



THE CORPORATE DESIGN MANUAL

Documentation describing the logo of ZARYS International Group sp. z o.o. sp.k.

The documentation contains information how the logo has been designed and guidelines concerning colours. The documentation is an open form and can be supplemented with new elements.



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1.0

basic sign

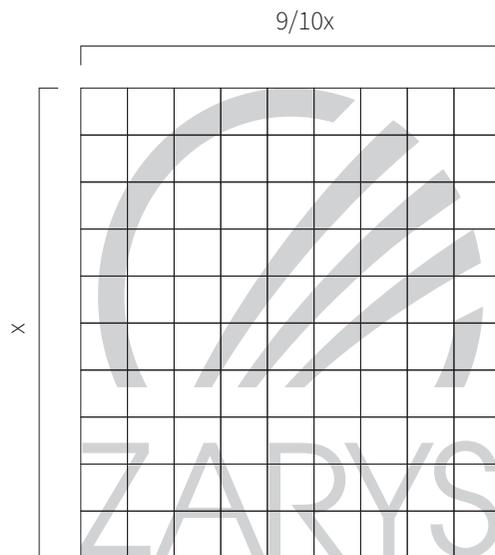
The basic sign is the only correct letter pattern that is part of the brand identification. Owing to its function, its modification, e.g. change of its artistic form, proportions, colouring, other than provided in this report, is unacceptable.



1.1

basic sign modular grid

The modular grid determines basic proportions and sizes in the design of a graphic sign (logo). It is used in the case of large format branding where the use of electronic form is impossible. The structural module is a square with a side equal to 1/10 of the logo height.

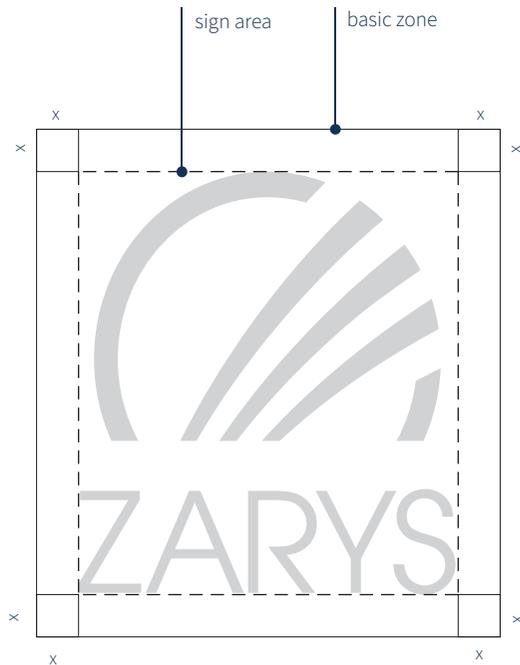


x  Structural module – a square with side $x = 1/10$ of logo

1.2

basic sign basic zone

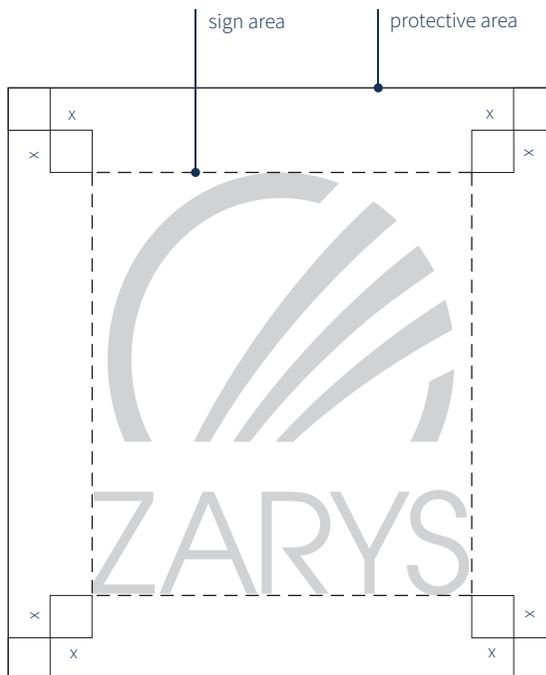
The protective field defines the area around the sign in which no extraneous form, either graphic or text, may appear. The design module - a square with a side equal to 1/10 the height of the logo - was used to determine the protective area.



