РУКОВОДСТВО ПО ИСПОЛЬЗОВАНИЮ БРЕНДА



Введение в руководство

В данном руководстве изложены основные принципы эффективного применения стиля «Флагманов образования», а также приведены рекомендации по созданию и оформлению продукции с брендовыми элементами.

В документе представлено объяснение того, как различные элементы корпоративной символики, такие как логотип, шрифты, цветовая гамма создают уникальную визуальную идентичность бренда. Даны четкие инструкции по использованию этих элементов.

Эти рекомендации необходимо учитывать и строго соблюдать, чтобы обеспечить согласованность и качество всех форматов корпоративного стиля — от текстовых материалов до визуальных коммуникаций и объемных объектов.

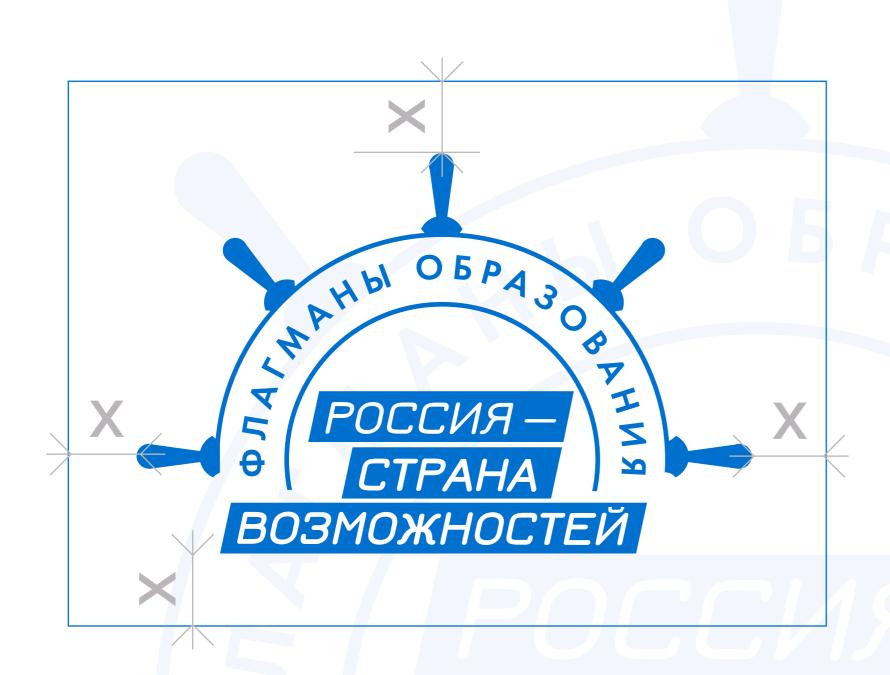
Логотип и элементы фирменного стиля





Логотип является графической константой бренда, его использование обязательно во всех коммуникациях Компании.

