



The world leader in birch plywood
production

Corporate style

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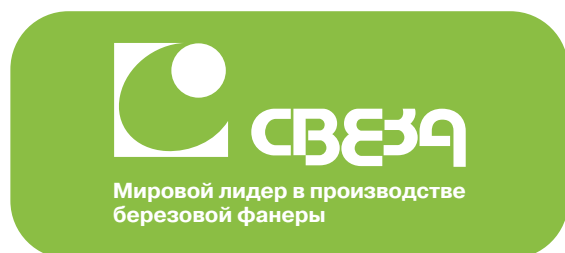
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For the links in this document to be functional, we recommend viewing the document in a browser or in Adobe Reader

LOGO

The logo consists of a graphic element and the corporate name.
The proportions of the logo or its elements may not be changed.



The cyrillic version including
the company's slogan.



The latin version including
the company's slogan.

The logo may be used without the slogan. Generally, the slogan
should be omitted where the logo is scaled to a small size, making
the slogan illegible.



The cyrillic version without the slogan.



The latin version without the slogan.

RECOMMENDED LOCATION OF THE LOGO IN COPY

It is recommended that, depending on the background, one of the logo's margins be cropped. A margin can also be cropped to the edge of the page:



Flush left.



Flush right.



Flush top.



Flush bottom.

COLOR PALETTE OF THE LOGO

The images below show the various color models of the logo:



RGB



R: 140, G: 188, B: 67



CMYK



C: 50, M: 4, Y: 96, K: 0



PANTONE



PANTONE 376 C



GRAYSCALE



C: 0, M: 0, Y: 0, K: 35



MONOCHROME



C: 0, M: 0, Y: 0, K: 100

OPTIONS FOR LOGO USE TOGETHER WITH OTHER COLORS

The logo may be placed on a background of any color or on a full-color image (e.g., a photograph) if that background contrasts well with the logo's green background.



Logo placed on a homogeneous background.



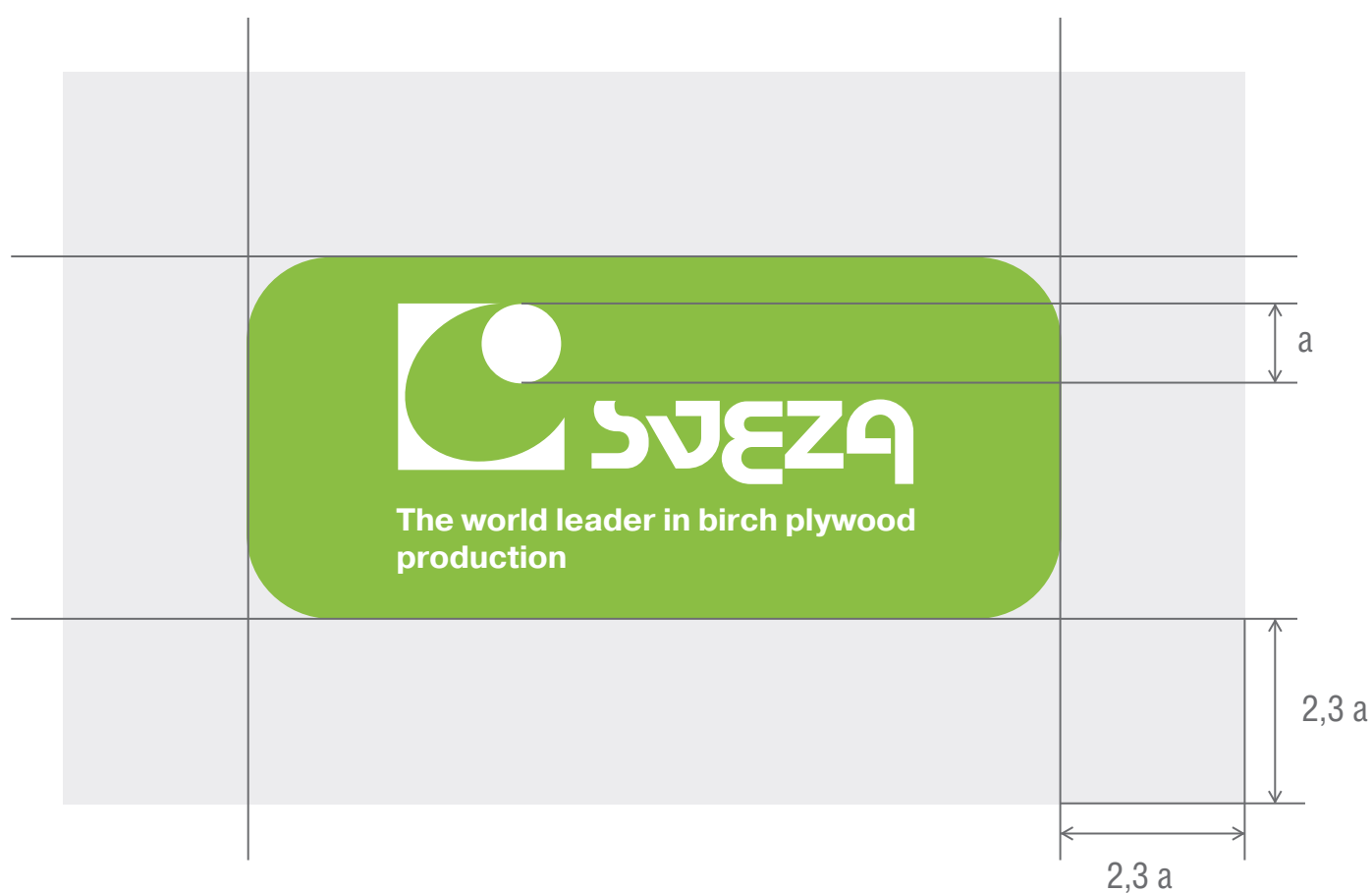
Logo placed on a gradient background.



