

KSIĘGA WIZUALIZACJI SZLAKU TURYSTYCZNEGO ENOVELO

eno
velo

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I. BUDOWA ZNAKU ENOVELO



WPROWADZENIE

Niniejszy dokument określa reguły stosowania logotypu ENOVELO

System identyfikacji wizualnej, to opracowany dla znaku ENOVELO, spójny i konsekwentny zestaw reguł i wzorców definiujących markę oraz sposób jej prezentacji. Obejmuje zbiór podstawowych elementów graficznych, symbolicznych oraz układów formalnych określających wizerunek marki. Służy do ujednolicenia komunikacji, tworzy kulturę organizacji oraz określa jej tożsamość.

Opracowany zestaw reguł i układów graficznych wyznacza standard prezentacji marki na różnych poziomach komunikacji. Jest systemem wzorców i zestawień graficznych na podstawie których powinny być projektowane i realizowane wszelkie elementy komunikacji marki. Konsekwentne stosowanie reguł systemu identyfikacji wizualnej zapewnia ciągłość, spójność i jednolitą tożsamość marki.

Znaki nie mogą być modyfikowane, wszystkie elementy znaku, ich wielkość oraz kolory powinny być zgodne z niniejszym brand bookiem - systemem identyfikacji marki ENOVELO. Części znaku nie mogą występować osobno ani nie mogą być przekształcane.

Nie wolno:

- przycinać znaku,*
- modyfikować pozycji znaku,*
- odwracać znaku,*
- wykrzywiać znaku,*
- zmieniać czcionki napisu, stanowiącego integralną część znaku*
- zastosować inny font*

Znaki nie mogą być wykorzystywane na produktach przeznaczonych do sprzedaży bez zgody ENOVELO. Znaki nie mogą występować na żadnych materiałach drukowanych (dokumentach firmowych, wizytówkach, plakatach, ulotkach, biletach etc.) bez zgody ENOVELO.

W przypadku uzyskania zgody znaki muszą być stosowane zgodnie z tą instrukcją.

Logo marki i system jego ekspozycji stanowią najważniejsze składniki tożsamości wizualnej każdej marki. Przedstawiony System Identyfikacji Wizualnej ENOVELO standaryzuje zasady użycia logo. Przestrzeganie sformułowanych zasad pozwala na budowanie wizerunku marki w oparciu o aktualne założenia strategii marketingowej.



enovelos

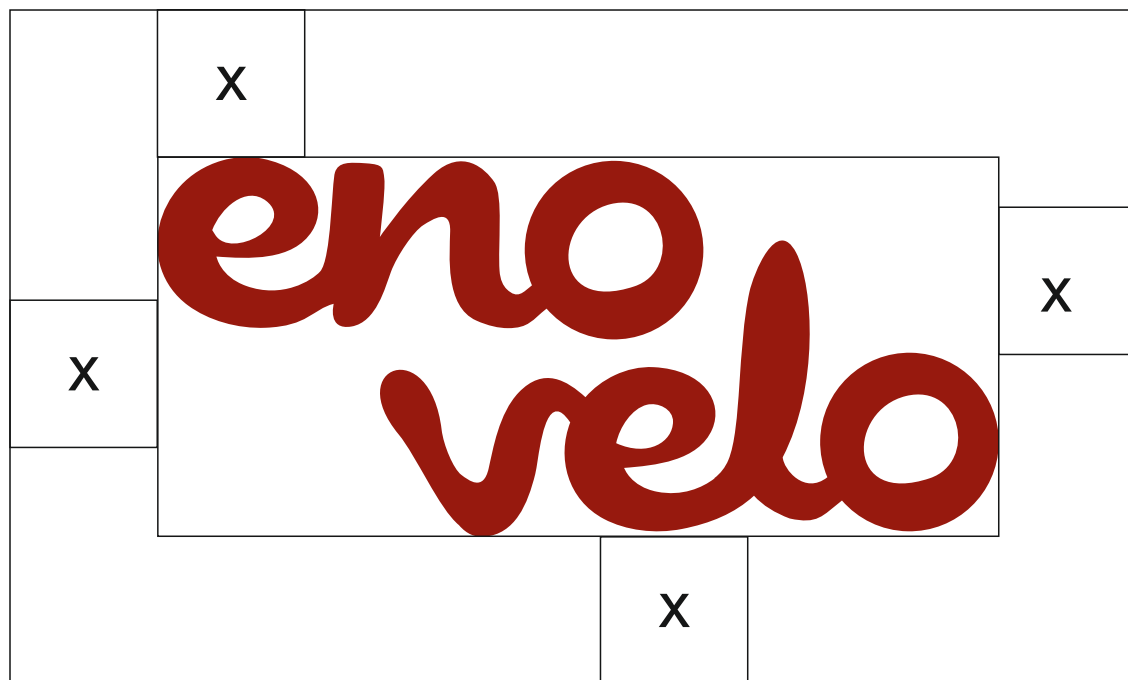
The logo consists of the word "enovelos" written in a thick, red, cursive script. The letters are connected, with a prominent loop on the 'e' and a large, sweeping 'o'. The 'v' is also connected to the 'e', and the 'l' and 'o' at the end are rounded and connected.