x  Structural module – a square with side $x = 1/10$ of logo

1.3 | basic sign protective zone

The protective field defines the area around the logo in which no extraneous form, either graphic or text, can appear. To determine the protective field, a design module - a square with a side equal to 1/10 of the logo height - was used.



x  Structural module – a square with side $x = 1/10$ of logo

1.4

basic sign minimum size

The minimum size is the size below which the legibility of the logo is insufficient. In the case of a logo on its own this size has been defined as 10 mm for offset printing, taking into account the width of the base.



1.5

basic sign monochromatic version

The colour variants of the logo are applied in those identification areas where the use of a colour version other than the basic one is required. The visual identification system allows for the use of the logo in monochromatic variants - positive.



monochromatic positive/negative blue variant



positive/negative monochromatic blue



navy blue monochrome positive/negative

1.6

basic sign achromatic version

The achromatic variant of the logo is used in those areas of visual communication where, for technological reasons, it is required to use a colour version other than the basic one.



achromatic variant grey 50%, positive/negative



achromatic variant black, positive/negative

1.7

basic sign combination with background

The base colour of the basic version of the logo is white. It is recommended to use the logo on a light background, i.e. white or 20% grey. In justified cases, when it is required by the publication's graphic design, other solutions are acceptable. It is not allowed to place the logo directly on a highly saturated photographic background or a background whose colour or saturation weakens logo legibility. In special cases it is allowed to place the logo directly at a multi-coloured background - the condition is that there is a big contrast between the background and the logo.



bad



good



bad



good

The size of the base background is determined by the logo protective zone and cannot be smaller.

1.8

basic sign inadmissible transformations

No changes are allowed within the logo limits. Violation of its proportions is unacceptable and prohibited. The logo can be deformed for the purpose of ideal representation, on surfaces with complicated curvature, e.g. a syringe.

The following examples show actions that are forbidden and should not be used.



it is not allowed to change logo proportions



it is not allowed to rotate the logo



it is inadmissible to change the logo colours into colours that are not present in the Corporate Design Manual

1.9

basic sign colour scheme

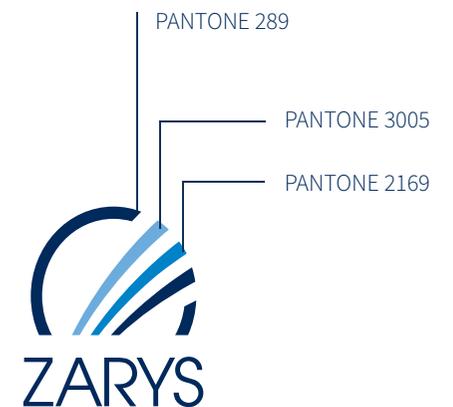
The logo colouring is an important factor shaping the identity and the way the product is perceived. The logo colours should be as close as possible to the colours specified in Pantone, regardless of reproduction technique. It is permissible to use the logo in a colour other than the specified one for the purpose of distinguishing products, before consulting this procedure with a person responsible in the company for product visual identification.

The logo was printed digitally and the colour is not perfectly reproduced. A proof was attached to the documentation, which is a template for offset printing (*proof/prepress proofing - the last sheet of the Corporate Design Manual*).

PANTONE: 289
CMYK: 100 64 0 60
RGB: 0 0 0
RAL: 5011
HTML: #002D59

PANTONE: 3005
CMYK: 100 34 0 2
RGB: 0 0 0
RAL: 5015
HTML: #007AC2

PANTONE: 2169
CMYK: 55 20 0 0
RGB: 0 0 0
RAL: 5012
HTML: #7AB0E0



1.10

basic sign colour scheme - complementary version

Colour variants of the sign are used in those areas of company communication where it is required to use a colour version, other than the basic Pantone colour, in order to differentiate product lines, packaging. The visual identification system allows the use of the mark in monochromatic variants - positive and negative.