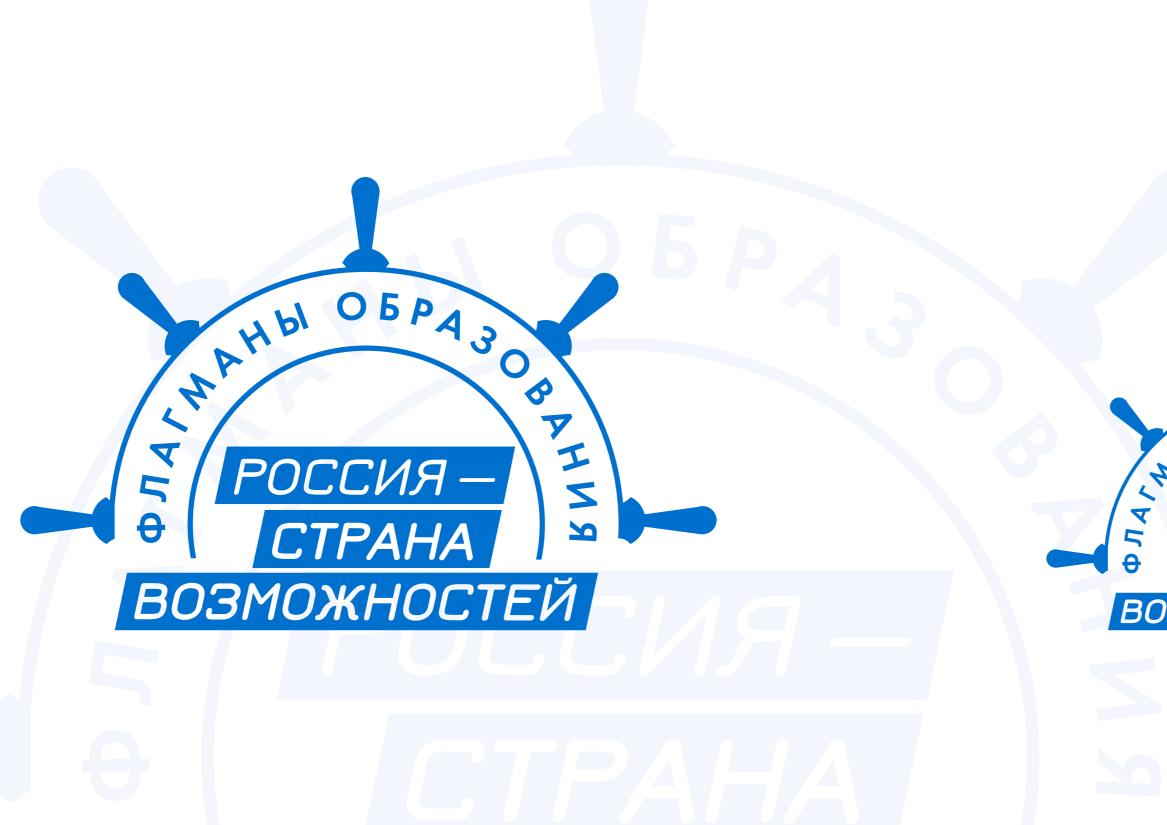
Фирменный блок Охранное поле



Логотип без дескриптора может использоватьсяв оформлении рекламных и корпоративных материалов.

При построении данной версии следует строго соблюдать пропорции соотношения графических элементов с приведенной схемой.

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Корпоративные цвета являются важными элементами фирменного стиля.

Основными цветами фирменного стиля является монохромный черный, белый, синий.

Основные цвета:

Фирменные цвета

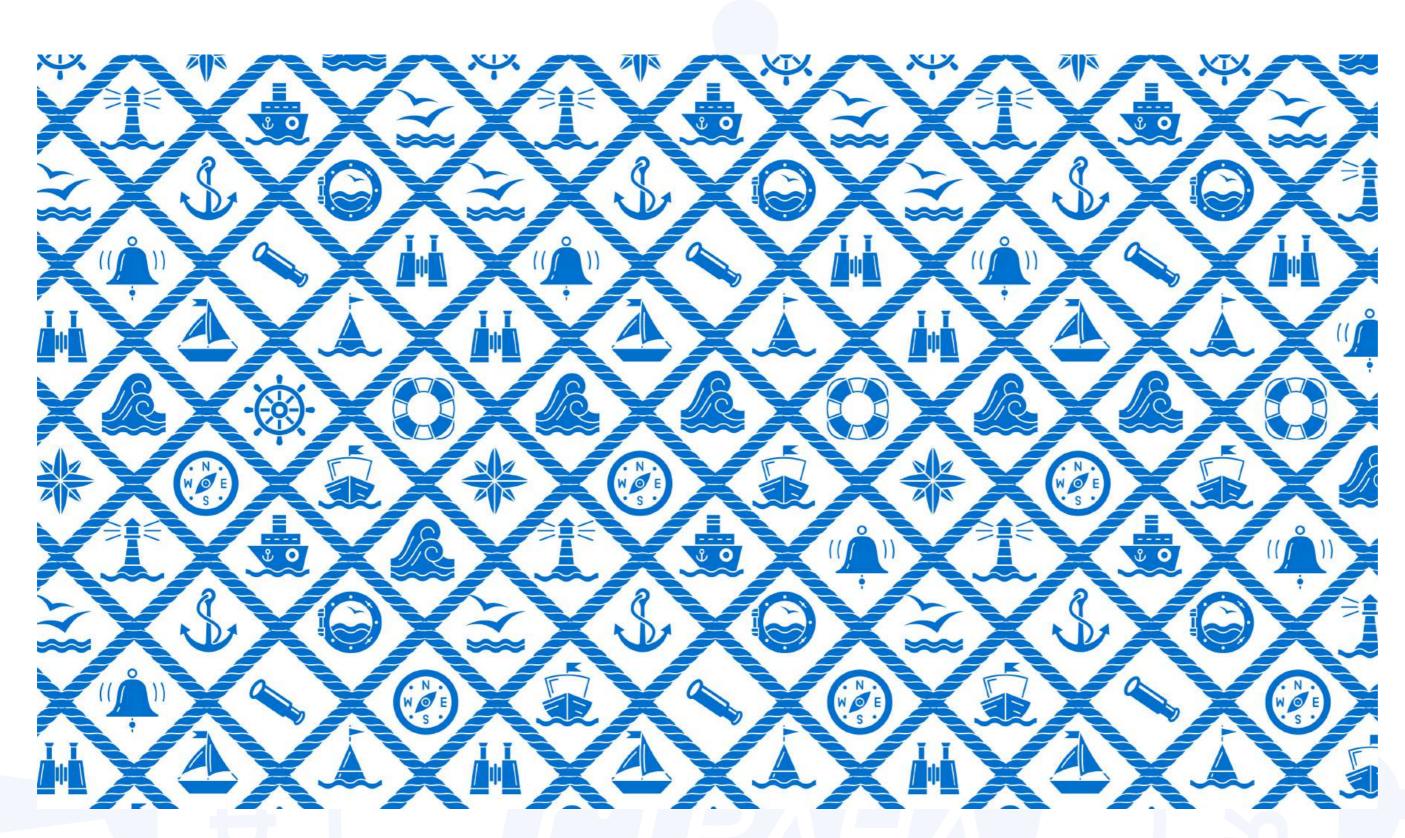
Корпоративные цвета являются важными элементами фирменного стиля.

pantone 285 c RGB - 0/112/207 CMYK - 85/53/0/0 #0070cf pantone Cool gray 1 c RGB - 217/216/214 CMYK - 18/13/15/0 #d9d8d6

