this "clear zone" is to preserve the signature's integrity and impact in any and all applications. The minimum clear zone is equal to the height of the letter "A" in the IPA CBC Serbia Unit signature.



Signature Variations

The preferred IPA CBC Serbia Unit signature is designed for the greatest impact in the widest variety of applications. However, certain applications call for a modified graphic treatment to optimize the signature's impact. Naturally, when the brand is referred to in text the IPA CBC Serbia Unit signature should not be used as a read-through. Instead, the name IPA CBC Serbia Unit must appear bolded or italicized in the text typeface used.

Preferred

Electronic artwork for the preferred IPA CBC Serbia Unit signature may be reproduced no smaller than 45 mm or 1.772".



Signature Minimum Acceptable Size

The identity has been designed in such a way as to retain its visual impact in a wide range of sizes. However, there are sizes below which the signature ceases to be clearly legible and is thus diminished in impact. The minimum acceptable size is illustrated here.

Small use

Electronic artwork for the small use IPA CBC Serbia Unit signature may be reproduced no smaller than 15 mm or 0.6".



Signature small use exceptions

In certain cases, depending on the size and shape of material on which is applied, if electronic artwork for the small use IPA CBC Serbia Unit signature must be reproduced smaller than 15 mm or 0.6", then logotype is displayed independently, and may not be reproduced smaller than 15 mm or 0.6".

Preferred



Small use



typography

The following are the IPA CBC Serbia Unit typefaces demonstrating their appearance in a variety of uses. All typefaces used should match these examples.

The IPA CBC Serbia Unit logo is composed of the Myriad Pro Light font logotype appearing under the stylized bridge, as illustrated in sign. This arrangement is the only version of the logo that can be used and is IPA CBC Serbia Unit legal corporate signature.

For a consistent and highly readable presentation, information about IPA CBC Serbia Unit is printed in a modified Myriad Pro font family, IPA CBS Serbia Unit's corporate typefaces. Dynamic and contemporary, the Myriad Pro family comprises 10 different typestyles, giving designers wide scope, more technical and practical voice - perfect for service information.

Myriad Pro Light
ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćđefghijklmnopqrsštuvwxyžž
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Light - Italic
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Regular
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Italic
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Semibold
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Semibold italic
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Bold
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Bold Italic
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Black
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Black Italic
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Light Condensed
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Condensed
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Semibold Condensed
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Bold Condensed
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

Myriad Pro Black Condensed
ABCDEF GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
АБВГДЂЕЖЗИЈКЛЉМЊЊЊЊЊЊЊЊЊЊЊ
абвгдђежзијкљљмњњопрстћуфхцццш
1234567890!@#%&

colourpalette

Colours, like typefaces, lead to easy recognition when used consistently. The IPA CBC Serbia Unit colour palette was carefully chosen to give a cohesive identity to everything we design from packaging to printed materials. Colour variations of the preferred signature have been created for each of the different reproduction methods. The spot colour and 4-colour process (CMYK) versions are shown here.



IPA CBC SRB - Dark Blue

CMYK 100 72 0 6
PANTONE Reflex Blue CV
RGB 7 64 133



IPA CBC SRB - Red

CMYK 5 100 100 10
PANTONE 1797 CV
RGB 187 37 30



IPA CBC SRB - Orange

CMYK 0 60 100 0
PANTONE 165 CV
RGB 231 120 23



IPA CBC SRB - Yellow

CMYK 0 10 100 0
PANTONE 109 CV
RGB 252 219 0



IPA CBC SRB - Light Blue

CMYK 100 0 0 0
PANTONE Process Cyan CV
RGB 0 147 221



IPA CBC SRB - Green

CMYK 100 0 100 0
PANTONE 362 CV
RGB 52 159 54

Monochrome usage

When a background is too dark for the colour positive version of the signature to be clearly legible or consists one of signature colours, a monochrome version should be used. Optimum background colours to choose for your promotional items include the following:

For the multicolour logo and the all-blue logo:

White & Light Gray

Off-whites (all-white or all-black logos)

Navy blue, Royal blue, Black, Burgundy, Deep purple, Hunter green, Deep gray, Teal, Denim etc.

Background colours to avoid include:

"Neon" tones, Bright red, Bright yellow, Violets, Orange, Pinks and roses, Grass greens ...

Correct uses of the logo are shown below, along with various incorrect uses. Use the logo according to the standards. If you have questions or have a specific project on which you are not sure how to use the logo, contact a IPA CBC Serbia Unit Identity representative.

