

ETISOFT

Standardisation of the Logo
and Brand Design

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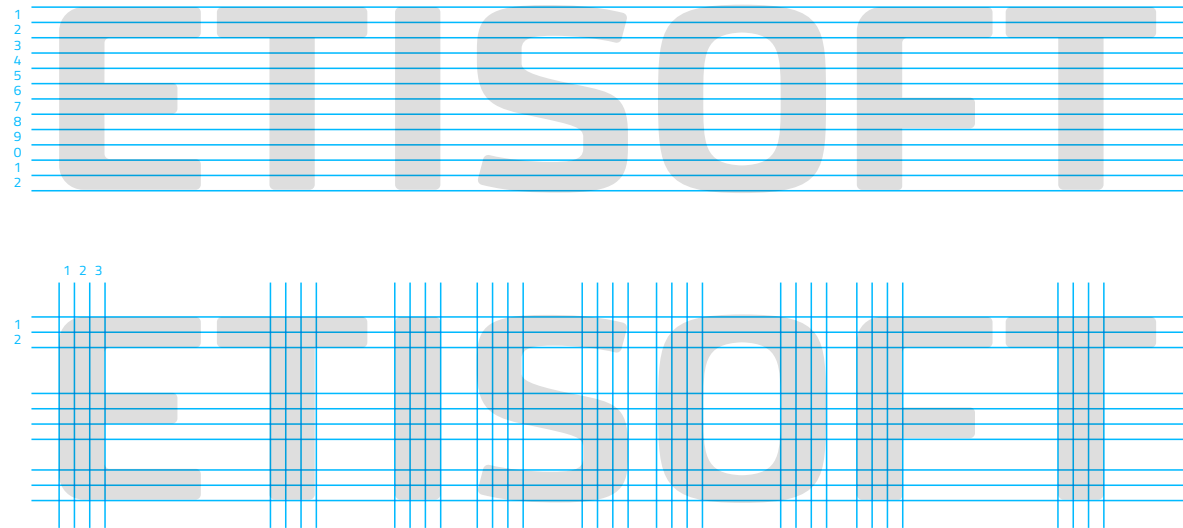
Logo

The logo is the main element of visual identification of the brand. In communication with the public, it is the major component of the brand that is deeply rooted in the recipient's consciousness.

The text above as well as others in the descriptions of this presentation have been typeset with the Titillium Web font. The font is available in Google Fonts library.

ETISOFT

The form of the Etisoft logo is based on a sans-serif, two-element, medium-contrast lettering drawn from scratch. The fact that the logo is not based on a generally available typeface (font) provides it with a unique, inimitable character.



The logotype grid consists of 12 lines. The lettering drawn has an average contrast ratio of 3:2. The values correspond respectively to the thickness of vertical lines to the thickness of horizontal lines. Letter-spacing has been manually and optically aligned.

ETISOFT
_znaczy więcej

ETISOFT
_it means more

The Etisoft logo with a tagline is an admissible logo variant which can be used in places where there are no other content or graphic elements besides the visual constant (e.g., company bag, car bodywork, signboard in the production hall).



There are many cases where the surface of the medium on which the mark appears is too small or its proportions make it impossible to apply a full logotype (website favicon, FB avatar). In such situations it is permissible to use the abbreviated logo variant - the E symbol.

1. Protection space of the logo

Protection space of the logo specifies the area around the logo within which no other forms, both graphic and text ones, can appear.

		1x
	ETISOFT	1x
		1x

		1x
	ETISOFT	1x
	.znaczy więcej	↑ 1.5x ↓

The 1x value marks a square the side of which is equal to the height of the logotype.



The 1x value marks the height of the E symbol.

2. Minimum size

The minimum size of the logo specifies the size of its use in print and on screen which guarantees its legibility.

The logo should not be used in a size smaller than the established one as it creates the risk of optical distortion of the logo and loss of legibility.



E symbol with minimum height **ETISOFT** logo with minimum height Print: H = 2 mm Screen: H = 12 px

When the logo is printed in small sizes, it is recommended, if possible, to use spot colours instead of tinted ones (1 Pantone or 100% black instead of colourful CMYK). In digital applications (screen, website, mobile), it is recommended to scale every 2 pixels, not going below the recommended value of 12 pixels. When scaling the logo to digital media, it is recommended to disable the function of aligning the elements to the pixel alignment grid.

