



LOGO MANUÁL

Logo

Základná podoba a konštrukcia loga

Logo je základným identifikačným znakom pre poisťovne **Novis**. Nasledujúce pravidlá zobrazujú štandardy, potrebné pre správnu prezentáciu daného produktu. Logo **Novis simple & easy. forever.** je zložené z grafického symbolu „motýla“ a typografického nápisu **Novis simple & easy. forever.** Používajú sa vždy ako celok. Logo bez tagu sa používa ak je logo menšie ako š.: 35 mm pri printoch a pri online š.: 160 px



Ochranná zóna loga

Logo musí byť zobrazené bez rušivých elementov. To znamená, že nesmie byť prekryté napr. textom, fotografiami, ďalšími logami či inými grafickými objektami. Správne použitie zabezpečuje ochranná zóna loga, ktorá je minimálne v rozsahu zobrazenom nižšie. Šírka ochranej zóny je určená výškou slova **novis** z typografického nápisu.



Minimálna veľkosť

Minimálna veľkosť loga je 35 mm (šírka), aby bola zaručená dobrá čitateľnosť celého logotypu.



Použitie logotypu

Logo Novis sa používa výhradne v základnom dodanom tvare. Je neprípustné akokoľvek manipulovať s jeho tvarom.

ZAKÁZANÉ KOMBINÁCIE

JE ZAKÁZANÉ AKOKOLVEK MENIŤ TVAR A FAREBNOSŤ TIPOGRAFICKÉHO LOGOTYPU, t.j. nesmú sa používať žiadne efekty, tieňovanie a pod., nesmie sa meniť tvar ani proporcie.



