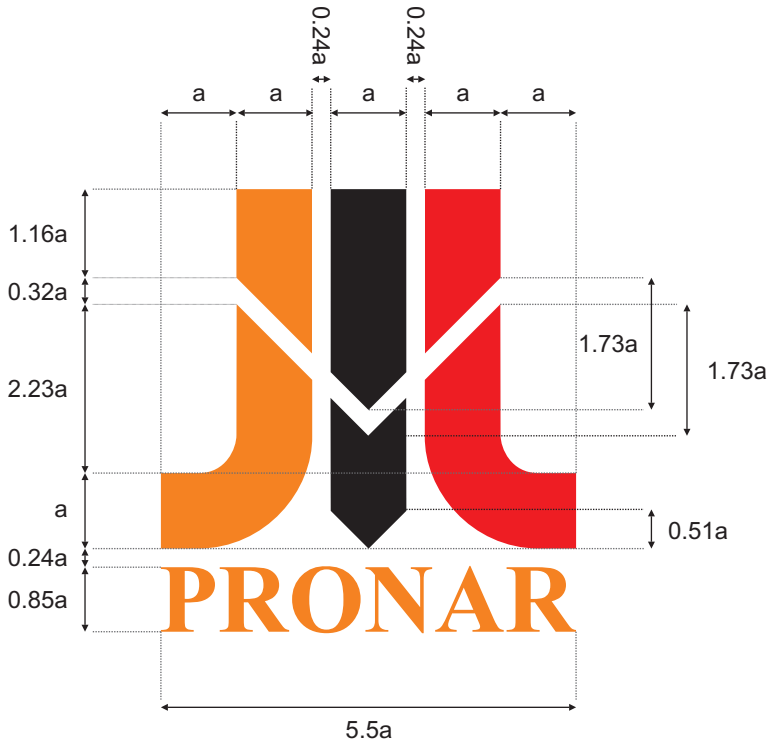
MARK - basic version

The mark is the main element of the visual identity.
Its form and colour provides visual distinctiveness.

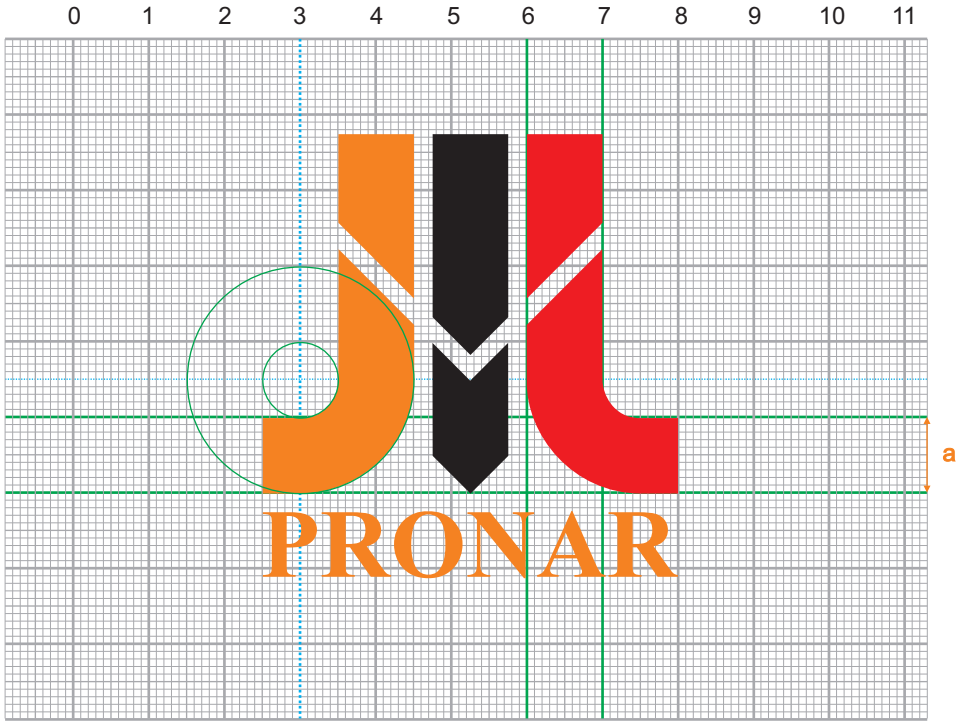
PRONAR symbol consists of three vectors pointing to three different directions. It is the interpretation of a three-track strategy of the company.

