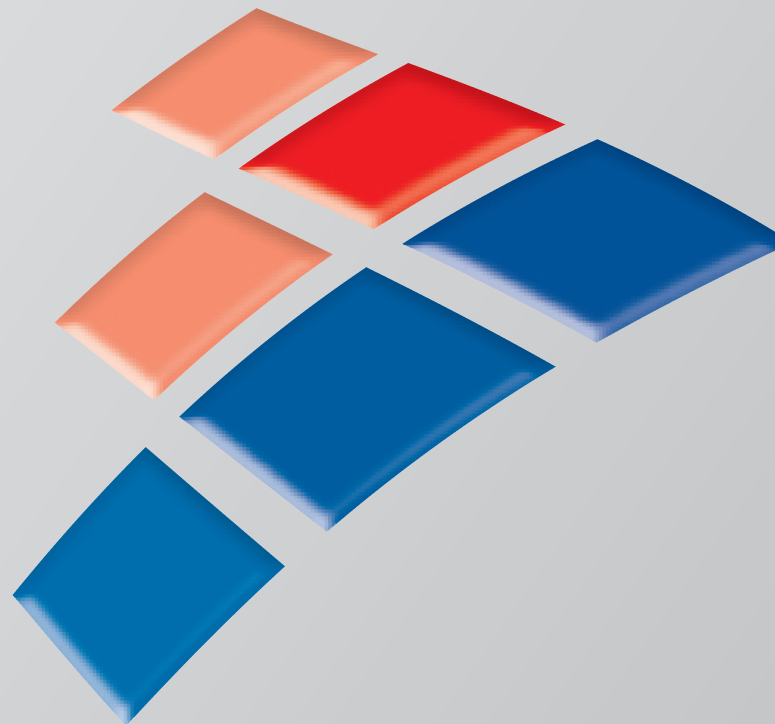


MZLZ

Međunarodna zračna luka Zagreb
Zagreb International Airport



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Naslov standarda za interne dokumente je označen u plavoj boji.

Title of Design guidelines for internal documents are in blue color.

Dragi čitatelju,

ova knjiga standarda definira sve parametre logotipa i simbola, njihove proporcije, boje, međusobne odnose, ispravno i neispravno korištenje, te osnovnu podjelu uporabnih fontova. Detaljno se opisuju svi parametri osnovnih predmeta promocije: od listovnih papira, preko kuverata sve do podsjetnica i stolnih zastavica, dakle kompletan uredski paket jednog branda.

Dear Reader,

This book of design guidelines defines all parameters of logos and symbols, their proportions, colors, relationships, correct and incorrect usage, and basic division of usable fonts. Provides detailed descriptions of all the parameters of the basic items promotions from lobby paper, envelopes over to the business stationery and table flags. So complete office suite of brand.

Boje: Boje loga su boje sa zastava Hrvatske i Francuske. One ističu spremnost MZLZ-a za stvaranje lokalnih partnerstava i interesa u ekonomskim izazovima regije.

Tipografija: Tipografija je odabrana zbog lake čitljivosti i tehničkog izgleda. Suvremeni stil i forma daju logu moderan štih. Zato je tip slova Helvetica odabran kao jedno od centralnih obilježja vizualnog identiteta MZLZ-a.

Simbol: Vizual koji predstavlja rafinirani oblik zrakoplova zamišljen je kao amblem. Trokutasti oblik daje mu prirodnu dinamiku koja vas zove da pogledate u smjeru prema van. Trokut je sastavljen od različitih elemenata koji predstavljaju raznolikost i komplementarnost usluga koje nudi MZLZ. Način na koji su postavljeni asociraju na nebo i let ptica ili zrakoplova. Ta slika predstavlja snažnu vrijednost i znanje osoblja.

The colors: Colors of the logo are those of both Croatian and French flags. They underline MZLZ willingness to create local partnerships and interest in economic challenges within the region.

The typography: Typography has been chosen for its easy legibility and its technical appearance. Its contemporary style and its shapes give the logo a modern touch.

For the above reasons, Helvetica has become one of the central features of MZLZ visual identity.

The symbol: A visual representing a refined aircraft form has been imagined to be the emblem of the brand. Its triangular shape gives natural dynamic which invites you to look outside. The triangle is composed of different elements representing the diversity of services provided by MZLZ and their complementarity. The way they are organized makes reference to bird or airplane flying in the sky. That stands for strong value of team and know-how.



PRIMARNI LOGOTIP / PRIMARY LOGO

Primarni logotip grupacije MZLZ nosi sve potrebne podatke koji definiraju tvrtku. Sastoji se od skraćenice “MZLZ”, tipografije “Međunarodna zračna luka Zagreb / Zagreb International Airport” i znaka.

Koristi se u većini slučajeva kada veličina logotipa dopušta jasan i čitljiv ispis tipografije.

Primary logo carries all the necessary information to define the company. It consists of acronym “MZLZ”, typography “Međunarodna zračna luka Zagreb / Zagreb International Airport” and sign. It is used in most cases when the size of the logo allows clear and legible print typography.



Logo MZLZ se u većini slučajeva koristi na bijeloj podlozi. Druga varijanta uporabe je na tamnim jednobojnim podlogama. Ukoliko je potrebno moguće je koristiti logo na slikama i to na djelu slike gdje prevladava jednolična boja.

Logo MZLZ in most cases is applied on a white background. The other alternative is to use dark monochrome surfaces. If necessary it is possible to use the logo on the pictures, where the predominant uniform color is present.



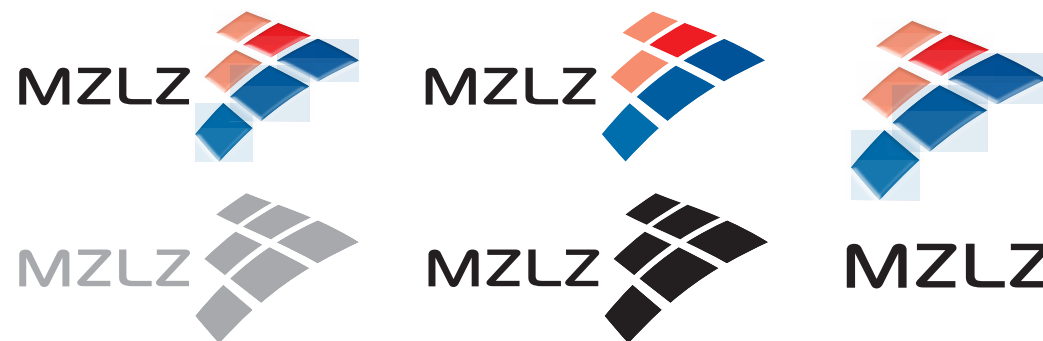
SEKUNDARNI LOGOTIP / SECONDARY LOGO

Sekundarni logotip grupacije MZLZ sastoji se od skraćenice “MZLZ” i znaka. On se koristi u slučajevima kada veličina Primarnog logotipa ne dopušta jasan i čitljiv ispis tipografije i kada se ispod njega nalazi tekst “Međunarodna zračna luka Zagreb / Zagreb International Airport”. Primjer: E-mail potpis, navedeni su svi relevantni podaci kompanije, a iznad njih se nalazi Sekundarni logotip.

Logo MZLZ se u većini slučajeva koristi na bijeloj podlozi. Druga varijanta uporabe je na tamnim jednobojnim podlogama. Ukoliko je potrebno moguće je koristiti logo na slikama i to na djelu slike gdje prevladava jednolična boja.

Logo MZLZ in most cases is applied on a white background. The other alternative is to use dark monochrome surfaces. If necessary it is possible to use the logo on the pictures, where the predominant uniform color is present.

The Secondary logo consists of acronym “MZLZ” and sign. It is used in cases where the size of the Primary logo does not allow a clear and legible print typography and when the text “Međunarodna zračna luka Zagreb / Zagreb International Airport” is below. Example: E-mail signature - all relevant information of the company are given, and above them is a Secondary logo.



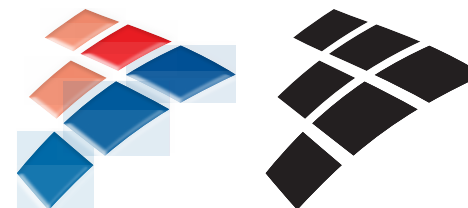
Alternativa logotipa za potrebe ispisivanja naziva kompanije. Ova varijanta se koristi jedino ukoliko je negdje već prisutan Primarni logotip ili Sekundarni logotip. Za potrebe časopisa, knjiga, brošura...

To print the name of the company we use alternative logo. This variant is used only if somewhere Primary logo or Secondary logo is present on the page. For the purposes of magazines, books, brochures ...



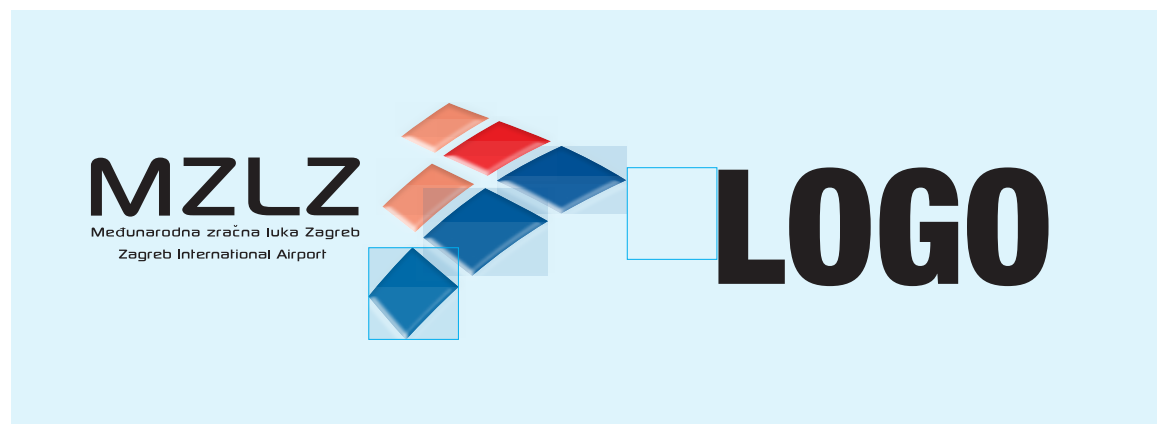
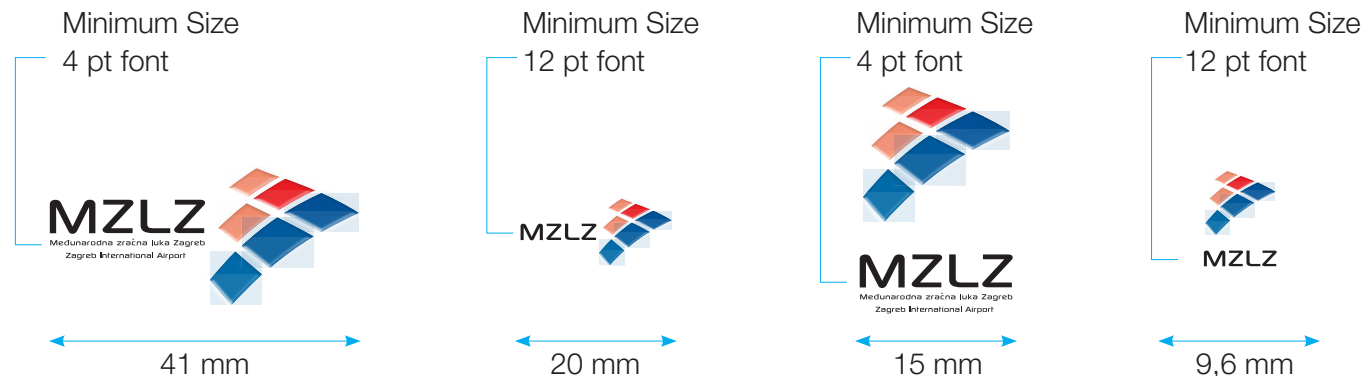
Znak se može koristiti odvojeno od logotipa, ali nikada kao Primarni logotip.

The sign can be used separately from the logo, but never as a Primary logo.



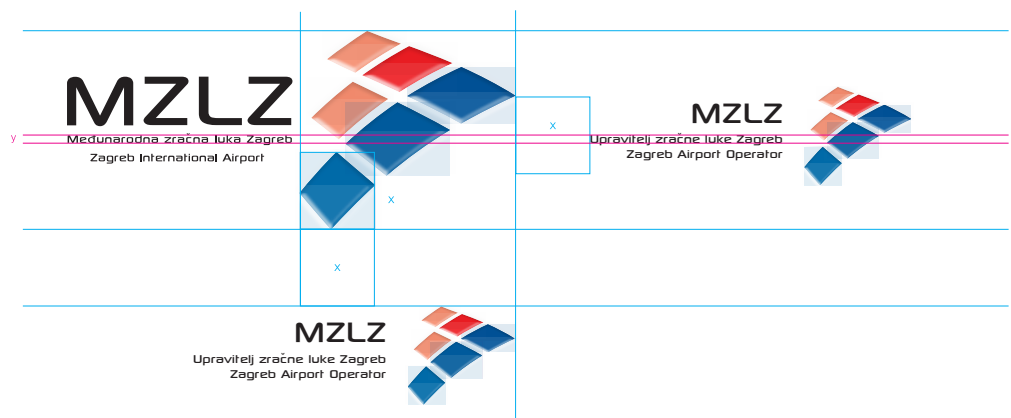
Odnos Primarnog logotipa i Sekundarnog logotipa

The relationship of the Primary logo and Secondary logo



Odnos MZLZ logotipa i zaštićene površine koja ga okružuje je definirana sa površinom x. Kod primjene drugih logotipa kraj MZLZ logotipa potrebno je držati razmak x kao i kod udaljenosti MZLZ logotipa od nekih drugih elemenata.

