



NLMK Corporate Style Guide



NLMK Corporate Style Guide

This Corporate Style Guide is designed to guide all those who are going to work with NLMK's visual environment.

This manual is not a doctrine, but all style guidelines, defined and described herein, must be strictly adhered to.

To settle all disputes or doubts, please, contact us at brand@nlmk.com

Logo

Main version.

Protection zone.

Dimensions.

English version.

Sub-brands.

Forbidden use-cases.

Logo

Main version

NLMK logo is the key element of brand identification. It consists of the text part and the oval frame featuring two contours of different thickness. It is a recognizable and simple graphic element. It represents the quality assurance of various NLMK products.

Only one logo, presented herein, shall be used in all communications. This will enhance brand awareness and create a consistent image.



- ⚠ It is not recommended:
- to reproduce the logo by hand;
 - to type it in any different font;
 - to redraw the oval;
 - to change the ratios of individual elements.

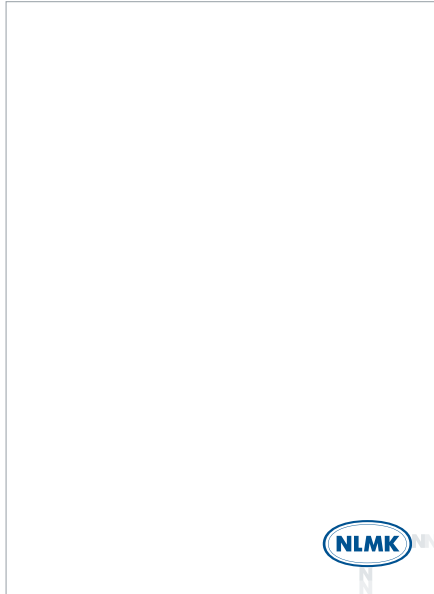
Logo

Protective zone

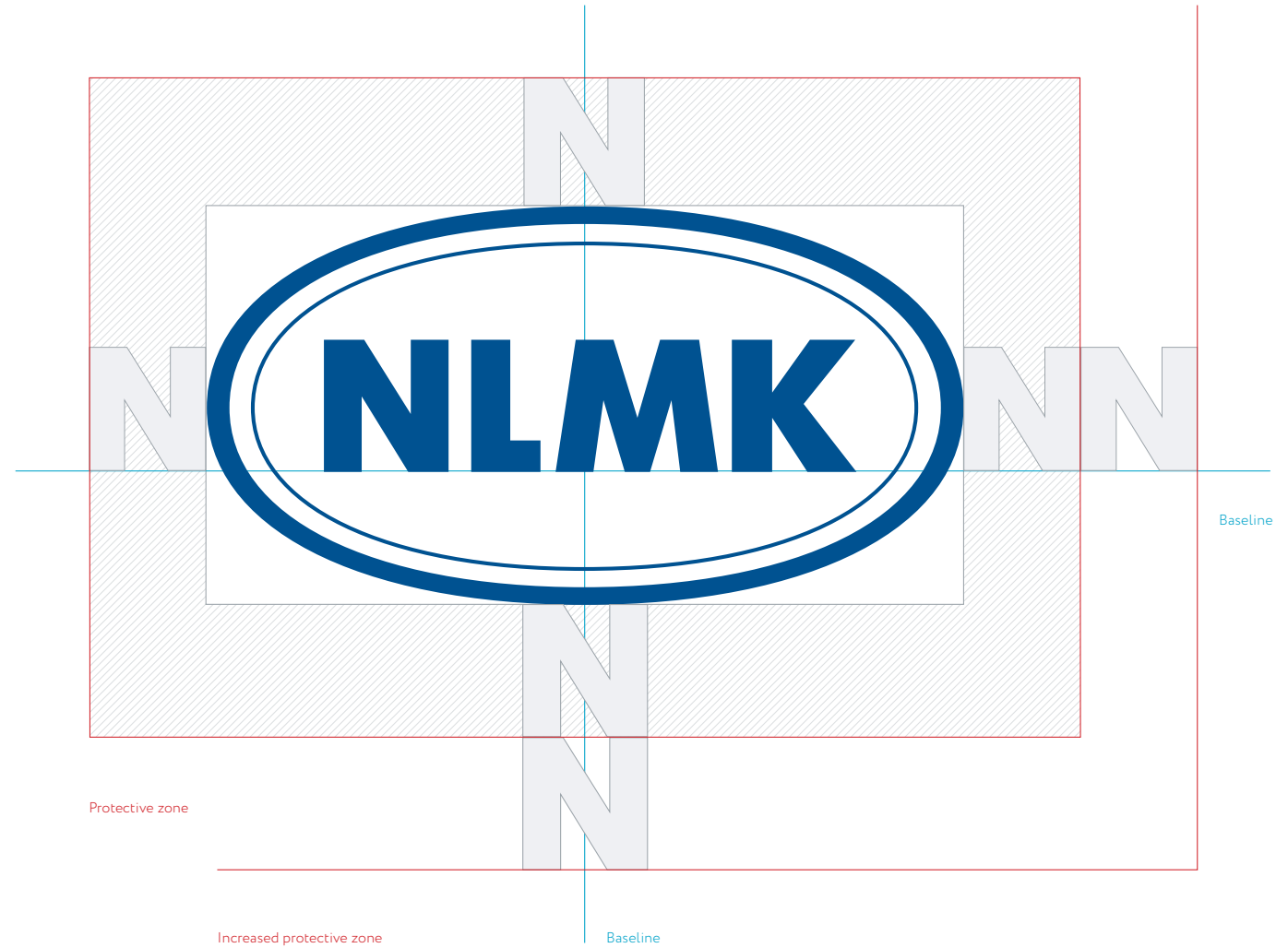
Generally, no other graphic elements or text should be placed within the protective zone.

