

# Rules for the use of the Apator trademark



# 1. Basic version of the logo

The basic version is vertical. It is perfect for use on all carriers, it is universal, clear and legible. It can be used in image materials as a leading graphic element.

The basic version is used for corporate materials, on stationery, business cards as well as for the marking of offices, buildings and company premises.

**The imprint cannot be used alone, without the APATOR typography.**



## 2. Horizontal version of the logo

The horizontal version is used on vertically limited surfaces: narrow stripes, external information boards, access road signs. It differs from the basic version only in the imprint being located next to the logotype (on the left) instead of above it.



### 3. Colours

In modern marketing practice, offset printing using CMYK colours is the basic printing technique for logos. Thus, CMYK colours were chosen as the colour pattern.

Gradient colours may be used in graphic forms building the layout. You can also build graphs, tables, text frames, etc. in the selected colour scheme.

The Apator logo is available in 2 colours - navy blue and red. Navy blue appears in the imprint and logotype, while red appears only in the imprint. Grey completes the colour palette.



## 4. Protective field

For the logo to be clearly visible, it should be surrounded by a protective zone. The minimum protection zone is shown by a dashed line in the illustration. The size of the protection zone was designated in order to separate the logo from typography and other graphic elements that might appear too close.

The minimum zone should be used in each design which includes the Apator brand logo. The size of the corporate logo protective field is determined by the height of the letter O in the brand name.



## 5. Minimum size of the trademark

Definition of the smallest acceptable size of the logo guarantees the legibility of the letters contained in the logotype. It is important to maintain the minimum protective field when placing the logo on small surfaces.

If, during the reproduction process, it is not possible to achieve proper legibility of the corporate logo with the given minimum sizes, it is recommended to increase the size proportionally to achieve the correct legibility.

Vertical version



Horizontal version



## 6. Colour variants of the trademark

The logo should be used in 1 of 3 versions: the basic version (red and navy blue), the monochromatic version (unevenly black) or the achromatic version (uniformly black or uniformly white).

The monochromatic and achromatic versions are used when the basic colour versions cannot be used mainly due to technological limitations

related to the production of corporate materials with the use of e.g. embossing, milling, engraving.

Usage: in the press, black and white publications, marking of buildings (embossed boards).

