wielkareklama.eu

Brand guidelines

How to use the wielkareklama.eu logo
in print, digital and promotional materials

+48 455 455 460 · kontakt@wielkareklama.eu · www.wielkareklama.eu

Created by wielkareklama.eu and weblango.com

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The logo file pack comes with these guidelines. File descriptions — page 26.

How to use these guidelines

The wielkareklama.eu logo is the signature on our work — on the banners, light boxes, vehicles and prints that leave our print shop every day. These guidelines explain how to use it so that it looks equally good everywhere.

They are intended for the wielkareklama.eu team and for agencies, printers, contractors and partners who place our logo on their materials. They cover the logo construction, clear space, minimum sizes, colours, colour versions, typography and application examples.

The guidelines come with a file pack containing every version of the logo in print and web formats. The logo has been redrawn as clean vector artwork — with no raster elements — using the original colour values.

Five key rules

1. **Original files only.** Do not redraw the logo or set the name in a typeface — use the files from the pack.
2. **Clear space and minimum size.** Keep a free space of X around the logo and never reduce it below the minimum size.
3. **Light background — full-colour version; dark background — negative.** Always ensure good contrast.
4. **The technique determines the version.** Vinyl, screen printing, embroidery, engraving — flat or single-colour version.
5. **No modifications.** Do not change the proportions, colours or layout, and do not add effects.

Any questions? Email or call us: **kontakt@wielkareklama.eu** · **+48 455 455 460**



The wielkareklama.eu logo

The logo consists of two inseparable elements: the symbol and the wordmark.

1 Symbol — six coloured stripes arranged in a rounded shape. It is the most recognisable element of the brand.

2 Wordmark — our web address, wielkareklama.eu, custom-drawn in a warm grey. The wordmark is not set in any typeface.

3 Dot — a red accent separating the name from the domain. Always in brand red (in single-colour versions — in the colour of the whole logo).

The symbol may appear on its own only in the cases described in these guidelines: app icon, favicon, avatar, decorative element. The wordmark is never used without the symbol.



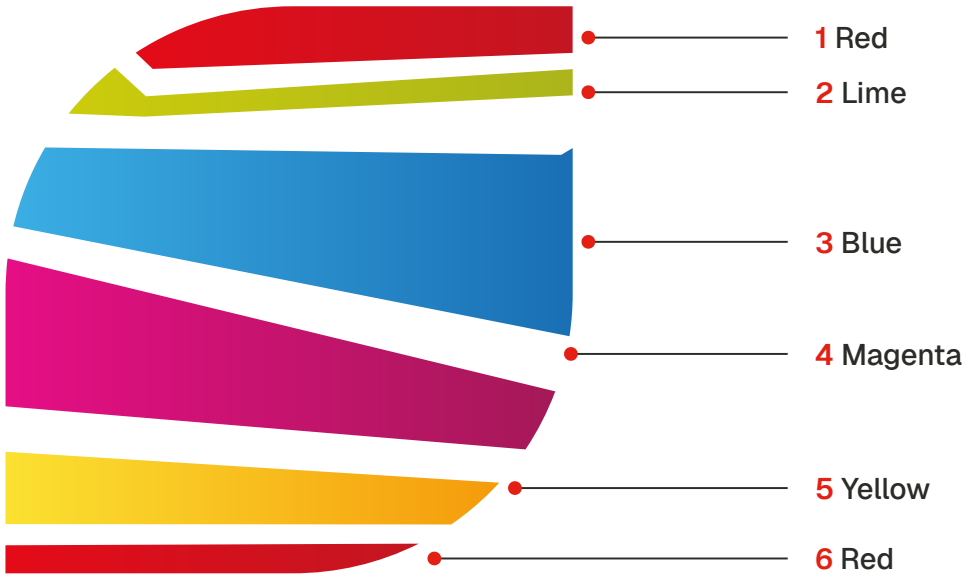
Symbol

Six coloured stripes form a rounded shape — like sheets and banners rolling out of a printing press.

The symbol colours refer to printing inks: cyan, magenta and yellow, complemented by red and lime. Each stripe has a horizontal gradient — from a lighter shade on the left to a darker one on the right. The white gaps between the stripes are part of the logo.

The shape, order and colours of the stripes are fixed. The symbol is square (1 : 1), which makes it easy to use as an icon and avatar.

In the flat version each stripe has a single colour (no gradient) — see section 05 Colours.



Construction — horizontal logo



The proportions of the logo are based on the module X — the height of the lowercase “w” in the wordmark.

All dimensions, spacing and clear space are given as multiples of X, so they apply at any scale — from a business card to a billboard.

Symbol height	**2.9X**
Symbol – wordmark spacing	**0.5X**
Height of letters l, k	**1.42X**
Logo width	**18.45X**
Ratio width : height	**6.36 : 1**

The centre of the symbol sits on the axis of the letters l and k (red dashed line). The dot sits slightly below the baseline — an intentional optical correction.

The pink square is the module X — the height of the letter “w”. The background grid has a 0.5X cell.