Farebné vyhotovenia

Standard
vyhotovenie loga
pre tlač zmiešanými farbami



Gray
vyhotovenie loga v šedej farbe



Mono black
vyhotovenie loga v čiernej farbe



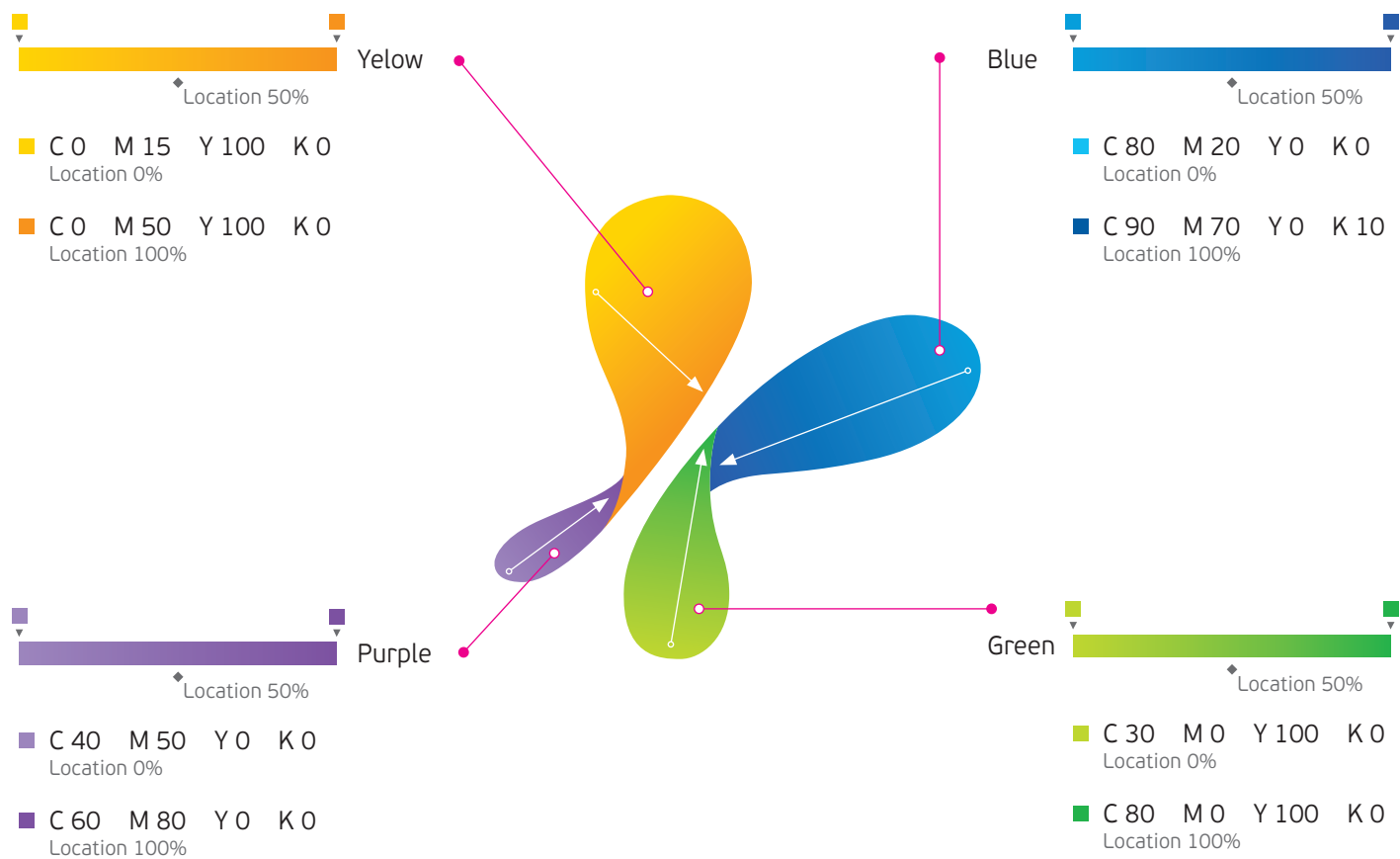
Mono white
biele logo na tmavý podklad



Farebnosť logotypu



Farebnosť logotypu



Doplňkové farby

C 0 M 15 Y 100 K 0
R 255 G 215 B 0

C 0 M 50 Y 100 K 0
R 250 G 140 B 0

C 30 M 0 Y 100 K 0
R 190 G 220 B 40

C 80 M 0 Y 100 K 0
R 15 G 190 B 65

C 40 M 50 Y 0 K 0
R 150 G 120 B 185

C 60 M 80 Y 0 K 0
R 125 G 80 B 160

C 80 M 20 Y 0 K 0
R 0 G 165 B 230

C 90 M 70 Y 0 K 10
R 0 G 90 B 170

Helvetica Neue LT Pro 45 Light

Helvetica Neue LT Pro
45 Light



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro
45 Light



Lorem ipsum dolor sit amet, duo altera viderer dissentiunt et, affert dicant nostrud eu quo, in admodum vituperata per. Ea vim idque delicatissimi. His solet virtute ne, sit atqui tritani insolens in. Apeirian instructor complectitur sea eu, sea lorem oportere evertitur eu, pro ex porro sententiae. Eu vix mutat viris saperet, quas reformidans pro et. At has ipsum option democritum.

Homero laudem abhorreant eos ne, usu et erant tamquam tincidunt. Mei et verterem dissentiet intellegebat, diceret aliquid graecis in duo, nam in laudem diceret. Audiam salutandi corrumpit vix ad, aliquid dissentiunt suscipiantur te vis, his ne omnis nusquam. Et pri veri natum quaeque, eu mediocrem suavitate est. Nam ex viderer efficiendi, ipsum democritum quo et, ad persius utroque vivendum vel. Mei id habeo dicant percipitur, augue verterem ius te.

Helvetica Neue LT Pro 55 Roman

Helvetica Neue LT Pro
55 Roman



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abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Pro
55 Roman



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Helvetica Neue LT Pro 75 Bold

Helvetica Neue LT Pro
75 Bold



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Helvetica Neue LT Pro
75 Bold



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Font

PF BeauSans Pro Regular

PF BeauSans Pro Regular → ABCDEFGHIJKLMNOPQRSTUVWXYZ
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PF BeauSans Pro Regular → Lorem ipsum dolor sit amet, duo altera viderer dissentiunt et, affert dicant nostrud eu quo, in admodum vituperata per. Ea vim idque delicatissimi. His solet virtute ne, sit atqui tritani insolens in. Apeirian instructor complectitur sea eu, sea lorem oportere evertitur eu, pro ex porro sententiae. Eu vix mutat viris saperet, quas reformidans pro et. At has ipsum option democritum.