Basic version



Monochromatic version



Achromatic version



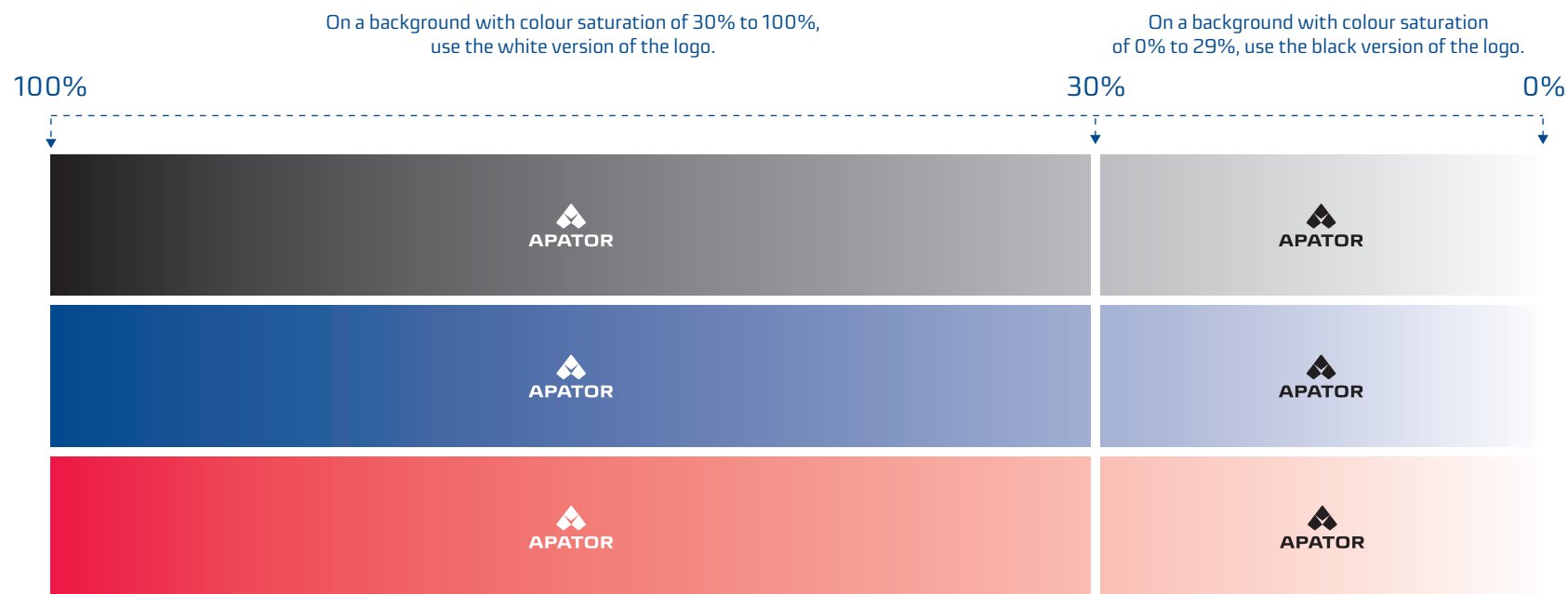
## 7. Logo on a background

Logo can be placed on the background of the colours occurring in the gradient of basic colours and gray scale only if it is not possible to use it on white background. The directions for use are indicated in the diagram below.



### NOTE!

In exceptional situations, when we are forced to place the logo on photos, it is necessary to make sure that the background underneath is a uniform field.





## 8. Unacceptable examples of use

The following examples illustrate improper use of the logo



Changes in the colours of the logo

Changes in proportions  
and deformations of components

Heterogeneous background



On photos, when the logo blends into the background

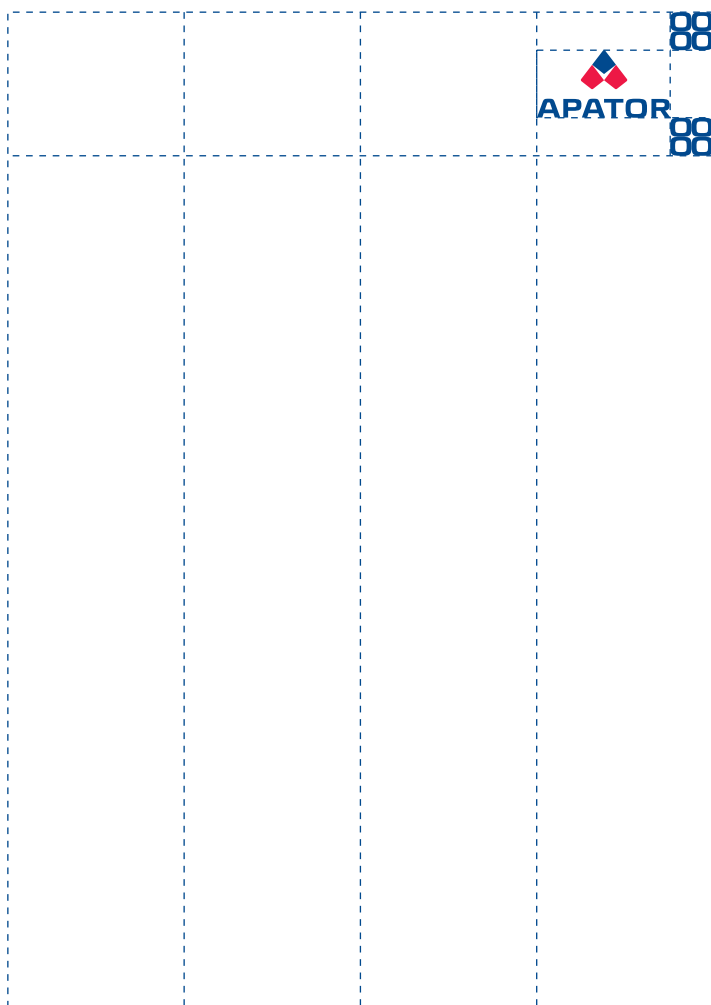
All forms of transparency and penetration