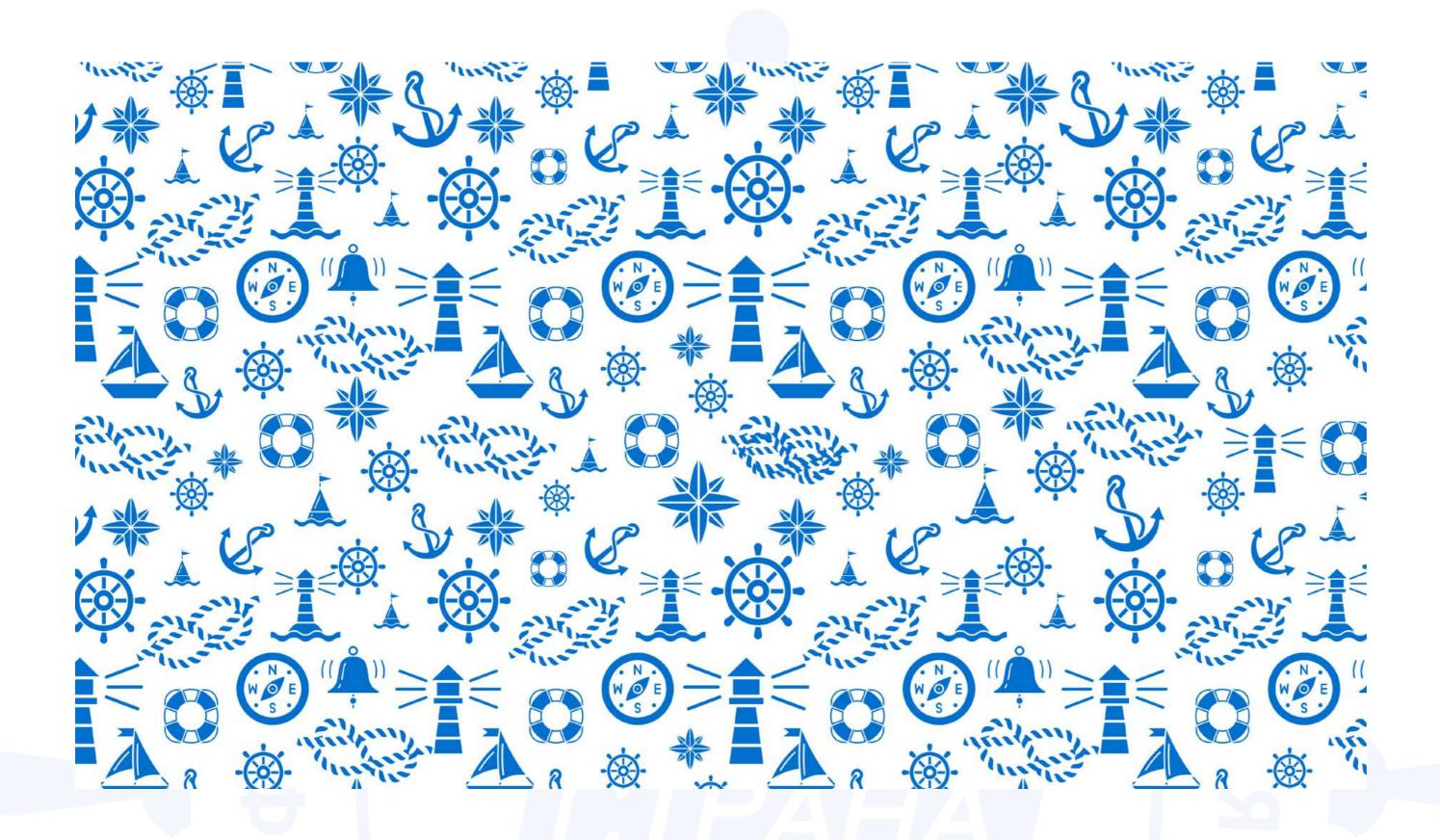
pantone 3581 c RGB - 34/50/109 CMYK - 100/88/28/14 #22326d pantone 10115 c

BO3MOXHOCTEN

Фирменные графические элементы (паттерн)



Фирменные графические элементы (паттерн)



Фирменные графические элементы (паттерн)

Фирменные графические элементы (иконки)





Фирменные графические элементы (иллюстрации)



Варианты использования графических элементов

Варианты использования графических элементов



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Фирменные шрифты

Шрифт семейства: «Cofo Sans»

ABC ABC

Фирменные шрифты являются важнейшим элементом фирменного стиля. Они используются в рекламных коммуникациях, деловой документации, на вывесках, сувенирной продукции и т.д.

Фирменные шрифты бренда
– это шрифты семейства Cofo Sans

АаБбВвГгДдЕеЁёЖжЗзИиЙйКкЛлМмНнУуФфХхЧчЭэЮюЯя
AaBbCcDdEeFfGgHhliKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

B03M0XH0CTEV

- Флагманы образования твой компас в океане возможностей!
- Образование твой маяк в океане возможностей!
- Флагман образования: крути штурвал к знаниям!
- Флагманы образования: большим знаниям большое плавание!
- Флагманы образования: к новым победам поднять паруса!
- Флагманы образования на всех парусах к успеху!
- Море любит смелых!
- Флагманы образования маяк для будущих капитанов!
- Флагманы образования компас к будущему!

- «Флагман знает путь, команда силу парусов»
- Добро пожаловать на бортФлагманы образования-штурманы будущего.
- «От лодки к кораблю от знаний к мастерству!»
- «Флагманы образования: где каждый штурман своей судьбы!»
- «Флагманы образования: найди свой курс к мечте»
- Флагманы образования корабль, на борту которого будущее страны.
- Попутного ветра в конце мероприятий можно говорить.
- Океан покоряется сильнейшим.
- Флагманы образования, как навигационная карта в образовательное пространство!







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Шаблон презентации



Шаблон презентации



название презенетации

возможностей перебивочный слайд

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,

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СПАСИБО

ЗА ВНИМАНИЕ!

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Скачать шаблон презентации

