



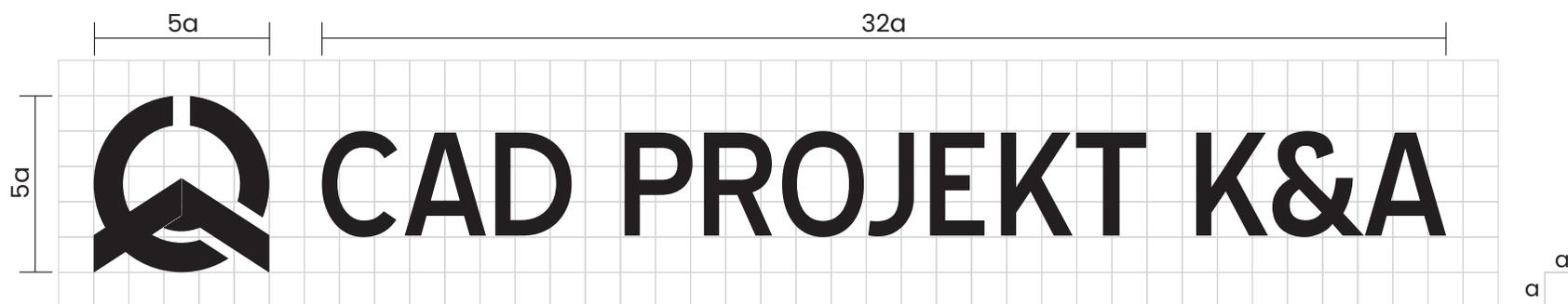
**CAD PROJEKT K&A**

BRAND BOOK

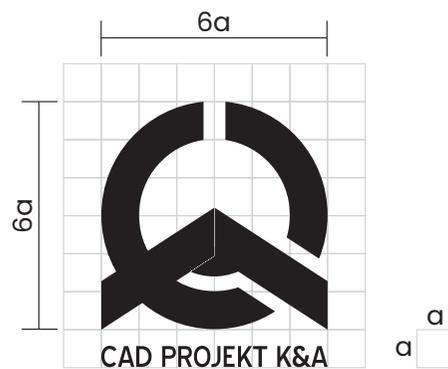
















The clear space is the area around the logo within which no other element, either graphic or textual, may appear.

The clear space of the logo is defined by a square module drawn from the width and height of the brand mark.

Compliance with the rules of the clear space guarantees the correct visual perception of the logo.



The minimum size of the logo is the smallest size at which the logo does not lose its readability and at which its mapping is optimal.

Sizes cannot be smaller than: basic mark 20 mm horizontally

Scaling is done by evenly enlarging or reducing the entire mark.



nie pochylaj znaku



nie deformuj kształtu



nie obracaj żadnych elementów



nie obracaj znaku



nie zmieniaj kolorystyki znaku



nie zmieniaj położenia elementów



nie usuwaj żadnych elementów



nie kadruj znaku

When using the graphic sign, only proportional scaling is allowed.  
All other forms of editing such as transformation, mirroring, colour swapping, rotation,  
placing other elements in the clear field are not permitted.



	PANTONE	CMYK	RGB	HEX
	Black C/U	0/0/0/100	0/0/0	#000000

The correct color for the logo is black.

It is allowed to use white color for the reverse version.

basic version on a light background



basic version on a dark background



vertical version on a light background



vertical version on a dark background





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