Relationship of MZLZ logo and surrounding protected area is defined by a surface x. When using other logos with MZLZ it is necessary to keep the distance x as well to comply other objects by distance x.



Krovni logo i logo članica su udaljeni za x. Veličina logotipa članice je definirana veličinom fonta krovnog logotipa y.

The minimum spacing between the umbrella logo and other members logos is defined by x. Size of members logos is defined by the size of the font of umbrella logo y.

Prikazane su neke od zabranjenih aplikacija logotipa, kao i zabranjene preinake odnosa između logotipa i znaka.

Forbidden applications of the logo, as well as forbidden modifications in relationship between logo and sign.



**Povezana društva****MZLZ - Zemaljske usluge d.o.o.****MZLZ - Zaštita d.o.o.****MZLZ - Trgovina d.o.o.****MZLZ - Ugostiteljstvo d.o.o.****MZLZ - Upravitelj zračne luke Zagreb d.o.o.****Subsidiary companies**

MZLZ - Ground Handling Services Ltd.

MZLZ - Security Ltd.

MZLZ - Trading Ltd.

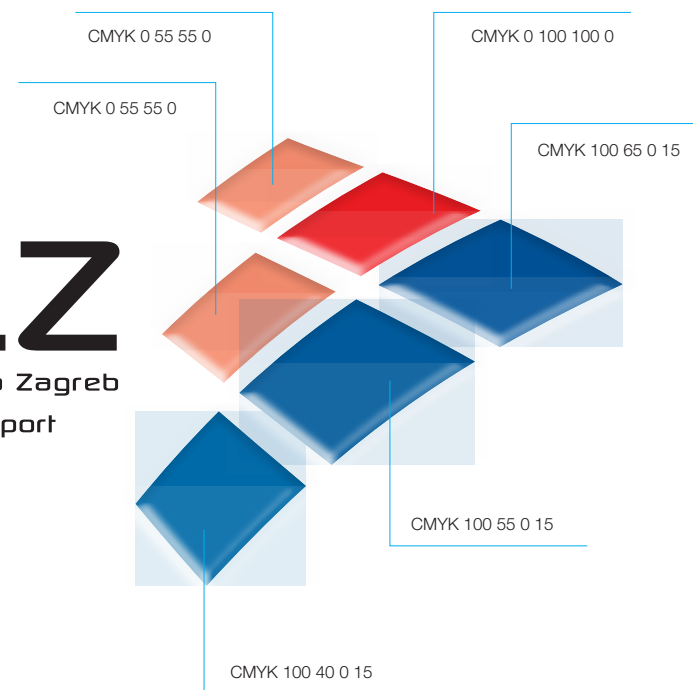
MZLZ - Catering Ltd.

MZLZ - Zagreb Airport Operator Ltd.

Glavna boja MZLZ-a je Primary blue. Ona predstavlja snagu i stabilnost. To je ujedno boja koja asocira na plavu boju grada Zagreba.

The main color of MZLZ is Primary blue. It represents strength and stability. It is also a color that associates with the blue color of the city of Zagreb.

MZLZ
Međunarodna zračna luka Zagreb
Zagreb International Airport



Primary blue

CMYK
100 65 0 15

PANTONE
288 C

RGB
0 83 153



Secondary blue1

CMYK
100 55 0 15

PANTONE
7455 C

RGB
0 94 161



Secondary blue2

CMYK
100 40 0 15

PANTONE
7456 C

RGB
0 109 173



Primary red

CMYK
0 100 100 0

PANTONE
485 C

RGB
237 28 36



Secondary red

CMYK
0 55 55 0

PANTONE
7416 C

RGB
246 141 111



Black

CMYK
0 0 0 100

PANTONE
Black c

RGB
35 31 32

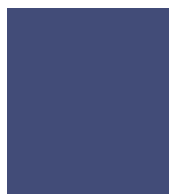


Primary blue

CMYK
100 65 0 15



CMYK
70 57 19 0
RGB
98 113 158



CMYK
81 72 25 17
RGB
68 77 121



CMYK
63 80 50 20
RGB
102 67 90



CMYK
25 94 100 24
RGB
154 43 31



CMYK
27 66 100 16
RGB
165 96 38

Neke od komplementarnih boja /
Some of complementary colors



Primary red

CMYK
0 100 100 0



CMYK
1 88 100 0
RGB
236 70 36



CMYK
68 79 20 0
RGB
111 83 140



CMYK
24 100 100 0
RGB
159 29 33



CMYK
57 0 81 0
RGB
118 194 101



CMYK
65 45 16 0
RGB
104 130 171

Neke od komplementarnih boja /
Some of complementary colors

Za upotrebu kod izrade dijagrama i ilustracija, Primary blue i crna mogu se printati u stupnjevima od 10%, stupnjevi su veći kod Power point prezentacija. Vrijednosti od 100% se u tom slučaju uvijek koriste za popunjavanje prostora.

For use in diagrams and illustrations, Primary blue and black may be printed in 10% steps in the print area; the steps are larger for Power point presentations. The 100% value is always employed for filling spaces.

Puna boja i transparentcija u stupnjevima od 10%.

Full color and transparent in steps of 10 %.



Primary blue

CMYK
100 65 0 15

PANTONE
288 C

RGB
0 83 153



Black

CMYK
0 0 0 100

PANTONE
Black c

RGB
35 31 32



Kod primjene jednobojnih logotipa u printu ukoliko je moguće koristiti pantone boje kako bi se osigurala konzistentnost uporabe boja.

Kod primjene Primarnog logotipa u printu preporučamo pripremu u CMYK-u.

When using a Primary logo in print we recommend it to be prepared in CMYK.



When using monochrome logo in print if it is possible to use pantone colors to ensure the consistency of the use of color.

Korporativni font MZLZ-a je Helvetica.

Koristimo sljedeće stilove:

Bold Condensed, Medium Condensed, Medium i Light, kao i Bold, Regular i Black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@

Helvetica Neue LT Pro
 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@

Helvetica Neue LT Pro
 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@

Helvetica Neue LT Pro
 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@

Helvetica Neue LT Pro
 67 Medium Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@**

Helvetica Neue LT Pro
 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@

Helvetica Neue LT Pro
 77 Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijkl
 mnopqrstuvwxyz0123456789!“\$\$%&/()=?€@**

Helvetica Neue LT Pro
 95 Black

Corporate font for MZLZ is Helvetica.

We use the following styles:

Bold Condensed, Medium Condensed, Medium and Light, as well as Bold, Regular and Black.

Internet i ured / Internet and office

Arial je zamjenski font za internet aplikacije i za ured. Koriste se stilovi Regular i Bold.

Arial is the replacement font for applications on the internet and in office. The Regular and Bold styles are used.

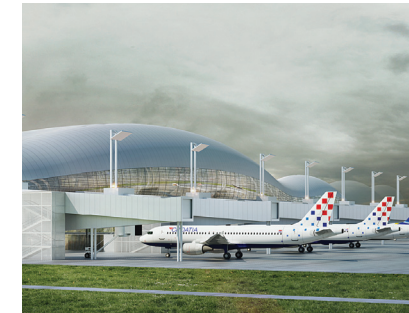
Urednički mediji / Editorial Media

Minion Pro se koristi isključivo u plain tekstovima za potrebe uredničkih medija. Minion Pro nikada se ne koristi u naslovima. Koristi se samo za medije s puno teksta (časopisi i godišnja izvješća). U svim drugim medijima (brošure proizvoda, letcima i sl.), koristiti samo Helveticu.

Minion Pro is used exclusively in plain texts for editorial media. Minion Pro is never used in headings. It is used only for editorial media with a lot of text (magazines and annual report). In all other media (product brochures, image brochures, etc.), use Helvetica only.

autentičnost / authentic

Autentičan prikaz arhitekture /
Authentic display of architecture



maštovitost / imaginative

Korištenje maštovitih detalja
u pozadini sa nebom / Using
imaginative details in the background
with sky



privlačan / appealing

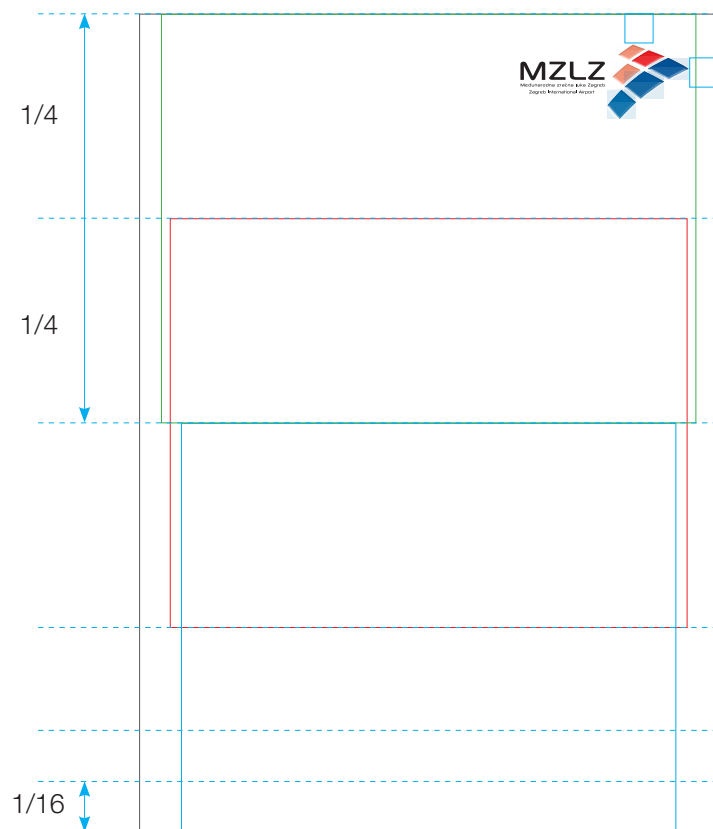
Opušteni modeli, koriste resurse
aerodroma / Relaxed models, using
airport resources



Primjeri / Proposals

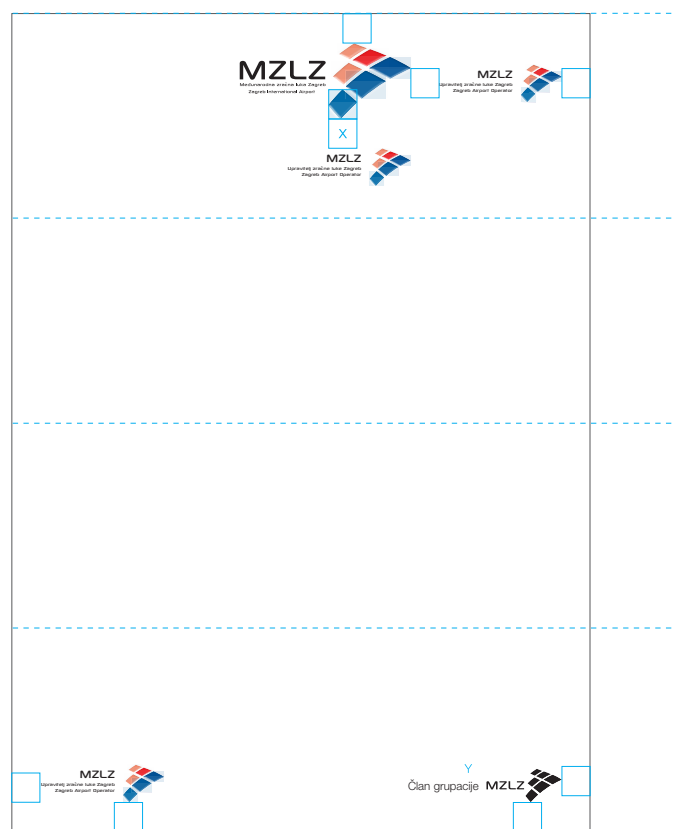
Logo grupacije je uvijek pozicioniran na gornjoj desnoj strani ukoliko je to moguće. Ostali elementi su raspoređeni na maksimalnom principu od 2/4. Elementi mogu biti manji i do 1/8 ili 1/16.

Group logo is always positioned on the upper right side if possible. Other elements are arranged on the principle of maximum 2/4. Elements can be smaller to 1/8 or 1/16.



Krovni logo i logo članica su udaljeni za x . Veličina logotipa članice je definirana veličinom fonta krovnog logotipa y . Pozicioniranje logotipa članica grupacije je moguće uz krovni logo ili u footer. Ukoliko nije prisutan krovni logotip već samo logotip članice, logotip članice zauzima poziciju krovnog logotipa, a u footeru se postavlja logotip “Član grupacije” (Y).

The minimum spacing between the umbrella logo and other members logos is defined by x . Size of members logos is defined by the size of the font of umbrella logo y . Positioning of logos group member is possible with the umbrella logo or in footer. If umbrella logo is not present, but only logo of group members, the logo member occupies a position of umbrella logo, and in footer is set logo “group member” (Y).



Corporate Logo and MZLZ Company

Tablice se uvijek sastoje od naslova i sadržaja odvojene linijama. Sadržaj uključuje zaglavlje, lijeve redove, posebne elemente i slične. Fusnote su pozicionirane ispod zadnje linije.

Tables always consist of a table title and table content, separated by lines. The content includes a table header, pre-columns, individual items, and similar elements. Footnotes are positioned below the closing line.

