



BRAND GUIDELINES



LOGO





Basic logotype version

The Sygic logo is the basic graphic element of the visual identity. It comprises a symbol and a "Sygic" text part.

We use the logo primarily in a color version on a white background.

The precise construction of the logo and shape remain constant!

 Download link





Additional logotype version

If necessary, the logo can also be used in a negative version on a black background.

 Download link





Black and white logotype version

The black and white brand version is used for black-and-white printing or when it's not possible to use a color logo version.

But the white logo must be placed on a black or dark background to provide sufficient contrast.

 [Download link](#)

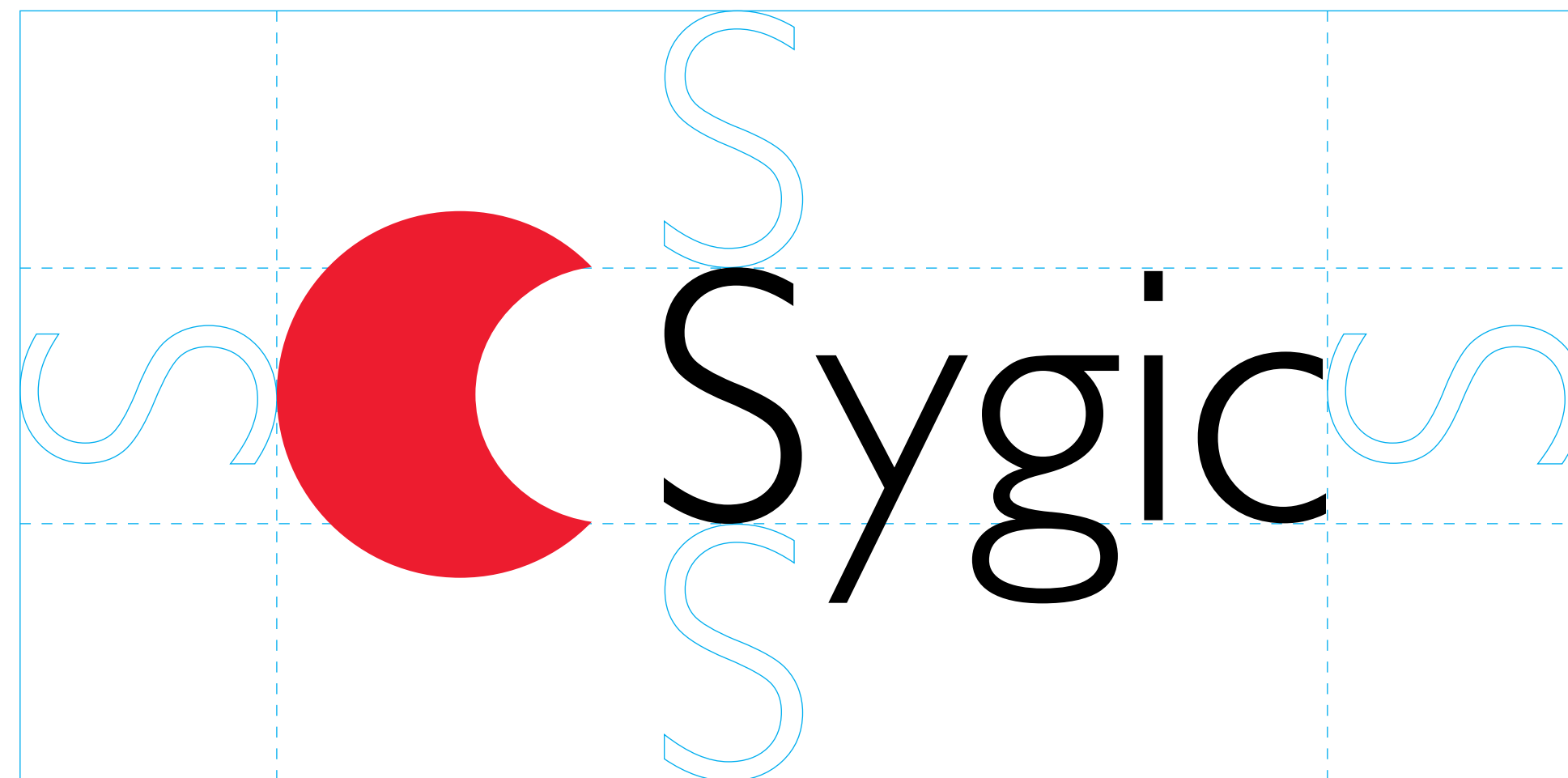




Logo protection zone

The logo protection zone defines the minimum space into which no other graphic elements may enter. This helps the logo maintain legibility and visibility.