PANTONE 726 CMYK 6 10 26 0	PANTONE 2310 CMYK 11 20 3 0	PANTONE 487 CMYK 0 28 26 1	PANTONE 189 CMYK 1 39 23 0	PANTONE 183 CMYK 4 48 32 0	PANTONE 252 CMYK 13 64 0 0	PANTONE 232 CMYK 6 70 0 0	PANTONE 189 CMYK 0 39 10 0	PANTONE 2593 CMYK 40 80 0 0	PANTONE 2587 CMYK 58 76 0 0	PANTONE 659 CMYK 59 39 3 0
PANTONE 264 CMYK 25 37 0 0	PANTONE 2645 CMYK 38 49 0 0	PANTONE 2084 CMYK 57 82 0 0	PANTONE 2091 CMYK 73 100 0 0	PANTONE 2592 CMYK 56 98 0 0	PANTONE 266 CMYK 76 90 0 0	PANTONE 267 CMYK 80 100 0 0	PANTONE 2084 CMYK 69 82 0 0	PANTONE 2088 CMYK 66 75 0 0	PANTONE 2371 CMYK 75 99 5 23	PANTONE 2098 CMYK 80 99 0 0
PANTONE 291 CMYK 42 14 6 0	PANTONE 2191 CMYK 82 11 0 0	PANTONE 637 CMYK 73 7 10 0	PANTONE 299 CMYK 76 18 0 0	PANTONE 313 CMYK 100 0 11 2	PANTONE 632 CMYK 85 8 0 0	PANTONE 541 CMYK 90 36 5 0	PANTONE 279 CMYK 100 20 0 0	PANTONE 286 CMYK 100 80 0 0	PANTONE 294 CMYK 100 80 0 25	PANTONE 2945 CMYK 100 80 0 25
PANTONE 1585 CMYK 7 54 93 1	PANTONE 280 CMYK 100 65 15 50	PANTONE 274 CMYK 98 89 28 18	PANTONE 275 CMYK 100 64 0 60	PANTONE 287 CMYK 100 94 6 29	PANTONE 288 CMYK 100 90 2 9	PANTONE 421 CMYK 10 7 5 0	PANTONE COLL GRAY 1 CMYK 10 7 5 0	PANTONE COLL GRAY 6C CMYK 30 25 27 7	PANTONE BLACK 0961 CMYK 0 0 0 60	PANTONE 430 CMYK 46 37 38 22

1.10

basic sign colour scheme - complementary version

PANTONE GREEN 0921 CMYK 37 0 14 0	PANTONE 326 CMYK 66 0 27 0	PANTONE 319 CMYK 62 0 25 0	PANTONE 314 CMYK 80 16 18 24	PANTONE 3135 CMYK 100 0 20 0	PANTONE 2228 CMYK 92 0 34 0	PANTONE 557 CMYK 44 4 37 10	PANTONE 570 CMYK 62 0 25 0	PANTONE 322 CMYK 81 14 38 24	PANTONE 327 CMYK 100 2 60 14	PANTONE 2292 CMYK 48 0 92 0
PANTONE 7758 CMYK 10 1 95 15	PANTONE 375 CMYK 50 0 86 0	PANTONE 376 CMYK 50 0 100 0	PANTONE 2293 CMYK 54 3 94 0	PANTONE 2294 CMYK 55 0 95 10	PANTONE 2421 CMYK 75 0 100 0	PANTONE 2271 CMYK 100 0 100 0	PANTONE 348 CMYK 81 6 100 31	PANTONE 356 CMYK 91 4 100 25	PANTONE 2426 CMYK 83 11 100 2	PANTONE 371 CMYK 50 0 100 50
PANTONE 106 CMYK 3 6 83 1	PANTONE 395 CMYK 3 7 92 0	PANTONE 115 CMYK 0 11 94 0	PANTONE 115 CMYK 0 6 87 0	PANTONE 012 CMYK 0 0 100 0	PANTONE 1235 CMYK 0 20 98 0	PANTONE 1235 CMYK 0 27 93 0	PANTONE 124 CMYK 0 30 100 0	PANTONE 130 CMYK 0 32 100 0	PANTONE 7549 CMYK 0 26 98 0	PANTONE 137 CMYK 5 43 98 0
PANTONE 144 CMYK 0 50 100 0	PANTONE 164 CMYK 0 59 80 0	PANTONE 1585 CMYK 7 54 93 1	PANTONE 2186 CMYK 0 62 95 0	PANTONE 151 CMYK 0 60 100 0	PANTONE 166 CMYK 10 70 100 1	PANTONE 717 CMYK 0 70 100 0	PANTONE 172 CMYK 0 76 100 0	PANTONE RED 032 CMYK 0 100 100 0	PANTONE 2348 CMYK 0 76 65 0	PANTONE 158 CMYK 2 100 85 6
PANTONE 163 CMYK 0 45 60 0	PANTONE 2344 CMYK 0 56 50 0	PANTONE 198 CMYK 0 82 37 0	PANTONE 2395 CMYK 0 100 0 0	PANTONE 197 CMYK 0 100 0 0	PANTONE 233 CMYK 18 100 0 0	PANTONE RUBINE RED CMYK 0 90 25 8	PANTONE PURPLE C CMYK 20 80 0 20	PANTONE 7649 CMYK 10 99 24 46	PANTONE 704 CMYK 8 99 86 36	PANTONE 1535 CMYK 45 77 99 0
PANTONE 497 CMYK 11 54 100 55	PANTONE 7574 CMYK 12 55 92 36	PANTONE BLACK C CMYK 74 64 63 81	PANTONE PROGRESS BLACK CMYK 0 0 0 100	PANTONE 445 CMYK 52 23 30 74						

