

CORPORATE BRAND GUIDELINES

POSITIVE TECHNOLOGIES

Brief recommendations for maintaining **Positive Technologies** visual identity in print and web media

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Logo

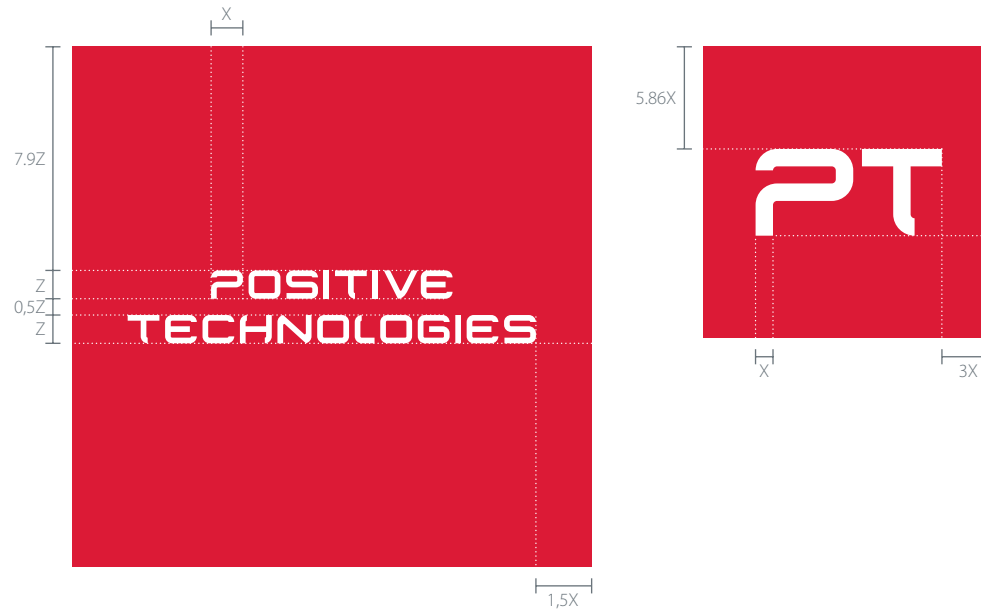
The Positive Technologies logo is technology-centric, positive, and innovative. The font—laconic, precise, yet open—exemplifies high-tech typography in keeping with the company's forward-looking ethos.

All letters in the logo are styled identically. The horizontal, steadfast logo is made dynamic by the slightly stretched letters. The width of the letter P is considered in calculations as $X=xp$.

The logo is always written in English letters.

The logo exists in three versions:

- Primary version—horizontal.
- Additional version—square, with the company name on two lines.
- Additional, space-efficient version—square with the company initials.

