Center for environment

Logo standards
Basic communication standards

Purpose:
ensure clarity, visibility and consistency of communication.
Logo / sign

Centar za životnu sredinu

Centar za životnu sredinu

Centar za životnu sredinu

Centar za životnu sredinu
Logo / sign
Color composition

**GREEN**

<table>
<thead>
<tr>
<th>R</th>
<th>G</th>
<th>B</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
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<td>179</td>
<td>68</td>
<td>62</td>
<td>7</td>
<td>100</td>
<td>0</td>
</tr>
</tbody>
</table>

**BLACK**

<table>
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<th>G</th>
<th>B</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
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</table>
Logo placement next to other logos

Minimum space around the logo

Minimum space around the logo should be respected to ensure consistency and visibility of the sign.

The minimum space in the space between this sign and others is the letter C derived from the logo.

Maximum reduction

Maximum reduction of the sign is proportional to the height in the given scale below the logo on the right.

Make sure you don’t go below the set minimum.

Height 15 mm. Height 10 mm.
Placement on backgrounds
Light intensity backgrounds

Setting the sign on different lighter-darker backgrounds

Be aware of the intensity of the color in the logo / sign.
Setting the sign on color backgrounds

Here is a cross-section of possible combinations.

The suggestion is that the logo always goes on a white background, which is the safest way to communicate.
Placement on backgrounds
Image based backgrounds

Placement of the sign on photographic backgrounds

Due to the variation in colors in the photo, the colors on the sign can be neutralized, which can be seen on the right.

Black contours are poorly visible because they are in close color proximity with the colors in the background.

The suggestion is that the logo / sign always goes on a lighter background, mostly white, or as close to white as possible in the following example.
Placement on backgrounds
Image based backgrounds

Placement of the sign on photographic backgrounds

This example shows that visibility is maximized.

The proposal on the right clearly defines the direction of the setting, a lighter background and the logo on it without too many elements behind, giving the logo maximum visibility.
Placement on backgrounds

Image based backgrounds

Placement of the sign on photographic backgrounds

In case the logo setting on photographic or color backgrounds is necessary, the logo can go on a white circle proportional to the vertical logo, example right.
Incorrect shape and color replacement

The examples on the right show variations of the sign and possible deformations during the design process.

Avoid modification of the logo in proportion, typography and colors which are clearly set out in this document.
Logo / znak

Video podloge

An example of a incorrect logo placement

Avoid placing logos on photographic backgrounds or on moving video backgrounds.
Singular logo and setting on video backgrounds

The logo is always placed at the end of the video, on a white background.

At the suggestion right above is an example of the setting as it should be, while the example right below is the setting that should be avoided.
Setting a logo next to other logos.

Logo placed in line with other logos, horizontally and vertically, while the recommendation is to always be placed horizontally at a minimum distance from other logos.

Right top acceptable.
Right down unacceptable.
Download one of these two logos
Thank you