As a rule, an increased protective zone is necessary to ensure the correct placement of the logo on printed materials.

Baselines are necessary for the correct positioning of the logo.



Example of logotype positioning



Logo

Dimensions

It is recommended to use fixed dimensions of the logo for different goals and purposes. Despite the fact that there are no strictly defined dimensions for the logo, except the minimum ones, you can follow the simple rules below and divide the dimensions into three main groups:

- ① Small dimensions are suitable for printing on formats no bigger than A3, and for representation on the WEB.
- ② Medium dimensions are suitable for printing and applying to branded products and souvenirs.
- ③ Large dimensions are suitable for large formats, as well as on fabrics

① Small

Minimal size for print – 13 mm in width.

Minimal size for WEB – 70 px in width.



13 mm



40 mm

② Medium



41 mm



99 mm

③ Large



100 mm

∞

Logo

Russian version

Cyrillic main version of the brand name.



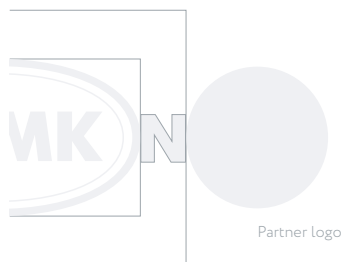
Logo

Sub-brands

① For the correct positioning of the logo alongside any other logo that is part of the Group, it is necessary to use the baseline and presented design.

② When it is impossible to follow the basic design, an alternative design is proposed.

⚠ For the correct positioning alongside partner logos of other organizations, it is necessary to follow the protective zone requirements, as for the main logo version.



