

# POLISHNEWS24COM

Brand Guidelines



**POLISHNEWS24COM**

PORTAL INFORMACYJNY



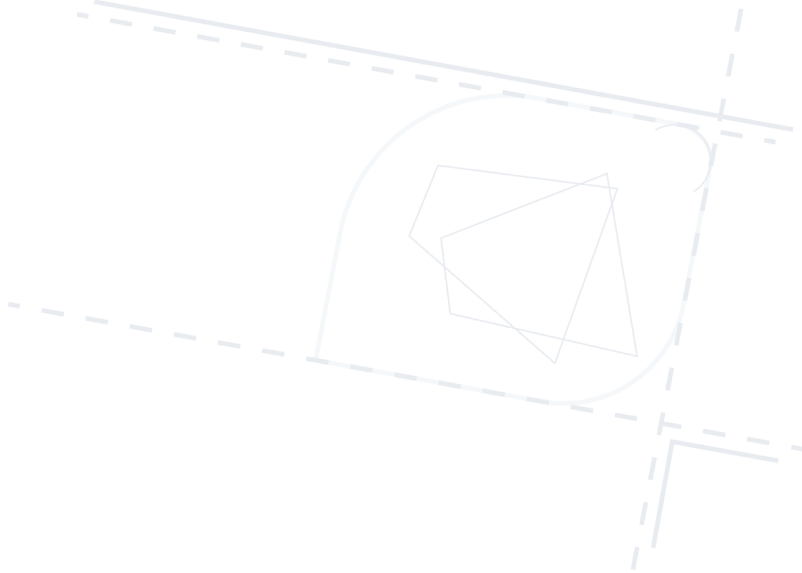
# BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