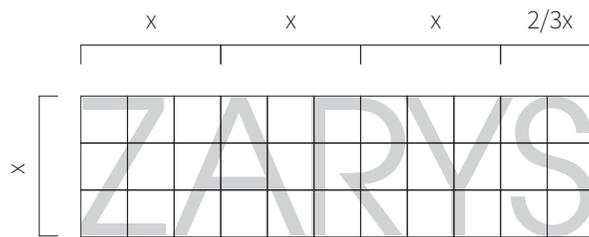
2.0 | supplementary mark

Logotype is the only correct lettering pattern that is part of the brand identity. Due to its function, its modification, e.g. change of its artistic form, proportions, use of colours other than specified in this document, is unacceptable. In exceptional situations, it is acceptable to turn the logotype by 90 degrees so that the ZARYS lettering faces upwards. This action should be consulted with the author of the Corporate Design Manual.

ZARYS

2.1 | supplementary mark modular grid

The modular grid defines basic proportions and sizes in the design of a graphic sign (logotype). It is used in case of the brand mark representation on large format surfaces where the use of electronic form is impossible. The design module is a square with a side equal to $1/3$ of logotype height.

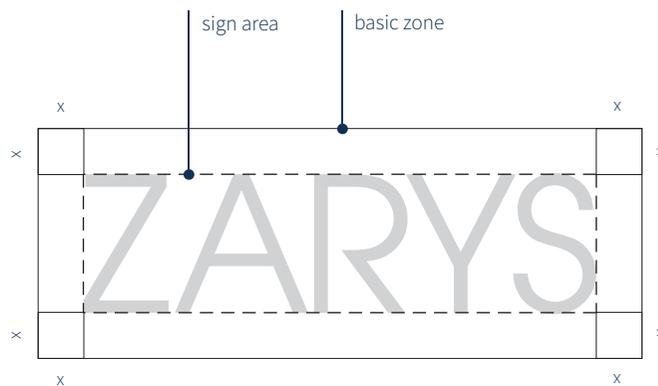


\times  Structural module - square with side $x = 1/3$ of the logotype height

2.2

supplementary mark basic zone

Protection zone defines the area around the logo where no foreign form, both graphic and textual, can appear. In order to determine the protection zone, a design module was used - a square with a side equal to $1/3$ of the logotype height.

