

Guidance on the use of corporate style



Logomark

Logomark/sign Korzinka exists in two variations: without an oval (main) and with an oval (additional).



Main logomark



Additional logomark

Logo

This is a composite block of a logomark and a wordmark. We have two horizontal logos and one vertical.



Main horizontal logo



Additional horizontal logo



korzinka

Vertical logo

Security zone

Leave free space around the logo to keep it readable.



The security zone for the horizontal logo and wordmark is equal to the width of the letter "r" - w.



And for a vertical logo and sign, it is equal to half the height of the sign - h.





On a light colored background, the main logo is always red.



On a red and dark background, the main logo is always white

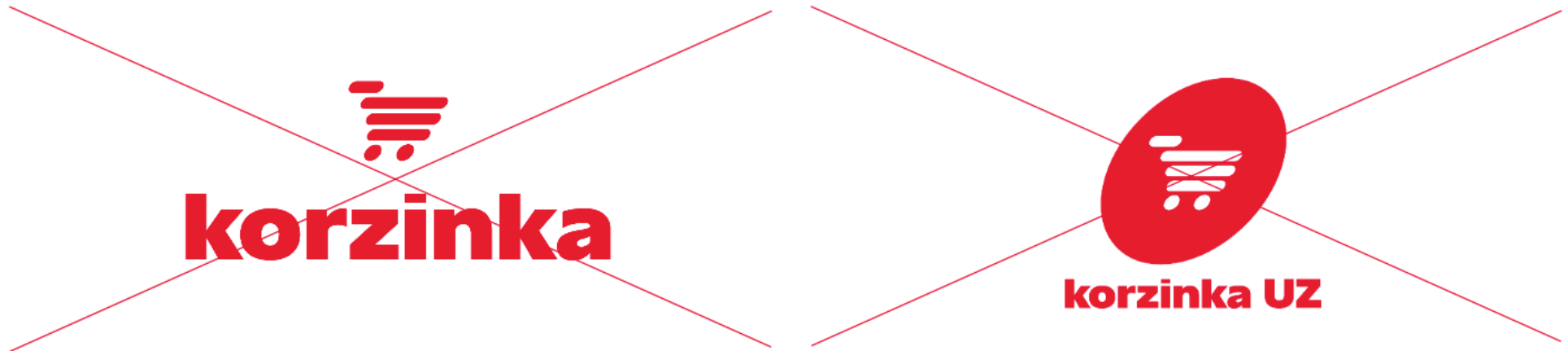


On a light colored background, the main logomark is always red



On a red and dark background, the main logomark is always white

What you shouldn't do with a logo



You can not change the position of the sign in the composite block.

You shouldn't add any prefix to the wordmark.

Palette

RGB 228 0 43
HEX E4002B

Pantone 185C
CMYK 0 100 92 0

RGB 224 198 247
HEX E0C6F7
Pantone 2071 C
CMYK 15 23 0 0

RGB 246 232 31
HEX F6E81F
Pantone Yellow C
CMYK 5 0 89 0

RGB 161 229 101
HEX A1E565
Pantone 2268 C
CMYK 41 0 60 0

RGB 183 234 189
HEX B7EABD
Pantone 7478 C
CMYK 23 0 27 0

RGB 255 192 224
HEX FFC0E0
Pantone 217 C
CMYK 0 30 0 0

RGB 249 205 232
HEX 95CDE8
Pantone 283 C
CMYK 42 9 0 0