



ZAGREB  
AIRPORT

Brand  
guidelines

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## Intro

Brand guidelines present a system for applying the elements of visual identity.

In order to bring the visual identity to life, brand guidelines should be strictly followed.

Guidelines exist to follow the logic of the visual identity so that all authors who will be using it in the future can easily maintain its visual system.

The basic elements of the visual identity are: logo, logotype, colour, typography, and the logic of applying those elements.

Basic graphic standards have to be systematically implemented, while other means of communication provide a wider range of creative freedom.



**ZAGREB  
AIRPORT**

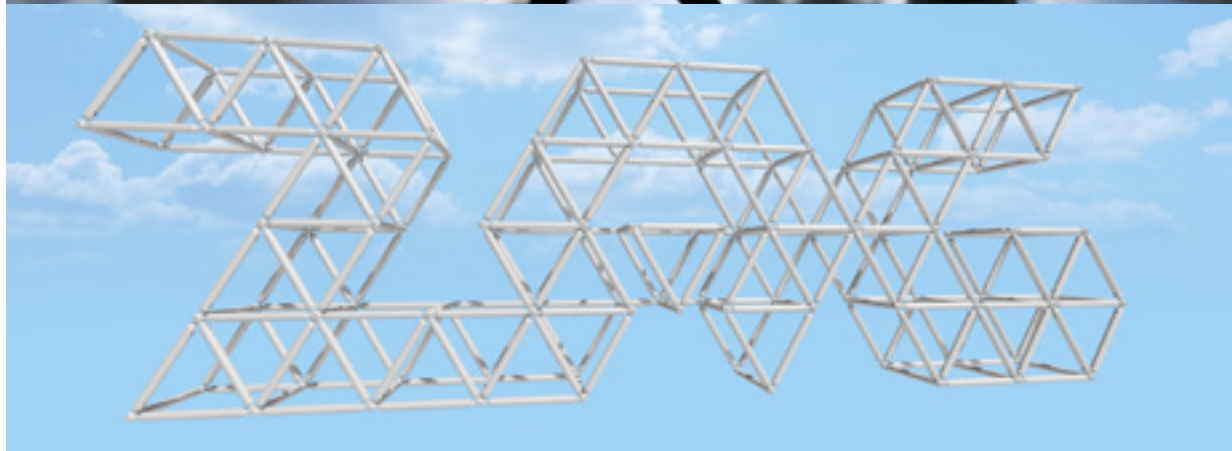
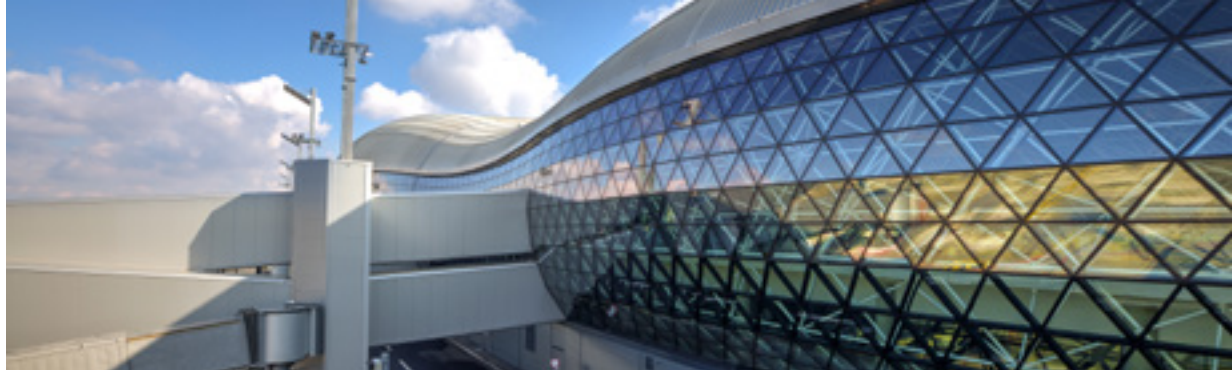
## Concept

Every passenger who visits the airport first comes into contact with the triangle-shaped glass construction of the terminal that reflects a part of the Zagreb skyline.

When entering the building, the passengers will then see the construction's triangle-shaped grid, through which they can see the skyline of Zagreb in the distance.

The reflexion and the view through the triangle-shaped structure inspired the new visual identity, which transfers the construction into the sign through which (beside the logotype) we also define the secondary graphic elements.

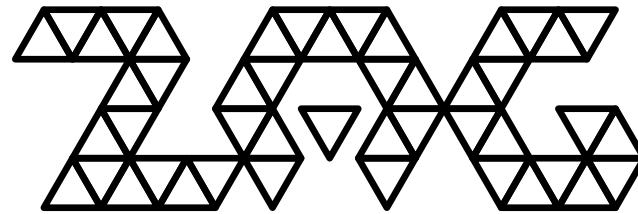
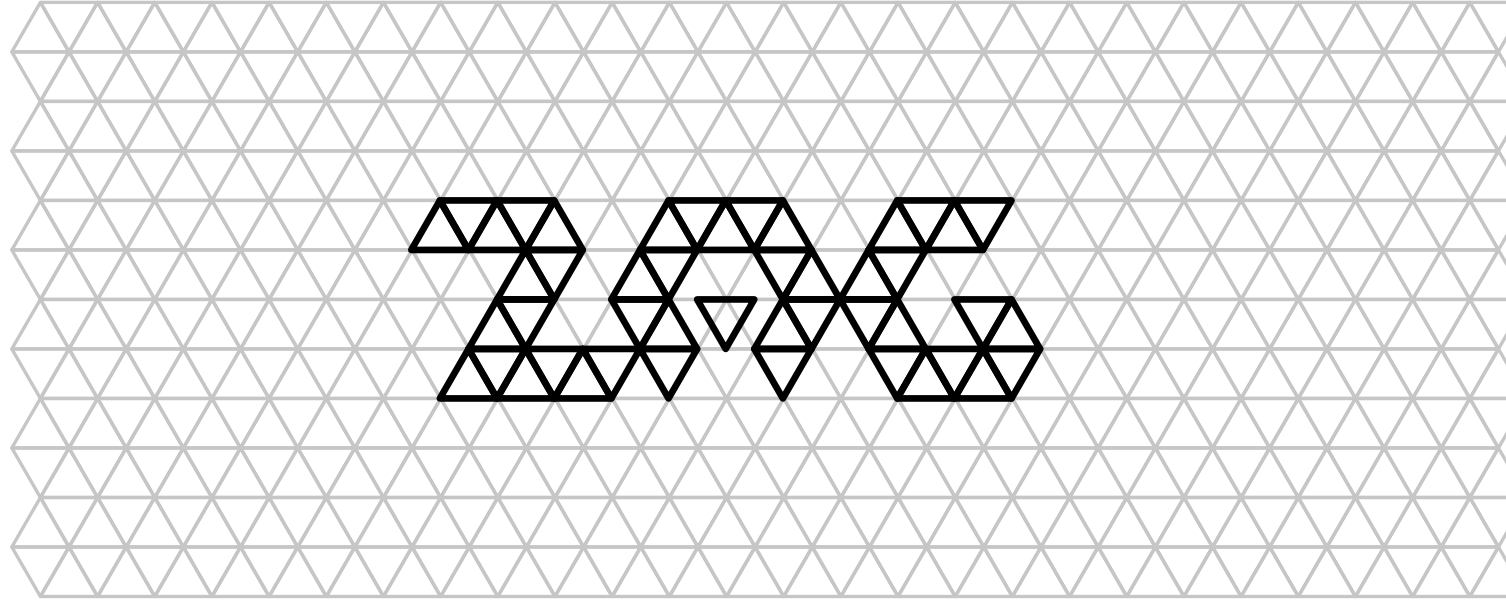
The carrier of the secondary graphic element is the triangle grid, through which the most attractive secondary element - the roof of St. Mark's Church, the most visited sight of Zagreb, is defined.





