HELIKON-TEX®
BRANDBOOK

HELIKON-TEX®

INTRODUCTION

This brandbook contains basic information on the visual identification of the Helikon-Tex® brand. It includes rules and guidelines regarding the appearance and application of the logo in order to build uniform and coherent communication and brand image.

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⁰¹LOGO

The logo of the Helikon-tex® brand consists of a logotype - a text which is also the name of the brand and an emblem - a graphic symbol by which its recognition is built. The basic version of the logo is displayed on a background which is a black, rounded field, due to which the clarity and functionality of the logo are increased.

02 THE PROTECTIVE FIELD

LOGO BACKGROUND FIELD

LOGO PROTECTIVE FIELD

The protective field (not to be confused with the logo background field) is the area surrounding the logo making it properly displayed. There must be no other graphic forms in the protective field that could disturb the reception. In order to determine the dimensions of the protective field when using logo variations without the background field, the dimensions of the basic version of the logo should be used as a guide.

⁰³PLACEMENT
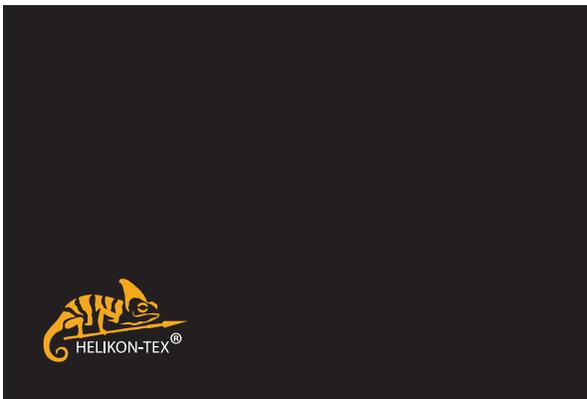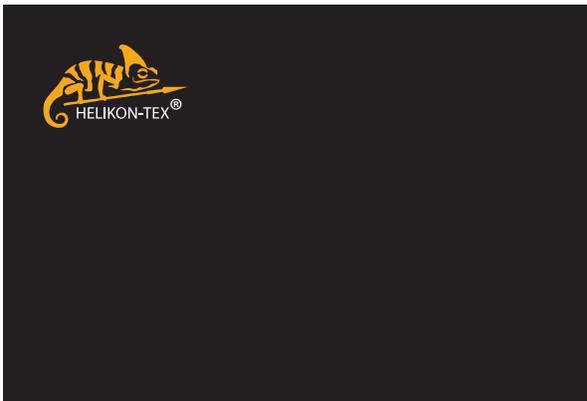
The Helikon-Tex® logo, whose position is determined by the protective field, can be placed in the center or at the edge of the area on which it is displayed. In the latter case, it can be placed near the top, bottom, left, and right edges (taking into account the protective field of the sign).

IMPLEMENTATION BASIC VERSION
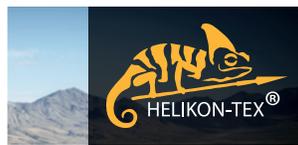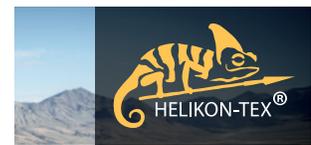
When placing the logo on the background, remember that it should not be smaller than the defined protective field of the logo. It is allowed to use the logo without the logo field, however, in this case, the rule of keeping the protective field of the logo still applies. In order to maintain the legibility of the logo, it should also be remembered that the degree of darkening of the background on which it is located should not be lower than 80%, and the field itself should be neutral.

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# IMPLEMENTATION ALTERNATIVE VERSION

It is allowed to use alternative versions of the logo in order to display it on a white background. When using the above versions, remember that the field on which the logo is placed should not be smaller than the defined protective field.

