

Visual Identity Guidelines  
**e-Informatyka.pl**



**e-Informatyka.pl**  
Serwis Publikacji Naukowych



## Note

This document defines consistent visual identity guidelines for the „e-Informatyka.pl”. It was made to promote its brand image and increase its level of recognition.

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## Introduction

### Using visual identity guidelines

Visual identity guidelines should always be used in the **e-Informatyka.pl** activity and when its name and/or logo is used. Any violations of the rules are permitted only in exceptional cases.

### Registered trademark

When „**e-Informatyka.pl**” name occurs in the text for the first time, it should be followed by „<sup>®</sup>” sign (in superscript).

### Copyrights

If the publication is distributed outside **e-Informatyka**, the following copyright notice must be included:

*„© 2004-2006 e-Informatyka.pl. All rights reserved.”*



## General rules

### Our name

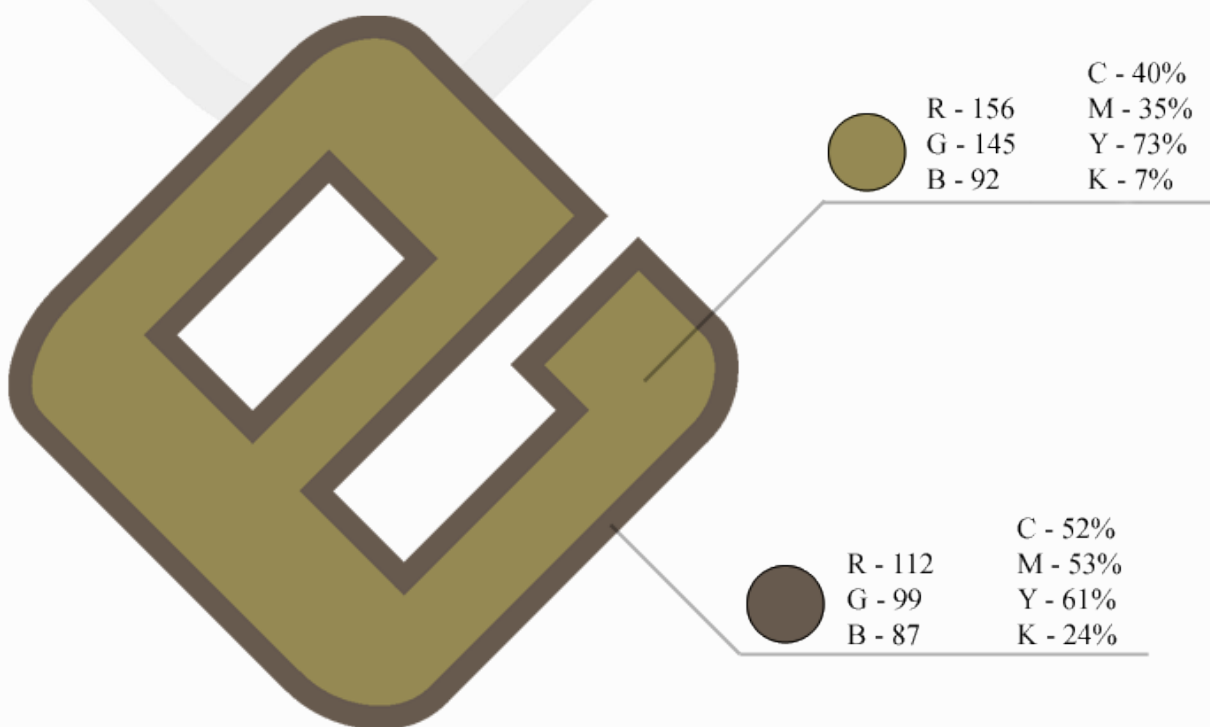
Our short name is „**e-Informatyka.pl**”. It should be used always in bold, and if the publication is going to be distributed outside **e-Informatyka.pl**, its first occur should be followed by „<sup>®</sup>” sign (in superscript), i.e.:

*To demonstrate the technologies used in the „**e-Informatyka.pl**<sup>®</sup>” we'd like to (...)*”

„**e-Informatyka.pl**” cannot be divided and must occur as one word in the text.

### The logo

The most important element of the visual identity guidelines is the logo. It's the **e** letter rotated left 45°



### Colors :

- e-filling color (brighter): **RGB(156,145,92)**, **CMYK(40%,35%,73%,7%)**
- e-frame color (darker): **RGB(112,99,87)**, **CMYK(52%,53%,61%,24%)**



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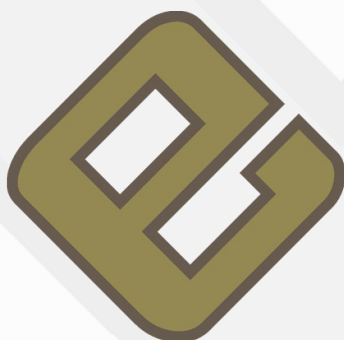
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## Logotype

Logo and the text below makes our logotype. Below you can find its allowed options. It's recommended to use the bright-background version.

