



Graphic Manual of ELI Beamlines Trademark

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# Introduction

The graphic manual represents obligatory regulation used as an instruction for work with the trademark (logo). It contains definition of values (logotype, graphic elements, surroundings, variety of colours), instructions for their use. To attain really effective constructive communication you have to meet all requirements defined in the manual.

Documents created outside valid samples (forms, messages etc.) where the logo ELI Beamlines is used should be based on materials specified here. Only this way it is ensured that ELI Beamlines acts under consistent heading in all communication channels, towards both its partners and public.

The most important element of the uniform visual identity is the basic trademark (logo). The other important elements are colour scheme and type front. The three basic aspects form ELI Beamlines visual representation.

Principles of uniform visual style are summed up in this graphic manual containing summary information that will help you to understand and apply the ELI Beamlines visual style.



# Basic colour version of the logo

Use of the versions is not limited and it is recommended where no technical limitation exists that may prevent the use. At the same time the versions represent the most frequently used form of the ELI Beamlines logo.

Version to be used on white background



Version to be used on dark,  
colourful or other complicated backgrounds



# Black and white version of the logo

Black and white version of the trademark may only be used if print technology or other important events prevent use of the trademark in colour version.

Version to be used on light background



Version to be used on dark background



# Prohibited shape and colour versions of the logo

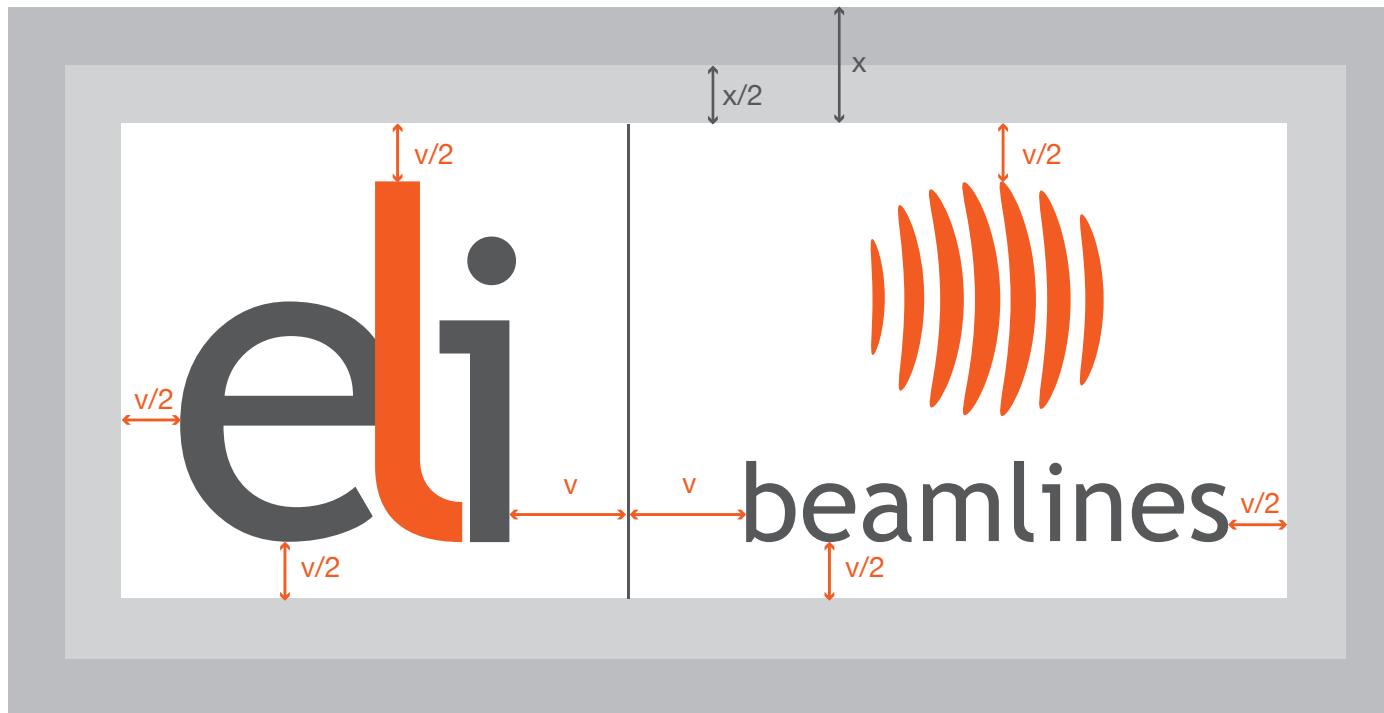
Shape and colour scheme of the logo specified under this manual are binding. Other versions of the logo are not permissible. It is not possible to change the colour scheme of the logo, its shape or to create other versions that are not identical with the prescribed form of the logo.