To determine dimensions and distances between individual elements of the symbol, size "a" must be defined, which is equal to the shorter edge of one of the vectors



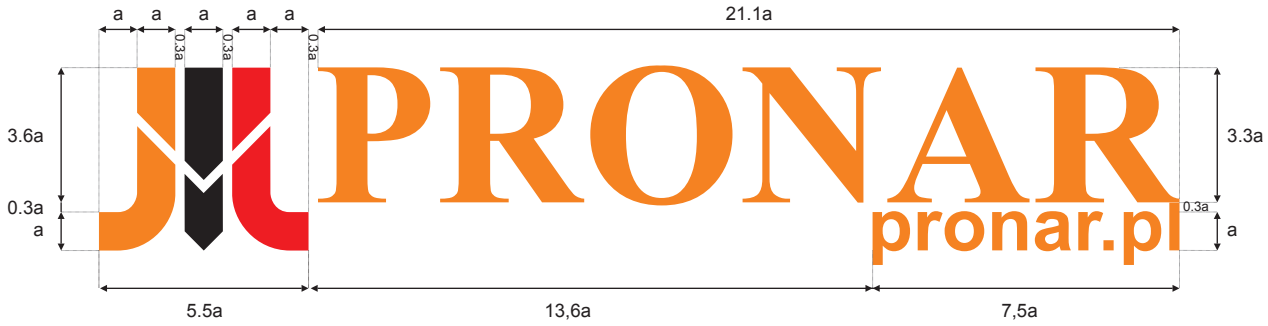
STRUCTURE OF THE MARK

PRONAR mark consists of three vectors (orange, red and black) and letters ("PRONAR")



PERMISSIBLE MODIFIED VERSION

It is allowed to modify the logo by moving "PRONAR" text to the right side of the logo. This form of logo may be used in all circumstances where its basic version would be much less readable. It is used mainly on advertising gadgets



LOGO COLOURS - basic version

The basic colours of the logo are: orange, black and red. The exact parameters of colours are given in Table below

It is acceptable to use PRONAR text in black. The reason may be much better visibility on large-format prints.

CMYK	**0/60/99/0**	**0/0/0/100**	**0/100/100/0**
PANTONE	**165C**	**process black C**	**485C**
FOLIA ORACAL		**70 black**	

RGB	**231/120/27**	**0/0/0**	**255/0/0**
HLS	**27/51/81**	**0/0/0**	**0/50/100**
INTERNET	**#E7781B**	**#000000**	**#FF0000**

LOGO COLOURS - greyscale version

Logo can be also used in black and white version.
In such case, the colour parameters will be as follows:

RGB	**150/149/148**	**0/0/0**	**77/73/72**
CMYK	**0/0/0/40**	**0/0/0/100**	**0/0/0/80**

LOGO COLOURS - single-colour version - printed on uniform-colour background, engraving

For printing on uniform-colour background or engraving, we use only single-colour version of the logo or its contour.

Colours that may be used for printing on uniform-colour background

ORANGE - printing allowed only with colour 0/60/99/0 on white *0/0/010* or black background 0/0/0/100.

WHITE - 0/0/0/0 mark in the contour

GREY - all shades of grey - from 0/0/0/40 to 0/0/0/90 it is allowed to print with silver colour.

BLACK-0/0/0/100

COLOURS - on various backgrounds

The mark in colour version may be placed on backgrounds of greyscale from 0/0/0/10 to 0/0/0/60.
It is acceptable to use logo in colour on a silver background.

COLOURS - full-colour backgrounds for full-colour logo

In the case of multi-colour backgrounds use white rectangle or greyscale rectangle (from 0/0/010 to 0/0/0/60), it is allowed to use **silver** background.

COLOURS - full-colour backgrounds for single-colour logo

For the logo in white

White logo on black background 0/0/0/100

White logo on orange background 0/60/99/0

White logo on red background
from 0/0/0/40 to 0/0/0/90

White logo on greyscale background from
0/0/0/40 to 0/0/0/90

For the logo in orange 0/60/99/0

Orange logo on black background
0/0/0/100.

Orange logo on white background
0/60/99/0.

