



Book of visual identification



Table of content

01. Introduction	3	08. Rules for the use of the mark	12
02. Forms of sign.....	4	09. Illegal use of the mark	14
03. Colour variants of the sign	6	10. Examples of use of the sign on visualizations	15
04. Construction of the sign	7	11. Colours in programs	16
05. Protective field of the sign	9	12. Selected company materials.....	18
06. Colour of the sign.....	10	13. Promotional materials	21
07. Typography.....	11		



Book of visual identification

01. Introduction



BOOK OF SIGN

is an interpretation of the use of the trademark during all marketing activities related to the promotion of the image and products of CAD Projekt K&A.

MISSION OF THE COMPANY

During designing the perfect interiors you meet someone's dreams come true.

Working in our program is the way to realize Your dreams and dreams of Your clients.



02. Forms of sign

BASIC VERSION OF THE SIGN



BASIC VERSION OF THE SIGN

The basic version of the trademark consists of two elements:

1. Signet
2. Logotype

It is the most commonly used form of the company's graphic sign due to high readability even with a small size of advertising space.

02. Forms of sign

SIGNET



VERTICAL VERSION



CAD PROJEKT K&A













SUPPLEMENTARY VERSION

In special cases, when it is not possible to use the basic version, it is possible to use supplementary versions:

Signet - it is a unique graphic form and it is allowed to use it as an independent trademark.

Vertical version - everywhere where the use of logos in the basic version is impossible.

03. Colour variants of the sign

PRINTING	BASIC VERSION	VERSION WITH BACKGROUND
FULL COLOUR		 
ONE COLOUR		 
TWO COLOURS		
BLACK AND WHITE		
ENGRAVER		

COLOUR VARIANTS OF THE SIGN

In advertising materials, CAD Projekt K&A uses the trademark in the basic version.

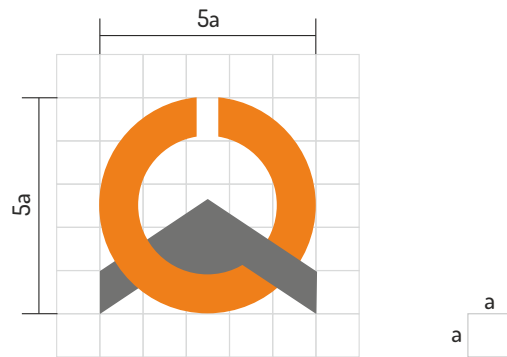
If it is not possible to use the basic version and you want to use a background, the logo should be adapted based on the shown examples.

The background cannot be limited to a rectangular field - it must have a much larger space around the sign.



04. Construction of the sign

SIGNET

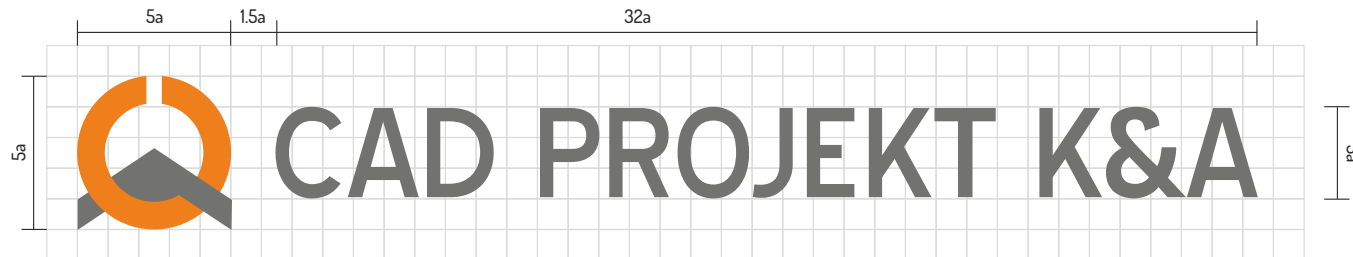


MARK ON THE MODULAR GRID

The modular grid defines the basic proportions and sizes in the mark construction. It is used in the case of mapping the mark on large format surfaces, where the use of electronic form is impossible.