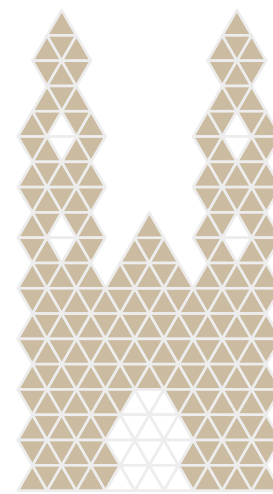
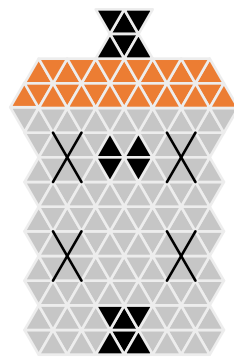
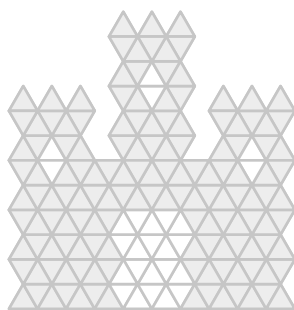
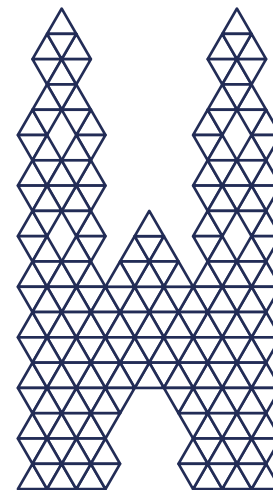
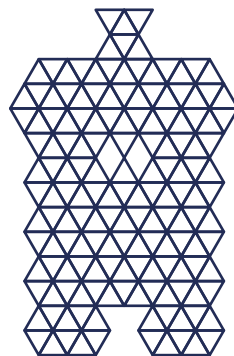
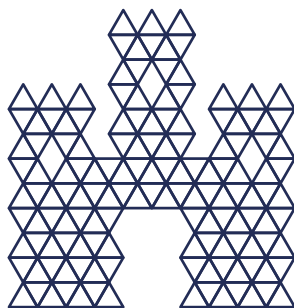
## Concept

The triangle-shaped grid construction is the base for the logo, as well for the secondary graphic elements: the most famous and most visited sights of Zagreb and also the details of the roof of St Mark's Church.



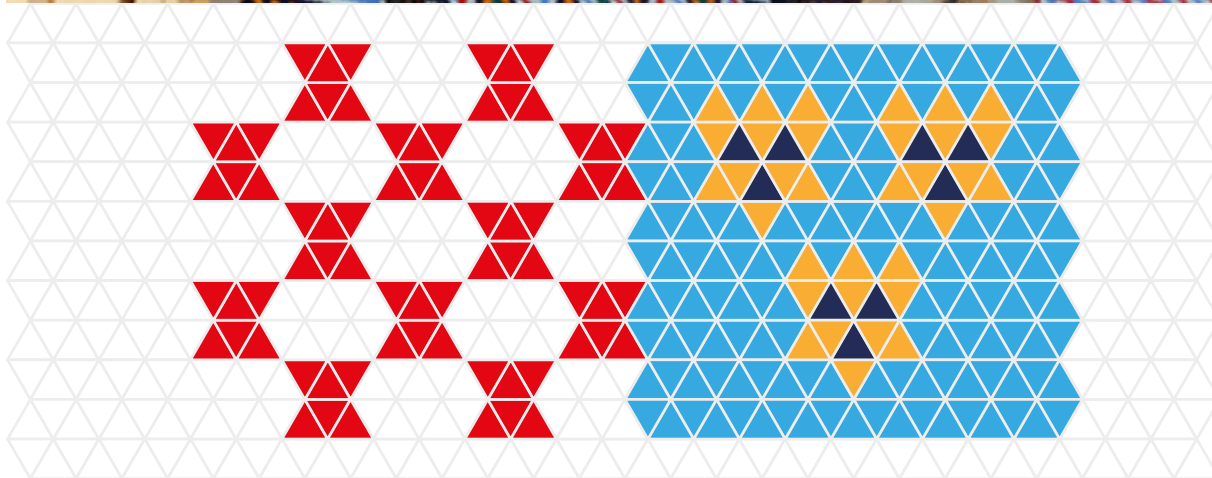
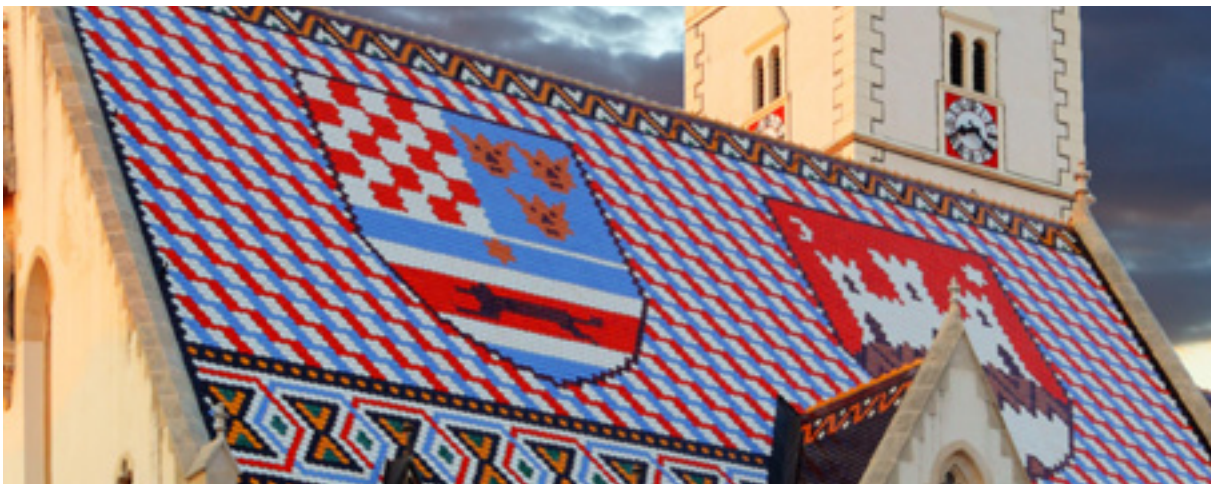
## Concept

Symbols of Zagreb, detail from the City emblem, Lotrščak tower, Zagreb cathedral.



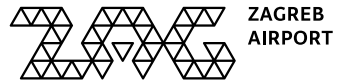
## Concept

Detail from the roof of  
St. Mark's Church.



## Versions of the logo and relation logo-logotype

Relations logo and logo  
logotype are defined





## Logo

### NEGATIVE

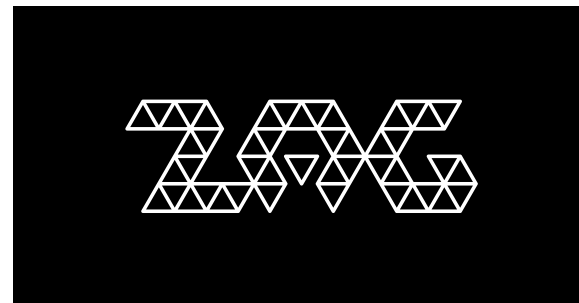
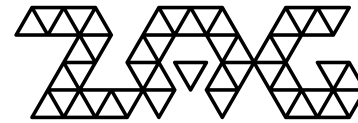
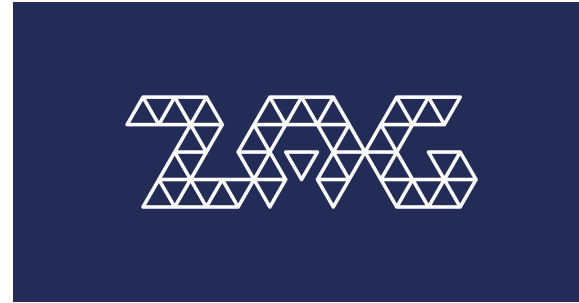
The primary logo is white on blue background and is recommended to use in all occasions when the reproduction and design allow it.

