

zabka

Visual
identification
manual

Basic visual identification manual

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Žabka

Trademark

Trademark design



Žabka

Trademark

Protective field

The trademark is surrounded by a “protective field”, i.e. a conventional space around the trademark in which no other graphical or typographic elements should appear.

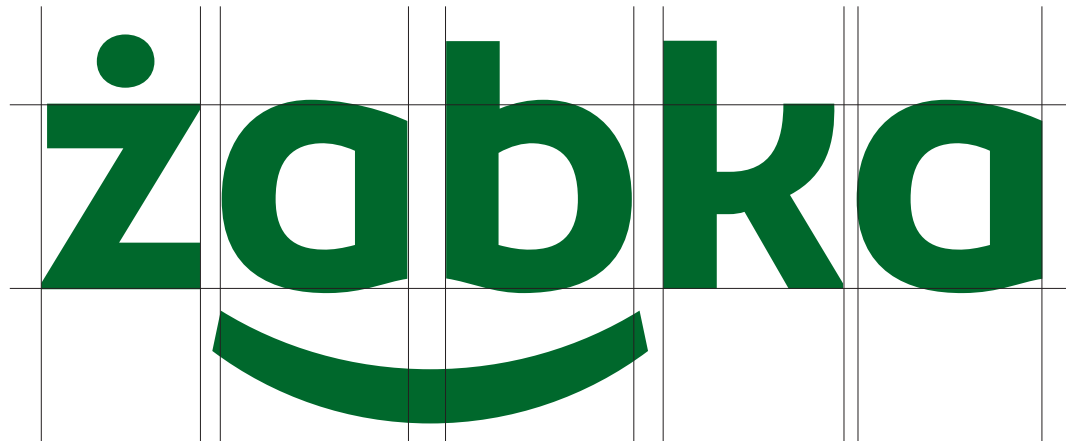
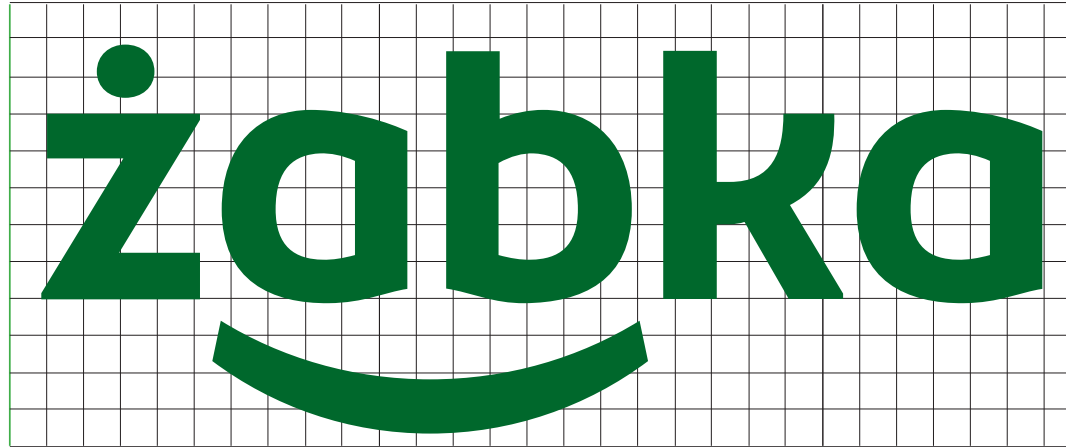


Žabka

Trademark

Modular grid

A modular grid determines the basic proportions and sizes in a logo design. It is used for logo reproductions on large-format surfaces, where the use of the logo in an electronic form is not possible.



Žabka

Trademark

Minimum sizes

The minimum logo sizes presented beside have been specified to ensure best visibility and clarity.

The minimum logo size is defined as 30% of the original size.

