Brand Guidelines

2013

Sygic®
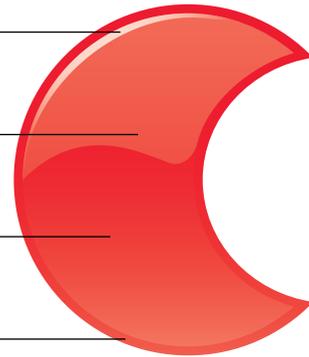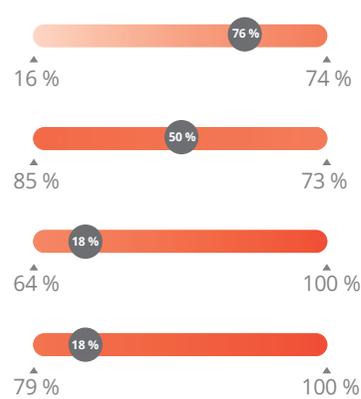
1. Logotype

Sygic Brand Guidelines

The Preferred 3D form (color positive image) is designated for print and electronic media of Above The Line (ATL) and Below The Line (BTL) communication and for other materials that visually communicate the brand.

Red: CMYK – 0.100.90.0
              RGB – 237.27.47

Gradient of red: Red (spot color) – 90°

76 %

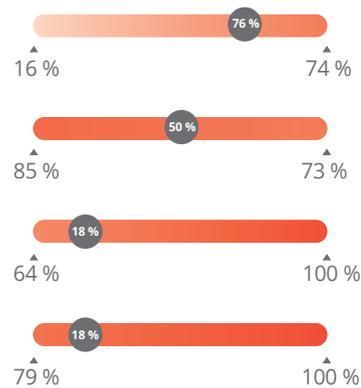16 %   74 %

50 %

85 %   73 %

18 %

64 %   100 %

18 %

79 %   100 %

Black: CMYK – 0.0.0.100
              RGB – 0.0.0

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The Additional 3D form (negative image) is designated for using the logotype on a black background.

Red: CMYK – 0.100.90.0
              RGB – 237.27.47

Gradient of red: Red (spot color) – 90°

76 %
16 %   74 %

50 %
85 %   73 %

18 %
64 %   100 %

18 %
79 %   100 %

White: CMYK – 0.0.0.0
              RGB – 255.255.255

When placing the logotype on black or silver backgrounds, take into account
the legibility of the lettering.

| 10 % Black | 40 % Black | 50 % Black | 80 % Black |

The logotype cannot be placed on a background other than white, black, grey, or silver.

The Black&White 3D form (color positive image) is designated for use in simple documents that cannot be printed in color.

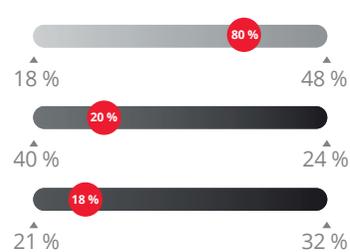**Black:**   CMYK – 0.0.0.100
RGB – 0.0.0

Gradient of black:

76 %
16 %   74 %

50 %
85 %   73 %

18 %
64 %   100 %

18 %
79 %   100 %

The Black&White 3D form (negative image) is designated for use in simple documents that cannot be printed in color.

White: CMYK – 0.0.0.0
RGB – 255.255.255

Gradient of black:

80 %
18 %   48 %

20 %
40 %   24 %

18 %
21 %   32 %

The 2D form (color positive image)
is designated for when the 3D variant
would be difficult to read and
a raster cannot be used in printing.

Red: CMYK: - 0.100.90.0
              PANTONE – 1795
              RGB – 237.27.47

Black: CMYK – 0.0.0.100
              Pantone – Process Black
              RGB – 0.0.0

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The 2D form (negative image)
is designated for when the 3D variant would
be difficult to read and a raster cannot
be used in printing.

Red: CMYK: - 0.100.90.0
              PANTONE – 1795
              RGB – 237.27.47

White: CMYK – 0.0.0.0
              RGB – 255.255.255

The 2D black and white form (color positive image)
is designated for when the 3D variant would be difficult to
read and either a raster or color cannot be used in printing.

