

ENGLISH TYPOGRAPHY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789

DinPro Regular

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789**

DinPro Bold

Typography is an important element of the EYOG 2015 brand identity system to help to create recognition of the brand. DINPro is the font used for all Latin TBC BANK applications. The Georgian equivalent font is Hkolkhety.

For demonstration purposes English and placeholder text (Lorem Ipsum) is used on many applications in these guidelines. Use typography in a bold and confident way.

In all applications, English is the dominant language and Georgian the secondary one. In Georgian language headlines and titles are usually set in Hkolkhety Mtavruli. Body copy usually appears in Hkolkhety Nusxuri.

All fonts used for EYOG 2015 applications will either be provided by EYOG 2015 marketing department.

GEORGIAN TYPOGRAPHY

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯჴ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯჴ











Kolkheti

**აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯჴ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯჴ**


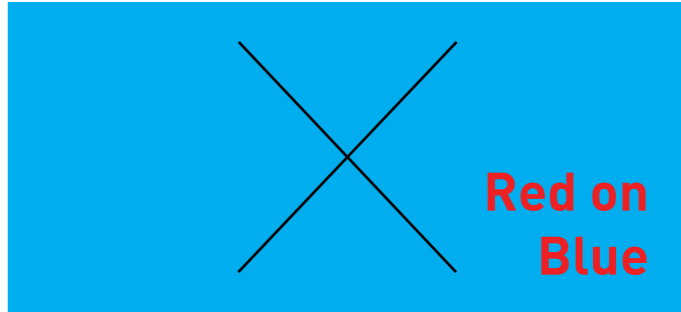

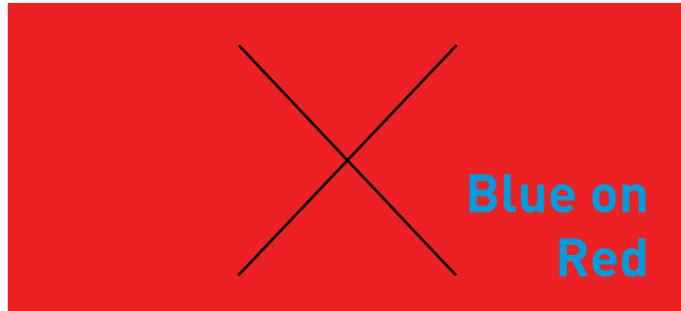
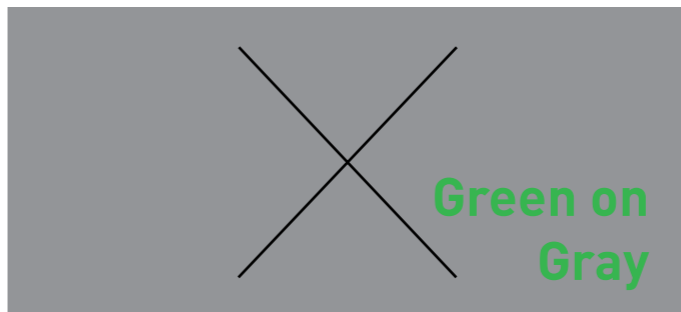
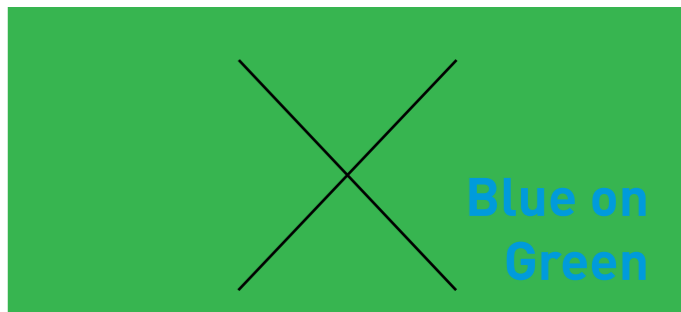



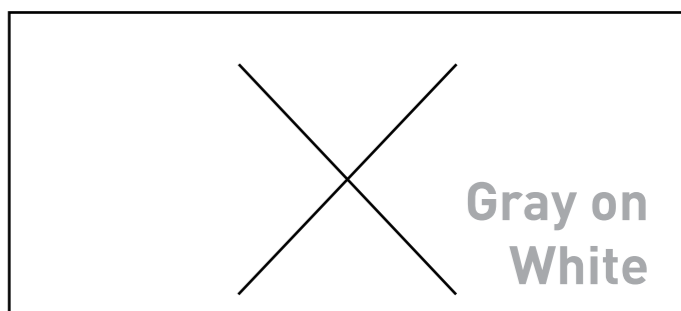
Kolkheti Bold

Minimum font size for print materials is 6pt. All fonts used for EYOG 2015 applications will either be provided by EYOG 2015 marketing department.