The protection zone is based on the size of the logo's letter S.



Minimum usage
size:
Online: 70 px
Print: 23 mm



Logotype with claim horizontal version

Both the claim and delimiter have the same horizon as the typography in the logotype.

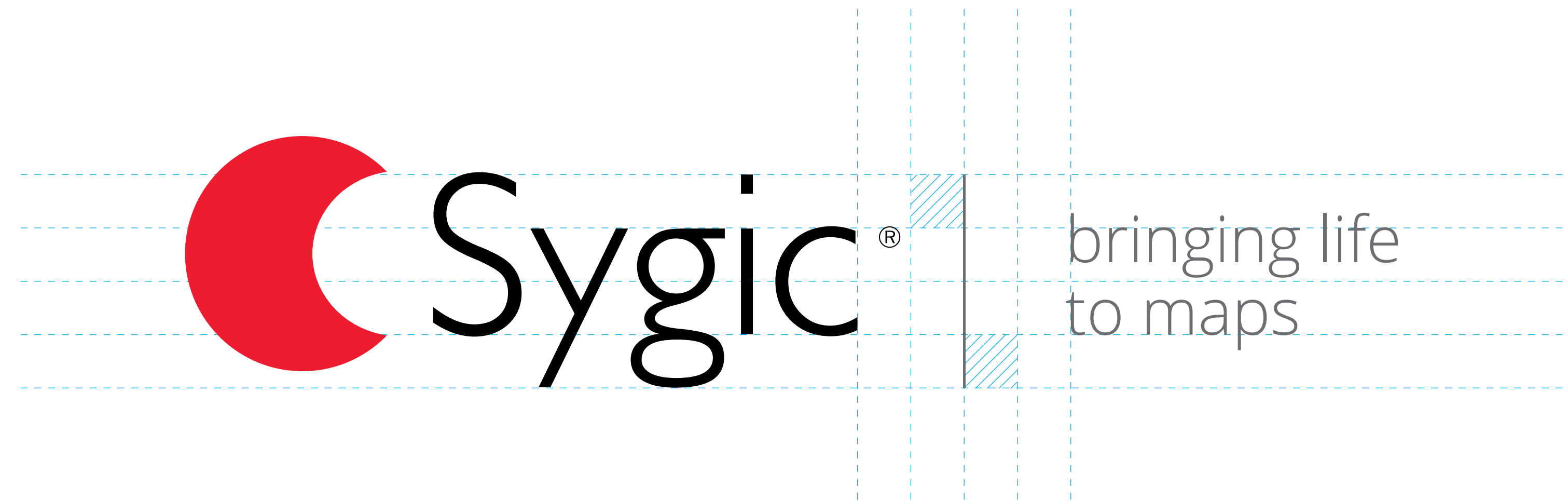
 [Download link](#)





Construction of the logo with claim

The structural network shows the proportions, mutual positions, and sizes of the individual logotype elements. The construction is only for orientation. Logotypes must not be redrawn or reconstructed according to the network.





Logotype protection zone with claim

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Logotype with claim vertical version

In order for the claim to be optically aligned with the logotype, it needs to be placed according to this construction. The claim cannot be aligned to their actual edges of the logotype. It is necessary to correct the alignment according to optics.

 [Download link](#)