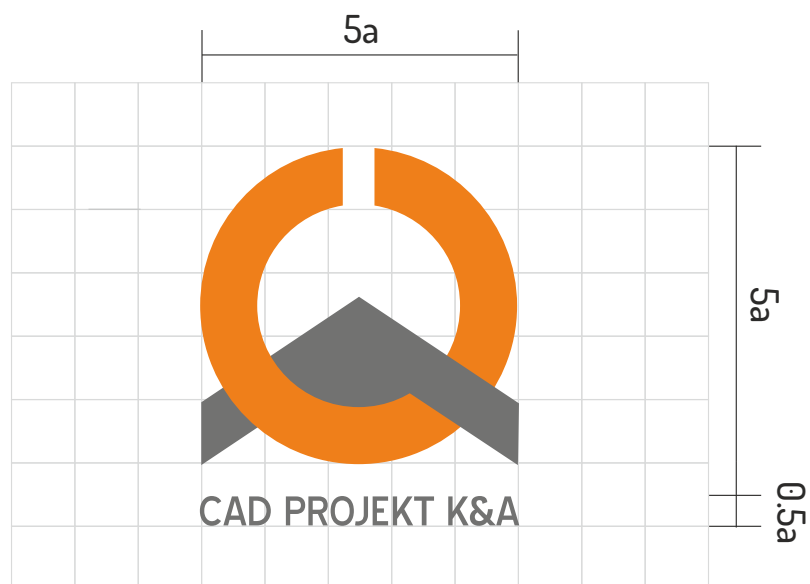
The construction module is a square with side a .

BASIC VERSION



04. Construction of the sign

VERTICAL VERSION



MARK ON THE MODULAR GRID

The modular grid defines the basic proportions and sizes in the mark construction. It is used in the case of mapping the mark on large format surfaces, where the use of electronic form is impossible.

The construction module is a square with side a .



05. Protective field of the sign

BASIC VERSION



VERTICAL VERSION



THE PROTECTIVE FIELD

The protective field is the area around the mark, within which no foreign form, both graphic and text, can appear. The sign is surrounded by a protective field in the form of a rectangle.

The mark's protective field is defined by a square module plotted from the width and height of the signet.

Observance of the protective field rules guarantees correct visual reception of the mark.

06. Colour of the sign



	PANTONE	CMYK	RGB	HEX
1	151	0/60/100/0	245/130/32	#f58220
2	Cool Gray 11	0/0/0/70	109/110/113	#6d6e71

COLOUR OF THE SIGN

The colour along with the sign plays an important role in the visual identification, it is an important factor shaping the identity and perception of the brand.

Depending on the type of creation, in which we will use graphic depends on the choice of palette:

PANTONE, CMYK - printing of perks and marketing materials

RGB, HEX - all forms of creation used for the needs of the internet and materials presented in electronic form, eg during presentations or visualizations.



07. Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

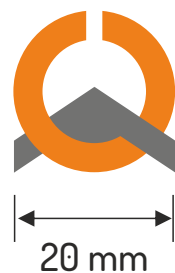
Blue Highway Regular

TYPOGRAPHY IN THE MARK

To develop the logotype used the font Blue Highway in Regular.

The basic typeface used in the process of brand communication should be sans-serif typefaces.

08. Rules for the use of the mark



MINIMUM SIZE AND SCALING

The minimum size of the sign is the smallest size at which the mark does not lose its readability and at which its mapping is optimal.

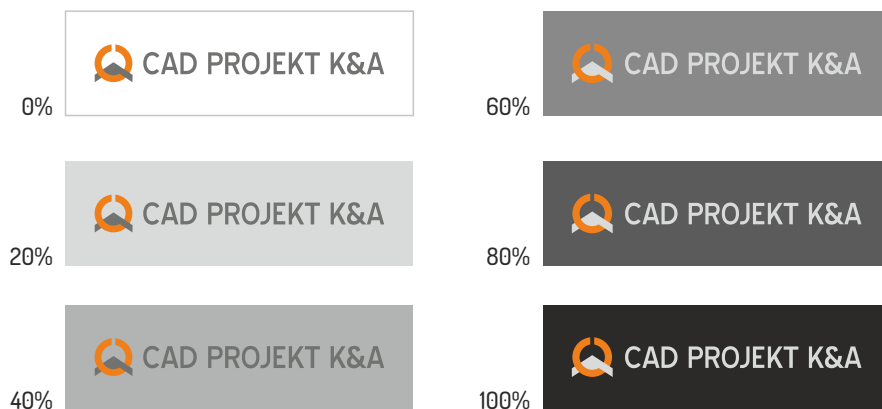
Sizes cannot be smaller than:

1. Basic mark: 20 mm horizontally
2. Signet: 20 mm horizontally

Scaling is done by evenly enlarging or reducing the entire mark. The trademark can be freely enlarged, keeping the proportions and layout.



08. Rules for the use of the mark



JUXTAPOSITION OF MARK ON DIFFERENT BACKGROUNDS

The basic sign, due to its design and colours, can be applied primarily on light backgrounds. In other cases, you must follow the principle of preservation of the contrast between the logo and the background using a variant of the achromatic.

If there is a need to use a non-uniform background, the logo should be adapted based on the presented examples.