žabka

*shown at 30% of the original size (15.3 x 3 mm)

Print scale 1:1

žabka

7 mm

internet scale 1:1

žabka

20px

6



*shown at the original size

Format

A6 (105x148 mm)

A5 (148x210 mm)

DL (105x210 mm)

A4 (210x297 mm)

A3 (297x420 mm)

A2 (420x594 mm)

A1 (594x841 mm)

A0 (841x1189 mm)

Roll-up (850x2000mm)

Trademark size

80% (20x8 mm)

100% (25,8x10 mm)

100% (25,8x10 mm)

100% (25,8x10 mm)

150% (38,7x15 mm)

230% (59,3x27 mm)

350% (90x35 mm)

500% (129x50 mm)

650% (167x65 mm)



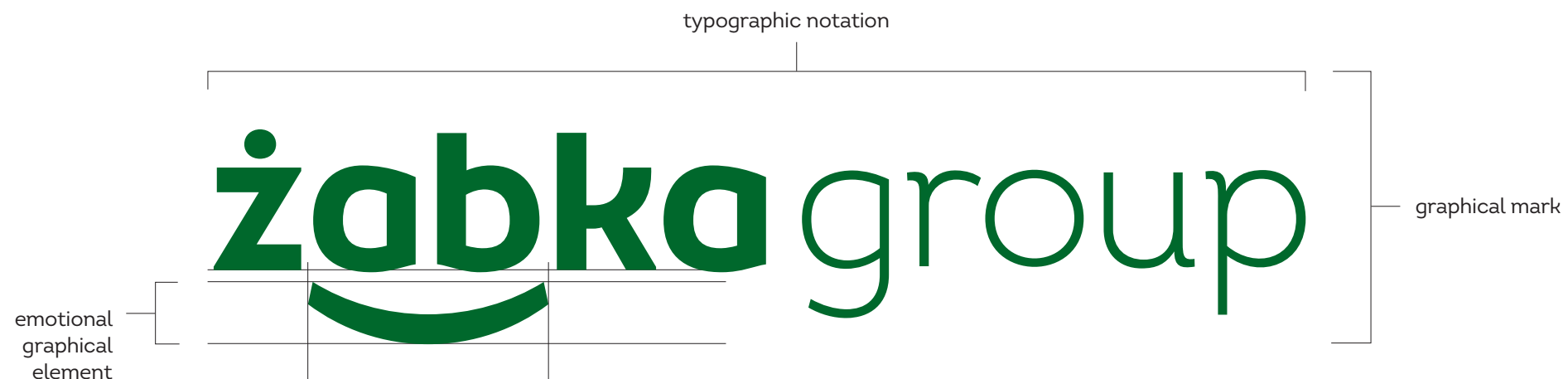
*shown at 80% of the original size

A6

Žabka Group

Trademark

Trademark design



Žabka Group

Trademark

Protective field

The trademark is surrounded by a "protective field", i.e. a conventional space around the trademark in which no other graphical or typographic elements should appear.

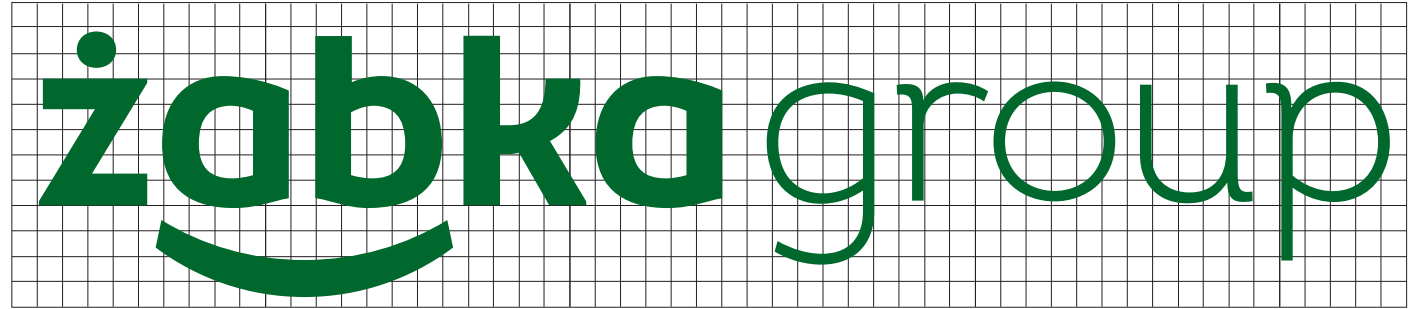


Žabka Group

Trademark

Modular grid

A modular grid determines the basic proportions and sizes in a logo design. It is used for logo reproductions on large-format surfaces, where the use of the logo in an electronic form is not possible.