## 9. Logo positioning

The logo should be placed in the upper right corner of the surface, keeping a distance from the edge at least as long as the protective field. **The minimum distance is a doubled letter O from the logo.** We do not restrict the use of any sizes of the logo, provided that the protective field is kept. In specific cases, it is possible to center the logo on the carrier.

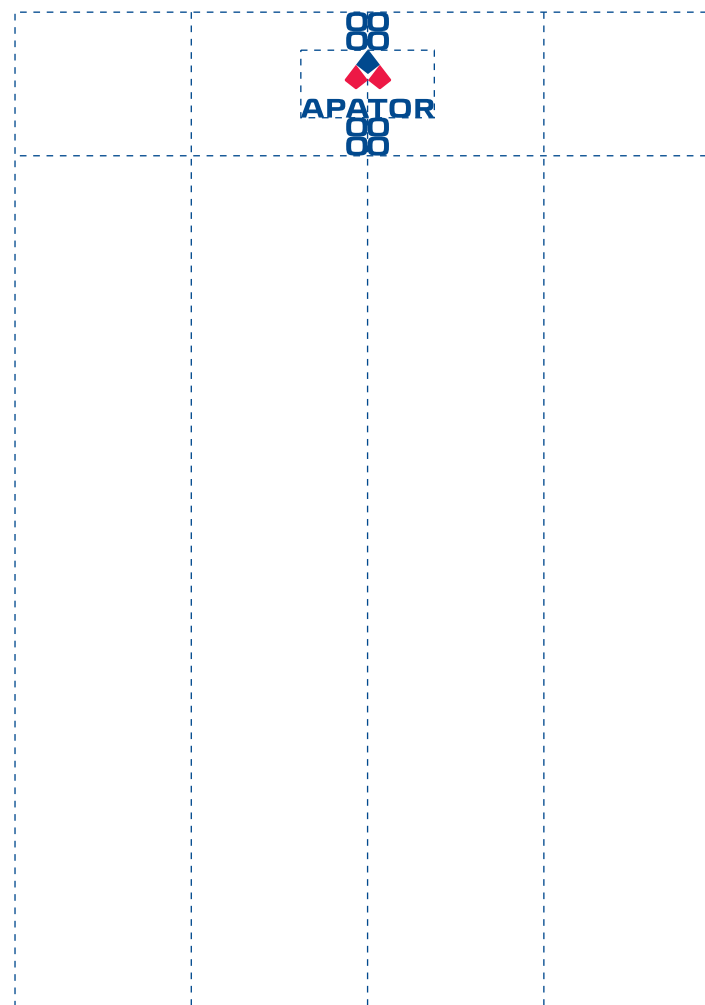
### Upper right corner.

Minimum distance from the upper and lateral edge - 2 x letter O.



### Centred.

Minimum distance from the upper edge - 2 x letter O.



## 10. Company logos

Logotypes identifying a particular company are presented when the material relates to the activities of a particular company. Then we replace the basic logo with the company logo. Despite the discrepancies in the names of companies, their visual representation is uniform. **The companies' logos function only in a horizontal layout.**



## 10.1. Colours

The colours of the logos of individual companies are identical to those of the basic version.

It comes in 2 colors - navy blue and red. The navy blue appears in the imprint and the company logo and company name, while red appears only in the imprint. Grey completes the colour palette.