Black: CMYK – 0.0.0.100
PANTONE – Process Black
RGB – 0.0.0

The 2D black and white form (negative image)
is designated for when the 3D variant would
be difficult to read and either a raster or color
cannot be used in printing.

Black: CMYK – 0.0.0.0
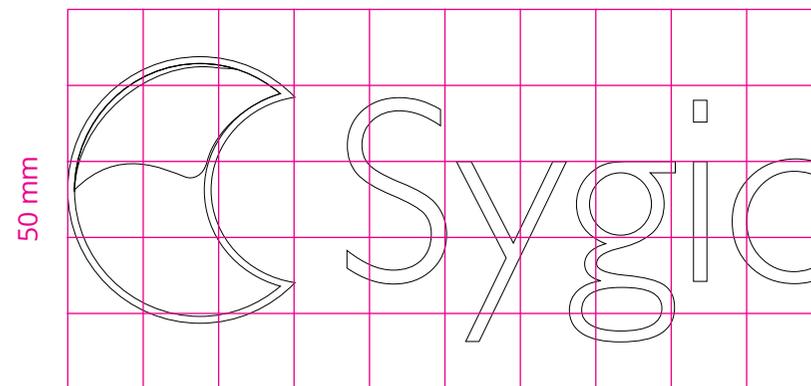PANTONE – Process Black
RGB – 255.255.255

The preferred option is to use the logo from the electronic attachment of the Brand Manual. The design serves mainly to verify the accuracy of the supplied materials, or as a reference for producing a three-dimensional form, e.g. while branding a building.

30 mm

50 mm

Sygic ®

100 mm

50 mm

Sygic

30 mm
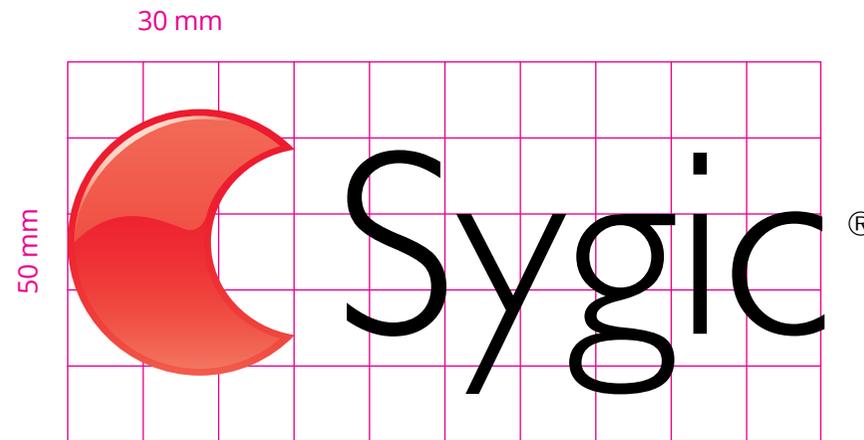
1.4.1 **Vertical variant** (basic)
more on page 8

