

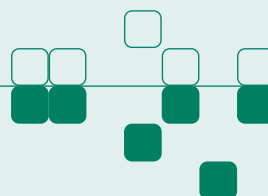
GUIDE

on the use
of corporate identity
element

 **YURiA-PHARM**



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1. The logo

The logo consists of the brandmark and the wordmark. The wordmark cannot be retyped, scaled or moved relative to the brandmark.

The company logo is always placed on a uniform colour background. It is permitted to use a black and white version and inversion.

For English-language layouts, the version of the logo shown below is used.

The logo is shaped like a square with rounded edges and alphabetic symbols.



Brandmark

Wordmark

2. Indentation

The minimum allowable distances from the edge of the logo to another object or to the edge of the sheet (protective field) are equal to the height of the brandmark in the logo, and are shown in the figure.



3. Minimum size

Minimum width of logo in printed material — 20 mm.



3. Corporate identity

To place the logo
on a colourful, saturated background,
inversion should always be used.



Black and white version and inversion



4. Unacceptable use of the logo

It is forbidden to deform the logo horizontally and vertically.



The logo must not be placed at an angle (other than 90°).



There is only one option for the positioning of the brandmark and the wordmark writing in the logo - horizontal.



It is forbidden to place the brandmark arbitrarily in relation to the inscription or to change the proportions between the brandmark and the wordmark.



Do not type the the wordmark in a different font.



You cannot use the wordmark in isolation, without the brandmark. However, it is permissible to separate use the brandmark.



When mounted vertically placement, the logo be used as shown below.



Coloured and contrasting backgrounds are forbidden use the logo in the company colour.



5. Corporate colours (CMYK, Pantone, RAL, Oracal)

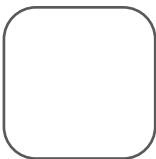
The main corporate colour is Green.



Green
PANTONE 341 C
CMYK 100-0-70-30
RGB 0-128-96
WEB #008060
RAL 6029
ORACAL 061



Black
CMYK 0-0-0-100
RGB 0-0-0
WEB #000000
RAL 9005
ORACAL 070



White
CMYK 0-0-0-0
RGB 255-255-255
WEB #ffffff
RAL 9003
ORACAL 010



Gray
PANTONE Cool Gray 11 C
CMYK 0-0-0-80
RGB 90-90-90
WEB #5a5a5a
RAL 7043
ORACAL 073