**ETISOFT**
znaczy więcej*logo with minimum height**Print: H = 5 mm**Screen: H = 30 px*

In case of printing the logo in small sizes, it is recommended, if possible, to use spot colours instead of tinted ones (1 Pantone or 100% black instead of colourful CMYK). In digital applications (screen, www, mobile), it is recommended to scale every 2 pixels, not going below the recommended value of 30 pixels. When scaling the logo for digital media, it is recommended to disable the function of aligning the elements to the pixel alignment grid.

3. Colours of the logo

To maintain the colour consistency of the Etisoft brand appearances, the colours of the logo should always be reproduced according to a specific scheme which guarantees that recognition is maintained.

Navy Blue

Pantone 294
RGB 43/79/130
CMYK 90/70/20/10

Basic colour.

Black

RGB 0/0/0
CMYK 0/0/0/100

Achromatic variant

ETISOFT

Navy Blue

Pantone 294

RGB 43/79/130

CMYK 90/70/20/10

ETISOFT

Navy Blue

Pantone 294

RGB 43/79/130

CMYK 90/70/20/10

ETISOFT

Black

RGB 0/0/0
CMYK 0/0/0/100

An achromatic version should be used in situations where the use of the basic Navy Blue version is impossible due to technical limitations.

ETISOFT

Black

RGB 0/0/0
CMYK 0/0/0/100

4. Placing on backgrounds

The principle of placing the logo on various backgrounds should be specified so that it communicates the same message about the brand regardless of the context. The use of the logo in accordance with these principles makes it possible to present the character of the brand to the audience in a consistent and purposeful manner. While deciding on a logo version, an attempt should be made to use the logo in the basic colour version.



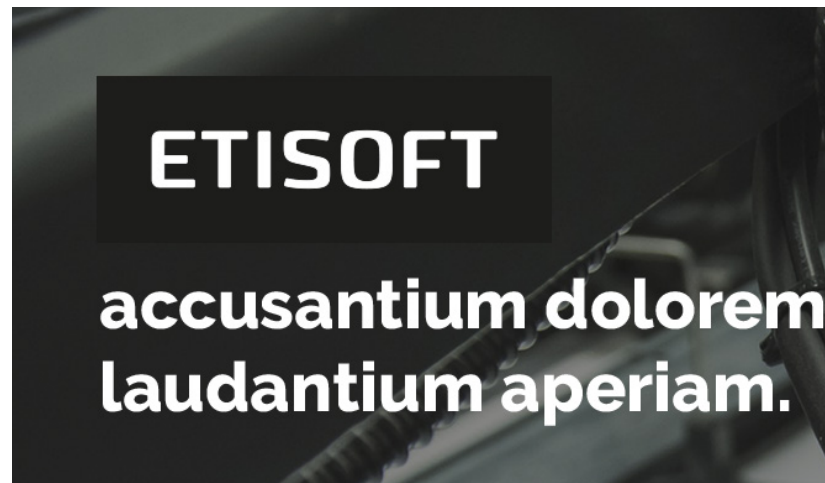
If there is a need to implement the mark on the background that ranges from 1 to 99% on the tonal scale, it can be done without using the panel under the logotype if two principles are kept in mind. Firstly, the tone must be derived from a solid basic colour - Navy Blue or Black. Secondly, the "conversion point" of the positive logotype to the reversed version will be the hue value of 50%.

In case of the tones of Light Blue, which is a part of the branding palette, we use only a positive version of the mark since the contrast between the logo and the background tones in this version ensures sufficient legibility.



On non-uniform backgrounds, i.e., photos, illustrations, gradient transitions, the mark on the panel separating the logo from the background is used. The panel size is equal or greater than the area of the protection space.

In compositions with the logo in the positive version (dark logo on a light background), the colour of the panel shall be white. In compositions with the logo in the negative version (white on a dark background), the colour of the panel shall be the standard Navy Blue.