Header - 75 Bold, 12 pt
 Left row - 77 Bold Condensed, 10 pt
 Text - 67 Medium Condensed, 10 pt
 Footnote - 45 Light, 9 pt

Background CMYK
0 0 0 20

1 pt

0,25 pt

Header 1	Header 2	Header 3	Header 4	Header 5
Left row 1	TEXT	TEXT	TEXT	TEXT
Left row 2	TEXT	TEXT	TEXT	TEXT
Left row 3	TEXT	TEXT	TEXT	TEXT
Left row 4	TEXT	TEXT	TEXT	TEXT
Left row 5	TEXT	TEXT	TEXT	TEXT
Left row 6	TEXT	TEXT	TEXT	TEXT

*footnote Aa

Table on a white background

Header 1	Header 2	Header 3	Header 4	Header 5
Left row 1	TEXT	TEXT	TEXT	TEXT
Left row 2	TEXT	TEXT	TEXT	TEXT
Left row 3	TEXT	TEXT	TEXT	TEXT

Table on a background that is 20% black

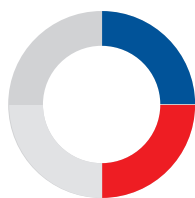
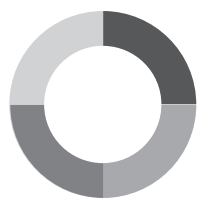
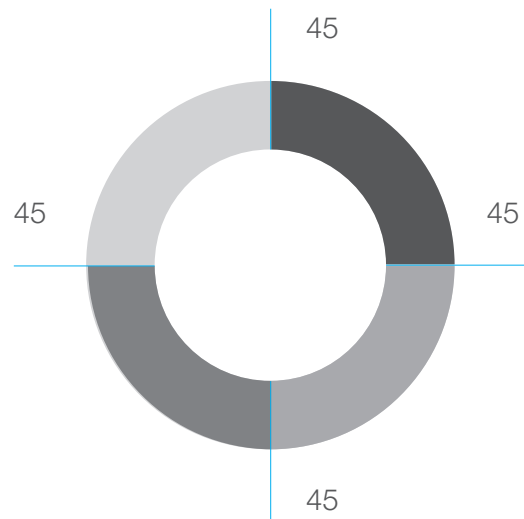
Header 1	Header 2	Header 3	Header 4	Header 5
Left row 1	TEXT	TEXT	TEXT	TEXT
Left row 2	TEXT	TEXT	TEXT	TEXT
Left row 3	TEXT	TEXT	TEXT	TEXT

Table on a background that is 100% Primary blue

Header 1	Header 2	Header 3	Header 4	Header 5
Left row 1	TEXT	TEXT	TEXT	TEXT
Left row 2	TEXT	TEXT	TEXT	TEXT
Left row 3	TEXT	TEXT	TEXT	TEXT

Prstenasti grafikon

Prstenasti grafikon ili pita grafikon pokazuje frakcije cjelina i njihove postotke.



Grafikoni koriste primarne boje navedene u poglavlju 2.

Donut charts

Donut charts or pie charts show fractions of a whole and their percentages.

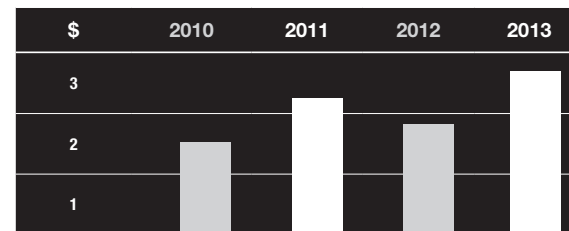
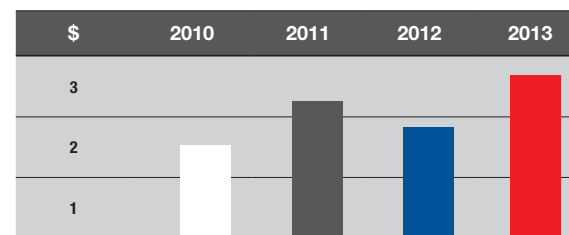
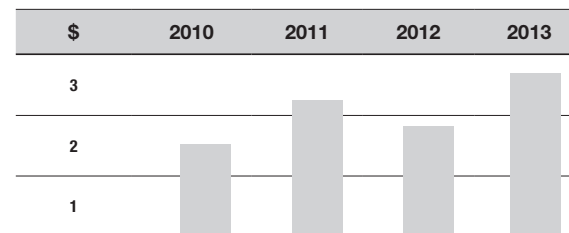
Graphs are using primary colors listed in Chapter 2.

Stupac grafikon

Stupac grafikoni pokazuju brojeke koje su međusobno povezane. Oni mogu također predstavljati različite stavke unutar ograničenog vremenskog razdoblja.

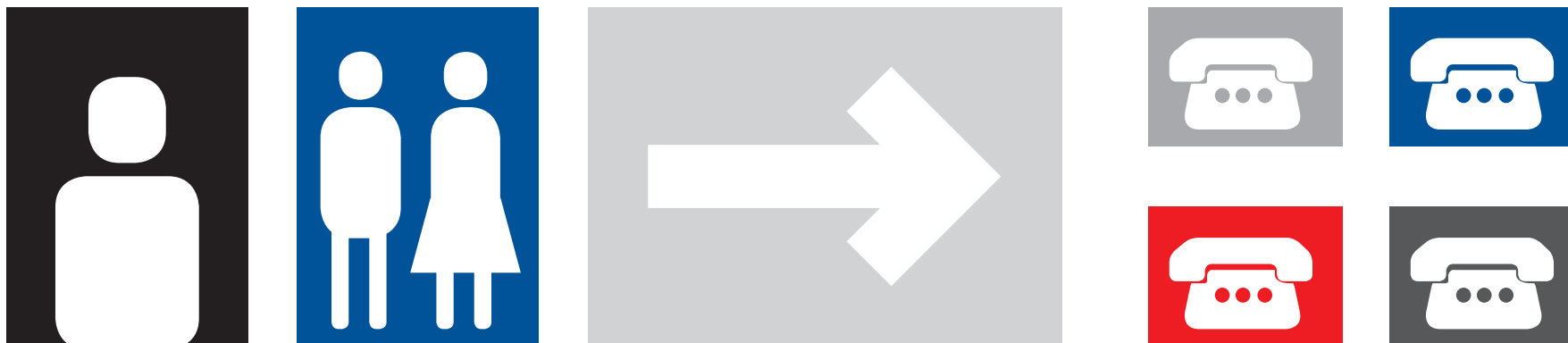
Column charts

Column charts show figures that are interrelated. They may also represent different items within a restricted period of time.



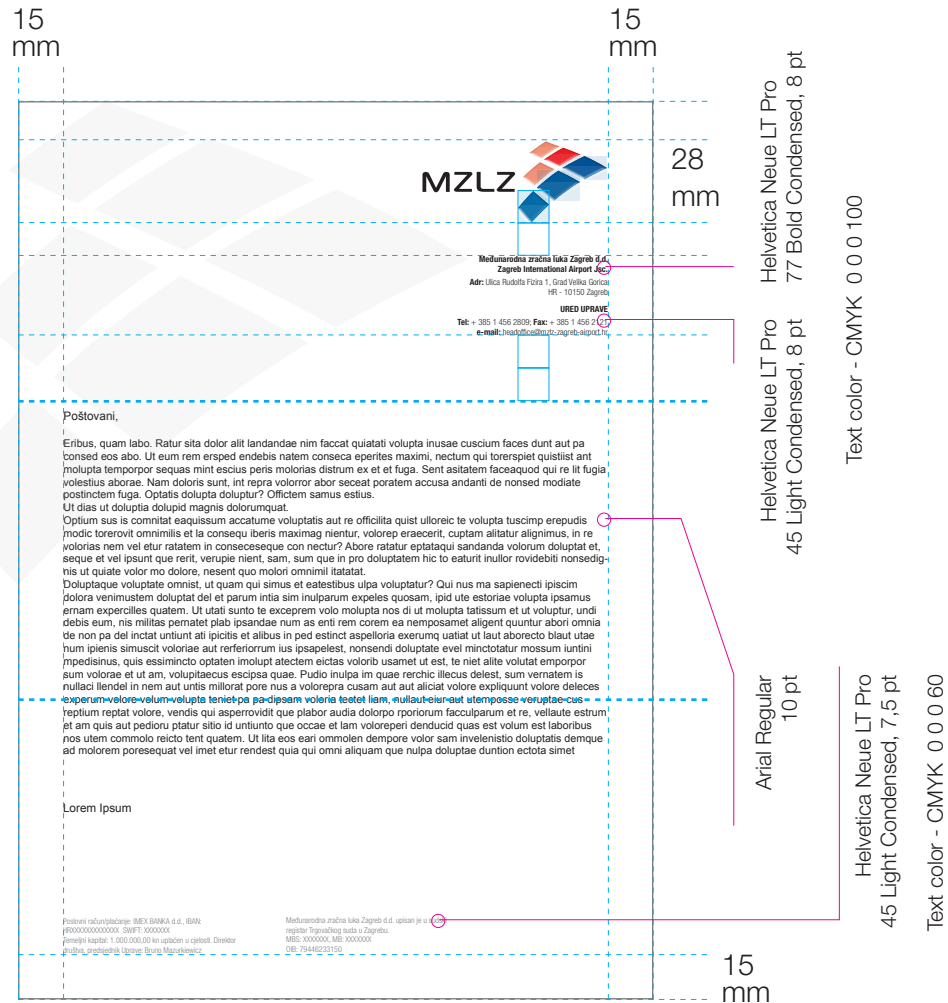
Osnovno pravilo u izradi ilustracija i piktograma je jasnoća i jednostavnost prikaza. Boje koje se koriste za podlogu su primarne boje grupacije MZLZ. Informacija koju žele prenijeti treba biti u kontrastu u odnosu na podlogu, tako da prije svega preporučamo upotrebu bijele boje ikona na tamnoj podlozi.

The basic rule of creating illustrations and pictograms is that they must be presented in a simple and straightforward manner. The colors used for the background color are the primary colors of group MZLZ. The information you wish to convey should be in contrast to the background, so you primarily use white icons on a dark background.



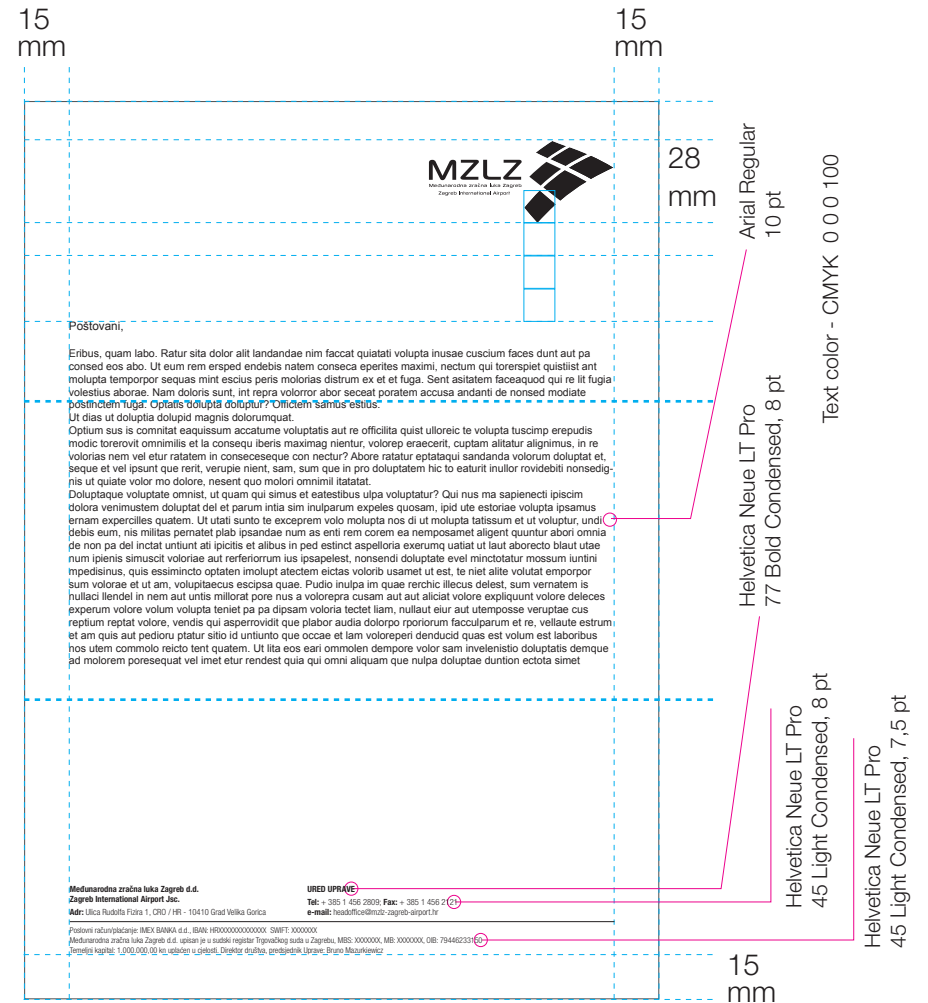
Primjeri ilustracija nisu vezani za globalno određene znakove koji su obvezatni u primjeni zračne luke / Examples of illustrations are not related to global designated signs mandatory for application in public area of the airport