C:100 M:70 Y:0 K:20  
PANTHONE:294C  
R:4 G:60 B:119  
RAL:5013  
FILM: **ORACAL 050**



C:0 M:100 Y:70 K:0  
PANTHONE:199C  
R:219 G:34 B:66  
RAL:3020  
FILM: **ORACAL 032**



C:0 M:0 Y:0 K:70  
PANTHONE: **Cool Grey 10 C**  
R:112 G:112 B:114  
RAL:7005  
FILM: **ORACAL 071**

## 10.2. Protective field

As in the case of the basic version, a logo identifying a particular company should be surrounded by a protective zone. The minimum protection zone is shown by the dashed line in the illustrations. **The size of the corporate logo protective field is determined by the height of the letter O in the brand name.**

The size of the protection zone was designated in order to separate the logo from typography and other graphic elements that might appear too close. The minimum zone should be used in each design which includes the logo of a particular company



### 10.3. Minimum size of the trademark

Definition of the smallest acceptable size of the logo guarantees the legibility of the letters contained in the logotype. It is important to maintain the minimum protective field when placing the logo on small surfaces. The minimum size of the trademark is the same for each company logo, that is 18 mm

If, during the reproduction process, it is not possible to achieve proper legibility of the corporate logo with the given minimum sizes, it is recommended to increase the size proportionally to achieve the correct legibility.



## 10.4. Colour variants of the trademark

The monochromatic and achromatic versions are used when it is not possible to use the basic colour versions, mainly due to technological limitations related to the production of corporate materials with the use of e.g. embossing, milling, engraving.

