



Corporate Style Guide

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01 Logo block

Main version

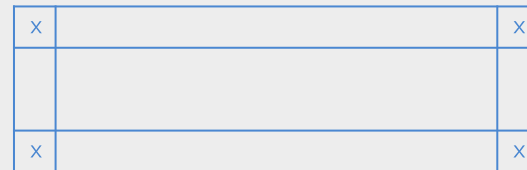
The **logo block** is a key element of the brand identity. It consists of the unique company symbol and the company name written on the right in Cyrillic or Latin letters.

The **company symbol** is a 45-degree tilted leaf placed inside a square.

The distance between the company symbol and the logo is measured as **x**. **X** equals half the height of the company symbol.

There must always be free space around the logo block, called the protected area. The minimum allowed free space around the logo block (on the left and right, above and below) equals **x**. The same rule applies to the additional version of the logo.

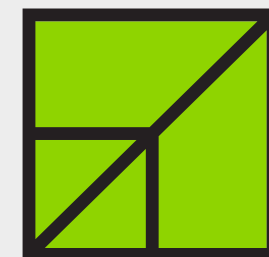
- ❗ It is prohibited to change the proportions, colours or arrangement of the logo elements relative to each other. It is permitted to use only logo blocks from original files.



PROTECTED AREA OF THE LOGO BLOCK



CYRILLIC AND LATIN VERSIONS OF THE LOGO BLOCK



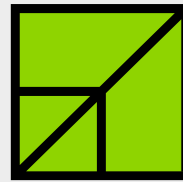
COMPANY SYMBOL

Additional version

An additional version of the logo block features the company logo placed on two or more lines and is used by the brand's subsidiaries.

The distance between the lines equals x , which is half the height of the logo letter.

The second line is aligned left and written in the same size but uses the Stapel Light font.



SVEZA
CRAFT

x
 x
 x

 **SVEZA**
COMMERCIAL
VEHICLES

 **SVEZA**
MARINE
VEHICLES

 **SVEZA**
DIE CUTTING

 **SVEZA**
CONSTRUCTION

 **SVEZA**
SCAFFOLDING

 **SVEZA**
FURNITURE
& INTERIOR

 **SVEZA**
PACK

Additional version with a slogan

This version of the logo block also features the company slogan.

The distance between the logo and the slogan equals x , which is half the height of the logo letter.

The slogan occupies two lines and corresponds to the size of the logo letters. The Stapel Medium font is used.

CYRILLIC AND LATIN
VERSIONS OF THE LOGO
BLOCK



SVEZA

**THE NATURE
OF PROGRESS**



СВЕЗА

**ПРИРОДА
ПРОГРЕССА**



x **SVEZA** x

**THE NATURE
OF PROGRESS**

Permitted backgrounds

The logo can be placed on a light [1](#) or the signature green [2](#) background. It can also be placed over a photograph [3](#), but it needs to be easily readable.

In case the use of colour is impossible, the black and white version is used [4](#).

See more about the company colours in Section 02. Colour Scheme.

1



2



3



4



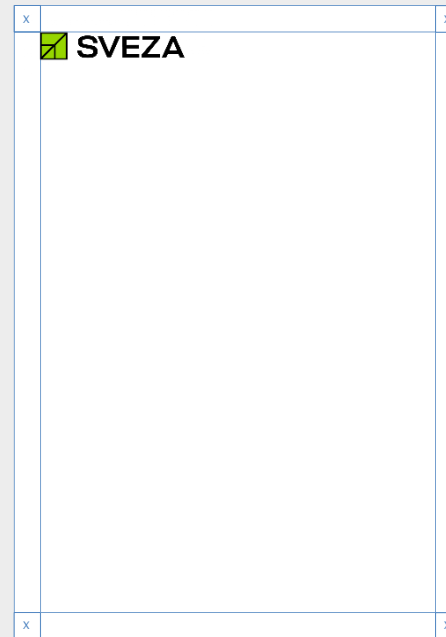
Logo block scaling

The distance between the logo block and the edge of the sheet equals x , which is the size of the company symbol.