FONT COLORS

 <p>White on Blue</p>	 <p>White on Yellow</p>
 <p>White on Black</p>	 <p>White on Green</p>
 <p>White on Red</p>	 <p>Green on Yellow</p>
 <p>Black on Red</p>	 <p>Yellow on Green</p>
 <p>Black on Yellow</p>	 <p>Black on Green</p>

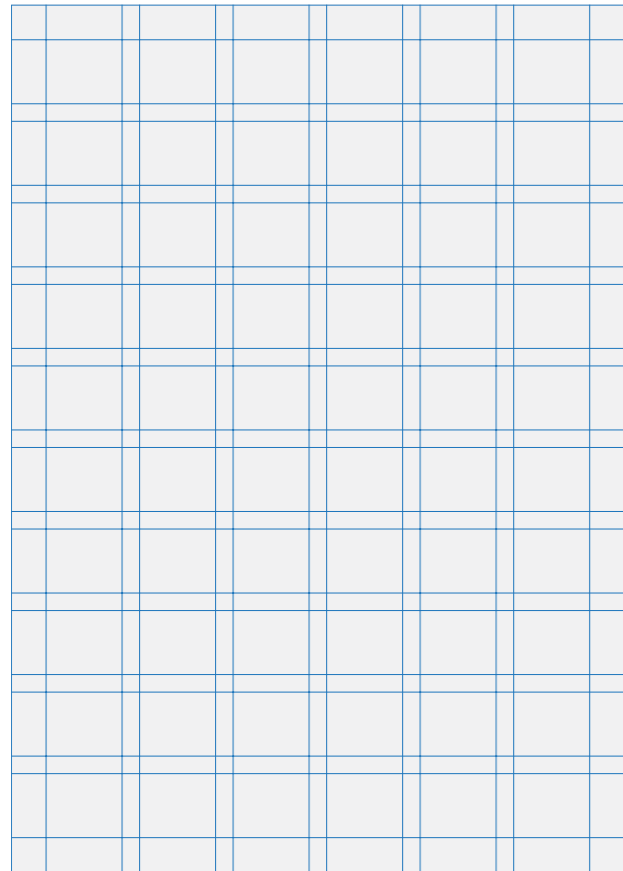
FONT COLORS MISUSE

 <p>Yellow on Red</p>	 <p>Red on Blue</p>
 <p>Red on Yellow</p>	 <p>Blue on Red</p>
 <p>Green on Gray</p>	 <p>Blue on Green</p>
 <p>Blue on Gray</p>	 <p>Red on Green</p>
 <p>Blue on Yellow</p>	 <p>Gray on White</p>

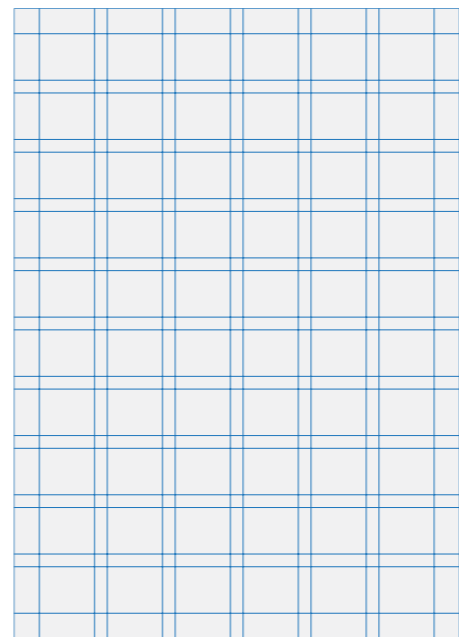


GRIDS

GRIDS FOR DIN-FORMATS (A4, A5 ETC.)



10x10mm Margins;
6x6mm Gutter;
42x42mm Image Grid.

