Symbol Guidelines

monitoring
matrix

Contents:

4	**Logo**
4	Vertical symbol
5	Horizontal symbol
6	Linear symbol
7	Monochromatic versions
8	Logo variations:
9	Logotype safe zone:
10	Proper usage
11	Improper usage
12	Image background usage
13	**Color**
13	Color
14	Color tints
15	Predefined (secondary) colors
16	Color variations: Countries
17	**Typography**
18	**Report covers**

Vertical symbol

monitoring
matrix

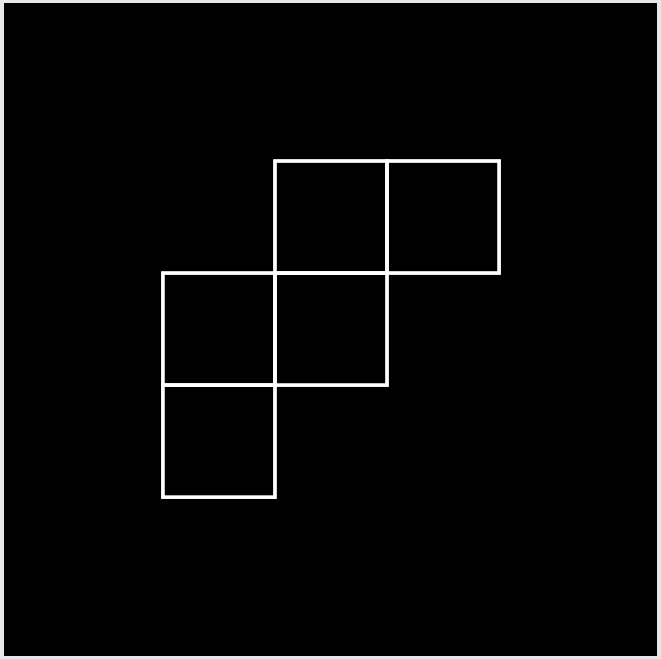
Horizontal symbol

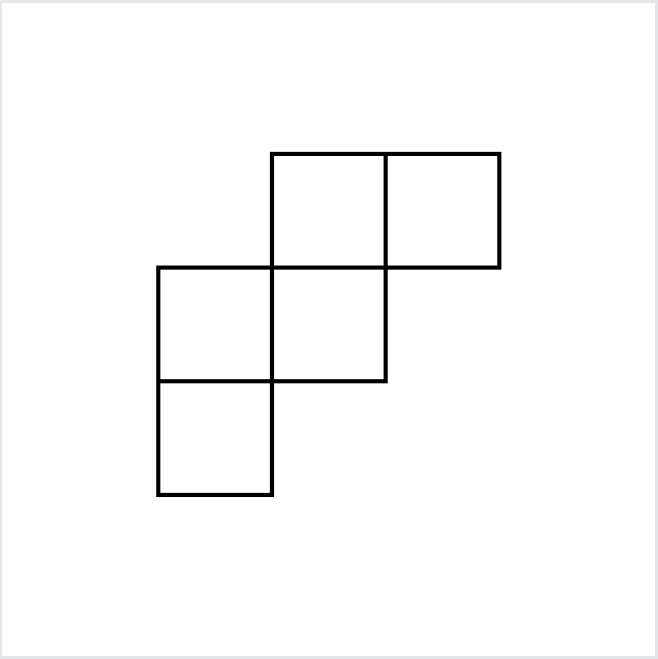
monitoring
matrix

Linear symbol

monitoring matrix

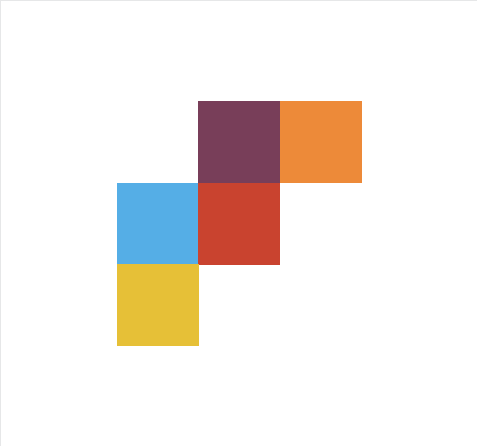
Monochromatic versions



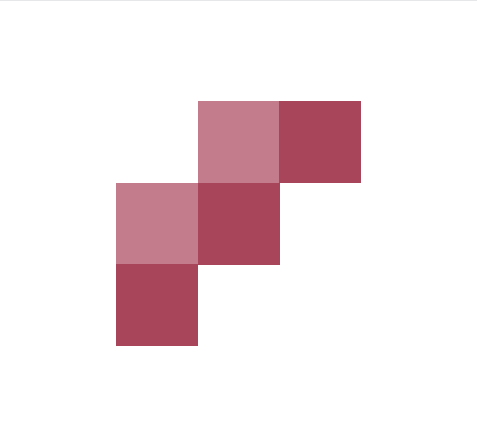


Logo variations:

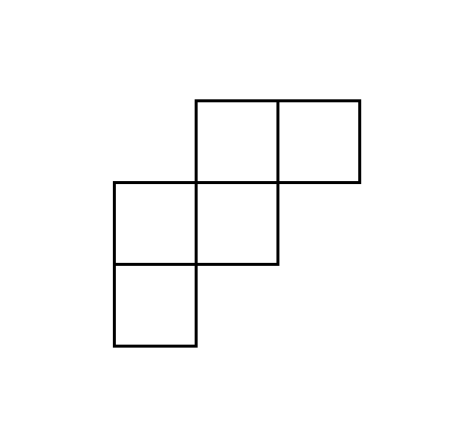
The logo can be used in the following three variations:



Multicolor



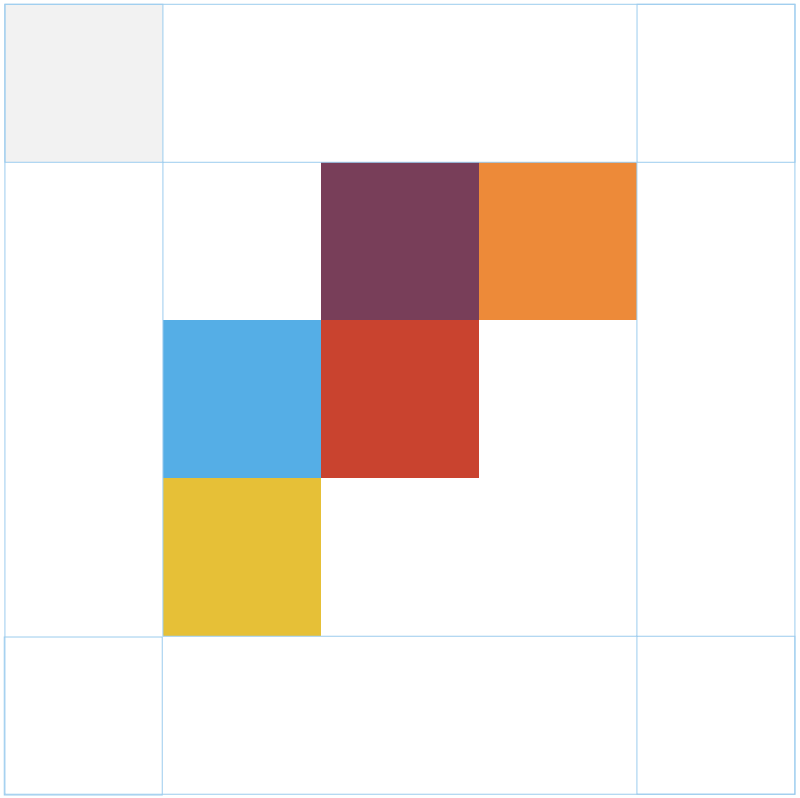
Duo tone
(tones picked only from the predefined color palette)



Monochromatic
(lines can be either black or white)

Logotype safe zone:

The logotype safe zone is used as prevention for placing other visual elements near the logo that may interfere with the clearness and perception of the logo. The area of isolation should be determined using one square, which corresponds to the height and width of one of the squares of the logo itself.

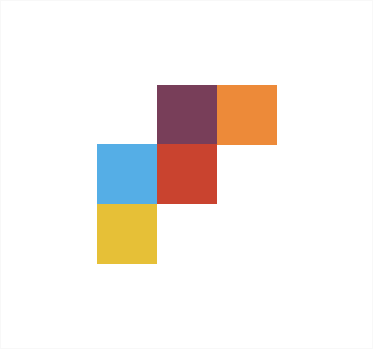


Proper usage

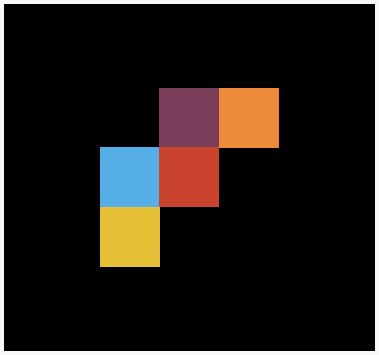
The examples below show possible situations where the symbol is properly used and applied.

Multicolor and duotone symbol variations can be used on white, black or on one of the predefined color backgrounds.