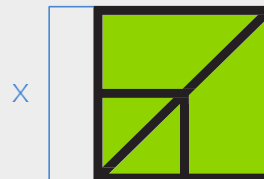
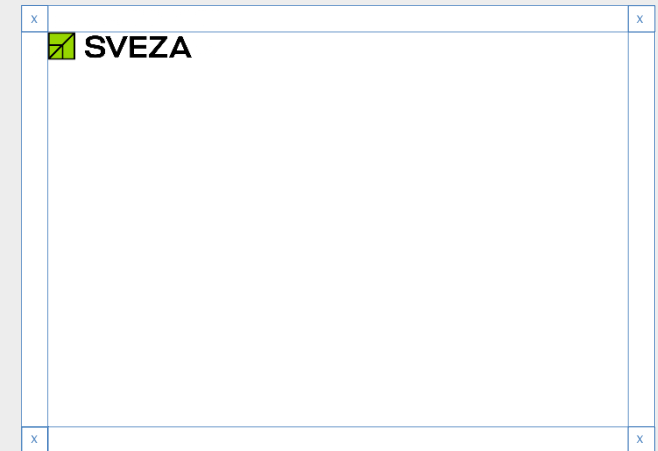
The size of the logo block depends only on the size of the template. The size of the logo block does not depend on the orientation of the sheet.

The minimum size of the logo block is 20 mm in width.

LOGO BLOCK LOCATION AND SIZE FOR VERTICAL FORMAT
APPLICABLE TO ANY FORMATS: A4, A3, A2, A1



LOGO BLOCK LOCATION AND SIZE FOR HORIZONTAL
FORMAT



MINIMUM LOGO BLOCK SIZE



Prohibited use

It is prohibited to perform the following actions with the logo block:

- 1 Using unapproved descriptors
- 2 Placing the logo block on an unreadable background
- 3 Replacing the colour of the company symbol
- 4 Rotating/distorting the logo block
- 5 Applying layering effects
- 6 Distorting the proportions of the logo block



Prohibited use

- 1 Please pay special attention that it is prohibited to use unapproved descriptors together with the logo block, namely to use mill names as descriptors.



02 Colour scheme

Main palette

The core of the brand's colour coding scheme consists of green, black and white. These colours are used in all key communications.

Black is the main colour of text, grids and auxiliary elements.

White can be used for background or text.

Green is used only for filling.

PANTONE	375c
RGB	151/215/0
CMYK	48/0/94/0
RAL	230-3
ORACAL	063 lime-tree green
HEX	#97d700

PANTONE	Black 6C
RGB	0/0/0
CMYK	0/0/0/100
RAL	9005
ORACAL	070 black
HEX	#000000

RGB	255/255/255
CMYK	0/0/0/0
RAL	9016
ORACAL	010 white
HEX	#ffffff

Accent palette

Two additional colours are used to make accents when creating templates for any external communications.

PANTONE	299c
RGB	88/165/232
CMYK	67/22/0/0
RAL	5012
ORACAL	056 ice blue
HEX	#8a5e8

PANTONE	172c
RGB	232/92/54
CMYK	0/83/95/0
RAL	3024
ORACAL	034 orange
HEX	#e85c36

Additional palette

It consists of light woody and earthy tones.

The additional colours are used within the brand. For example, when interacting with photos or products or as a background for important information.

The additional palette is used for all communications.



03 Fonts

Main fonts

Company fonts are an important element of the corporate style.

Their systematic use helps to increase brand awareness. They are used in advertising and other branded products.

The font scheme consists of three groups of fonts:

- 1 The main fonts are used in all corporate media.
- 2 The typesetting fonts are used for text blocks in corporate media.
- 3 Additional fonts are used WHEN the use of the main fonts is technically limited.

1 Stapel

Light

LARGE TEXT: QUOTES,
SLOGANS, EXCERPTS

Regular

USED FOR THE MAIN TEXT

Medium

STANDARD H1
HEADERS

Bold

H1 OR H2 HEADERS,
SMALL FONT

2 Stapel text

Regular

USED FOR THE MAIN TEXT

Medium

STANDARD H1 HEADERS,
TEXT HIGHLIGHTS

3 Franklin Gothic

Book

LARGE TEXT: QUOTES,
SLOGANS, EXCERPTS

Medium

USED FOR THE MAIN TEXT

Demi

STANDARD H1
HEADERS

Heavy

H1 OR H2 HEADERS,
SMALL FONT

04 **Company graphics**

Layout rules

The company graphics intended for external communications use a modular grid based on the same principle as the company symbol.

- 1 Depending on the amount of content, any medium can be divided into a small number of equal parts (1, 2, 3, 4, 6, 8 etc.).
- 2 The resulting grid contains modules of one of the three types described on the next page.
- 3 If necessary, adjacent modules in the same row or column can be merged into one.
- 4 A black line running diagonally from one corner of the module to another can be used as a brand element. The line should be placed behind the picture in a combined module and on top of the picture in a photo module. Regardless of the content, modules should be separated by a black outline.