Preferred monochrome usage

IPA CBC SRB - Dark Blue Signature

CMYK 100 72 0 6
PANTONE Reflex Blue CV
RGB 7 64 133



Light background monochrome usage

IPA CBC SRB - Gray Signature

CMYK 0 0 0 50
PANTONE 423 CV
RGB 131 130 129



IPA CBC SRB - Black Signature

CMYK 0 0 0 100
PANTONE PROCESS BLACK CV
RGB 31 26 23



Dark background monochrome usage

IPA CBC SRB - White Signature

CMYK 0 0 0 0
PANTONE WHITE CV /
TRANSPARENT
RGB 255 255 255



backgroundcontrol

The signature's impact is affected by the background against which it is displayed. It is important to ensure that any background offers sufficient contrast for the IPA CBC Serbia Unit signature **TO BE CLEARLY VISIBLE**. The IPA CBC Serbia Unit signature performs best in the color positive version against a white background. Accordingly, this is the preferred presentation. The acceptable alternatives shown here should be used only when the demands of a particular application rule out the use of the preferred presentation, for example, when a document is to be printed in only one color etc.

Preferred Background

White / Light Gray - Colour signature



Preferred Background - Monochrome Signature Usage

White / Light Gray - Dark Blue signature



Dark Blues - All white signature

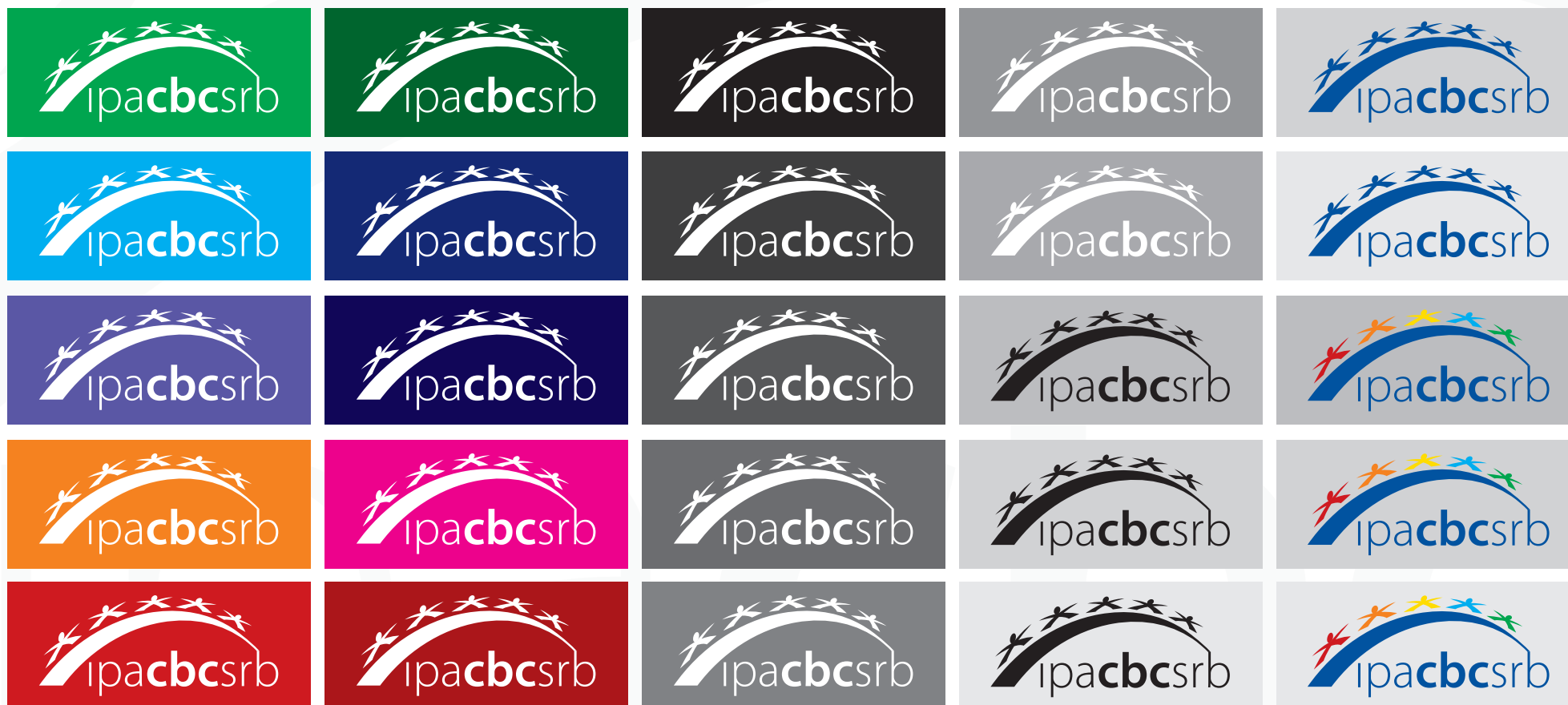


White / Light Gray - All gray / black signature



Background Examples

All White / All Black / Dark Blue / Colour signature





Do not change the colors of the signature



Do not distort the signature



