



WISNIOWSKI

GATES | WINDOWS | DOORS | FENCES

LOGO GUIDELINES

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PRIMARY VERSION OF THE LOGO

Wisniowski company logo consists of the emblem and logotype "WISNIOWSKI". The emblem in its shape refers to the initials of Mr. Andrzej Wisniowski (AW), the company founder, and to the crown symbol.



HORIZONTAL VERSION

WISNIOWSKI logo may be used in horizontal version.



VERTICAL VERSION



WISNIOWSKI logo may be used in vertical version. The vertical version is used without claim.



LOGO WITH CLAIM

Logo may be accompanied with the claim "GATES | WINDOWS | DOORS | FENCES".



EMBLEM

The emblem may be used independently, without logotype.



SECONDARY VERSION OF THE LOGO

WISNIOWSKI logo may be used in its secondary version (without three-dimensional metallic effect) in all layouts.

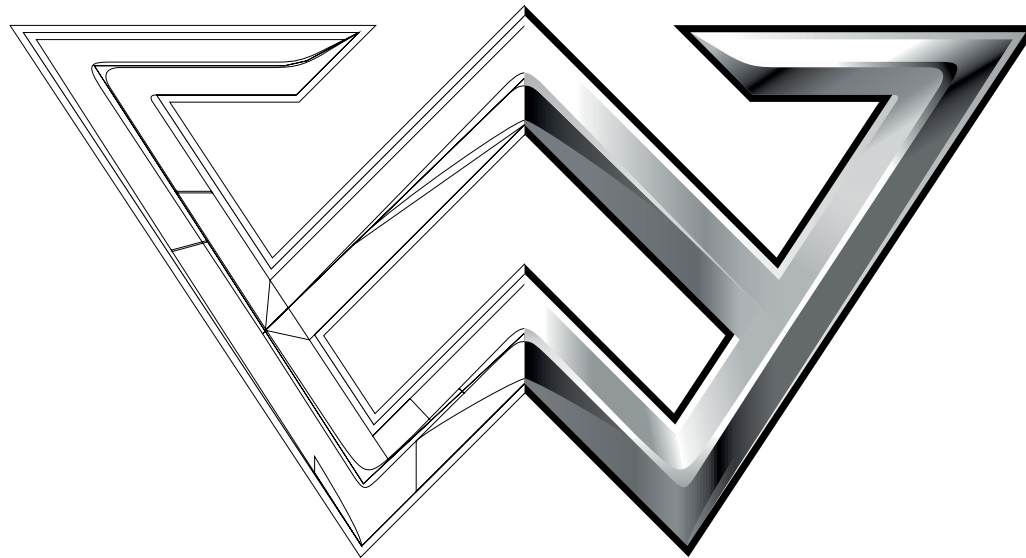


SECONDARY VERSION OF THE LOGO

WISNIEWSKI logo may be used in its secondary version (without three-dimensional metallic effect) in all layouts.

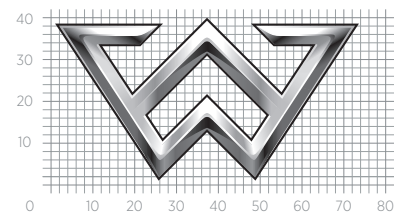


WISNIOWSKI logo has strictly defined construction and proportions.



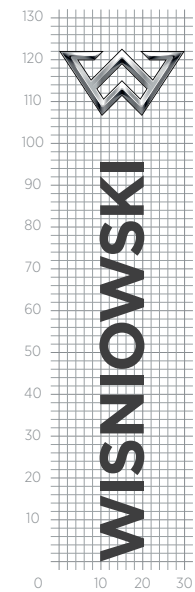
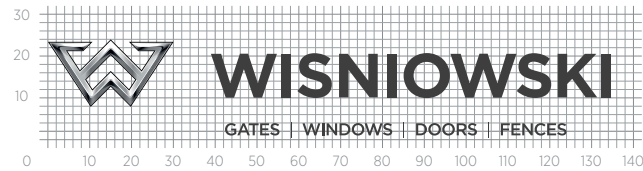
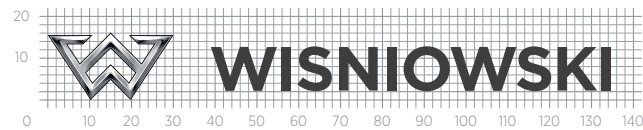
The three-dimensional construction of the emblem

WISNIOWSKI logo has strictly defined construction and proportions.



The logo construction grid for the primary version of the logo and emblem.

WISNIOWSKI logo has strictly defined construction and proportions.



The logo construction grid for the vertical and horizontal versions.

Clear space refers to the area around the logo that should remain free from any graphic objects and typography. The clear space of the WISNIOWSKI logo is determined by the half width of the emblem.



The clear space for the primary versions of the logo, and emblem.

Clear space refers to the area around the logo that should remain free from any graphic objects and typography. The clear space of the WISNIOWSKI logo is determined by the half width of the emblem.



Clear space for the vertical and horizontal versions.

COLOUR PALETTE

WISNIOWSKI logo has a clearly defined colour palette.

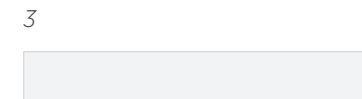


C-0, M-0, Y-0, K-0
R-255, G-255, B-255

C-0, M-0, Y-0, K-100
R-29, G-29, B-29



C-0, M-0, Y-0, K-90
R-60, G-60, B-60



C-0, M-0, Y-0, K-5
R-246, G-246, B-246

The colour palette for the secondary version of the logo.

