APATOR

Rules for the use of the Apator trademark



last update: 02.2022

1. Basic version of the logo

The basic version is vertical. It is perfect for use on all carriers, it is universal, clear and legible. It can be used in image materials as a leading graphic element.

The basic version is used for corporate materials, on stationery, business cards as well as for the marking of offices, buildings and company premises.

The imprint cannot be used alone, without the APATOR typography.



2. Horizontal version of the logo

The horizontal version is used on vertically limited surfaces: narrow stripes, external information boards, access road signs. It differs from the basic version only in the imprint being located next to the logotype (on the left) instead of above it.



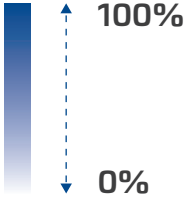
3. Colours

In modern marketing practice, offset printing using CMYK colours is the basic printing technique for logos.
Thus, CMYK colours were chosen as the colour pattern.

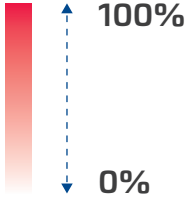
Gradient colours may be used in graphic forms building the layout. You can also build graphs, tables, text frames, etc. in the selected colour scheme.

The Apator logo is available in 2 colours - navy blue and red. Navy blue appears in the imprint and logotype, while red appears only in the imprint. Grey completes the colour palette.

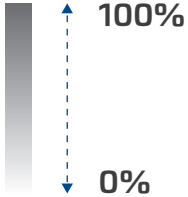
C:**100** M:**70** Y:**0** K:**20**
PANTHONE:**294C**
R:**4** G:**60** B:**119**
RAL:**5013**
FILM: **ORACAL 050**



C:**0** M:**100** Y:**70** K:**0**
PANTHONE:**199C**
R:**219** G:**34** B:**66**
RAL:**3020**
FILM: **ORACAL 032**



C:**0** M:**0** Y:**0** K:**70**
PANTHONE: **Cool Grey 10 C**
R:**112** G:**112** B:**114**
RAL:**7005**
FILM: **ORACAL 071**



4. Protective field

For the logo to be clearly visible, it should be surrounded by a protective zone. The minimum protection zone is shown by a dashed line in the illustration. The size of the protection zone was designated in order to separate the logo from typography and other graphic elements that might appear too close.

The minimum zone should be used in each design which includes the Apator brand logo. The size of the corporate logo protective field is determined by the height of the letter O in the brand name.





5. Minimum size of the trademark

Definition of the smallest acceptable size of the logo guarantees the legibility of the letters contained in the logotype. It is important to maintain the minimum protective field when placing the logo on small surfaces.

If, during the reproduction process, it is not possible to achieve proper legibility of the corporate logo with the given minimum sizes, it is recommended to increase the size proportionally to achieve the correct legibility.

Vertical version



Horizontal version



6. Colour variants of the trademark

The logo should be used in 1 of 3 versions: the basic version (red and navy blue), the monochromatic version (unevenly black) or the achromatic version (uniformly black or uniformly white).

The monochromatic and achromatic versions are used when the basic colour versions cannot be used mainly due to technological limitations related to the production of corporate materials with the use of e.g. embossing, milling, engraving.

Usage: in the press, black and white publications, marking of buildings (embossed boards).