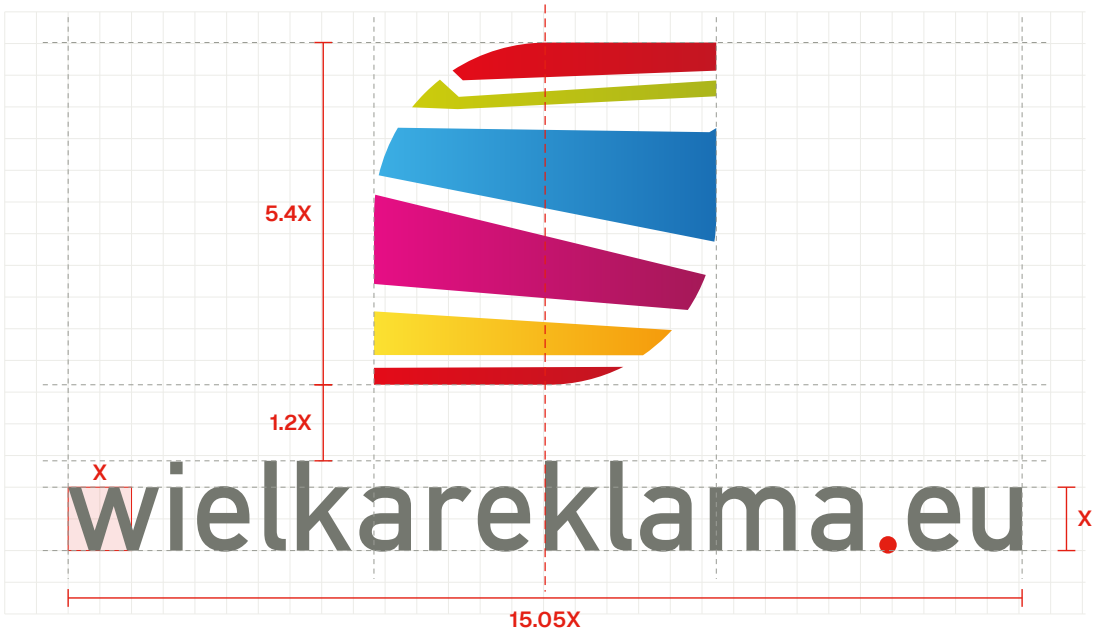
Construction — vertical logo

The vertical logo is used in narrow and square formats.

The symbol is centred on the full width of the wordmark (red axis). The spacing is measured from the bottom edge of the symbol to the top of the letters l and k.

Symbol height	**5.4X**
Symbol – wordmark spacing	**1.2X**
Logo width	**15.05X**
Logo height	**8.06X**
Ratio width : height	**1.87 : 1**

The proportions between the symbol and the wordmark must not be changed. Always use the ready-made vertical logo file.



Clear space

Keep a free space of X on every side of the logo.

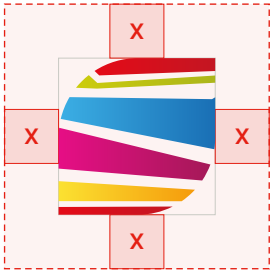
No text, graphics, format edges, trim lines or other logos may enter the clear space. This is the minimum — leave more space wherever possible.

For the symbol on its own, the clear space is X, i.e. about 1/3 of the symbol height.

Versions with built-in clear space (transparent margins) are in the 07_Logo_with_clear_space folder of the pack — place them without any measuring.







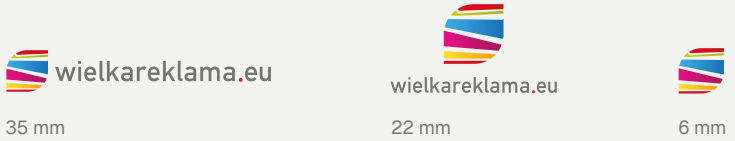
Minimum sizes

Below the minimum sizes the dot and the thinnest stripes of the symbol are no longer legible.

VERSION	PRINT	SCREEN
Horizontal logo	35 mm wide	**140 px**
Vertical logo	22 mm wide	**90 px**
Symbol	6 mm	**16 px**
Partner badge	40 mm wide	**160 px**

For less precise techniques — embroidery, screen printing on fabric, engraving, pad printing on uneven surfaces — increase the minimum by 50% and use the flat or single-colour version.

MINIMUM SIZES AT 1 : 1 SCALE (WHEN PRINTED AT 100%)



RECOMMENDED SIZES ON TYPICAL MATERIALS

Business card 90 × 50 mm	**horizontal logo 40–45 mm**
A4 letterhead	**horizontal logo 55–60 mm**
A5 flyer / A3 poster	**horizontal logo 50 mm / 75 mm**
Roll-up 85 × 200 cm	**vertical logo 50–60 cm**
E-mail signature	**horizontal logo 200 px**

Logo layouts



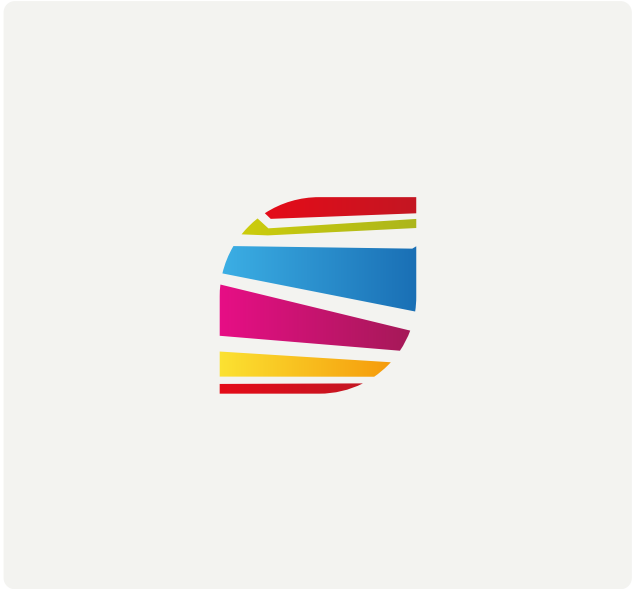
Horizontal logo PRIMARY

Use it whenever space allows: stationery, website, banners, vehicles, document footers.