1.4.2 **Vertical variant** (additional)
more on page 9

1.4.3 **Horizontal variant**
more on page 10

Slogan
Font: Open Sans Light
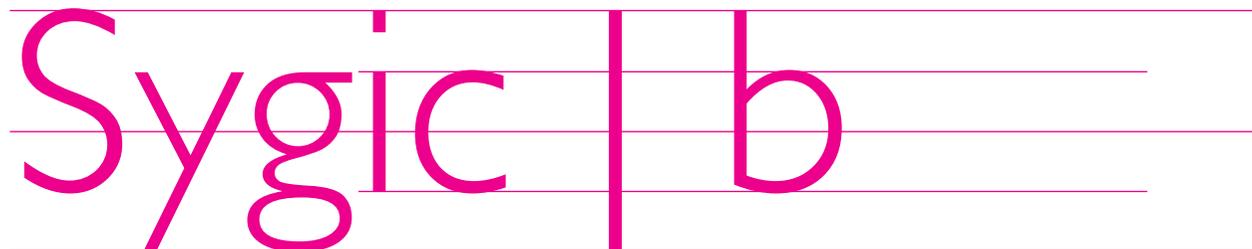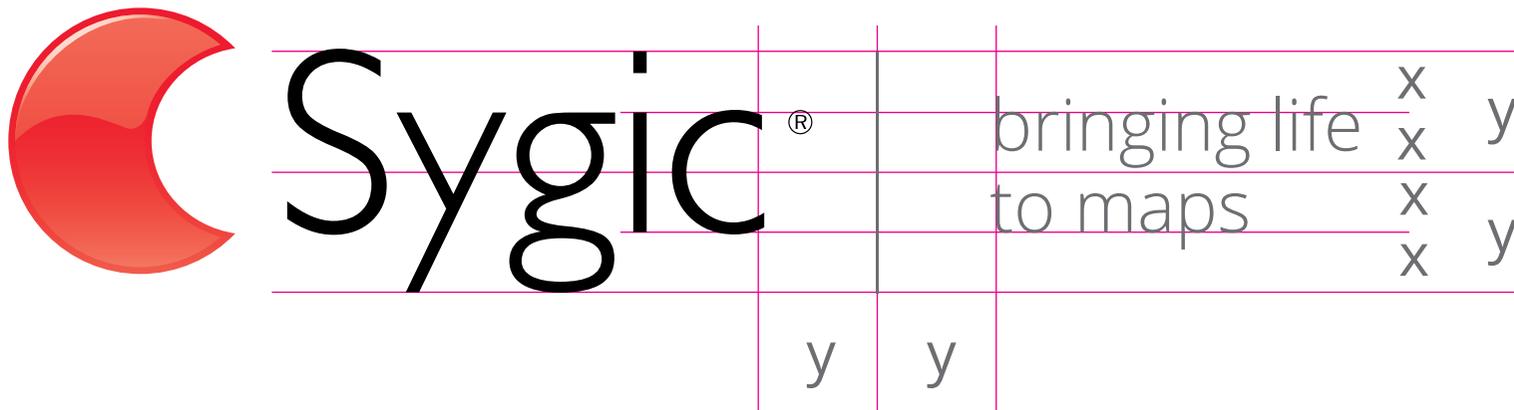**Coloring:**   CMYK – 0.0.0.70
                 PANTONE – Cool Gray 11
                 RGB – 109.110.113

The slogan and dividing mark have the same horizon as the typography in the logotype.

Pantone colors must be applied to the slogan in circumstances such as while printing a very small logo where a black raster would not look appealing or while printing on promotional products.

Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.70
                   PANTONE – Cool Gray 11
                   RGB – 109.110.113

In order for the slogan to be optically aligned with the logotype, place it according to this construction. It is not possible to align the slogan within the real borders of the logotype. Rather, adjust the alignment by optics.

Pantone colors must be applied to the slogan in circumstances such as while printing a very small logo where a black raster would not look appealing or while printing on promotional products.

Sygic®

x

1,5 x

bringing life to maps

Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.70
                 PANTONE – Cool Gray 11
                 RGB – 109.110.113

This variant is of an additional character: it is designated for circumstances in which the graphic designer wants to achieve a more dynamic character of the line wrapping, with a bigger focus on the logotype itself.

Pantone colors must be applied to the slogan in circumstances such as while printing a very small logo where a black raster would not look appealing or while printing on promotional products.

Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.70
PANTONE – Cool Gray 11
RGB – 109.110.113

Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.30
PANTONE – Cool Gray 4
RGB – 196, 198, 201

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Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.70
                 PANTONE – Cool Gray 11
                 RGB – 109.110.113

Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.0
                 PANTONE – White
                 RGB – 255, 255, 255

Slogan
Font: Open Sans Light
Coloring: CMYK – 0.0.0.100
                  PANTONE – Black
                  RGB – 0.0.0

Slogan
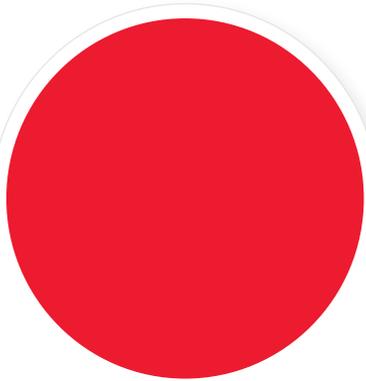Font: Open Sans Light
Coloring: CMYK – 0.0.0.0
                  PANTONE – White
                  RGB – 255, 255, 255

1.5 Logotype - Coloring

The logotype's basic colors, from which additional gradients can be derived.

Red
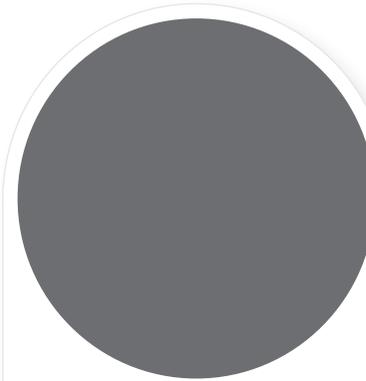
CMYK:	0.100.90.0
PANTONE:	1795
RGB:	237.27.47
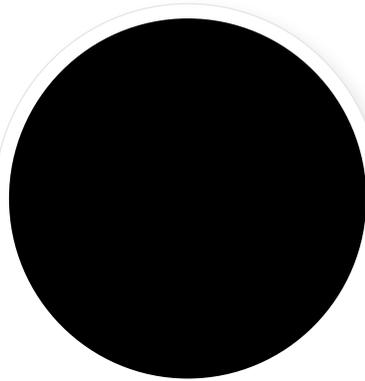
Black

CMYK:	0.0.0.100
PANTONE:	Process Black
RGB:	0.0.0

Grey

CMYK:	0.0.0.70
PANTONE:	Cool Gray 11
RGB:	109.110.113
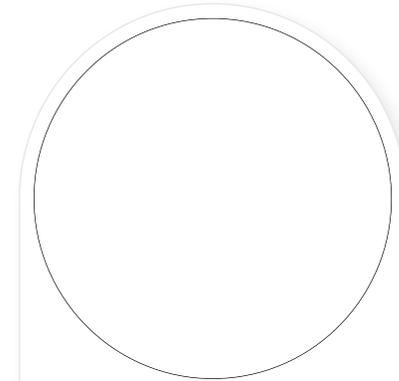
White

CMYK:	0.0.0.0
PANTONE:	-
RGB:	255.255.255

Basic 3D form

12 mm

50 % Black

Basic 3D form with slogan
Slogan coloring: CMYK – 0.0.0.100

15 mm

Basic 3D form with slogan
Slogan coloring: CMYK – 0.0.0.70*

*applicable only when placed on a white background. In other cases, use the coloring CMYK – 0.0.0.100 or PANTONE Process Black with a negative image of the logotype or white on backgrounds of 50% Black and darker.

20 mm

Additional 2D form
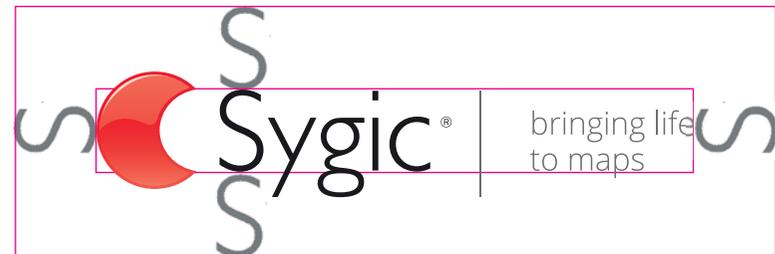The smallest possible use of a logo without a slogan and the 3D effect.

7 mm

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The logotype's minimum safety zone

The minimum safety zone is similarly defined when the slogan is added.

Besides being placed on inappropriate colored backgrounds (page 6), it is prohibited to distort, bend, or replace the logotype in any way, or change its lettering or the like.