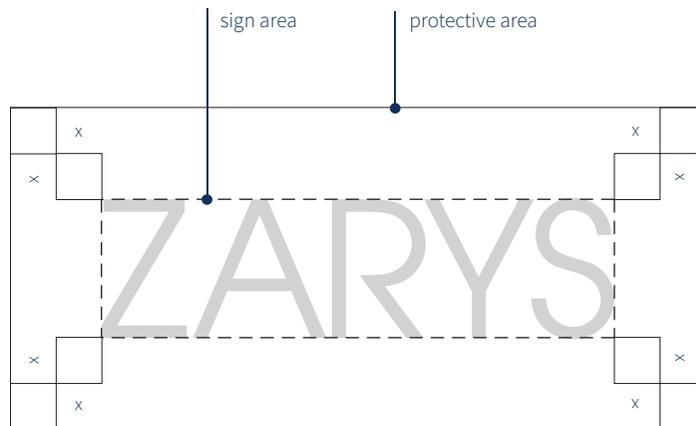


x  Structural module - a square with side $x = 1/3$ of the logotype height

2.3

supplementary mark protective zone

Protection zone defines the area around the logo where no foreign form, both graphic and textual, can appear. In order to determine the protection zone, a design module was used - a square with a side equal to 1/3 of the logotype height.



x  Structural module - a square with side $x = 1/3$ of the logotype height

2.4

supplementary mark minimum size

The minimum size is the size below which the legibility of the logo is insufficient. In the case of the stand-alone logo, this size has been set to 10 mm for offset printing, taking into account the width of the base.



2.5

supplementary mark monochromatic version

The colour variants of the sign are applied in those identification areas where the use of a colour version other than the basic one is required. The visual identification system allows using the sign in monochromatic variants - monochromatic, positive.

ZARYS



monochromatic variant navy blue, positive/negative

2.6

supplementary mark achromatic version

Achromatic variant of the sign is used in those areas of visual communication, where for technological reasons it is required to use a colour version other than the basic one.

ZARYS



achromatic variant grey 50%, positive/negative

ZARYS



achromatic variant black, positive/negative

2.7 | supplementary mark combination with background

The base colour of the supplementary version of the logotype is white. It is recommended to use the logotype on a light background, i.e. white or 20% grey. In justified cases, when required by the graphic design of the publication, other solutions are acceptable. It is not permitted to place the logotype directly on a highly saturated photographic background or a background whose colour or saturation impairs the legibility of the logotype. In special cases, it is permitted to place the logotype directly on a multi-coloured background - the condition is high contrast between the background and the logotype.



bad



good



bad



good

The size of the background is determined by the logotype protection zone and cannot be smaller.

2.8 | supplementary mark inadmissible transformations

No changes are allowed within the logotype. Violation of its proportions is unacceptable and prohibited. The logotype may be deformed in order to achieve perfect imaging, on surfaces with complicated curvatures, e.g. a syringe.

The following examples show actions that are forbidden and should not be used.

The ZARYS logo is shown with significantly altered proportions, appearing much taller and narrower than the standard version.

it is unacceptable to change
the logotype proportions

The ZARYS logo is shown rotated 180 degrees, appearing upside down.

it is not allowed to rotate
the logotype

The ZARYS logo is shown with a color scheme where the 'Z' is red, 'A' is yellow, 'R' is orange, 'Y' is green, and 'S' is red, which is not the standard corporate color scheme.

it is unacceptable to change the colour scheme
to one that is not included in the Corporate Design Manual

2.9

supplementary mark colour scheme

The colour scheme of the logo is an important factor influencing the identity and perception of the product. The logotype colour should be as close as possible to the colour specified in Pantone, regardless of reproduction technique. It is permissible to use the sign in a colour other than the specified one to distinguish products, before consulting this procedure with a person responsible in the company for visual identification of the product. The logotype was printed digitally and the colour is not perfectly reproduced.

A proof is attached to the documentation, which is a pattern for offset printing (proof/prepress proofing - the last sheet of the Corporate Design Manual). *See pages 13-14 for a list of acceptable non-base Pantone colours.*

PANTONE: 289
CMYK: 100 64 0 60
RGB: 0 0 0
RAL: 5011
HTML: #002D59

ZARYS

PANTONE: 289

PANTONE: 3005

PANTONE: 2169

