



Centre
for Systems
Solutions

BRANDBOOK

2017

TABLE OF CONTENTS

03 / VERSIONS OF THE LOGO • PL

04 / VERSIONS OF THE LOGO • EN

05 / CONSTRUCTION OF THE LOGO • PL

07 / CONSTRUCTION OF THE LOGO • EN

09 / COLORS

10 / TYPOGRAPHY

11 / SAFETY AREA AND SCALING

12 / WRONG USE AND
INAPPROPRIATE MODIFICATIONS

VERSIONS OF THE LOGO • PL

01. BASIC



02. NEGATIVE



03. B&W



04. B&W, NEGATIVE



05. VERTICAL,
BASIC



06. VERTICAL,
NEGATIVE



07. VERTICAL,
B&W



08. VERTICAL,
B&W, NEGATIVE



VERSIONS OF THE LOGO • EN

01. BASIC



02. NEGATIVE



03. B&W



04. B&W, NEGATIVE



**05. VERTICAL,
BASIC**



**06. VERTICAL,
NEGATIVE**



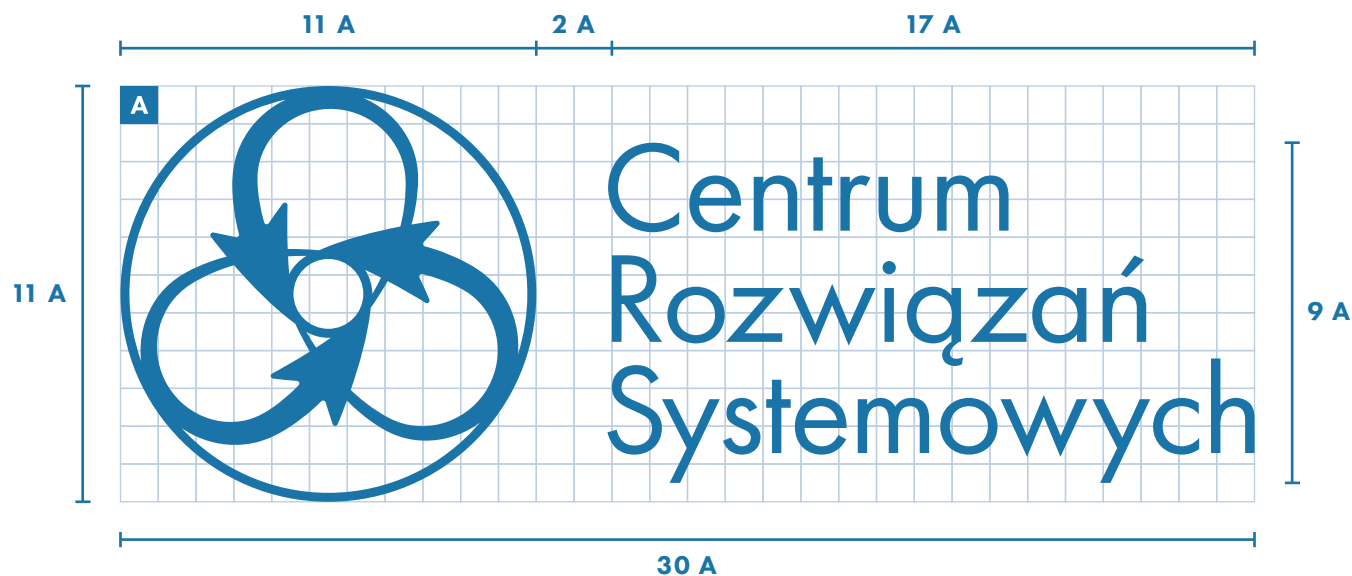
**07. VERTICAL,
B&W**



**08. VERTICAL,
B&W, NEGATIVE**



CONSTRUCTION OF THE LOGO • PL

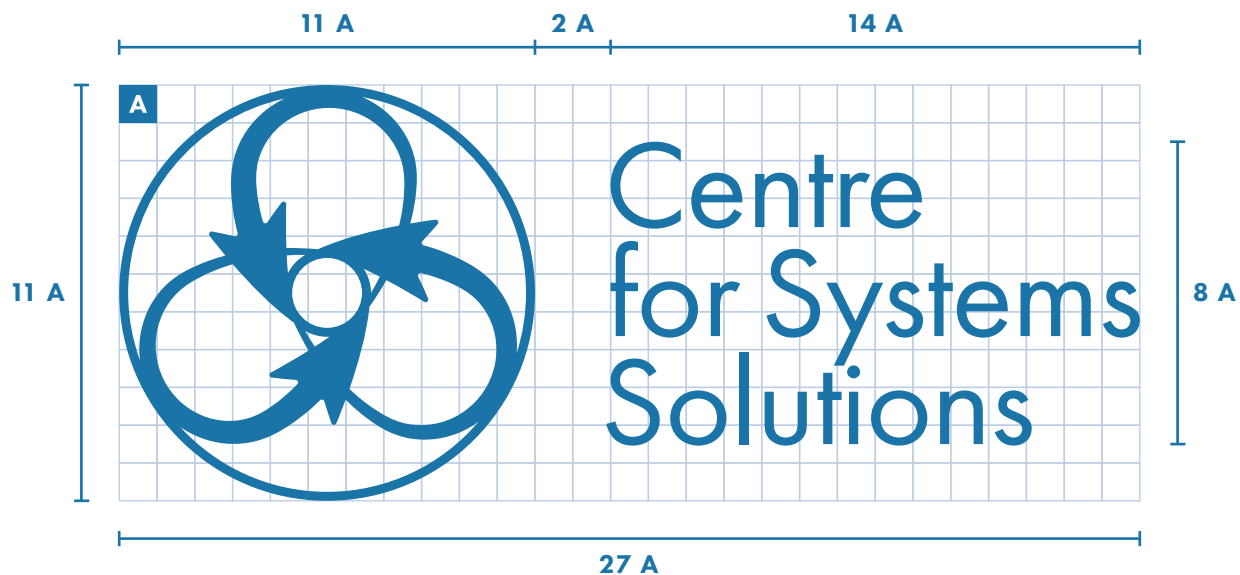


CONSTRUCTION OF THE LOGO • PL

vertical option