MINIMUM SIZE
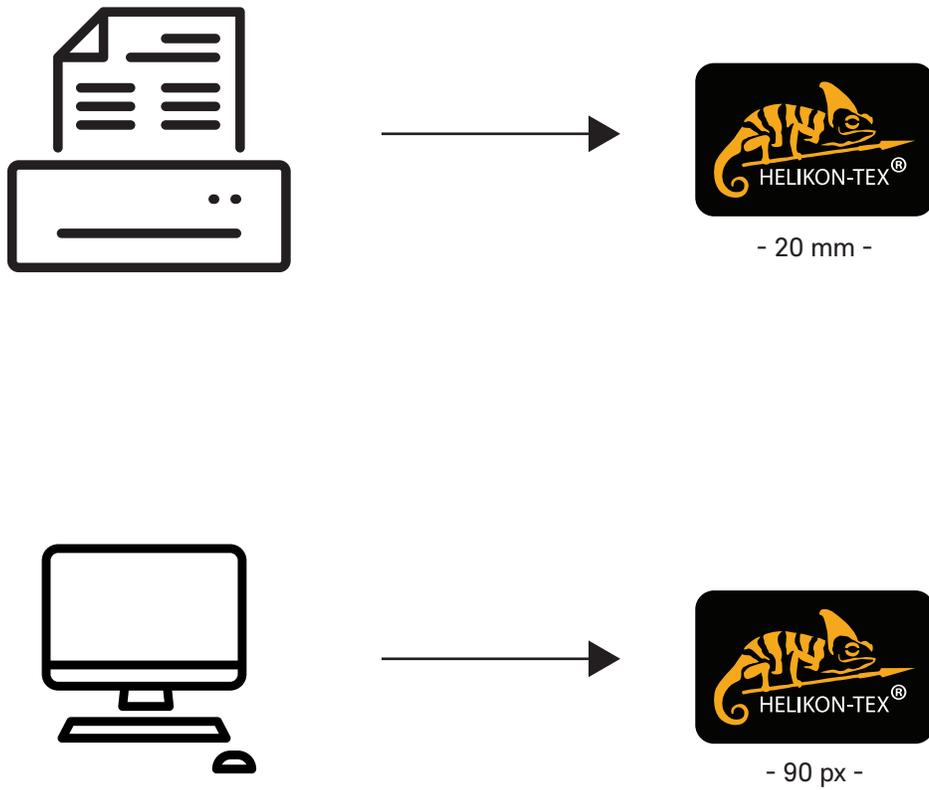
- 20 mm -

- 90 px -

Bearing in mind the legibility of the logo and its functionality, the minimum size of the logo should be respected.

Minimum logo width for printed materials: 20 mm

Minimum logo width for digital use: 90 px

COLORS
BASIC
VERSION

A

PANTONE	130 C
CMYK	0 / 35 / 100 / 0
RGB	242 / 169 / 0
HEX	F2A900
RAL	1080

PANTONE	PROCESS BLACK C
CMYK	20 / 20 / 20 / 100
RGB	0 / 0 / 0
HEX	000000
RAL	9005

B

PANTONE	7503 C
CMYK	0 / 12 / 35 / 25
RGB	168 / 153 / 104
HEX	A89968
RAL	780

PANTONE	5743 C
CMYK	33 / 0 / 85 / 82
RGB	62 / 72 / 39
HEX	3E4827
RAL	6020

C

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	FFFFFF

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	000000

D

CMYK	0 / 0 / 0 / 40
RGB	153 / 153 / 153
HEX	999999

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	FFFFFF

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	000000

In order to maintain the consistency of the visual identity of the brand, the colors presented above should be used.

The basic version of the logo (A) should always be used for all kinds of materials and publications. It is allowed to use the logo in other colors (presented above) only in exceptional situations, e.g. printing limitations or visual limitations.

The use of variant (B) is allowed only in combination with camouflages and military elements, in order to maintain their functionality.

COLORS
ALTERNATIVE
VERSION

PANTONE	130 C
CMYK	0 / 35 / 100 / 0
RGB	242 / 169 / 0
HEX	F2A900
RAL	1080

PANTONE	COOL GRAY 9 C
CMYK	0 / 0 / 0 / 60
RGB	102 / 102 / 102
HEX	666666
RAL	7005

CMYK	0 / 0 / 0 / 40
RGB	153 / 153 / 153
HEX	999999

CMYK	0 / 0 / 0 / 60
RGB	102 / 102 / 102
HEX	666666

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	000000

It is allowed to use an alternative version of the logo in situations where the background is light or white.

⁰⁹PROHIBITED PRACTICES

A) interference the colors in the logo

B) changing the colors in the logo

C) changing the form of the background field

D) changing the color of the background field

E) using an incomplete logo

F) changing of typography

¹⁰TYPOGRAPHY

CORE SANS E

THIN
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

LIGHT
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

BOLD
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

HEAVY
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

BLACK
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

OPEN SANS

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuWwYyZz1234567890

PRINT

The basic typeface used in visual identification and promotional materials is the Core Sans E family of fonts. It is used everywhere, including headings, tags and descriptive texts.

WEB

The typography used on the Internet (social media, websites, etc.) is Core Sans E - HEAVY and Open Sans - REGULAR

The typography presented characterizes simplicity and modern, plain looks.