In case of compositions on an achromatic non-uniform background (grayscale), the logo on the panel in the Black colour version shall be used.

Brand Design

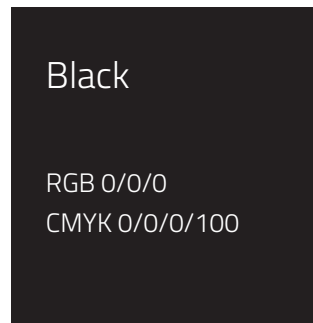
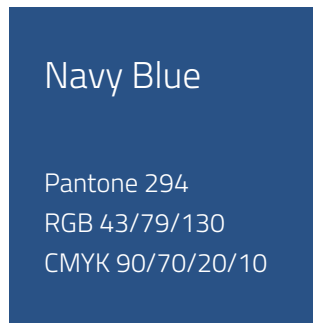
Brand Design stands for creating the image and visual identity of a brand with the aid of coherently designed materials dedicated to a given company.

Brand Design is a fixed set of graphic elements and principles that regulate their mutual interactions with one another (layout, proportions, etc.). The reproduction of Brand Design through the application on various media is an action that aims to provide the brand with a coherent visual communication and to make it become a graphic representative of the assumed identity. The principles

of building Brand Design should be applied to every element of brand communication which is subject to graphic designing. While creating it, suitable visual constants should be selected and then, during the creation itself, its principles should be faithfully reproduced, with the use of, if necessary, an analogy of the exemplary applications of Brand Design included in this elaboration.

5. Colour scheme

The colours used in Brand Design projects are described in accordance with the parameters of two basic colours and their two variants.



Basic colours

Colour variants

- basic logotype
- typography on a white background
- visual constant on the Light Blue background
- visual constant on a non-uniform background

- logotype in an achromatic version
- typography on a white background

- uniform background variant in job printing and marketing materials
- call-to-action in the digital environment (website, mobile applications)
- visual constant on a white background
- lines separating information and contact details on business cards and letterhead
- the colour used for marking in brand architecture
- "GRUPA ETISOFT", "BY ETISOFT" and location of the branches.

- a uniform background variant in the materials printed in grayscale
- visual constant on a white background in an achromatic version
- lines separating information and contact details on grayscale printed materials

6. Typography

Text communication performs an essential role in the visual communication of the brand. Only the typefaces specified on the following pages should be used for its construction, and it should be rigorously observed that they appear only in the situational contexts provided for them. It will make it possible to maintain the compositional integrity of this communication element while increasing brand recognition.

AaBbCc 123

Titillium Web Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

The Titillium Web family is a basic typeface of the Etssoft brand which shall be used in presentations, marketing materials and job printing (source: Google Fonts). The font has many varieties which can be used interchangeably if there is a need to introduce an additional typeface variant to the text.

AaBbCc 123

Titillium Web Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc 123

Titillium Web Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc 123

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Calibri (source Adobe Fonts) is a basic typeface which is used in e-mail correspondence and long text compilations.

AaBbCc 123

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc 123

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc 123

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Raleway typeface is used in marketing materials and outdoor materials (billboards, city boards, posters). The font has a unique character and proportions which cause it to be well suited to the typesetting of titles, leads and call-to-action communication.

AaBbCc 123

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*The font has many additional varieties which may be applied interchangeably if it is necessary to introduce an additional typeface variant to the text.
Source: Google Fonts.*

AaBbCc 123

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc 123

Avenir Lt Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Avenir Lt Pro typeface has been used for typesetting the tagline "it means more" under the logotype and its application within the Etisoft branding ends here.

7. Visual constant

Visual constant is a characteristic graphic design which appears on all and any elements of brand communication. Its main aim is to provide the brand with a unique character which will subtly distinguish it and attract prospective stakeholders.

The visual constant makes it possible to subconsciously recognise the brand even if the logo is not strongly exposed, while providing all the materials with a consistent and attractive appearance.



The Etisoft visual constant form refers to the QR code. The light grey variant is used as a background in job printing or social media materials.



The density of "pixels" and their arrangement may vary depending on the format on which the visual constant appears.