	CMYK	RGB	Folia ORACAL	RAL	PANTONE
Kolor bordowy:					
	10.100.100.45	142, 11, 19	307 Brown red	3011	704 C

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Kolorystyka symbolu, znaku podstawowego ENOVELO

Kolor bordowy nawiązuje do wina, jak również do ziemi w okresie wakacyjnym - ścieżki, drogi, którymi rowerzyści mogą poruszać się po trasie ENOVELO.



W każdym rodzaju publikacji, nośniku cyfrowym lub reklamie należy pozostawić bez zadruku żadnych innych elementów projektu, obszar zwany polem ochronnym. Minimalna odległość od innych elementów projektu wynosi x gdzie x to grubość boku pola prostokąta, w który wpisany jest logotyp ENOVELO.

The logo consists of the words 'eno' and 'velo' stacked vertically. The letters are thick, rounded, and lowercase, with a friendly, informal feel. The 'e' in 'eno' has a small loop, and the 'o' is a simple circle. 'velo' starts with a 'v' that has a slight curve, followed by 'e', 'l', and 'o'.

Dopuszczalną wersją logotypu jest użycie symbolu w jednolitej apli - szarości - 100% czerni, lub w jej kontrze czyli wersji całkowicie białej, achromatycznej.

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Znak może być umieszczany na tłach jednokolorowych.

W przypadku umieszczenia logo na tłach niejednorodnych-kolorowych, zdjęciowych należy dostosować tło do czytelności logotypu, lub umieszczać go w takim miejscu zdjęcia, które nie wpłynie na brak czytelności logotypu.

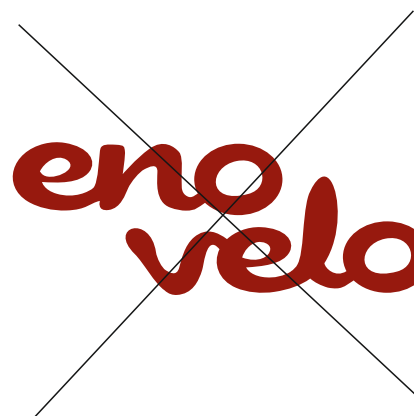
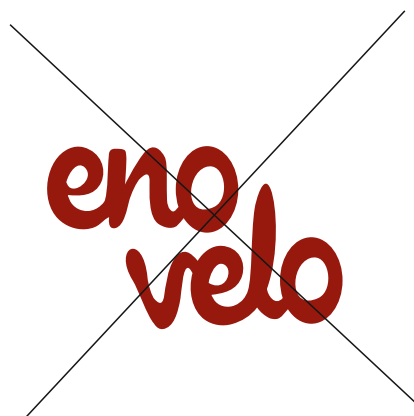
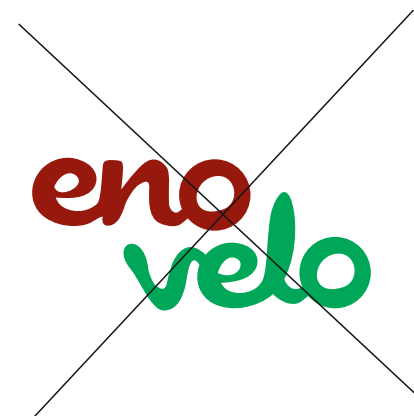
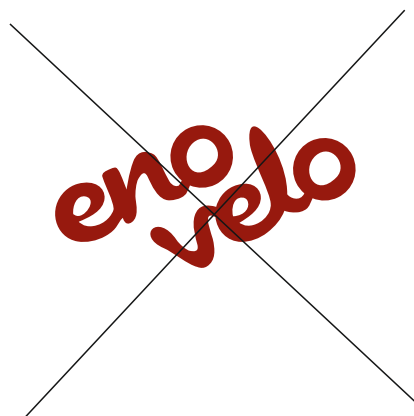
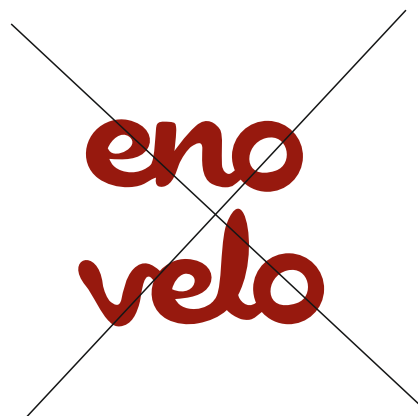
W przypadku bardzo ciemnego zdjęcia należy zastosować wersję monochromatyczną - białą logotypu, lub w rewersu w przypadku jasnego tła.