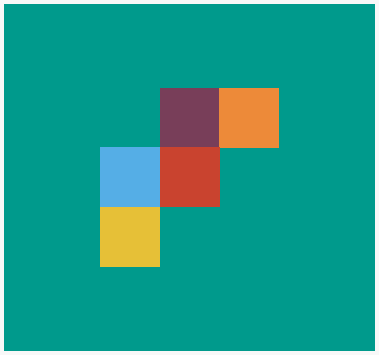
Monochromatic variations can be used on any color background. White symbol should be used on darker backgrounds and black symbol should be used on lighter backgrounds.



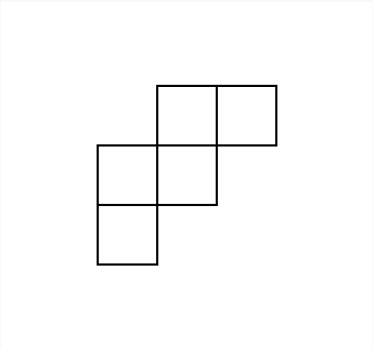
1A. Multicolor and duotone symbol can be placed on a white background.



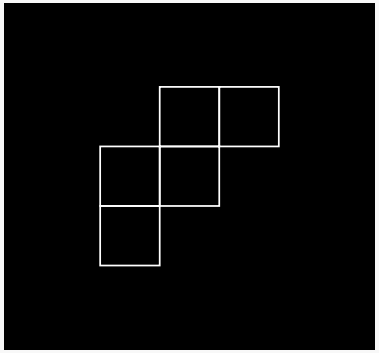
1B. Multicolor and duotone symbol can be placed on a black background.



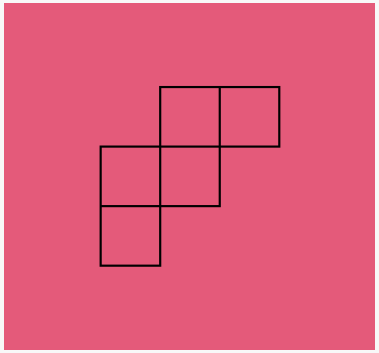
1C. Multicolor and duotone symbol can be placed only on a one color background, if the color is on the predefined color palette.



2A. A black symbol can be placed on a white background.



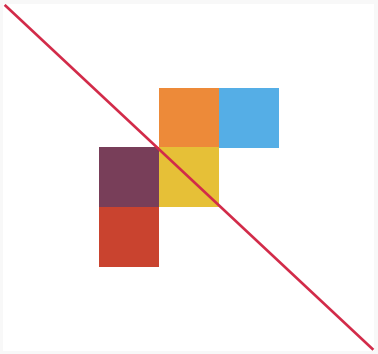
2B. A white symbol can be placed on a black background.



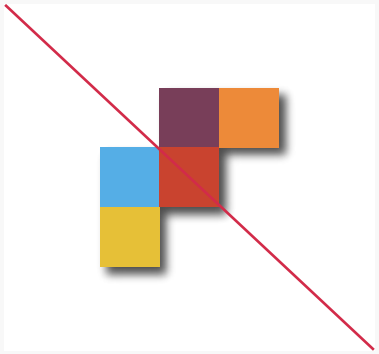
2C. A black symbol can be placed on a background with different color.

Improper usage

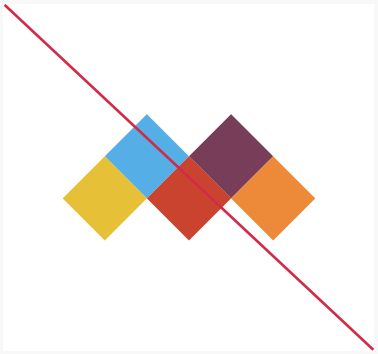
The examples below show possible situations where the symbol is improperly used and applied.



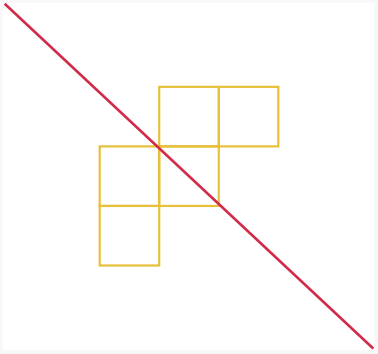
3A. The order of the colors should not be changed.



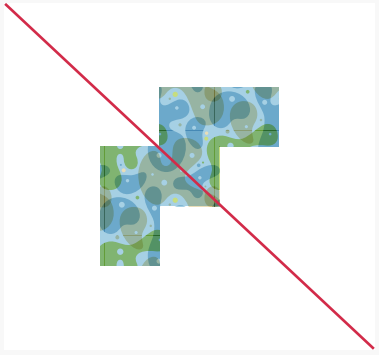
3B. Shadow effect should not be applied to the symbol.