Construction of the logo with claim

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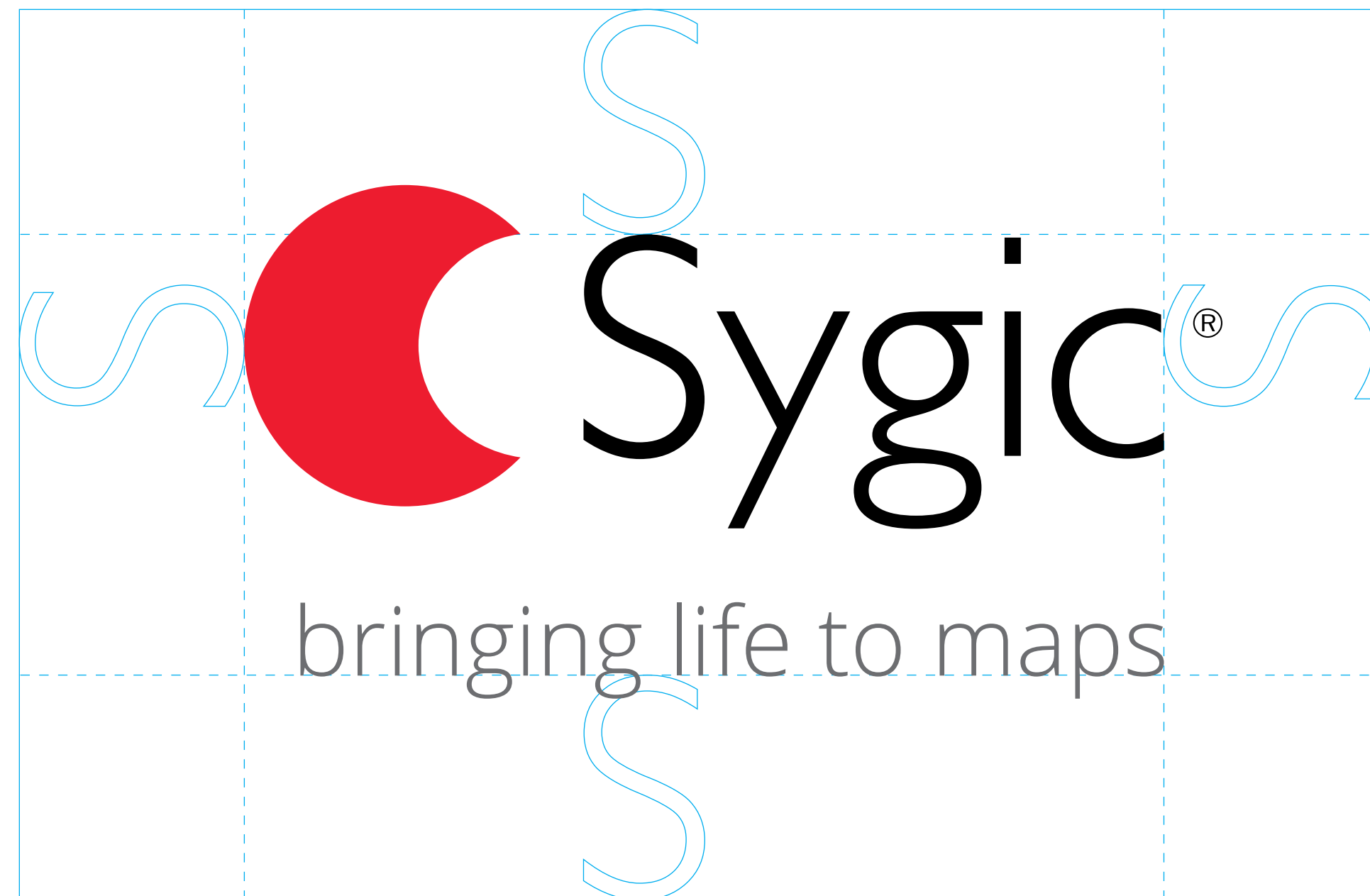




Logotype protection zone with claim

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Logotype with claim vertical version

This variant has an additional character. It is intended for situations in which the graphic designer wants to achieve a more dynamic character of the delimiter with more emphasis on the logotype itself.

 [Download link](#)





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Logotype protection zone with claim

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Black and white logotype version with claim

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But the white logo must be placed on a black or dark background to provide sufficient contrast.





Forbidden forms of logotype use

When using the logo, we mainly focus on its clear visibility and legibility.

Insufficient contrast between the logo and background is prohibited. It is forbidden to interfere in any way with the logo's visual appearance. To change its relative proportions, deform, change the color, design a different one, or tilt at a different angle than its basic position.



