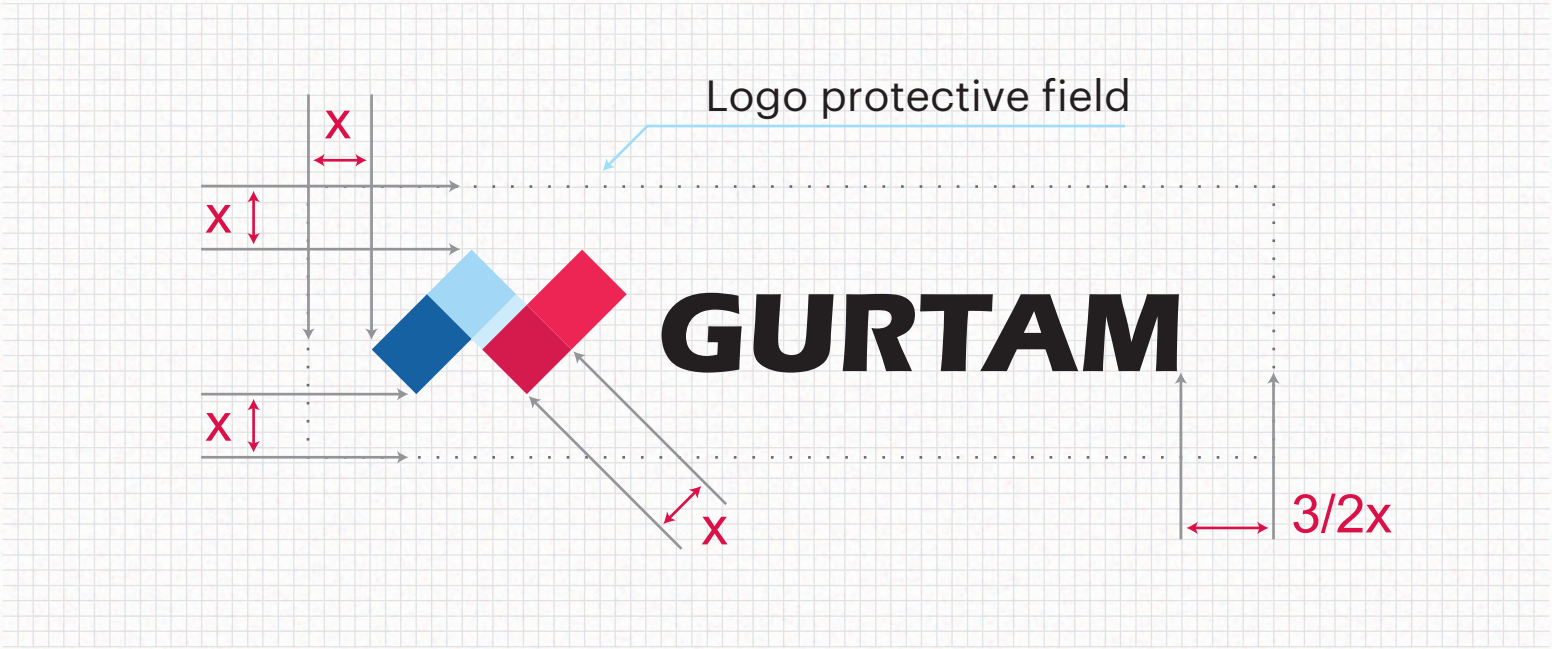
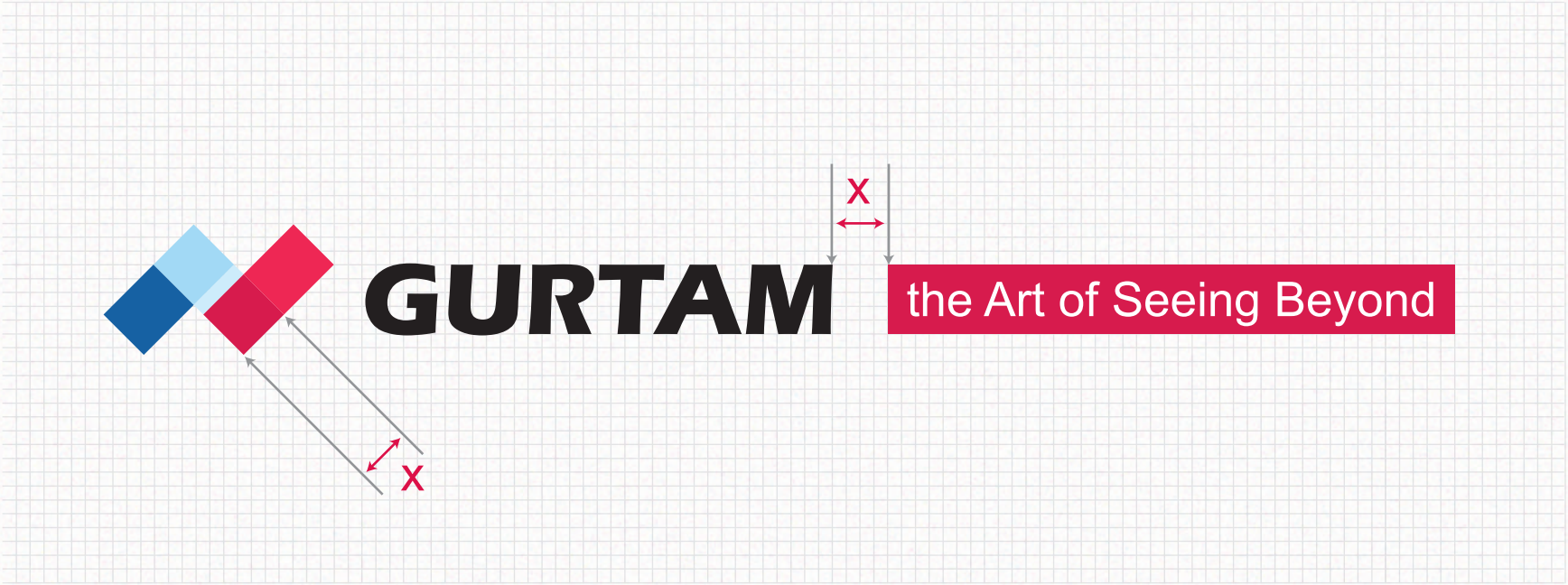
GURTAM