# Construction and zone of protection of the logo

The zone of protection is defined as width of a part of the logo in all directions. Purpose of the zone of protection is to ensure sufficient space gap between the logo and all the other graphic elements that may affect optical uniqueness of the logo.

The zone of protection also enables proper location of the logo at the edge of the sheet of paper. The logo should be a part of overall composition.



$v$  - distance of the abbreviation ELI or the name Beamlines from the dividing line

$v/2$  - distance of imaginary rectangle perimeter in which the upper and lower sides touch the dividing line

$x$  - the value  $x$  equals  $v$  and represents the recommended zone of protection of the logo

$x/2$  - the value  $x/2$  equals  $v/2$  and represents minimum zone of protection of the logo

# Minimum size of the logo

Minimum size of the logo depends on width of the trademark. The minimum size is determined only for special cases (e.g. stamps, ball-point pens etc.).

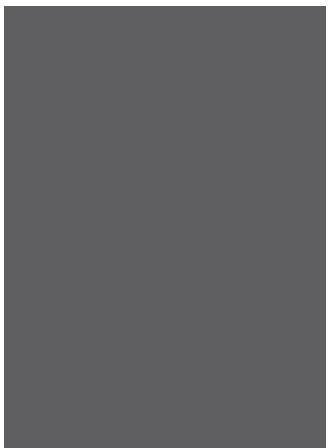


# Definition of colours

Orange and grey are basic colours of the ELI Beamlines trademark.  
The colours are defined in various colour systems.  
The CMYK and Pantone systems are used in printing shops..  
The RGB system is used for display on screens [web, PowerPoint presentations etc.].  
The WEB system (hexadecimal entry) is used on the Internet.



CMYK 0/80/95/0  
Pantone 179 C  
RGB 255/102/51  
web #FF6633



CMYK 0/0/0/80  
Pantone 425 C  
RGB 102/102/102  
web #666666

# Definition of the main type

Front-face Purista from the lettering shop [www.suitcase.com](http://www.suitcase.com) is the main type of the trademark ELI Beamlines. It is used in all basic type designs [light, light italic, medium, medium italic, semibold, semibold italic, bold, bold italic].

The type is a part of the uniform visual identity package of the ELI Beamlines trademark, and its use is recommended where the font may be installed into the operational system.

# purista

Purista Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista SemiBold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

Purista Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0123456789

# Definition of additional (chancery) type

Additional or chancery type is Verdana, which is used where we are not able to install the font Purista into the operational system. Verdana may be used in all of its basic type designs (regular, italic, bold, bold italic).

# verdana

Verdana Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Verdana Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Verdana Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

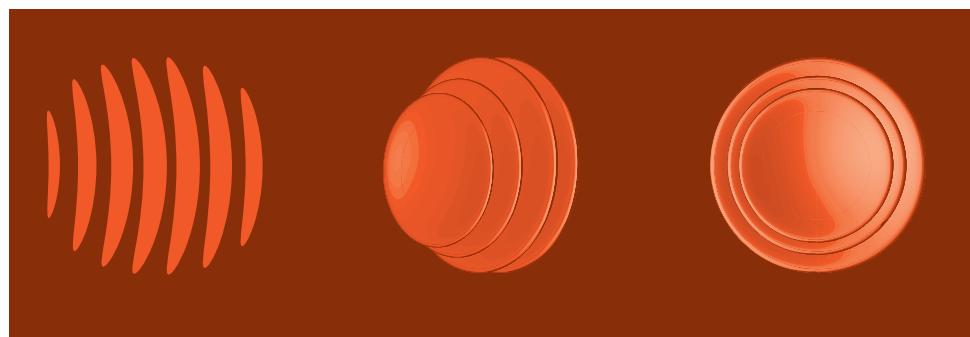
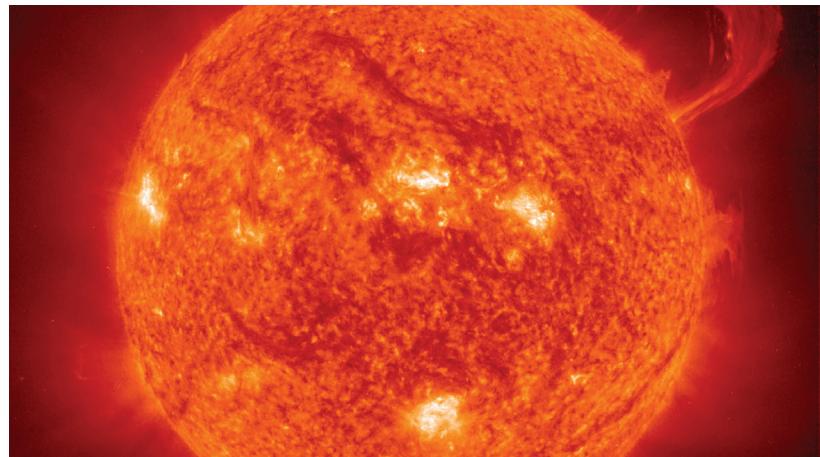
Verdana Bold Italic