Outline thickness:

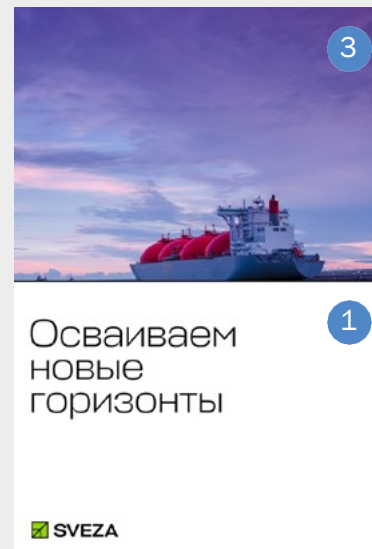
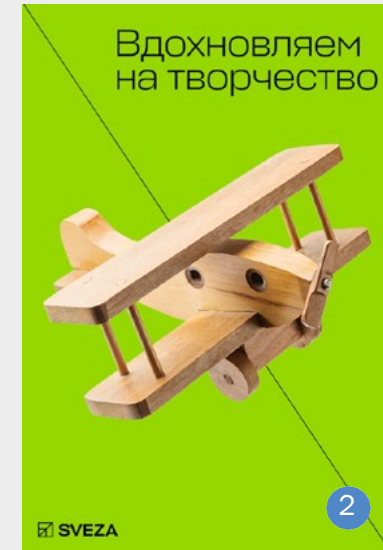
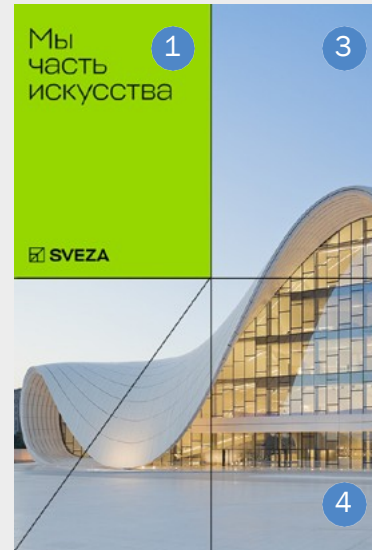
- A4 and less: 2 points (0.7 mm).
- A3-A1: 4 points (1.4 mm).
- Billboards, city format: from 15 to 40 points, depending on the scale.
- For screen media, the maximum line width is 2px.



Layout rules

Module types:

- 1 A **text module** can have the corporate green background or a white background. It may contain text information and the company logo, as well as schematic vector graphics made in a black outline. The offset for the text equals x , which is the width of the company symbol.
- 2 **Combined text module**: in addition to text and vector graphics, it may also be combined with photo objects. This module can be used only independently, when no other modules are used.
- 3 A **photographic module** acts as an auxiliary module. It illustrates and supplements the text in the adjacent module. A combination of photo modules can also be used to display one large photo 4.



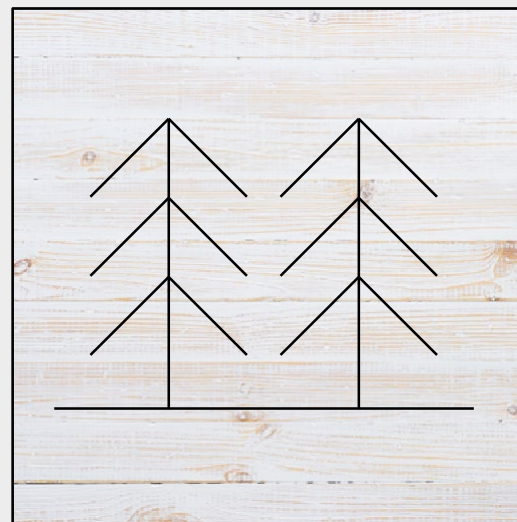
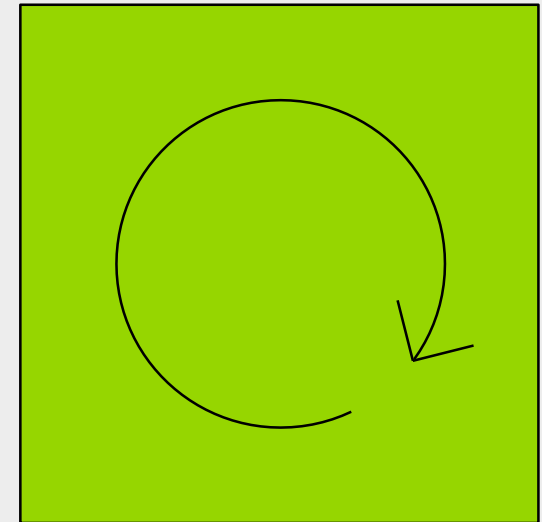
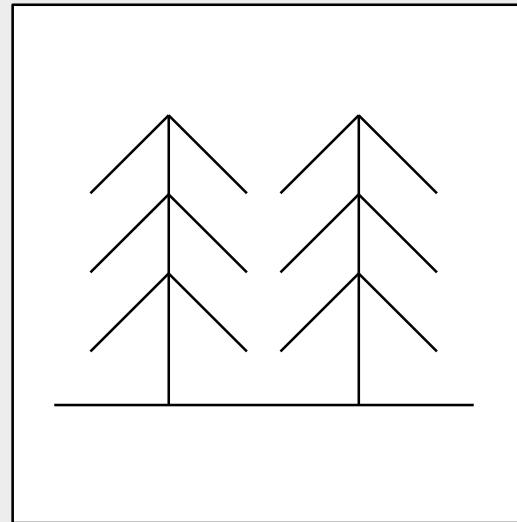
Company illustrations