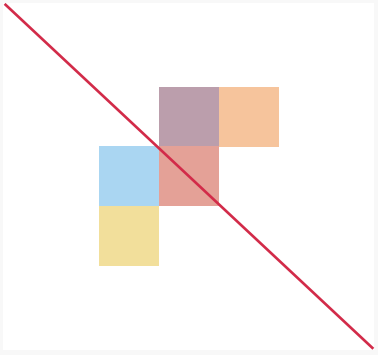
3C. The symbol should not be flipped or rotated.



4A. Line symbol variation should not be used in any other color than black or white.



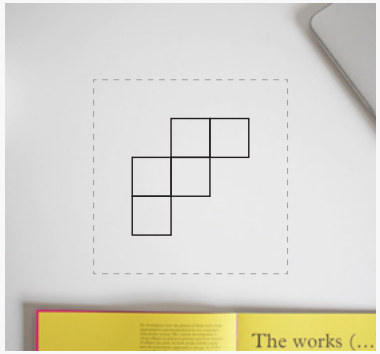
4B. Bevel, emboss or any other texture effects should not be applied to the symbol.



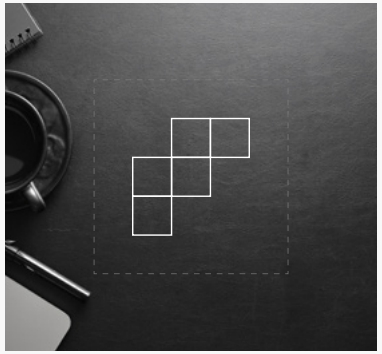
4C. The transparency of the symbol must be maintained at 100% and should not be changed.

Image background

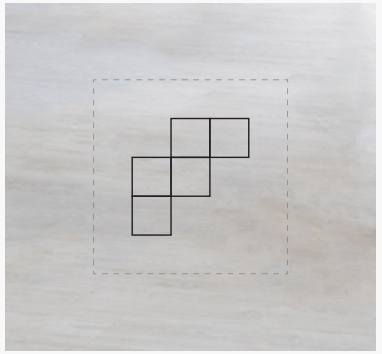
When the logo is used on image backgrounds, the isolation area (which should not contain any disrupting elements of the photo or illustration) should be observed.



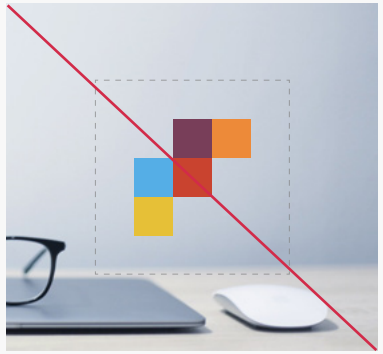
5A. When placed on a background photography, the isolation area of the symbol should be considered.



5B. A white symbol should be placed on a dark background photography.



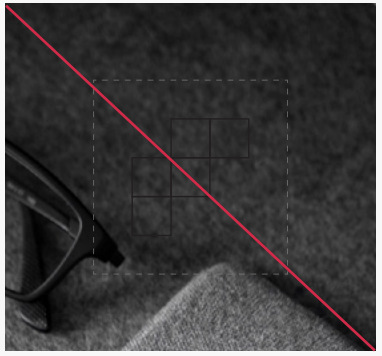
5C. A black symbol should be placed on a light background photography.



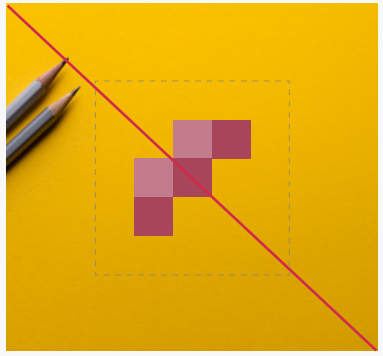
5D. Multicolor symbol should not be placed on a photography.

6A. The symbol should not be placed on a background photography that disrupts the logo visibility.

6B. White symbol should not be placed on a light background photography.



6C. A black symbol should not be placed on a dark background photography.



6D. Duotone symbol should not be placed on a photography.

