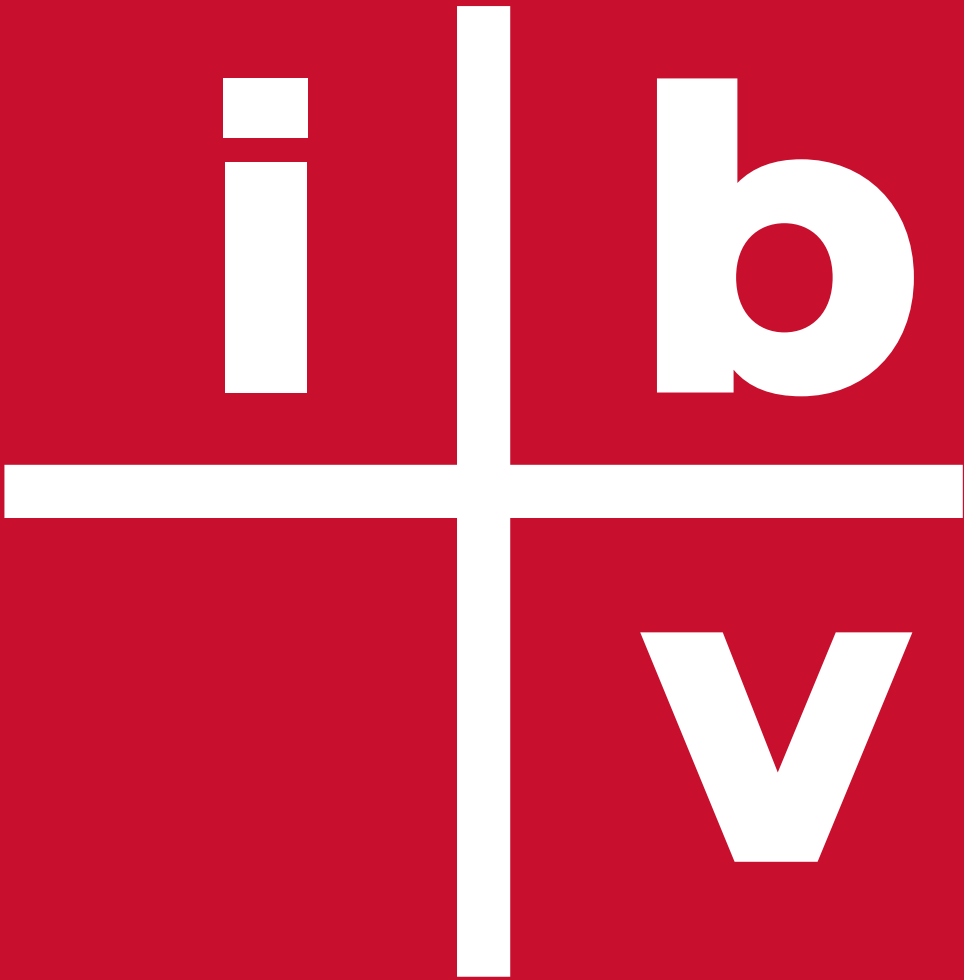


CORPORATE IDENTITY BOOK

Version 1.
14.07.2021.

The figure shows the basic symbol of the IBV Hungária logo.

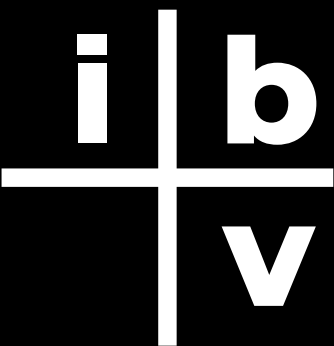


The image allows for a multi-colored appearance, but these are regulated according to the area of use.

The illustration shows the logo in three versions. The logo can be used in white (color logo) red (color inverted logo) and gray (color logo) base colors.

The black and white appearance may be used where, for printing or other technical reasons, it is not possible to display the logo in color.

See page 13 for the exact color codes.



The figure illustrates the appearance of the square and circular social media logo of the IBV Hungária logo in red.

The color of the logo is white.

See page 13 for the exact color codes.



The scaling illustration shows the logo structure, including proportions and dimensions.

