

BASIC RULES OF LOGO USAGE

Logotype is one of the most important elements of visual communication which contains key characteristics of the corporate identity. For better understanding how to work with logo this paragraph includes rules of logotype's usage and describes its elements.

Relative position of corporate symbol and text part is fixed and can't be changed. Belavia trademark should always be reproduced by using templates attached to the "Belavia corporate identity guidelines".

The main palette of the logotype consists of corporate colors: main cornflower blue and white.



Belavia



Belavia

Logotype is one of the most important elements of visual communication which contains key characteristics of the corporate identity. For better understanding of the logo usage, all the general rules of its usage and description of its main elements are collected in this chapter.

Relative position of corporate symbol and text part is fixed and can't be changed. Trademark Belavia should always be reproduced by using templates attached to the "Belavia corporate identity guidelines".

Monochrome version is used when full color print is not available (for ex., while developing layouts for newspapers, faxes, b/w documents).



Belavia

The image shows the word "Belavia" in a bold, black, sans-serif font. A small, stylized sunburst or starburst symbol is positioned above the letter 'i'.

Belavia

The image shows the word "Belavia" in a bold, white, sans-serif font, centered within a solid black rectangular background. A small, stylized sunburst or starburst symbol is positioned above the letter 'i'.

There are three type of Belavia trademark's composition: regular and small-scale. Right usage of these variants helps to improve Belavia logo's vividness.

In most cases regular size of Belavia logo is used.

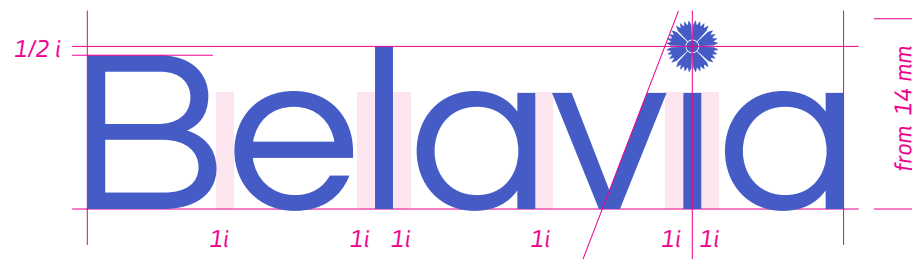
Small-scale variant helps to reproduce the image accurately in case lack of space and need of using logo of a smaller size. Small-scale variant should be used if Belavia logo is smaller than 11 mm in height.

All parts of the corporate symbol and logo are proportionally connected to each other and their position and relative sizes can't be changed in any case. In layouts original version attached to the "Belavia corporate identity guidelines" should be used.

Logotype is designed with a unique font that can't be substituted by a similar ordinary font.

*As a basic unit (1x) the height of the letter i is taken.
As a basic unit (1i) the thickness of the letter i is taken.*

*Standard
version
from 14 mm*



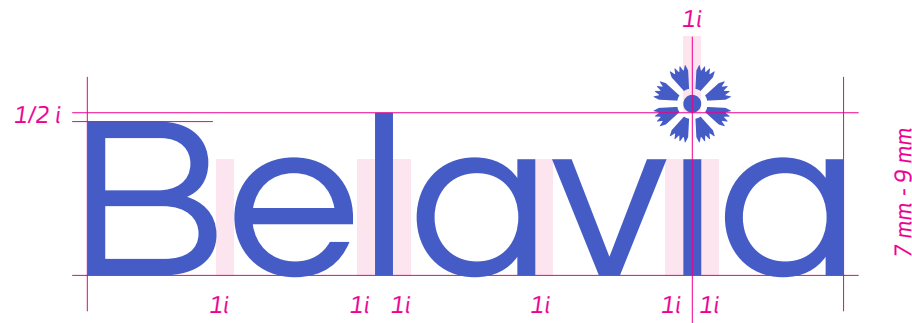
*Small-scale
variant
9 mm - 14 mm*

Belavia



*Small-scale
variant
7 mm - 9 mm*

Belavia



Free space around the logotype plays an important role in its perception. The whole variety of backgrounds can be divided into pictures and textures that are regularly used and that are rarely used for an individual layout. The last mentioned will always require a customized approach.

There is a free space to prevent logotype's surroundings from cluttering with other graphic elements. Minimum free area regulates logotype's position on an advertising item and provides its better visual perception.

In a free space area it's **PROHIBITED** to use:

- Elements of a complex graphic.
- Photographs.
- Elements with bright multicoloured texture.
- Large text blocks.

Borders of the fields are rather sketchy. They can't be used as a border or a cause to make a frame around the logotype.

As a basic unit (1x) the height of the letter i is taken.



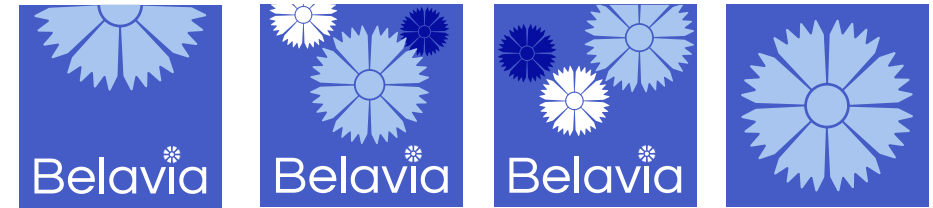
There are two variants of Belavia brand sign sizes: regular and small-scale. The right usage of these variants help to gain the best quality and vividness of Belavia brand sign.

In most cases the regular size of Belavia brand sign is used.