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5 mm

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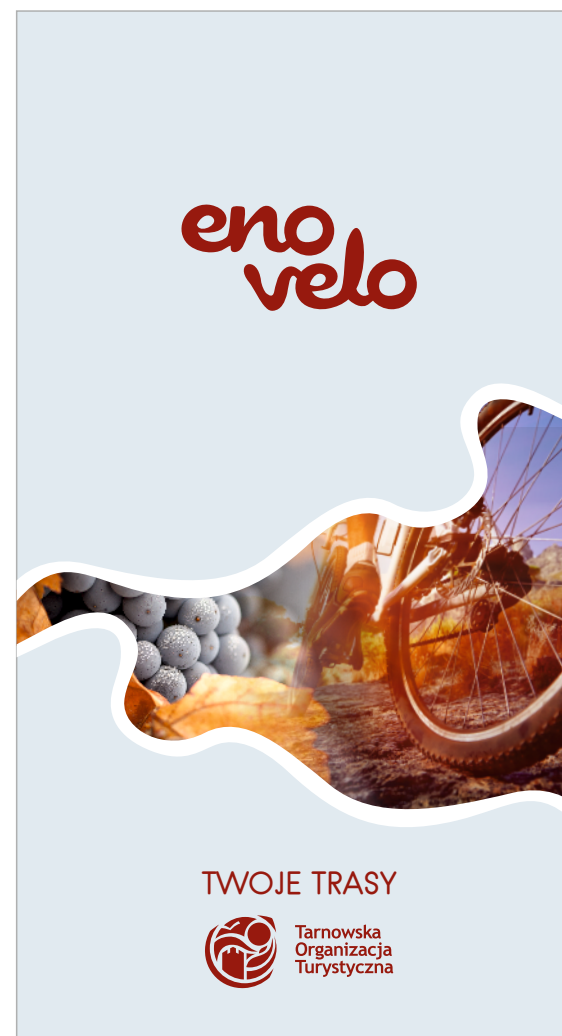
Znak może być umieszczany w rozmiarze minimalnym wysokość 5 mm



Niedopuszczalne jest modyfikowanie loga poprzez zmiany położenia elementów względem siebie, obracanie, zmiany kolorystyki, nakładanie elementów, rozciągania pionowego czy poziomego.

II. MATERIAŁY DRUKOWANE





Wykorzystane zdjęcia są przykładowymi zdjęciami, które można zastąpić dowolnymi zdjęciami, ale w ramach ustalonego i wyznaczonego w księdze wizualizacji Enovelos schematu graficznego.