Vertical logo

Narrow and square formats: roll-ups, posters, the back of a business card, prints on the back of garments, packaging.



Symbol

App icon, favicon, social media avatar, small promotional items, decorative element — when the full name is visible nearby.

Brand colours

wielkareklama Grey

CMYK	28 / 18 / 28 / 53
RGB	116 / 119 / 111
HEX	#74776F
Pantone	416 C

Wordmark, text, graphic elements.

wielkareklama Red

CMYK	0 / 96 / 100 / 0
RGB	228 / 31 / 19
HEX	#E41F13
Pantone	485 C

Dot in the wordmark, accents, highlights.

Graphite

CMYK	70 / 60 / 65 / 80
RGB	42 / 44 / 40
HEX	#2A2C28
Pantone	Black 7 C

Dark background for the negative logo.

Light grey

CMYK	5 / 4 / 7 / 0
RGB	243 / 243 / 240
HEX	#F3F3F0
Pantone	—

Light background, fields and panels.

White

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#FFFFFF
Pantone	—

Primary background for the logo.

CMYK for offset and digital printing on coated paper — Coated FOGRA39 profile (ISO 12647-2). Pantone values are the closest matches — check them against a current Pantone Formula Guide before printing with spot colours. Palette for Adobe applications: the file **wielkareklama-eu_colours.ase** in the 08_Colours folder.

Symbol colours

	GRADIENT (FULL-COLOUR VERSION)	START (LEFT EDGE)	END (RIGHT EDGE)	FLAT COLOUR (FLAT VERSION)
Red		**#E40B18** C0 M99 Y97 K0	**#C31622** C15 M100 Y92 K6	**#E41F13** C0 M96 Y100 K0 Pantone 485 C
Lime		**#CCCC0C** C27 M7 Y98 K0	**#ABB51B** C41 M16 Y99 K0	**#BCC014** C34 M12 Y99 K0 Pantone 390 C
Blue		**#3BAEE4** C68 M13 Y0 K0	**#196EB4** C85 M51 Y2 K0	**#2A8ECC** C77 M32 Y1 K0 Pantone 279 C
Magenta		**#E60E85** C1 M96 Y0 K0	**#A41957** C34 M100 Y39 K9	**#C5146E** C18 M98 Y20 K5 Pantone 214 C
Yellow		**#FBE131** C3 M8 Y85 K0	**#F59A0B** C0 M46 Y97 K0	**#F8BE1E** C2 M27 Y91 K0 Pantone 1235 C

The gradient always runs horizontally across the full width of the stripe. Both red stripes (top and bottom) share the same gradient. In the flat version the red stripes take brand red (Pantone 485 C) — just like the dot.



Colour bar — a supporting element. It can finish the edge of a business card, letterhead, roll-up or vehicle wrap. It does not replace the logo and never enters the clear space.

Colour versions



Full colour — primary version

The full-colour version with gradients is the primary version — always use it in digital, offset and UV printing and in digital media, on a white or light background.



Full colour — negative

Use the negative on dark backgrounds (graphite, black, dark photos). The wordmark turns white, while the symbol and the red dot stay unchanged.

Simplified and single-colour versions



Flat · colours without gradients



Flat – negative · for dark backgrounds



Greyscale · black-and-white printing



Black · one colour



White · one colour, for dark backgrounds

Digital, offset, UV printing, sublimation	**full colour**
Cut vinyl, screen printing, pad printing, Pantone colours	**flat**
Embroidery	**flat**
Newspaper, black-and-white printing	**greyscale / black**
Stamp, fax, engraving, embossing	**black / white**
Dark photos, printing on dark surfaces	**negative / white**

Logo on backgrounds

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✓ White background — full colour

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✓ Light grey — full colour

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✓ Graphite or black — negative

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✓ Brand red — white version

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✓ Light, blurred photo — full colour



✓ Dark (darkened) photo — negative

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✗ Mid-tone background — too little contrast



✗ Busy, high-contrast photo

The logo must always be legible. On photos, place it on a calm, even part of the image. If the background is too busy, darken the photo or place the logo on a white or graphite panel, keeping the clear space.

