

***silco***<sup>®</sup>

Corporate identity  
guidelines



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.

***silco***®

## 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.

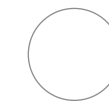
Different layouts and distances of use individual elements are not allowed.



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.

***silco***<sup>®</sup>

10 mm

***silco***<sup>®</sup>



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



Pantone Black C      CMYK 91 79 62 98      RGB 0 0 0














Pantone 3005 C 85%      CMYK 80 30 0 0      RGB 0 142 207

## 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 95 27 0 15	RGB 0 121 183
	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

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.

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 Č D E F G H I J K L M N O P R S Š T U V Z Ž

a b c č d e f g h i j k l m n o p r s š t u v z ž

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

ABCČDEFGHIJKLMNOPRSŠTUVZŽ

abcčdefghijklmnoprsštuvzž

1234567890!@#%>&\* (+

### Typography styles

---

Regular / *Italic*

**Bold / *Bold italic***