Żabka Group

Trademark

Minimum sizes

The minimum logo sizes have been specified to ensure best visibility and clarity.

żabkagroup

*shown at the original size

Format

A6 (105x148 mm)

A5 (148x210 mm)

DL (105x210 mm)

A4 (210x297 mm)

A3 (297x420 mm)

A2 (420x594 mm)

A1 (594x841 mm)

A0 (841x1189 mm)

Roll-up (850x2000mm)

Trademark size

80% (40,8x8 mm)

100% (51x10 mm)

100% (51x10 mm)

100% (51x10 mm)

150% (76,5x15 mm)

230% (117x23 mm)

350% (178,5x35 mm)

500% (255x50 mm)

650% (331,5x65 mm)

The minimum logo size is defined as 30% of the original size.

żabkagroup

*shown at 30% of the original size (15,3 x 3 mm)

print scale 1:1

żabkagroup

15,3 mm

internet scale 1:1

żabkagroup

43px

10

żabkagroup

*shown at 80% of the original size

A6

Żabka Polska

Trademark

Trademark design



Żabka Polska

Trademark

Protective field

The trademark is surrounded by a “protective field”, i.e. a conventional space around the trademark in which no other graphical or typographic elements should appear.



Żabka Polska

Trademark

Modular grid

A modular grid determines the basic proportions and sizes in a logo design. It is used for logo reproductions on large-format surfaces, where the use of the logo in an electronic form is not possible.



Żabka Polska

Trademark Minimum sizes

The minimum logo sizes presented beside have been specified to ensure best visibility and clarity.

The minimum logo size is defined as 30% of the original size. It can be applied on media featuring very small printing surfaces, e.g. pens.



*shown at 30% of the original size (15.3 x 6 mm)



*shown at the original size

Format

A6 (105x148 mm)

A5 (148x210 mm)

DL (105x210 mm)

A4 (210x297 mm)

A3 (297x420 mm)

A2 (420x594 mm)

A1 (594x841 mm)

A0 (841x1189 mm)

Roll-up (850x2000mm)

Trademark size

100% (25,8x10 mm)

120% (30,1x12 mm)

120% (30,1x12 mm)

120% (30,1x12 mm)

170% (44x17 mm)

250% (64,5x25 mm)

370% (95x37 mm)

500% (129x50 mm)

650% (167x65 mm)



*shown at 100% of the original size

A6

Žabka Future

Trademark

Trademark design



Žabka Future

Trademark

Protective field

The trademark is surrounded by a “protective field”, i.e. a conventional space around the trademark in which no other graphical or typographic elements should appear.



Žabka Future

Trademark

Modular grid

A modular grid determines the basic proportions and sizes in a logo design. It is used for logo reproductions on large-format surfaces, where the use of the logo in an electronic form is not possible.



Żabka Future

Trademark Minimum sizes

The minimum logo sizes presented beside have been specified to ensure best visibility and clarity.

The minimum logo size is defined as 30% of the original size. It can be applied on media featuring very small printing surfaces, e.g. pens.



*shown at 30% of the original size (15.3 x 6 mm)



*shown at the original size

Format

A6 (105x148 mm)

A5 (148x210 mm)

DL (105x210 mm)

A4 (210x297 mm)

A3 (297x420 mm)

A2 (420x594 mm)

A1 (594x841 mm)

A0 (841x1189 mm)

Roll-up (850x2000mm)

Trademark size

100% (25,8x10 mm)

120% (30,1x12 mm)

120% (30,1x12 mm)

120% (30,1x12 mm)

170% (44x17 mm)

250% (64,5x25 mm)

370% (95x37 mm)

500% (129x50 mm)

650% (167x65 mm)



*shown at 100% of the original size

A6

General rules

Colours

Basic colours



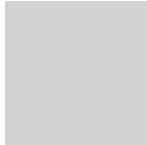

In case it is not possible to use the trademark in its basic colour version, it is acceptable to use the following versions:

A. monochromatic

(black, white and shades of grey) e.g.: black and white ads in the press The Žabka trademark is designed in the grey-coloured version for materials intended for entities belonging to the company.