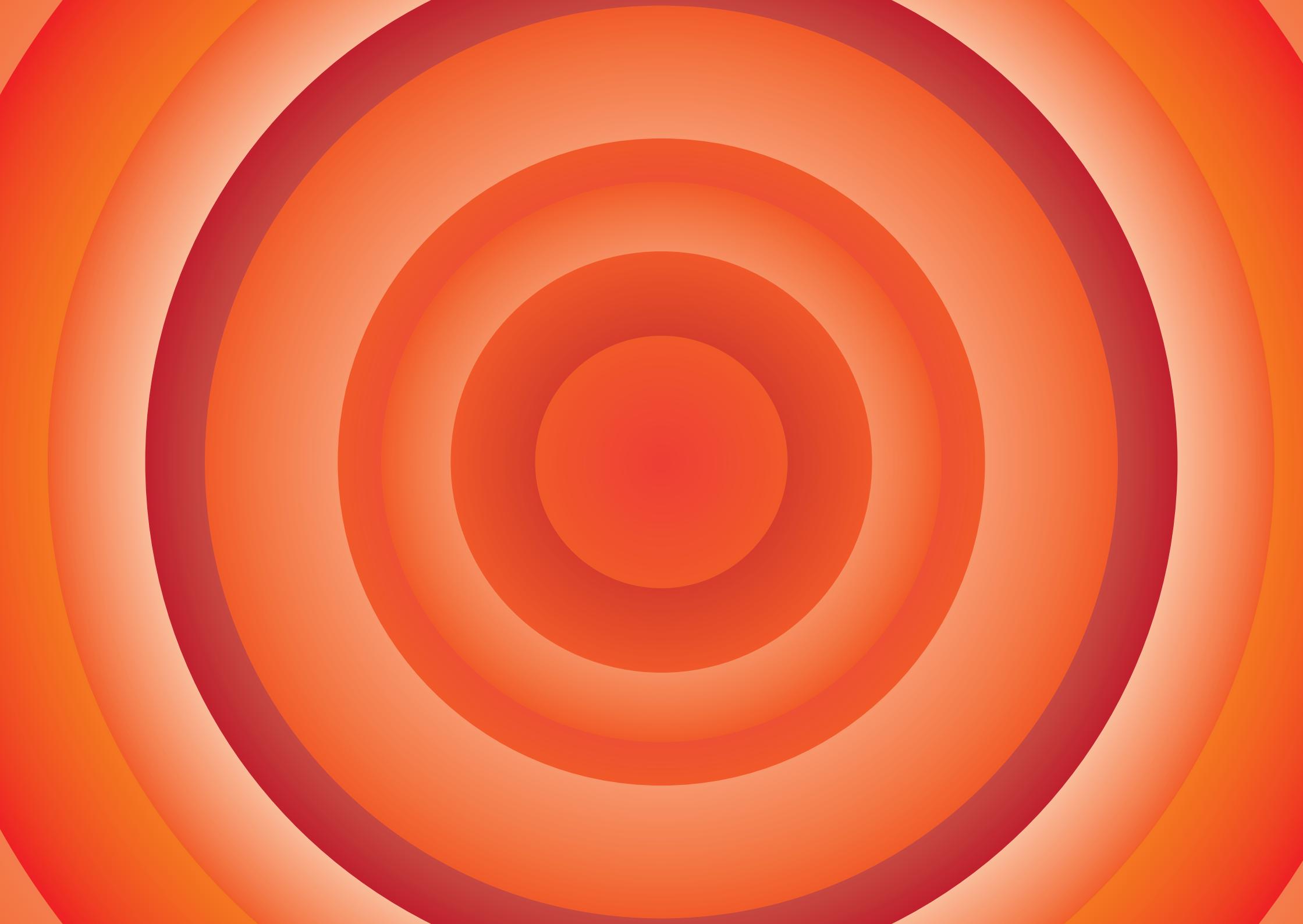
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# Additional visual motif

The motif may be used for printed materials (business cards, headed paper etc.) and also in digital form (pdf, web etc.).

The additional motif symbolises impact, gust of huge amount of energy, shape and colour intensity of which reminds of the blazing sun. If we imagine the logo ELI Beamlines in 3D display and turn it by 90° in the Z axis in direction towards us or from us, we would get series of consecutive circles. The motif at the same time displays other view of the logo ELI Beamlines.