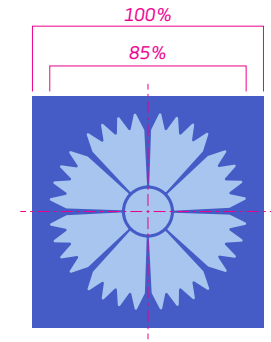
Small-scale variant helps to reproduce the image accurately in case lack of space and need of using the brand sign of a smaller size. Small-scale variant should be used if Belavia brand sign is smaller than 11 mm in height.

All parts of the corporate symbol and logo are proportionally connected with each other and their position and relative sizes can't be changed in any case. In layouts original version attached to the "Belavia corporate identity guidelines" should be used.

Logotype is designed with a unique font that can't be substituted by a similar ordinary font.



- Facebook 180x180 px
- Twitter 400 x 400 px
- Instagram 110 x 110 px
- YouTube 800 x 800 px
- Pinterest 165 x 165 px
- LinkedIn 400 x 400 px
- Google+ 250 x 250 px



Belavia.by

Belavia domain name URL logo

1) It's prohibited to deform the logotype, alter proportions of its elements, split elements from each other, split the symbol and the text part.

2) It's prohibited to use the text part without company's symbol.

3) Don't change logotype's and symbol's position. Use only official version of the logo.

4) It's prohibited to convert logo automatically to black and white variants. There is a special logo variant for black and white layouts.

5) Don't place logotype on multicolored photo images and complex backgrounds.

6) Don't put any text into the minimal protected area of the logotype. Strictly obey limitations of the minimal protected area of the logotype (distance to the edges of a layout, distance to the closest objects).

7) It's prohibited to change colors of logotype's elements. Only colors of the main palette (cornflower blue, white) must be used. It's prohibited to use brand's additional or accentual color palettes or other colors in a logo image.

8) It's prohibited to place logotype on a low-contrast background. On a dark background inversion should be used. You can depart from a rule in souvenir production

9) Don't use font of a unique graphic outline anywhere but in the logotype.



Belavia



Belavia



Belavia



Belavia



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Belavia

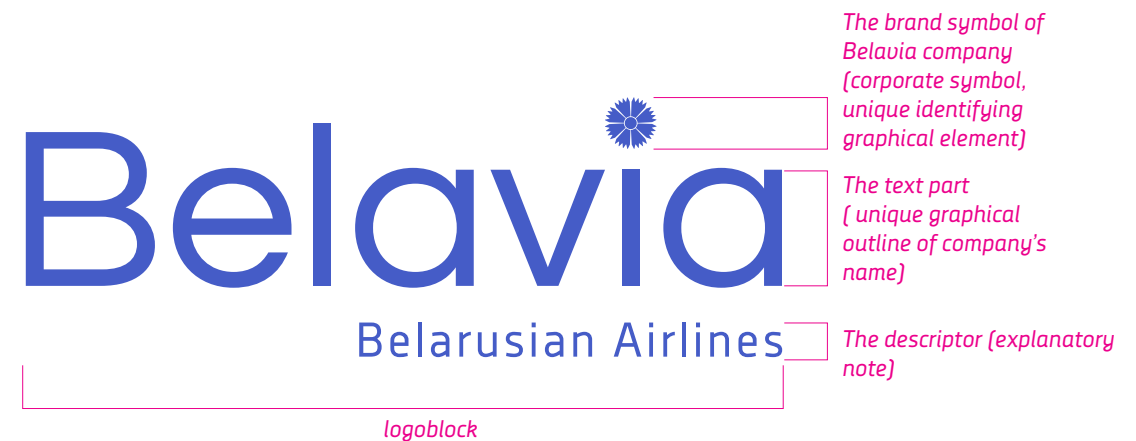
This specifications must be applied in any case of logotype's usage except platforms where advertising is regulated by an international law or other governmental regulations.

The brand symbol of Belavia company (a unique graphic element) and the text part Belavia (a unique graphical outline of company's name) – are officially registered trademarks, they are the main recognizable and company's identifying elements of a corporate style. They determine logo's uniqueness and act as constants of the style.

Combination of the logo, brand name and descriptor forms the logoblock that is used as the main version of the logotype and contains the set of the most important brand elements:

- Form
- Color
- Compositional principles
- Basis of the brand typography

These items determine logo's uniqueness and act as constants of the style. Their right and accurate usage can save these properties of the main identifying elements and avoid incorrect understanding or possible legal blunders. The text part **CAN'T BE** used separately from the brand symbol.



Logoblock's surroundings play an important role in its perception. The whole variety of backgrounds can be divided into pictures and textures that are regularly used and those rarely used for a special mockup. The last ones will always require a customized approach.

There is a free space to prevent logotype's surroundings from cluttering with other graphic elements. Minimum free area regulates logotype's position on a promotional item and provides its better visual perception.

In a free space area it's **PROHIBITED** to use:

- Elements of a complex graphic
- Photographs
- Elements with a bright multicoloured texture
- Large text blocks

Borders of the fields are rather sketchy. They can't be used as a border or cause to make a frame around the logotype.

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As a basic unit (1i) the thickness of the letter i is taken.*





Белавія 
Беларускія Авіялініі

Color is a key feature of Belavia trademark visualization and awareness. Trademark standards strictly guide to use particular colors that represent Belavia color palette. The right and consistent usage of this palette helps to extra emphasise all marketing images, branded items and achive perceptual unity of the trademark.

The main palette consists from brand colors:

- Main cornflower blue PANTONE 2726
- WHITE

Main colors are identifying colors of the brand and are used in all types of materials' selection (paper, plastic, cardboard, fabric and etc.).

For white color as a background (in advertising and documents) it's important to use paper with whiteness index not lower than 124 CIE units. It's possible to use white filling as a background for the logo/brand sign for paper with index lower than 124 CIE units. While working with non-polygraphic materials a similar color to the PANTONE color specimen should be chosen.