### POSITIVE

The secondary logo is blue on white and light backgrounds and is recommended to use when the reproduction technique doesn't allow the usage of the primary logo.

### BLACK-WHITE LOGO

The black- white version is the tertiary logo. It is used only when the coloured reproduction is not possible or the design requests a monochromatic logo. (engraving, stamp, etc.)



## Dimensions

The logo dimensions are determined in order to create size continuity.

### POSITIVE

The minimum logo size is defined by the minimum allowed height of 5 mm. Smaller sizes are not allowed.

For a logo that is used in larger dimensions than illustrated here, the same progressive incremental rule applies - 500% x, 600% x, 700% x...

minimal size = x  
height 5 mm



200% x



300% x

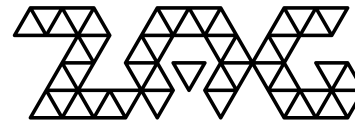


400% x

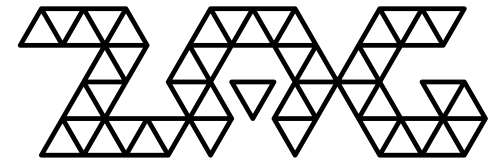
minimal height = x  
height 5 mm



200% x



300% x



400% x

## Dimensions

### NEGATIVE

The minimum logo size is defined by the minimum allowed height of 6 mm. Smaller sizes are not allowed.

For a logo that is used in larger dimensions than illustrated here, the same progressive incremental rule applies - 500% x, 600% x, 700% x...

minimal size = x  
height 6 mm



200% x



300% x

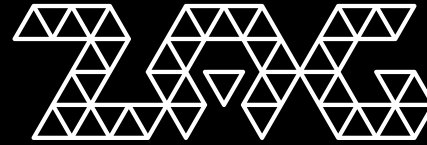


400% x

minimal size = x  
height 6 mm



200% x



300% x



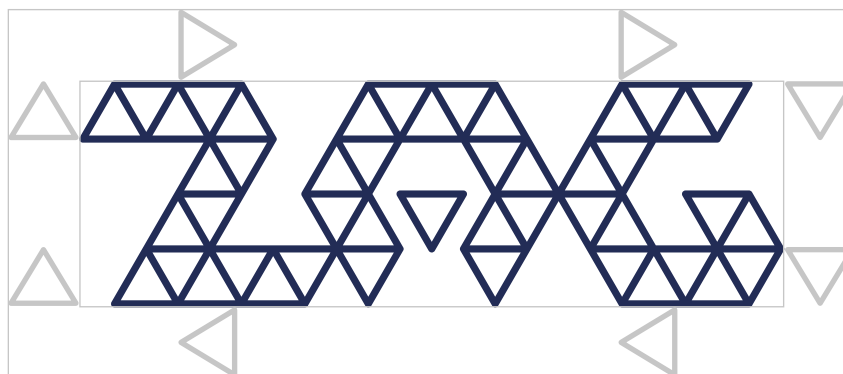
400% x

## Logo clear space

Minimum clear space protects the logo from other graphic elements to preserve its integrity and legibility.

The clear space is determined by a triangle dimension extracted from the logo.

The clear space changes in proportion to the logo dimensions.

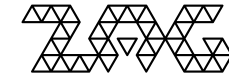
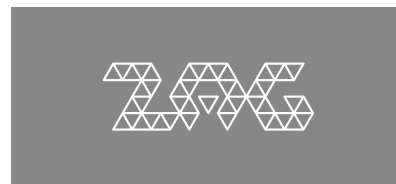
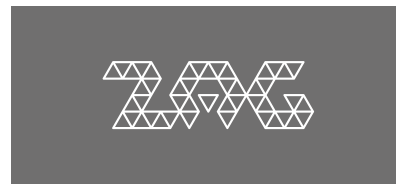
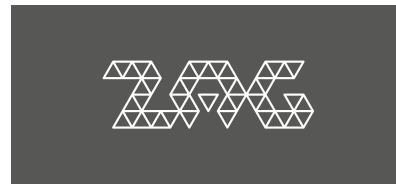
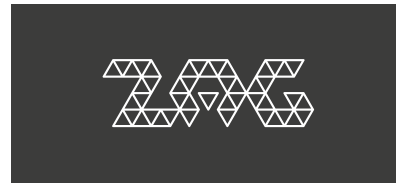
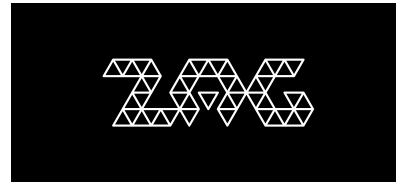


## Application

### ACHROMATIC CONTINUOUS SURFACES

Achromatic continuous surfaces are uniform backgrounds of the grey spectrum.

The logo is applied in a form depending on the contrast of the background and the colour of the logo.



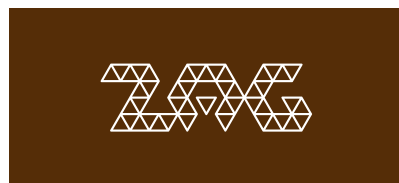
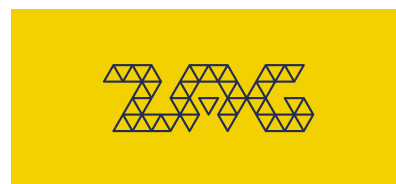
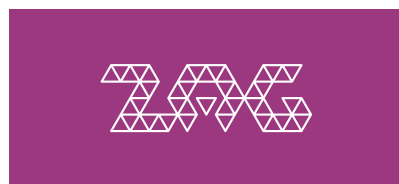
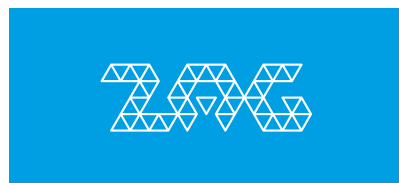
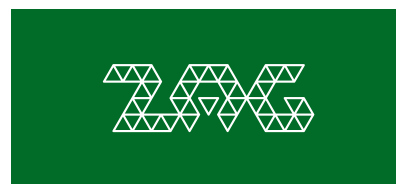


## Application

### CHROMATIC CONTINUOUS SURFACES

Chromatic continuous surfaces are uniformly coloured surfaces.

The logo is applied in a form depending on the contrast of the background and the colour of the logo.



## Application

### DISCONTINUOUS SURFACES

Discontinuous surfaces are non-uniform photographic or graphic surfaces.

The logo is applied in a form depending on the contrast of the background and the colour of the logo.

Application of logo should be avoided on surfaces so heterogeneous that the logo (positive or negative) becomes unreadable.



## Horizontal logotype

### NEGATIVE

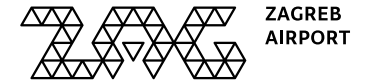
The primary logotype is white on blue background and it is recommended to use in all the occasions when the reproduction and design allow it.

### POSITIVE

The secondary logotype is blue on white and light backgrounds and it is recommended to use when the reproduction technique doesn't allow the usage of the primary logo.

### BLACK-WHITE LOGO

Black and white version is the tertiary logotype. It is used only when coloured reproduction is not possible or the design requests a monochromatic logo. (engraving, stamp, etc.)



## Dimensions

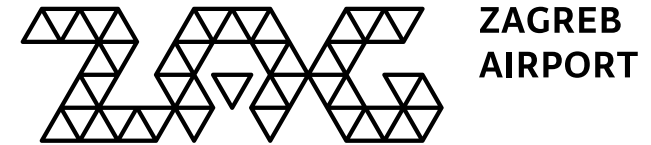
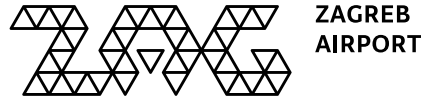
Logo dimensions are determined to create size continuity.

### POSITIVE

Minimum logo size is defined by a minimum allowed height of 6 mm. Smaller sizes are to be used as illustrated in the asterisk section.