Light Grey

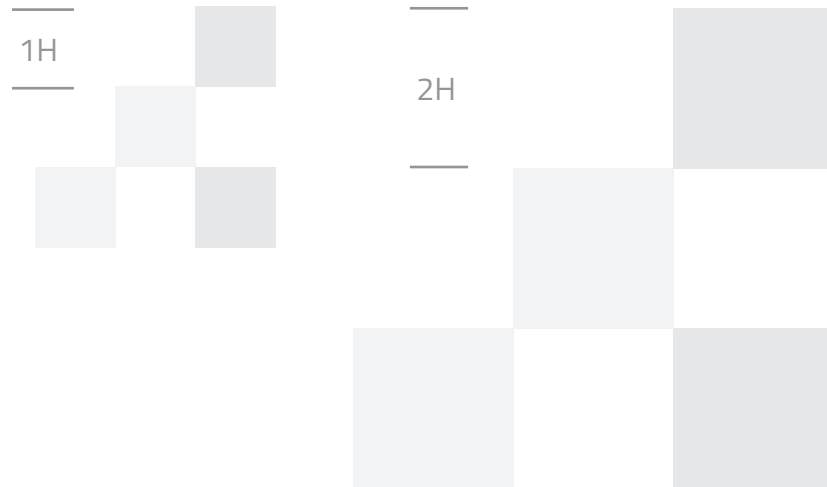
Pantone Cool Grey 1C
CMYK 00/00/00/05
RGB 246/246/246
#f6f6f6

Medium Grey

Pantone Cool Grey 2C
CMYK 00/00/00/10
RGB 236/236/236
#e6e6e6

The visual constant used in the background consists of pixels in two tones of light grey.