# Mercantiles

Mercantile in this type of manufacture may be used for common office printing and for the pre-print in professional print shop.



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182 21 Prague 8  
Czech Republic  
[eli-cz@fzu.cz](mailto:eli-cz@fzu.cz)  
[www.eli-beams.eu](http://www.eli-beams.eu)

Dear,

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# Headed paper

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Institute of Physics ASCR, v. v. i.  
Na Sběrvance 2  
182 21 Prague 8  
Czech Republic  
[eli-cz@fzu.cz](mailto:eli-cz@fzu.cz)  
[www.eli-beams.eu](http://www.eli-beams.eu)

Dear,

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First page

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 Fyzikální ústav  
Akademie věd ČR, v. v. i.

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 eli | beamlines

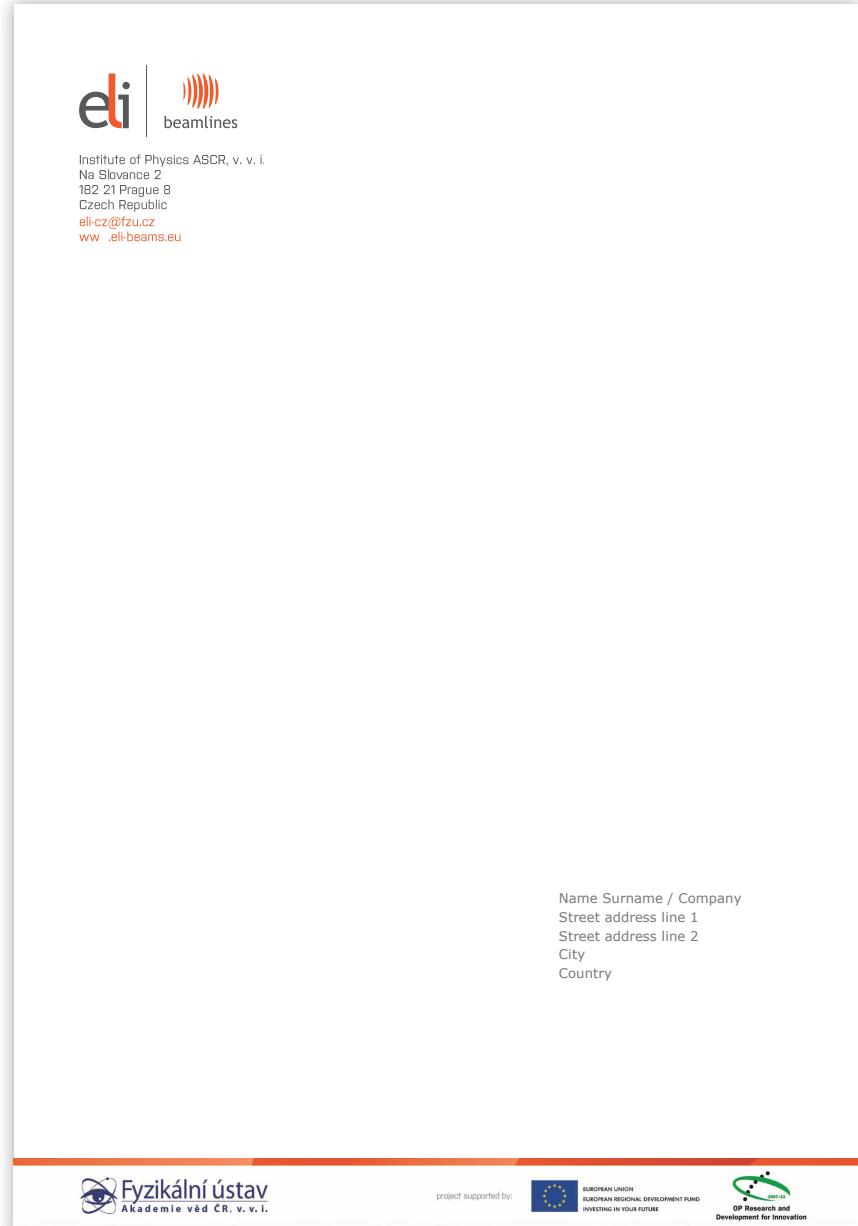
Contd.

# Envelope of DL, C5 and C4 format

Envelope DL



Envelope C4



Envelope C5



# Business card



Front page - CZ



Verso - EN

# CD cover



Front page



Verso

# Examples of giveaways

Mug



# Pen



# Folder



# T-shirt



# Umbrella



## Doorplate with name





Produced by Bulva Design 2010  
[www.bulvadesign.com](http://www.bulvadesign.com)