For a logo that is used in larger dimensions than illustrated here, the same progressive incremental rule applies - 500% x, 600% x, 700% x...

minimal size = x  
height 6 mm



minimal size = x  
height 6 mm



\* When the design or the format of the reproduction allow it, a logotype of this size and relations is used.

minimal size = x  
height 4 mm



## Dimensions

### NEGATIVE

The minimum logo size is defined by a minimum allowed height of 7 mm. Smaller sizes are to be used as illustrated in the asterisk section.

For a logo that is used in larger dimensions than illustrated here, the same progressive incremental rule applies - 500% x, 600% x, 700% x...

minimal size = x  
height 7 mm



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AIRPORT



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AIRPORT

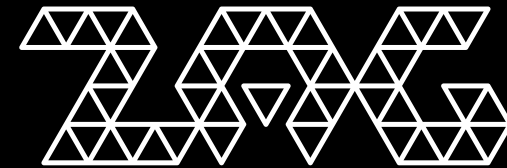
minimal size = x  
height 7 mm



ZAGREB  
AIRPORT



ZAGREB  
AIRPORT



ZAGREB  
AIRPORT

\* When the design or the format of the reproduction allow it, a logotype of this size and relations is used.

minimal size = x  
height 5 mm



ZAGREB  
AIRPORT

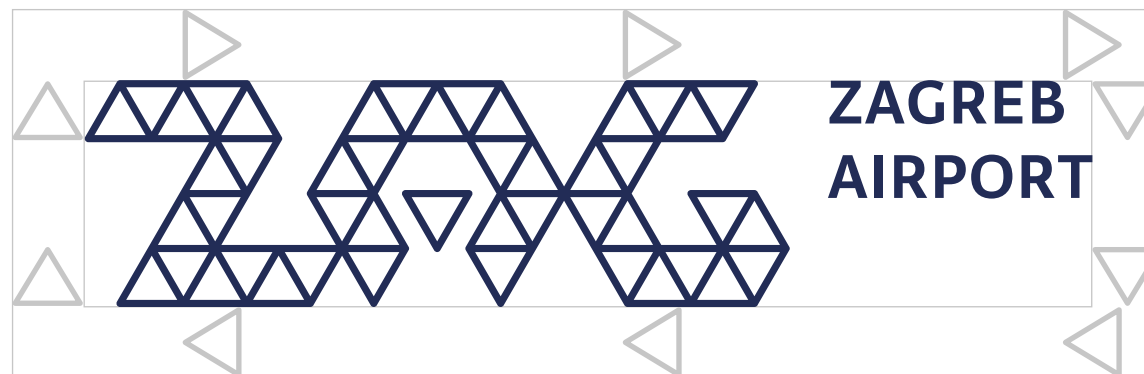


## Logotype clear space

Minimum clear space protects the logotype from other graphic elements to preserve its integrity and legibility.

Clear space is determined by a triangle dimension extracted from the logo.

Clear space changes proportionally with the logotype dimensions.

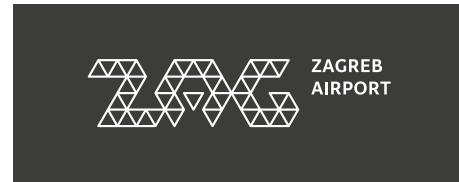


## APPLICATION

### ACHROMATIC CONTINUOUS SURFACES

Achromatic continuous surfaces are uniform backgrounds of the grey spectrum.

The logotype is applied in a form depending on the contrast of the background and the colour of the logo.



## APPLICATION

### CHROMATIC CONTINUOUS SURFACES

Chromatic continuous surfaces are uniformly coloured surfaces.

The logo is applied in a form depending on the contrast of the background and the colour of the logo.



## APPLICATION

### DISCONTINUOUS SURFACES

Discontinuous surfaces are non-uniform photographic or graphic surfaces.

The logo is applied in a form depending on the contrast of the background and colour of the logo.

Application of logotype should be avoided on surfaces so heterogeneous that the logotype (positive or negative) becomes unreadable.



## Typography

Typography is one of the basic elements of visual identity (along with logo, logotype and colour).

Typonine Sans Pro is the only recommended typography of this visual identity. Typonine has 8 weights and it satisfies all needs.

Secondary typography is allowed only if Typonine Sans Pro isn't possible to use (materials using different alphabets - Cyrillic, Greek alphabet, Arabic alphabet, etc. or when other typography is used as illustration.)

AaBb

Typonine Sans Pro Light

AaBb

Typonine Sans Pro Regular

AaBb

Typonine Sans Pro Medium

*AaBb*

Typonine Sans Pro Light Italic

*AaBb*

Typonine Sans Pro Italic

*AaBb*

Typonine Sans Pro Medium Italic

**AaBb**

Typonine Sans Pro Bold

***AaBb***

Typonine Sans Pro Bold Italic



## Slogan

The slogan concept is based on choosing your own path or travel and the curves that are the essential part of the logo and its grid.

"Choose your path" is the core slogan which is then altered accordingly in the context of destinations or events and the materials produced for them.

**Choose  
your path.**

**Choose your path  
to new heights.**

**Choose your path  
to an adventure.**

**Choose your path  
to new shores.**

**Choose your path  
to a carnival.**

**Choose your path  
to love.**

**Choose your path  
to new senses.**

## Colour

Colour is one of the basic elements of the visual identity (with the logo, logotype and typography). In order to strengthen the recognition of the visual identity, it is recommended to use identity colours wherever possible.



**ZAG Blue**  
Pantone 2758 C  
R 33 G 44 B 87  
C 100 M 88 Y 35 K 30



**ZAG Red**  
Pantone 485 C  
R 226 G 33 B 28  
C 2 M 95 Y 94 K 1



**ZAG Light Blue**  
Pantone 292 C  
R 89 G 178 B 231  
C 63 M 14 Y 0 K 0

Silver and gold colours are used in special publications that mark anniversaries, holidays, etc., or when making monochromatic materials such as badges, tassels, etc.



