

ZASADY OGÓLNE

KOLORYSTYKA



C:0% M:0% Y:0% K:100%
R:6 G:7 B:8
Pantone: Process Black C



C:0% M:95% Y:90% K:0%
R:240 G:45 B:45
Pantone: Red 032



C:0% M:0% Y:0% K:40%
R:178 G:178 B:178
Pantone: Cool Gray 7



C:0% M:0% Y:0% K:0%
R:255 G:255 B:255

TYPOGRAFIA

Zalecany krojem pisma całej identyfikacji wizualnej jest Myriad Pro.

Główny krój pisma

Myriad Pro Condensed	abcdef	ABCDEF	123456
Myriad Pro Regular	abcdef	ABCDEF	123456
Myriad Pro Semibold	abcdef	ABCDEF	123456
Myriad Pro Bold	abcdef	ABCDEF	123456

Systemowa i sieciowa alternatywa kroju pisma

→ Arial Narrow	abcdef	ABCDEF	123456
→ Arial Regular	abcdef	ABCDEF	123456
→ Arial Bold	abcdef	ABCDEF	123456

Dopuszczalne odmiany kroju

Myriad Pro Condensed	abcdef	ABCDEF	123456	→ Arial Narrow	abcdef	ABCDEF	123456
<i>Myriad Pro Condensed Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>				
Myriad Pro Bold Condensed	abcdef	ABCDEF	123456				
<i>Myriad Pro Bold Condensed Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>				
Myriad Pro Light	abcdef	ABCDEF	123456				
<i>Myriad Pro Light Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>				
Myriad Pro Regular	abcdef	ABCDEF	123456	→ Arial Regular	abcdef	ABCDEF	123456
<i>Myriad Pro Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>	→ <i>Arial Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>
Myriad Pro Semibold	abcdef	ABCDEF	123456				
<i>Myriad Pro Semibold Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>				
Myriad Pro Bold	abcdef	ABCDEF	123456	→ Arial Bold	abcdef	ABCDEF	123456
<i>Myriad Pro Bold Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>	→ <i>Arial Bold Italic</i>	<i>abcdef</i>	<i>ABCDEF</i>	<i>123456</i>