Line graphics illustrations can also be used in text modules.

They should be drawn with black or white lines and be as geometric as possible.

They can be used on a white, green or beige background. It is also possible to use illustrations on light textures, patterns and photographs. When used with photographs, the background should not be noisy and the graphics should be easy to read.

Illustrations must have the same line thickness as the modular grid.

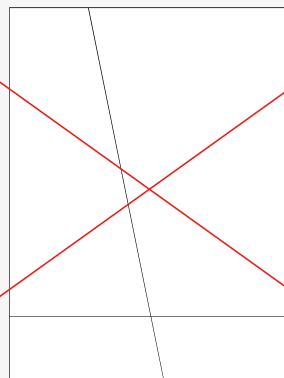


Prohibited use of the company graphics

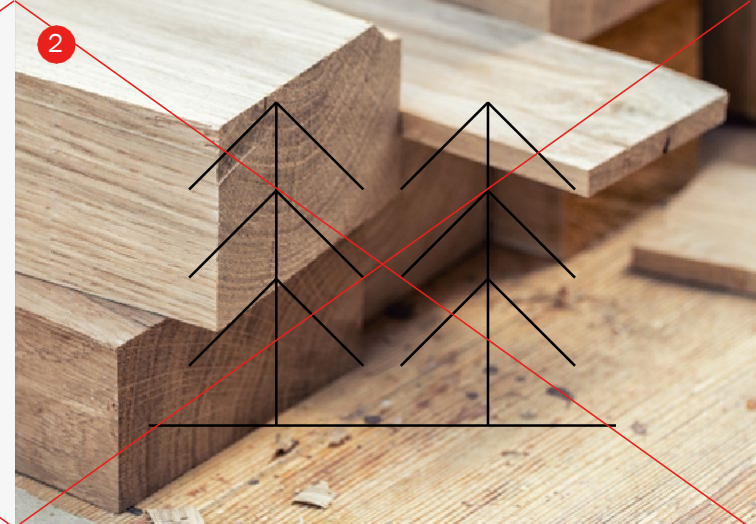
When creating the company graphics, it is prohibited to perform the following actions:

- 1 Distorting the modular grid
- 2 Using illustrations against a noisy, unreadable background
- 3 Incorrect design of the company element
- 4 Incorrect use of the company element
- 5 Incorrect outline thickness
- 6 Using gradients and other effects

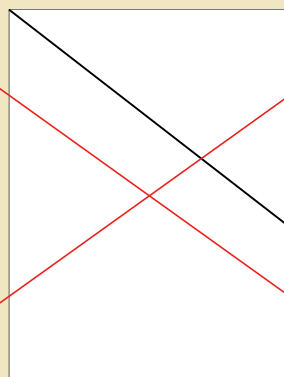
1



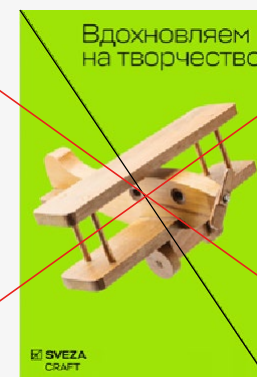
2



3



4



5



6