Letter Paper



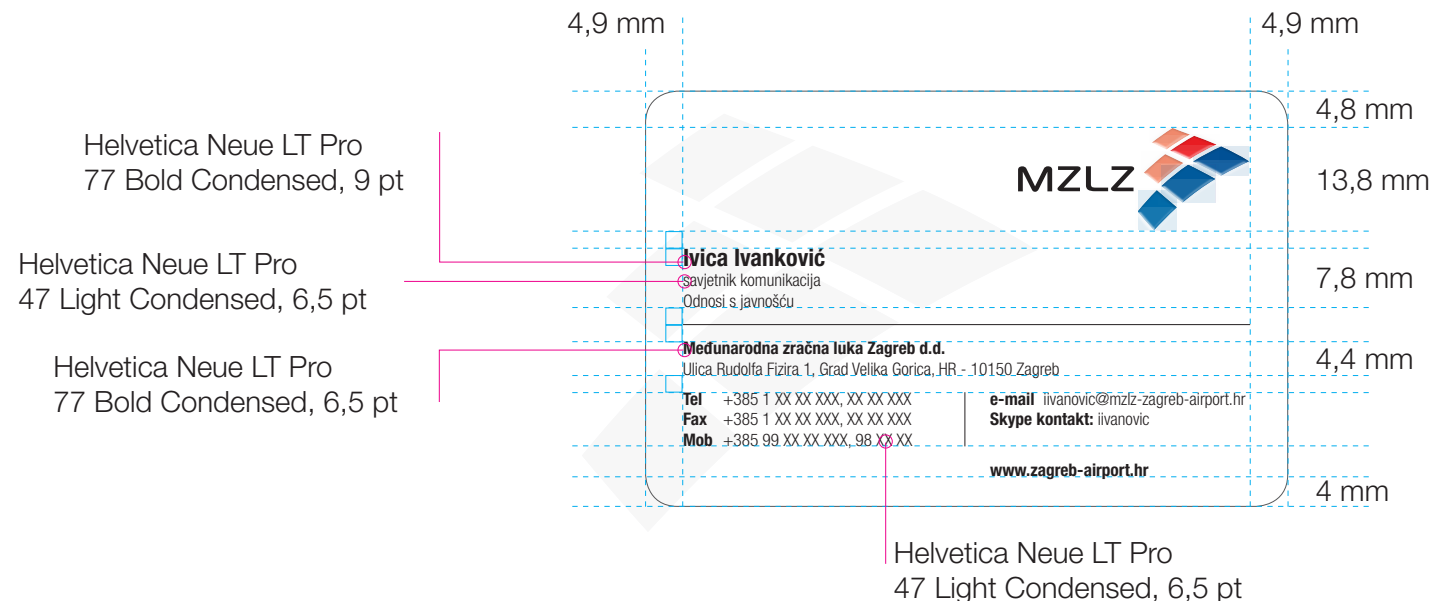
Memorandum je baziran na A4 formatu, smanjen za 60%
The letter paper is based on A4 size, reduced by 60%

Fax Paper

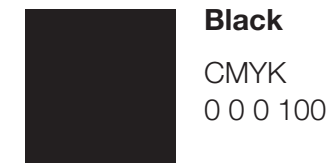


Fax je baziran na A4 formatu, smanjen za 60%
The fax paper is based on A4 size, reduced by 60%

Business Card



Text color

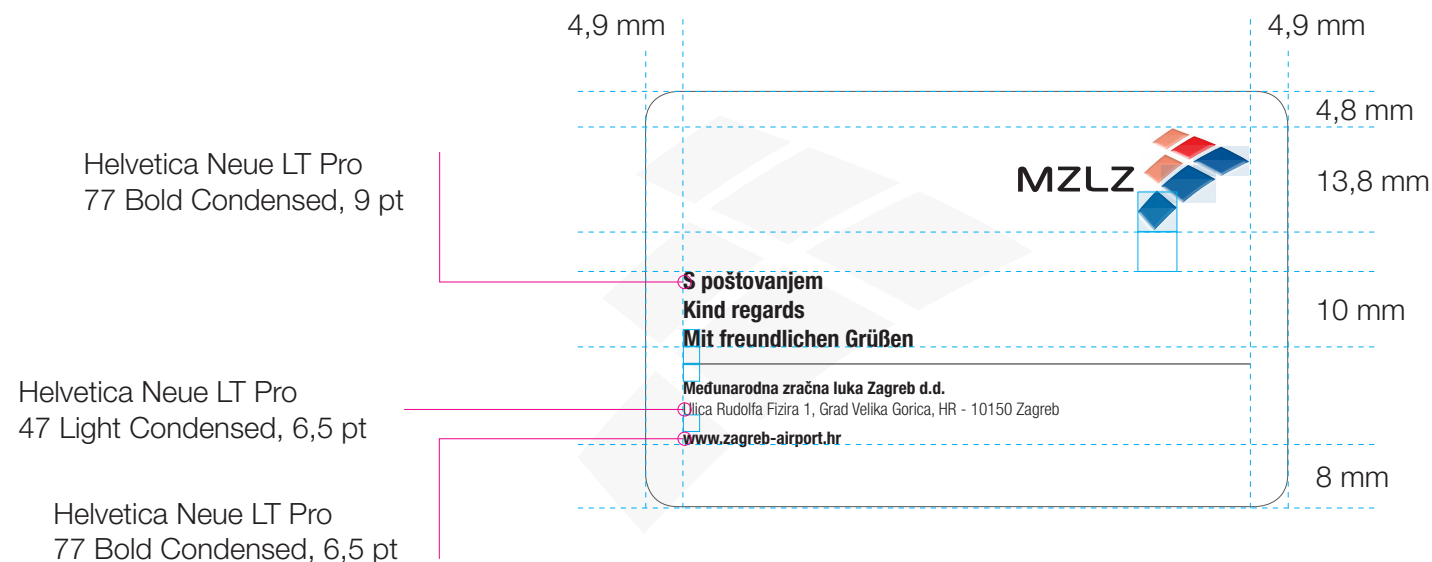


Standardna dimenzija: 85x55 mm
 Standard dimension: 85x55 mm

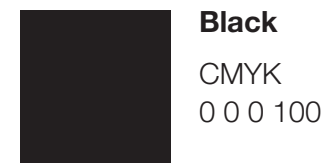
Može se koristiti za Staff ID / Visitor ID / Name Tags.

It can be used for Staff ID / Visitor ID / Name Tags.

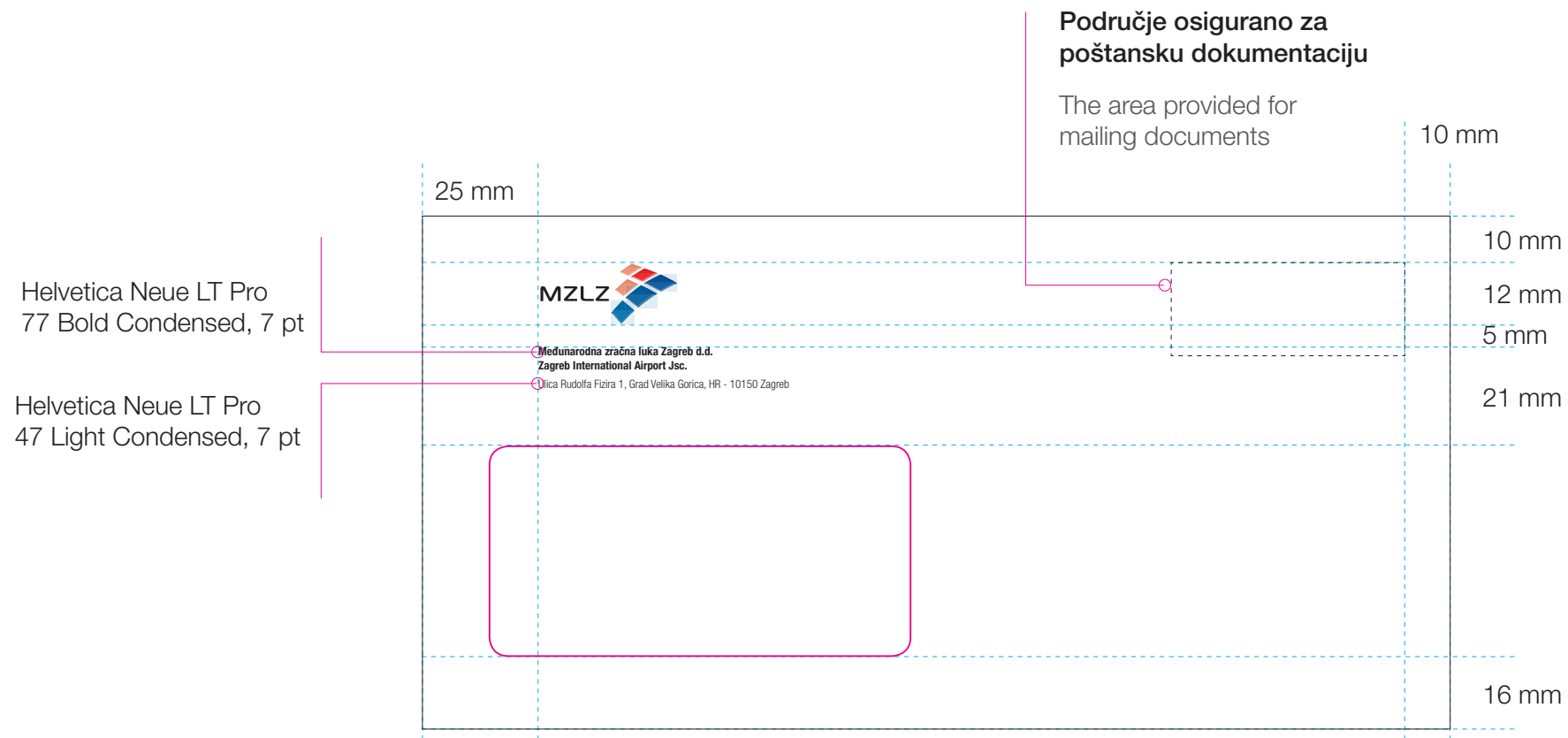
General Business Card



Text color



Standardna dimenzija: 85x55 mm
 Standard dimension: 85x55 mm



Kuverta je bazirana na american formatu i smanjena za 30%.
The envelope is based on the american format and reduced by 30%.

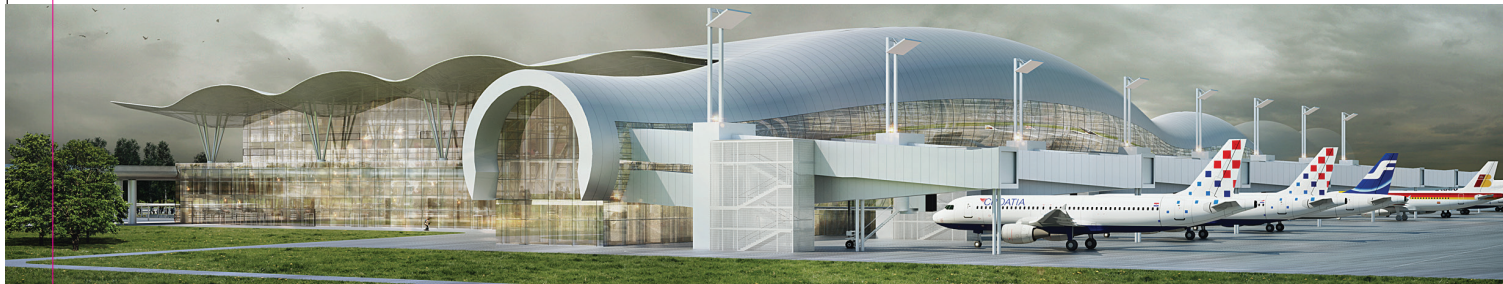
Helvetica Neue LT Pro
45 Light 12 pt
Tracking 100

1/16

1/16



1/16



S poštovanjem
Kind regards
Mit freundlichen Grüßen

Minutes

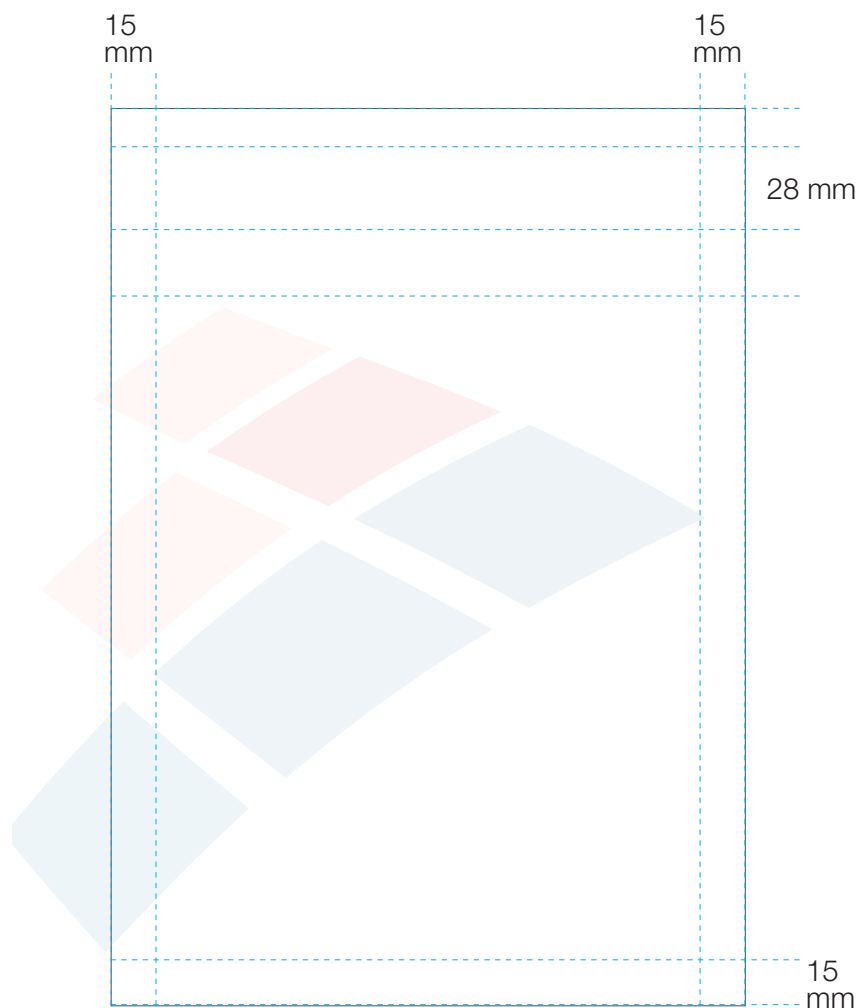
The diagram shows a document layout with a 15 mm top margin and a 15 mm right margin. The MZLZ logo is positioned in the top right, with a 28 mm vertical space below it. The main text is in Arial Regular 18 pt. A section titled "Meeting minutes" is followed by a list of fields: Date, Place, Author/Department, Tel., Participants, Copy to, and Subject. Below this is a table with three rows of content. Each row contains a paragraph of text and a metadata block with fields: Responsible (Ivan Ivanović), Deadline (00.00.0000), and Completed (Yes/No). The table is in Arial Bold 10 pt. The bottom margin is 15 mm.

