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 „®” 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 an ® sign (in superscript), i.e.:

To demonstrate the technologies used in the "e-Informatyka.pl®" 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%)
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

Logotype 2

Logotype 3
Clearspace

The logotype minimum clearspace is 25% of its height.
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%)**