① Basic design



② Alternative design



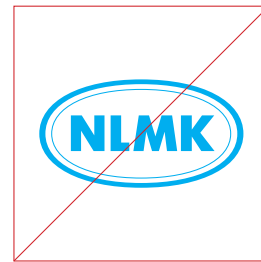
The names are typed in corporate Circe font, Bold face (see "Fonts. Basic corporate typeface")

Logo

Forbidden use-cases

The following is forbidden:

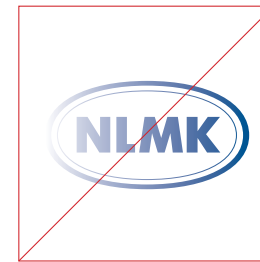
- (A) change of color, except for cases covered in the Manual;
- (B) change of baseline angle (slope);
- (C) use of gradient;
- (D) use of stroke instead of color;
- (E) use of graphemes (characters) only;
- (F) distortion of ratios;
- (G) applying of effects to the logo;
- (H) distortion of individual logo element ratios;
- (I) coloration of individual logo elements;
- (J) use of shadow or stroke;
- (K) mirror image (a two-sided plate should be used for applying the logo to a glass door surface, for instance);
- (L) positioning of the logo against a low-contrast background, as well as against complex images.



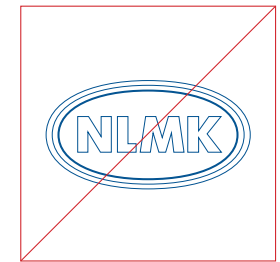
(A) Change of color



(B) Change of baseline angle



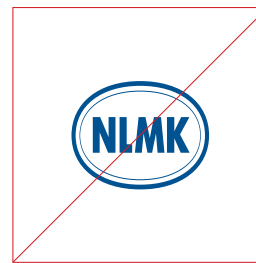
(C) Use of gradient



(D) Use of stroke



(E) Use of graphemes only



(F) Distortion of ratios



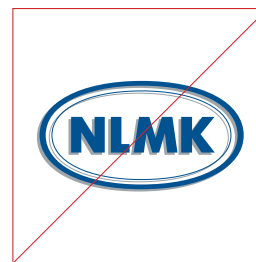
(G) Applying of effects



(H) Distortion of individual ratios



(I) Coloration of individual elements



(J) Use of shadow or stroke



(K) Mirror image



(L) Positioning against low-contrast and complex backgrounds

Color scheme

Corporate colors.

Logo color patterns.

Additional colors.

Color scheme

Corporate colors.

In order to enhance brand awareness and generate a single image the following basic colors were identified:

- ① The primary basic color is dark blue. This color is used for the logo and color plates for logo prints in reverse;
- ② Basic blue color;
- ③ Basic gray color;

These basic colors are proposed for use as corporate ones in business documents and printed materials, advertising campaigns and branded products, internal navigation and uniforms, etc.

⚠ Do not be guided by the colors presented in this manual. Use Pantone® palettes for precise color definition.

Color		CMYK	Pantone®	RGB/HEX
① Dark blue		C100 M70 Y10 K10	Pantone® 7685 Coated Pantone® 286U Uncoated	R44 G86 B151 #2c5697
② Blue		C90 M0 Y10 K10	Pantone® 313 Coated Pantone® 3135 U Uncoated	R0 G146 B188 #0092bc
③ Gray		C5 M0 Y0 K20	Pantone® 428 Coated Pantone® 427 U Uncoated	R193 G198 B200 #c1c6c8

Color scheme

Logo color patterns

To represent the logo in print or on the WEB, the following color patterns have been identified:

- ① ② whenever it is possible to represent the logo in color, it is necessary to use the basic dark-blue color, placing the logo against a white or light backgrounds;
- ③ ⑥ when it is necessary to work with color or complex texture surfaces, it is possible to use the reverse logo image (white on dark);
- ④ ⑤ when color representation is not possible, the logo is replicated in monochrome Gray or in Black.

Color representation



① Main version



② Light background, no darker than 20% Gray



③ Reverse

Color:



C100 M70 Y10 K10
Pantone® 7685 C
R44 G86 B151
HEX #2c5697

Representation in one color



④ Gray



⑤ Black



⑥ Reverse

Color:



C20 M10 Y0 K75
Pantone® Cool Gray 11
R77 G84 B96
HEX #4d5460






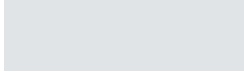



C30 M30 Y30 K100
Pantone® Black
R0 G0 B0
HEX #000000

Color scheme

Additional colors

These colors are auxiliary and are used to create a diverse graphical environment. Their use should be limited and justified.







