

Visual Identification System

Brand Book



Drafted by:

Social Communication
Department

National Information Processing Institute
(OPI PIB)

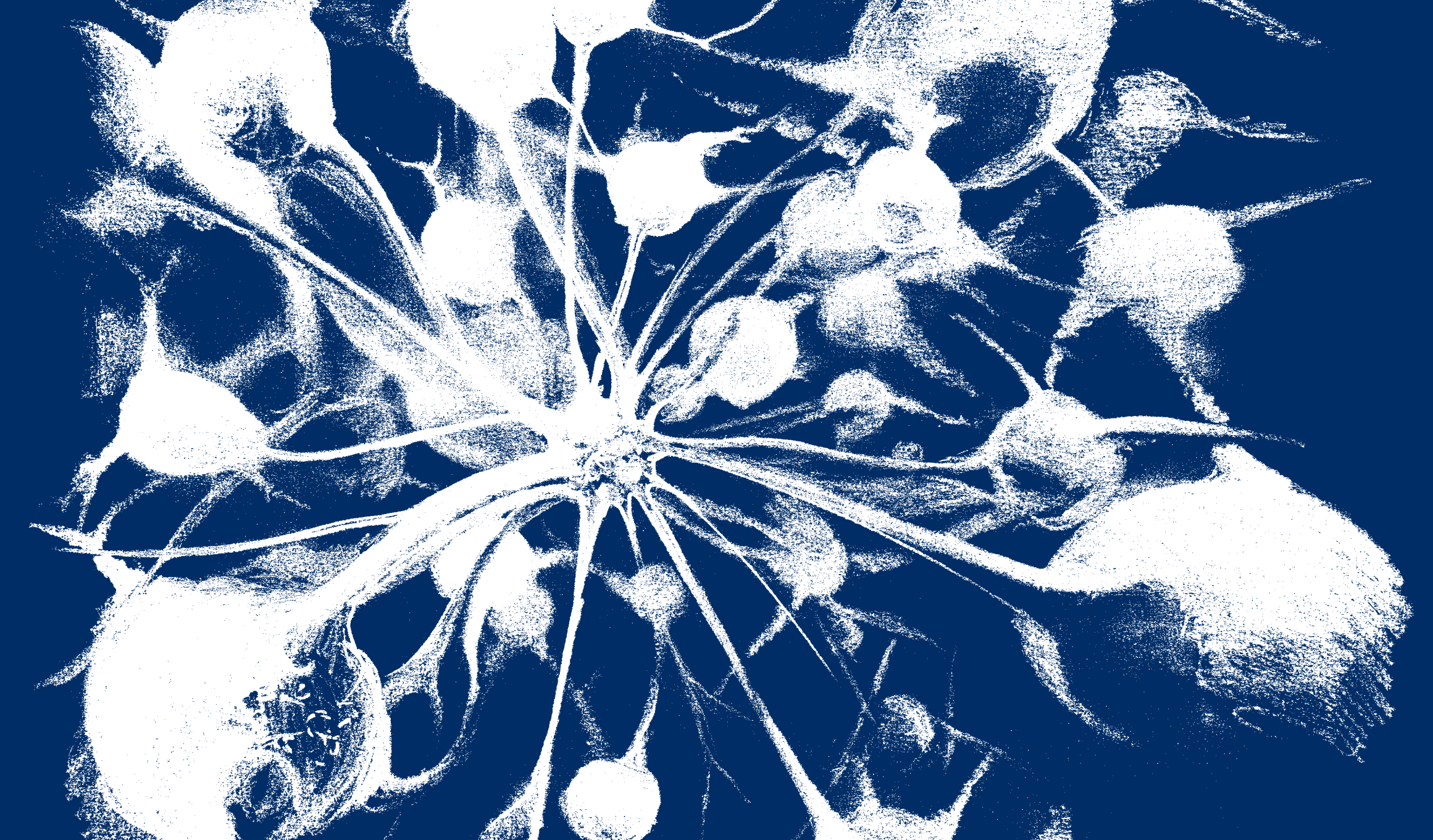


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01.