Corporate Style and Branding Guide

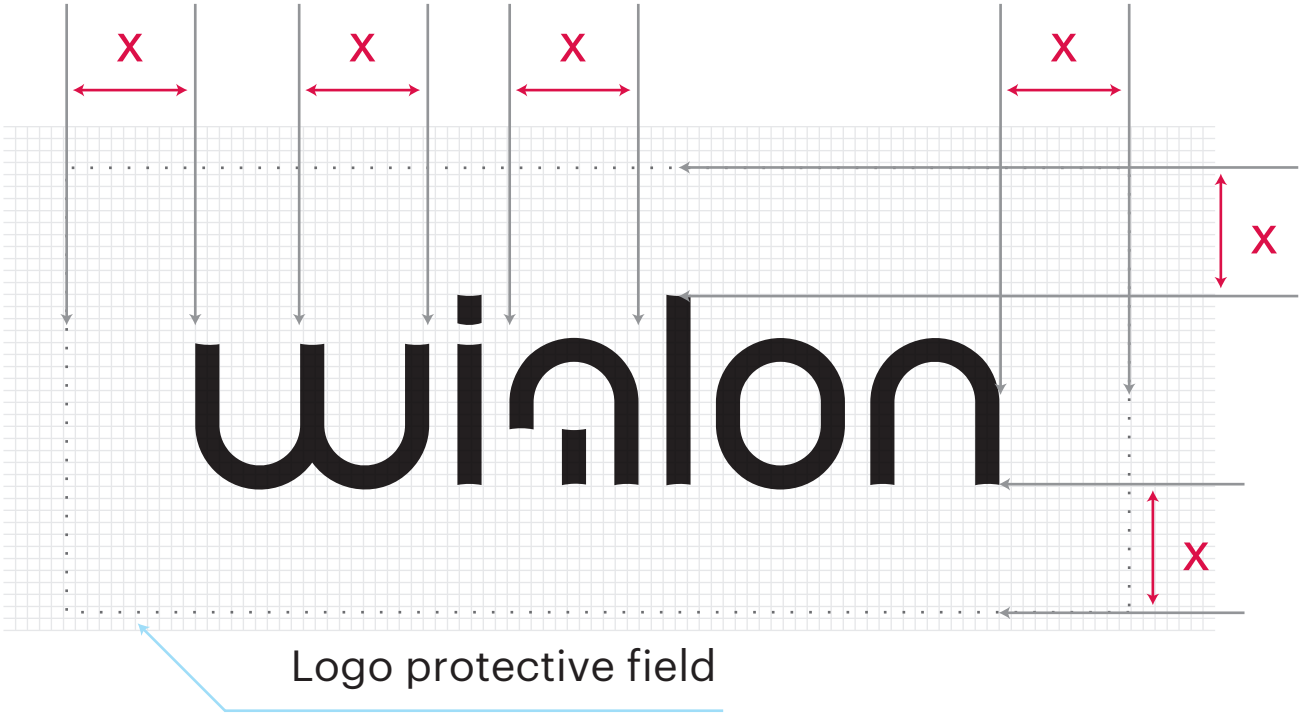
Geometry and protective field of Gurtam graphic element and logo





