



Logo

- 1.1 central & horizontal version
- 1.2 mark construction
- 1.3 protective field
- 1.4 protective field



 Logo's central composition

Central logo template with the symbol highlighted over the word "Aluprof".

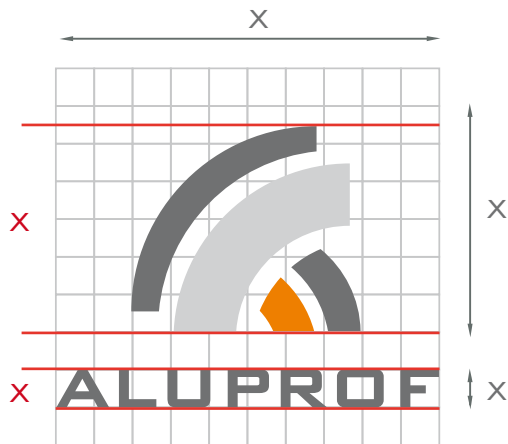
 Logo's horizontal composition

Horizontal version to be applied in cases where the central version of the logo cannot be used due to the specific proportions of the media, such as pencil or horizontal billboard.

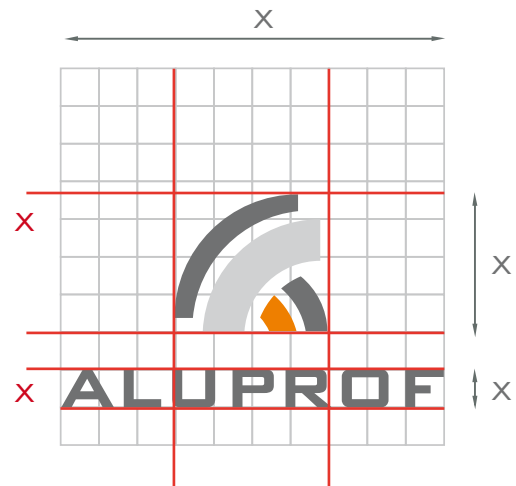
 Logo's horizontal composition +

Horizontal version with additional text: ALUMINIUM SYSTEMS and ROLLER SHUTTERS AND DOORS, placed under the logo along its entire length. Colour version for K 70.



 Mark proportions

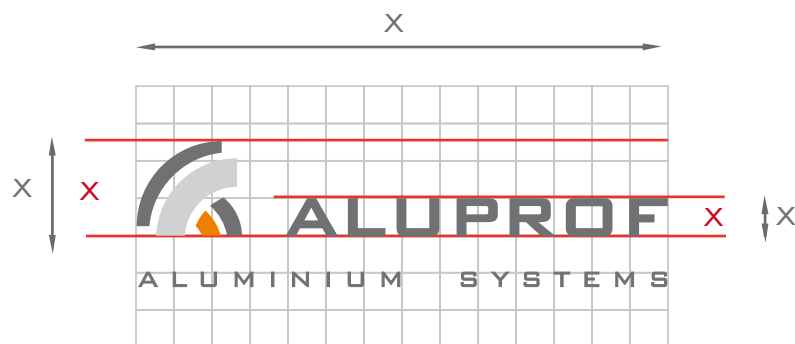
construction scheme dimensions 10x8 X



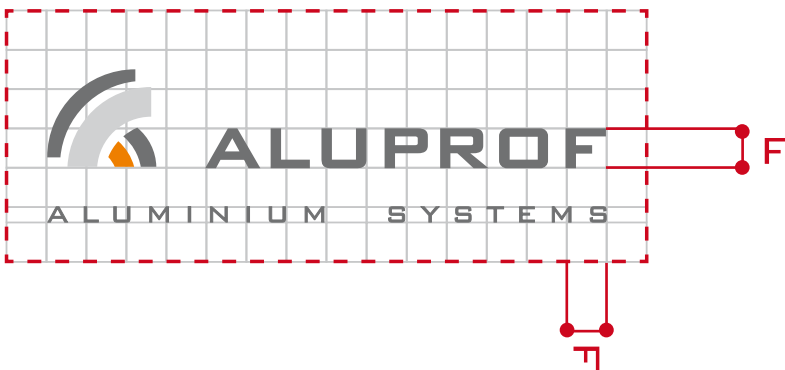
construction scheme dimensions 10x8 X



construction scheme dimensions 14x3 X



construction scheme dimensions 14x3 X

 Protective field**Logo's protective area**

Protective area is there to ensure logo's adequate readability. The protective area must be free of any inscriptions and graphics. This area cannot be touched in any way. The only "touch" allowed is the uniform background in the colour scheme described below.

The proportions of the whole logo and its protective area, inscribed in a square, are due to the size of the letter "F" from the inscription.

 protective area

 Do not:

change the colour scheme of the logo,
swap logo or background colour



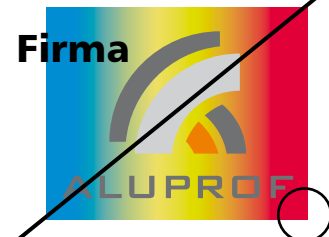
stretch the mark, change the shape
of the protective field










change the proportion: mark/inscription,
use different font, hand-type, apply stroke



place the logo on a background that decreases
its readability, similar in colour, do not interfere
the working area with any graphics or text



 Logo colour specification

| | | CMYK | PANTONE | ORACAL | RAL |
|---|---|--------------------|---------------------------|----------------------------|------------------------|
|  |  | C:0 M:0 Y:0 K:70 | Pantone Cool Gray 10 C | Oracal 073 dark grey | ~ RAL 7043 ~ HKS 92 |
|  |  | C:0 M:0 Y:0 K:25 | Pantone Cool Gray 4 C | Oracal 072 light grey | ~ RAL 7035 ~ HKS |
|  |  | C:0 M:60 Y:100 K:0 | Pantone 158 C | Oracal 036 light orange | ~ RAL 2008 ~ HKS 7 |
|  | ALUPROF | C:0 M:0 Y:0 K:70 | Pantone Cool Gray 10 C | Oracal 073 dark grey | ~ RAL 7043 ~ HKS 92 |