



BOOK OF
STANDARD

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Logotype

GUIDES AND GENERAL RULES

The Brand

It was pretty big challenge to find a perfect solution for the symbol, since most important technology behind the Koniku is bio - the Neuron. Symbol has a powerful and complex cell presented in an elegant, simple and yet understandable way.





Space Between the Icon and Wordmark

The Space between the Icon and the Wordmark is equal to the counter space in the 'O' of the Wordmark. It simply gives the enough breathing space so the logo can remain strong and sharp even when it's presented in smaller dimensions.

Exclusion Zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath. The exclusion zone is equal to the size of the "O" letter (marked as x in the diagram).

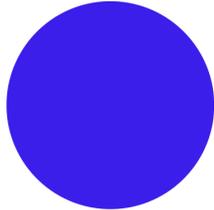


Colors

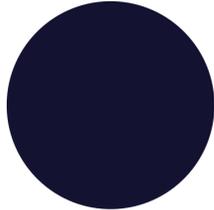
APPROVED COLOR PALETTE

Brand Colors

Blue indicates confidence, reliability and responsibility. It inspires wisdom and higher ideals but is also conservative and predictable.



PANTONE 2736 C
C83 M79 Y0 K0
R59 G30 B234
#3B1EEA



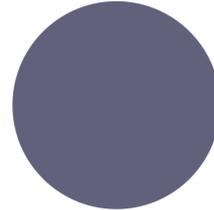
PANTONE 5255 C
C93 M89 Y48 K63
R19 G18 B48
#131230



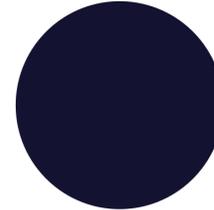
PANTONE WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Typography Colors

After the main color is determined, it is essential to make sure there is color to back them up.



PANTONE 5275 C
C66 M61 Y34 K12
R98 G97 B124
#131230



PANTONE 5255 C
C93 M89 Y48 K63
R19 G18 B48
#131230

General Guidelines

USING AND PLACING A LOGO

Incorrect Usage

Next step towards perfection is making sure the alignment, color and spacing are right. Since the brand is perfectly crafted, there's no need for future corrections, so try not to do the following:



DON'T USE OTHER COLOURS



DON'T USE OTHER TYPOGRAPHY



DON'T USE LOW CONTRAST BACKGROUNDS



DON'T USE SHADOWS AND STROKES



DON'T SCALE DISPROPOTIONATELY



DON'T USE IMAGE BACKGROUNDS

Correct Usage

Every once in a while, there is a need to adjust the logo to a different surrounding. If it's so - please follow these recommendations:



USE FULL COLOURS



MONOGRAM VERSION



POSITIVE VERSION



USE HIGH CONTRAST BACKGROUND



GREYSCALE VERSION



POSITIVE VERSION

Brand Size

WEB AND PRINT SIZES

Web Size

Placing the brand logo on the web is different from any other tangible form. In this case pixels are showing us the logo whether it's big or small, but there is a finite number of pixels in one viewable area.



Print Size

Printing the logo on the paper is something else. There needs to be that pleasant feeling when the paper is held by the viewer and the smallest logo is shown.



