



Corporate Identity Guidelines

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At the heart of the logo there is a graphic symbol - a cloud with capital letters inside of it. This cloud symbolises an internet message and its shape is a reference to a common messages that internet users often receive. The colors of the gradient are also simply recognizable and associated with online communication. This should push the user on the idea of that online communications and technologies will be used in process of education.

The capital letters inside the cloud are also related to this idea. "GO" - looks like buttons, which are commonly used in different interfaces and forms, and "i" - as an easily recognizable symbol of information.


Because of the capital letters used in the logo this graphic symbol can be used as a separate design or identification element.

There is a name below the graphic symbol, which takes two lines. The first line "german" is highlighted in color (dark gray), font and size, as the main part of the name. The second line is made in the same blue color as the graphic symbol. It is so to unite the symbol and the company name and one more time to highlight the meaning of online communication.


The reason why the word "german" is offset to the left in regards to graphical element is to make the logo more informal, to make the user feel that personal relations and privacy are of much importance in company's policy.




CMYK	53%	0%	0%	0%
RGB	24	253	253	



CMYK	98%	9%	0%	1%
RGB	10	166	238	



CMYK	72%	68%	58%	72%
RGB	41	42	42	



CMYK	68%	1%	0%	0%
RGB	43	188	239	

These primary colors are also used for the fonts.

Additional colors:



CMYK	13%	10%	10%	0%
RGB	219	219	218	



CMYK	9%	7%	7%	0%
RGB	228	228	227	

Additional colors are used to decorate other corporate identity elements.

For promotional items, business records and other purposes next fonts are used:

Twentieth Century™ Bold Italic - for headers, slogans etc.

Arial - for texts which are used in documents and on the website.

Italic letters made in Trebuchet MS font is recommended to use as little as it is possible.

The usage of serif fonts (Georgia, Times New Roman, etc.) - not recommended.

Twentieth Century™ Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . : , ; “ ” () ! ? + - / =

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . : , ; “ ” () ! ? + - / =

It is acceptable to use two main (solid) colors in headers. Basic dark gray and limited amount of basic blue color can be used for texts. In examples of corporate forms below you can see proportional colors and texts combinations.

Logotype - Color solution



Here you can see examples of the colors use:



Full color



Gray tones



Monochrome

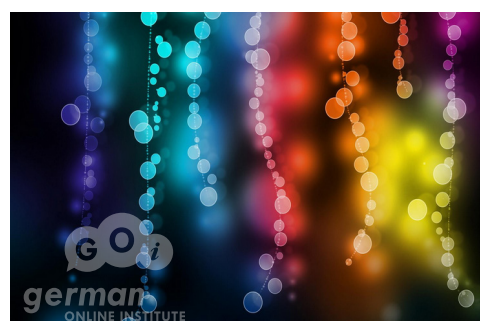
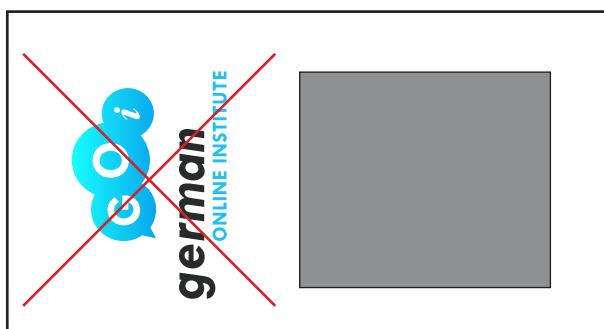


Inversion

Logotype - Improper use cases

The following usage of logo are unacceptable:

- place logo in any sloping position;
- place logo vertically on a horizontally oriented media (letterhead, sign, etc.)
Vertical arrangement is possible only on a vertically oriented media (eg., the roots of books, folders, etc.) or vaguely oriented media (eg, pen, scale, etc.). In this case, the location of the logo should be determined by the structure of the media and general orientation of the remaining elements (if any present);
- use full color or other color combinations that are not described in this manual as a background for logo. If it is necessary to insert the logo somewhere - a special frame is used. Exception - watermark - usually it is translucent white. It is permitted to place logo on photo or full color picture (use the monochrome white version of the logo in that case).



The corporate identity is based on the use of stylized form of the graphic symbol of the logo - white cloud circled gray and placed on a gray background. Here you can see that two additional corporate identity colors are used. You can find these two colors on the page number four of this manual. This element is traditionally placed at the top right corner of the corporate letter (or other document) and is a basis for the logo positioning. Gray area can cover the whole blank space (for example - if it is a business card) or only the upper part for the document if you need to form a space for the header, in the second case the rest part of the document remains white.

Sometimes, in the letter for example, there may be repetition of the gray area at the bottom of the document (at the so-called «basement»). It can be made to place contact information, if it is necessary.



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Document title

DOCUMENT DESCRIPTION

Heading

DOCUMENT SUBHEADING

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