



**ALPRO
NESA**

HEALTH & FOODS

LOGOBOOK
2021

1. Logo version



Black round version

Black

01_AlproNesa-logo_black-round_white



Gold

01_AlproNesa-logo_black-round_gold



Stamp
version

02



Black

02_AlproNesa-logo_stamp_black



White

02_AlproNesa-logo_stamp_white



Gold

02_AlproNesa-logo_stamp_gold

Art
version

03



Black

03_AlproNesa-logo_art_black



White

03_AlproNesa-logo_art_white



Gold

03_AlproNesa-logo_art_gold

Additional name
version

04

**ALPRO
NESA**

HEALTH & FOODS

Black

04_AlproNesa-logo_name_black

**ALPRO
NESA**

HEALTH & FOODS

**ALPRO
NESA**

HEALTH & FOODS

White

04_AlproNesa-logo_name_white

Gold

04_AlproNesa-logo_name_gold

2. Colors





Black

CMYK 0 0 0 100

RGB 0 0 0

000000



White

CMYK 0 0 0 0

RGB 255 255 255

FFFFFF



Gold

CMYK 10 40 65 0

RGB 229 166 102

e5a666

CMYK — color for print

RGB — color for web

d1393f — color for web

3. Logo structure and protection zone

The protective zone of the logo is needed so that when it is used on different media, its structure was preserved and no elements should fit on it: pictures, lines, etc. This is the minimum threshold that should not be exceeded. The minimum size of the protective zone is 10 mm. All these construction rules apply to **all compositional views** of your logo presented in this logobook.



Centre



Logo zone



Protection zone

4. Font

GOTHAM PRO

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ

1234567890!@#\$%^&*()_+«»

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ

1234567890!@#\$%^&*()_+«»

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ

1234567890!@#\$%^&*()_+«»

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ

1234567890!@#\$%^&*()_+«»