Do not reverse the colors of the signature



Do not outline the signature elements



Do not place the signature on an angle



Do not place the signature on a distracting background



Do not change the position of the signature elements



Do not place the signature on a textured background



Do not incorporate the signature with other artwork or symbols



Do not place the signature on a background without enough contrast

signature misuse

A consistent presentation is essential for the signature to perform at its best and command instant recognition wherever it appears. This is why the IPA CBC Serbia Unit signature must never be altered in any way. Some undesirable modifications are illustrated here to underscore the general rule that the signature must always be reproduced intact and in keeping with the guidelines in this document.

A consistent presentation is essential for the signature to perform

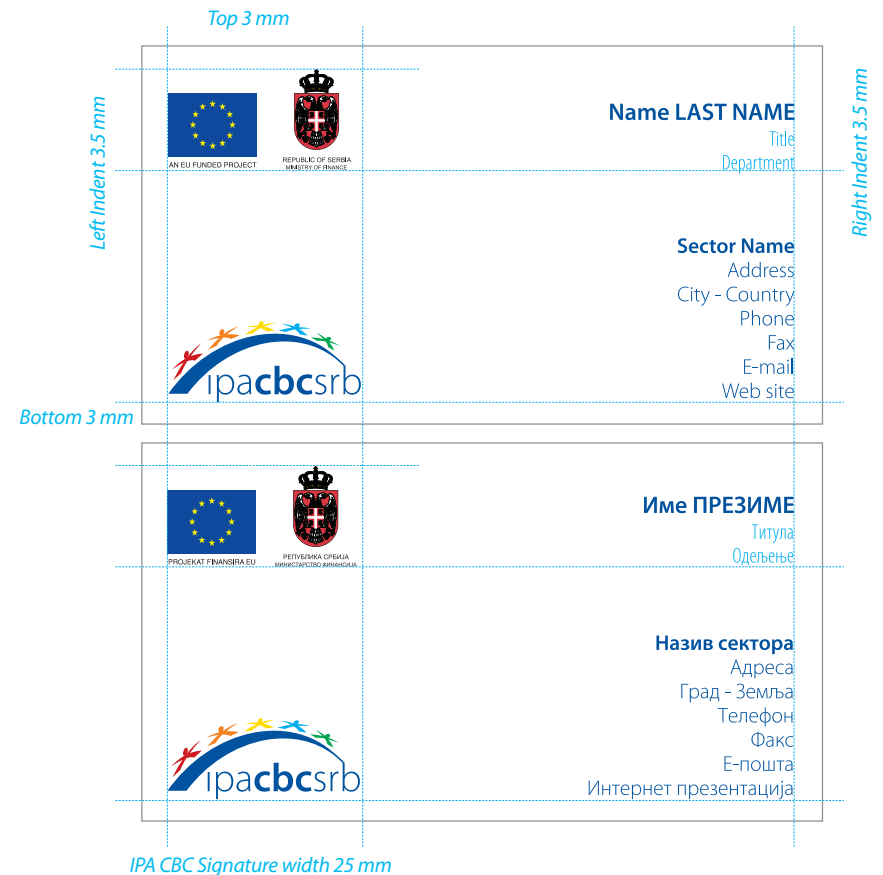


Do not place the signature in text as a read through

First impression
is the last
primary **means of communication**

Letterhead, Envelopes and Business cards

IPA CBC Serbia Unit corporate identity is often first established with a business card placed in someone's hand or a letter received by a contributor. Wherever you are located, please use our corporate standards for letterhead, business cards, and envelopes. Be sure you maintain the colour and logo standards depicted elsewhere in this guide when creating stationery for your office.