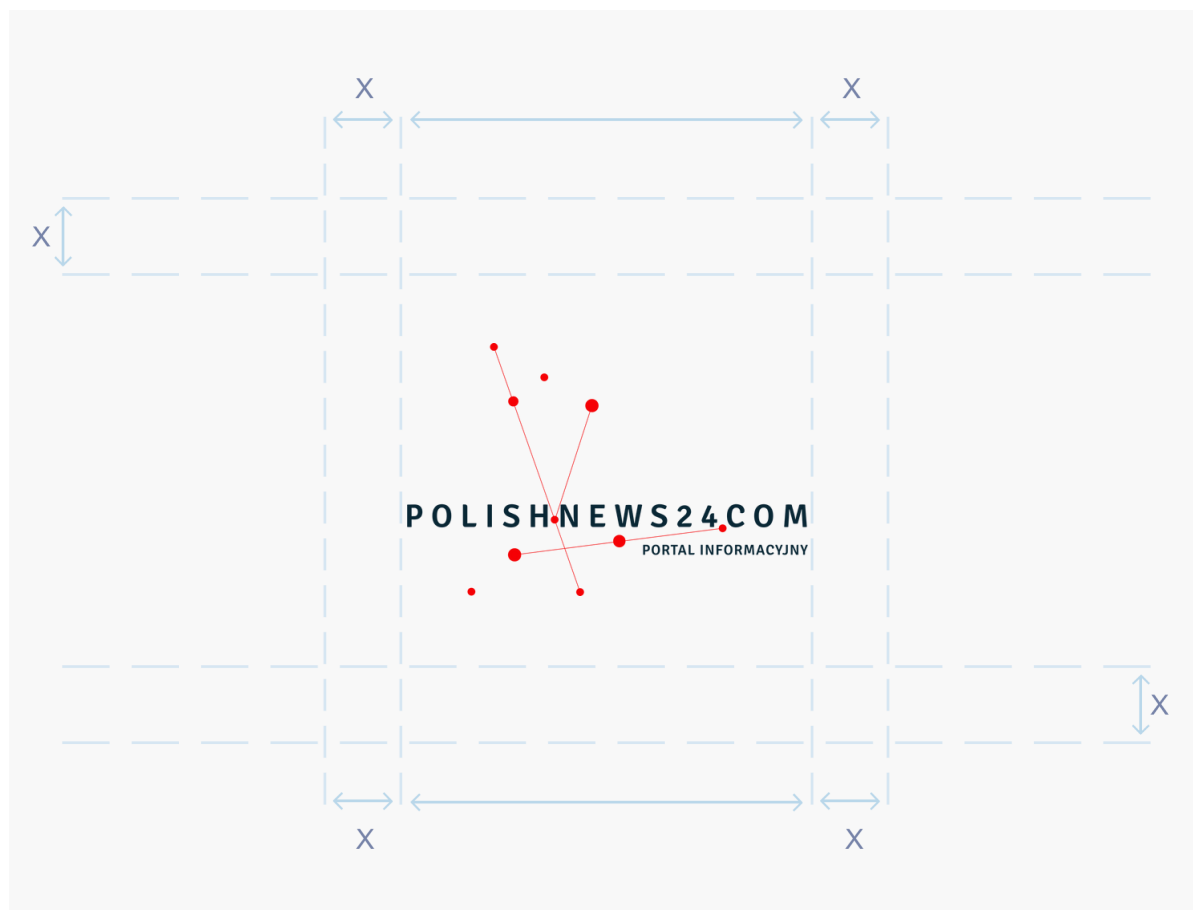


# PAGINATION



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# LOGO



Logo Name: **POLISHNEWS24.COM**

Tagline: **PORTAL INFORMACYJNY**

Always keep enough space around the logo to maintain its presentable look and feel. Find more unpreferable usage examples of the logo on page 06.

# COLOR VARIATIONS



Color logo on a white background



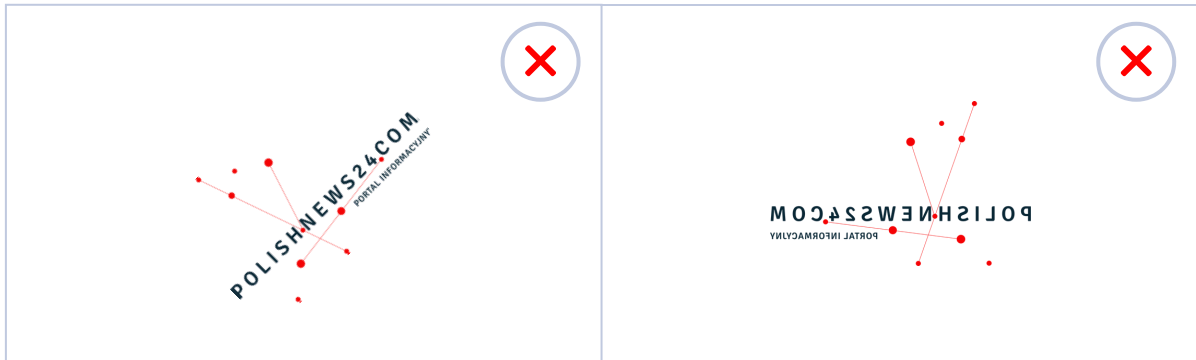
Color logo on a black background



Color logo on a transparent background

# DON'TS

## INCORRECT WAYS TO USE THE LOGO



**Do not** tilt or rotate the logo in any direction.

**Do not** reverse or flip the logo.



**Do not** put irrelevant shapes and texts around or on the logo.

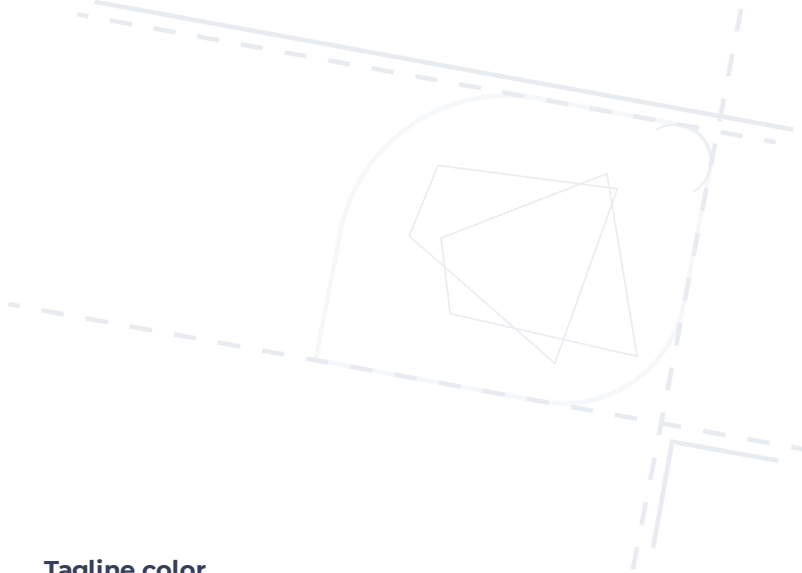
**Do not** put disturbing or low-contrast backgrounds behind the logo.