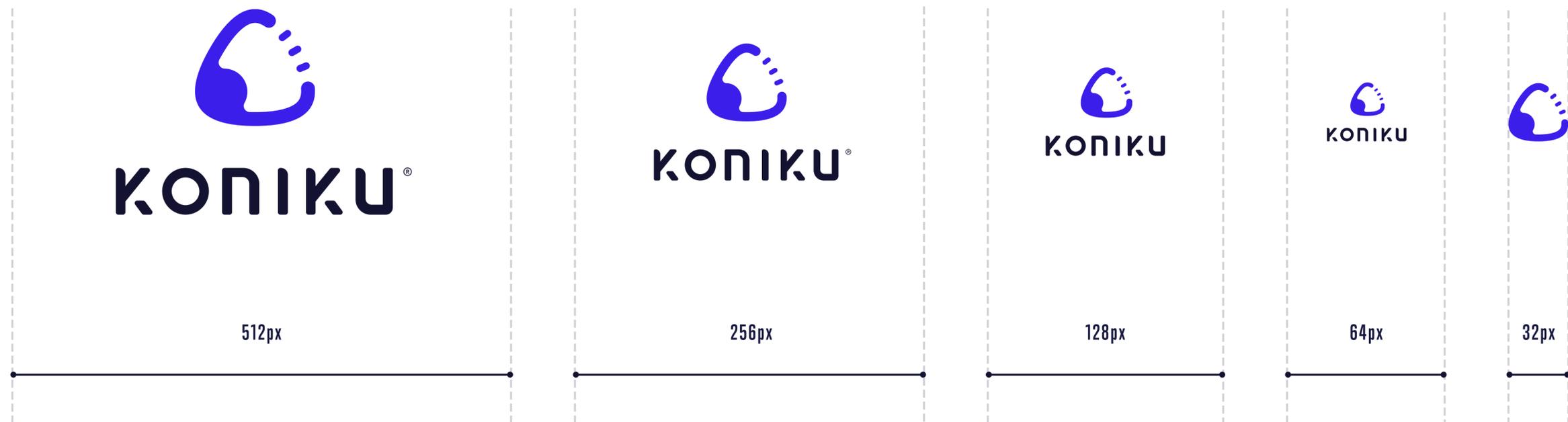
Responsive scale - Horizontal Logo

As the horizontal logo gets smaller it reaches the pinpoints which are +512px, 256px, 128px, 64px, 32px. There are no midpoints, only these suggested sizes. Responsive brand logo is an approach to web design aimed at crafting it to provide an optimal viewing and interaction experience.



Responsive scale - Vertical Logo

As the vertical logo gets smaller it reaches the pinpoints which are +512px, 256px, 128px, 64px, 32px. There are no midpoints, only these suggested sizes. Responsive brand logo is an approach to web design aimed at crafting it to provide an optimal viewing and interaction experience.



Brand Typeface

FONT SELECTION

Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width.

This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Rr Rr

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

:";'!#@#\$%^&*({</_ = + - | \ > })

Roboto Slab

This is the Roboto Slab family, which can be used alongside the normal Roboto family.

Rr Rr

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

:” ; ’ ! ? @ # \$ % ^ & * ({ < / _ = + - | \ > })

Thrupp Gothic Pro

Thrupp Gothic Pro is a multiscript family of six fonts, each containing over 1020 glyphs and a wealth of OpenType features, including small caps, caps-to-small-caps, stylistic alternates, unicase/monocase alternates, fractions, ordinals, class-based kerning, and support for Latin, Cyrillic and Greek locales.

Tt Tt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

: " ; ' ! ? @ # \$ % ^ & * ({ < / _ = + - | \ > })

Roboto Font Family

The Roboto Slab list has its 4 perfect styles for combining with.

Roboto®

— REGULAR

abcdefghijklmnop
qrstuvwxyz
wxyz

123456789!@#%^
&*()_+=>

Roboto®

— MEDIUM

abcdefghijklmnop
qrstuvwxyz
wxyz

123456789!@#%^
&*()_+=>

Roboto®

— THIN

abcdefghijklmnop
qrstuvwxyz
wxyz

123456789!@#%^
&*()_+=>

Roboto®

— BOLD

abcdefghijklmnop
qrstuvwxyz
wxyz

123456789!@#%^
&*()_+=>

Roboto®

— LIGHT

abcdefghijklmnop
qrstuvwxyz
wxyz

123456789!@#%^
&*()_+=>

Roboto®

— BLACK

abcdefghijklmnop
qrstuvwxyz
wxyz

123456789!@#%^
&*()_+=>

Roboto Slab Font Family

The Roboto Slab list has its 4 perfect styles for combining with.

Roboto Slab®

— REGULAR

abcdefghijklmnop
npqrstuv
wxyz

123456789!@#\$%^
&*()_+=>

Roboto Slab®

— THIN

abcdefghijklmnop
npqrstuv
wxyz

123456789!@#\$%^
&*()_+=>

Roboto Slab®

— LIGHT

abcdefghijklmnop
npqrstuv
wxyz

123456789!@#\$%^
&*()_+=>

Roboto Slab®

— BOLD

abcdefghijklmnop
npqrstuv
wxyz

123456789!@#\$%^
&*()_+=>

Trump Gothic Pro Font Family

This font gives a nice touch from the typography perspective, and above all, it brings some condensed font in the game.

Trump Gothic Pro®

— BOLD

a b c d e f g h i j k l m
n p q r s t u v
w x y z

1 2 3 4 5 6 7 8 9 ! @ # \$ % ^
& * () _ + = >

Brand Usage

PRINT READY DESIGNS











