LOGO BOOK

ADAM MICKIEWICZ INSTITUTE

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INTRODUCTION

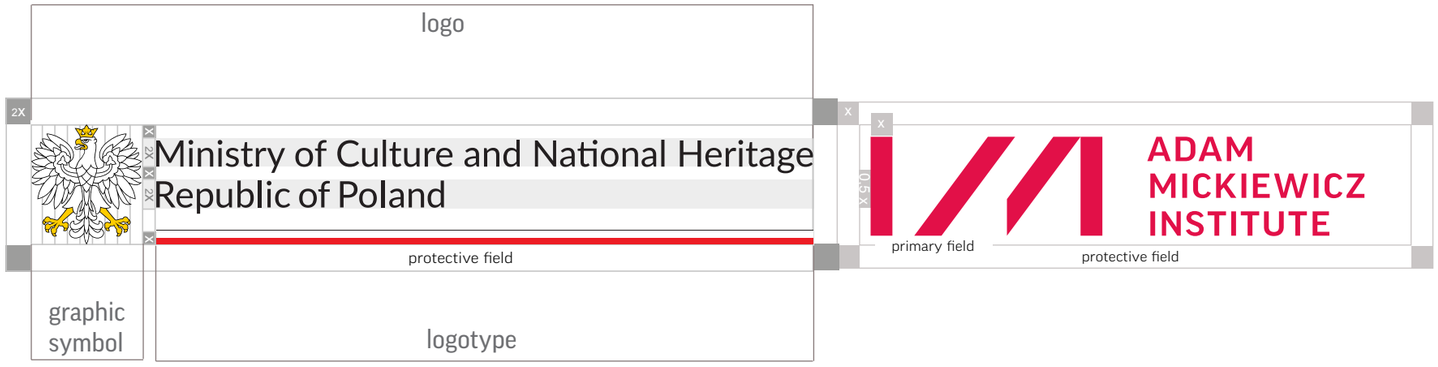
This document contains the most important information concerning the correct use of the logo of the Adam Mickiewicz Institute together with the logo of the Ministry of Culture and National Heritage.
The size and location of all elements of the mark in relation to one another have been strictly defined and must not be modified in any manner.
The developed electronic version of the logo (production/source files in AI, EPS and PDF formats as well as preview files in PNG and JPG formats) must always be used.

All projects using the mark must be sent for acceptance in advance to the address logotyp@kultura.gov.pl

PROTECTIVE AREA OF THE COMBINATION OF MARKS

Protective field is a free area around the mark, separating it from other graphic elements.

Protective field of the logo of the Ministry of Culture and National Heritage is determined by the “x” size representing the height of the white-and-red flag.
A module forming the protective field of the logo of the Adam Mickiewicz Institute is a square with a side equal to the width of the “I” letter.
A primary field of the AMI logo equals the height of the graphic symbol in the logo of the Ministry of Culture and National Heritage.



COMBINATION OF THE LOGO OF THE MINISTRY OF CULTURE AND NATIONAL HERITAGE WITH THE LOGO OF THE ADAM MICKIEWICZ INSTITUTE

The logo of the Ministry of Culture and National Heritage shall always be placed first on the left. Refraining from this rule may only take place at the request or upon consent of the Ministry.
The rule of placing the logo on the left shall not apply to combining the logo with the logo of the Chancellery of the President of the Republic of Poland,
Chancellery of the Prime Minister of Poland and Polish national colours.

Care must be taken to maintain minimal distance between the marks resulting from protective fields.
However, it is recommended to increase spacing for the sake of improving legibility. Optimal spacing between the marks equals the width of a graphic symbol forming
part of the logo of the Ministry of Culture and National Heritage.

Minimal spacing between the logos

Ministry of Culture and National Heritage
Republic of Poland

ADAM
MICKIEWICZ
INSTITUTE

Optimal spacing resulting from optical correction of arrangement of the marks

Ministry of Culture and National Heritage
Republic of Poland

ADAM
MICKIEWICZ
INSTITUTE

MARKS WITH THE NAME OF THE INSTITUTION IN POLISH

In the case of the Polish version of the Ministry and AMI logos the same rules as the ones pertaining to the English version shall apply.

Ministerstwo Kultury
i Dziedzictwa Narodowego

INSTYTUT
ADAMA
MICKIEWICZA

NON-PERMITTED FORMS OF COMBINATION OF MARKS

Too narrow a space between the marks

Hange of the scale of one of the logos

Non-alignment of the logos

Application of foreign graphic elements

Rotation of marks

Swapping places

ACHROMATIC VERSIONS

It is permitted to use combined logos in black – against a white and light background, and in white – against a black and dark background.

PRIMARY COLOURS

ADAM
MICKIEWICZ
INSTITUTE

PANTONE 206 C
CMYK: 0 / 100 / 60 / 0
RGB: 220 / 40 / 80
HTML: F01450
LAB: 44 / 76 / 34
RAL: 3027 (Classic)
NCS: S 1070-R
#ed1651

Ministry of Culture and National Heritage
Republic of Poland

PANTONE: Black C
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
#000000

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
#FFFFFF

PANTONE: 116 C
CMYK: 0 / 20 / 100 / 0
RGB: 255 / 204 / 0
#FFCC00

PANTONE: 2347 C
CMYK: 0 / 100 / 100 / 0
RGB: 227/ 6/ 19
#E30613

PLACEMENT AGAINST BACKGROUNDS

The mark shall be placed against a homogenous light or dark background in the first place.
Should it become necessary to place it against a bright background, e.g. on a photograph or illustration, the mark shall be placed on a homogenous protective field.

PRIMARY TYPOGRAPHY

Typography is an important element of the graphic identification system. The primary system fonts are Good Pro and More Pro. Good Pro is a sans-serif font, while More Pro is a serif font.

Good Pro Book

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

Good Pro Book Italic

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż

Good Pro Bold

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

Good Pro Wide Light

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

Good Pro Wide Medium

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

Good Pro Wide Bold

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

More Pro Book

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

More Pro Book Italic

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

More Pro Bold

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

More Pro Wide Black Italic

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@(){}[]

Good Pro More Pro

MULTIMEDIA TYPOGRAPHY

When it is impossible for technical reasons (Word documents, PPT, e-mail) to apply Good Pro and More Pro fonts, a substitute font shall be used – Verdana CE.
It applies only to textual elements. With regard to graphic elements (JPG, GIF, BMP, etc.) primary typography shall be used.

Verdana CE Regular

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@( ){ }[ ]

Verdana CE Italic

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@( ){ }[ ]

Verdana CE Bold

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@( ){ }[ ]

Verdana CE Bold Italic

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUVWXYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuvwxyzźż
1234567890!?.,:;”%&@( ){ }[ ]

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