



## **Basic visual identity guidelines**

Logo and typography

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# Introduction

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The SavaParks Network consists of 22 protected area managing authorities and nature conservation organizations along the Sava River from Slovenia, Croatia, Bosnia and Herzegovina, and Serbia. The official association SavaParks Network was established on the World Wetlands Day in 2015 (2<sup>nd</sup> February), when representatives of protected area managers and other public institutions from all the riparian countries signed the Declaration of the Sava River Protected Areas Network. By signing the Declaration member states institutions of the Sava Parks Network have taken responsibility for the conservation of biodiversity of protected areas in the Sava River Basin and have also committed on the cross-border cooperation according to sustainable development in the protection of natural wealth and European cultural heritage. The network provides a platform to exchange experiences to protect the Sava and its floodplains.

Basic Visual Identity Guidelines is a system of applying elements of visual identity: logo, color and typography. The rules laid down in the manual apply to the permitted and unauthorized usage of these elements within the visual identity. In order to ensure the regular use of the identity visual elements and to maintain uniformity and continuity, it is necessary to adhere to the prescribed rules.

Any use of identity elements outside the rules prescribed by the manual is considered a violation of visual identity.



Logo

## Logo

The Sava Parks logo is created from two basic elements. The first is the stylized letter "S" representing Sava and its course, the second element is the logo colors symbolizing the river (blue) and the nature surroundings (green).

The color logo is the primary mark and its usage is recommended wherever the reproduction technique and the design itself allow it.

A monochrome logo is a secondary logo. It is used in situations where color reproduction is not possible.



# Colors

## Color logo

The basic color variant is defined in blue and green. The negative version retains the same logo colors (Example ❷).

## Monochrome logo

The recommended monochrome version is in black (SAVA PARKS), with 50% black (NETWORK). The monochrome variant in negative is also performed with 50% black (example ❹). Fully monochrome variants (Examples ❺ and ❻) are also permitted.



## Colors

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Colors are one of the most important elements of the Sava Parks network identity and are defined in color and monochrome.



**C:100**  
**M:25**  
**Pantone:**  
Process Blue C



**K:100**  
**Pantone:**  
Process Black C



**C:75**  
**Y:100**  
**Pantone:**  
361 C



**K:50**  
**Pantone:**  
429 C

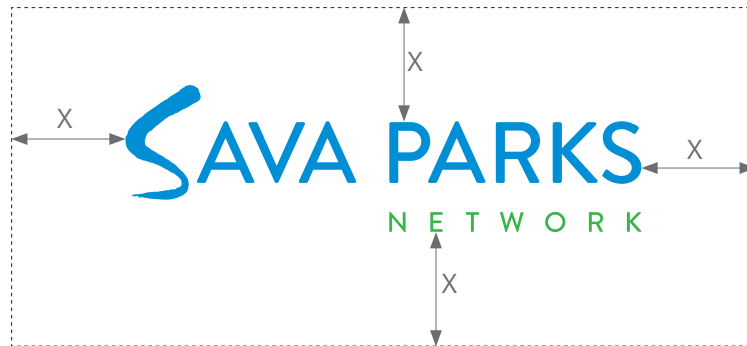
## Trademark safe zone

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Trademarks safe zone is a space around a logo that must not contain other graphic elements so as not to impair the integrity of the logo itself.

In order to ensure the visibility and integrity of the logo, it is essential to respect the minimum space around the logo. The minimum free space around the logo is defined by the X - height of the initial letter "S". The logo should never be disproportionately reduced or enlarged.

The minimum width of the logo should not be less than 35 mm.





Typography

## Typography

Typography is one of the basic elements of visual identity (along with logo and colors). The typography of the Sava Parks Network is Open Sans and is used in all official, mostly printed forms (brochure, leaflet, memorandum and the like). Open Sans is a sans serif typeface, containing 897 characters, including the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. It is optimized for print, web and mobile interfaces and has outstanding readability across all styles.

The usage of other appropriate fonts is acceptable if required.

ABCČĆDĎEFGHIJKLMNOPRSŠTUVŽŽ  
abcčćdďefghijklmnoprsštuvžž  
0123456789

*ABCČĆDĎEFGHIJKLMNOPRSŠTUVŽŽ  
abcčćdďefghijklmnoprsštuvžž  
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ABCČĆDĎEFGHIJKLMNOPRSŠTUVŽŽ  
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abcčćdďefghijklmnoprsštuvžž  
0123456789*

**ABCČĆDĎEFGHIJKLMNOPRSŠTUVŽŽ  
abcčćdďefghijklmnoprsštuvžž  
0123456789**

***ABCČĆDĎEFGHIJKLMNOPRSŠTUVŽŽ  
abcčćdďefghijklmnoprsštuvžž  
0123456789***

# Memorandum

Memorandum standard is A4 210x297 mm.

