



# **SKANDYNAWSKO – POLSKA**

## **IZBA GOSPODARCZA**

komunikacja wizualna \ brief

# LOGO

the logo consists of a logotype with the name of the Chamber "Scandinavian Polish Chamber of Commerce" and a signet that corresponds to the colors of the Chamber's member states: Sweden, Denmark, Norway and Finland.

Use the **entire logo** or only **the signet** in the basic color, white and black version or negative.

The logo must always be **legible** and added in a **dignified manner**. We do not use the logo as a decoration.

There is ok to use the negative version of the logo on a solid background color

LOGO / Mother version



Signet



Logo / B&W and Negative version



# PROTECTIVE AREA

The protective area of the logo is 1x the height and width of the signet on each side of the logo.

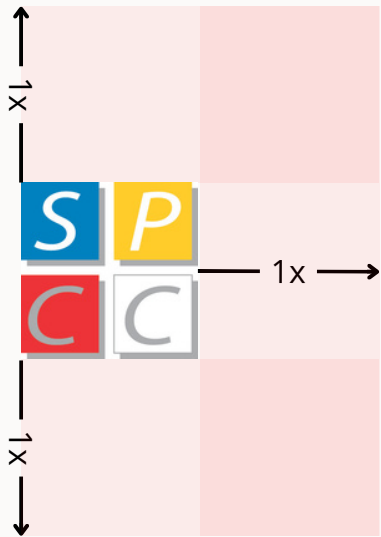
LOGO / Protective area



Protective area

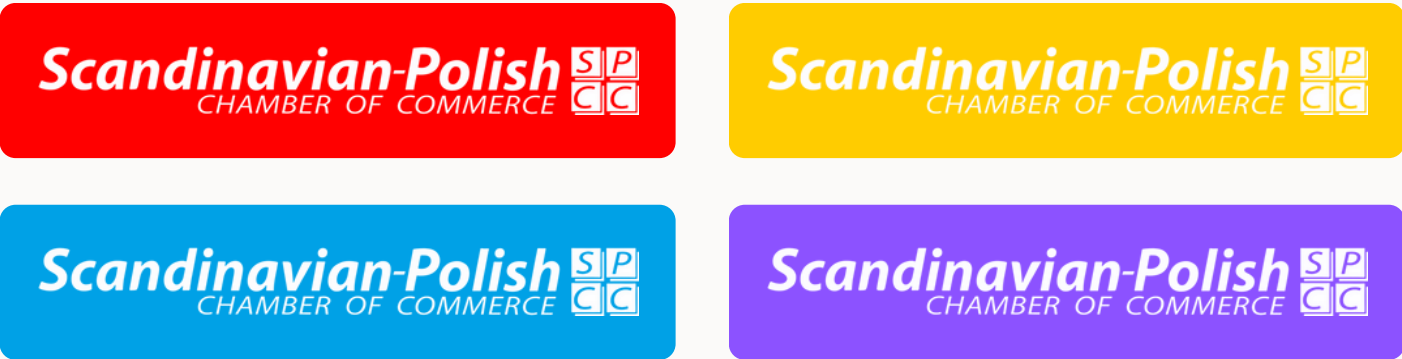


to easy check the protective area just duble the hight of the signet

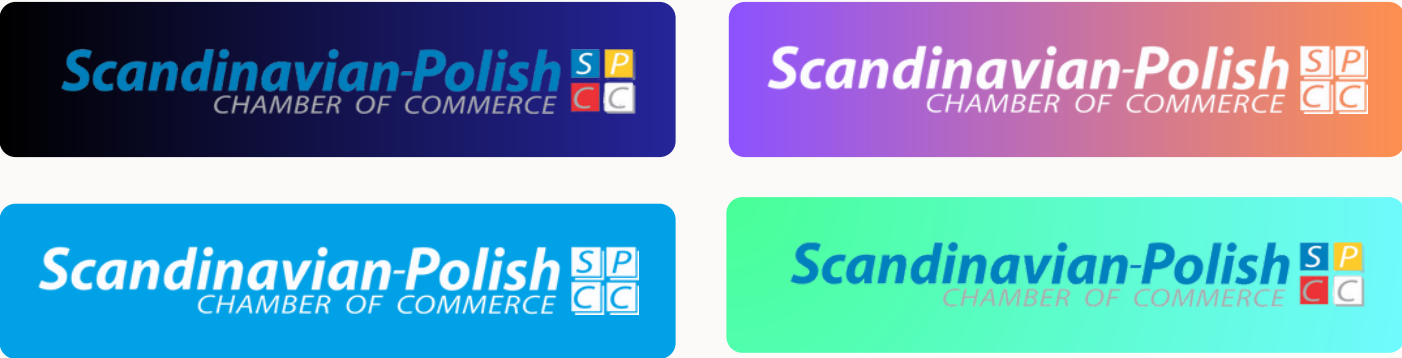


# DO...&

It is ok to use the negative version of the logo on a solid background color. Even if it's not our palette.



it's ok to use the logo on a colored background if it's legible. For both - negative and regular version of the logo.