**Do not** crop the logo in any way.

**Do not** stretch or change the original shape of the logo.

# COLOR PALETTE



## TYPOGRAPHY COLORS

**Logo name color**

HEX #082634



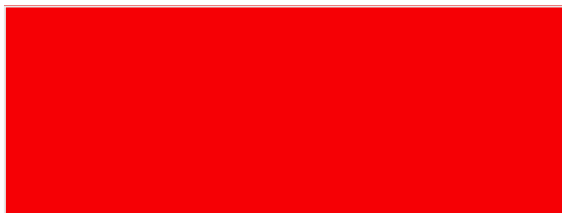
**Tagline color**

HEX #082634

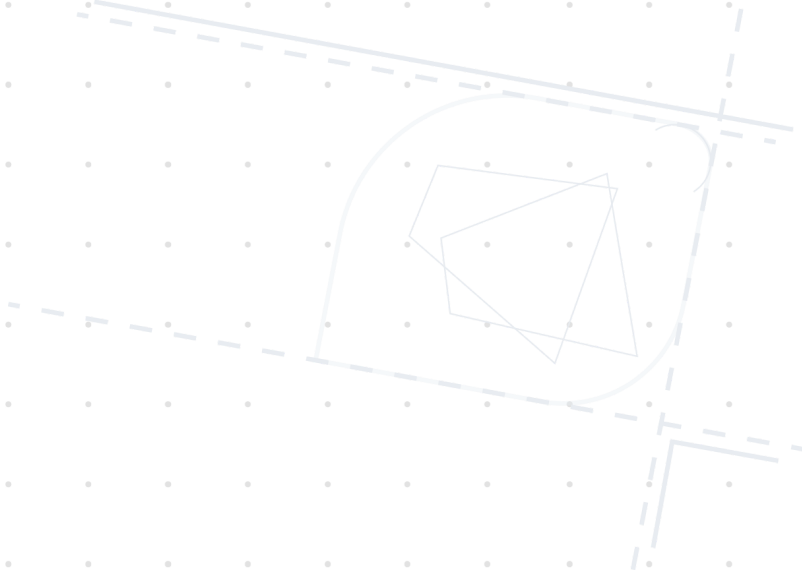


## SYMBOL COLORS

HEX #f60005



# TYPOGRAPHY



AA

POLISHNEWS24COM

Signika-Semibold

AA

PORTAL INFORMACYJNY

Signika-Semibold

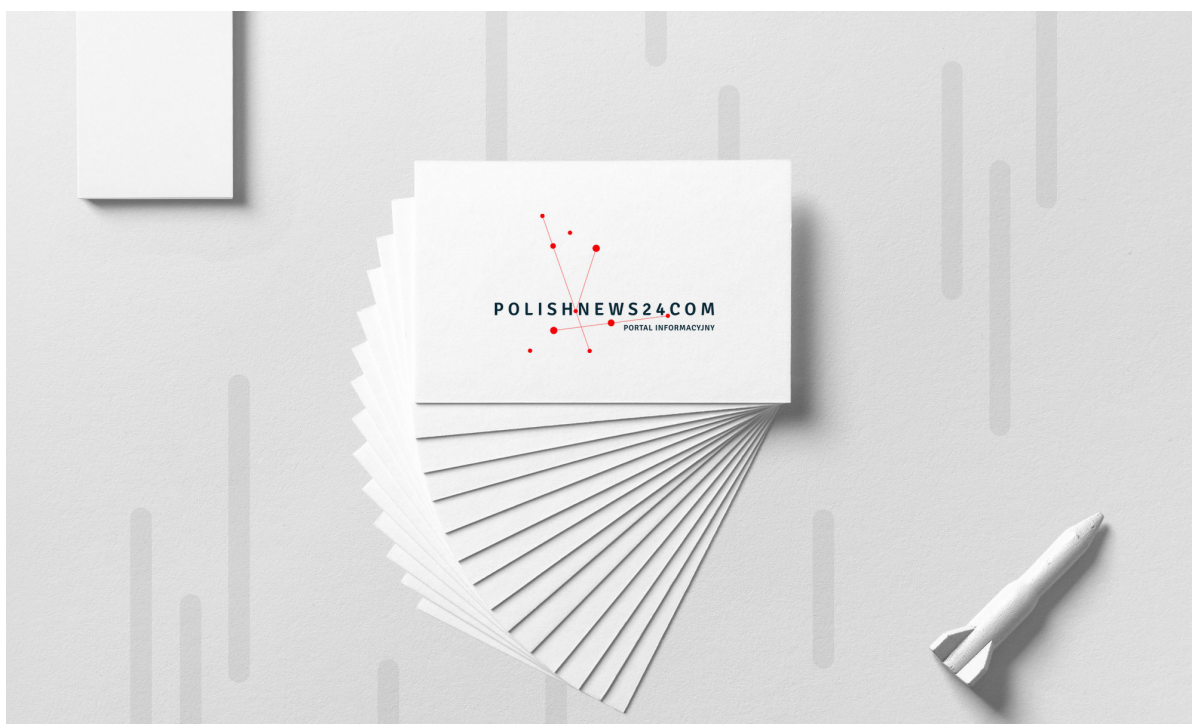


# MOCKUPS

## ENVELOPE MOCKUP



## BUSINESS CARD MOCKUP



# MOCKUPS

## MUG MOCKUP



## BADGE MOCKUP



**THANK YOU**

**POLISHNEWS24COM**

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