



ANNIVERSARY LOGO / BASIC VERSION



This version of the logo is preferred for use on as many layouts as possible if the overall design and technical ability to reproduce colors correctly allow it.



In the case of placing the logo on contrasting fills, it is necessary to use the inversion of the logo in white.



If the logo is placed on a dark background, it is necessary to use a logo with a partial color inversion.



ANNIVERSARY LOGO / ADDITIONAL VERSION

ИННОПРОМ¹⁵

INNOPROM¹⁵

Logos like this are used when it is impossible to use the primary version.

ИННОПРОМ¹⁵

INNOPROM¹⁵

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INNOPROM¹⁵

CORPORATE COLORS

Pantone
214C

C 0
M 100
Y 35
K 0

R 237
G 15
B 115

#ed0f73

The primary color for use as background and painting of central design elements.

Pantone
361C

C 80
M 0
Y 100
K 0

R 13
G 177
B 75

#0db14b

Pantone
299C

C 70
M 16
Y 0
K 0

R 42
G 169
B 224

#2aa9e0

Pantone
115C

C 0
M 12
Y 84
K 0

R 255
G 219
B 67

#ffdb43

Pantone
Cool Gray 8C

C 20
M 20
Y 17
K 45

R 127
G 123
B 126

#7f7b7e

Complementary color for use as background and painting of central design elements.

Pantone
Black C

C 50
M 50
Y 50
K 100

R 0
G 0
B 0

#000000

Complementary color for use as background and painting of central design elements.

FONTS

Headings
and large inscriptions

Montserrat*
ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()

Sub-headings
and highlights

Montserrat
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()

*It is possible to use the Italic font
to highlight direct speech*

The main text
in printed materials

Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()

*It is possible to use the Italic font
to highlight direct speech*

Main text
in Microsoft Office

Arial**
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()

*It is possible to use the Italic style to highlight
direct speech and Black for headlines*

* Montserrat family fonts have an Open Font License (by Google LLC) and are free for commercial use..

** The use of this font is a forced measure to maintain cross-platform functionality between workstations both within company and outside it, including while sharing documents with government agencies.

CORPORATE BACKGROUND / OPTION 1

The basic corporate background includes INNOPROM's recognizable color, its shades, and the shapes used in the trademark of the basic version of the logo.

This background can be freely scaled and enlarged by copying the elements placed on it and positioning them at the designer's discretion. It is recommended for use on large advertising structures, brand racks, and other image layouts.

CORPORATE BACKGROUND / OPTION 1

CORPORATE BACKGROUND / COMBINED VERSION 1

The combined version can be used on various advertising layouts, facades, and other surfaces;
the guidelines do not restrict its use.

CORPORATE BACKGROUND / OPTION 2

The basic corporate background includes INNOPROM's recognizable color, its shades, and the shapes used in the trademark of the basic version of the logo.

This background can be freely scaled and enlarged by copying the elements placed on it and positioning them at the designer's discretion. It is recommended for use on large advertising structures, brand racks, and other image layouts.

CORPORATE BACKGROUND / OPTION 2

The background is a solid dark gray. It features three sets of concentric circles in a lighter gray color. One set of circles is on the left side, another is in the top right corner, and a third is in the bottom right corner. The circles are of varying radii and are partially cut off by the edges of the frame.

CORPORATE BACKGROUND / COMBINED VERSION 2

The combined version can be used on various advertising layouts, facades, and other surfaces; the guidelines do not restrict its use.

ФИРМЕННЫЙ ФОН / ПЛАНЕТА

This background type is intended only for image layouts with minimal text and should not be used as a base for text blocks, diagrams, or maps.