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Font

PF BeauSans Pro Bold

PF BeauSans Pro Bold



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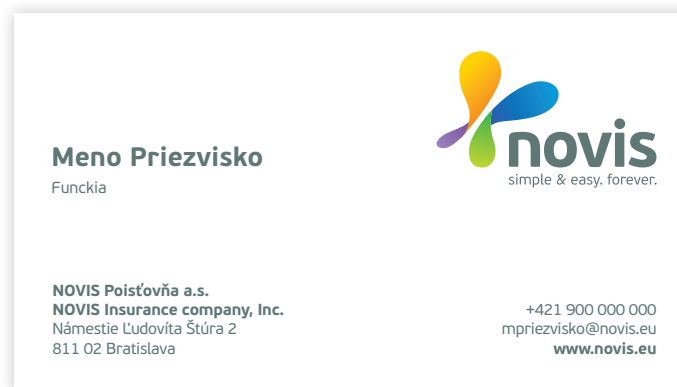
PF BeauSans Pro Bold



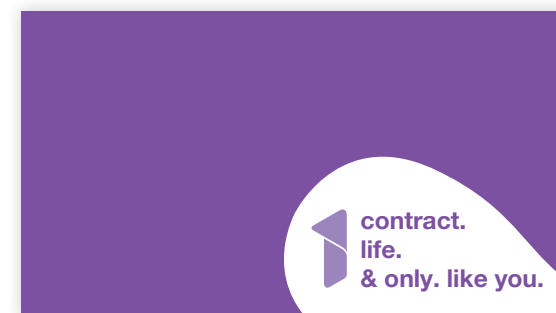
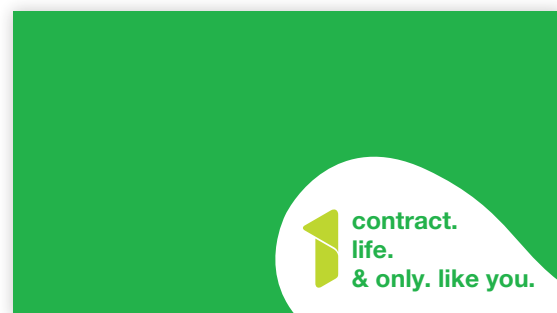
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Vizitka




Farebnosť zadnej strany vizitky určuje pohlavie držiteľa. Dámske vizitky môžu byť v oranžovej, alebo fialovej farbe. Pánske vizitky môžu byť v modrej, alebo zelenej farbe.




Hlavičkový papier



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www.novis.eu

NOVIS Poisťovňa a.s.
Námestie Ľudovíta Štúra 2
811 02 Bratislava, SR

Zapísaná v Obchodnom registri
Okresného súdu Bratislava I,
oddiel Sa, vložka číslo 5851/B

E-Mail: novis@novis.eu
IČO: 47 251 301
DIČ: 2023885314
IČ DPH: SK2023885314

Bankové spojenie:
SK50 1111 0000 0011 6127 7005
Unicredit Bank, a.s.

www.novis.eu

Zapísaná v Obchodnom registri
Okresného súdu Bratislava I,
oddiel Sa, vložka číslo 5851/B


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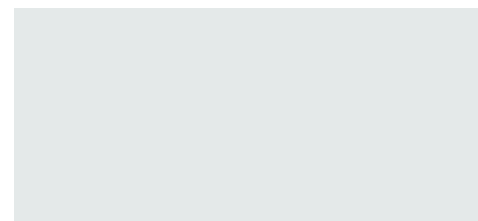
E-Mail: novis@novis.eu
IČO: 47 251 301
DIČ: 2023885314



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Inzercia A4
vertical

Na svetlom pozadí sa používa
logo v základnej podobe.



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LOREM ISUM
DOLOREST

Ex et licit id mod expero omniam, to enihil ex et quia
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Inzercia A4
vertical

Na tmavom pozadí sa používa
logo v podobe mono white




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DOLOREST

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Inzercia A4
horizontal



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**LOREM ISUM
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Billboard

novis
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This billboard features a photograph of an elderly couple smiling and walking on a beach. The woman is wearing a white hat and a white jacket, and the man is wearing a white sweater. The background shows the ocean and a clear sky. The Novis logo is in the top left corner. A blue curved shape in the bottom left contains the placeholder text 'LOREM ISUM DOLOREST' and the website 'www.novis.eu'. A white circular badge in the bottom right contains the slogan 'contract. life. & only. like you.' with a blue icon.

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This billboard features a photograph of three people in the ocean at sunset. Two women are in the foreground, one with her arms raised, and a man is in the background. The scene is backlit by the sun, creating a warm, golden glow. The Novis logo is in the top left corner. An orange curved shape in the bottom left contains the placeholder text 'LOREM ISUM DOLOREST' and the website 'www.novis.eu'. A white circular badge in the bottom right contains the slogan 'contract. life. & only. like you.' with an orange icon.

Billboard

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Facebook Post

Použitie doplnkových farieb v komunikácií sa volí na základe fotografie a jej farebnosti.