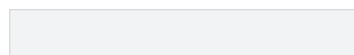


1



C-0, M-0, Y-0, K-90
R-60, G-60, B-60
PANTONE Cool Gray 11 C/U
RAL 7043
ORACAL 073

2



C-0, M-0, Y-0, K-5
R-246, G-246, B-246
PANTONE Cool Gray 1 C/U
RAL 7035
ORACAL 072

The font for the WISNIOWSKI logo is Gotham in the Bold weight. The company claim is written in Gotham Narrow in Book weight.



Gotham Bold

aąbcćdeęfghklłmnńoópqrsstuvwxyzź 1234567890

AĄBCĆDEĘFGHKLŁMNŃOÓPQRSSTUVWXYZŹ













Gotham Medium

aąbcćdeęfghklłmnńoópqrsstuvwxyzź 1234567890

AĄBCĆDEĘFGHKLŁMNŃOÓPQRSSTUVWXYZŹ

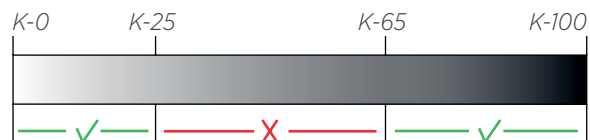
SCALING AND MINIMUM SIZE

The logo may be scaled. However, the logo proportions should be strictly observed. The minimum size of the logo refers to the smallest size at which the logo remains legible and may be reproduced in the optimal way. It is recommended to avoid using the logo size that is smaller of the recommended minimum.

 <p>Primary version with claim</p> <p>10 mm 95 pixels</p>	 <p>Horizontal version</p> <p>3 mm 20 pixels</p>
 <p>Secondary version with claim</p> <p>10 mm 95 pixels</p>	 <p>Horizontal secondary version</p> <p>3 mm 15 pixels</p>
 <p>Primary version</p> <p>5 mm 35 pixels</p>	 <p>Vertical version</p> <p>20 mm 133 pixels</p>
 <p>Secondary version</p> <p>5 mm 35 pixels</p>	 <p>Vertical secondary version</p> <p>15 mm 100 pixels</p>
 <p>Horizontal version with claim</p> <p>5 mm 45 pixels</p>	 <p>Emblem</p> <p>3 mm 20 pixels</p>
 <p>Horizontal secondary version with claim</p> <p>5 mm 45 pixels</p>	 <p>Emblem in secondary version</p> <p>3 mm 15 pixels</p>

Minimum sizes for printing (logo height in mm) and in digital version (logo height in pixels).

The logo may be used on various backgrounds. The identity guidelines should always be observed for consistency.

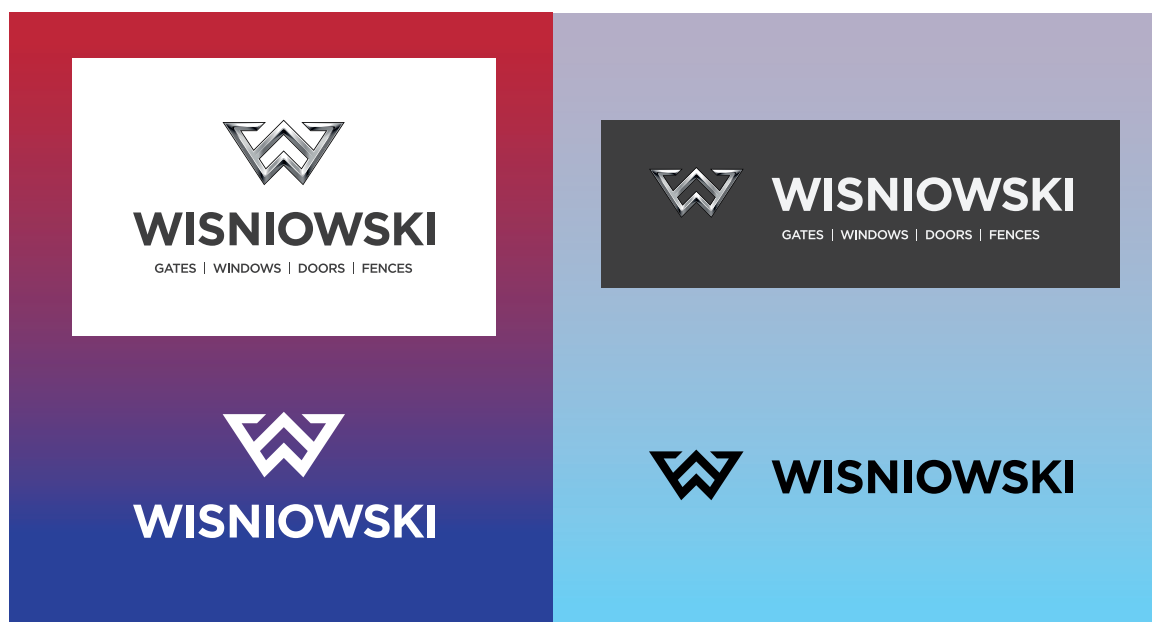


The logo may be placed on grey background.

For the dark typography, the grey density should not increase 25%.

For the light typography, the grey density should not be less than 65% of black.

The logo may be used on various backgrounds. The identity guidelines should always be observed for consistency.



It is recommended to use solid colour background of clear space area when the logo is placed on other colours than the corporate ones. If the backgrounds are not aggressive and ensure the legibility it is allowed to use the secondary logo version without solid colour background. In this case the logo may not be used with the claim.

Examples of incorrect usage.



Logo with the smaller clear space than recommended.

Logo on a motley background.

Logo on the background with incorrect grey density.

Examples of incorrect usage.



The graphic or typography element is located too close to the logo signature (clear space have not been observed).



Shadow or other graphic elements.



Wrong sizes.



Wrong colour.



Wrong sizes and proportions.



Wrong typography.



WISNIOWSKI