Font change



Change symbol location



Use without symbol



Deformation



Rotation



Changing proportions



Changing colors



Changing transparency



Breach of protection zone

COLOR PALETTE

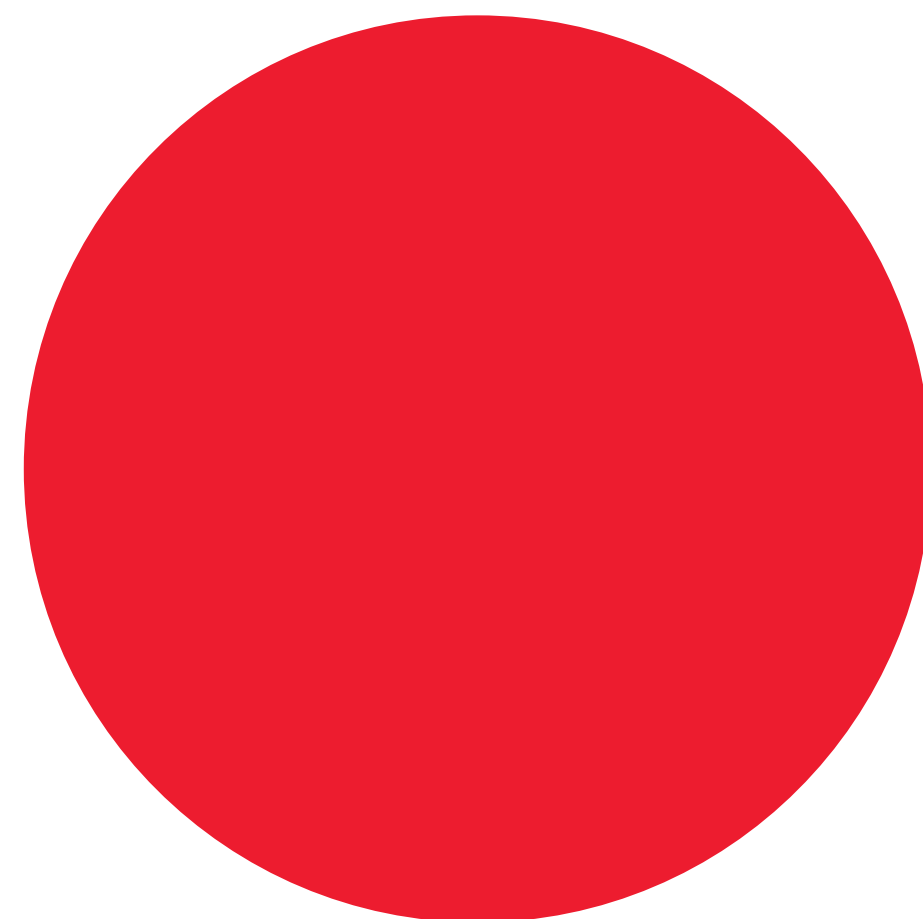




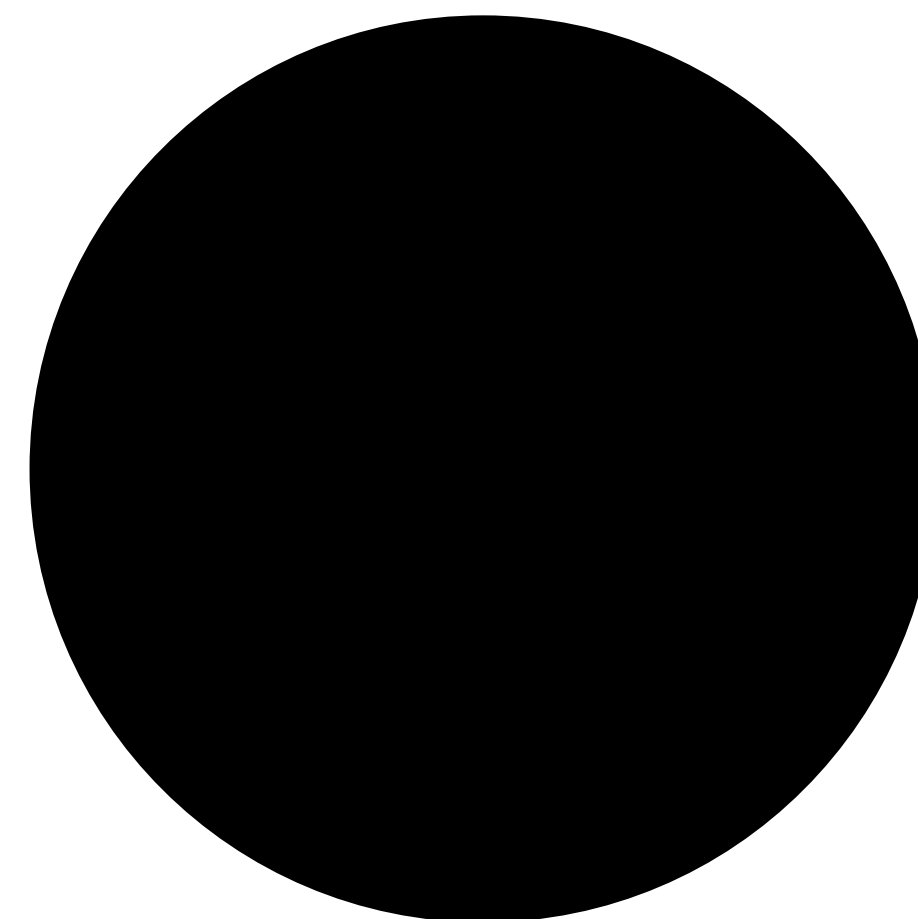
Basic color

The basic logo colors are red and black. The exception is the black and white version, and variants in positive and negative versions.

