



BIG **CENTRAL ASIA**
INDUSTRIAL
WEEK

INNOPROM

Guidelines for the Use of the Corporate Style

ANNIVERSARY LOGO / BASIC VERSION



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**

ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**

ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ

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.



**BIG INDUSTRIAL
WEEK**

CENTRAL ASIA

ИННОПРОМ



**BIG INDUSTRIAL
WEEK**

CENTRAL ASIA

ИННОПРОМ



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**

ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**

ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ

In the case of placing the logo on a corporate green background, it is necessary to use a logo with a partial inversion.



**BIG INDUSTRIAL
WEEK**

CENTRAL ASIA

ИННОПРОМ



**BIG INDUSTRIAL
WEEK**

CENTRAL ASIA

ИННОПРОМ



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**

ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**

ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ

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



**BIG INDUSTRIAL
WEEK**

CENTRAL ASIA

ИННОПРОМ



**BIG INDUSTRIAL
WEEK**

CENTRAL ASIA

ИННОПРОМ

ANNIVERSARY LOGO / ADDITIONAL VERSION



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**
ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ



**BIG
INDUSTRIAL
WEEK**
CENTRAL ASIA

INNOPROM

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



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**
ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ



**BIG
INDUSTRIAL
WEEK**
CENTRAL ASIA

INNOPROM



**БОЛЬШАЯ
ПРОМЫШЛЕННАЯ
НЕДЕЛЯ**
ЦЕНТРАЛЬНАЯ АЗИЯ

ИННОПРОМ



**BIG
INDUSTRIAL
WEEK**
CENTRAL ASIA

INNOPROM

CORPORATE COLORS

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

C 80
M 0
Y 100
K 10

R 10
G 162
B 69

#0AA245

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

Additional colors for creating corporate backgrounds:

C 80
M 0
Y 100
K 20

R 3
G 149
B 63

#03953F

C 80
M 0
Y 100
K 30

R 0
G 135
B 57

#008739

C 0
M 100
Y 35
K 5

R 225
G 11
B 100

#E10B64

C 0
M 100
Y 35
K 10

R 215
G 8
B 95

#D7085F

FONTS

Headings
and large inscriptions

Montserrat*
ExtraBold

АБВГДЕЁЖЗИЙКЛМНОПРСЕУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрсеуфхцчшщъыьэюя
0123456789!@#\$\$%^&*()

Sub-headings
and highlights

Montserrat
SemiBold

АБВГДЕЁЖЗИЙКЛМНОПРСЕУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрсеуфхцчшщъыьэюя
0123456789!@#\$\$%^&*()

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

The main text
in printed materials

Montserrat
Regular

АБВГДЕЁЖЗИЙКЛМНОПРСЕУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрсеуфхцчшщъыьэюя
0123456789!@#\$\$%^&*()

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

Main text
in Microsoft Office

Arial**
Regular

АБВГДЕЁЖЗИЙКЛМНОПРСЕУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрсеуфхцчшщъыьэюя
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 2

CORPORATE BACKGROUND / COMBINED VERSION

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