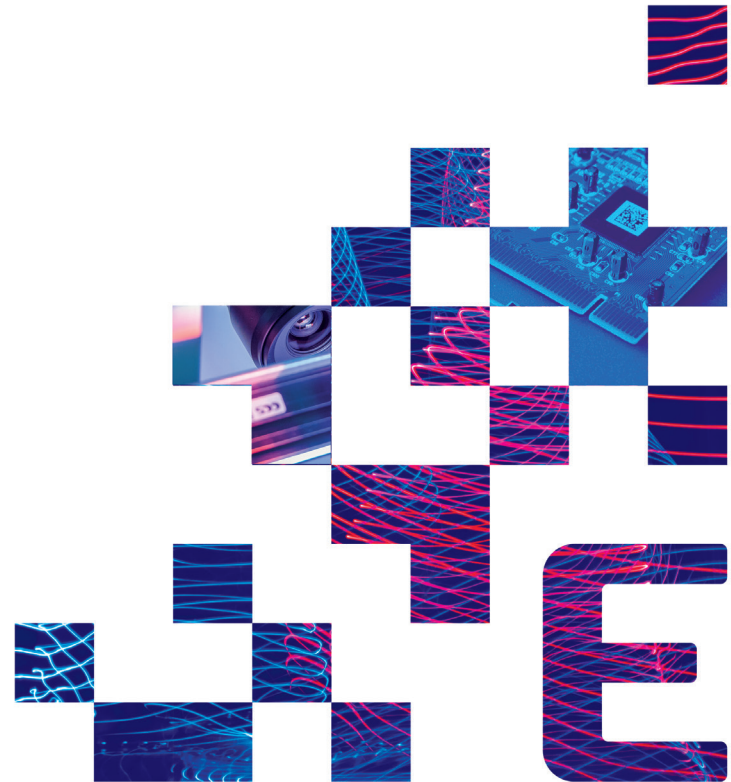
ETISOFT



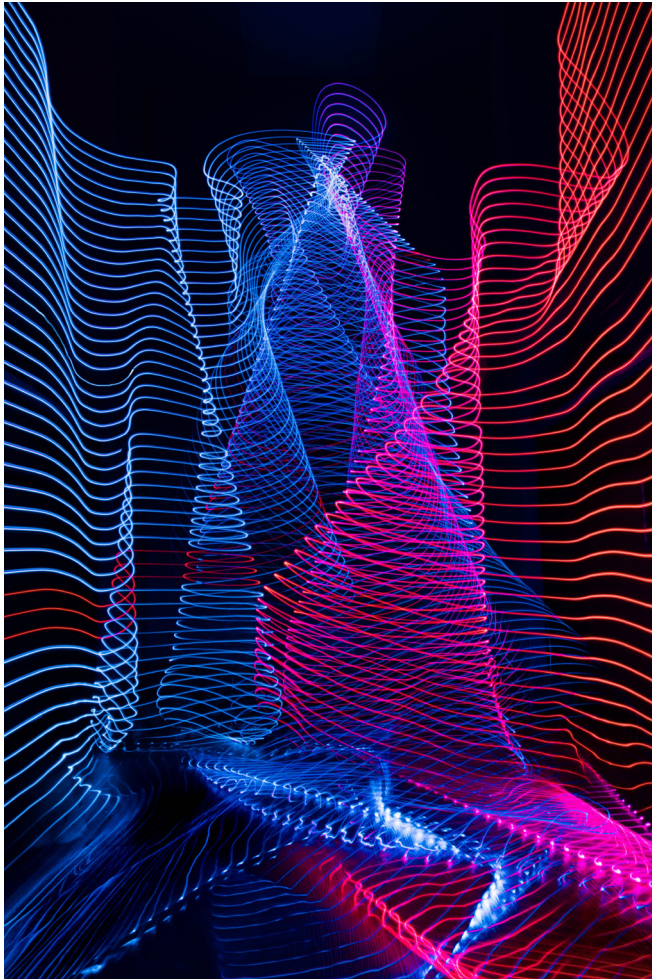
The size of the visual constant should be specified with reference to the logotype that appears on the same format. In this case, the size of "pixels" should be between 1H and 2H.



The visual constant is used as a main motive used in marketing materials and on the covers of company job printing.



The visual constant together with the symbol constitutes the clipping mask of the photographic composition.



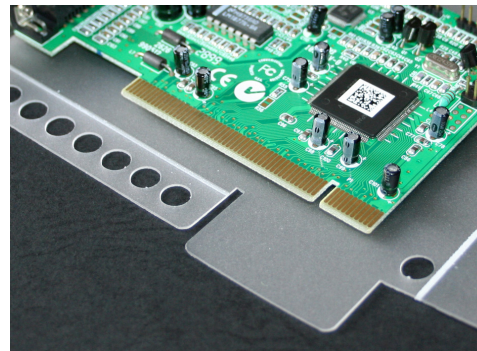
„Blue, red and pink abstract artwork“

author: Zak Sakata

source: Unsplash.com

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source: Etisoft

license: nieznana

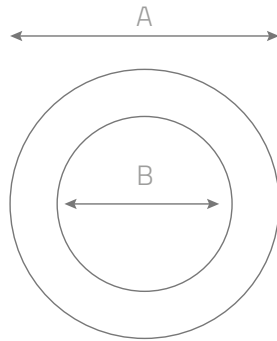


source: Etisoft

license: nieznana

8. Pictograms

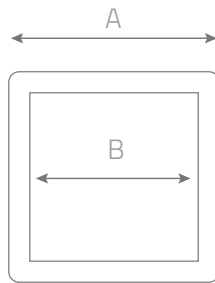
Where pictograms are used, care should be taken to ensure that all pictograms are presented in the same style. The level of complicatedness, shape manner and proportions of the pictograms should always be consistent. All the other pictograms created in the future and related to company's communication needs should have specific features and style.



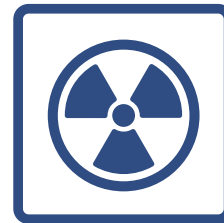
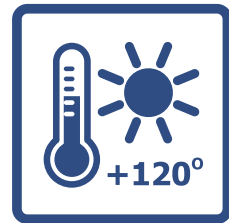
A - diameter of the pictogram
B - 60% of the width of A, defining max. of the figure



The outline of a pictogram should be complete and uninterrupted. The thickness of the outline should be constant in each scale. The thickness of the figure line should be like the thickness of the pictogram outline and consistent for the whole set of pictograms.



A - width of the pictogram
B - 80% of the width of A, defining the max. figure area



The rounded corner is circumscribed on the radius of a circle the diameter of which equals 10% of the width of the frame of the pictogram. In Adobe Illustrator, the value of the rounded corner for a 100 pixels wide frame would be 5 pixels.

