

Instructions for logo usage of company
“Vatropromet”



Vatropromet

vatrogasna i zaštitna oprema



www.vatropromet.hr

Intro

Our company has been recognized for many years as a reliable partner of firefighters and all our other partners and customers. We have been building our recognition for years on successful and correct work where the customer has always been in the first place.

One part of that recognizability is the logo of our company, which is unique in its appearance and is part of the history of our company. For this reason, in these instructions we pay extra attention to the presentation of our logo, because it represents our company, its identity and long history.

Please use the logo of “Vatropromet” d.o.o. by following the guidelines contained in these instructions, in order to properly promote all that this logo represents and its recognizability in the world of firefighting.



1. Logo components

The logo of the company “Vatropromet” consists of **three parts**. Of the three parts of the logo, one is independent - SIGN. The sign may be used together or separately, in the manner defined below. The other two parts of the logo (name and description) cannot be used alone.



2. Full version of logo

This is the **standard primary version of the logo**. All other versions are intended for the specific use required by the occasion or context. The aspect ratio of the logo must not be changed, it can only be reduced or increased proportionally. This rule applies to all versions of the logo.

This logo is intended for use on light backgrounds: white, light gray ...



3. Custom logo

This logo is adapted for use on dark backgrounds: black, dark gray, blue ...



4. Custom logo - negativ

The logo in negative (white) is **intended for use on a red background only**. The flame and the letter "V" are adjusted in such a way that they take on the color of the red background, and all other elements of the logo remain in the negative (white).



5. Logotype in one row

This version of the logo is **NOT** allowed nor may the positions of the sign, name and description be changed.



6. Short version of logo

This version is intended for cases where the description is not relevant and only wishes to highlight the brand / logo, or wishes to commit it for other reasons.



7. Independent use of the sign

This version of the logo is intended for independent use and is the only part of the "Vatropromet" logo that can be used without other parts (name and description).






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8. Colors

The main logo consists of three colors: red, white and black. Whenever it is possible it's necessary to use the "main logo" and in its original arrangement of elements, as in the picture below.



RGB		
237 / 28 / 36	255 / 255 / 255	0 / 0 / 0
		
0 / 100 / 100 / 0	0 / 0 / 0 / 0	0 / 0 / 0 / 100
CMYK		

9. Font (letters)

We use a font for the name in the logo (Vatropromet) "Handel Gothic". The font has been customized and modified to make the logo unique: **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll...**

For the description in the logo (fire and protective equipment) we use the font "Arial": **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll...**



10. Logo colors combined with various backgrounds

The logo is always displayed on bright backgrounds in the original (red sign, black company name and red description). The logo is always displayed in combination on dark backgrounds (red logo, white company name and red description). On the red background, the logo is displayed in negative (white).

Primary use of the logo on a white background



Primary use of the logo on a grey background



Use of the logo on dark background



Use of the logo on red and other dark backgrounds



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11. Improper use of the logo

For maximum effect and consistency, it is important to protect the integrity of the logo. Always use the original logo provided by us and avoid the improper use of colors shown here.



By **NO MEANS**:

1. Change the color positions
2. Use black
3. Mix other colors
4. Add Stroke
5. Add shadows and shine
6. Use color transitions (Gradient)
7. Change the logo position and direction
8. Distort and bend the logo
9. Place the logo in unnatural dimensions
10. Put additional effects and engravings on the logo

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12. Improper use of logos on photographs and backgrounds

For maximum effect and consistency, it is important to protect the integrity of the logo. Always use the original logo provided by us and avoid the improper use of colors shown here.

By **NO MEANS**:

1. Use a logo with a black name on black background
2. Use the logo with the white name on white background
3. Use the primary logo on a red background
4. Use a logo with a black name on the background of similar contrast
5. Use the red logo on a red background
6. Use a white logo on light backgrounds
7. Use the logo on pile backing elements and color
8. Decrease the Opacity
9. Use the logo on color patterns and elements
10. Use the background behind the logo when setting up to a picture, in the shape of a square or frame



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13. Recommendations for the use of the logo

Logo of "Vatropromet" d.o.o. can be used indefinitely only according to the above instructions. For posts that require little space, it is recommended to use only the sign and name (no description - firefighting and protective equipment).



When arranging vectors for publishing purposes, respect the spaces between the elements that are integral parts of the logo. The description must extend from the beginning of the name (Vatropromet) to the end, as in this figure.

NO CHANGES ARE PERMITTED TO THE LOGO WITHOUT THE PRIOR APPROVAL OF AN AUTHORIZED PERSON FROM OUR COMPANY.

Before publishing, you need to contact us in order to send you the appropriate solution that will not spoil the look of the logo and will present our company with dignity.



The logo of the company “Vatropromet” is protected and its misuse and use without our permission is PROHIBITED! It is prohibited:

- Use of the “Vatropromet” logo in printed and printed editions, without the prior approval of our marketing department.
- Use of the “Vatropromet” logo on social networks and websites, without the prior approval of our marketing department.
- Modification and alteration of the “Vatropromet” logo, which would disrupt the appearance of the logo itself and our brand.
- Use of the logo outside the prescribed instructions and guidelines for the use of the “Vatropromet” logo.
- Impersonation and advertising with our company logo.

Failure to comply with the above instructions and warnings allows the company “Vatropromet” d.o.o. to undertake legal protection of our identity through our law firm. For all informations and any questions contact our marketing department via e-mail adress: marketing@vatropromet.hr



Vatropromet d.o.o. - Vatrogasna i zaštitna oprema
Ježdovečka 87, 10250 Ježdovec - Zagreb
T: + 385 1 65 53 655, F: +385 1 65 53 658
E-mail: marketing@vatropromet.hr
Web: www.vatropromet.hr
Facebook: facebook.com/vatropromet.zagreb



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