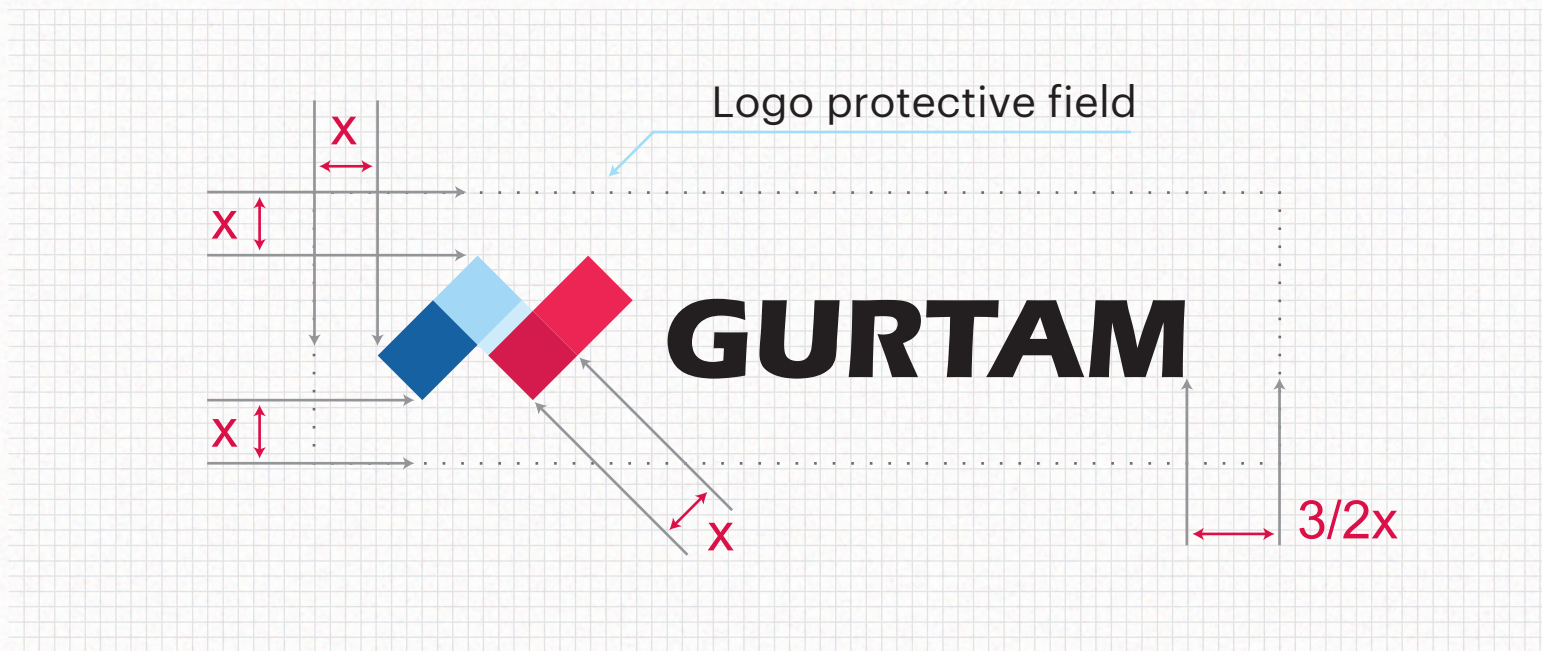
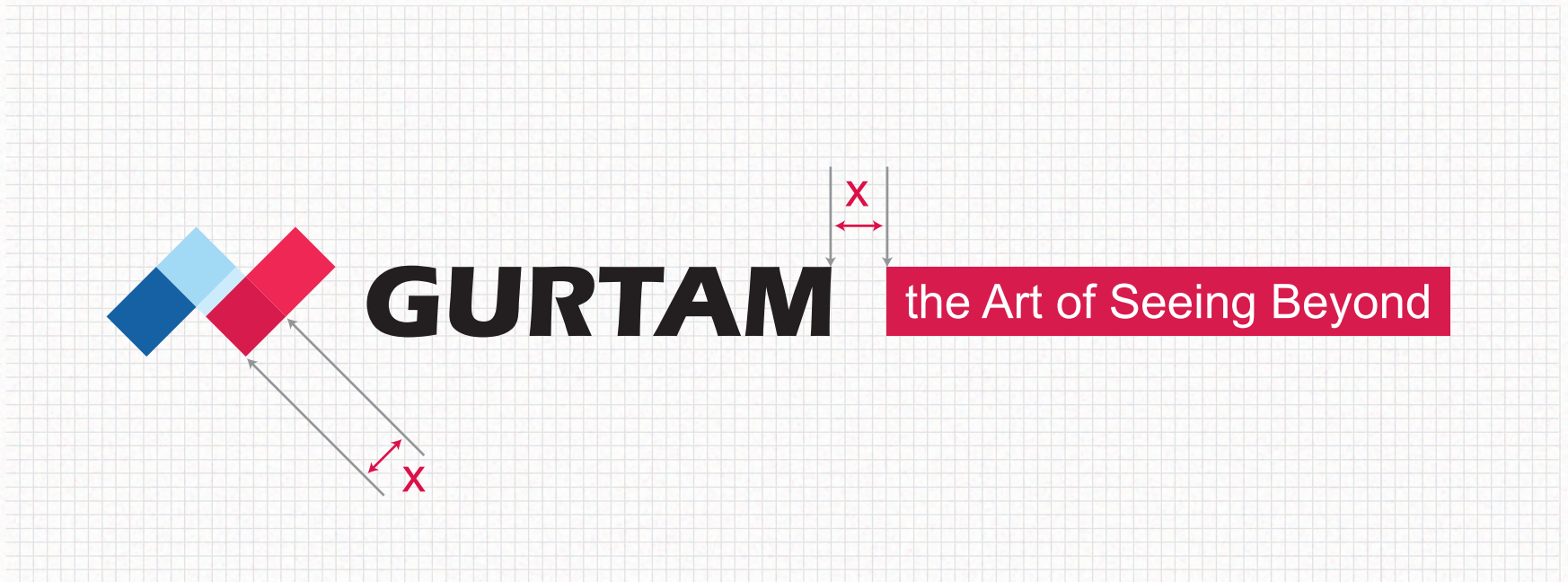