# ... DO NOT

There is not ok to use the mother version of the logo on a background that has one or more colors similar to the colors of the logo



It's not ok to use the logo in such a small size that it's unreadable



It's not ok to use the logo in an inverted, tilted or torn version. Always remember to present your logo with dignity



# Main Typeface

Playfair Display: Poppins  
**Replacement Font: Open Sans**

The main text should always be presented in a very simple way, with a Scandinavian spirit of simplicity. Geometric sans serif typefaces have always been popular, and with support for both the Devanagari and Latin writing systems, Poppins is an internationalist addition to the genre.

- Use CAPTAL or Small letters for the main titles,
- Use regular small letters for the written text.

Google fonts:  
<https://fonts.google.com/specimen/Poppins?query=poppins>

Aa Åą Bb Cc Ćć Dd Ee  
Ęę Ff Gg Hh Ii Jj Kk Ll Łł  
Mm Nn Ńń Oo Óó Pp Qq  
Rr Ss Śś Tt Uu Vv Ww Xx  
Yy Zz Żż Żż  
0 1 2 3 4 5  
6 7 8 9

Aa

# Secondary Typeface

Playfair Display: Roboto Mono

Roboto Mono is a monospaced addition to the Roboto type family. Like the other members of the Roboto family, the fonts are optimized for readability on screens across a wide variety of devices and reading environments.

- Use light or regular version of this font to create text content & subtitles. Use this font in a balanced amount, as a complement to the main typeface

Google fonts:  
<https://fonts.google.com/specimen/Roboto+Mono>

Aa    Åå   Bb   Cc   Ćć   Dd  
Ee   Ėė   Ff   Gg   Hh   Ii  
Jj   Kk   Ll   Łł   Mm   Nn  
Ńń   Oo   Óó   Pp   Qq   Rr  
Ss   Śś   Tt   Uu   Vv   Ww  
Xx   Yy   Zz   Żż   Žž  
0 1 2 3 4 5  
6 7 8 9