Logo

Historical Logos



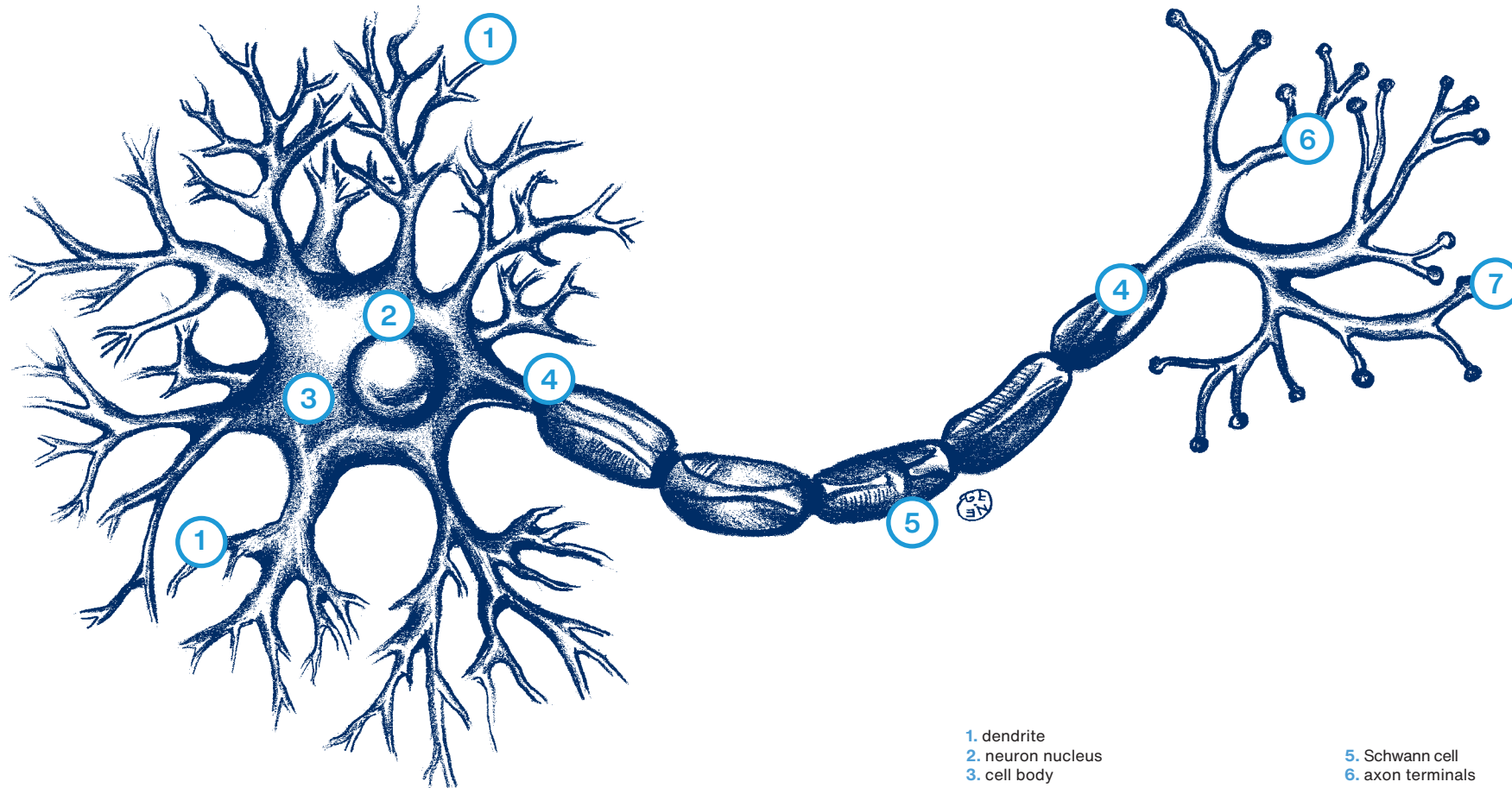
1. 1991 – 2000



2. 2001 – 2007



3. 2008 – 2018



- 1. dendrite
- 2. neuron nucleus
- 3. cell body
- 4. axon

- 5. Schwann cell
- 6. axon terminals
- 7. synapses

Graphic Element (Brand Mark)



OŚRODEK
PRZETWARZANIA
INFORMACJI
PAŃSTWOWY INSTYTUT BADAWCZY

The logo is a key element of the visual identification of OPI PIB.
The graphic element depicts a dendrite inscribed in the letter 'O'.

The logo symbolises the gathering, processing,
and provision of reliable information.
It is a visual metaphor for the activities of OPI PIB.

Typographic Element (Brand Name)



**OŚRODEK
PRZETWARZANIA
INFORMACJI**
PAŃSTWOWY INSTYTUT BADAWCZY

Font: Helvetica
The typeface used expresses innovation
and timelessness.



**OŚRODEK
PRZETWARZANIA
INFORMACJI**
PAŃSTWOWY INSTYTUT BADAWCZY

This variant should be used whenever possible to satisfy the requirements specified in this brand book.