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

Wialon logo geometry and protective field



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Wialon logo geometry and protective field

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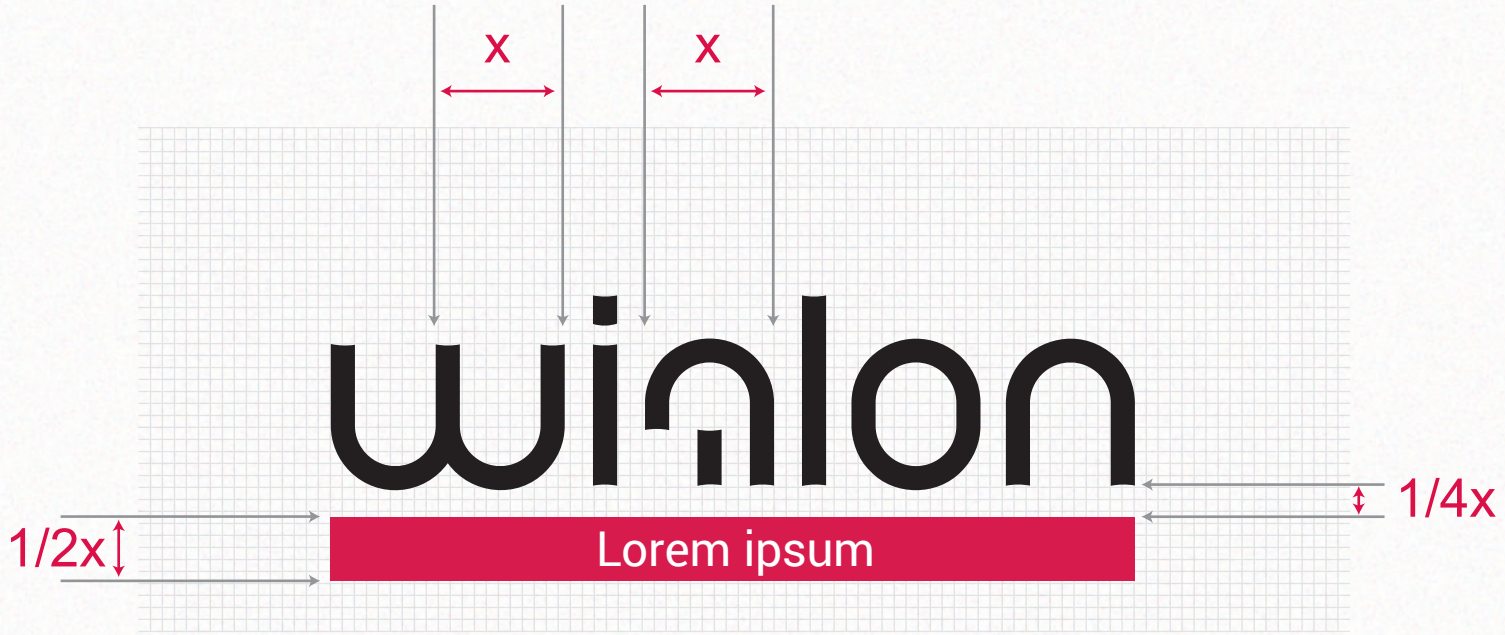
Wialon firm block