Aa

TITLE: CAPITAL or Normal LETTER POPPINS REGULAR

subtitle: Poppins Regular

for the main text use Poppins Regular  
the same size

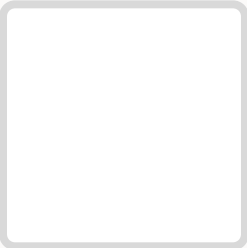
or smaller than subtitle

you can use Roboto Mono Light as well for subtitles

example

# MAIN PALETTE

dominant color  
/ complementary colors



HEX: #ffffff  
RGB: 255 \ 255 \ 255  
CMYK: 0% \ 0% \ 0% \ 0%



HEX: #00a1e6  
RGB: 0 \ 116 \ 230  
CMYK: 100% \ 30% \ 0% \ 10%



HEX: #ff0000  
RGB: 225 \ 0 \ 0  
CMYK: 0% \ 100% \ 100% \ 0%



HEX: #ffcc00  
RGB: 255 \ 204 \ 0  
CMYK: 0% \ 20% \ 100% \ 0%

# ADDITIONAL PALETTE



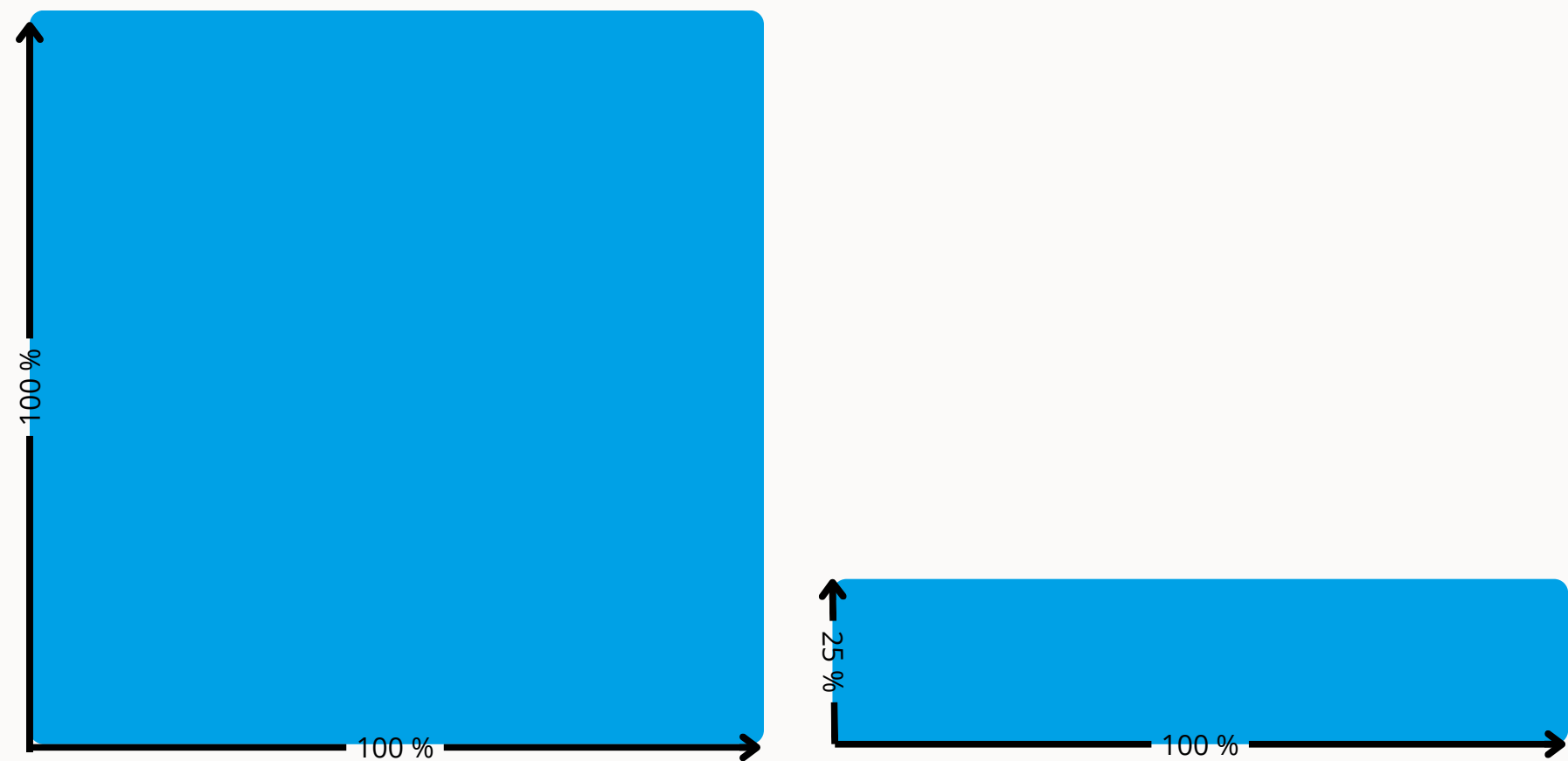
HEX: #050504  
RGB: 5 \ 5 \ 4  
CMYK: 0% \ 0% \ 20% \ 98%