Business Card

Size: 90 mm wide x 50 mm high

Paper Stock: mate kunstdruk wtm 300 gr

Name Format: First name, LAST NAME

Font: Myriad Pro, 9 points, aligned left, CBC Dark Blue

Title Format: Title, Department

Font: Myriad Pro Light Condensed, 8 points, aligned left, CBC Light Blue

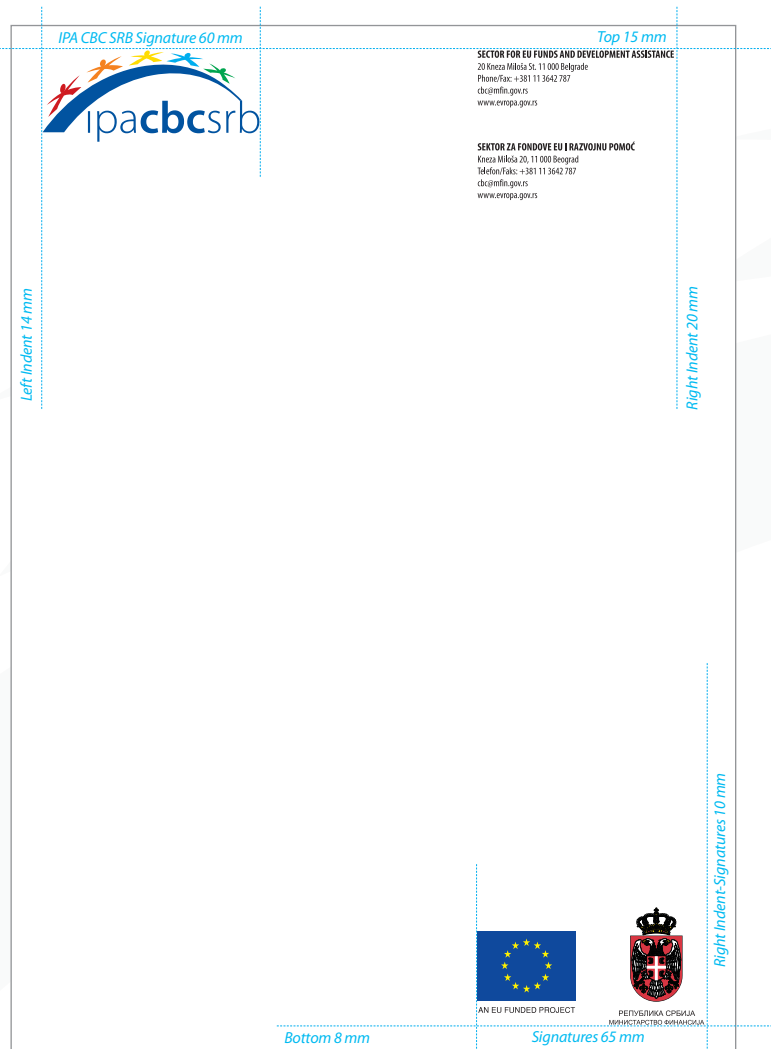
Data Format: Sector name, Address, Phone, Fax, E mail, Web site

Font: Miriad Pro Light, 8 points, aligned left, CBC Dark Blue

Required elements:

Upper left - EU signature + Ministry of Finance signature

Bottom Left - IPA CBC SRB Signature



Letterhead

Paper Size: 210 mm wide x 297 mm high

Paper Stock: Ambassador Laid Brilliant White wtm 100 gr

Data Format: SECTOR NAME, Address, Phone, Fax, E mail (Eng/Ser), Web site

Font: Myriad Pro - Miriad Pro Light, 8.5 points, aligned left, Black

Required elements:

Upper left - IPA CBC SRB Signature (preferred usage)

Bottom right - EU signature + Ministry of Finance signature



Standard Envelope

Size: 220 mm wide x 110 mm high

Paper Stock 1: Pigna wtm 90 gr

Paper Stock 2: Ambassador Laid Brilliant White wtm 100 gr

Data Format: SECTOR NAME, Address, Phone, Fax, E mail (Eng/Ser), Web site

Font: Myriad Pro - Miriad Pro Light, 8.5 points, aligned left, Black

Required elements:

Upper left - IPA CBC SRB Signature (preferred usage)

Bottom right - EU signature + Ministry of Finance signature



visual**identity**guideline

Belgrade, April 2010