Color

Orange

Print color code	
C	4
M	55
Y	89
K	0

Digital color code	
R	237
G	138
B	57
#	ED8A39

Violet

Print color code	
C	48
M	82
Y	44
K	24

Digital color code	
R	120
G	62
B	89
#	783E59

Red

Print color code	
C	15
M	88
Y	93
K	4

Digital color code	
R	201
G	67
B	47
#	C9432F

Blue

Print color code	
C	61
M	17
Y	0
K	0

Digital color code	
R	85
G	175
B	230
#	55AEE6

Yellow

Print color code	
C	11
M	22
Y	92
K	0

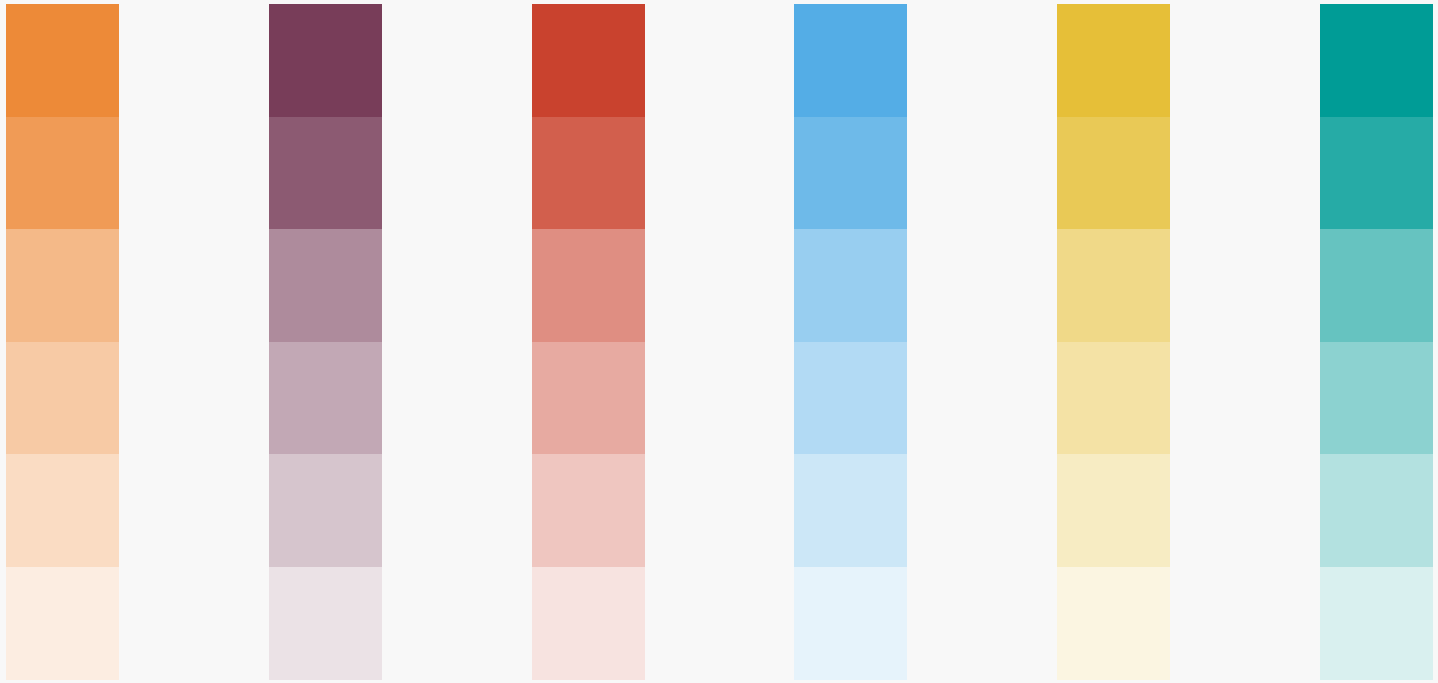
Digital color code	
R	230
G	192
B	55
#	E6C037

Green

Print color code	
C	81
M	17
Y	46
K	1

Digital color code	
R	0
G	156
B	150
#	009B96

Color tints



Predefined (secondary) colors

Color variations:
Countries

Main

Albania

Serbia

North Macedonia

Kosovo

Montenegro

Turkey

Croatia

Typography

Noto Sans

Report cover
2019

Main

Albania

Serbia

North Macedonia

Kosovo

Montenegro

Turkey

Croatia

Report cover
2020

Main

Albania

Serbia

North Macedonia

Kosovo

Montenegro

Turkey

Croatia

Report cover
2021

Main

Albania

Serbia

North Macedonia

Kosovo

Montenegro

Turkey

Croatia

Report cover
2022

Main

Albania

Serbia

North Macedonia

Kosovo

Montenegro

Turkey

Croatia

Report cover
2023

Main

Albania

Serbia

North Macedonia

Kosovo

Montenegro

Turkey

Croatia

Studio Igor Delov
2020