Corporate Style and Branding Guide

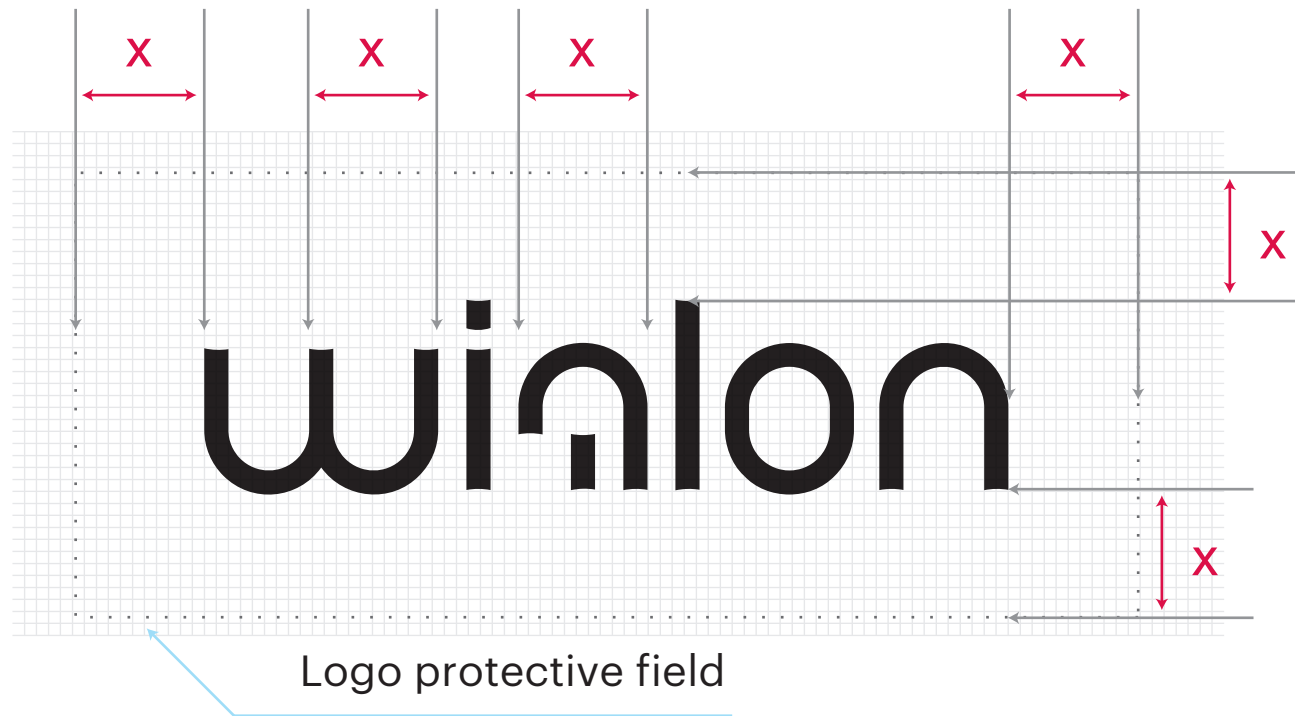
Geometry and protective field of Gurtam graphic element and logo