What not to do with the logo



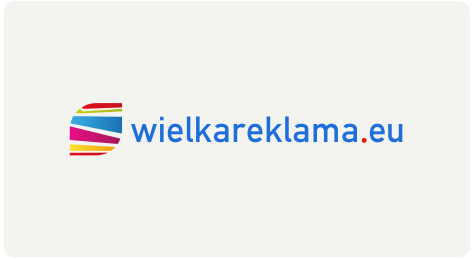
Do not stretch or squash



Do not rotate



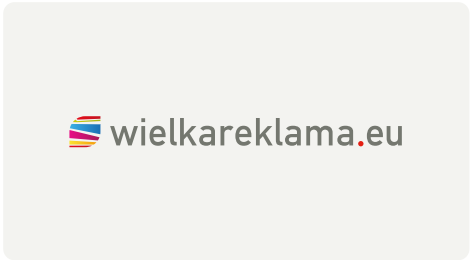
Do not change the symbol colours



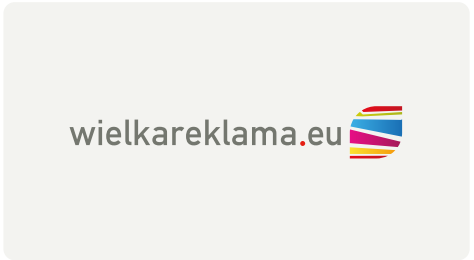
Do not change the wordmark colour



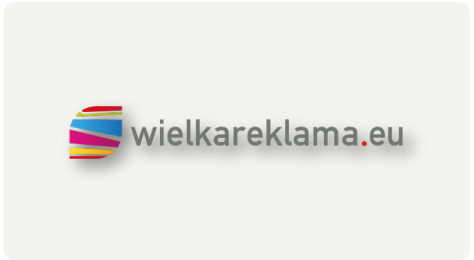
Do not replace the wordmark with a font



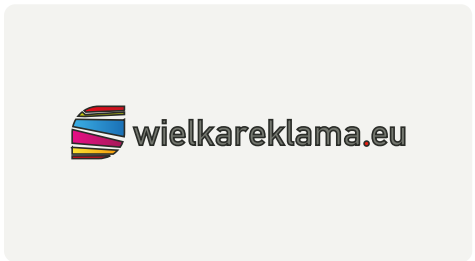
Do not change the proportions



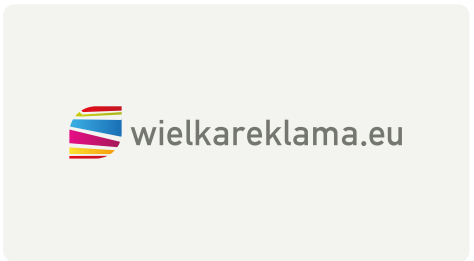
Do not rearrange the elements



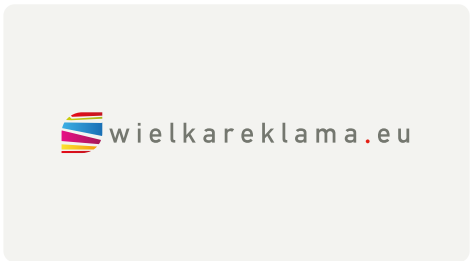
Do not add shadows or effects



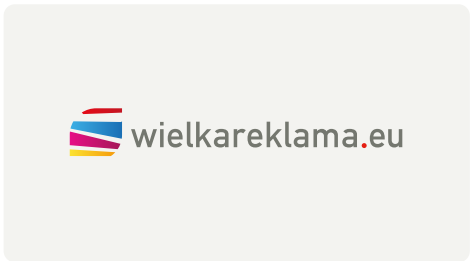
Do not outline the logo



Do not change the dot colour



Do not change the letter spacing



Do not remove or reorder the stripes

Typography

Geist

The wielkareklama.eu brand typeface is Geist — a modern, highly legible sans serif with full support for Polish and other Latin-script languages.

Use it in print, presentations, on the website and in graphics. Geist is free (SIL Open Font License) — the font files are in the 09_Fonts folder of the pack and on Google Fonts.

Fallback font: Arial — in Office documents, e-mails and wherever Geist cannot be embedded.

The wielkareklama.eu wordmark is not set in Geist or any other typeface — it is a drawing. Never set the name in a font in place of the logo.

Geist Regular	Aa Ąą Ćć Ęę Łł Ńń Óó Śś Źź Żż 0123456789 & @ %
Geist Medium	Aa Ąą Ćć Ęę Łł Ńń Óó Śś Źź Żż 0123456789 & @ %
Geist SemiBold	**Aa Ąą Ćć Ęę Łł Ńń Óó Śś Źź Żż 0123456789 & @ %**
Geist Bold	**Aa Ąą Ćć Ęę Łł Ńń Óó Śś Źź Żż 0123456789 & @ %**

Heading — Geist SemiBold

Subheading — Geist Medium, grey

Body text — Geist Regular 9–11 pt, line spacing 140–150%. Accents and highlights may be set in **brand red** — sparingly, just like the dot in the wordmark.

The symbol as an icon and avatar

The symbol is square, which makes it a perfect icon.

App icon and avatar — the symbol on a white or graphite field, taking up about 60% of the side. This ensures the symbol is not cropped by circular frames (Facebook, LinkedIn, Instagram).

Avatar with the full name — where the brand name is not shown alongside (e.g. a partner profile or business directory), use the vertical logo on a white or graphite background.

Favicon — a complete set of files (ICO, SVG, PNG, Apple and Android icons, manifest) and ready-to-use HTML code in the 06_Icons_favicon_social folder.