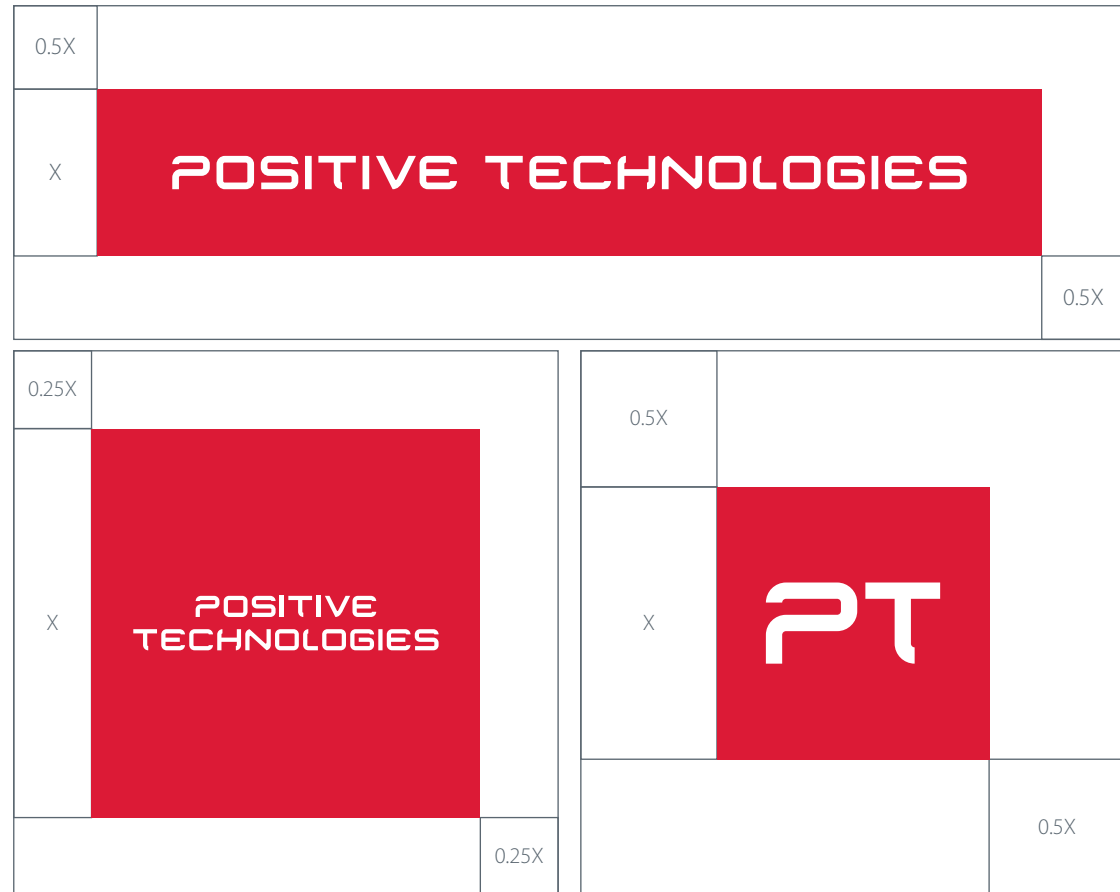
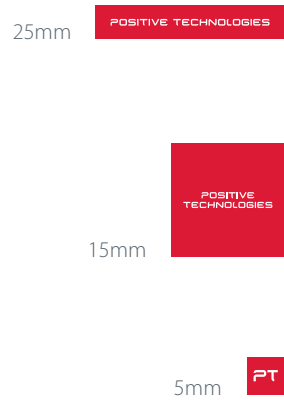


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Logo comfort zone

The logo must always have space around it, so give it "room to breathe." This ensures that the logo is easy to read and does not get overwhelmed by surrounding text or graphics. The minimal buffer space on each of the four sides of the logo equals 1/2 the height of the logo itself.

Minimal logo sizes (width) in print media.



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Permissible styling option

When the logo is backgrounded by a corporate red color, a white rectangle/square outlines the logo. The thickness of the rectangle/square equals the thickness (weight) of the font.

X=

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Logo contrast and permissible uses of

On a single-color dark background, if the color is not a corporate color, the logo must be white.