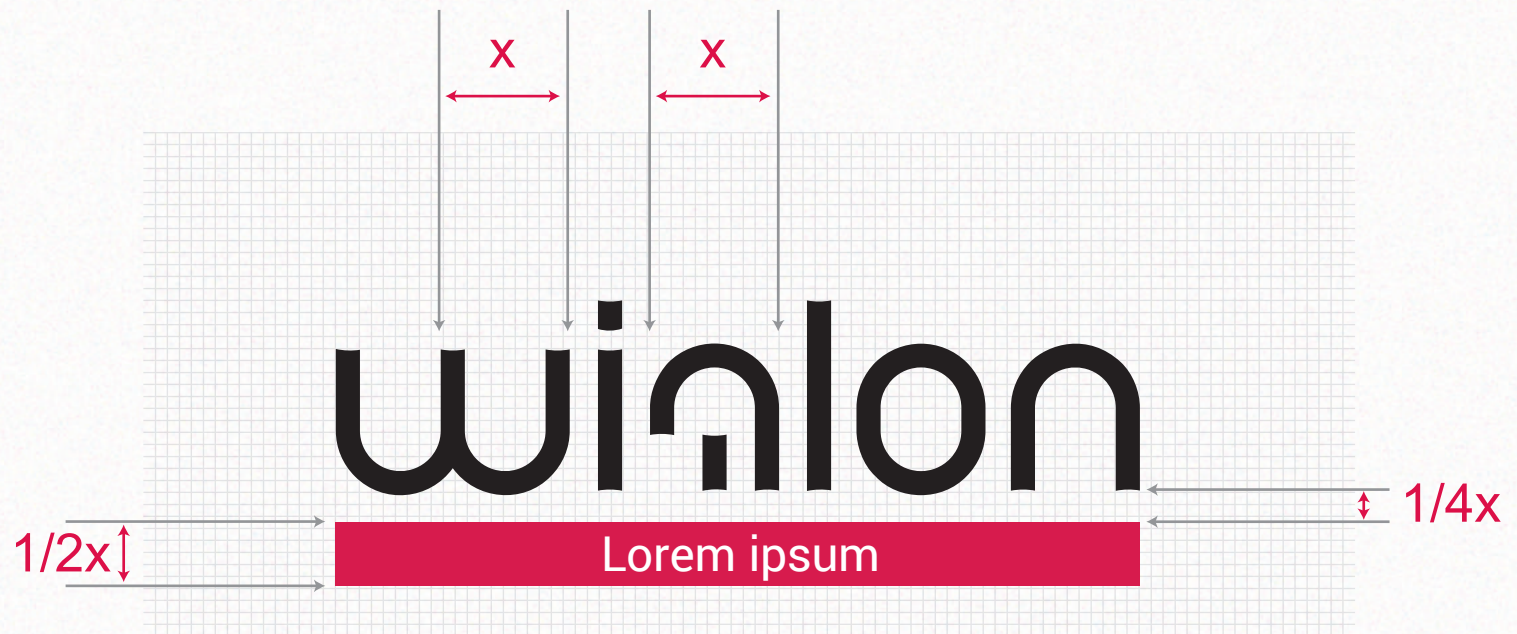
The firm block together with logo includes only the slogan
«The Art of Seeing Beyond»