Icon – light



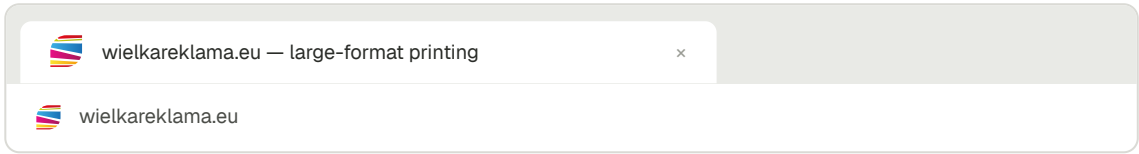
Icon – dark

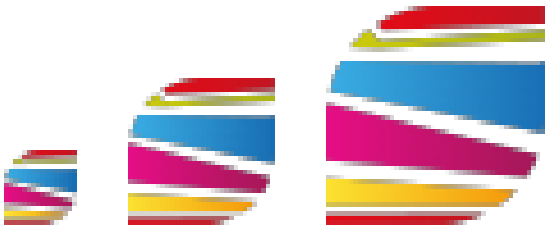


Avatar – symbol



Avatar – full logo





16 px 32 px 48 px

Favicon at 16, 32 and 48 px (enlarged)

Business cards and envelopes

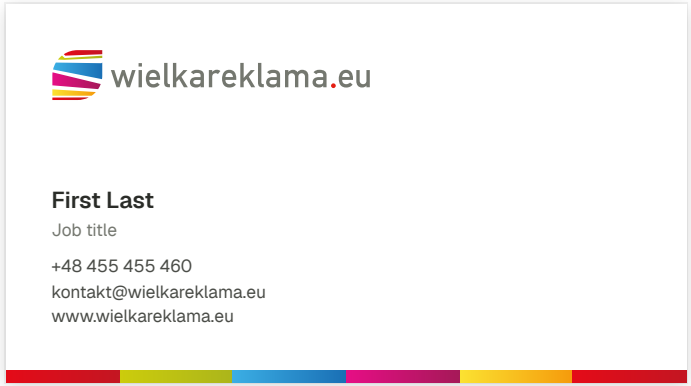
Business card 90 × 50 mm — at 1 : 1 scale.

Front: full-colour horizontal logo, 42 mm wide, 6 mm margin. Contact details in Geist 7–8 pt. The colour bar finishes the bottom edge.

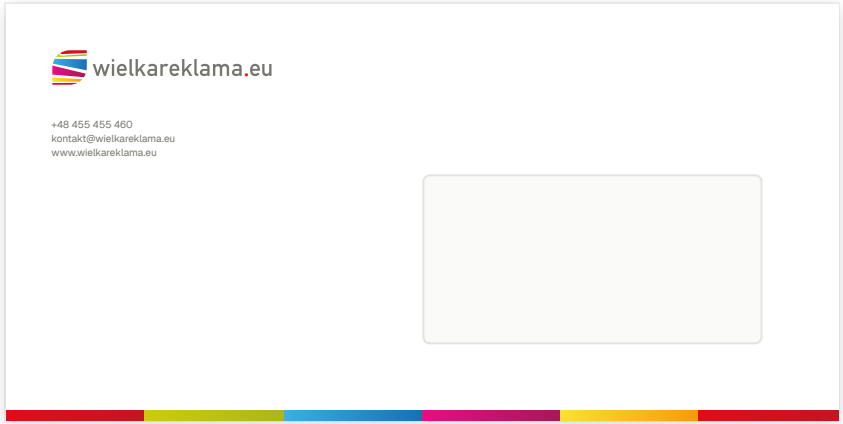
Back: graphite background with the vertical logo in negative, centred.

DL envelope (220 × 110 mm, shown at 50%): horizontal logo 55–60 mm in the top left corner, sender details below the logo, colour bar along the bottom edge.

Printing: paper of at least 350 g/m², matt coated or uncoated. Full-colour version in CMYK from the PDF_CMYK file.







Letterhead and e-mail signature



A4 letterhead and e-mail signature.

A4 letterhead (shown at 47%): horizontal logo 60 mm wide, 20 mm from the left and 16 mm from the top edge. Contact details in the top right corner, company details footer and colour bar at the bottom of the page.

E-mail signature: horizontal logo displayed at 200 px wide (400 px PNG file from folder 06 — sharp on high-resolution screens). Signature text in Arial or Geist, grey #74776F.

To: client@company.com — Subject: Quote — printing and installation

Hello,
please find our quote attached.