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Turystyczna

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, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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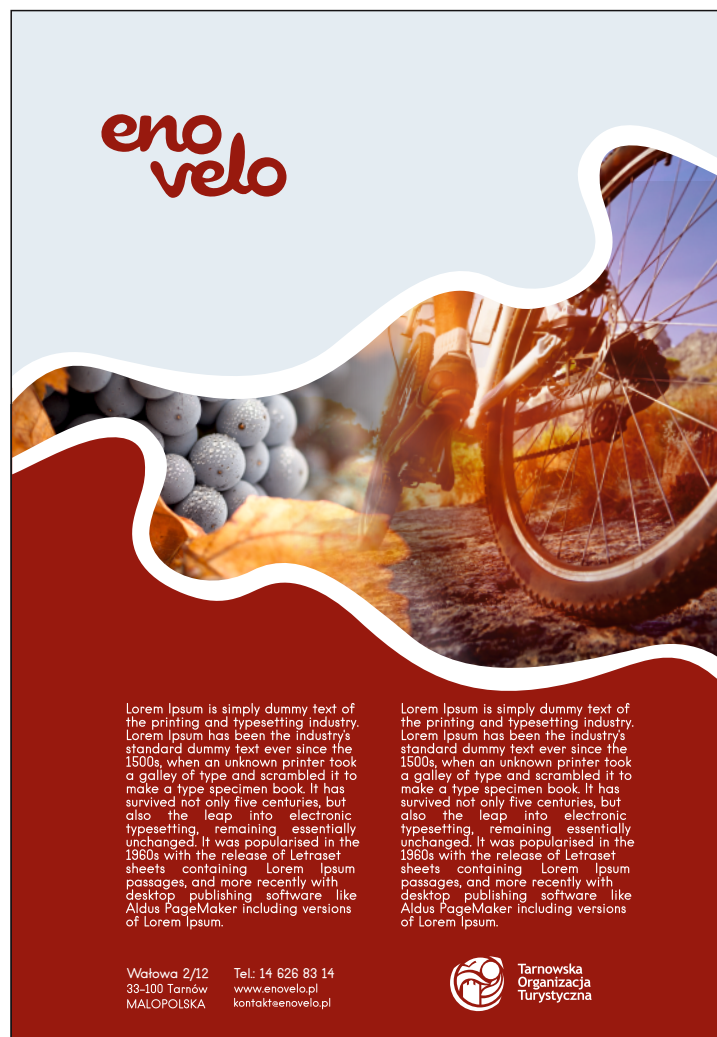
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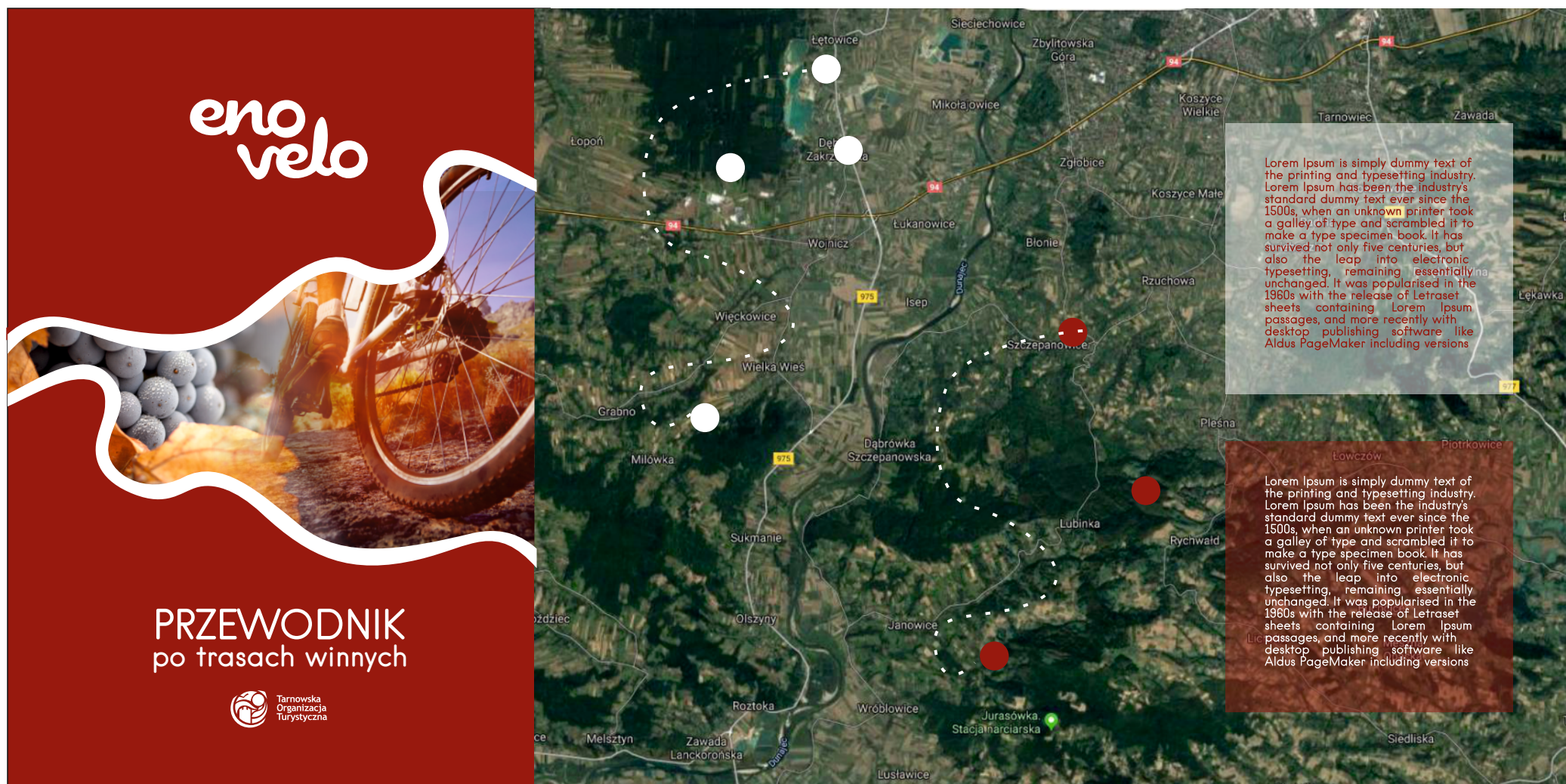