**ZAG Silver**  
Pantone 877 C

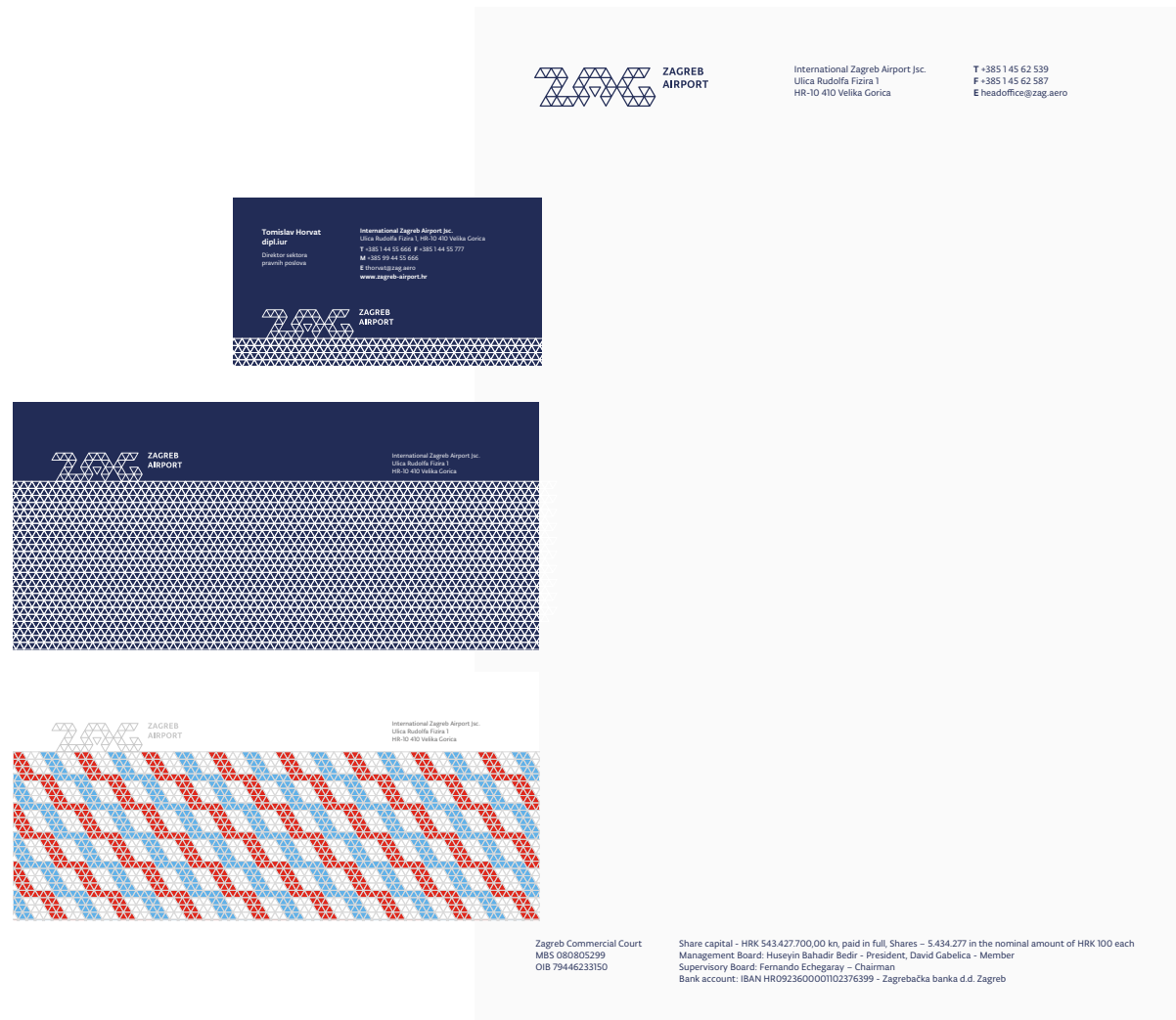


**ZAG Gold**  
Pantone 871 C

## Primary communication materials

Primary communication materials are strictly regulated.

They are intended for direct, administrative communication.



## Memo

DIMENSIONS: A4

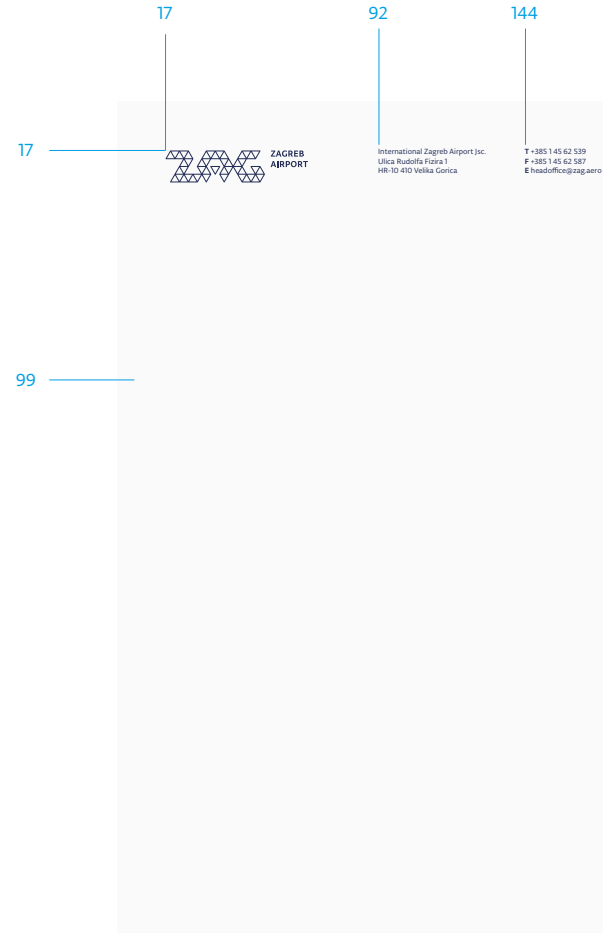
TYPOGRAPHY:

Typonine Sans Pro Normal 8/9,6 pt

Typonine Sans Pro Bold 8/9,6 pt

TYPOGRAPHY FOR WRITING:

Helvetica Neue 10/12 pt



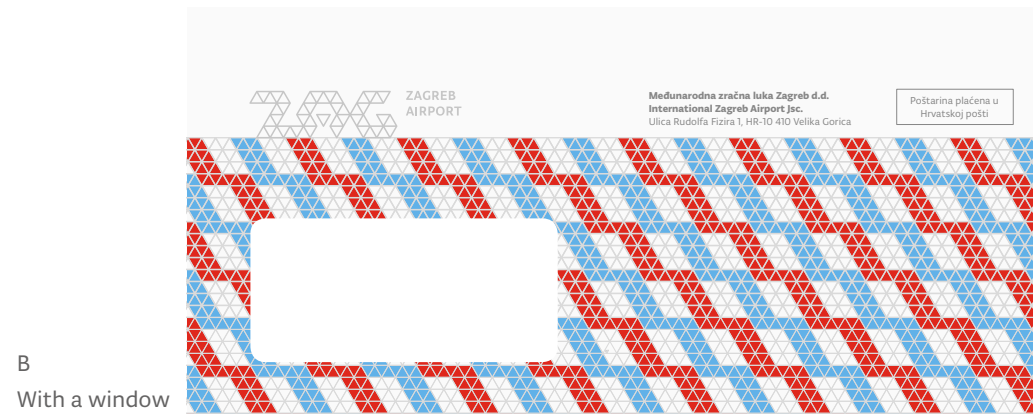
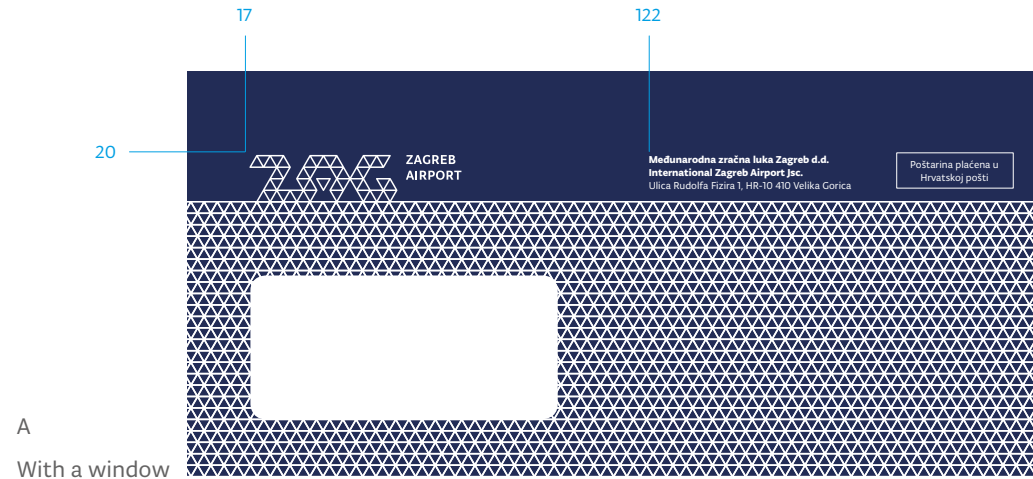
## American envelope 1

DIMENSIONS: 230X110 mm

DATA TYPOGRAPHY:

Typonine Sans Pro Normal 8/9,6 pt

Typonine Sans Pro Bold 8/9,6 pt





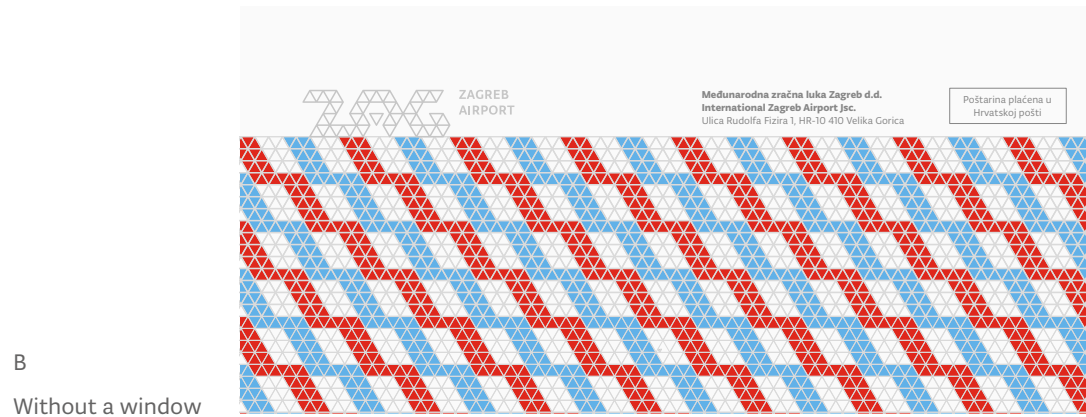
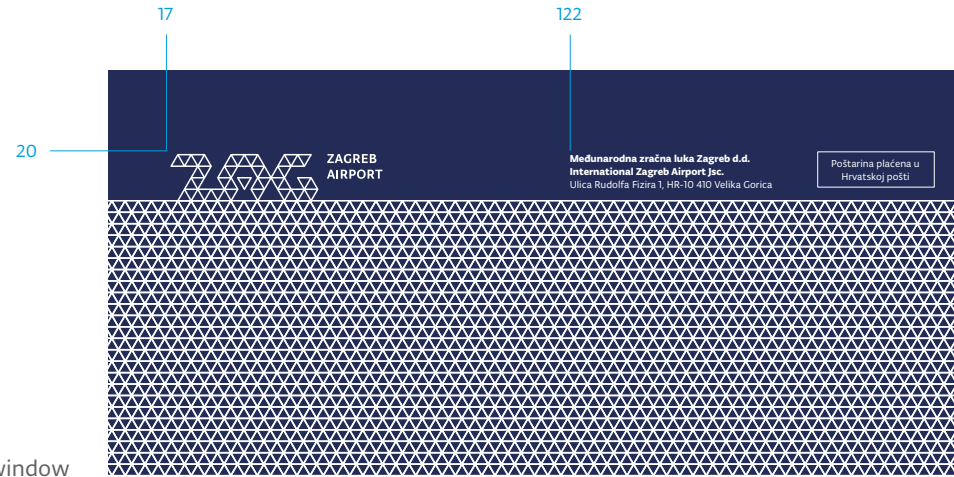
## American envelope 2

DIMENSIONS: 230X110 mm

DATA TYPOGRAPHY:

Typonine Sans Pro Normal 8/9,6 pt

Typonine Sans Pro Bold 8/9,6 pt



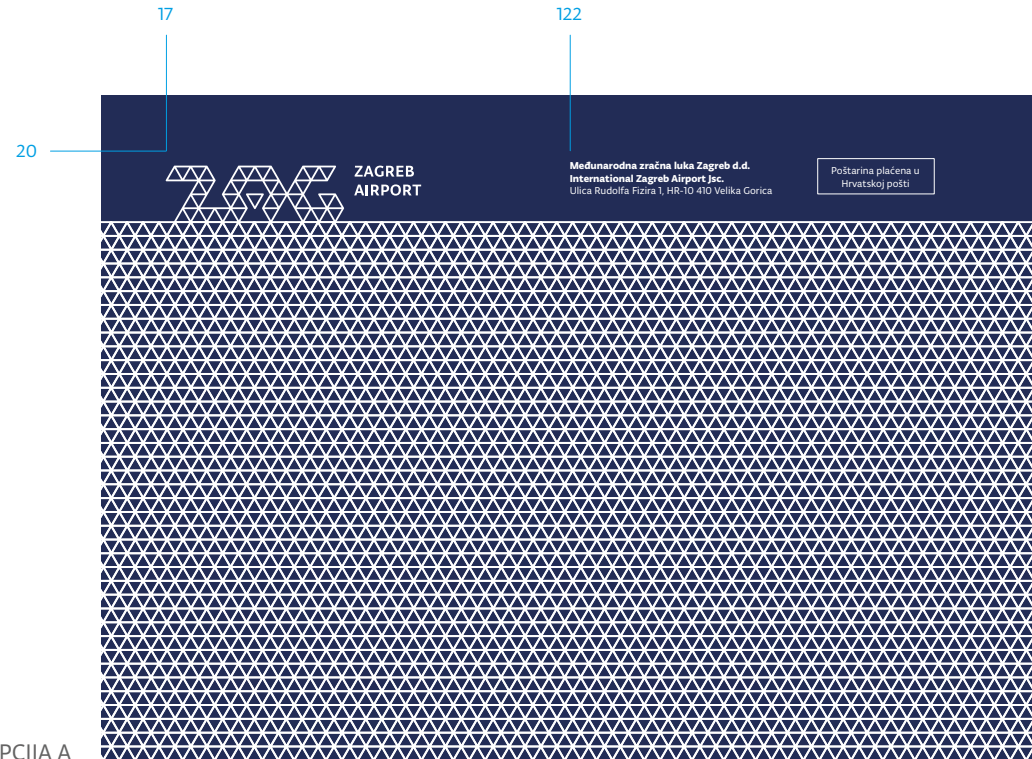
## B5 envelope

DIMENSION: 250X176 mm

DATA TYPOGRAPHY:

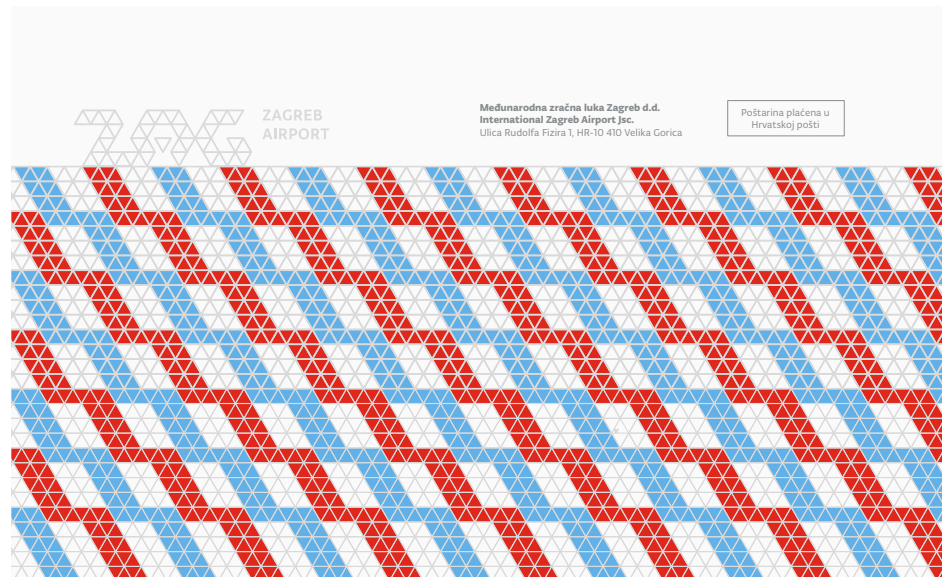
Typonine Sans Pro Normal 8/9,6 pt

Typonine Sans Pro Bold 8/9,6 pt



OPCIJA A

OPCIJA B



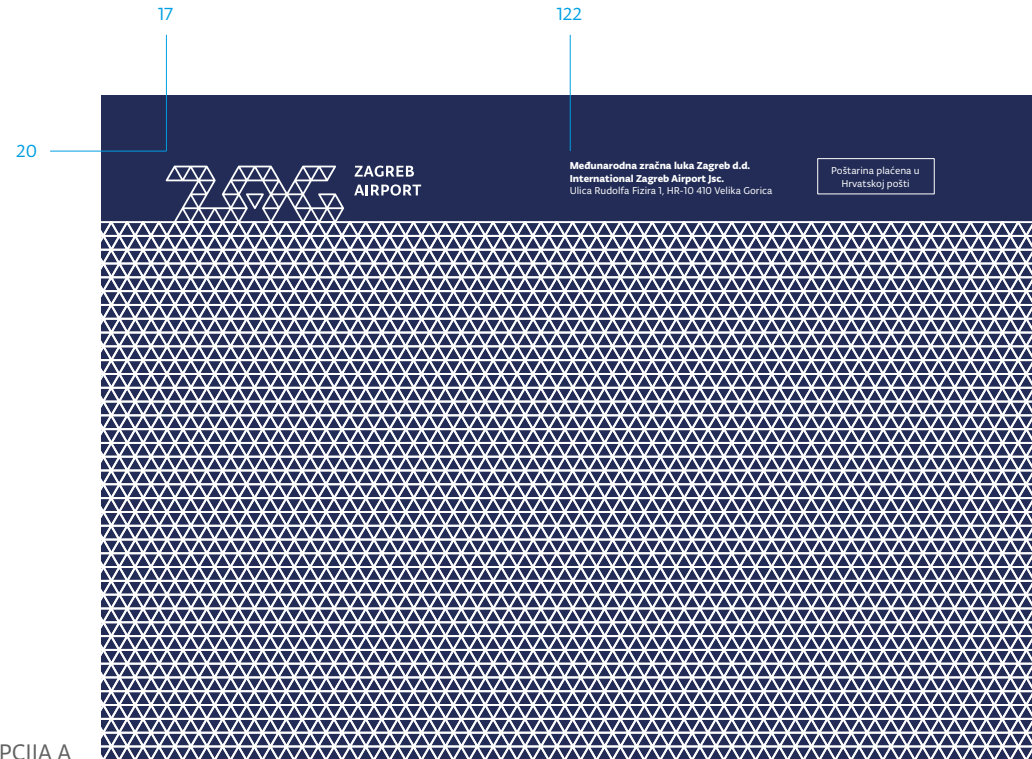
## B4 envelope

DIMENSION: 353X250 mm

DATA TYPOGRAPHY:

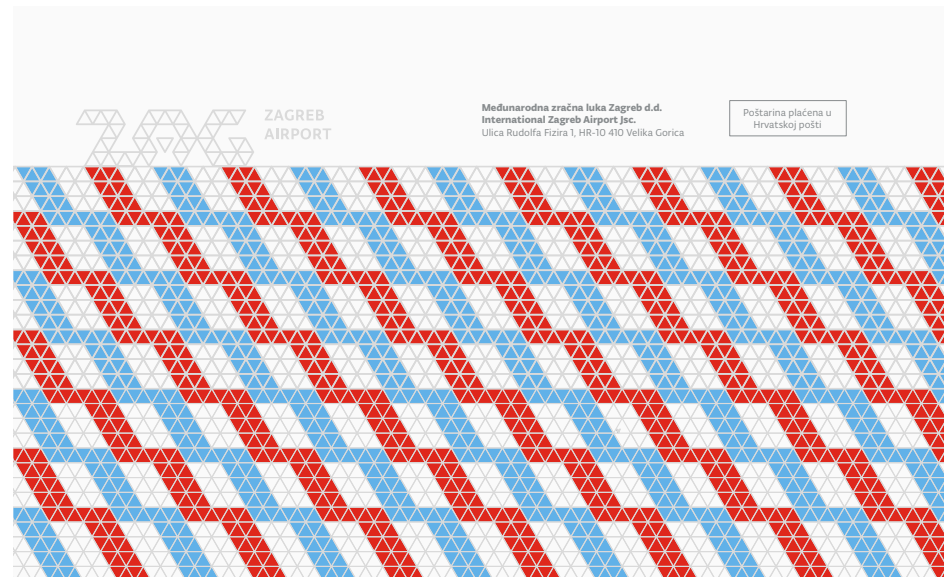
Typonine Sans Pro Normal 8/9,6 pt

Typonine Sans Pro Bold 8/9,6 pt



OPCIJA A

OPCIJA B



## Business cards

DIMENSIONS: 90X50 mm

DATA TYPOGRAPHY:

Typonine Sans Pro Normal 7/8,4 pt

Typonine Sans Pro Bold 8/9,6 pt

Typonine Sans Pro Bold 7/8,4 pt

PAPER

A

300-350g/m<sup>2</sup>

Blue uncoated paper with white colour printing

B

300-350g/m<sup>2</sup>

Mat Kunstrudck

2/2 print

ZAG blue and white

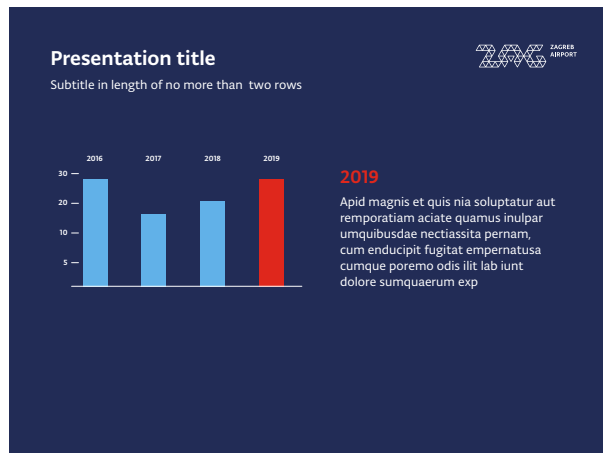
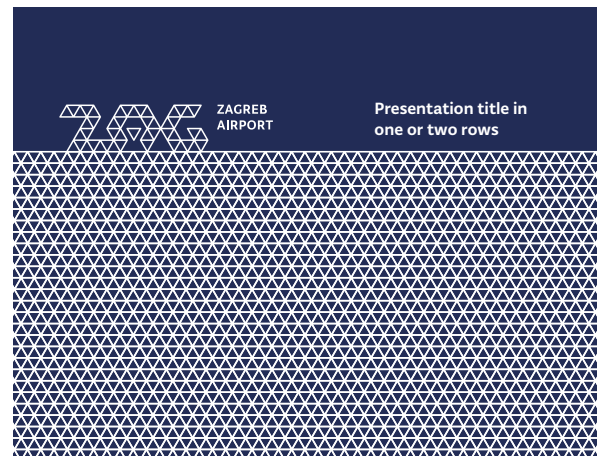
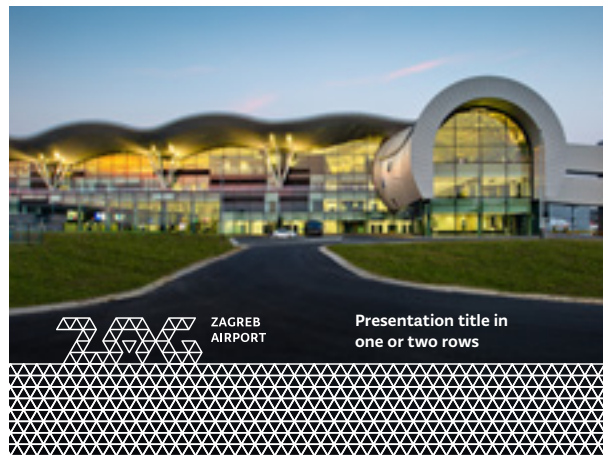


## PowerPoint template

ZAG presentation template is created to preserve the consistency of the visual identity across all platforms and to properly convey the brand message.

One slide should not contain more than three paragraphs in order to keep the attention of the audience.

For better contrast it is recommended to use blue slides.



ZAGREB AIRPORT

Presentation title

Subtitle in length of no more than two rows

<b>2019</b>	Apid magnis et quis nia soluptatur aut remporatiam aciate quamus inulpar umquibusdae nectiassita pernam, cum enducipit fugitat empernatosa cumque poremo odis ilit lab iunt dolore sumquaerum exp
<b>2018</b>	Apid magnis et quis nia soluptatur aut remporatiam aciate quamus inulpar umquibusdae nectiassita pernam, cum enducipit fugitat empernatosa cumque poremo odis ilit lab iunt
<b>2017</b>	Apid magnis et quis nia soluptatur aut remporatiam aciate quamus inulpar umquibusdae nectiassita pernam, cum enducipit fugitat empernatosa cumque poremo odis ilit lab iunt

## Secondary communication materials

Secondary communication materials use the potential of additional graphic elements with the motives of the city of Zagreb.



## Folder

The folder uses the elements of St. Mark's Church or the white grid.