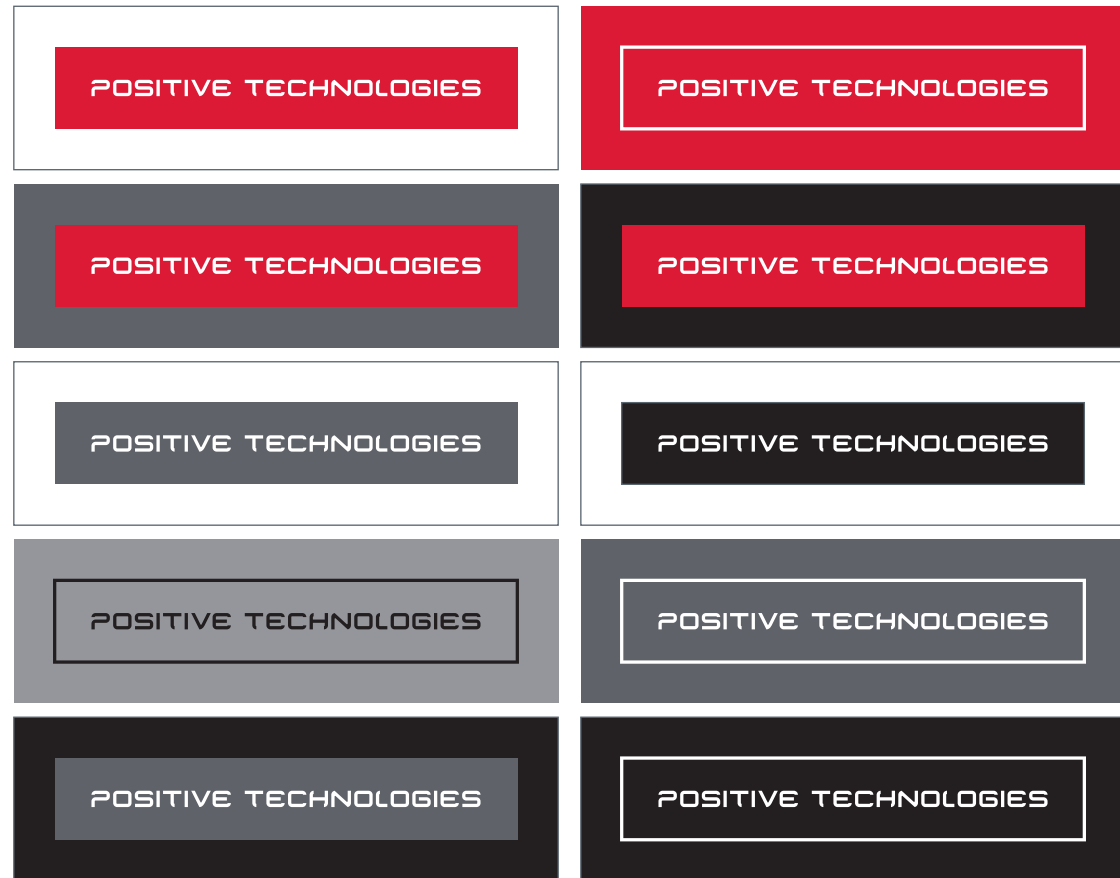
On a Positive Gray background, the logo must be white.

On a Positive Red background, the logo must be white.

On a single-color light-gray background, Positive Red is used.

On a single-color dark background, if the color is not a corporate color, the logo must be white.

On a single-color bright background, Positive Gray is used.



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Do not:

Change the logo proportions.

Put the logo at an angle.