B. achromatic

(black) e.g.: embossing, engraving


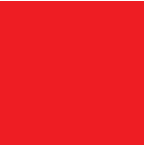


professional printing				
Pantone	2427 C	Transparent White C	Cool Gray 1C	Process Black C
CMYK	87 / 0 / 100 / 50	0 / 0 / 0 / 0	0 / 0 / 0 / 10	0 / 0 / 0 / 100
monitor view				
RGB	0 / 100 / 32	255 / 255 / 255	237 / 237 / 237	0 / 0 / 0
LAB	34 / -38 / 28	100 / 0 / 0	94 / 0 / 0	11 / 0 / 0
HTML	006420	FFFFFF	EDEDED	000000
ink colours				
RAL	K7 6001	K7 9016	7047	K7 9005

General rules

Colours

Additional colours

The suggested of colour palette is recommended when designing messages, and does not constitute a closed set. Other hues are acceptable, if required by the subject matter of a message.

				
professional printing				
Pantone	361 C	485 C	151 C	109 C
CMYK	73 / 0 / 100 / 0	0 / 100 / 100 / 0	0 / 60 / 100 / 0	0 / 15 / 100 / 0
monitor view				
RGB	67 / 182 / 73	227 / 10 / 24	64 / 40 / 0	255 / 213 / 0
LAB	62 / -48 / 48	48 / 72 / 57	94 / 40 / 71	87 / 3 / 85
HTML	44ab33	e30513	ef7d00	ffd400

General rules

System elements

Basic typography

Intro is the main font used in the communication process. The Intro font family is available at: www.myfonts.com/fonts/font-fabric/intro

The broad range of **Intro** font weights and styles facilitates its usage and handling.

Intro Black

Intro

**Beratur solorenamus
ium a cusant omni
aceriae cuptas maione**

Intro Black Italic

Intro

***Beratur solorenamus
ium a cusant omni
aceriae cuptas maione***

Intro Bold

Intro

**Beratur solorenamus
ium a cusant omni aceriae
cuptas maione niscia**

Intro Bold Italic

Intro

***Beratur solorenamus
ium a cusant omni
aceriae cuptas maione***

Intro SemiBold

Intro

**Beratur solorenamus
ium a cusant omni aceriae
cuptas maione niscia**

Intro SemiBoldItalic

Intro

***Beratur solorenamus
ium a cusant omni aceriae
cuptas maione niscia***

Intro Regular

Intro

Beratur solorenamus
ium a cusant omni aceriae
cuptas maione niscia

Intro Regular Italic

Intro

*Beratur solorenamus ium
a cusant omni aceriae
cuptas maione niscia*

Intro Light

Intro

Beratur solorenamus
ium a cusant omni aceriae
cuptas maione niscia

Intro Light Italic

Intro

*Beratur solorenamus ium a
cusant omni aceriae cuptas
maione niscia*

General rules

System elements

Additional typography

TT Commons is the additional font in the system. Due to its characteristics, it is used in digital materials.

TT Commons

**Rum fuga. Ut et est qui te sit
vendi dolorep tatest, ulparum fugit
et maximod itiaspide**

Rum fuga. Ut et est qui te sit vendi dolorep tatest, ulparum fugit et maximod itiaspideDa velit laccae num quo tenet accusam, volupta ectianis vid molupie ntint, sundelia duntium.

General rules

System elements

Additional typography

Calibri is the font used as a system font substitute in e-mails, Word and PowerPoint templates, letters as well as internal and external documents.

Font used in Office suite documents

Calibri

**Rum fuga. Ut et est qui te sit
vendi dolorep tatest, ulparum
fugit et maximod itiaspide**

Rum fuga. Ut et est qui te sit vendi dolorep tatest, ulparum
fugit et maximod itiaspideDa velit laccae num quo tenet
accusam, volupta ectianis vid molupie ntint, sundelia duntium.