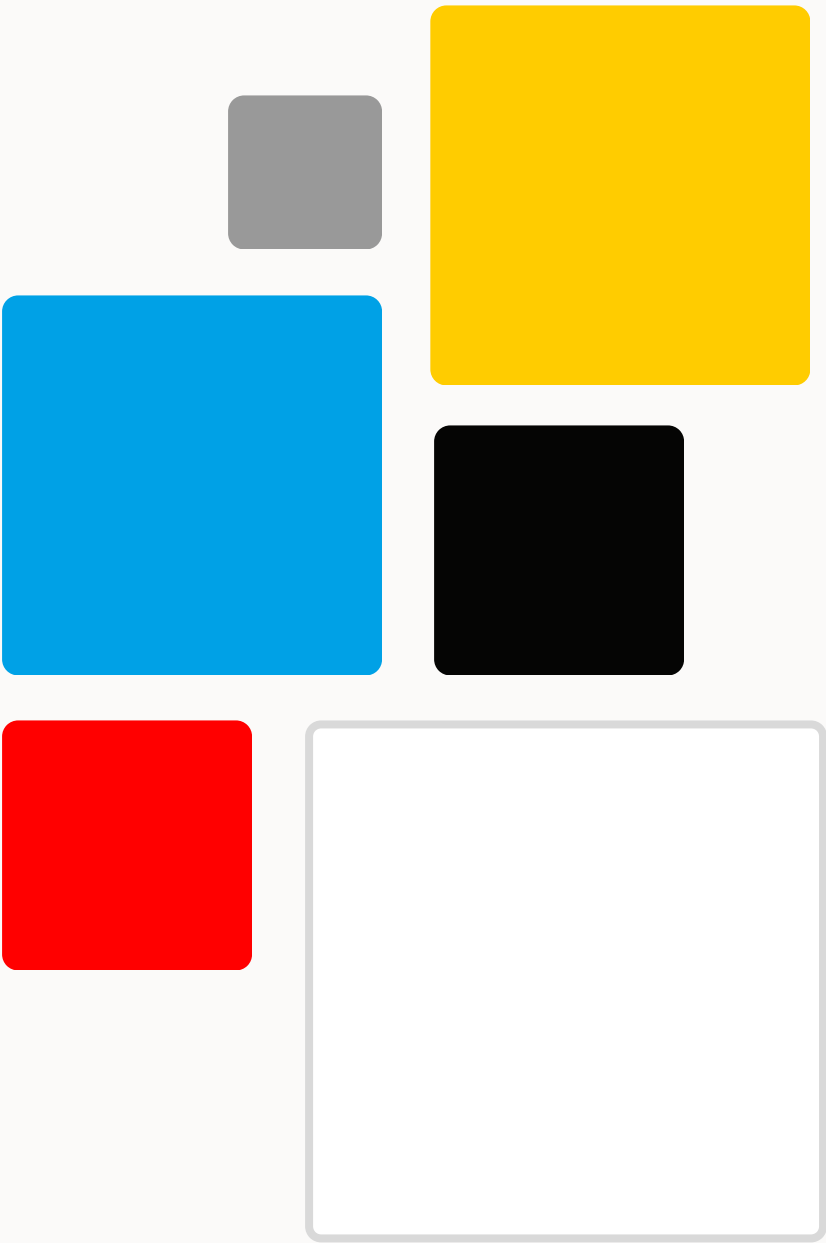
HEX: #999999  
RGB: 153 \ 153 \ 153  
CMYK: 0% \ 0% \ 0% \ 40%



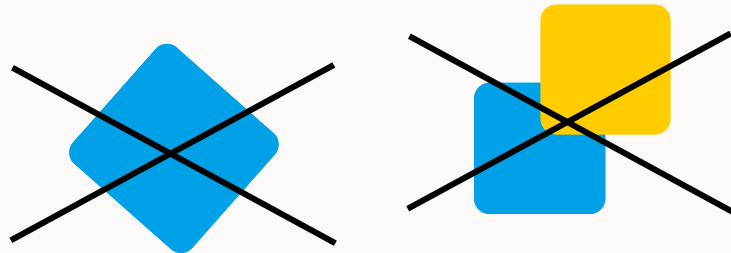
# Shapes



Strong reference to the logo Squares or rectangles with a large difference in the length of the sides. Set the rounding to 8 points of curvature



Do NOT:



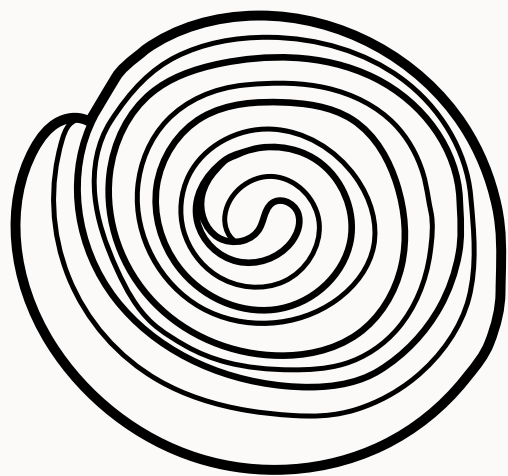
# Visuals

use squares to create visuals ex. photos inserted  
in "SPCC squares" or in squares in different dimension.  
Do not hasitate to mix photos and colored squares.



# EXTRA SHAPES

use extra shapes refering to Scandinavian spirit to make your content more attractive but always remember about simplicity of your design



# WHEN TO USE COLORS

- to **underline** something important, exciting
- to fight off **focusing**

Proportions limits // recommendation:



Note: Website and multi page documents : It is not obligatory to use all complementary colors on the same page. One color can dominate the other of different sections if needed.





TACK  
TAKK DZIĘKUJĘ TAK  
KIITOS