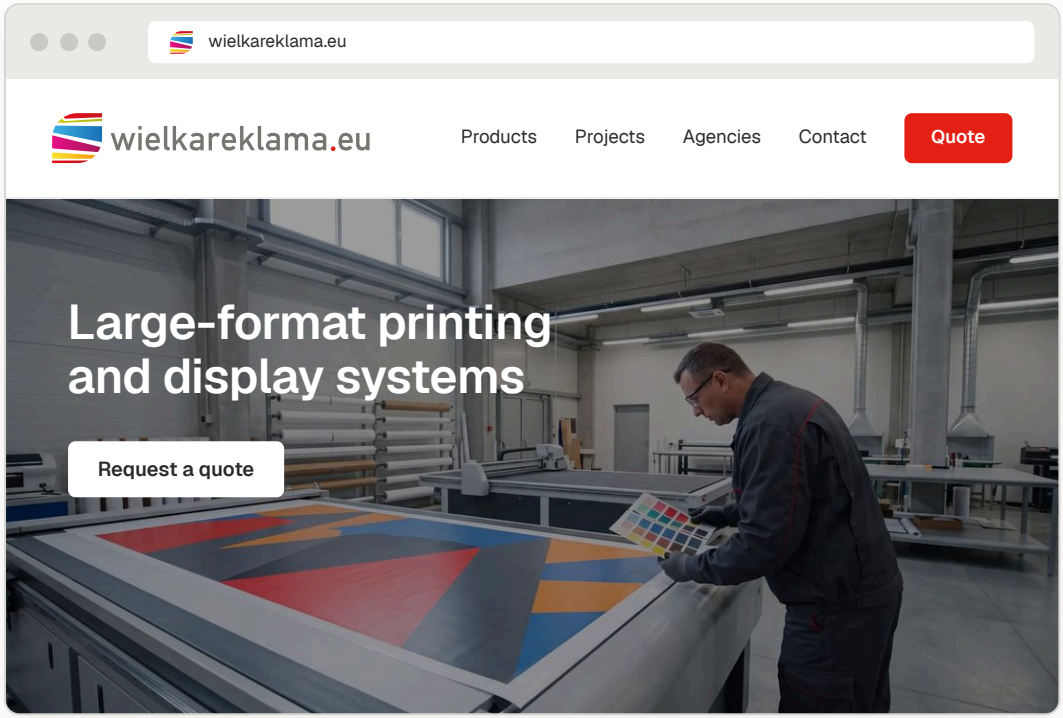
Kind regards

First Last
Account manager

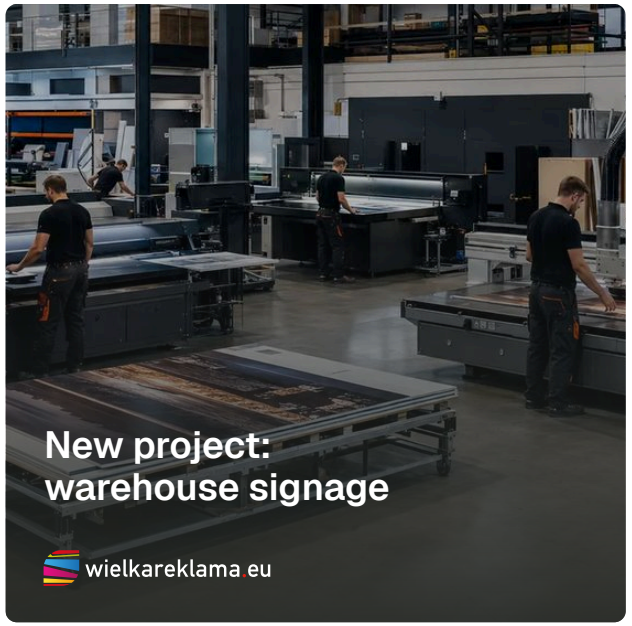
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kontakt@wielkareklama.eu · www.wielkareklama.eu

Website and social media



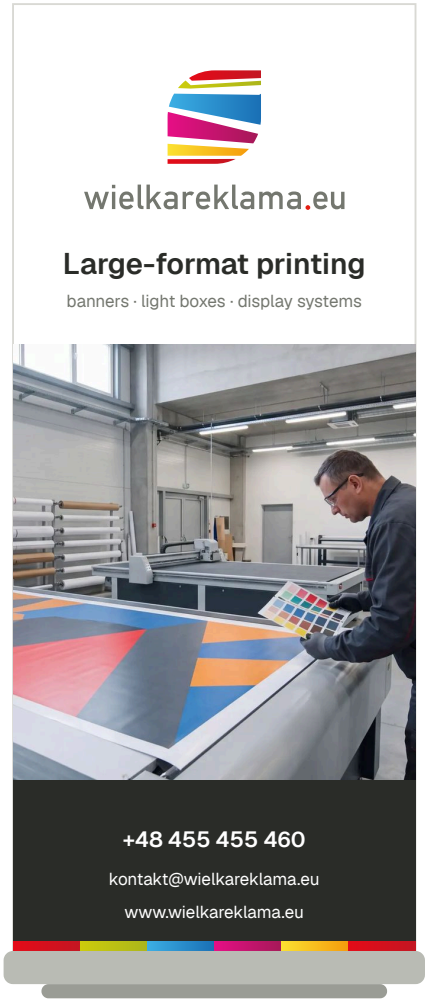
Website: horizontal logo in the header (36–48 px high), on a white background, on the left.



wielkareklama.eu
Large-format print shop

Social media: avatar with the symbol (1080 × 1080 px files); in graphics, the logo in a corner of the frame with its clear space — on photos as a negative or on a white panel.