In cases where the pictogram frame also marks the edge of the medium on which it appears (cutting line of a sticker, edge of an image file), rounded corners are omitted.

9. Tables and charts

Tables and charts present and organise data, but they are also an element of brand design, therefore their form should be as consistent with the remaining materials used in an organisation as possible.

1

1

2

2

2

2

2

3

3

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3

3

Temat szkolenia:

Prowadzący:

Data:

Czas trwania:

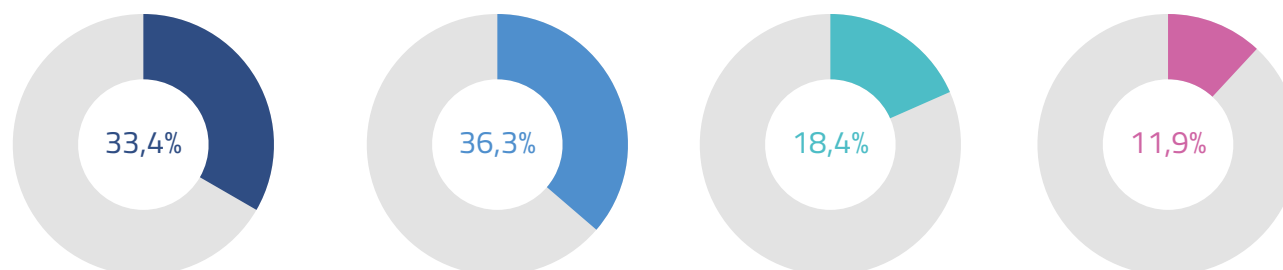
L.P.	nazwisko	imię	podpis

It is significant for the table format to maintain proportions; therefore, the table figure should be based on a construction grid. In the example opposite, the height of the smallest adopted grid module equals 1 (reference unit). Scaling should always be conducted by multiplying the adopted size by full values. For example, the height of the subject line containing "L.P. / name and surname / signature" should equal twice the adopted reference unit. The boxes below have a height that is equal to three times the reference unit. Therefore, if the reference unit equals 10 mm, the height of the header shall equal 20 mm, whereas the height of empty boxes shall equal 30 mm. In a digital environment, it can be, for example: 20 pixels / 40 pixels / 60 pixels. The target values change, but the proportions remain the same. In Excel, the height of the cell shall constitute a reference unit.

The typeface used in tables is Titillium Web. The use of many varieties and sizes of typeface in tables should be avoided.

The thickness of the line should be adjusted to the thickness of the selected type of the Titillium Web font so that both thicknesses are homogeneous.

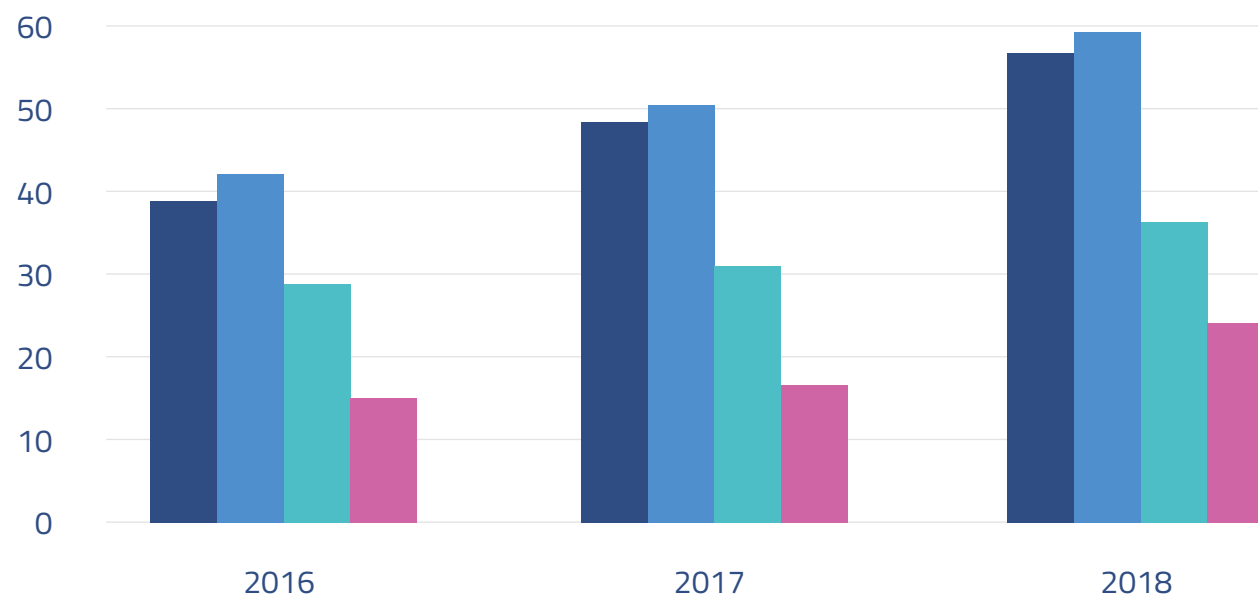
The colour should be compatible with the colours specified in the standardisation.

