

BRAND BOOK

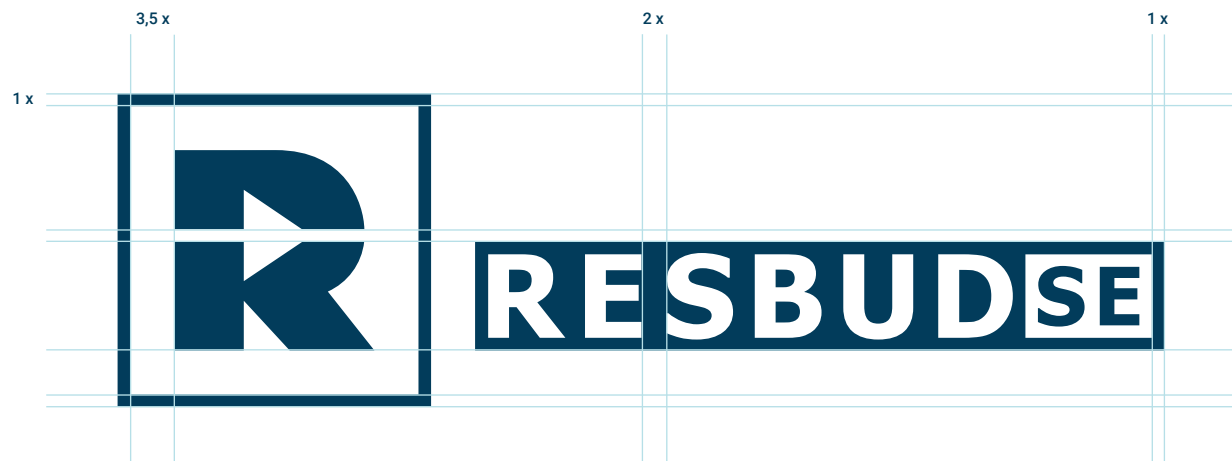




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BASIC FORM OF THE LOGO



FORM OF THE LOGOMARK





PRIMARY COLORS



White

RGB 255 - 255 - 255
hex #FFFFFF
CMYK 0/0/0/0

White Smoke

RGB 245 - 244 - 244
hex #F5F4F4
CMYK 0/0/0/4

Prussian Blue

RGB 2 - 61 - 91
hex #023D5B
CMYK 98/33/0/64

MONOCHROME VERSION OF THE LOGO





Lato Font Family

Lato Light

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž

Lato Regular

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž

Lato Bold

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž

Roboto Font Family

Roboto Light

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž

Roboto Regular

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž

Roboto Bold

ABCĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcćdefghijklmnopqrsštuvwxyzž



Headline typefaces - Lato Bold

Headline typefaces - Lato Regular

Longform typeface - Roboto Light

Longform typeface - Roboto Bold

We are **modern**, dynamically growing **European** holding company.

RESBUD SE is a modern, dynamically growing European holding company present on the construction, power and civil engineering markets, and also dealing with manufacturing, logistics and delivery of materials and equipment for the construction and power sectors. RESBUD SE has been listed on the Warsaw Stock Exchange since September 2007. It combines a modern approach to business with a 70-year tradition in the construction industry.

In RESBUD SE investment portfolio, there are companies (**Energokomplekt 000, Conpol sp. z o.o.** and **Uniwersim sp. z o.o.**) that specialize first and foremost in: civil engineering, construction works, construction of concrete structures, construction of civil road and railway engineering structures, production of asphalt mixtures and concrete and delivery of materials and equipment to large infrastructure projects, including equipment for construction and modernization of power facilities.



COMPLEMENTARY COLORS



Dark Grayish Blue

RGB 54 - 57 - 74
hex #36394A
CMYK 8/7/0/71



Strong Red

RGB 213 - 43 - 30
hex #D62f1E
CMYK 0/67/72/16



Dark Gray

RGB 43 - 43 - 43
hex #2B2B2B
CMYK 0/0/0/83

Examples of application on the website:
headings, texts, call the action, menu sections