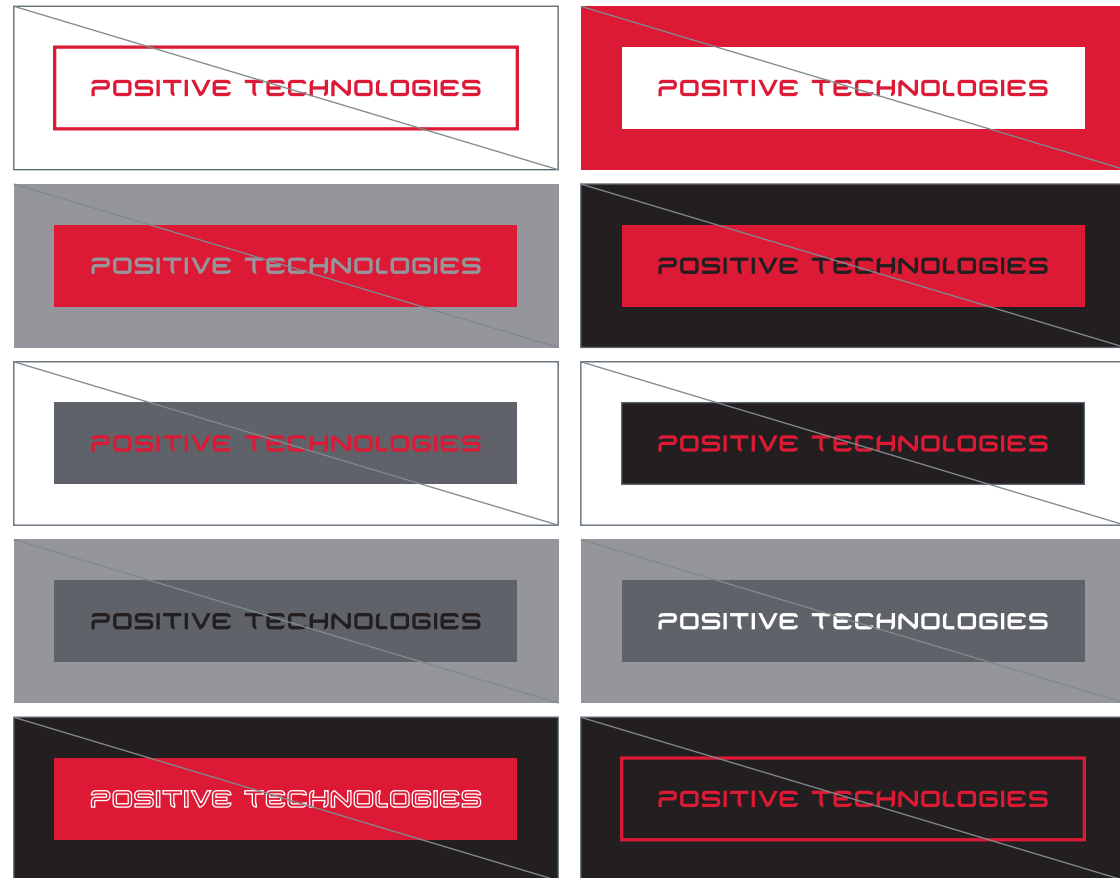
Use non-corporate colors.

Use gradients, shadows, or contour lettering in the logo.

Place text or graphics in the empty space of the logo.

Use the logo as a background for text or graphics.

Use non-contrasting color combinations for the logo and background.



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Main colors

The main corporate colors in Positive Technologies style are red (Pantone 186C) and gray (Positive Gray Pantone 431C).

In advertising materials, Positive Red may be used for emphasizing key areas, as the background color of page elements.

In advertising materials, Positive Gray may be used similarly, but to provide lesser emphasis.

Positive Red

Pantone 186 C
R 198, G 12, B 48
Pantone 186 EC
C 2, M 100, Y 82, K 6
HTML cc0000
ORACAL 031 rot red

R 226, G 85, B 81
C 7, M 82, Y 68, K 0
HTML E25551

R 238, G 131, B 122
C 2, M 60, Y 45, K 0
HTML EE837A

White
HTML FFFFFFFF

Positive Grey

Pantone Cool Grey 9 C
R 116, G 118, B 120
Pantone Cool Grey 9 EC
C 30, M 23, Y 17, K 58
HTML 747678
ORACAL 071 M grau grey

R 121, G 125, B 131
C 24, M 17, Y 13, K 45
HTML 797D83

R 148, G 151, B 156
C 18, M 13, Y 10, K 34
HTML 94979C

Logo-derived text

Based on the characters of the logo, a table of characters has been created at right.

These characters are suitable for printing slogans on souvenirs and other materials, without use of the logo while maintaining a connection with the Positive Technologies brand.

Rules governing color combinations are the same as for logo use.

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z

A B B B Г Д Е Ж З
И К Л М Н О П Р
С Т У Ф Х Ц Ч Ш Щ
Ъ Ъ Ь Э Ю Я

0 1 2 3 4 5 6 7 8 9
\$ % & (, . : ; # ! ?)

Font

Myriad Pro is the core font in Positive Technologies style. In corporate materials, four variants of the font may be used:

Myriad Pro Condensed
Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold

Myriad Pro Condensed **abcdefghijklmnopqrstuvxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(;;!/?/#*)

Myriad Pro Regular **abcdefghijklmnopqrstuvxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(;;!/?/#*)

Myriad Pro Semibold **abcdefghijklmnopqrstuvxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(;;!/?/#*)

Myriad Pro Bold **abcdefghijklmnopqrstuvxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(;;!/?/#*)