

BRAND BOOK

Eko-Okna S.A.



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LOGO GENESIS

The logotype has not changed since the foundation of the company, which reflects the company's attachment to tradition and values, and emphasises its stable position.

The prefix 'eko' in the company name refers primarily to the ecological approach to the production process and the use of recycled materials.

The straight and sharp edges of the logotype add dynamism and energy which accompany us in our everyday work. The italicised letters indicate our constant pursuit of innovation and development. The colour blue represents peace, reliability and infinity.



BASIC VERSION OF THE LOGO

The Eko-Okna S.A. logo consists of two lettering parts forming the wording 'eko okna'.



PRIMARY LOGO AND ITS PROTECTIVE FIELD

The protective field is the space around the logo where no other graphic objects or text can be located.
In the case of this logo, the protective field is determined by the size of the base of the first letter 'e' in the logo.



COLOUR SCHEME OF THE LOGO

The Eko-Okna S.A. logo has a strictly defined colour scheme.



Pantone Process Cyan EC

1

C:100, M:0, Y:0, K:0
R: 0, G: 159, B: 227

#009fe3

Pantone 2728 EC

2

C:100, M:60, Y:0, K:0
R: 0, G: 92, B: 162

#005ca9

SCALING AND MINIMUM SIZE OF THE LOGO

It is permissible to scale the logo while maintaining its proportions. The Eko-Okna S.A. logo has a strictly defined minimum size. The logo should not be used below the minimum size.

The logo consists of the word "eko" in a light blue, sans-serif font above the word "okna" in a darker blue, sans-serif font. Both words are slightly offset to the right.

13 mm

offset printing

The logo consists of the word "eko" in a light blue, sans-serif font above the word "okna" in a darker blue, sans-serif font. Both words are slightly offset to the right.

25,5 mm

screen printing

The logo consists of the word "eko" in a light blue, sans-serif font above the word "okna" in a darker blue, sans-serif font. Both words are slightly offset to the right.

36 mm

hot stamping

USE OF THE LOGO ON DIFFERENT BACKGROUNDS

White is the standard colour of the background. It is permissible to use the logo on a coloured background, but only if it is sufficiently bright and uniform so as not to reduce the legibility of the logo. In the case of a highly saturated colour background, it is recommended to use the monochromatic version of the logo.



IMPERMISSIBLE MODIFICATIONS

For the correct logo usage, it should be used as directed. Unacceptable logo usage includes inconsistency, misshaping, layout changes to the letters, changes to the colour scheme, adding an outline, placement too close to the edge of other graphics, etc.



**eko
okna**

www.ekookna.com