Zapisnik je baziran na A4 formatu, smanjen za 60%
The minutes are based on A4 size, reduced by 60%

Notices

The diagram shows a document layout with a 15 mm top margin and a 15 mm right margin. The MZLZ logo is positioned in the top right, with a 28 mm vertical space below it. The date "Zagreb, 21.9.2014." is in the top left. The main text is in Arial Regular 18 pt. The document includes a "The subject" section, a "Subtitle" section, and a table with three rows of content. Each row contains a paragraph of text and a metadata block with fields: Starts (00.00.0000), Will be present (Name, Name, Name), and Name. The table is in Arial Bold 10 pt. The bottom margin is 15 mm.

Obavijesti su bazirane na A4 formatu, smanjen za 60%
The notices are based on A4 size, reduced by 60%



Dizajn oblika znatno varira obzirom na zahtjeve forme. Međutim, ono što svi projekti imaju zajedničko je podloga obrasca (7%) koji obuhvaća MZLZ korporativni znak i udaljenost od tekstualnih elemenata (preporuka).

The design of forms varies considerably according to the requirements of the form. However, what all designs have in common is the form background (7%) comprising the MZLZ corporate logo, and the distance from the form elements to the margin (recommendation).

Formular je baziran na A4 formatu, smanjen za 60%

The forms are based on A4 size, reduced by 60%



Standardna dimenzija:
160x100 mm
Standard dimension:
160x100 mm

Helvetica Neue LT Pro
77 Bold Condensed, 28 pt

Helvetica Neue LT Pro
47 Light Condensed, 14 pt

Helvetica Neue LT Pro
77 Bold Condensed, 12 pt

Helvetica Neue LT Pro
47 Light Condensed, 12 pt

Komunikacija putem e-maila zamijenila je pismo i fax kao prvi izbor komunikacijskih medija za mnoge situacije. Dosljedan dizajn u elektroničkim komunikacijama prikazuje MZLZ kao dobro uređenu tvrtku.

Communication by e-mail has replaced letter and fax as the first choice of communication media for many situations. A consistent design in electronic communication depicts MZLZ as a well-structured company.



Ivica Ivanković

savjetnik komunikacija

Odnosi s javnošću

Arial Bold, 12 pt

Arial Regular, 10 pt

Međunarodna zračna luka Zagreb d.d. / Zagreb International Airport Jsc.

Ulica Rudolfa Fizira 1, Grad Velika Gorica, HR - 10150 Zagreb

Arial Bold, 10 pt

Tel +385 1 45 62 611, 45 62 612 | **Fax** +385 1 45 62 265, 45 62 612

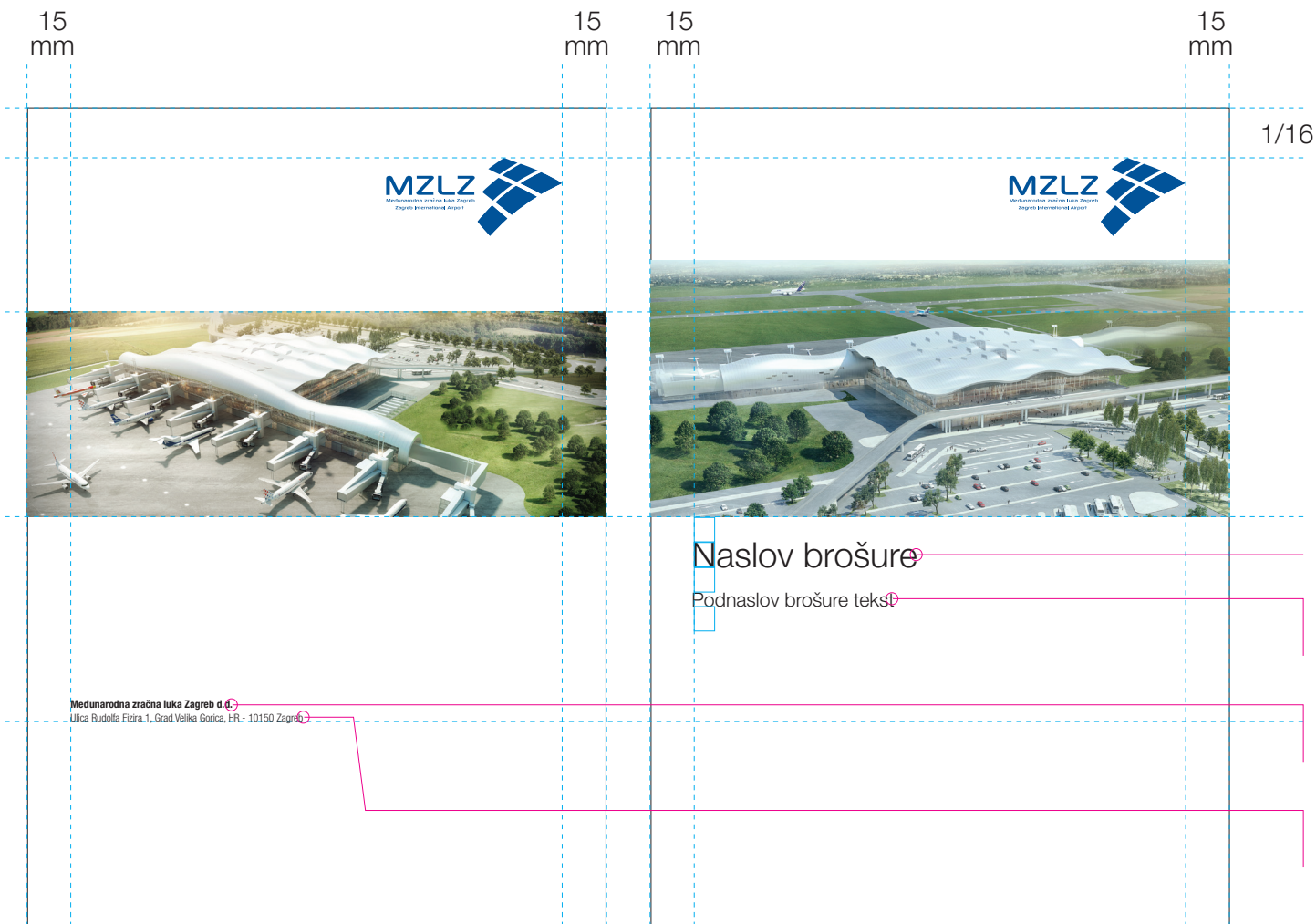
Arial Regular, 10 pt

Mob +385 99 4562 611, 98 4562 611

e-mail iivanovic@mzlz-zagreb-airport.hr

Skype kontakt: iivanovic

www.zagreb-airport.hr



Logo grupacije je uvijek pozicioniran na gornjoj desnoj strani ukoliko je to moguće. Ostali elementi su raspoređeni na maksimalnom principu od 2/4. Elementi mogu biti manji i do 1/8 ili 1/16.

Group logo is always positioned on the upper right side if possible. Other elements are arranged on the principle of maximum 2/4. Elements can be smaller to 1/8 or 1/16.

Helvetica Neue LT Pro
47 Light Condensed, 30 - 36pt

Helvetica Neue LT Pro
47 Light Condensed, 15 - 22 pt

Helvetica Neue LT Pro
77 Bold Condensed, 11 pt

Helvetica Neue LT Pro
47 Light Condensed, 11 pt

Back Page Layout

Front Page Layout

Fotografije prikazane na brošurama, letcima i oglasima su prijedlozi i podložne su promjenama.
Photos displayed in brochures, leaflets and advertisements are suggestions and are subject to change.

15 mm	15 mm	15 mm	15 mm	15 mm	
<p>1 Heading</p> <p>2 Sub Heading 1</p> <p>3 Sub Heading 2</p> <p>4 Title Lorem Ipsum</p>	<p>5 Ehenimus, nobis ad que esecorent endictenda prero magnit vendit que nonsers picilit quam re pere roro qui ulpa volor alique volor rerehit et acest aut officia et ipsum volore nonsenisimet dolores porernatur aut qui dolupta esequo corem ut pore ped quod quam ad qui coreribus.</p> <p>6 Explace atiorepnam alit explissit, susda incntem et quam et, officii siminve rpedi officid eius. Vitio. Tern non reprepro molupta turento rapidel landitas moditat hiliquam, sus andes evendel iquat. Saque laboreem est miilit eos et, ulpa quat que occatur sinvel et, abor se sit et quamus es et labore dus rehenia tqume.sus, eiusae.nonsequia.vellupt - (usamus doloreo ero doluptiatem eos nimusci modigentur rem consequunt. Nos ad maione porepel ibeat. 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Pid ma dolorion rectiae libusa corem unto blaute maximus es nitecatem ut laut vere cullam, aut quatur aut venima cust ute pa eositis est vellauda.inti.doluptatem.</p>	<p>et etureium quasperum ipsum es sit vid etur rectusdant quamus maiossunt, opta apere, officia erspiseatecae officaeri il il magni ut ea porita voluptas as etrestium et assi rem numquo invel molor re sequibusant omnihit facias dellore scidigent. Volupta tiatque officia nobisitosam quatur alique quatus natur a eati ipit, ulla non reperum estis que omnis nam voleni am hari-utem-just, con-nensendae lam, qui volorum hici ius des untem volum atus autaquam rehentistio cus alictenis si re dolute latem imi int illor aspitaq uissin pedioss ecturesisit officil expliqi occullu ptatquis ipicisquis eatur? Ique parcius. 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Pudaerum re quaerum aspe con et ra et aut et milla cum facersped quat.</p>	<p>7</p> <p>8 Quote equiaec aboreium voluptatur?</p>	<p>Tur re resciti delit, explaut lique eumquaesed quid et officipsam facepro optatio. Ota nam fugiati ipid quia ronse porae sam, etur maio omnis velenda nem ini dolorupitem. Et quiatis eveliquo eos erum net re vendipsant omniitunt unt parunt apicatem is undicipiata se non nos alia pedit re, nonsequas altam fugia. Nem alia doloreperum si occupa conseremquas doluptatur, aut ipitat. Otatio cum hil estota conse nonsequunt aut audam niam iuntotatas voluptatem as pos as quasped quam landebi tatiaturum lacepro occurm fugitia dolectur atur, cam aperuptaqui offic tenihilecti aut et idebitias ma sim apiendit, quas acearum a si alis millupiet, ulluptas que suntis sunt. 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Fugiaspel ide et parum nat voles perrum, coninmp orerfernatem eum que nate vel ipsum vent lab in ne nonserum expiltas exped que rate doluptatur arum et voluptia solloro esequo quatet que pe dolliquatur mos dolorup tatisq uassita prempor rest, core vere necum rnestrumqi comnis ad quo endam estore cullendae. Eptis ventur, cortinis sent ullori aliquat atenest volut faccum volorum erspiania quis acersperferre prem quaepta quaecte etur, int. Ulgitin poris asi none volorep erferibus, oditibus, exero dolut ex eniendi arum et asimoluptis suscipis apienienest quatiandi officid eumet porisciet omni nim audit et idusae re, quostiberis minus coreped ut eat aut lam elit mo consequatiae pos res etur</p> <p>berped qui nos exerum enem cusda aut reunt. Jmencr esepura ne complenatato. Restis aut estur</p>	<p>9</p>
				15 mm	
				<p>1. Heading - Helvetica Neue LT Pro 45 Light, 36 pt</p> <p>2. Sub Heading 1 - Helvetica Neue LT Pro 45 Light, 22 pt</p> <p>3. Sub Heading 2 - Helvetica Neue LT Pro 45 Light, 18 pt</p> <p>4. Title - Helvetica Neue LT Pro 75 Bold, 16 pt</p> <p>5. Intro - Helvetica Neue LT Pro 77 Bold Condensed, 11 pt</p> <p>6. Text - Helvetica Neue LT Pro 45 Light, 11 pt</p> <p>7. Subtitle - Helvetica Neue LT Pro 75 Bold, 13 pt</p> <p>8. Quote - Helvetica Neue LT Pro 45 Light, 20 pt</p> <p>9. Footnote - Helvetica Neue LT Pro 45 Light, 7 pt</p>	
				21 mm	

Logo grupacije je uvijek pozicioniran na gornjoj desnoj strani ukoliko je to moguće. Ostali elementi su raspoređeni na maksimalnom principu od 2/4. Elementi mogu biti manji i do 1/8 ili 1/16.

Group logo is always positioned on the upper right side if possible. Other elements are arranged on the principle of maximum 2/4. Elements can be smaller to 1/8 or 1/16.