Examples of using the basic mark on a non-uniform background





09. Illegal use of the mark



❗ do not tilt the sign



❗ do not deform the shape



❗ do not rotate any elements



❗ do not rotate the sign



❗ do not change the colour of the sign



❗ do not change the colour of the signs



❗ do not delete any elements



❗ do not framing the sign



❗ do not change the position of the elements

UNACCEPTABLE MODIFICATIONS

Using a graphic sign shall be allowed only the scaling proportional. All other forms of editing such as transformation, mirroring, colour swapping, rotation, placing other elements in the protection field are not permitted.

Beside are examples of unacceptable mark transformations.



10. Examples of use of the sign on visualizations

Examples of the use of a trademark and description on a visualization made by CAD Projekt K&A






An example of a description on a visualization made by external entities after our prior approval



11. Colours in programs



	PANTONE	CMYK	RGB	HEX
	Process Black	0/0/0/100	0/0/0	#000000
	151	0/60/100/0	245/130/32	#f58220
	541	100/80/35/20	20/64/105	#144069

COLOURS IN PROGRAMS

The colour of the software, along with the colour of the sign plays an important role in the visual identification, is an important factor shaping the identity and perception of the brand.

CAD Projekt K&A creates three basic programs for designing, visualization and valuation: CAD Decor PRO, CAD Kitchens and CAD Decor.

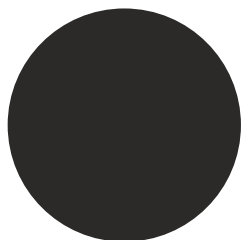
A specific colour is assigned to each of them.

11. Colours in programs

CAD Decor PRO

Black

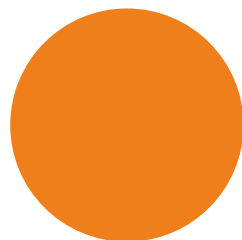
It is associated with power, elegance and mystery. Black, like our latest product - the CAD Decor PRO program, which appeared on the market in 2012, gives a sense of perspective and depth. CAD Decor PRO in an innovative way combines all of our previous achievements in the matter of computer-aided interior design, providing a high standard of design, documentation and visualization, where only the imagination of an experienced designer is the limit.



CAD Kitchens

Orange

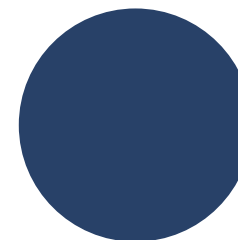
It is a colourful expression not only of joy but also of fascination and determination. We attributed this energetic colour to the program, which was our first program for designing, visualizing and valuation that we created a dozen years ago. At that time, we were a precursor in our industry on the Polish market, and CAD Kitchens provided us and our customers with a lot of satisfaction, developing with incredible passion and energy, just like our company.



CAD Decor

Blue

It is a colourful synonym of stabilization. The colour of sea and sky, symbolizing wisdom, cohesion and loyalty, we chose for the CAD Decor program, which was created several years after the premiere of CAD Kitchens. This program has created more powerful experience and expectations of interior designers and architects regarding a versatile work tool that they can trust.