Wialon logo geometry and protective field



Wialon logo geometry and protective field







GURTAM



GURTAM



GURTAM



GURTAM



GURTAM

wialon

wialon

wialon 60%

wialon 70%

wialon 80%

wialon 90%

wialon 20%

wialon 30%

wialon 40%

wialon 50%

Logo minimum sizes

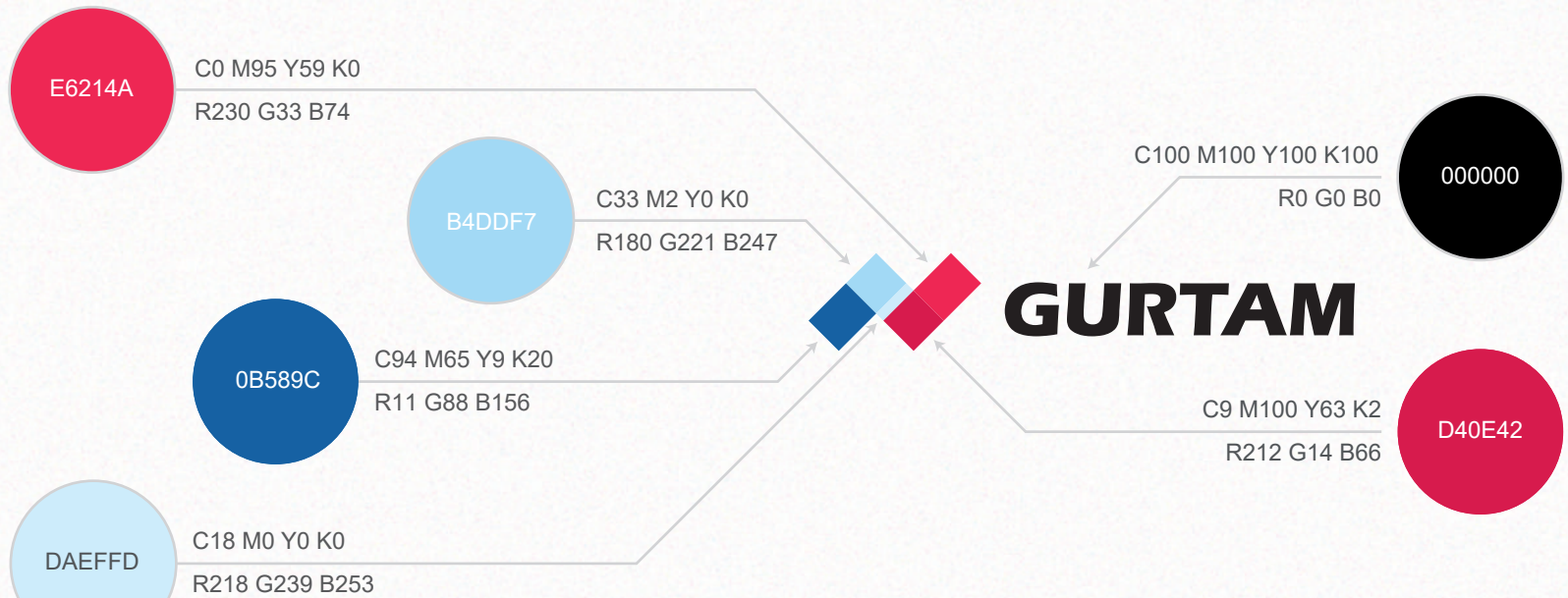
In printed media:



In electronic media



Corporate colors



Primary colors:

A row of five color swatches, each with its CMYK and RGB values:

- 000000** (Black): C0 M0 Y0 K80, R87 G87 B86
- B4DDF7** (Light Blue): C33 M2 Y0 K0, R180 G221 B247
- 0B589C** (Dark Blue): C94 M65 Y9 K0, R11 G88 B156
- E6214A** (Red): C0 M95 Y59 K0, R230 G33 B74
- 000000** (Black): C100 M100 Y100 K100, R0 G0 B0

Examples of color schemes

Heading 1

000000
C100 M100 Y100 K100

Text text text text text text
text text text main

575756
C0 M0 Y0 K80

Complementary heading, Bold

E6214A
C0 M95 Y59 K0

Link text links

0B589C
C94 M65 Y9 K0

Heading 1

E6214A
C0 M95 Y59 K0

Text text text text text text
text text text main

575756
C0 M0 Y0 K80

Complementary heading, Bold

B4DDF7
C33 M2 Y0 K0

Link text links

0B589C
C94 M65 Y9 K0

Examples of inappropriate use of Gurtam graphic element and logo



In multicolored, bright and aggressive environment



Use of transparency or other effects



Geometry deformation



Use of different colors



Use of stroke



Monochromatic sign without separating lines

Examples of inappropriate use of Wialon graphic element and logo



Logo can be used only within the shades of gray



Geometry deformation



Use of any effects



In multicolored and aggressive environment



Use of stroke

Font name: **Graphik LCG**

Regular:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyz АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-*/=

Italic:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyz АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-/=*

Bold:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-*/=

Bold Italic:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-*/=

Black:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-*/=

Medium:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-*/=