Basic version





Monochromatic version





Achromatic version





7. Logo on a background

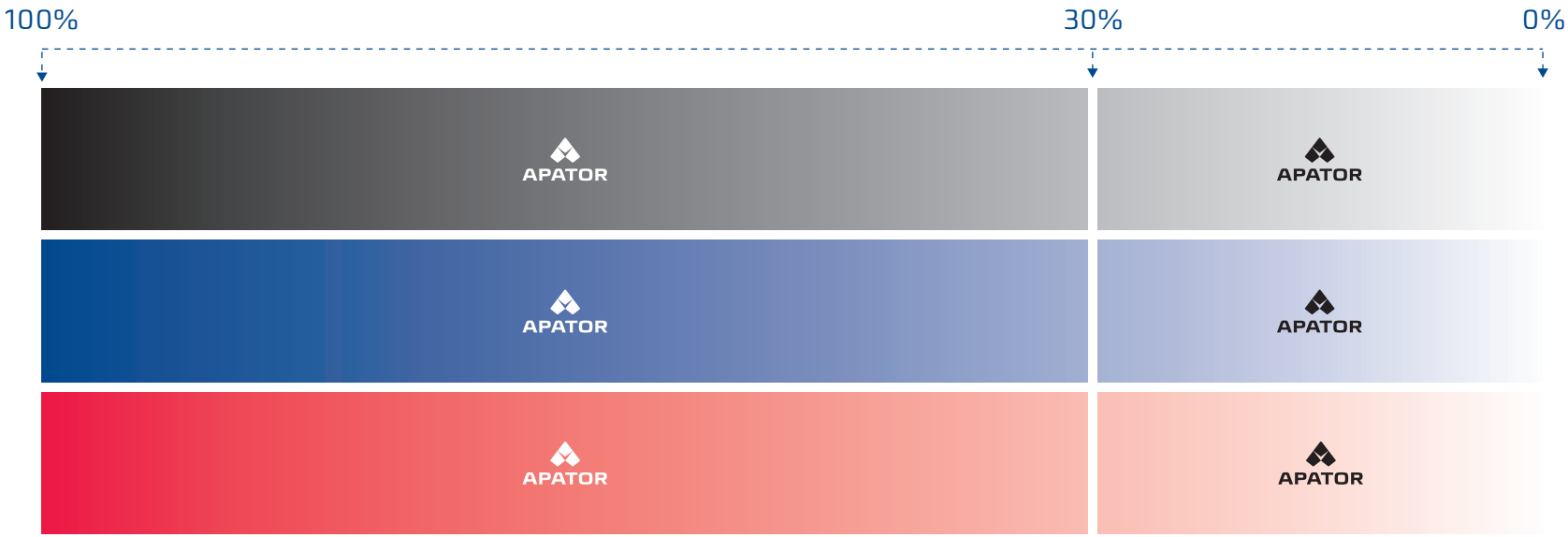
Logo can be placed on the background of the colours occurring in the gradient of basic colours and gray scale only if it is not possible to use it on white background. The directions for use are indicated in the diagram below.



NOTE!
In exceptional situations, when we are forced to place the logo on photos, it is necessary to make sure that the background underneath is a uniform field.

On a background with colour saturation of 30% to 100%, use the white version of the logo.

On a background with colour saturation of 0% to 29%, use the black version of the logo.