The logo consists of the logo and the inscriptions IBV Hungária, Lighting and Plastic Processing.



In view of the peculiarities of the currently known printing and digital technologies, we also determine the minimum use size of the logo, below which the intelligibility of the logo cannot be guaranteed and is therefore not recommended. This means a height of 10 mm on printed surfaces and 40 pixels in a digital environment. We also mark the security framework within which no other graphic element can be placed so that the logo can prevail in all cases.



The illustration shows the use of the logo in a basic color (colorful logo). The logo consists of the logo and the IBV Hungária, Lighting and Plastic Processing labels next to it.

The basic colors of the logo are red and black.

See page 13 for the exact color codes.



The illustration shows the use of the logo in a gray (color negative) base color. The logo consists of the logo and the IBV Hungária, Lighting and Plastic Processing inscriptions next to it.

The basic colors of the logo are red and white.

See page 13 for the exact color codes.



The illustration shows the use of monochrome in a light gray base color of the logo. The logo consists of the logo and the IBV Hungária, Lighting and Plastic Processing inscriptions next to it.

The color of the monochrome logo is gray.

See page 13 for the exact color codes.



The figure shows the use of a monochrome negative in a red base color. The logo consists of the logo and the inscriptions IBV Hungária, Lighting and Plastic Processing next to it.

The color of the monochrome negative logo is white.

See page 13 for the exact color codes.



The illustration shows the use of the logo in black and white. The logo consists of the logo and the IBV Hungária, Lighting and Plastic Processing inscriptions next to it.

The black and white appearance may be used where, for printing or other technical reasons, the logo cannot be displayed in color.



- 1. Rotate the logo
- 2. Distortion of the logo
- 3. Modifying the logo elements
- 4. Change the font
- 5. Usage of the different colors than the allowed color combinations
- 6. Rearrange the elements of the logo
- 7. The appearance of different background colors than the allowed color combinations
- 8. Apply shadows and other effects
- 9. Outlined appearance



IBV Red

PANTONE 186 C
RAL 3020
RGB: 200 16 46
HEX/HTML: C8102E
CMYK: 15 100 100 0

IBV Black

PANTONE Black
RAL 9005
RGB: 0 0 0
HEX/HTML: 000000
CMYK: 20 20 20 100

IBV Dark grey

PANTONE 432 C
RAL 5008
RGB: 51 63 72
HEX/HTML: 333F48
CMYK: 78 57 39 56

IBV Grey

PANTONE 431 C
RAL 7031
RGB: 91 103 112
HEX/HTML: 5B6770
CMYK: 63 45 34 25

IBV Light grey

PANTONE 427 C
RAL 7047
RGB: 208 211 212
HEX/HTML: D0D3D4
CMYK: 14 8 4 0

abc123
abc123



Montserrat

Light AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
aábcdeéfgghiíjklmnoóöőpqrstuúüűvwxyz
0123456789#.,;?!@%&€

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

Regular AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
aábcdeéfgghiíjklmnoóöőpqrstuúüűvwxyz
0123456789#.,;?!@%&€

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat.

Bold AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
aábcdeéfgghiíjklmnoóöőpqrstuúüűvwxyz
0123456789#.,;?!@%&€