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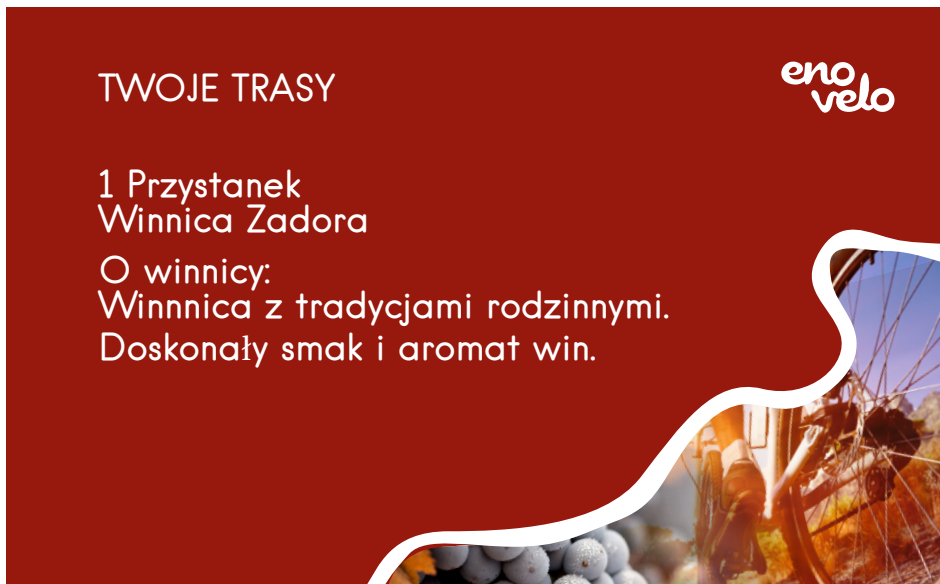
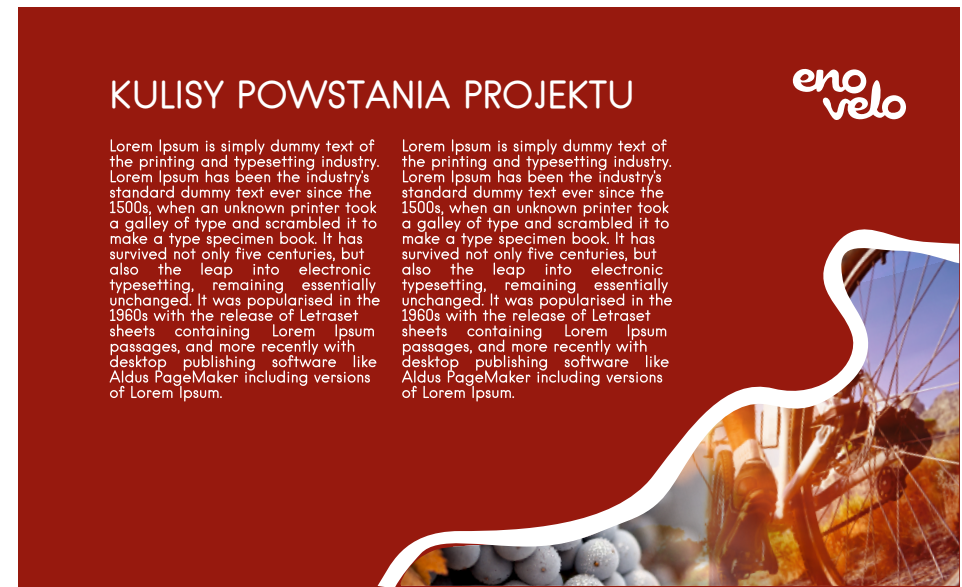


