

Visual Identity Guidebook
Ljubljana, 2024

Development Cooperation and Humanitarian Aid of the Republic of Slovenia



SLOVENIA
AID & PARTNERSHIPS

Introduction

This guidebook lays down the basic elements, structures and method for creating documents with visual identity of the brand of the Development Cooperation and Humanitarian Aid of the Republic of Slovenia. The guidebook is designed to assist all employees and external contractors, especially designers and others whose work is related to the production and use of messages and other documents for internal and external users. The aim of the guidebook is to facilitate the management of visual identity and ensure greater recognition and consistency in the project and its communication across all communication channels.

1. Basic visual elements

1.1

Sign

The symbol and the inscription form a comprehensive sign that is inviolable. This means that it is not permitted to change the ratios between the elements, distort the sign, use only one of the elements or integrate it in full or any of its part into any other sign.

The sign and the position of the sign depend on the medium or material to which it is applied. The basic variants of the sign are the colour positive, the black and white positive and the negative.

Colour symbol
Positive



Colour symbol
Negative



Black and white symbol
Positive



Black and white symbol
Negative



1.2

Construction grid with insulation space

The insulation space is the space around the sign that must not be covered with additional elements, such as text, photo and other graphic or textual elements. It is defined as the square between the symbol and the inscription.



1.3

Secondary signs with structural grid with insulation space

Secondary signs are intended for different definitions of forms of aid that may change.

The secondary versions are also colour positive, black and white positive and negative.

The insulation space is the space around the sign that must not be covered with additional elements, such as text, photo and other graphic or textual elements. It is defined as the square between the symbol and the inscription.

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HUMANITARIAN AID

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PARTNERSHIP FOR DEVELOPMENT

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Insulation space

1.4

Branding for the project
Slovenski razvojni dnevi (SRD)

The Slovenian language version may also be colour positive, black and white positive and negative.

The insulation space is the space around the sign that must not be covered with additional elements, such as text, photo and other graphic or textual elements. It is defined as the square between the symbol and the inscription.


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Slovenski razvojni dnevi



Construction grid


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Slovenski razvojni dnevi

Insulation space

1.5

Branding for the project
Slovenian Development Days (SDD)

The Slovenian language version may be colour positive, black and white positive and negative.

The insulation space is the space around the sign that must not be covered with additional elements, such as text, photo and other graphic or textual elements. It is defined as the square between the symbol and the inscription.



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Slovenian Development Days



Construction grid



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Slovenian Development Days

Insulation space

1.6

Co-branding - example

For equal co-branding the logos of partner organisations are positioned left of the sign. The partner logo is adapted in size and in positioned in line with the sign.

The insulation space is the space around the sign that must not be covered with additional elements, such as text, photo and other graphic or textual elements. It is defined as the square between the symbol and the inscription.



Humanitarian Aid
and Civil Protection



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Construction grid



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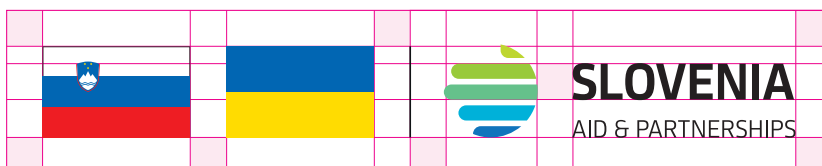
Insulation space

1.7

Case use - stickers

When using two flags, these are positioned left of the sign. The flag is adapted in size and in positioned in line with the sign.

The insulation space is the space around the sign that must not be covered with additional elements, such as text, photo and other graphic or textual elements. It is defined as the square between the symbol and the inscription.



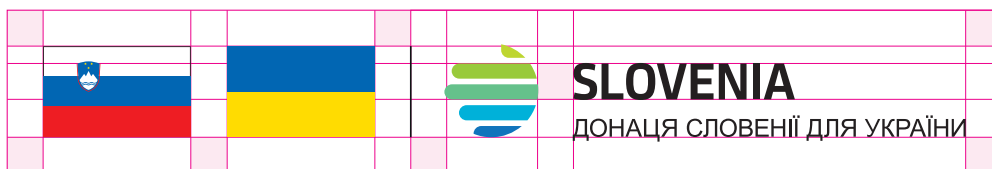
Construction grid



Insulation space

**SLOVENIA**

ДОНАЦЯ СЛОВЕНІЇ ДЛЯ УКРАЇНИ



Construction grid

**SLOVENIA**

ДОНАЦЯ СЛОВЕНІЇ ДЛЯ УКРАЇНИ

Insulation space



Construction grid



Insulation space

1.8

Joint use - example in various media

For joint use with other signs, the size of all signs must be equally balanced and the signs must be sensibly positioned.



