

TBILISI PHOTOGRAPHY & MULTIMEDIA MUSEUM.

LOGOTYPE BASIC RULES & GUIDELINES

CREATED BY **CONNECT** 2018

The best way of creating the right visual impression of the brand is the consistent use of the same well designed distinguishing features wherever they can appropriately be embodied. This gives cumulative impact to the features used, causes the organisation's facilities to be easily recognised, and produces an identity which reflects the unity of the organisation behind all our activities. The way in which all the design features should be applied, to achieve consistency of effect over the whole brand, is set out in this manual.

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LOGOTYPE / FULL COLOR VERSION

The basic element of identification for brand identity is the symbol. It is a distinctive element of the corporate signature. Through consistent and correct use of the symbol and graphic elements we can ensure that a brand communicates itself with clarity and with relevance.

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LOGOTYPE / BLACK & WHITE VERSION

The basic element of identification for brand identity is the symbol. It is a distinctive element of the corporate signature. Through consistent and correct use of the symbol and graphic elements we can ensure that a brand communicates itself with clarity and with relevance.

TPMM.

TPMM.

LOGOTYPE / SHORT VERSION



H X = H letter

EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured.

The signature must be always surrounded by a minimum amount of "breathing space". No text, graphic, photographic, illustrative or typographic element must encroach upon this space.

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LOCKUP OF THE LOGOTYPE

**TBILISI
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**TBILISI
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MUSEUM.** 17mm

**TBILISI
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**TBILISI
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TPMM. 4mm

MINIMUM SIZE

For reasons of intelligibility, the minimum size on which a logo can be reproduced. It is recommended that the logo is not reproduced for printing smaller than 4 mm in height.

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LOGOTYPE ON BACKGROUNDS

Whenever the application method or the media itself resolves it, the logo should be full-color, consisting of one of the official colors and should be placed on the other or on white. Contrast must always be sufficient.



THE LOGO ON THE BACKGROUND

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IMAGERY USAGE WITHIN THE LOGO

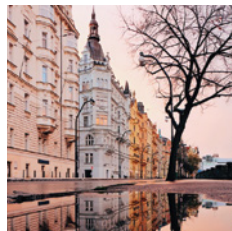


Image sample



C:0 M:100 Y:100 K:0
 R:237 G:28 B:36
 #ed1c24
 PANTONE ???



C:15 M:100 Y:90 K:10
 R:190 G:30 B:45
 #be1e2d
 PANTONE ???



C:0 M:80 Y:95 K:0
 R:241 G:90 B:41
 #f15a29
 PANTONE ???



C:0 M:100 Y:0 K:0
 R:236 G:0 B:140
 #ec008c
 PANTONE ???



C:70 M:80 Y:0 K:0
 R:105 G:80 B:161
 #6950a1
 PANTONE ???



C:0 M:0 Y:0 K:100
 R:35 G:31 B:32
 #231f20
 PANTONE ???

PRIMARY COLORS

Color is a key factor in ensuring rapid recognition of the logo. Like other elements of the design system, color must be used consistently if it is to serve this purpose.



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DO NOT alter the relationship between logo elements.



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DO NOT use any color variations of the logo other than those shown in these guidelines.



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DO NOT distort the logo.



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DO NOT rotate the logo.



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DO NOT apply effects within the logo.



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DO NOT blur the logo.

INCORRECT USES

The logotype is designed as solid stroke letterforms to be shown free-standing horizontally against a solid neutral background. The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage as outlined in this manual.

CREATED BY **CONNECT**

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