Helvetica Neue LT Pro
77 Bold Condensed, 16 pt

Helvetica Neue LT Pro
47 Light Condensed, 11 pt

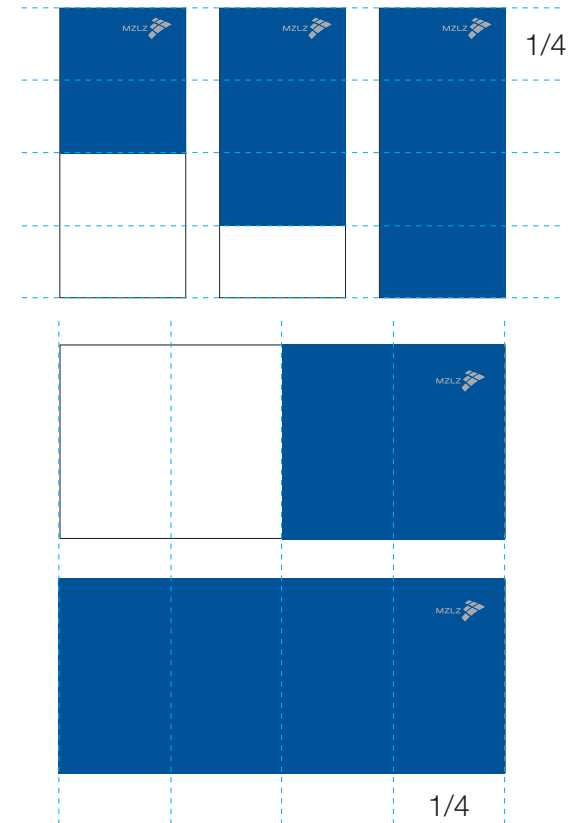
Helvetica Neue LT Pro
47 Light Condensed, 11 pt

Helvetica Neue LT Pro
77 Bold Condensed, 11 pt

Helvetica Neue LT Pro
47 Light Condensed, 30 - 36pt
Helvetica Neue LT Pro
47 Light Condensed,
15 - 22 pt

Različite dimenzije oglasa

Different dimensions of ads



Plava označava udio slike na oglasu

Blue indicates the proportion of the image in the ads

15 mm

15 mm

1/4

Helvetica Neue LT Pro
77 Bold Condensed, 16 pt

Helvetica Neue LT Pro
47 Light Condensed, 11 pt

Naslov Oglasa

Podnaslov Oglasa

Title Lorem Ipsum

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abor se sit et quamus es et labore dus rehenia tqame sus, eiusae
nonsequia vellupt usamus dolorero ero doluptiatem eos nimusci

Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizra 1, Grad Velika Gorica, HR - 10150 Zagreb

Helvetica Neue LT Pro
47 Light Condensed, 30 - 36pt

Helvetica Neue LT Pro
47 Light Condensed,
15 - 22 pt

Helvetica Neue LT Pro
77 Bold Condensed, 11 pt

Oglasi za zapošljavanje su crno bijeli sa jasnim motivom na slici koja stvara poveznicu sa ljudskim resursima.

Advertisements for employment are black and white with a clear motive in the picture that creates a link with human resources.

15 mm

1/4

Naslov Oglasa

Podnaslov Oglasa

Title Lorem Ipsum

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Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizra 1, Grad Velika Gorica, HR - 10150 Zagreb

15 mm

15 mm

1/16

1/16



Naslov Postera

Podnaslov Postera

Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizića 1, Grad Velika Gorica, HR - 10150 Zagreb.

1/16

Bilo da se radi o posterima manjeg formata (A3) ili Jumbo plakatima, elementi na posteru se odnose na jednak način. Podjela je bazirana na 1/4, 1/8 ili 1/16.

Whether it is a small-format poster (A3) or billboards poster, elements relate in the same way. The division is based on the 1/4, 1/8 or 1/16.

1/16

1/16

1/16



Naslov Postera

Podnaslov Postera

Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizića 1, Grad Velika Gorica, HR - 10150 Zagreb.

1/16

1/16

1/4

Osnovni elementi letka su pojedini segmenti koje smo dobili preklapom letka (A, B, C). Sama podjela unutar pojedinog segmenta letka je bazirana na 1/4, 1/8 i 1/16.

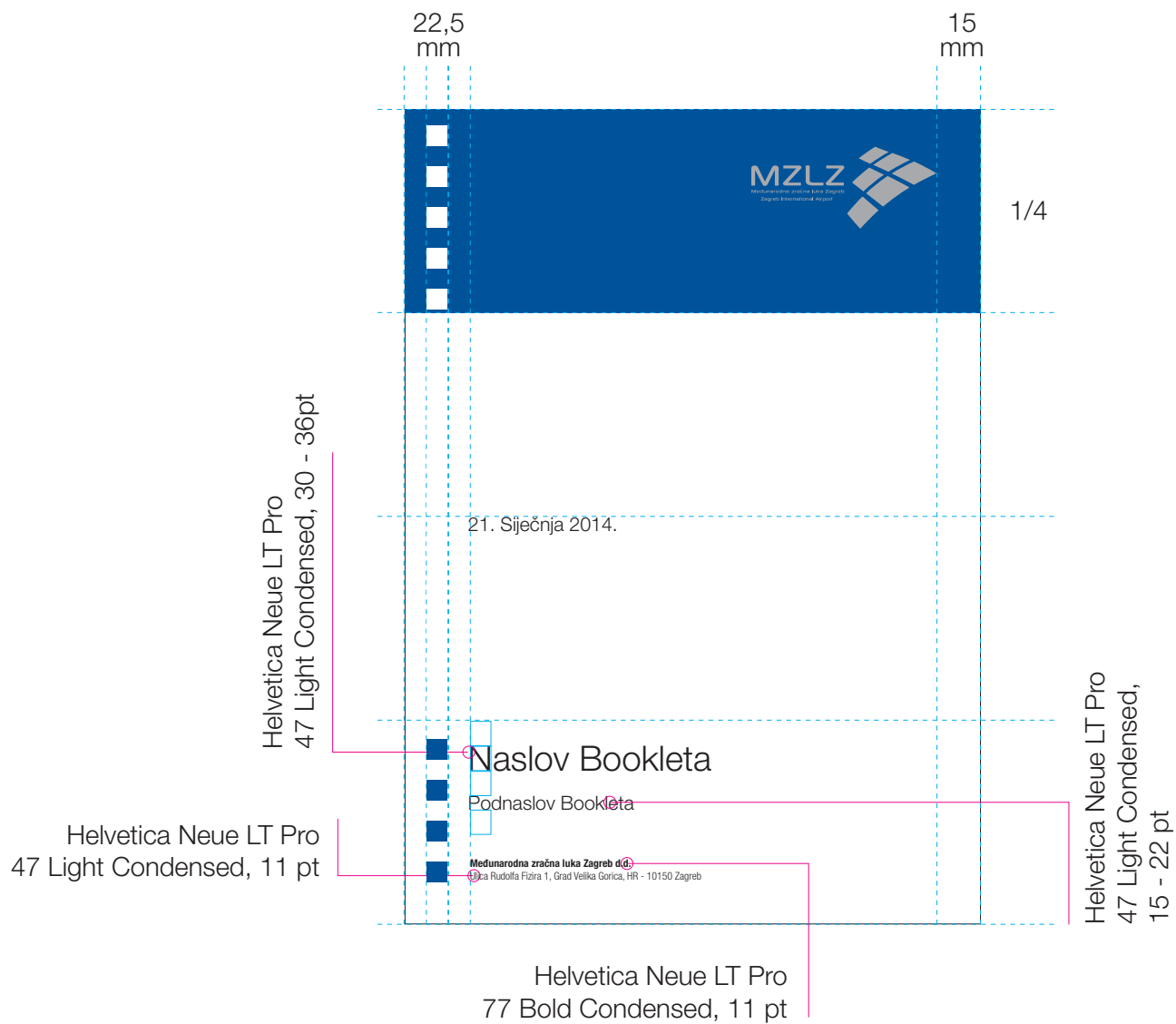
The basic elements of the leaflet are certain segments that we get from folded leaflet (A, B, C). Divisions within each segment of the leaflet is based on 1/4, 1/8 and 1/16.

Helvetica Neue LT Pro
47 Light Condensed, 11 pt

Helvetica Neue LT Pro
47 Light Condensed, 23 pt

Helvetica Neue LT Pro
47 Light Condensed, 13 pt





Naslovnice se mogu ispisati na konvencionalnom uredskom pisaču. Knjižice su vezane sa spiralnim uvezom, ali mogu se koristiti i knjižice sa standardnim izbušenim rupama.

Covers can be printed out on a conventional office printer. Booklets are bound with spiral binding, but booklets with holes for a standard hole punch can also be used.



Komunikacija se bazira na slici novog aerodroma. Slika je u visokoj kvaliteti i odiše profesionalnošću. Ostali elementi su zadani kao i kod knjižica.

Communication is based on the image of the new airport. The picture is in high quality and exudes professionalism. Other elements are given as in the Booklet.

Back Page Layout

Front Page Layout



Opcija tiskovne mape bez slike. Ovakav tip foldera je jeftinija varijanta i može se koristiti za različite prilike.

Option for press folder without images. This type of folder is a cheaper option and can be used for different occasions.

Back Page Layout

Front Page Layout

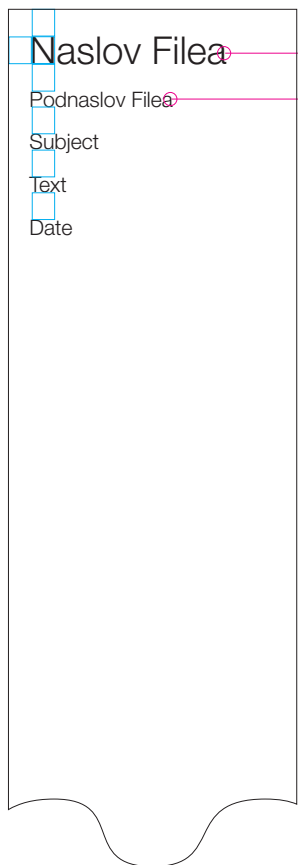


Back Page Layout

Front Page Layout

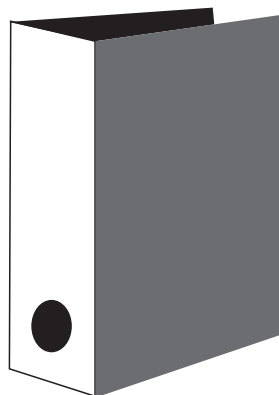
Posebna opcija tiskovne mape koja se koristi za specijalne evente.

Special option press folder that is used for special events.



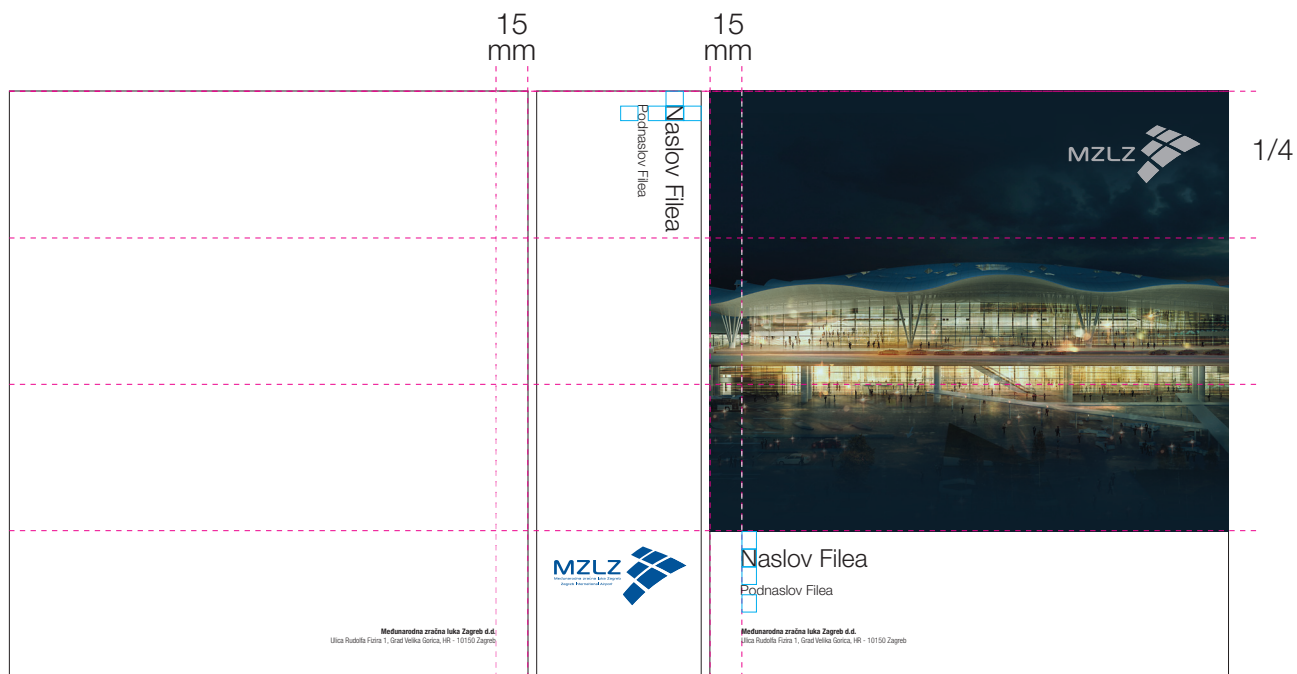
Helvetica Neue LT Pro
47 Light Condensed, 30 - 36pt