**A** St. Mark's church roof detail

**B** Grid in negative





## Cotton bag

The cotton bag uses the elements of St. Mark's Church or the positive and negative grid, depending on the colour of the bag.

A St. Mark's church roof detail

B Grid in positive

C Grid in negative



## Gift bag

The folder uses the elements of St. Mark's Church with silver to give it a more luxurious look and feel.

The second variation is a blue bag with the elements of St. Mark's Church printed with white.



## T-shirts

T-shirts use the elements of St. Mark's Church or the negative grid, depending on the shirt colour.



## Protective vest

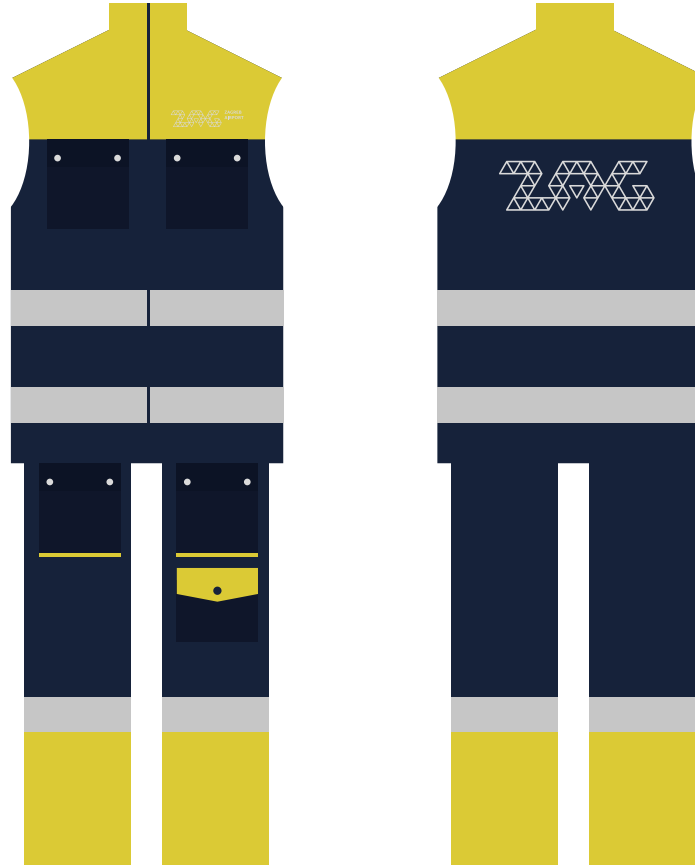
The protective vest is printed with a reflective colour for maximum visibility in all weather conditions.



## Protective clothes

The same rules are applied as for the vehicles and the planner.

If possible, the grid should be applied, if not, the logotype and logo on the illustrate positions.



## Protective T-shirt

The same rules are applied as for the vehicles and the planner.

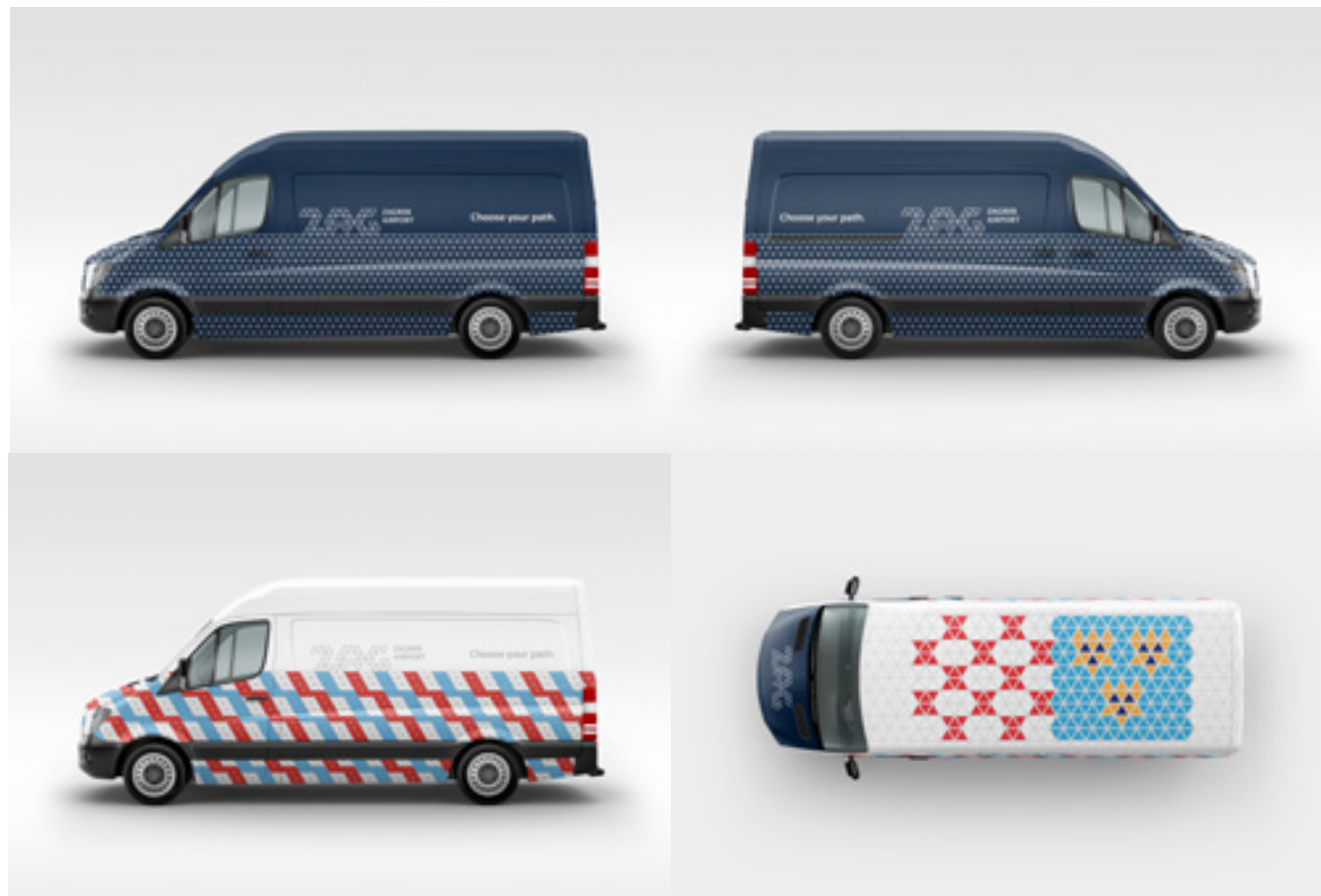
If possible, the grid should be applied, if not, logotype and logo on the illustrated positions.





## Vehicle branding

The vehicles are branded in a standard way, with the grid in negative/positive, depending on the vehicle colour or with the elements of St. Mark's Church if it is a vehicle that is often used in the city so that the artwork is visible from the means of public transport.





## Planner

The planner is designed with a grid innegative or with the roof elements of St. Mark's Church.

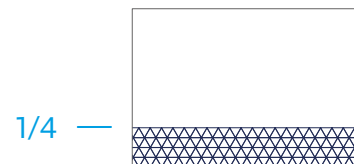
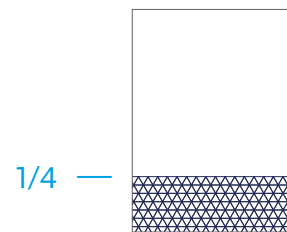
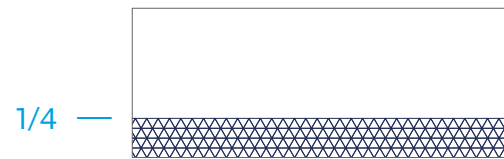


## Ads

Whenever possible, ads of all kinds are made with the grid and the logotype and the appropriate slogan.

The grid should fill at least 1/4 of the page height.

With very narrow formats, grid height will depend on the type of photography and text quantity.



## ZAG Brand guidelines

### AUTHOR

Aljoša Lijić / graphein design studio