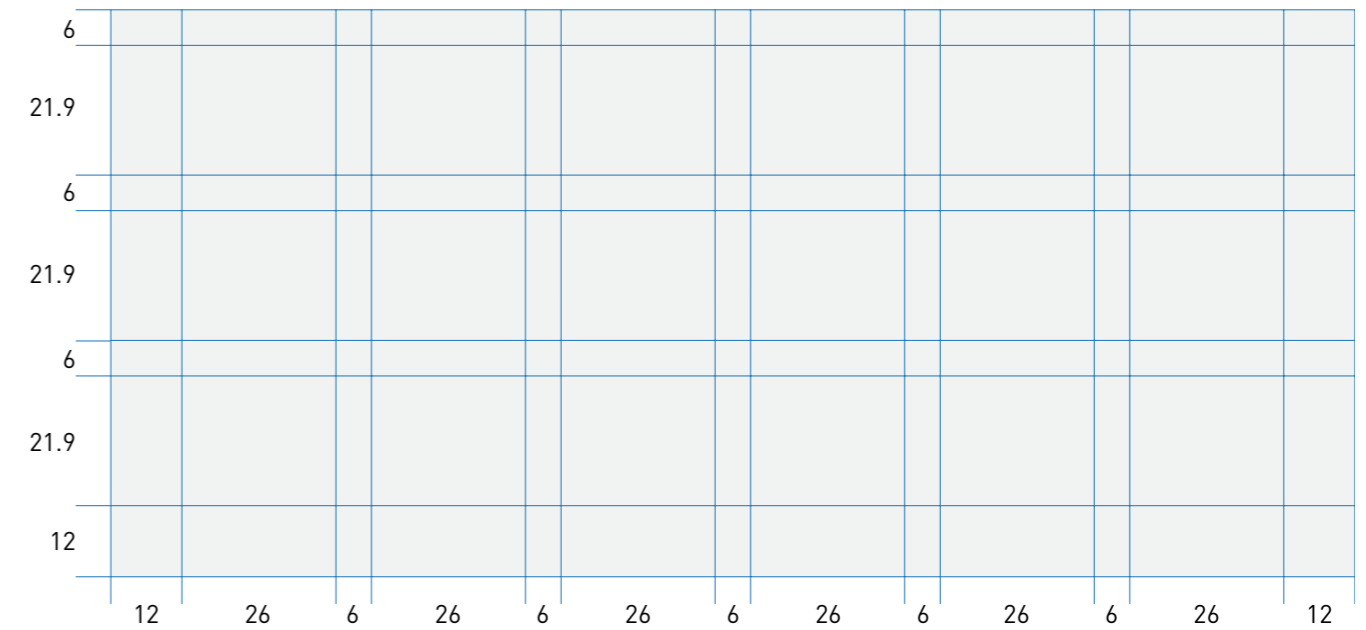


The position and size of the landmark Cell is always based on the grid, and the graphic device is constructed according to the grid, too. Use it further for the placement and alignment of text and image boxes in the layout.

For any DIN format, scale the master grid which is based on the A4 format. Please use the template files provided whenever possible.

For consistent layout purposes, a master layout grid is used for all print applications (editorial). The layout grid is based on the A4 master grid. It is constructed with 6 columns and 10 rows.