12. Selected company materials

PERSONAL AND UNIVERSAL BUSINESS CARD

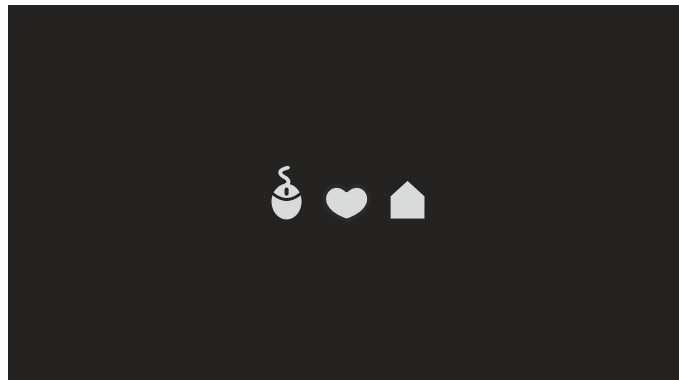
personal business card



universal business card



reverse business card



90 x 50 mm format



12. Selected company materials



LETTERHEAD PAPER

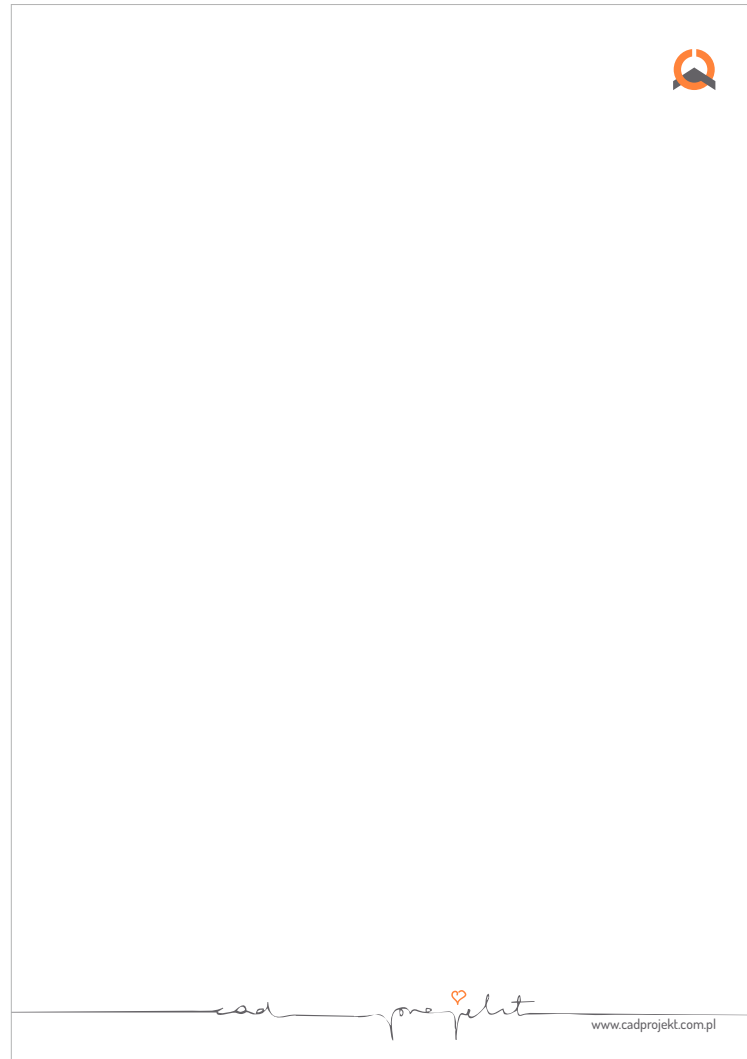
A4 format (210 x 297 mm)

CAD Projekt K&A Sp. z o.o. | Poznański Park Naukowo-Technologiczny | ul. Rubież 46 | 61-612 Poznań | Poland
tel. +48 61 662 38 83 | fax +48 61 642 94 55 | biuro@cadprojekt.com.pl | www.cadprojekt.com.pl

Sąd Rejonowy Nowe Miasto i Wilda w Poznaniu | VIII Wydział Gospodarczy | KRS 0000637767
Kapitał zakładowy 60.000 zł | REGON: 365443364 | NIP: 9721266721



12. Selected company materials



NOTEBOOK

A4 format (210 x 297 mm)



Book of visual identification

12. Selected company materials

PACKAGE FOR PROGRAMS





Book of visual identification

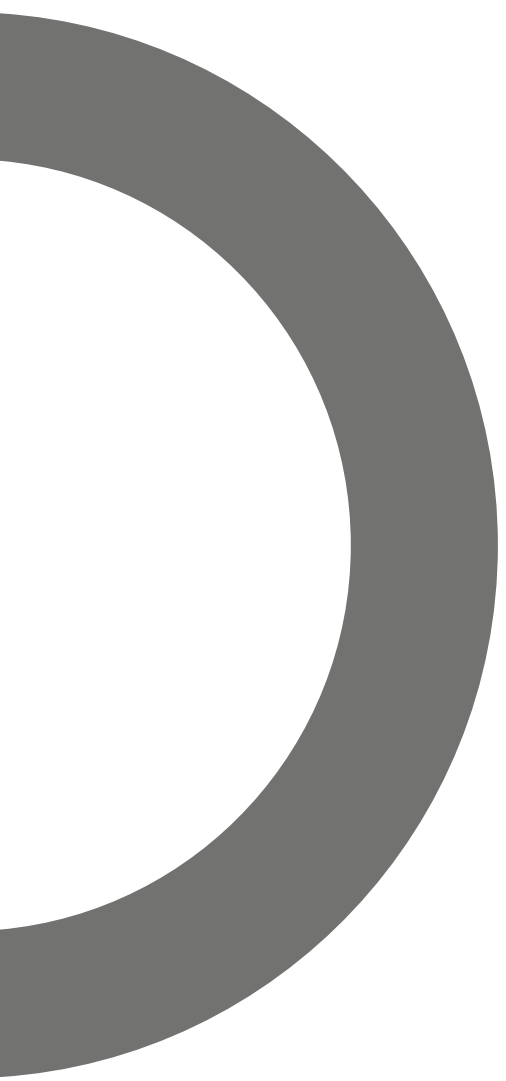
13. Promotional materials



ADVERTISING BROCHURE

210x235 mm format
Number of pages: 20





CAD Projekt K&A Sp. z o.o.
ul. Rubież 46, 61-612 Poznań
tel. +48 61 662 38 83
biuro@cadprojekt.com.pl
www.cadprojekt.com.pl