Supported industries*Automotive**Household appliances**Electronics**Others*

Data presented on both pie charts and tables with bar graphs should be clear and legible. It is not advisable to use additional icons unless it is necessary for presenting information.

To improve legibility, it is recommended to apply an extended colour palette based on the basic brand colours.

Titillium Web in Regular and Italic varieties is the typeface used for presenting data.

Sales volume for main industries [mln PLN]*Recommended extended colour palette:*

CMYK 0/0/0/15
RGB 227/227/227
#e3e3e3



CMYK 70/35/0/0
RGB 79/143/204
#4f8fcc



CMYK 0/0/0/50
RGB 157/157/157
#9d9d9c



CMYK 65/0/25/0
RGB 77/189/198
#4dbdc6



CMYK 90/70/20/10
RGB 47/77/131
#2f4db3



CMYK 18/72/0/0
RGB 207/102/164
#cf66a4



10. Brand architecture

Brand architecture defines relationships between the parent brand and other brands, sub-brands and products belonging to it. A professionally designed brand architecture makes it possible to build an image consistent effectively and consistently with the company strategy.

ETISOFT
SMART SOLUTIONS

ETISOFT
SMART SOLUTIONS

The logotype consists of ETISOFT LOGO and the company name written with Titillium SemiBold font in corporate grey colour (50% black)

The height is 1/2 of the LOGO height, the width should fit within the ETISOFT mark (kerning -20, -10 depending on the length of the name)

ETISOFT
PACKAGING SYSTEM

ETISOFT
K R A K Ó W

ETISOFT
K R A K Ó W

*The logotype consists of ETISOFT LOGO and the name of the branch in the English language
(except for Etisoft Deutschland branch) in Titillium SemiBold font, grey (50% Black)
Kerning 250 (in case of long words, reduced so that the word can fit it between the first and second T i
n the ETISOFT logotype)*

ETISOFT
N O R D I C

ETISOFT
D E U T S C H L A N D

ETISOFT
K R A K Ó W

ETISOFT
W A R S Z A W A

ETISOFT
C Z E C H I A

ETISOFT
S L O V A K I A

ETISOFT
H U N G A R Y

ETISOFT
U K R A I N E

ETISOFT
УКРАЇНА

ETISOFT
УКРАЇНА

The logotype consists of ETISOFT logo and the name of the branch UKRAINE in Raleway SemiBold font
*there is no Cyrillic version of the Titillium font
in grey (50% Black) kerning 100*

**ETISOFT**
SMART SOLUTIONS*logo in minimum size**Print: h = 4 mm**Screen: h = 24 px*

While printing the logo in a smaller size, it is recommended, if possible, to use spot colours instead of tinted ones (1 Pantone or 100 black instead of colourful CMYK).

For digital applications (screen, websites, mobile), it is recommended to scale every 2 pixels, while not going below the recommended value of 24 pixels. When scaling the logo to digital media, it is recommended to disable the function of aligning elements to the pixel alignment grid.