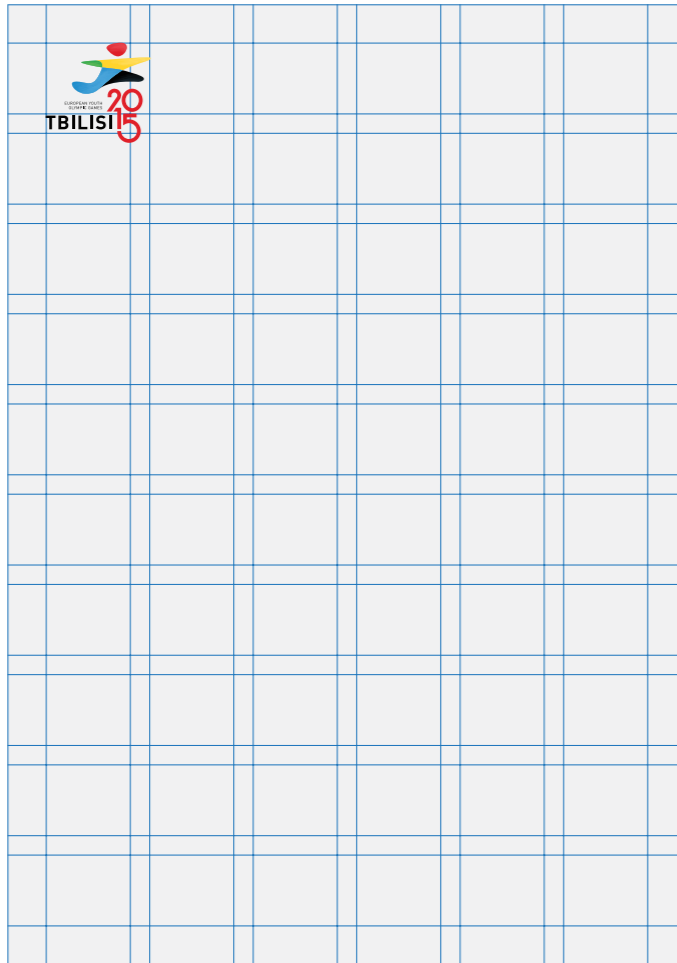
MASTER GRID MEASUREMENTS



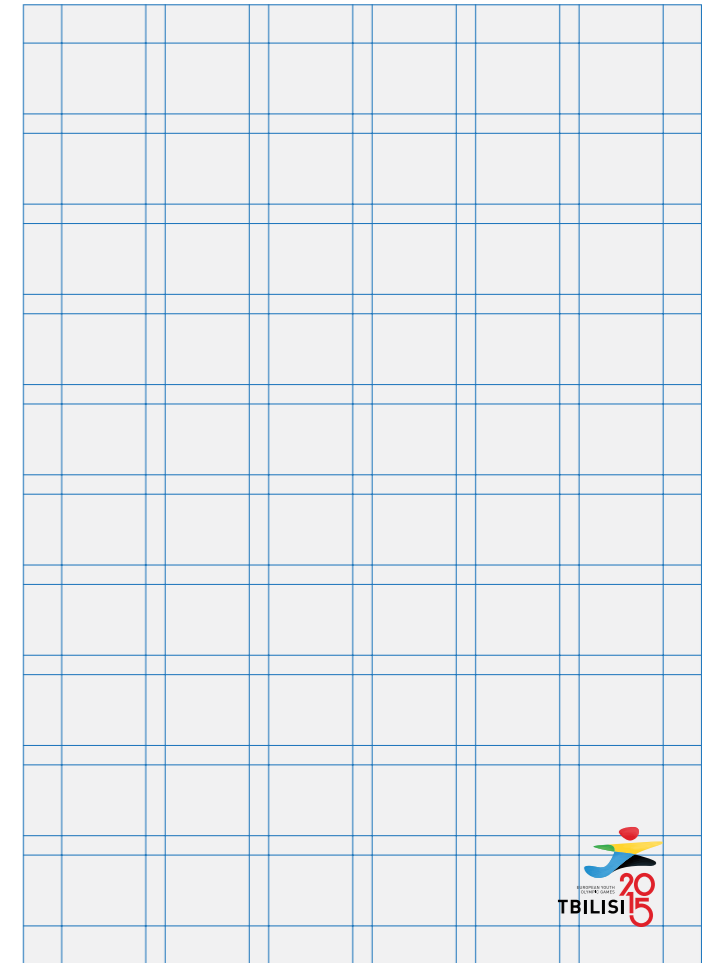
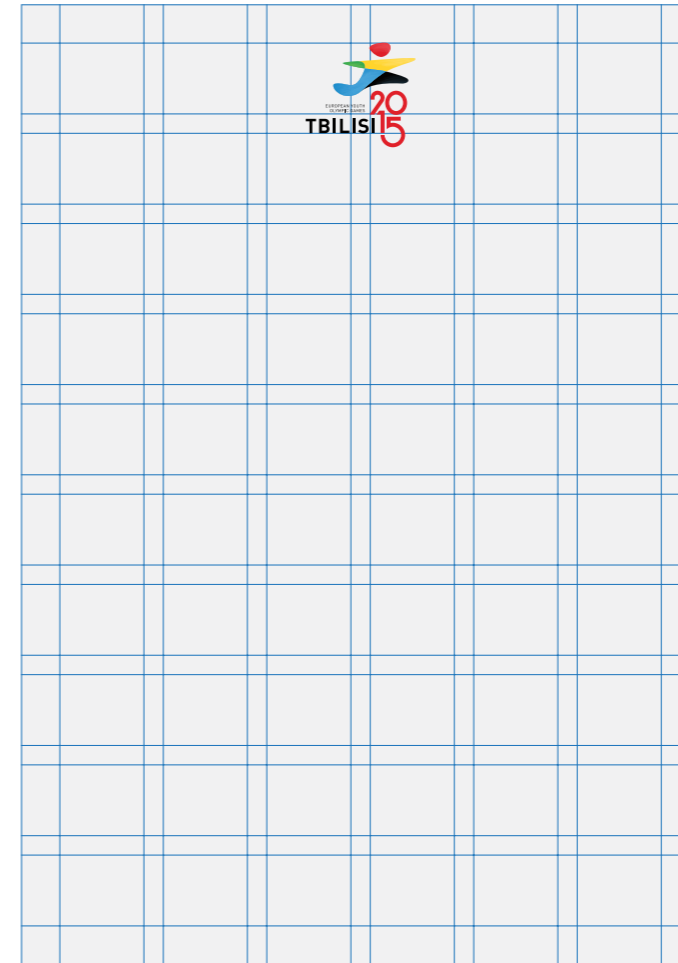
Above are the measurements for the construction of the A4 Master Grid:

- It consists of 10 equal columns
- The gutter between the grid columns is half the margin around the format
- The margin around all sides of the grid is twice the width of the gutter

BRAND MARK PLACEMENT



BRAND MARK PLACEMENT



The landmark is always placed precisely within the grid, and as such establishes the size of the landmark.

The ideal proportion is 3 column and 3 gutters widths of the grid, depending on the type of application. You can place logotype top center or bottom right.