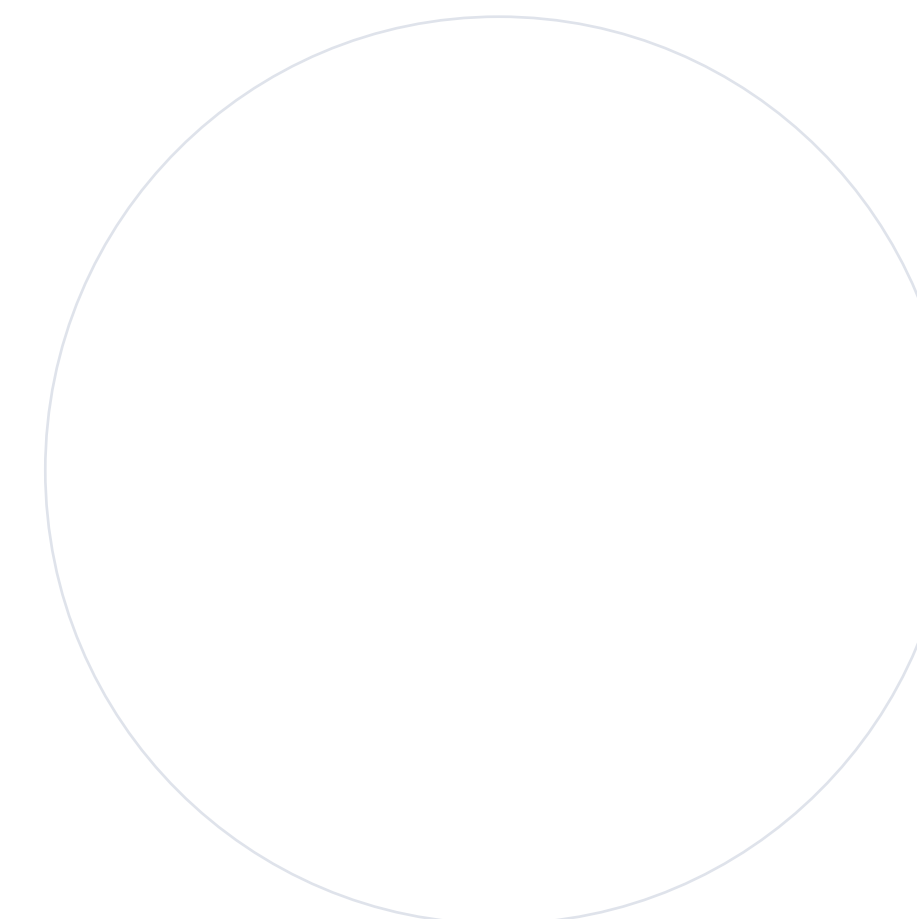
Colors are defined in Pantone and CMYK scales for printing purposes, and in RGB for digital outputs.



Pantone 1795
CMYK: 0 / 100 / 90 / 0
RGB: 237 / 27 / 47
#ED1B2F



Pantone Process Black
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
#000000



Pantone -
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
#FFFFFF



Complementary color

Complementary colors comprise the listed colors, which are for the web and printed materials.

For example, the specified blue color is exclusively used for the use of CTA elements in the digital environment.

CMYK: 100 / 55 / 0 / 0
RGB: 0 / 115 / 255
#0073FF

i
It is used as our primary CTA color on our website and digital products.

CMYK: 0 / 90 / 90 / 0
RGB: 238 / 64 / 47
#EE402F

CMYK: 70 / 0 / 100 / 0
RGB: 83 / 181 / 42
#53B52A

CMYK: 0 / 20 / 100 / 0
RGB: 255 / 203 / 5
#FFCB05

CMYK: 0 / 0 / 0 / 8
RGB: 234 / 234 / 234
#EAEAEA

CMYK: 0 / 0 / 0 / 20
RGB: 208 / 210 / 211
#D0D2D3

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