Orange logo on greyscale background
from 0/0/0/60 to 0/0/0/90

For black logo 0/0/0/100

Black logo on orange background 0/60/99/0

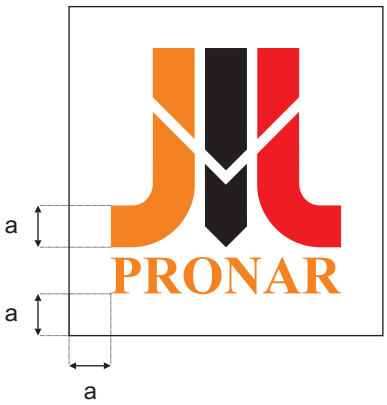
Orange logo on white background 0/60/99/0

Black logo on greyscale background from
0/0/0/10 to 0/0/0/40

BASIC FIELD OF THE MARK

The basic field determines the minimum distance of the mark from the edge of the plane on which it is located. It ensures good visual identification of the mark and its autonomous character.

When determining the basic field, use "a" as the basic dimension. It is equal to the shorter edge of one of the mark's vectors



The same field is used for all colour versions.

examples:

BASIC FIELD OF THE MARK FOR MODIFIED LOGO VERSION

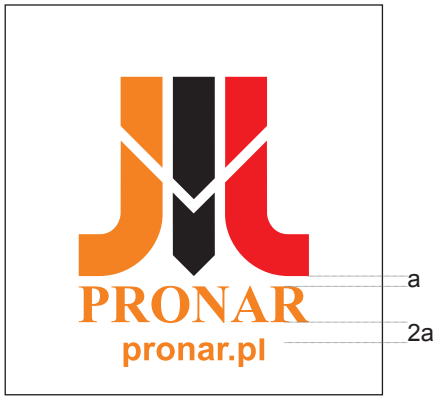
The basic field is used for a modified version of the logo used for example on advertising gadgets.

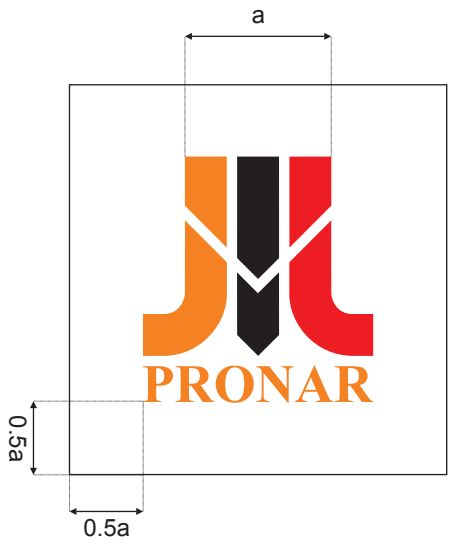
The same field is used for all colour versions, examples:

examples:

PROTECTION FIELD OF THE BASIC VERSION OF THE MARK

The protection field specifies the distance of the mark from other graphical elements such as text, pictures, images or other objects.The exception is web address pronar.pl placed under PRONAR text. It is used mainly on advertising gadgets





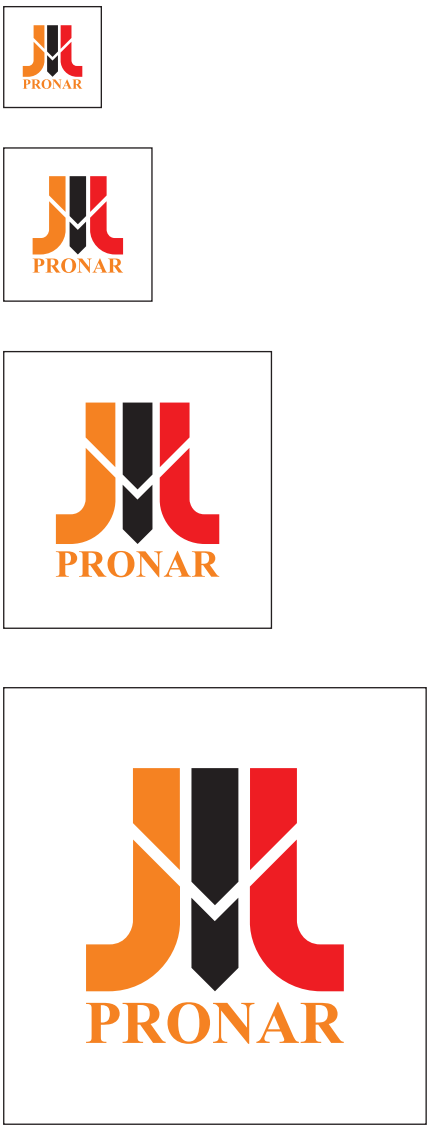
When determining the protective field of the mark, use "a" dimension, which is the upper edge of the mark. The protective field is the distance equal to 0.5 x "a" from the farthest point of the logo.