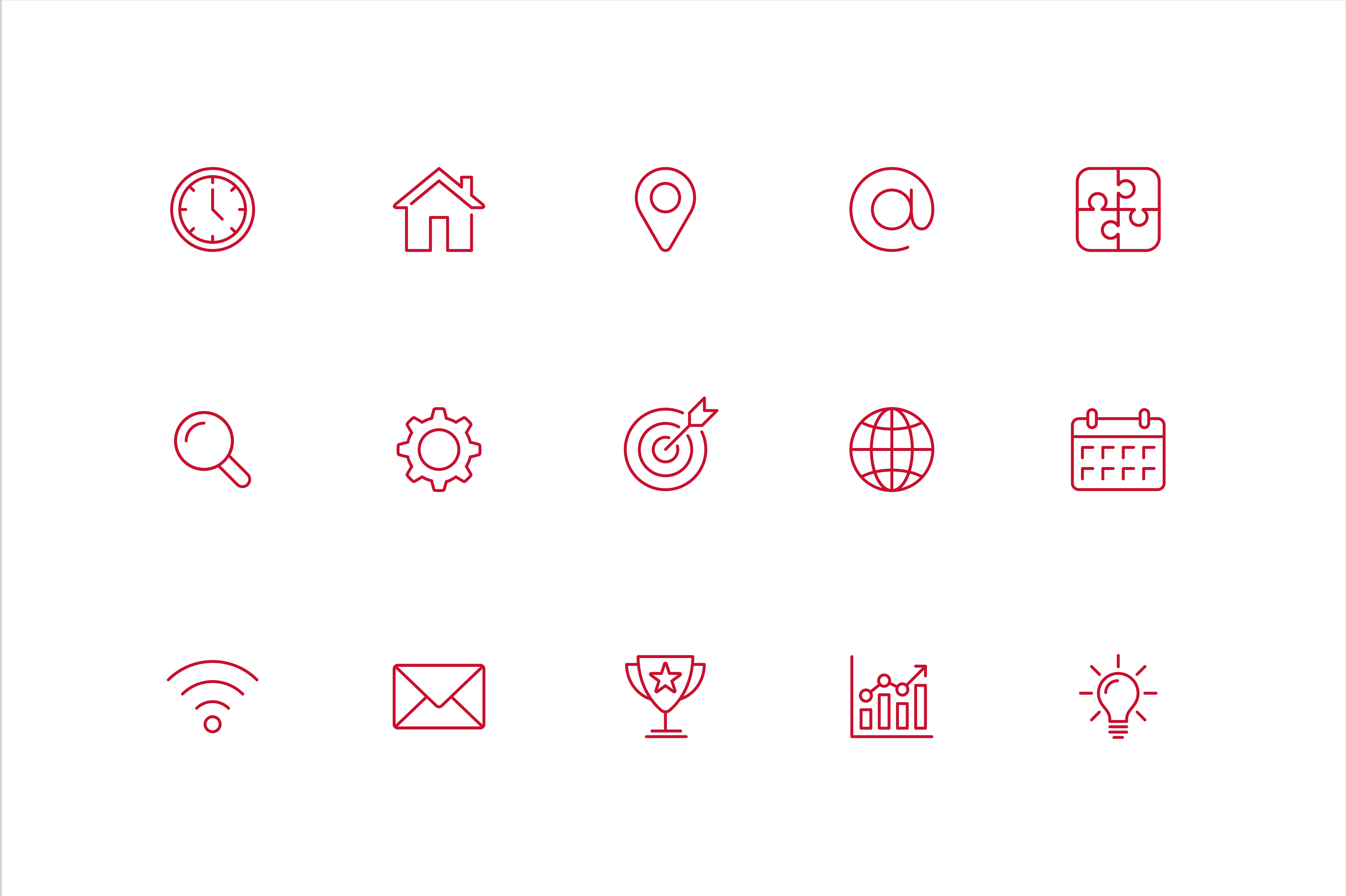
**Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat.**



The figure shows the use of the pictogram set in a white base color. The linear design of the pictograms allows you to bring back the linear appearance of the logo on a visual level.

The color of the pictograms is red.

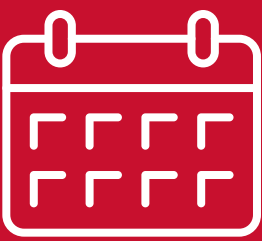
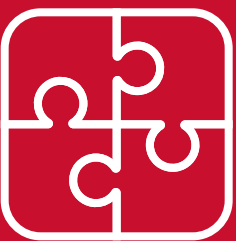
See page 13 for the exact color codes.



The figure shows the negative use of the pictogram set in a red base color. The linear design of the pictograms allows you to bring back the linear appearance of the logo on a visual level.

The color of the pictograms is white.

See page 13 for the exact color codes.



The figure shows the use of the pictogram set in a red circle. Pictograms can be used in this form in the following cases: on a dark surface, with a photo background, if there is a high-contrast image or graphic detail around the pictogram, for attention-grabbing purposes.

The color of the pictograms is white.

See page 13 for the exact color codes.