This variant should be used in non-Polish publications according to the rules set out for the Polish version of the logo.



In some cases, the brand mark may be used alone, without the brand name. This solution is permitted if the typographic elements would prove difficult to read, or if the full logo would be impracticable to reproduce due to technical limitations.



The logo may take the form of an acronym. This alternative variant (without the full name) should be used if the basic one would be difficult to read.

The acronym has two versions:
 1. a version with the 'PIB' part hatched,
 2. a plain version.

Secondary variant

Special Version for Small-form Applications



Special variants have been designed for small-form applications. They should be used whenever the basic

logo of the minimum size and/or the acronym version proves impractical.

Basic variant





The basic logo area incorporates the brand mark and the brand name. No other competing elements are permitted inside this field

The protected area is a space delimited by a set of margins around the logo that should contain no graphic or typographic elements. The width of the minimum protected area for the basic logo is determined by the width of the rim (A) of the brand mark.

The width of the recommended protected area for the OPI PIB logo is two times the width of the rim of the brand mark (2 x A).

The same measurement method is used to mark out the protected area for all alternative logo versions.



Minimum Dimensions – Analog Use (Printing)

The logo should be scaled proportionately and as a whole – avoiding separation of its elements while maintaining the protected area. Following these recommendations will make the logo more easily noticeable and readable, in addition to preserving its aesthetic value.

Minimum dimensions should be treated as guidelines. The key objective is to ensure clear and sharp reproduction of the logo – regardless of the technique used.



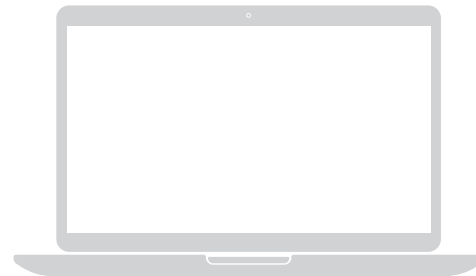
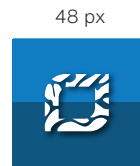
The basic logo should be used only if it is possible to ensure its minimum length (35 mm).



The secondary logo should be used when the minimum length of the basic logo (35 mm) cannot be ensured.



The special logo should be used when the minimum length of the secondary logo (15 mm) cannot be ensured.



Similar placement rules apply to the logo when displayed on the screens of any electronic device, including projectors, televisions, monitors, laptops and

mobile devices. The primary concerns are preserving the logo's aesthetic and ensuring its readability. The basic logo containing the full name of the institute

should be used only if it exceeds the recommended minimum length of 150 px.



It is prohibited to modify the logo in any way unless consistent with the variants presented in this brand book.

It is prohibited to alter the proportions or the layout of any element of the logo; to stretch, compact, or lean the logo; to reduce the size of any element on one side of the logo; to divide the logo into separate elements; or to use any part of the logo independently.

An exception to the rule above can be made when using the graphic element (brand mark) as a component of OPI PIB visual identification – for example, as an element of a background, or a symbol used for small-form purposes.



As with the basic logo, it is prohibited to use the secondary logo in any shape or form beyond what is outlined in this brand book. It is also prohibited to alter the proportions or layout of any element of the

secondary logo; to stretch, compact, or lean the logo; to reduce the size of any element on one side of the logo; to divide the logo into separate elements; or to use any part of the logo independently.

An exception to this rule can be made when using the graphic element (brand mark) as a component of OPI PIB visual identification – for example, as an element of a background, or a symbol used for small-form purposes.

02.

Colour Palette

Colours

Basic

Pantone Color System (PMS)

for coated materials
PANTONE 294 C

for uncoated materials
PANTONE 294 U

CMYK

C100% M70% Y0% K50%

RGB

R0 G40 B102

HEX

00 28 66

Complementary

System Pantone

for coated materials
PANTONE 279 C

for uncoated materials
PANTONE 279 U

CMYK

C70% M30% Y0% K0%

RGB

R80 G130 B190

HEX

50 82 be

Grey

System Pantone

for coated materials
PANTONE Cool Gray 7 C

for uncoated materials
PANTONE Cool Gray 7 U

CMYK

C50% M0% Y0% K0%

RGB

R128 G128 B128

HEX

80 80 80

Silver

System Pantone

for coated materials
PANTONE 877 C

for uncoated materials
PANTONE 877 U

CMYK

C20% M0% Y0% K0%

RGB

R204 G204 B204

HEX

cc cc cc

White

Examples of colour combinations



www.opi.org.pl

The above examples demonstrate how to correctly and safely combine colours for purposes of OPI PIB visual identification.

