

LOGO  
MANUAL  
osiris





The color form of the logotype is used wherever technology and the number of colors allow it, especially in offset and digital printing and in electronic media.



This logotype version is used for all applications on a white or light background. It is also the preferred variant for promotional items, where printing with a few colors is only possible.



The white variant of the logotype is used for all uses on a black or dark background, whereas a black or colored variant cannot be used.

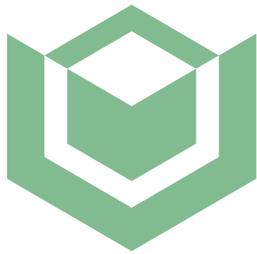


The protective zone of the logotype is the minimum size of the area in the open brand area, into which text, other logos or other graphic elements must not interfere. The protection zone protects the logotype from the undesirable effects of different graphic elements with which the logotype is located on the page (e.g. photo, block of text, page margin or another logotype). The protection zone also determines the smallest distance from the edge of the format to which the mark is applied.

The drawing above shows the principle and construction of the protective zone. The size of the protective zone is given by the height of the logo, when the height is three times the size of A.



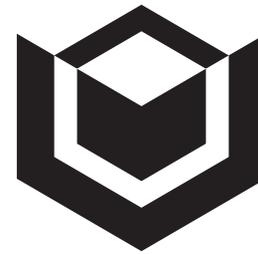
This size indicates the maximum possible size of the logotype, which means the minimum possible size of the logotype reproduction. This minimum size is strictly given and must be observed. The minimum size determines the size of the sign guaranteeing its error-free reproduction by printing techniques. The logotype must not be resized beyond this minimum size. Using signs in smaller sizes may be detrimental to their legibility and is therefore prohibited. For technologies that do not guarantee sufficient reproduction quality (screen printing, screen printing), it is recommended to use larger sizes than indicated.



RGB: 153 | 204 | 153  
CMYK: 50 | 7 | 53 | 2  
WEB: #99CC99



RGB: 51 | 102 | 153  
CMYK: 87 | 54 | 13 | 29  
WEB: #336699



RGB: 0 | 0 | 0  
CMYK: 0 | 0 | 0 | 100  
WEB: #000000



RGB: 254 | 254 | 254  
CMYK: 0 | 0 | 0 | 0  
WEB: #FEFEFE

In addition to logos and fonts, colors are a fundamental element of company identification. By using colors incorrectly, you can disrupt the visual unity of the entire system.



<https://fonts.google.com/specimen/Montserrat>

**MONTERRAT ExtraBOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**MONTERRAT SemiBOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**MONTERRAT Regular**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Part of the visual identity is the font by Montserrat family. This font is an essential and unchanging part of the visual identity used in all printed materials. However, this family contains several cuts, each dedicated to a different purpose. The Regular cut is used for typesetting plain text. For highlighting, SemiBOLD is used in the text. Extra Bold is used for headings.



# Arial

It is a sans-serif typeface that is part of the Microsoft Windows package, some other Microsoft software, and Apple's Mac OS X

**ARIAL BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

ARIAL normal  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

The additional font of the visual identity is the Arial font family. This font is used where it is not possible to use the main font for technical reasons, E.g., MS Office file cabinet, email communication.