Corporate identity guidelines

1.0 Visual identity

1.1 Logo
1.2 Logo grid
1.3 Minimum logo size

01

1.1 Logo

The logo has gained compliance with graphical layout of the inscription grid and a clear definition of graphical offset. We followed the principles of modernization and minimization in line with modern global trends. The logo appears as visually arranged.

1.2 Logo grid

The grid represents the area of the logo and determines the size proportions and the recommended offset individual elements from each other.

Different layouts and distances of use individual elements are not allowed.

Logo and sign area

Minimum distance of the logo from other graphic elements

Recommended distance of the logo from other graphic elements

1.3 Minimum logo size

The stated relationship of graphic elements is unique the permitted form of their position.

The minimum size of the logo and the sign is determined by the inscription length of 10 mm.

10 mm

2.0 Visual elements

2.1 Color palette
2.2 Logo on colored backgrounds
2.3 Typography

02

2.1 Color palette

Silco has presented in the past with more complex color spectrum of the logo (orange and black as primary colors and blue color).

Also in the company they used different undertones and pastels color scales of the graphic image.

The refreshed graphic design takes the minimized appearance and provided only black or blue color. At the same time, it is also set up a simplified system of secondary pastel colors.

Primary colors

CMYK	91 79 62 98	RGB	0 0 0	HEX	#000000		
CMYK	95 27 0 15	RGB	0 121 183	HEX	#0079b7	Pantone	Pantone 7461 C

2.1 Color palette

The implemented graphic design anticipates a minimized appearance and has a black or blue color. At the same time, a simplified system of secondary pastel colors has been established.

Secondary colors

CMYK	0	55	100	0	RGB	246	139	31
CMYK	76	4	13	0	RGB	249	197	177
CMYK	80	10	50	0	RGB	0	160	146
CMYK	87	18	100	4	RGB	189	203	236
CMYK	50	0	100	0	RGB	149	193	31
CMYK	0	0	100	0	RGB	255	237	0
CMYK	0	57	100	0	RGB	240	131	0
CMYK	0	100	95	0	RGB	227	5	27
CMYK	50	100	0	0	RGB	149	27	129
CMYK	41	62	98	36	RGB	123	81	26
CMYK	0	0	0	52	RGB	153	153	152

2.2 Logo on colored backgrounds

The color relationships within the logo are adjusted based on different color bases.

The combination of colors depends on the strength and intensity colored backgrounds, the following logic maximum contrast between the substrate and graphic design.

Allowed logo combinations on raster backgrounds

Allowed logo combinations on color backgrounds

2.2 Logo on colored backgrounds

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The combination of colors depends on the strength and intensity colored backgrounds, the following logic maximum contrast between the substrate and graphic design.

Forbidden logo combinations on raster backgrounds

Forbidden logo combinations on color backgrounds

2.3 Typography

The primary typography of the Silco brand is Barlow. It is used for all sales promotions and communication applications.

Typography because of its orderliness, graphic correctness, and strong character at the same time suggests also the character of professionalism and specialization of the company.

Primary typography

Barlow

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % > & * (+

Typography styles

Light / *Light italic*
Regular / *Italic*
Medium / *Medium italic*
Semi Bold / *SemiBold italic*
Bold / *Bold italic*
ExtraBold / *ExtraBold italic*

2.3 Typography

To write everyday messages in content (e.g. letters, emails, messages for public) as secondary typography uses the Arial font.

Secondary typography

Arial

ABCDEFGHIJKLMNOPQRSTUVXYZ

abcdefghijklmnopqrstuvxyz

1234567890!@#$%>&*(+

Typography styles

Regular / *Italic*

Bold / ***Bold italic***