It is not allowed to use the logo on the low-contrast or multicolor background. While resizing the logotype you have to maintain its aspect ratio.

### Logotype 1



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### Logotype 2



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### Logotype 3



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Logotype 4



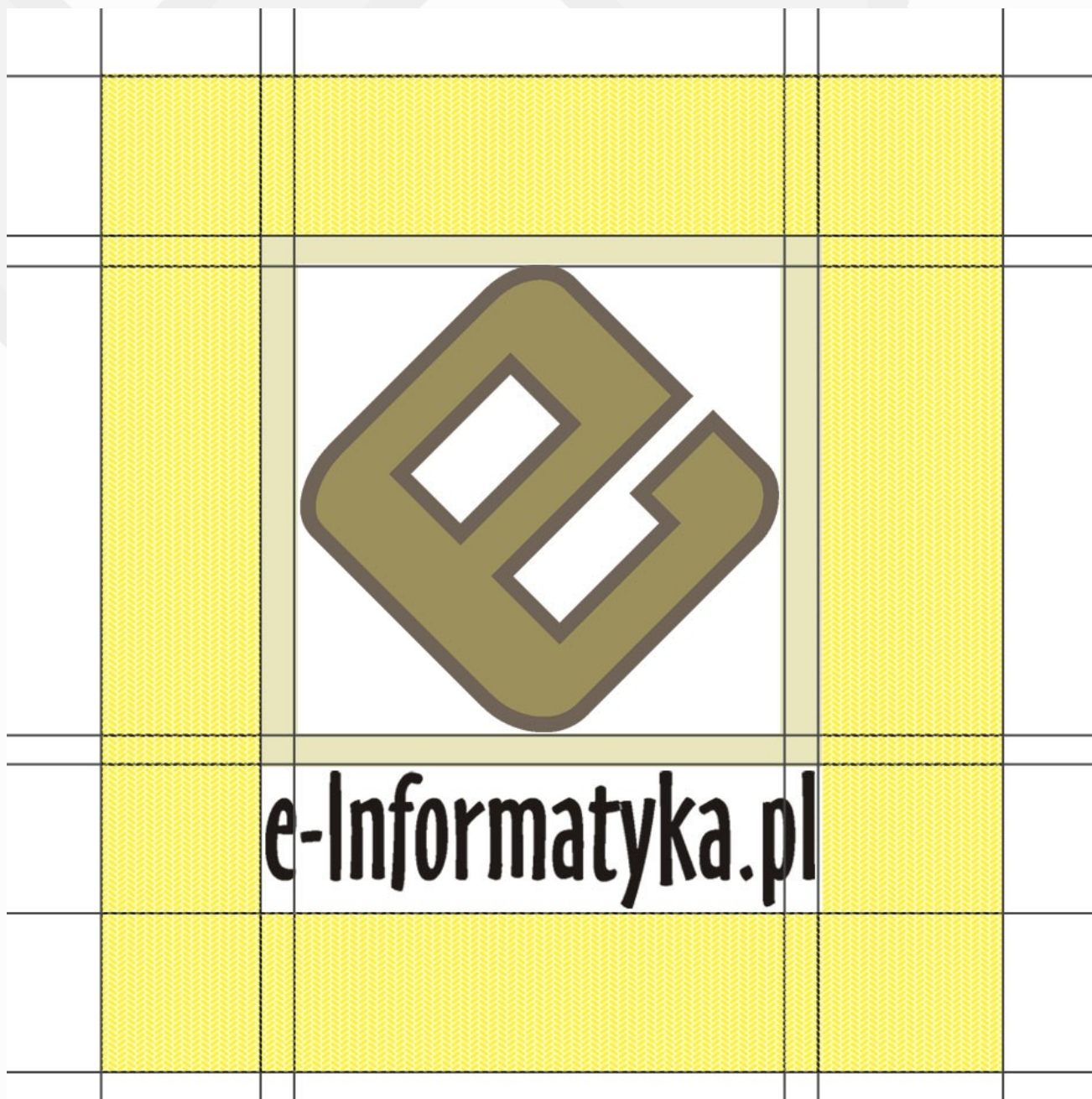


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## Clearspace

The logotype minimum clearspace is 25% of its height.



Minimum clearspace





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## Grayscale logotype

Grayscale version has following colors:

- e-filling color (brighter): **RGB(146,146,146)**, **CMYK(45%,38%,38%,2%)**
- e-frame color (darker): **RGB(101,101,101)**, **CMYK(60%,52%,51%,21%)**