EXAMPLES OF INCORRECT LOGO MODIFICATIONS

INCORRECT COLORS

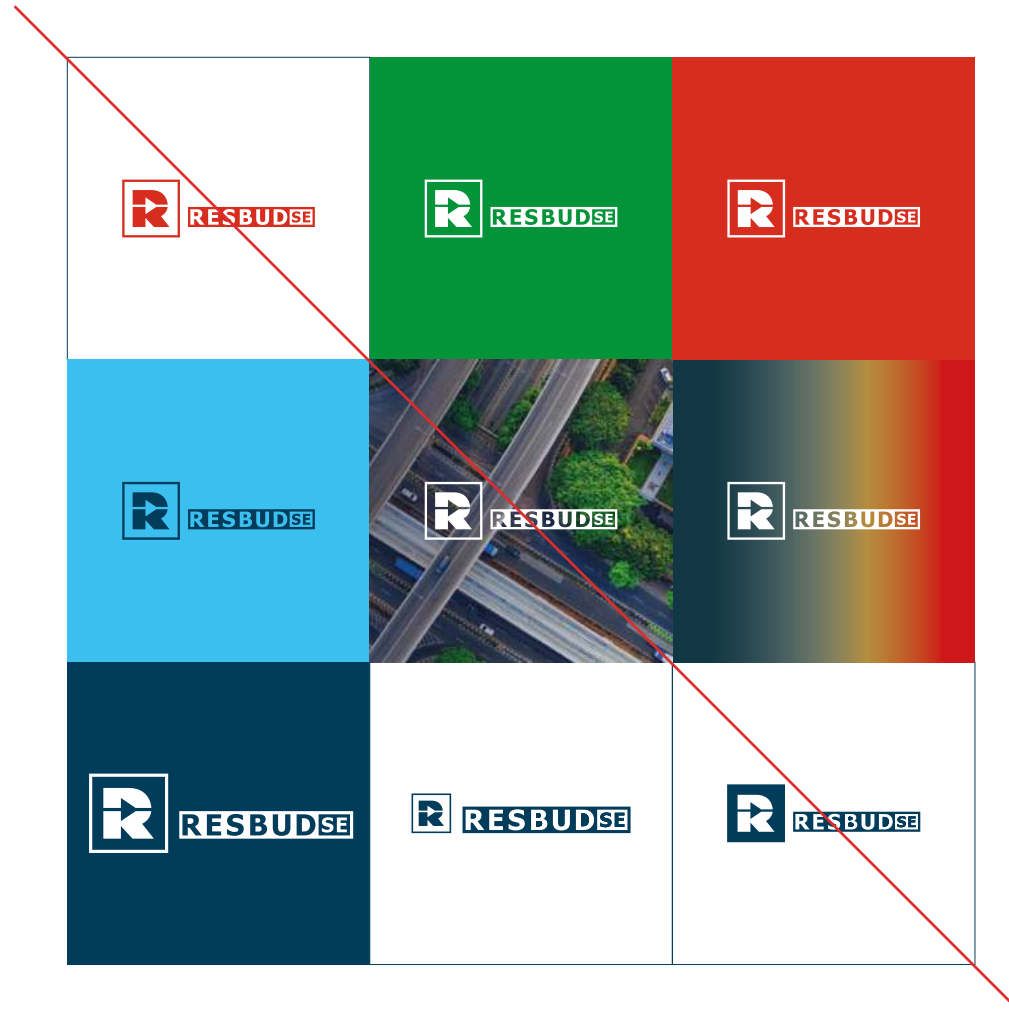
It is not allowed to use colors outside of the basic color palette in the logo and in the background.

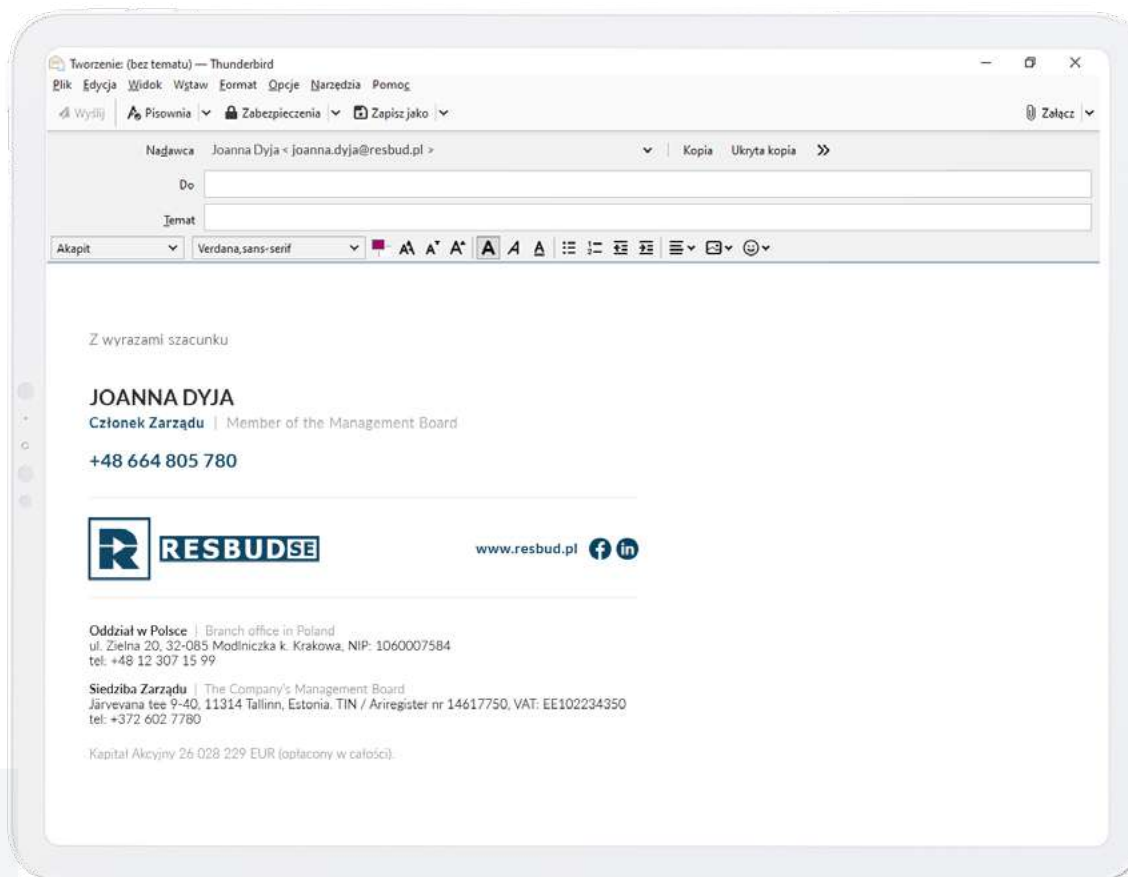
ILLEGIBLE BACKGROUND

It is not allowed to use gradients based on colors outside of the basic color palette. It is also not allowed to use pictures making logo illegible.

CHANGE OF LOGO COMPONENTS

It is not allowed to use logo without safe area and to modify the size and version of the logomark disproportionately to the logotype.







IDENTIFICATION ELEMENTS: LETTERHEAD, ENVELOPES, NOTEBOOKS





IDENTIFICATION ELEMENTS: BUSINESS CARDS AND LETTERHEAD



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