Color	CMYK	Pantone	RGB/HEX
	C 68 M 34 Y 0 K 0	Pantone® 279 Coated Pantone® 2925 U Uncoated	R 65 G 143 B 222 #418fde
	C 90 M 0 Y 10 K 10	Pantone® 313 Coated Pantone® 3135 U Uncoated	R 0 G 146 B 188 #0092bc
	C 65 M 12 Y 13 K 0	Pantone® 637 Coated Pantone® 637 U Uncoated	R 78 G 195 B 224 #4ec3e0
	C 37 M 11 Y 11 K 0	Pantone® 291 Coated Pantone® 283U Uncoated	R 155 G 203 B 235 #9bcbeb
	C 5 M 0 Y 0 K 20	Pantone® 428 Coated Pantone® 427 U Uncoated	R 193 G 198 B 200 #c1c6c8
	C 11 M 6 Y 6 K 0	Pantone® 656 Coated Pantone® 649 U Uncoated	R 221 G 229 B 237 #dde5ed
	C 30 M 30 Y 30 K 100	Pantone® Black	R 0 G 0 B 0 #000000

Color scheme

Logo. File table

Developing corporate materials, you can choose the file with the necessary logo format from this table.

All logo-files contain pre-set protective zones and zones for positioning alongside other logo belonging to the Group.

ENG	Color	Black	Gray
			
CMYK	nlmk_logo_eng_cmyk.ai nlmk_logo_eng_cmyk.eps	nlmk_logo_eng_CMYK_Black.ai nlmk_logo_eng_CMYK_Black.eps	nlmk_logo_eng_CMYK_Gray.ai nlmk_logo_eng_CMYK_Gray.eps
Pantone	nlmk_logo_eng_Pantone7685C.ai nlmk_logo_eng_Pantone7685C.eps	nlmk_logo_eng_Pantone_Black.ai nlmk_logo_eng_Pantone_Black.eps	nlmk_logo_eng_Pantone_Gray.ai nlmk_logo_eng_Pantone_Gray.eps
RUS	Color	Black	Gray
			
CMYK	nlmk_logo_rus_cmyk.ai nlmk_logo_rus_cmyk.eps	nlmk_logo_rus_CMYK_Black.ai nlmk_logo_rus_CMYK_Black.eps	nlmk_logo_rus_CMYK_Gray.ai nlmk_logo_rus_CMYK_Gray.eps
Pantone	nlmk_logo_rus_Pantone7685C.ai nlmk_logo_rus_Pantone7685C.eps	nlmk_logo_rus_Pantone_Black.ai nlmk_logo_rus_Pantone_Black.eps	nlmk_logo_rus_Pantone_Gray.ai nlmk_logo_rus_Pantone_Gray.eps

Corporate identity at a glance.

① Logo



13 mm

Minimal size for printing – 13 mm in width.

Minimal size for the WEB – 70 px in width.

② Color

C100 M70 Y10 K10

Pantone® 7685 Coated

Pantone® 286U
Uncoated

R44 G86 B151

#2c5697

Dark blue

C90 M0 Y10 K10

Pantone® 313 Coated

Pantone® 3135 U
Uncoated

R0 G146 B188

#0092bc

Blue

C5 M0 Y0 K20

Pantone® 428 Coated

Pantone® 427 U
Uncoated

R193 G198 B200

#c1c6c8

Gray

③ Font

Circe Light

AaBbCc12345

Circe Regular

AaBbCc12345

Circe Bold

AaBbCc12345

Circe Extra Bold

AaBbCc12345

Calibri Regular

AaBbCc12345

Calibri Bold

AaBbCc12345

In case of disputes or doubts related to using
corporate identity elements, please write to
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