The text is in the Open Sans font, size 10pt. Margins are defined as illustrated.

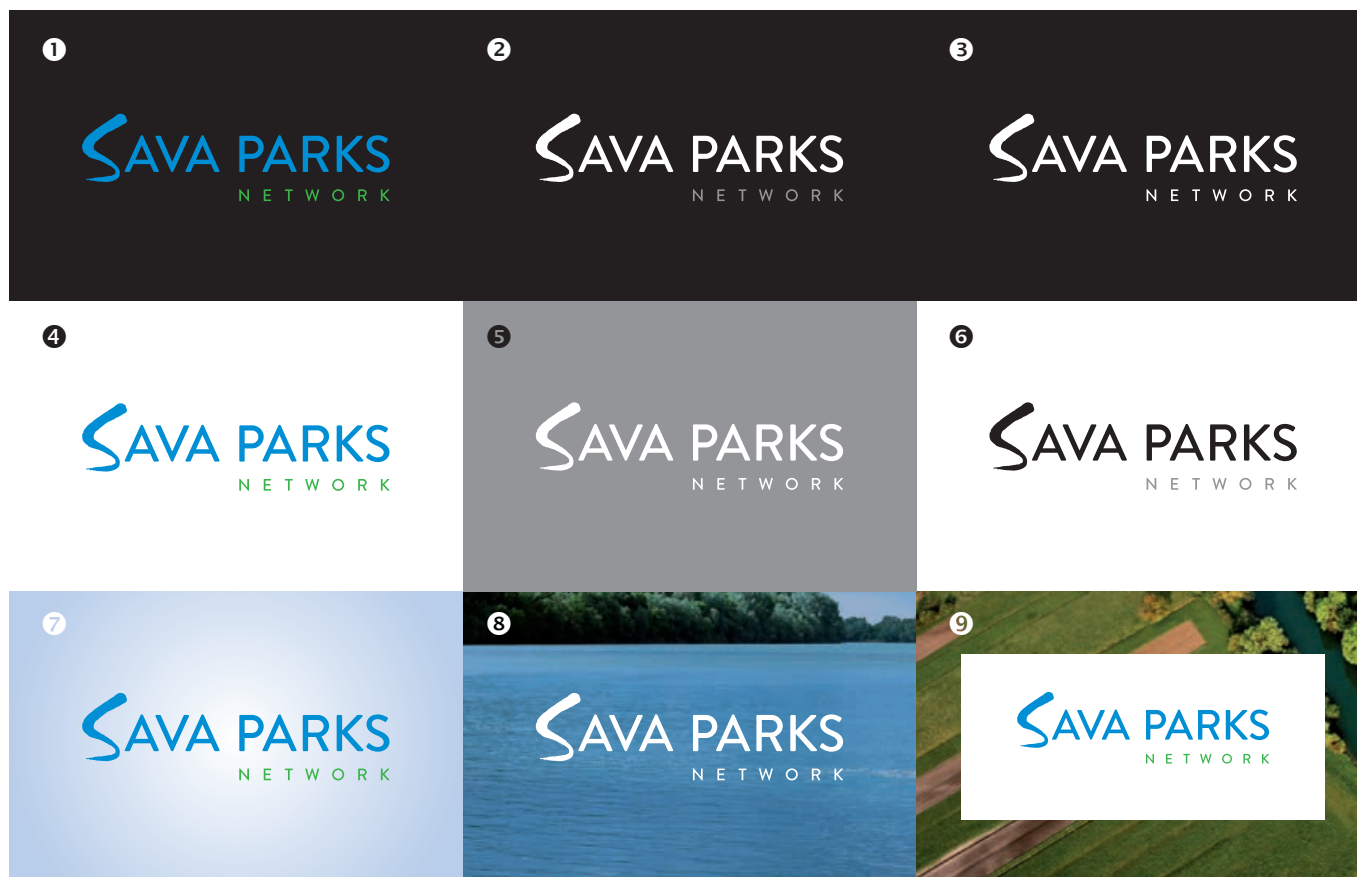




Application

## Application

All background combinations are allowed in which the logo retains clear visibility. In cases where the background of texture or contrast is overstated, the logo should be affixed to a neutral, monochrome background (example 9).