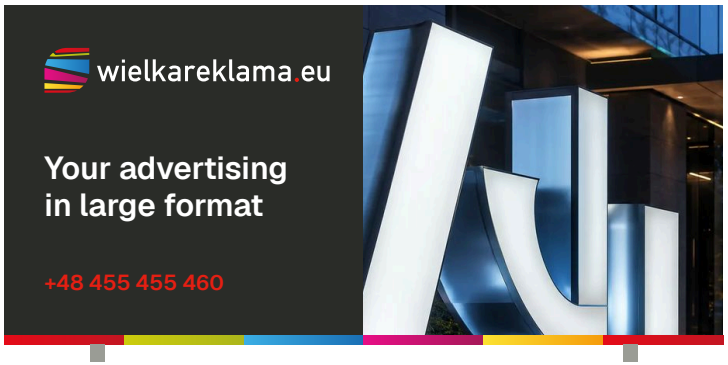
Roll-up, fabric wall, billboard



Roll-up 85 × 200 cm — vertical logo at the top, contact details on a graphite band



Fabric wall 300 × 230 cm — logo on a white field, away from edges and seams



Billboard 504 × 238 cm — negative on a graphite field, logo at least 1/3 of the width

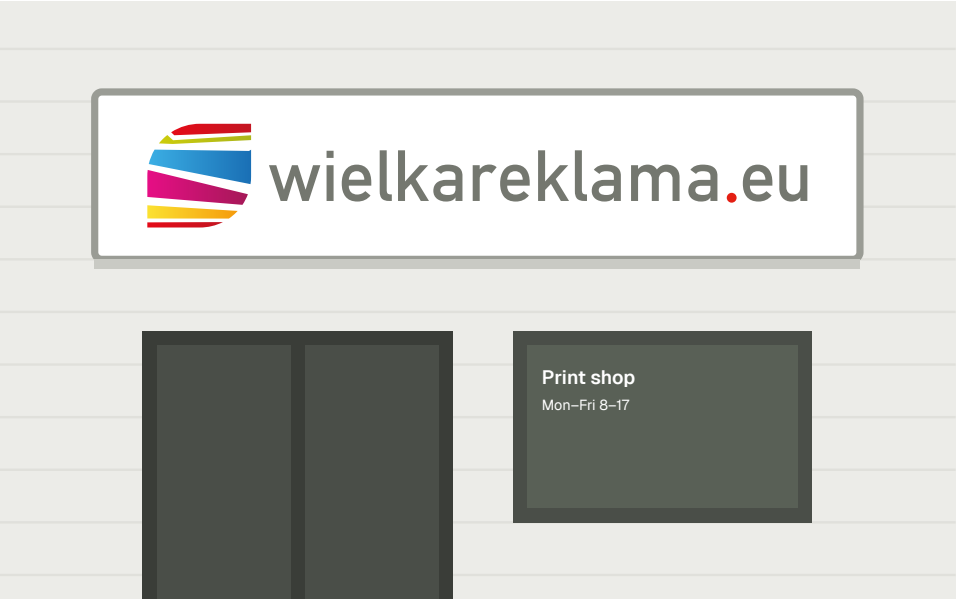
Large-format materials

On roll-ups, fabric walls and banners, place the logo in the upper part, on a calm background, with a clear space of at least 1X — on walls and banners increase it to 2X to allow for hems and eyelets.

On banners with eyelets and on systems with silicone edges (frames, fabric light boxes), keep the logo at least 5 cm from the edge of the print.

Billboards and building wraps are seen from a distance — the logo must take up at least 1/3 of the width, on an even background.

Signage and vehicles



Light box and shop sign

Full-colour horizontal logo on a white face, with a clear space of at least 1X from the frame. On cut-vinyl faces use the flat version; on backlit light boxes with translucent vinyl, match the colours to the face and check a test print with the lighting switched on.



Vehicles

Horizontal logo on the side doors or side panel, at least 1/2 of the cargo area length; phone number and web address below the logo. The colour bar may run along the bottom edge. The logo must not cross door gaps, handles or body creases.

Printed cast vinyl with laminate — full-colour version; cut lettering from coloured vinyl — flat version.

Apparel and merchandise

Apparel and promotional merchandise.

Apparel: on the chest the symbol or the horizontal logo (8–10 cm wide), on the back the vertical logo (20–25 cm). Embroidery and screen printing — flat version; on dark fabrics flat – negative or white.

Mugs: sublimation or UV printing — full-colour version.

Bags: screen printing or transfer — flat version; on undyed fabric check a colour proof.

Pens and small items: pad printing or engraving — single-colour version (black or white); for very small print areas, the symbol alone.

Before production with a new supplier, always order a proof and compare the colours with these guidelines.