8. Unacceptable examples of use

The following examples illustrate improper use of the logo



Changes in the colours of the logo



Changes in proportions
and deformations of components



Heterogeneous background





On photos, when the logo blends into the background



All forms of transparency and penetration

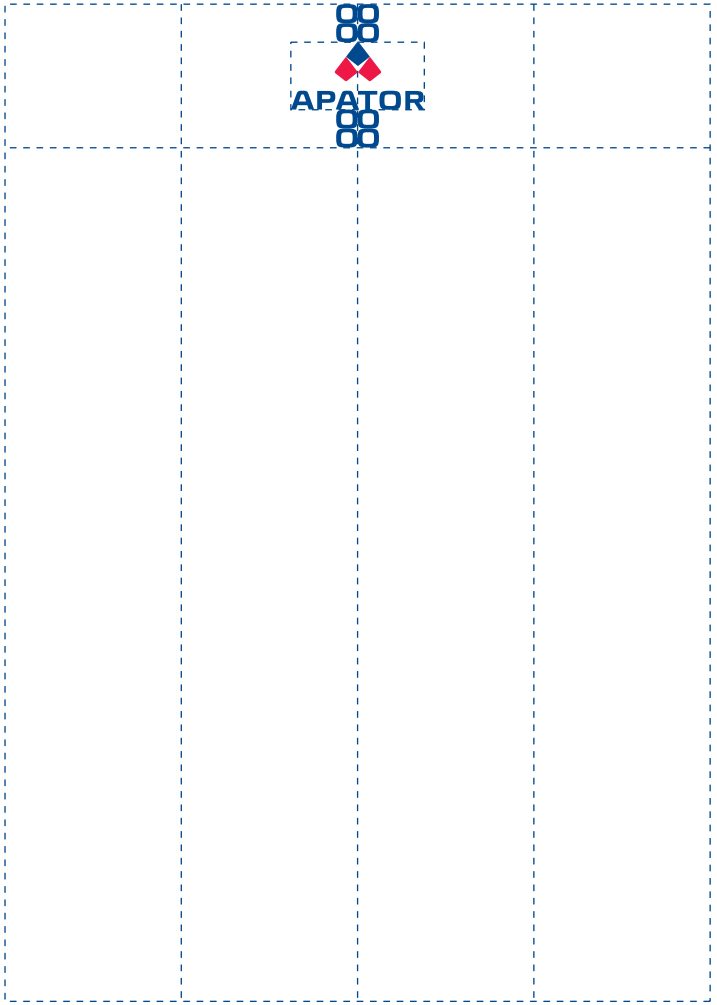
9. Logo positioning

The logo should be placed in the upper right corner of the surface, keeping a distance from the edge at least as long as the protective field. **The minimum distance is a doubled letter O from the logo.** We do not restrict the use of any sizes of the logo, provided that the protective field is kept. In specific cases, it is possible to center the logo on the carrier.

Upper right corner.
Minimum distance from the upper and lateral edge - 2 x letter O.



Centred.
Minimum distance from the upper edge - 2 x letter O.



10. Company logos

Logotypes identifying a particular company are presented when the material relates to the activities of a particular company. Then we replace the basic logo with the company logo. Despite the discrepancies in the names of companies, their visual representation is uniform. **The companies' logos function only in a horizontal layout.**















10.1. Colours

The colours of the logos of individual companies are identical to those of the basic version.

It comes in 2 colors - navy blue and red. The navy blue appears in the imprint and the company logo and company name, while red appears only in the imprint. Grey completes the colour palette.

C:**100** M:**70** Y:**0** K:**20**
PANTHONE:**294C**
R:**4** G:**60** B:**119**
RAL:**5013**
FILM: **ORACAL 050**

C:**0** M:**100** Y:**70** K:**0**
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C:**0** M:**0** Y:**0** K:**70**
PANTHONE: **Cool Grey 10 C**
R:**112** G:**112** B:**114**
RAL:**7005**
FILM: **ORACAL 071**

10.2. Protective field

As in the case of the basic version, a logo identifying a particular company should be surrounded by a protective zone. The minimum protection zone is shown by the dashed line in the illustrations. **The size of the corporate logo protective field is determined by the height of the letter O in the brand name.**

The size of the protection zone was designated in order to separate the logo from typography and other graphic elements that might appear too close. The minimum zone should be used in each design which includes the logo of a particular company











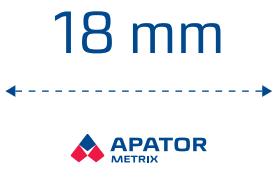




10.3. Minimum size of the trademark

Definition of the smallest acceptable size of the logo guarantees the legibility of the letters contained in the logotype. It is important to maintain the minimum protective field when placing the logo on small surfaces. The minimum size of the trademark is the same for each company logo, that is 18 mm

If, during the reproduction process, it is not possible to achieve proper legibility of the corporate logo with the given minimum sizes, it is recommended to increase the size proportionally to achieve the correct legibility.

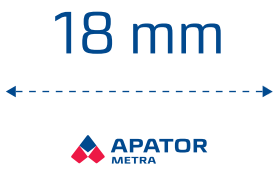














10.4. Colour variants of the trademark

The monochromatic and achromatic versions are used when it is not possible to use the basic colour versions, mainly due to technological limitations related to the production of corporate materials with the use of e.g. embossing, milling, engraving.