## Forbidden applications and manipulations

Allowed applications of the sign to various backgrounds depend on its readability and non-interference with the visual communication. The logo should never be deformed (narrowed, elongated, shortened, rotated ...). The shape of the sign is strictly prescribed and any distortion of it is considered a deformation of the sign.



An abstract graphic featuring a dense network of white dots of varying sizes connected by thin white lines, set against a solid green background. The network is most concentrated on the left side and fades towards the right.

Promo  
materials

## T-shirts

It is recommended to apply the logo on the chest for women and men's T-shirts. The application on the left shoulder or back is allowed in some cases. Black and white T-shirts come with the color logo or monochrome, and colored T-shirts are recommended in monochrome printing.



It is recommended to apply the logo on the left chest side or left shoulder side to polo shirts, windbreakers and fleece jackets. Black and white backgrounds come with a colored logo or monochrome, and colored t-shirts are recommended in monochrome printing.

## Polo shirts



## Windbreakers and fleece jackets



## Pencils

As a rule, the website name written on pencils is the Open Sans bold variant. In cases where thickness of pens allows (e.g. a thicker pen) the Sava Parks logo is affixed, but without the "networks" text.



## Canvas bags

The color logo or monochrome is applied to the white, natural and black bags. Monochrome printing is recommended for colored bags.



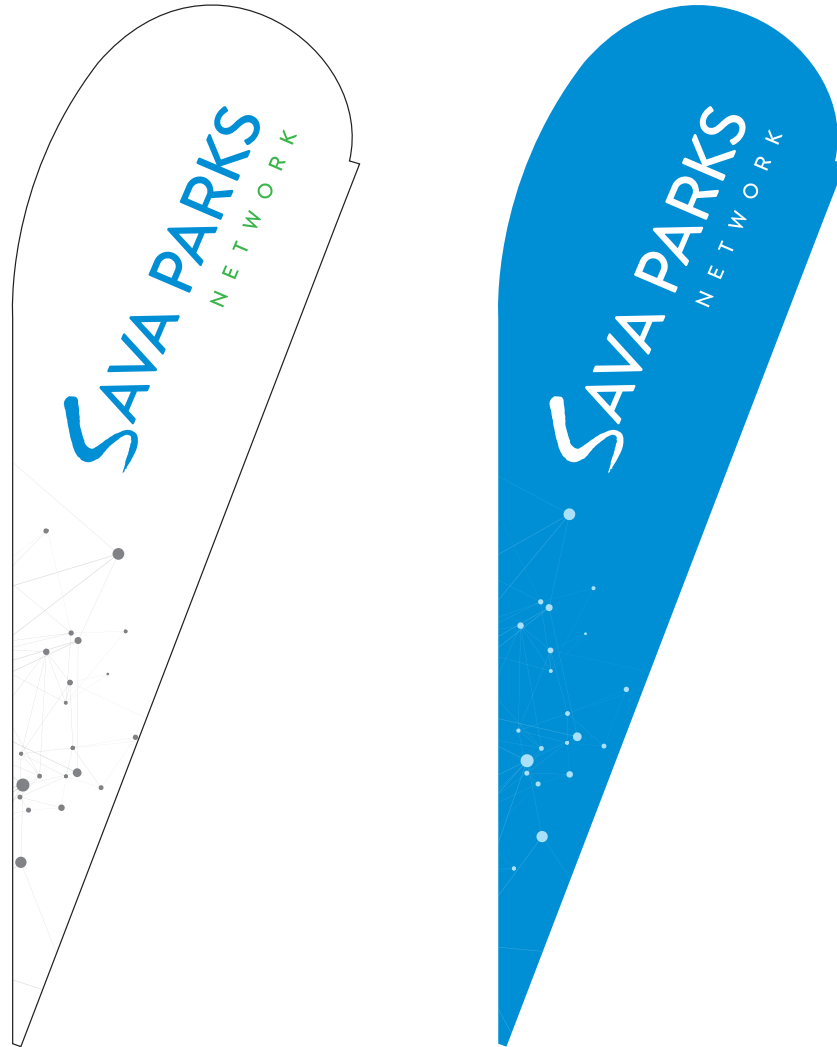
## Ceramic mugs

The logo applied to the mugs is centered. Black and white mugs come with the color logo or monochrome and color mugs are recommended in monochrome printing.



## Fly banner

Fly banner examples



## Roll-up banner

Roll-up banner examples





 **SAVA PARKS**  
NETWORK



[www.savaparks.eu](http://www.savaparks.eu)