



CORPORATE IDENTITY **GUIDELINES**



THE CONSTRUCTION COMPANY

Our brand is a valuable asset. Using our brand together with our visual identity guidelines ensures consistent visual communications and brand associations and hence delivers the desired message.



CONTENTS

LOGO

Company Logo	4
Logo Variations	5
Protective Area Of The Logo	6
Logo Colors	7
Incorrect Use Of The Logo	8

GBC LOGO

GBC logo is the sole visual identifier of GLASSBUD. It should be used on all brochures, catalogs, spec sheets, signage, stationery, vehicles, on-line applications www services and presentations.

The basic logo consists of three rectangular symbols and the GBC name in capital letters. Underneath them, on the right-hand side, is the signature THE CONSTRUCTION COMPANY. The GBC Logotype should primarily be used in color version.

In special circumstances, be permitted to use the logo in an alternative versions (see page 5).



LOGO VARIATIONS

The alternative version of the logotype do exist, but should only be used in exceptional circumstances.

When using the logo on a dark background a white letters and symbol must be used. The combination of color logo and dark background is forbidden.

Black & White version



Inverted color version



PROTECTIVE AREA OF THE GBC LOGO

An important part of maintaining a consistent presentation of GBC is keeping a clear area around it from other text, graphics or illustrations. Crowding the GBC logo detracts from its legibility and impact.

The logo must always fit into the protective area, which can not be intervened by other graphic elements which could hinder legibility of the brand.

The protective area of the logo is defined according to the height module of the letter “C”.



LOGO COLORS

The basic colors of GBC is rubine red and white.

The alternative version of the logotype should only be used in exceptional circumstances.

PANTONE Rubine Red

C	10%	R	180
M	100%	G	17
Y	50%	B	75
K	20%		

PANTONE Process Black

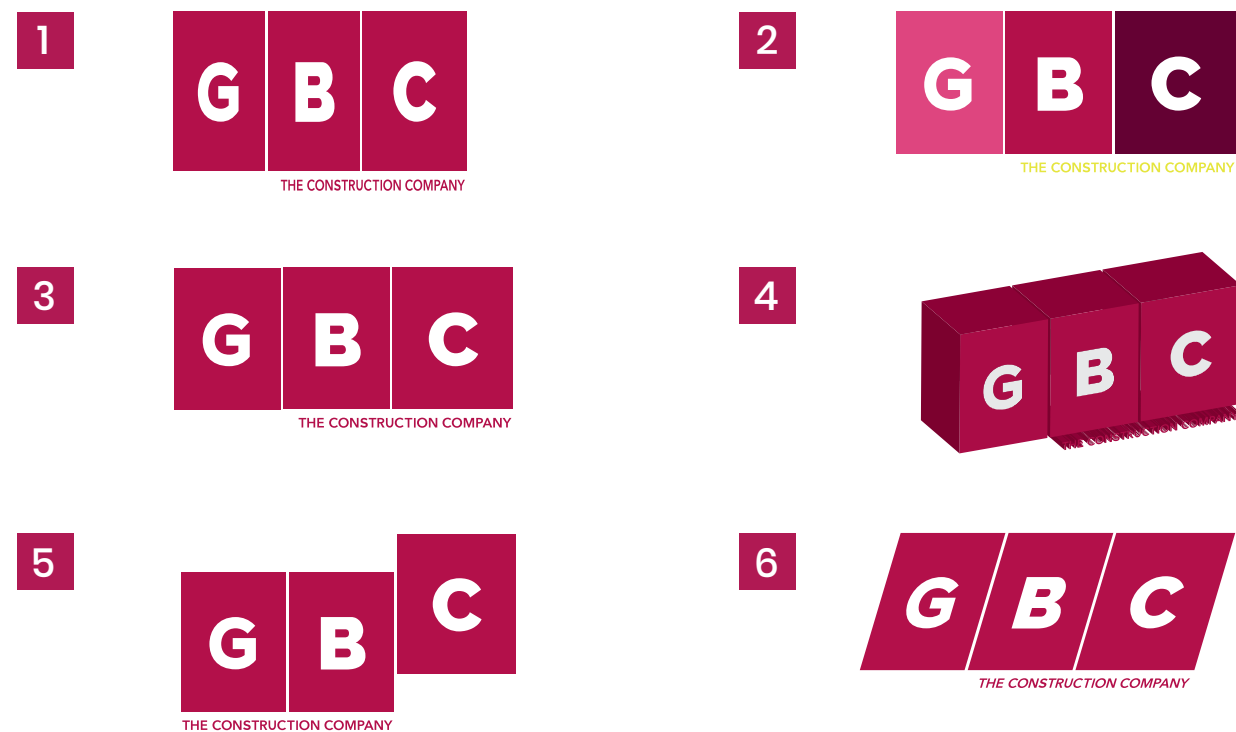
C	0%	R	0
M	0%	G	0
Y	0%	B	0
K	100%		

INCORRECT USE OF THE LOGO

Presentation of GBC logo must be carefully monitored and controlled. Incorrect use can undermine the identity system through mixed and unclear messages.


This page illustrates a number of incorrect presentations of GBC logo. They range from reproduction of the logo itself, to violations of clear space and additional graphics.

This is not a complete list.



Examples 1-6 illustrate incorrect reproduction of PROPCO Logo.

1. Relationship between the height and the width of the logo can not be changed.
2. Colors of the logo can not be changed.
3. The logo can not be used against complicated and intensive backgrounds.
4. A three dimensional logo can not be used in corporative materials.
5. The position of the elements can not be changed.
6. Spatial effects are not permitted.



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