		1x
	ETISOFT	1x
		1x

		1x
	ETISOFT	1x
	SMART SOLUTIONS	5/6x
		1x

The 1x value marks a square the side of which is equal to the height of ETISOFT logotype.

ETISOFT

OFFER

Data

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus luctus ipsum at arcu efficitur, et iaculis quam vestibulum. Ut non viverra diam. Nulla non massa sit amet purus facilisis facilisis. Quisque semper erat non nisl suscipit bibendum. Cras vel ipsum venenatis, feugiat libero non, tristique arcu. Donec efficitur ac diam vel convallis. Fusce non varius leo, a imperdiet risus. In maximus sodales lectus, non varius felis ornare eget. Nunc ac erat varius, consectetur est et, commodo lacus. Curabitur gravida dolor eu velit tincidunt ornare eu non leo. Praesent sed consectetur metus.

Podpis

erson:	Customer:	K18424
uder		Delphi Poland S.A. Oddział w Gdańsku 30-399 Kraków ul. Podgórk Tynieckie 2 NIP: 6840001364
2 332 80 64	Receiver:	Delphi Poland S.A.
48 515 102 095	Delivery address:	ul. Nowatorów 20, 80-298 Gdańsk
der@etisoft.eu		

<i>mbot</i>	<i>product:</i>		
007T0347	Etykieta 7x7 E-2114 1R 76/10000 OUT 28434077 SOP -2014		
<i>symbol</i>	<i>price:</i>	<i>quantity (MOQ):</i>	<i>value:</i>
	16,12 euro/tys	10,00 tys	161,20 euro

<i>robot</i>	<i>product:</i>		
007T0347	Etykieta 7x7 E-2114 1R 76/10000 OUT 28434077 SOP -2014		
<i>symbol</i>	<i>price:</i>	<i>quantity (MOQ):</i>	<i>value:</i>
	16.12 euro/tvs	10,00 tvs	161.20 euro

<i>mbot</i>	<i>product:</i>		
007T0347	Etykieta 7x7 E-2114 1R 76/10000 OUT 28434077 SOP -2014		
<i>symbol</i>	<i>price:</i>	<i>quantity (MOQ):</i>	<i>value:</i>
	16.12 euro/tvs	10.00 tvs	161.20 euro

Delivery term:	DHL na koszt Etisoft	Offer's date:	Offer's validity:
Payment term:	MNS3		
Issued by:	Tatiana Kuder		

+48 32 332 80 00
office@etisoft.com.pl
etisoft.com.pl

NIP: PL6312362213
KRS: 0000138415; BDO: 000018097
KAPITAŁ ZAKŁADOWY: 5mln PLN

Etisoft Sp. z o.o.
Szara 21, 44-100 Gliwice
POLAND

+48 32 332 80 00
office@etisoft.com.pl
etisoft.com.pl

NIP: PL6312362213
KRS: 0000138415; BDO: 000018097
KAPITAŁ ZAKŁADOWY: 5mln PLN

The body of the e-mail shall be written with Calibri 12p font, corporate navy blue.

Signature in e-mail correspondence

- extended version for each new message Linking: LOGO -

website, social networking sites

- abbreviated version in follow-up or internal correspondence

Signature in e-mail correspondence

- abbreviated version in follow-up or internal

correspondence

Joanna Rawlik-Krupa

Specjalista ds. Zarządzania Marką

Tel. +48 693 671 670 | e-mail: jkrupa@etisoft.com.pl

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Tomasz Wawrzyczek

Projektant aplikacji

(+48) 500 363 244 | twawrzyczek@ess.etisoft.pl

ETISOFT
SMART SOLUTIONS

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Bajusz Orsolya

Managing Director/Ügyvezető

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ETISOFT
HUNGARY

Etisoft Hungary KFT

1116 Budapest, Temesvár utca
20 (START Irodaház)
www.etisoft.hu





Marking of passenger cars

Positioning:

Sides - ETISOFT LOGO under the mirror

Rear - ETISOFT LOGO central under the license plate

Colour scheme:

in accordance with the general recommendations regarding positioning of logotypes on uniform backgrounds

Size: ~ 170 mm x 30 mm



Markings of delivery vans according to individually approved projects



ETISOFT