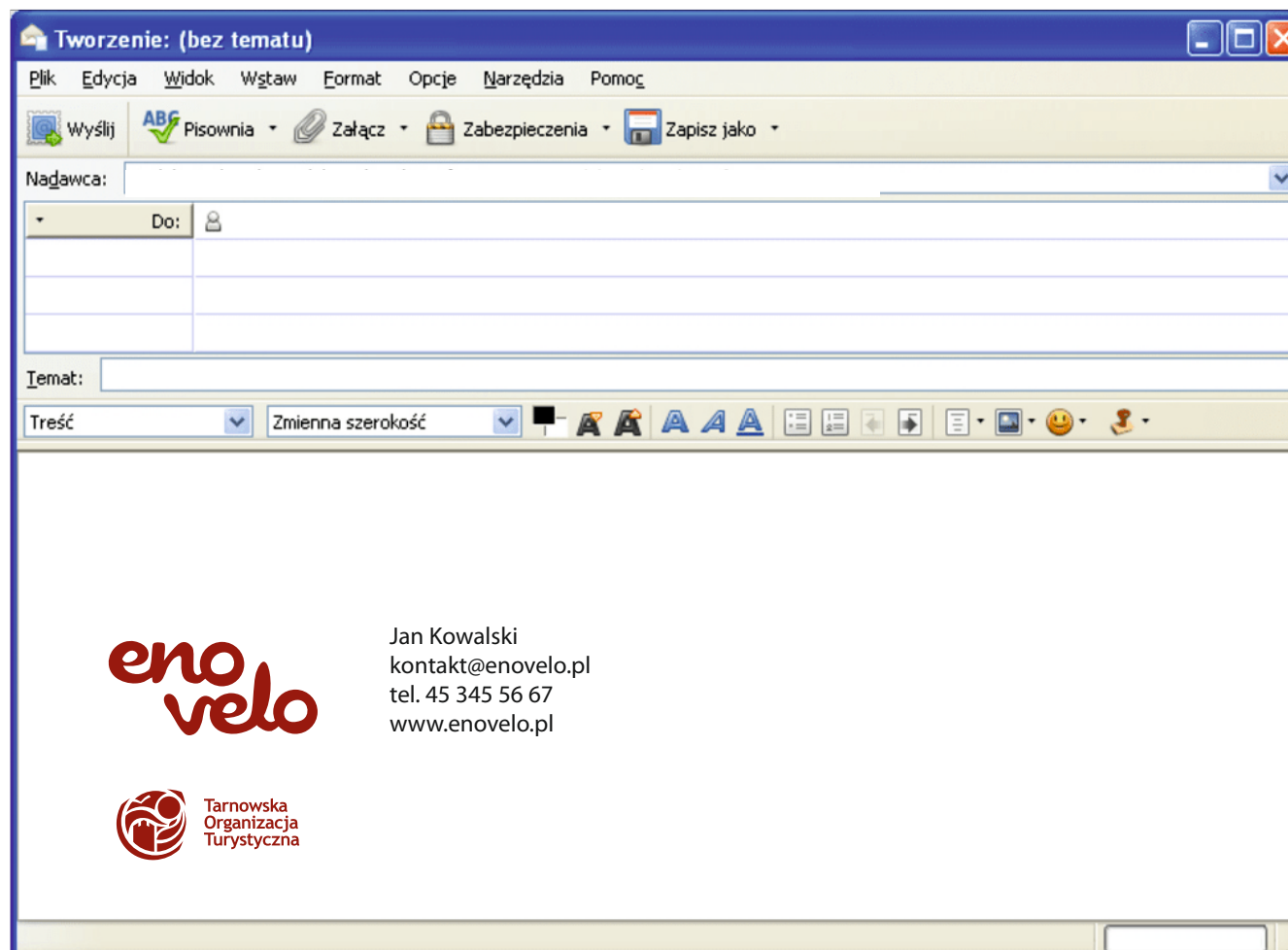




III. MATERIAŁY ELEKTRONICZNE













[O PROJEKCIE](#)[TWOJE TRASY](#)[KONTAKT](#)

Zwiedzaj winnice na rowerze!