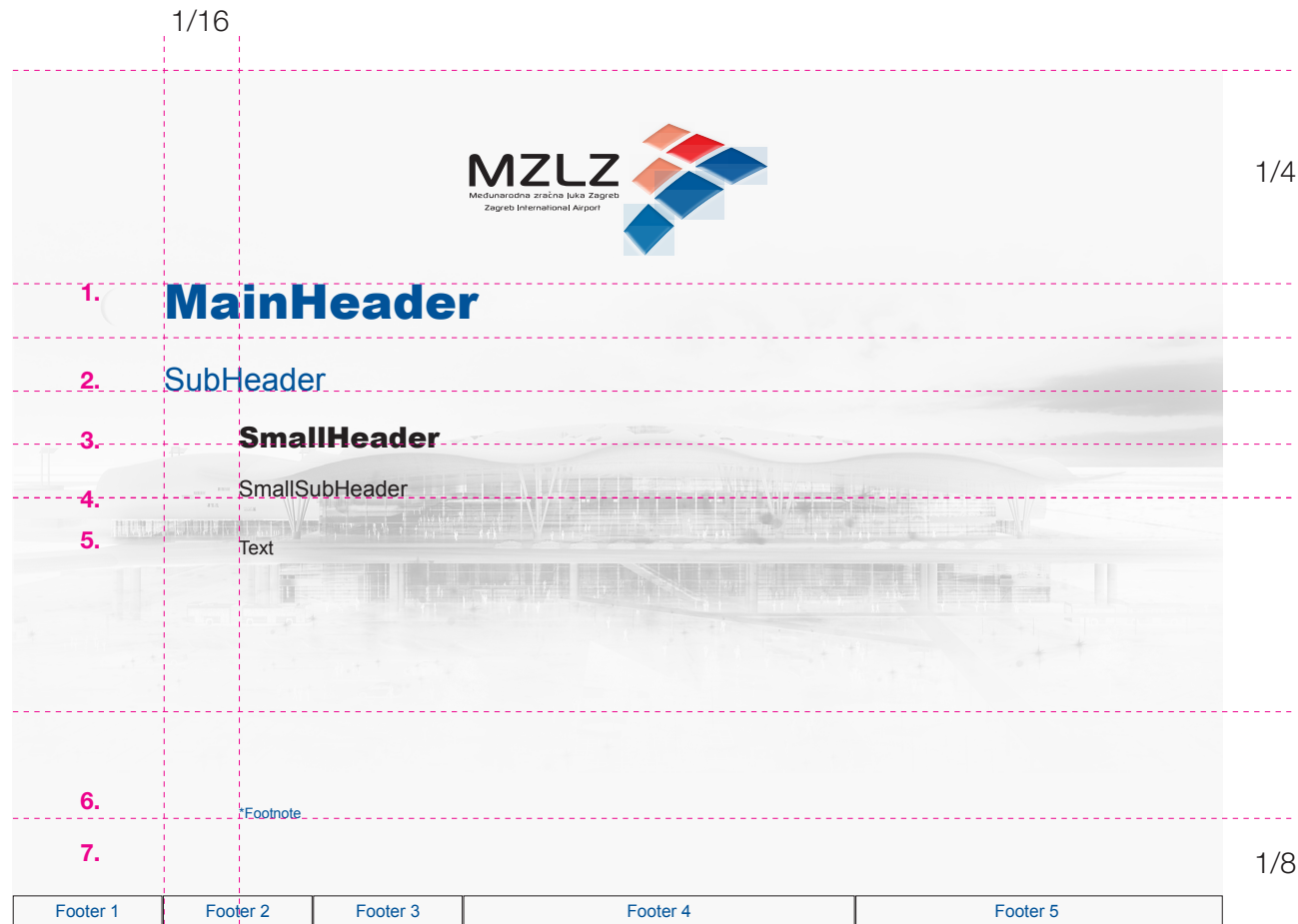
Helvetica Neue LT Pro
47 Light Condensed,
15 - 22 pt



Datoteke namijenjene za internu uporabu nemaju specifičan dizajn. Hrbati su označeni samoljepljivim etiketama ili etiketama koje se mogu umetnuti.

Files intended for internal use do not have a specific design. The spines are labeled with self-adhesive or slide-in labels.



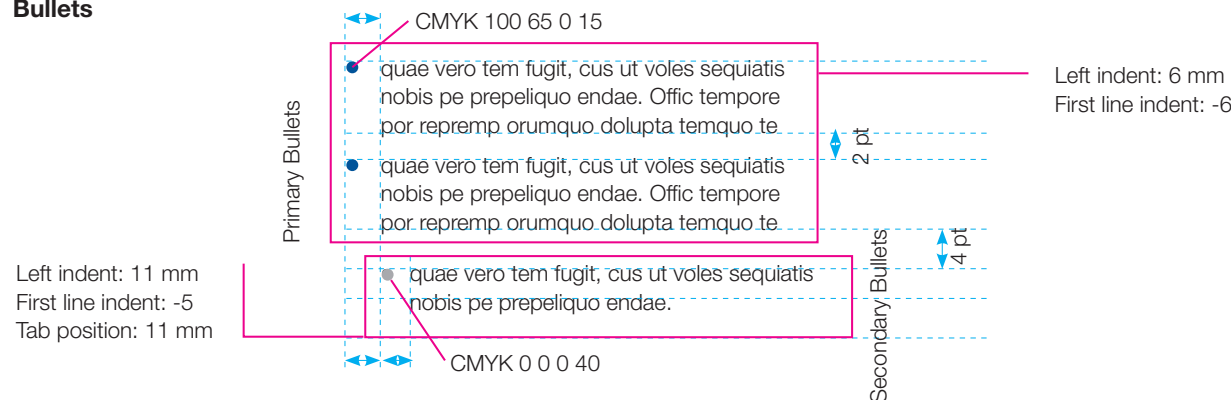


1. MainHeader - Arial Black, 30 pt
2. SubHeader - Arial Regular, 20 pt
3. SmallHeader - Arial Black, 18 pt
4. SmallSubHeader - Arial Regular, 14 pt
5. Text - Arial Regular, 12 pt
6. Footnote - Arial Regular, 9 pt
7. Footer - Arial Regular, 12 pt

Kod Power Point prezentacija obvezatna je upotreba plave u naslovu i podnaslovu. Elementi koji su smješteni između zaglavlja i podnožja su podložni promjenama, osim strukture teksta koji je podjeljen prema prioritetima, od glavnog naslova sve do fusnote. Footer olakšava navigaciju unutar samog prezentacijskog dokumenta, ali nije ga obvezatno koristiti.

In a Power Point Presentation is obligatory the use of blue in the title and subtitle. Elements that are placed between the header and footer are subject to change, except the structure of the text, which is divided according to the priorities, from the main title to the footnotes. Footer facilitates navigation within the presentation of the document, but it is not mandatory to use it.

Bullets





Naslovnica prezentacije. Preporuča se upotreba slike koja prekriva cijelu površinu.
Cover of presentation. It is recommended to use an image that covers the entire surface.



Druga stranica prezentacije. Vrlo jednostavan dizajn. Svaki element mora biti jasno prikazan, a tema prezentacija mora biti jasno naglašena.
The second page of the presentation. Very simple design. Each element must be clearly shown, and the topic of the presentation must be clearly emphasized.



Druga stranica prezentacije. Slikovni sadržaj je organiziran ili po horizontalama ili vertikalama te je naglasak stavljen na čiste slike bez očite fotomontaže.
The second page of the presentation. Imaging is organized by horizontals or verticals, and an emphasis on clean images without obvious photomontage.



Zadnja stranica prezentacije. Uobičajeno je završiti prezentaciju sa kontakt podacima i sa disclaimerom.
Last page of presentation. It is customary to end a presentation with contact information and a disclaimer.

Power Point Version 02

Medunarodna zračna luka Zagreb / Zagreb International Airport

Glavni naslov
Podnaslov Isciducim vent vel eos iduntib ustiat.

Manji podnaslov
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Manji podnaslov
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Manji podnaslov
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MZLZ

Verzija 2 omogućava čišću i jasniju površinu za unos podataka, a ujedno u grafikone unosi više boje. Niže se nalaze neki od grafičkih rješenja verzije 2.
Version 2 provides cleaner and clearer surface for data entry, and also in bringing more color charts. Below are some of the graphic designs of version 2.

Power Point Version 03

Medunarodna zračna luka Zagreb / Zagreb International Airport

Glavni naslov
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Manji naslov

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MZLZ

Power Point Version 04

Medunarodna zračna luka Zagreb / Zagreb International Airport

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MZLZ

Medunarodna zračna luka Zagreb / Zagreb International Airport

Glavni naslov
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Manji naslov

Manji podnaslov
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2.000,00				
1.000,00				

Manji podnaslov
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MZLZ

CD / DVD omot je vrlo bitan marketinški detalj. Vrlo jednostavno se na njega mogu položiti velike količine podataka i na taj način prezentirati mnoštvo informacija upakiranih u praktičan medij.

CD / DVD cover is a very important marketing detail. It can easily embed a large amount of data and thus present a wealth of information packed into a convenient medium.

1/16

1/4

1/4

1/4

Description of content
Ni omnis asinine core nimus. Olest, qui apit ulpa simolorem solor rerecae ctatur rem dolessim qui alibus apit faccus earibusam sumqui core repro omnis aut mincidu

Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizrta 1, Grad Velika Gorica, HR - 10150 Zagreb

Naslov CD-a
Podnaslov CD-a

Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizrta 1, Grad Velika Gorica, HR - 10150 Zagreb

Description of content
Ni omnis asinine core nimus. Olest, qui apit ulpa simolorem solor rerecae ctatur rem dolessim qui alibus apit faccus earibusam sumqui core repro omnis aut mincidu

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Naslov CD-a
Podnaslov CD-a

Međunarodna zračna luka Zagreb d.d.
Ulica Rudolfa Fizrta 1, Grad Velika Gorica, HR - 10150 Zagreb



Ukoliko nema slike na CD-u na vrh se postavlja logo MZLZ-a.

If there are no images on the CD, logo MZLZ is placed on top of the CD.



Opcije sa slikom na CD-u.

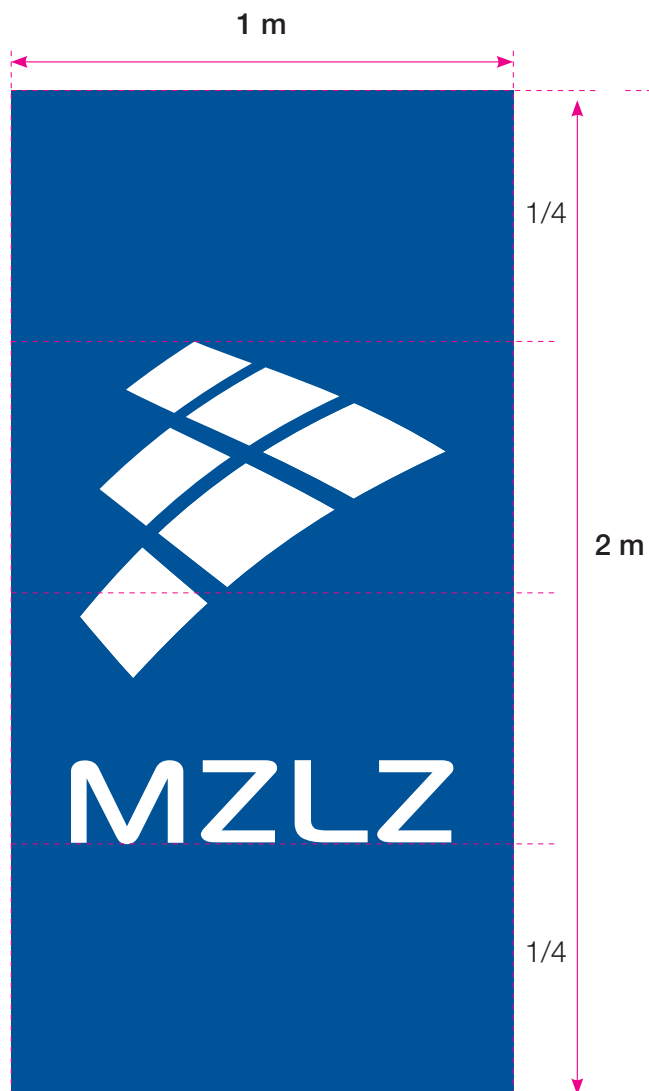
Options with an image on a CD.



Version 1

Za potrebe zastava koristi se vertikalna varijanta logotipa. Boja podloge je Primary blue, a logo je bijele boje.

For the purpose of the flag is used vertical version of the logo. The background color is the Primary blue and white is color of the logo.

**Version 2**

Za potrebe zastava koristi se vertikalna varijanta logotipa. Boja podloge je bijela, a logo je Sekundarni logo sa svim primarnim bojama.

For the purpose of the flag is used vertical version of the logo. The background color is white, and the logo is Secondary logo with all primary colors.



Nevezano za veličinu zastave, isti principi izrade se mogu koristiti i za stolne zastave. Kako su segmenti podijeljeni na 4/4 moguća je izvedba manjih stolnih zastava.

Irrespective of the size of the flag, the same principles of making can be used for table flags. As segments are divided into 4/4 it is possible to design small table flag.



Aplikacija logotipa na promo materijale uveliko ovisi o vrsti materijala i tehničkim mogućnostima tiska koje su moguće. Svi reklamni materijali ukoliko su namijenjeni za svakodnevnu uporabu moraju biti praktični, jednostavni za korištenje i vrlo visoke kvalitete.

The application of the logo on promotional materials depends largely on the type of material and technical possibilities of the press that are possible. All advertising materials, if they are intended for everyday use should be practical, easy to use and of very high quality.