The same field is used for all colour versions.

examples:

SCALING OF THE MARK

The mark must be scaled proportionally, as a whole, without separating its individual elements and taking into account its protective field. This will ensure maintaining all artistic values.



The scaling principle of the mark, together with its protective field is the same for all colour versions.
The scaling principle of a modified version of the mark is based on the same principle as scaling of its basic version.

MINIMUM SIZE

The minimum size of the mark in its basic version is the one for which "x" (i.e. the lower edge) is 6mm.

TYPOGRAPHY

The basic mark has been designed with Times New Roman font (bold). The font is generally available in the operating systems of desktops and laptops (98/NT/XP/Vista).

1234567890
aąbcćdeęfghijklłmnoóprsśtuwxzźż
AĄBCĆDEĘFGHIJKLŁMNOÓPRSŚTUWXZŹŻ

For web addres pronar.pl used on advertising gadgets, we use Arial font (bold).
The font is used in the letterhead paper.

1234567890
aąbcćdeęfghijklłmnoóprsśtuwxzźż
AĄBCĆDEĘFGHIJKLŁMNOÓPRSŚTUWXZŹŻ

COLOUR OF "PRONAR" TEXT IN BASIC LOGO VERSION - orange 0/60/99/0,

COLOUR FOR SINGLE COLOUR VERSION - orange 0/60/99/0, black 0/0/0/100, greyscale from 0/0/0/40, white (contour logo). It is also permitted to print in silver.

PROTECTION OF THE MARK

To ensure proper functioning of the mark (in its basic version and in allowed modifications) and its graphical consistency, the following actions are prohibited:

DEFORMATION

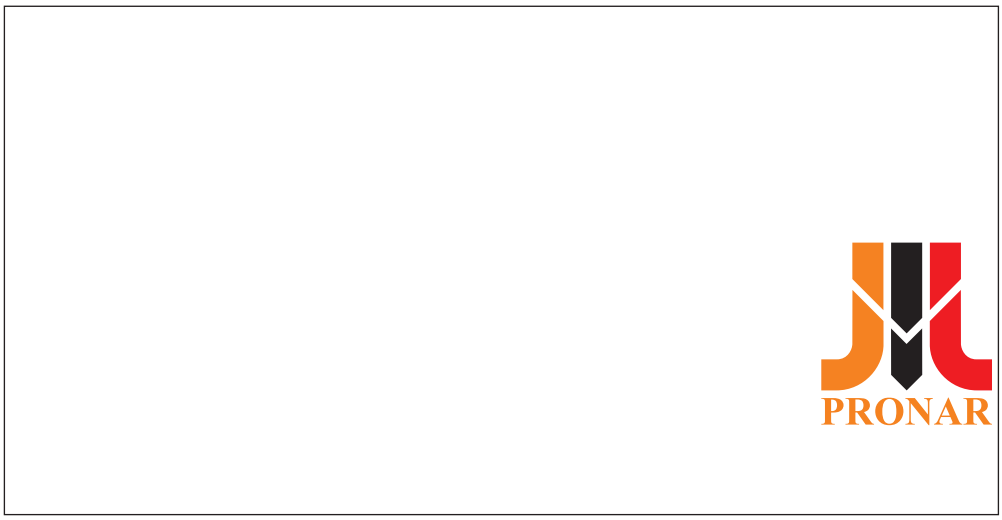
CHANGING COLOUR OF THE MARK - or its parts, other than described in the book of the mark

PLACING THE MARK ON AGGRESSIVE BACKGROUND - or directly on the background in colour which is a component of the mark.

PLACING OTHER ELEMENTS WITHIN PROTECTED FIELD OF THE MARK - with the exception of web address pronar.pl

Check our offer

PLACING THE MARK TOO CLOSE TO THE EDGE



CHANGING THE FONT, ITS SIZE AND PROPORTIONS TO OTHER THAN DESIGNED

CHANGING THE COLOUR OF THE FONT IN BASIC FULL-COLOUR MARK

ADDING BORDER TO THE MARK IN THE PROTECTED ZONE

ANY MODIFICATIONS OF THE LOGO RELATED TO GENERATING SPATIAL VERSION OF THE MARK- perspective, 3D

Any attempt to change the basic or permissible version should be consulted with the Marketing Department of PRONAR.