Monochromatic variants















Achromatic variants















10.5. Logo on a background

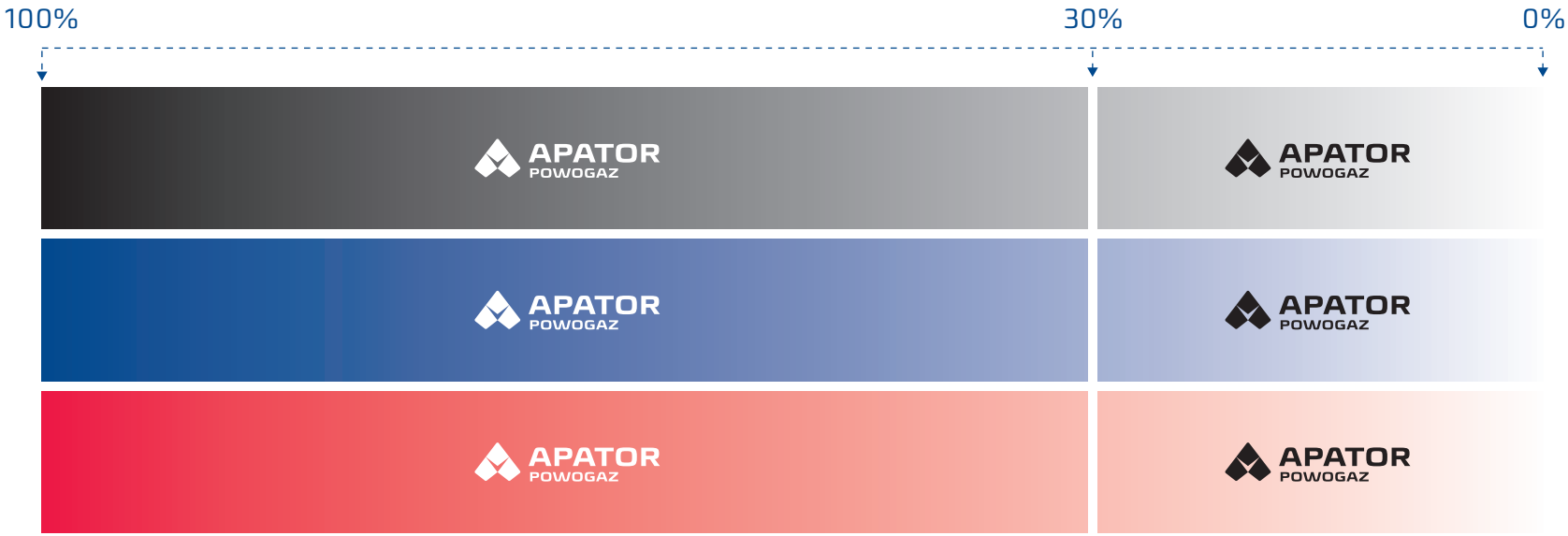
Logo can be placed on the background of the colours occurring in the gradient of basic colours and gray scale only if it is not possible to use it on white background. The directions for use are indicated in the diagram below.



NOTE!
In exceptional situations, when we are forced to place the logo on photos, it is necessary to make sure that the background underneath is a uniform field.

On a background with colour saturation of 30% to 100%, use the white version of the logo.

On a background with colour saturation of 0% to 29%, use the black version of the logo.



10.6. Unacceptable examples of use

The following examples illustrate improper use of the logo.



Changes in the colours of the logo



Changes in proportions
and deformations of components



Heterogeneous background





On photos, when the logo blends into the background



All forms of transparency and penetration

10.7. Logo positioning

The logo should be placed in the upper right corner of the surface, keeping a distance from the edge at least as long as the protective field. **The minimum distance is a doubled letter O from the logo.** We do not restrict the use of any sizes of the logo, provided that the protective field is kept. In specific cases, it is possible to center the logo on the carrier.

Upper right corner.
Minimum distance from the upper and lateral edge - 2 x letter O.



Centred.
Minimum distance from the upper edge - 2 x letter O.



10.8. Logo with a slogan

Variants of the PL version:





Variants of the EN version:





11. Basic typography

Font used for text communication in promotional and information materials. Used in publications and other projects prepared by advertising agencies, printing houses and marketing departments which have access to the licensed Sica font.

Sica ExtraLight

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Sica SemiBold

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Sica Light

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Sica Bold

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Sica Regular

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Sica ExtraBold

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Font used in Internet communication, internal documents, presentations, and instructions when it is not possible to use the basic font.

Arial

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

Arial Bold

aąbcćdeęfghijklłmnńoóprsśtuwxyzźż
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWXYZŹŻ

www.apator.com