### Monochromatic variants



Achromatic variants





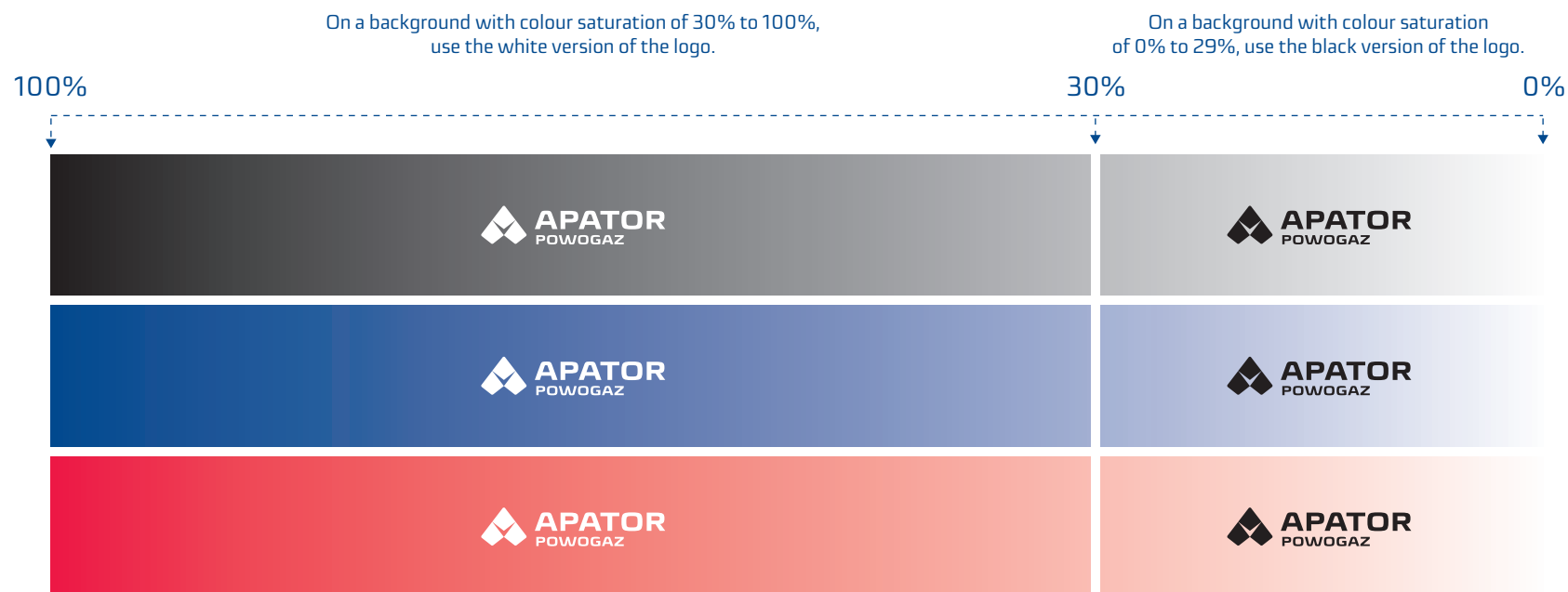
## 10.5. Logo on a background

Logo can be placed on the background of the colours occurring in the gradient of basic colours and gray scale only if it is not possible to use it on white background. The directions for use are indicated in the diagram below.



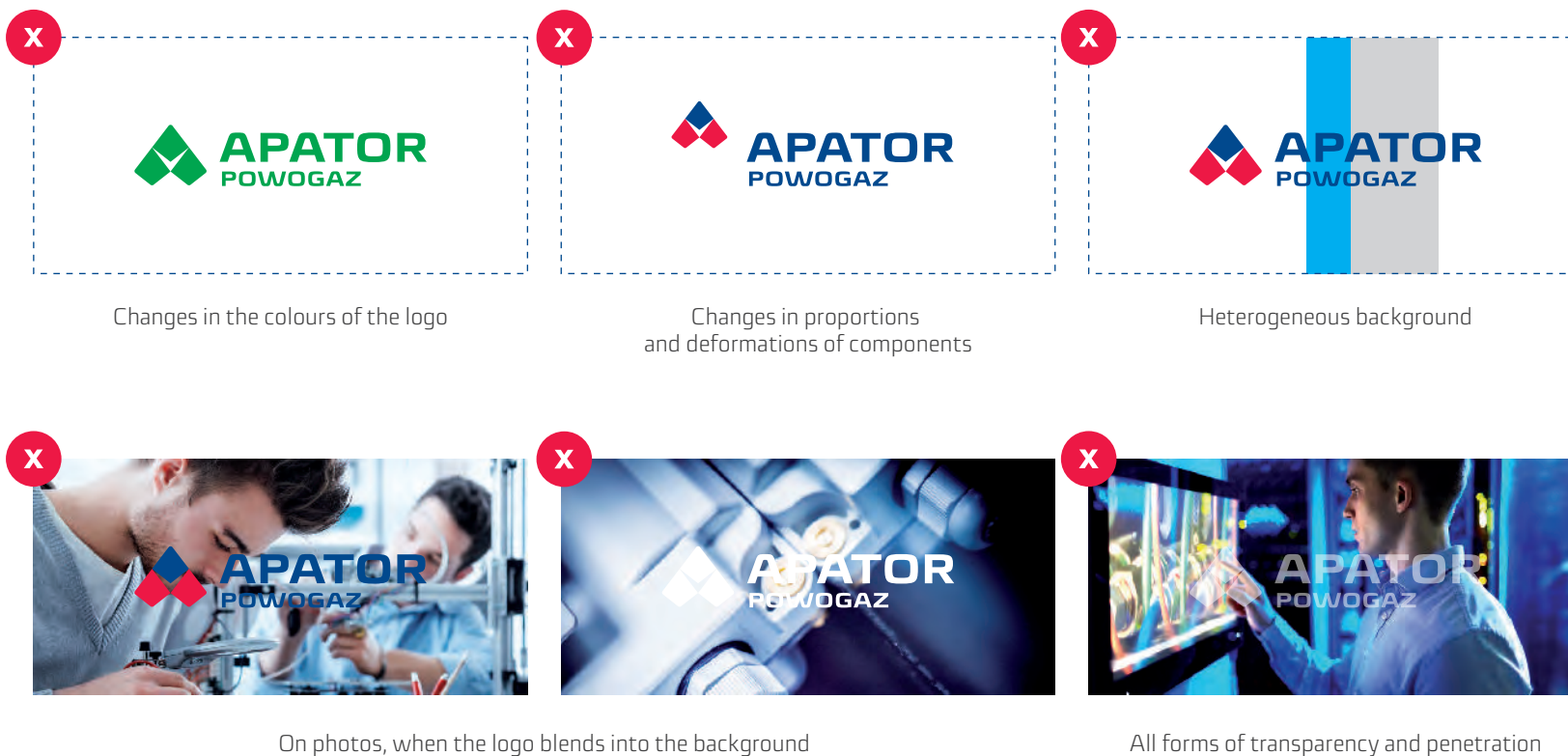
### NOTE!