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wialon

wialon

wialon 60%

wialon 70%

wialon 80%

wialon 90%

wialon 20%

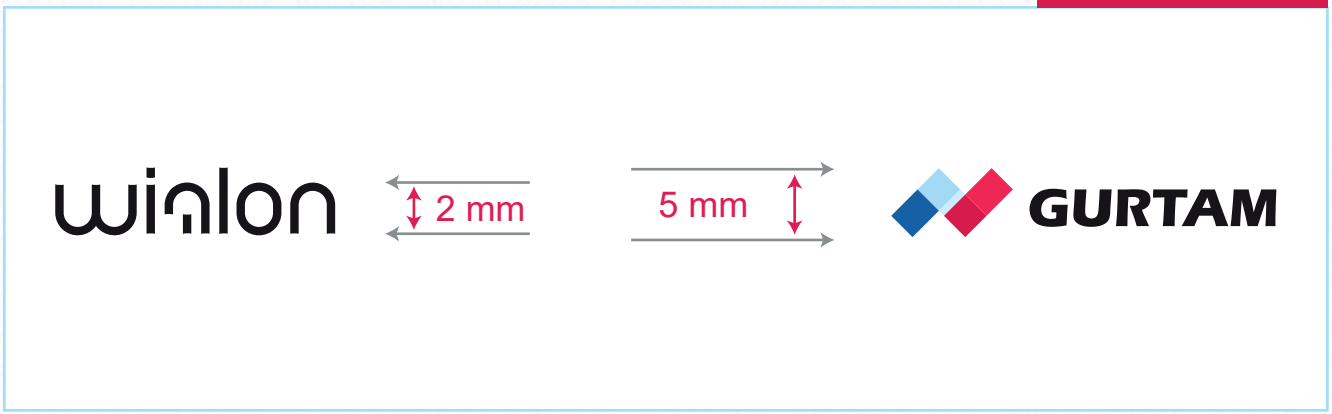
wialon 30%

wialon 40%

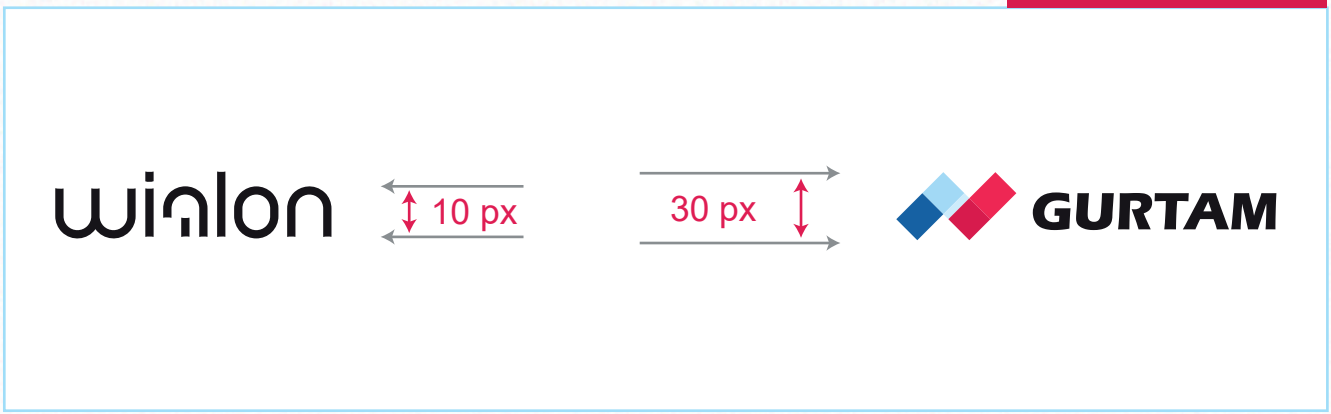
wialon 50%

Logo minimum sizes