1.9

Use of the sign on official documents



REPUBLIKA SLOVENIJA
**MINISTRSTVO ZA ZUNANJE
IN EVROPSKE ZADEVE**

DIREKTORAT ZA RAZVOJNO SODELOVANJE
IN HUMANITARNO POMOČ
SEKTOR ZA IZVAJANJE MEDNARODNEGA
RAZVOJNEGA SODELOVANJA IN
HUMANITARNE POMOČI

Prešernova cesta 25, 1000 Ljubljana

Ministrstvo za zunanje in evropske zadeve
Prešernova cesta 25
1000 Ljubljana



SLOVENIA
AID & PARTNERSHIPS

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Številka: xy
Datum: 10. 11. 2020

Zadeva: Dopis v zvezi s

Obvestilo Ministrstva za zunanje zadeve

Zaradi še vedno prisotne možnosti okužbe z virusom COVID-19 slovenskim državljanom svetujemo, da pri načrtovanju poti v tujino spremljajo širjenje virusa in njegove prisotnosti na območju načrtovane poti ter preverijo pogoje vstopa v ciljno državo ter upoštevajo odločitve tamkajšnjih oblasti. Slovenskim državljanom, ki se vračajo v domovino, priporočamo upoštevanje priporočil Nacionalnega inštituta za javno zdravje (NIJZ).

1.10

Minimum size of the sign

The size of the sign depends on the medium or material to which it is applied, and on the type of print used. The maximum size is not prescribed, but for large applications, please consult in advance the author or custodian of the visual identity. The minimum size is prescribed.



1.11

Typeface

The primary typeface is Republika in two cuts.

Microsoft Arial may be used as the secondary typeface. Its use is reserved for cases in which the use of primary typeface is not possible. This applies mostly to use in programmes, such as Microsoft Word, PowerPoint, Excel and similar.

Primarna črkovna vrsta

Republika – Regular

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
 abcčdefghijklmnopqrsštuvwxyzž
 0123456789!"#\$%&'()*=?*.,-

Republika – Bold

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
0123456789!"#\$%&'()*=?*.,-

Sekundarna črkovna vrsta

Arial – Regular

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
 abcčdefghijklmnopqrsštuvwxyzž
 0123456789!"#\$%&'()*=?*.,-

Arial – Bold

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
0123456789!"#\$%&'()*=?*.,-

1.12

Colour System

The primary colour version uses the five colours from the symbol and the inscription. It is used against white background.

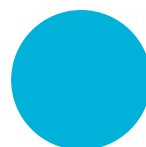
The optimum option for printing is spot colour printing as it allows the perfect colour imprint. If spot colour printing is not available, process printing may be used.

In addition to the printing type, the reproduction of colour depends also on the type of paper and the output raster density.

Colours may also be reproduced using the RGB (Red, Green and Blue) model for computer or any other screen display.



30C 100Y
Pantone 381
191R 215G 48B



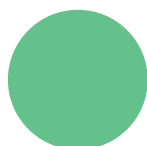
80C 5M 10Y
Pantone 312
OR 176G 216B



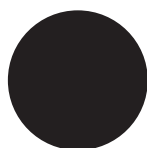
45C 100Y
Pantone 376
154R 202G 60B



85C 50M
Pantone 3005
27R 117G 188B



60C 60Y
Pantone 3395
103R 193G 140B



Črna

2. Use in communication

2.1

Roll-up banner



2.2

Presentation screen



2.3

Hat



2.4

T-shirt



Ljubljana, January 2024



REPUBLIC OF SLOVENIA
**MINISTRY OF FOREIGN
AND EUROPEAN AFFAIRS**