In exceptional situations, when we are forced to place the logo on photos, it is necessary to make sure that the background underneath is a uniform field.



## 10.6. Unacceptable examples of use

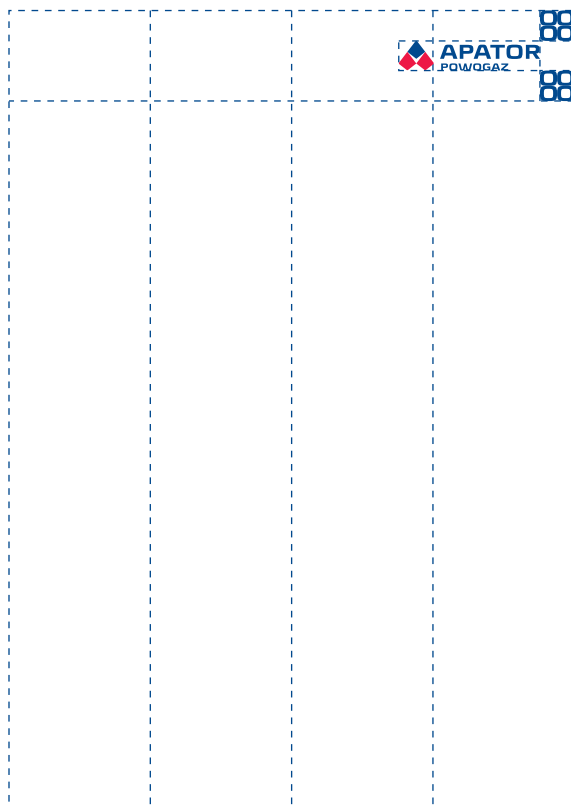
The following examples illustrate improper use of the logo.



## 10.7. Logo positioning

The logo should be placed in the upper right corner of the surface, keeping a distance from the edge at least as long as the protective field. **The minimum distance is a doubled letter O from the logo.** We do not restrict the use of any sizes of the logo, provided that the protective field is kept. In specific cases, it is possible to center the logo on the carrier.

Upper right corner.  
Minimum distance from the upper  
and lateral edge - 2 x letter O.



Centred.  
Minimum distance  
from the upper edge - 2 x letter O.



## 10.8. Logo with a slogan

Variants of the PL version:



Variants of the EN version:



# 11. Basic typography

Font used for text communication in promotional and information materials.  
Used in publications and other projects prepared by advertising agencies,  
printing houses and marketing departments which have access to the licensed  
Sica font.

## Sica ExtraLight

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

## Sica Light

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

## Sica Regular

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

Font used in Internet communication, internal documents, presentations, and  
instructions when it is not possible to use the basic font.

## Arial

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

## Sica SemiBold

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

## Sica Bold

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

## Sica ExtraBold

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

## Arial Bold

aąbcćdeęfghijklłmnńoóprśstuvwxyzźż  
AĄBCĆDEĘFGHIJKLŁMNŃOÓPRŚSTUWXYZŹŻ

[www.apator.com](http://www.apator.com)