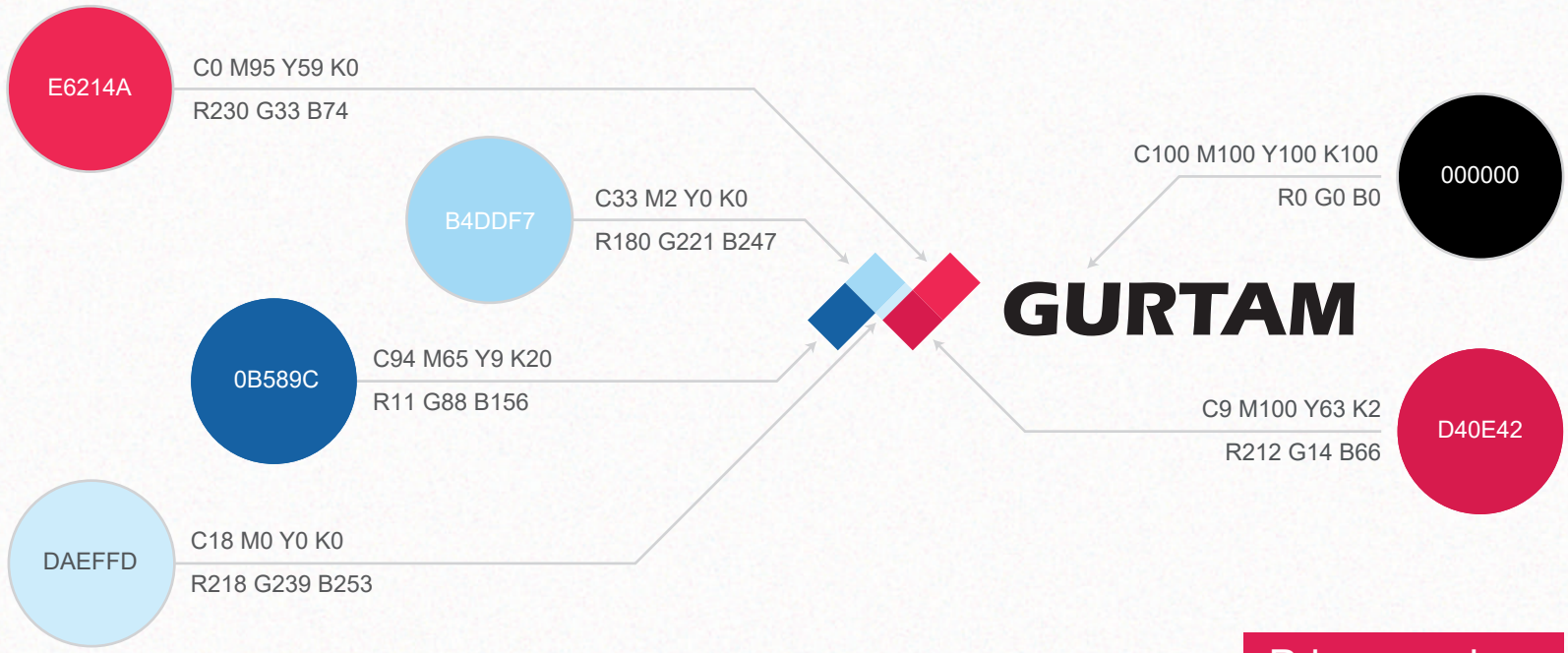
In printed media:



In electronic media



Corporate colors



Primary colors:

C0 M0 Y0 K80 R87 G87 B86	C33 M2 Y0 K0 R180 G221 B247	C94 M65 Y9 K0 R11 G88 B156	C0 M95 Y59 K0 R230 G33 B74	C100 M100 Y100 K100 R0 G0 B0