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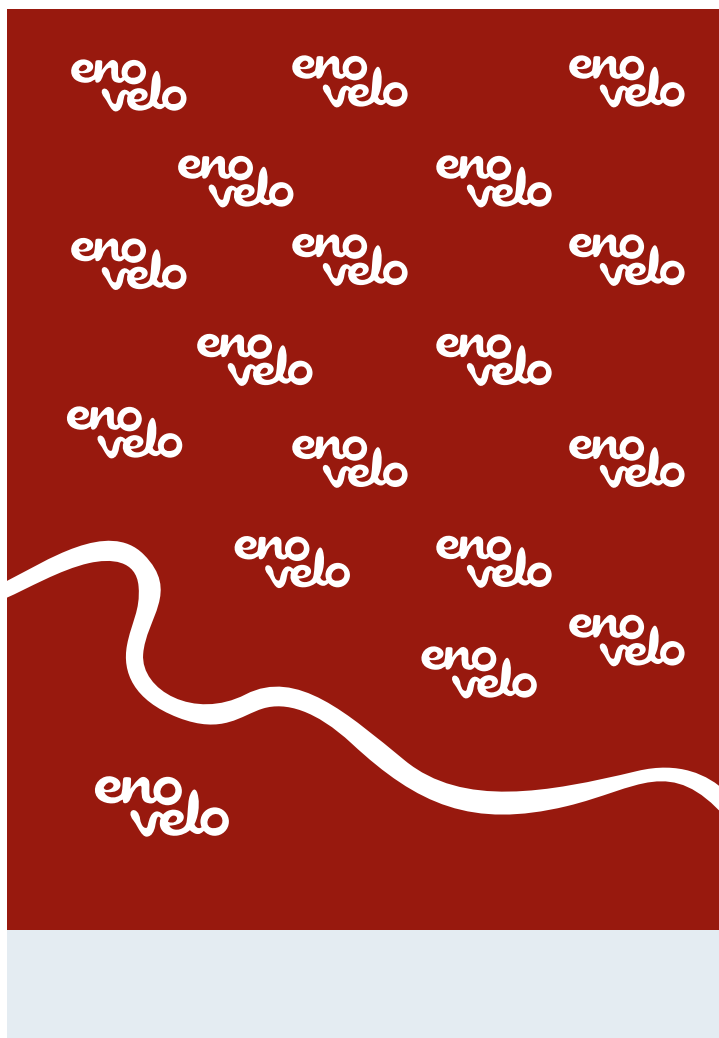


[KONTAKT](#)[O PROJEKCIE](#)



IV. MATERIAŁY PROMOCYJNE



















V. MATERIAŁY WYSTAWIENNICZE

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VI. WZORY OZNAKOWANIA PRZESTRZENNEGO

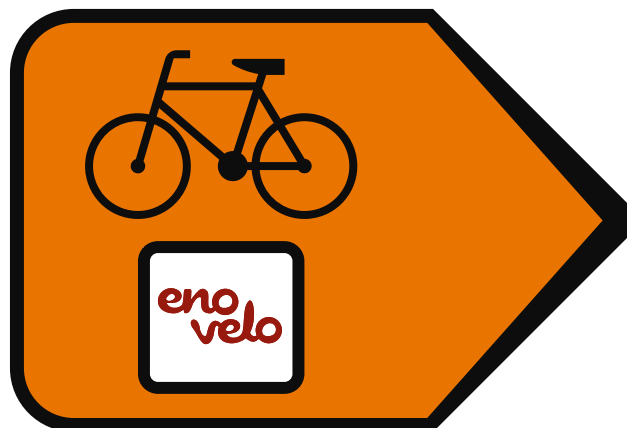
The logo for 'eno velo' is displayed in a dark red, rounded, handwritten-style font. The word 'eno' is positioned above 'velo', with the 'e' in 'eno' slightly overlapping the 'v' in 'velo'. The letters are thick and have a casual, friendly appearance.