Achromatic and Negative Versions



If a printing technology renders it impossible to apply the coloured version of the logo, achromatic variants may be used instead. For example, materials intended for photocopying or grayscale printing should bear the

achromatic logo. Conversion of the coloured version of the logo to an achromatic one should be avoided; we recommend using a pre-defined achromatic variant.

Achromatic and negative versions must obey all the rules that apply to the structure of coloured versions of the logo.

Allowable Colour Variants



An appropriate contrast must be maintained between the logo and any background on which it is displayed.

Prohibited Colour Variants



Examples of incorrect and prohibited use of colours and backgrounds that violate the key principle of visual clarity.

No logo colours or colour gradients other than those specified in this brand book are permitted.

This rule also applies to secondary and English-language versions of the logo.

03. Typography

Helvetica Now

Helvetica Now Display
Helvetica Now **Display** Medium 14 pt

Helvetica Now Text
Helvetica Now **Text** Medium 14 pt

Helvetica Now Micro
Helvetica Now **Micro** Medium 14 pt

Helvetica Now

The standard typeface used in OPI PIB visual identification is Helvetica.

Helvetica Neue, Arial

Montserrat

Calibri

Cambria

Helvetica Neue

Arial

Swiss721

Calibri is recommended for documents characterised by low or moderate formality.
Cambria is suggested for high formality.

If it is impossible to use the basic typeface and system fonts must be relied upon (document and presentation templates), use a monoline typeface that is similar to the basic one.

Recommended secondary typefaces include Helvetica Neue, Arial, Swiss, and Montserrat.

04.

Use



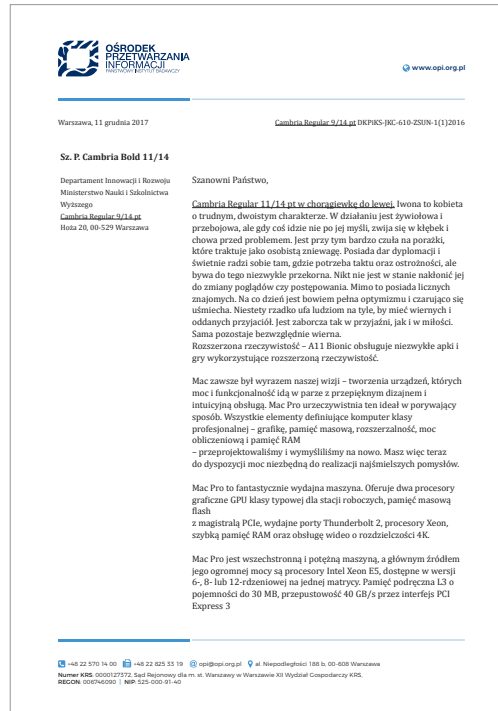
Letterhead

example, scale: 40%



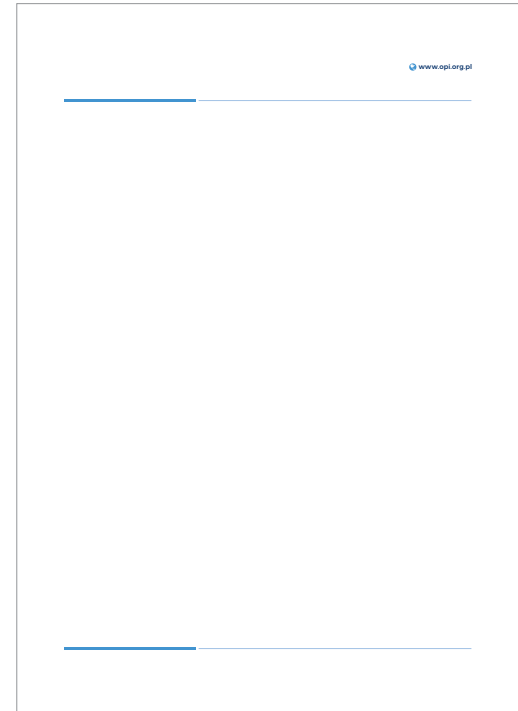
Calibri

An example of a letterhead with a bar used for documents with low or moderate formality.



Cambria

An example of a letterhead used for documents with high formality.



An example of a sheet of paper used for consecutive pages in a document.



Paper bags



A scaled example





The basic logo is the primary identifier of the National Information Processing Institute.

This variant should be used whenever possible to satisfy the requirements specified in this brand book.

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