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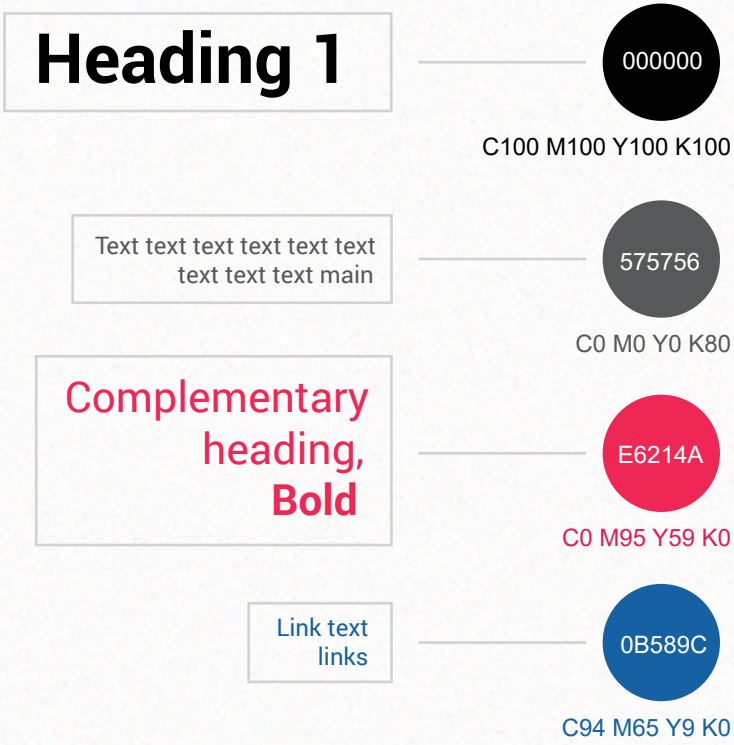
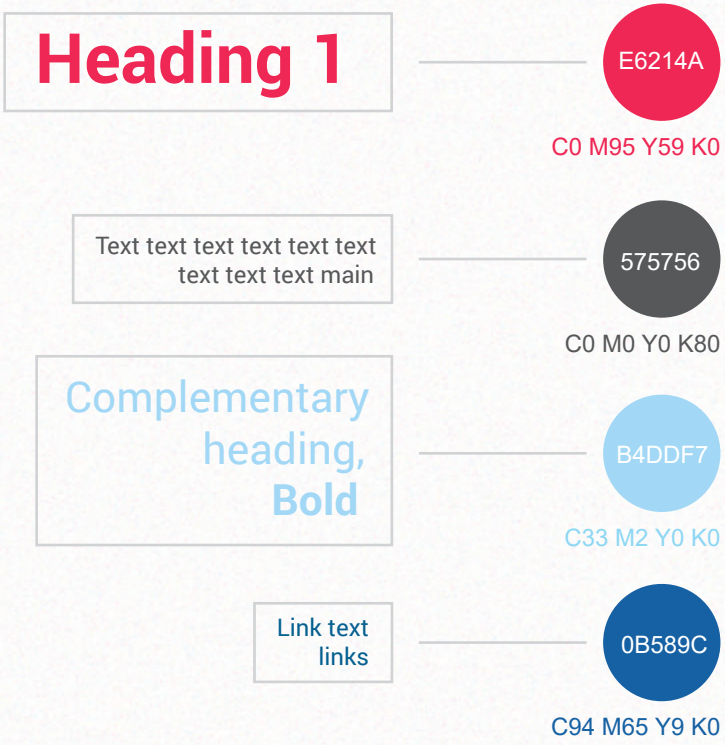
Examples of color schemes





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Examples of inappropriate use of Gurtam graphic element and logo

In multicolored, bright and aggressive environment

Use of transparency or other effects

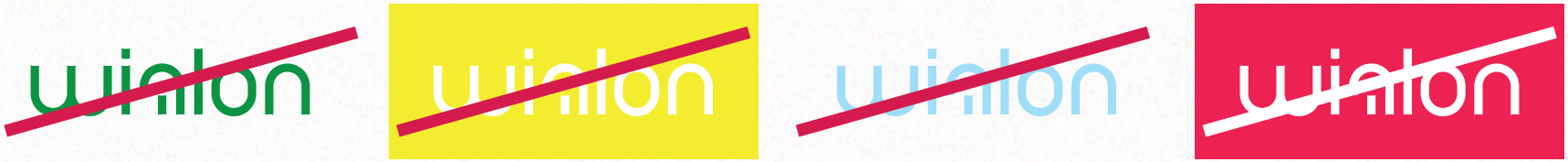
Geometry deformation

Use of different colors

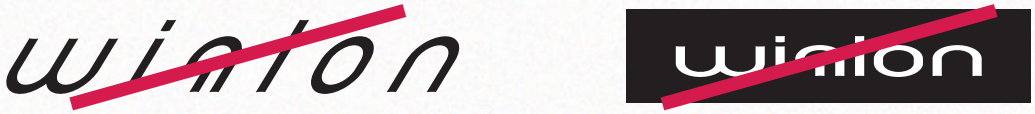
Use of stroke

Monochromic 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

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Font name: **Graphik LCG**

Regular:

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

Italic:

абвгдежзийклмнопрстуфхцчшщъыьэюя abcdefghijklmnopqrstuvwxyzАБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ 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.:,; ' " (!?) +-*/=

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