CONSTRUCTION OF THE LOGO • EN

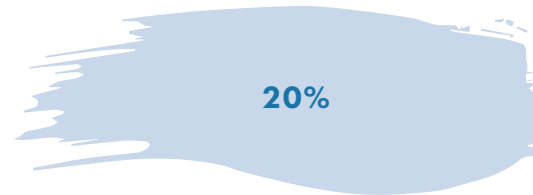
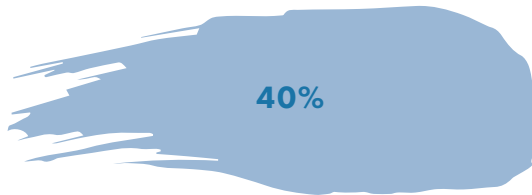
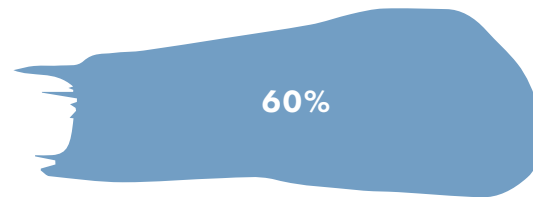
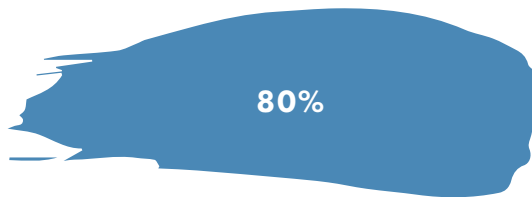
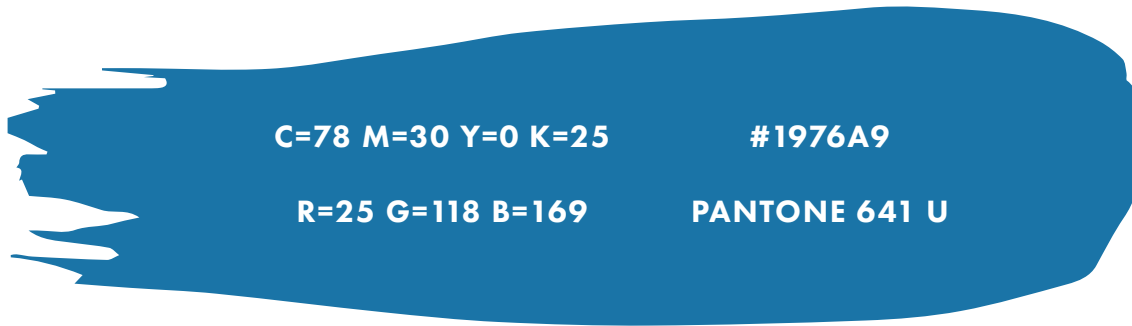


CONSTRUCTION OF THE LOGO • EN

vertical option



COLORS



TYPOGRAPHY

Centrum
Rozwiązań
Systemowych

Centre
for Systems
Solutions

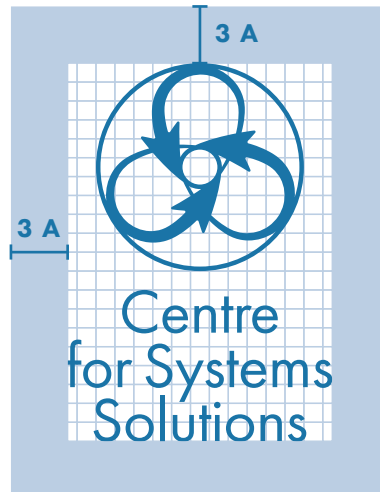
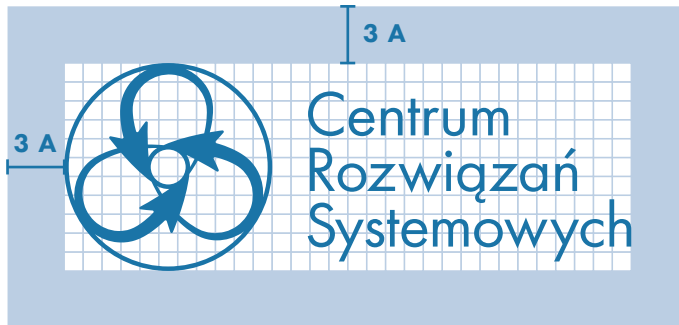
FUTURA PT BOOK

LEADING FOR 50p.: 42p.

KERNING: OPTICAL

TRACKING: -10

SAFETY AREA AND SCALING



MINIMUM USABLE SIZE:

8MM / 40PX  Centre
for Systems
Solutions

WRONG USE AND INAPPROPRIATE MODIFICATIONS

❌ WRONG CHOICE OF THE LOGO VERSION



❌ VIOLATION OF THE SAFETY AREA



❌ DISTORTION OF THE LOGO



❌ WRONG COLOR



❌ CHANGE LAYOUT OR APPEARANCE OF TEXT



❌ SPECIAL EFFECTS



❌ SIZE TOO SMALL