Logo placed on a photograph.

PROTECTION AREA

The protection area is the minimal area around the logo that should remain clear of text and other graphic elements.



HOW THE LOGO CAN AND CANNOT BE USED

To keep the logo recognizable, don't:



Tilt the logo.



Warp the logo.



Change its proportions.

For added creativity, use any of the following techniques:



Add a slight shadow.



Place the logo on a “wooden” background.



+



=



Use a gradient background with these parameters:

Gradient colors:



C: 0, M: 0, Y: 0, K: 0



C: 0, M: 0, Y: 0, K: 100

Radial 2×2 grid
Transparency: 26
Overlay mode: multiply

CORPORATE COLORS

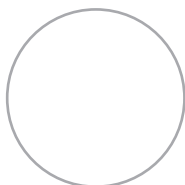
The company's primary colors are green, white, gray, and black.
Green should be used to enhance visibility (for notes, box shading and framing, etc.).



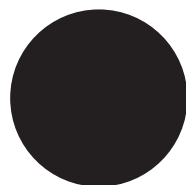
R: 140, G: 188, B: 67
C: 50, M: 4, Y: 96, K: 0
PANTONE 376 C



R: 240, G: 240, B: 240
C: 0, M: 0, Y: 0, K: 5
PANTONE Cool Gray 1 C



R: 255, G: 255, B: 255
C: 0, M: 0, Y: 0, K: 0



R: 0, G: 0, B: 0
C: 0, M: 0, Y: 0, K: 100
PANTONE Process Black C

SVEZA Plywood Samples

Nº	SVEZA Plywood	Surface/ Grade*	Thickness, mm
1	Film-faced plywood	(F/F)	18
2	Film-faced plywood	(F/F)	21
3	Film-faced plywood	(F/W)	18
4	Film-faced plywood	(F/W)	21
5	Shuttering plywood	(F/F)	18

Example showing the use of green to enhance the visibility of column heads.

*Taber testing

Taber testing is used all over the world to measure the wear resistance of various materials, including film-faced plywood.

Taber testing includes using a device fitted with rotating abrasive wheels under which the plywood sample is placed.

The wear resistance of the film is characterized by the number of rotations made before the coating is worn through. For the SVEZA Deck 350 formwork plywood, this indicator equals 350. The wearability determined with Taber testing shows precisely how long the surface will last.



Example showing the use of green to make a portion of text stand out.

CORPORATE FONT FAMILY – CYRILLIC

Helios Cond
Used for the body text.



«СВЕЗА» – современная, динамичная группа, стремительно вошедшая в число ведущих производителей на рынке деревообработки.

Helios Cond Bold
Used for headings and for highlighting words in the body of text.



«СВЕЗА» – современная, динамичная группа, стремительно вошедшая в число ведущих производителей на рынке деревообработки.

Helios Cond Bold
Used for headings, preferably in all caps.



«СВЕЗА» – СОВРЕМЕННАЯ, ДИНАМИЧНАЯ ГРУППА, СТРЕМИТЕЛЬНО ВОШЕДШАЯ В ЧИСЛО ВЕДУЩИХ ПРОИЗВОДИТЕЛЕЙ НА РЫНКЕ ДЕРЕВООБРАБОТКИ.

Helios Cond Black
Used for bolded headings, preferably in all caps.



«СВЕЗА» – СОВРЕМЕННАЯ, ДИНАМИЧНАЯ ГРУППА, СТРЕМИТЕЛЬНО ВОШЕДШАЯ В ЧИСЛО ВЕДУЩИХ ПРОИЗВОДИТЕЛЕЙ НА РЫНКЕ ДЕРЕВООБРАБОТКИ.

To set copy containing nonstandard characters such as some german letters, use the Myriad Pro font family because Helios may not include such characters. The rules for setting the body and headings are similar to those set out for Helios.

When laying out business documents and presentations, use Calibri Regular and Calibri Bold. The rules for setting the body and headings are similar to those set out for Helios.

CORPORATE FONT FAMILY – LATIN

Helios Cond
Used for the body text.



SVEZA is a modern, fast-growing group of companies, one of the leading players in the woodworking market.

Helios Cond Bold
Used for headings and for highlighting words in the body of text.



SVEZA is a modern, fast-growing group of companies, one of the leading players in the woodworking market.

Helios Cond Bold
Used for headings, preferably in all caps.



SVEZA IS A MODERN, FAST-GROWING GROUP OF COMPANIES, ONE OF THE LEADING PLAYERS IN THE WOODWORKING MARKET.

Helios Cond Black
Used for bolded headings, preferably in all caps.



SVEZA IS A MODERN, FAST-GROWING GROUP OF COMPANIES, ONE OF THE LEADING PLAYERS IN THE WOODWORKING MARKET.

To set copy containing nonstandard characters such as some german letters, use the Myriad Pro font family because Helios may not include such characters. The rules for setting the body and headings are similar to those set out for Helios.

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