implementacja logo na znaku R4



Znak R-4b



implementacja logo na znaku R-4b



implementacja logo na znaku E-12a
drogowskaz do szlaku rowerowego

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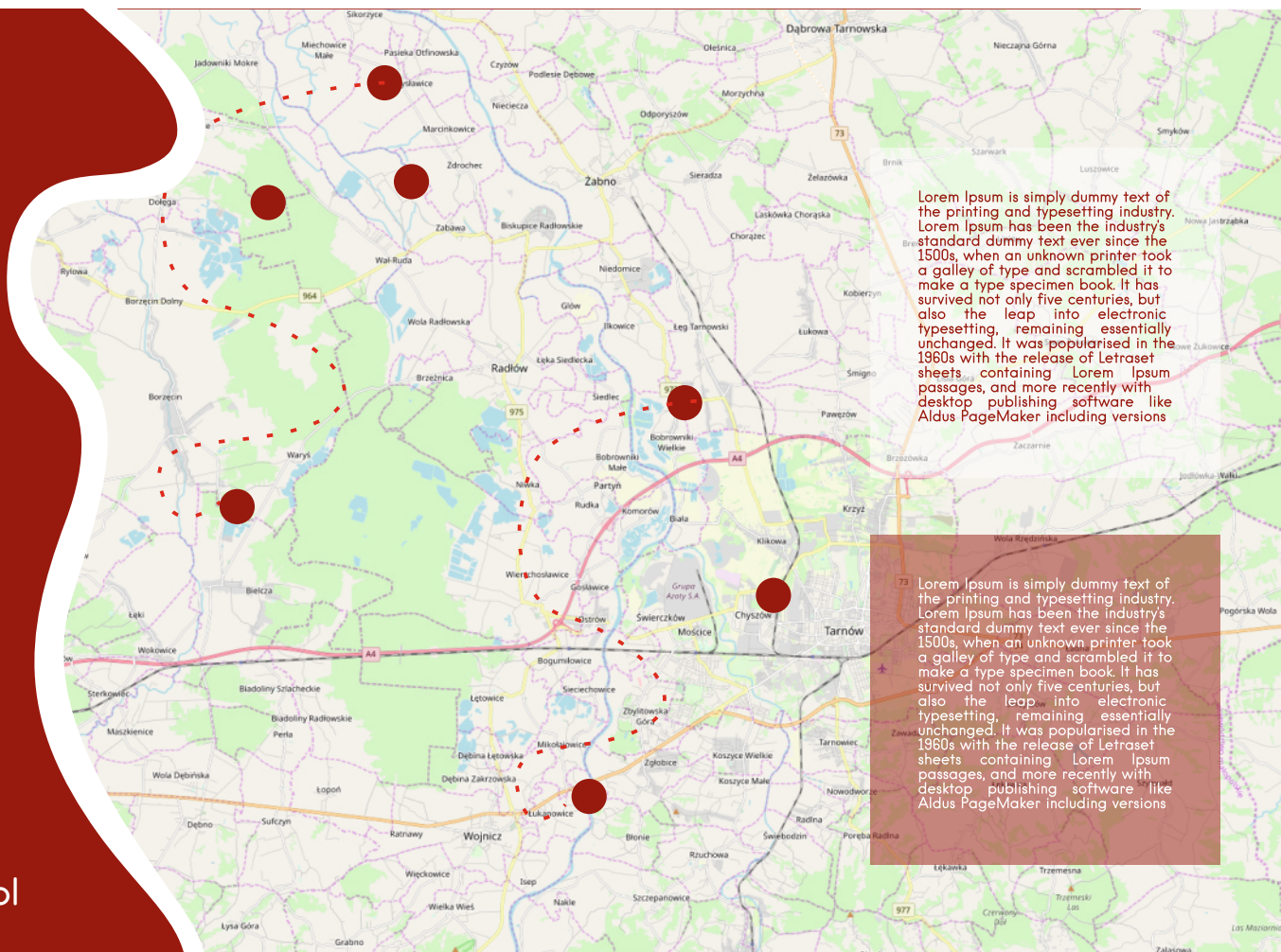
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