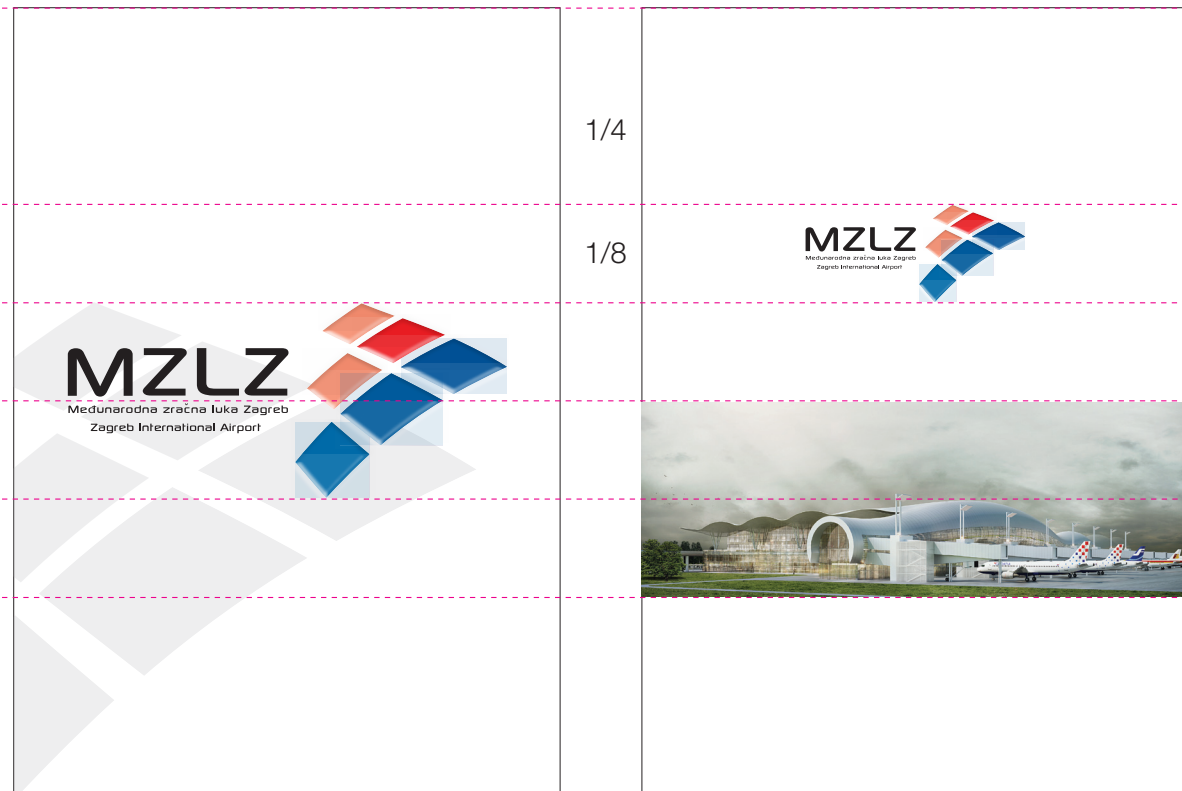
Identifikacija mora biti jasno vidljiva, ali ne pretjerano velika. Predlaže se suzdržanije korištenje logotipa, znaka ili imena kompanije.

Identification must be clearly visible, but not too big. It is proposed restrained use of logo, sign or company name.

Osnovni elementi koji se apliciraju na vrećicu su Primarni logotip, znak u pozadini ili slika terminala. Sama podjela unutar pojedinog segmenta letka je bazirana na 1/4, 1/8 i 1/16.

The basic elements that are applied to the bag are the Primary logo, sign in the background or image of terminal. The divisions within each segment of the bag are based on 1/4, 1/8 and 1/16.

Version 1



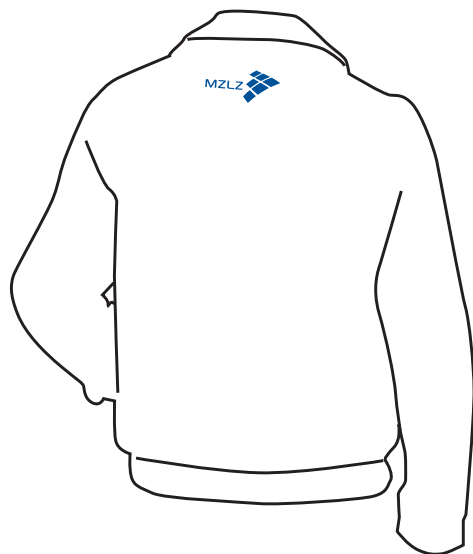
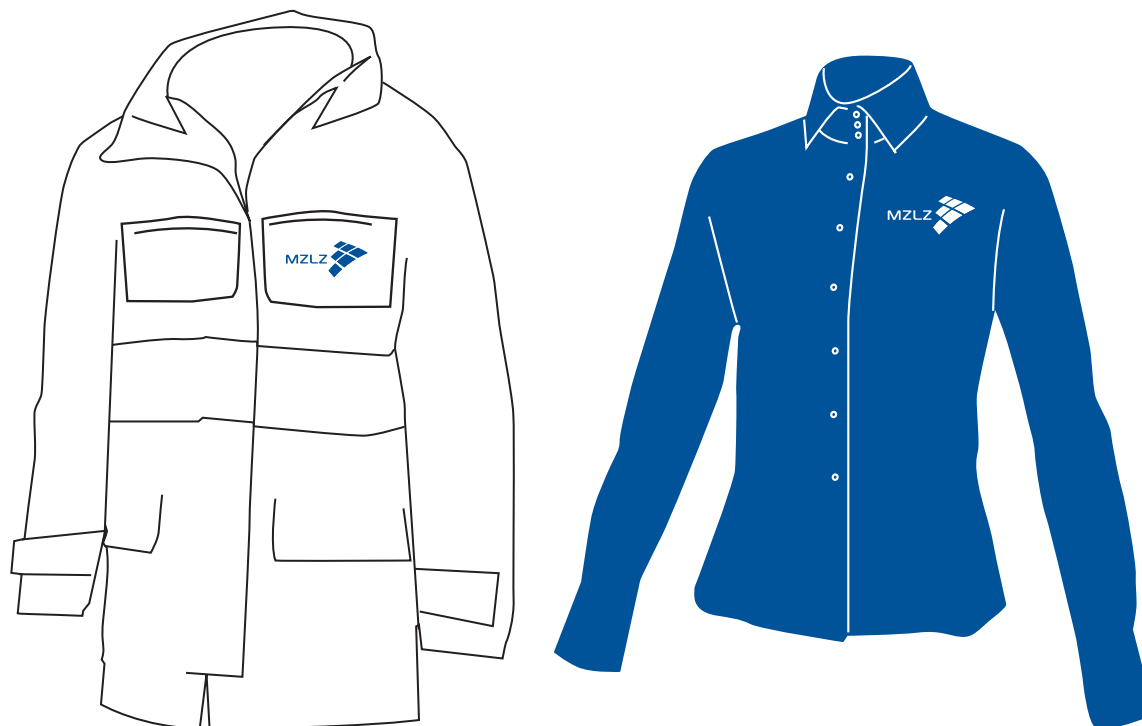
Version 2



Front

Ukoliko je moguće logo se aplicira na lijevu stranu odjeće i po mogućnosti na gornji džep ili iznad njega. Logotip uvijek mora biti vidljiv. Ukoliko se radi o tamnoj podlozi koristi se bijeli logotip, a ukoliko se radi o svjetloj podlozi koristi se plavi logotip.

If possible logo is applied on the left side of the garment and possibly on the breast pocket or above. The logo must always be visible. If it is a dark background white logo is used, and if it is a light background blue logo is used.



Back

Aplikacija logotipa na stražnju stranu radnog odijela slijedi slične principe kao i aplikacija na prednju stranu, decentno se pozicionira na gornji dio jakne. Pravila boja logotipa su jednaka kao i za prednji dio jakne.

The application of the logo on the back of the working suit follows similar principles as applications on the front side, discreetly positioned on the upper part of the jacket. Regulations of logo colors are the same as for the front of the jacket.

Logo za vozila je logo koji se primjenjuje za potrebe vozila Međunarodne zračne luke Zagreb.

Vehicle logo is logo which is used for Zagreb International Airport vehicles.

Logo za vozila

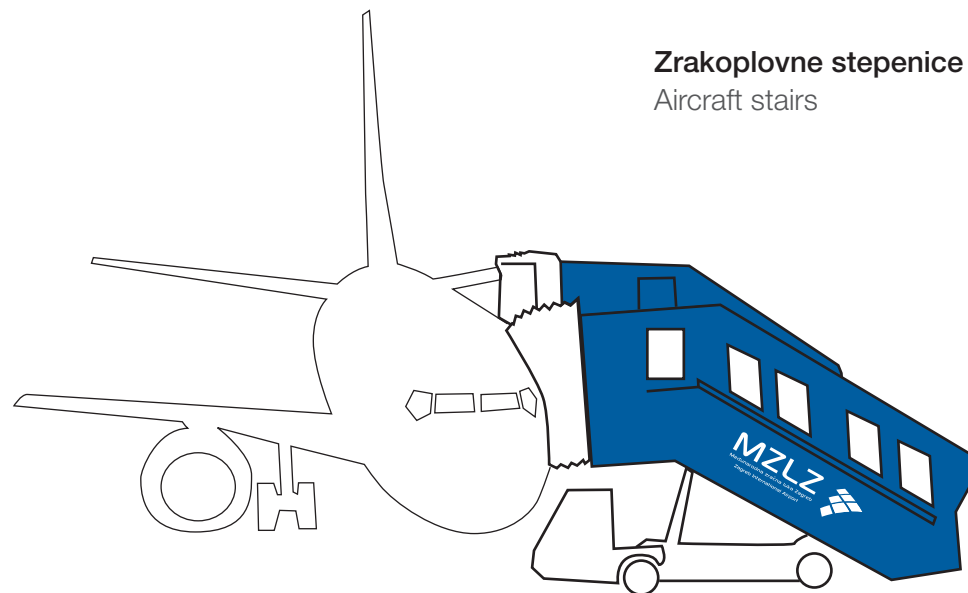
Vehicle logo



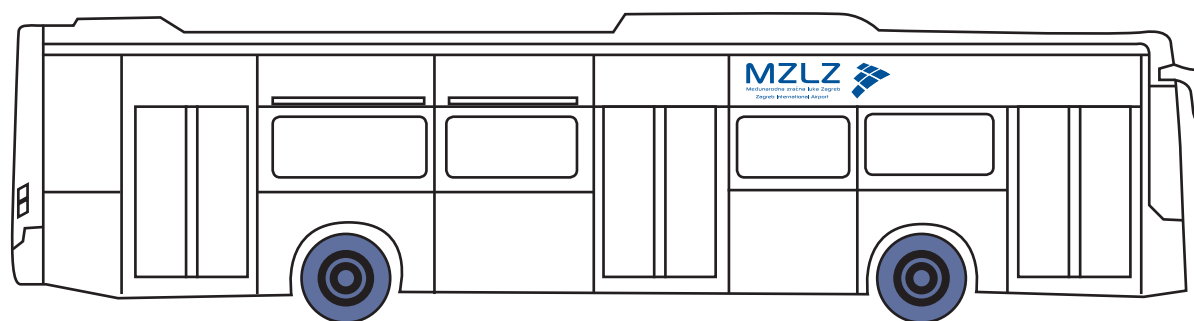
U slučaju da postoji potreba postavljanja cijelog naziva tvrtke, a da pritom postoji nedostatak potrebnog prostora za jasnu vidljivost logotipa može se aplicirati logo za vozila.

In case that there is a need of setting the whole company name, while there is a lack of sufficient space for clear visibility of the logo, vehicle logo can be applied.

Zrakoplovne stepenice / Aircraft stairs



Autobusi na platformi / Apron Buses

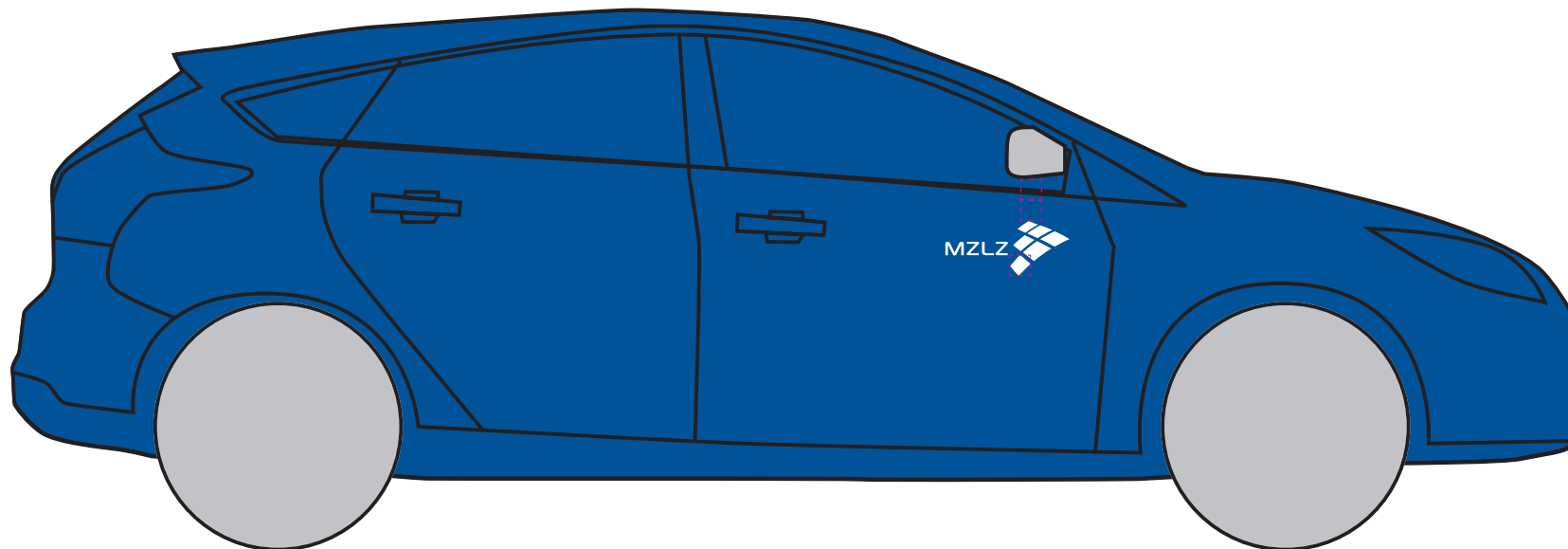


Za potrebe označavanja auta koristi se Sekundarni logotip koji se postavlja ispod retrovizora.

For the purposes of vehicle identification Secondary logo is used that is placed under the rearview mirror.

Ovisno o podlozi logotip može biti prikazan u pozitivu ili negativu.

Depending on the surface color, logo can be displayed in positive or negative.





Krovni logotip je uvijek smješten u zaglavlje. Bez obzira na dimenzije banera odnosi se baziraju na 1/4, 1/8 i 1/16 visine ili širine. Na taj način se sistematično prenosi vizualni identitet tvrtke.

Umbrella logo is always placed in the header. Regardless of the dimensions of the banner it refers based on 1/4, 1/8 and 1/16 of the height or width. In this way it is systematically transmitted visual identity of the company.