Working with partners

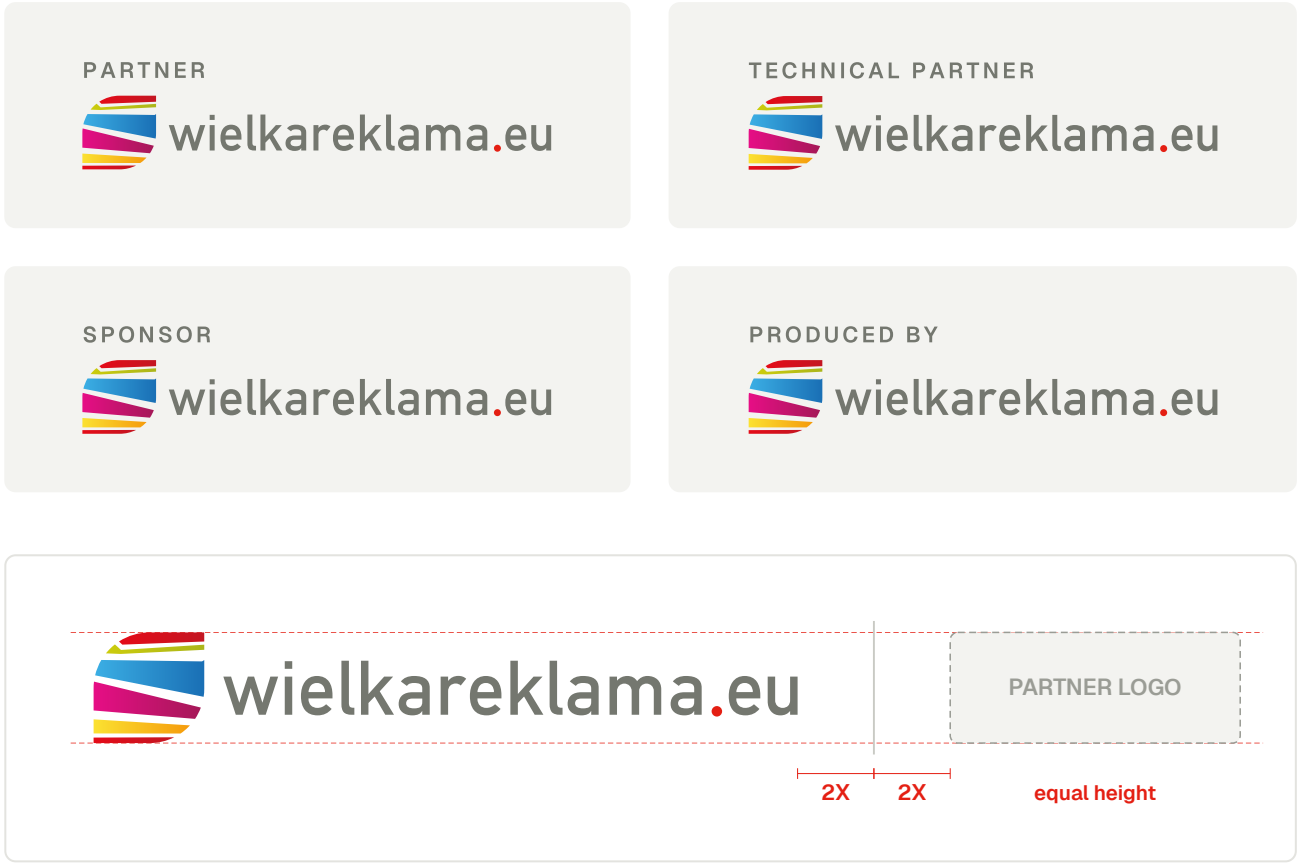
Joint materials with partners.

Next to a partner logo the wielkareklama.eu logo is placed in its horizontal version, on the same line, at least 2X from the dividing line (or 4X without a line). Both logos should have a similar optical height — neither dominates unless the agreement states otherwise.

Partner badges — ready-made versions captioned “Partner”, “Technical partner”, “Sponsor” and “Produced by” for materials of clubs, events, developments and projects. The caption is part of the file — do not add it yourself.

Sponsor walls: the full-colour logo on a white field or the negative on a dark one, in a grid with even spacing.

Files: folder 05_Partner_badges — full-colour, negative, black and white versions. Minimum width 40 mm / 160 px.



File pack

```
wielkareklama-eu_logo-pack_v1.0/
├─ 00_README.txt
├─ 01_Brand_guidelines/      this document
├─ 02_Logo_horizontal/       SVG · PDF · EPS · PNG
├─ 03_Logo_vertical/         SVG · PDF · EPS · PNG
├─ 04_Symbol/                SVG · PDF · EPS · PNG
├─ 05_Partner_badges/        Partner, Technical partner,
│                            Sponsor, Produced by
├─ 06_Icons_favicon_social/  favicon, app icons,
│                            avatars, e-mail signature
├─ 07_Logo_with_clear_space/
├─ 08_Colours/               .ase palette, .css, table
└─ 09_Fonts/Geist/           brand font + OFL licence
```

FILE NAMES

`wielkareklama-eu_logo-horizontal_full-colour_1500px.png`

layout: logo-horizontal · logo-vertical · symbol
version: full-colour · full-colour-negative · flat · flat-negative · greyscale · black · white

FORMAT	USE FOR
PDF (CMYK)	Print: printers, agencies, DTP studios. Vector — scales to any size. Opens in Illustrator, InDesign, CorelDRAW, Affinity.
EPS (CMYK)	Older software and cutting plotters (vinyl, routing, engraving). Vector.
SVG (RGB)	Websites, apps, presentations, online editors. Vector, small file size.
PNG (RGB)	Word, PowerPoint, e-mails, social media. Transparent background. Several sizes — choose the closest to what you need, do not enlarge.
ICO / PNG	Favicon and website and app icons (folder 06).
ASE / CSS	Colour palette for Adobe applications and CSS variables for developers.

The negative and white versions have a white wordmark on a transparent background — in a system preview on white they may look empty. This is correct.

wielkareklama.eu

QUESTIONS ABOUT THE LOGO, THE FILES AND THEIR USE

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