

# BRAND GUIDELINES



# BRAND MARK Definition

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The brand mark must be used in all communication activities related to MAY 26.

The brand mark  
The MAY 26 brand mark is made up of two elements: the brand symbol and wordmark. These two elements should be regarded as a unit and must not be separated.

Composition  
The proportionate sizes and positions of the two elements are fixed and should never be altered. However, the symbol can be used on its own, for design purposes.

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# BRAND MARK stand alone version

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The stand alone version can be used to enhance the flexibility of the brand.

## Composition

The stand alone version should be used with variable slogans only (e.g. This is our game; This is our history etc.). The brand symbol should always be visible in full.

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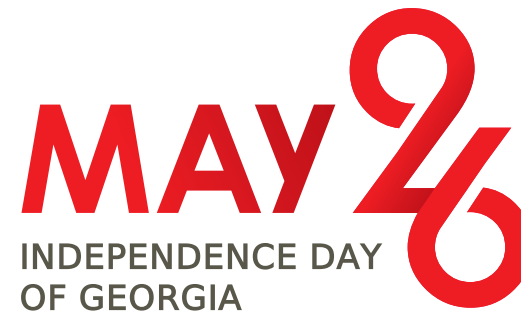
# BRAND MARK slogan

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The brand mark should be used together with the slogan whenever possible.

Composition  
The proportionate sizes and positions of the three elements are fixed and should never be altered. However, the variable slogans can replace the main slogan in Georgian version.

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# BRAND MARK Minimum clear space

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The brand mark should always be prominent.

Clear space  
The minimum clear space area must always be set in proportion to the size of the brand mark itself. The height of the letter "m" should be used to set the clear space, as shown below.

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# BRAND MARK Positioning on graphic device

Further attention should be taken when positioning the brand mark inside the graphic device.

**Usage**  
The graphic device is used when the brand mark is placed on images. It may contain only the MAY 26 brand mark, as well as main and variable slogans. The graphic device highlights information, guarantees its readability and balances the design of all brand elements.

**Graphic device shape and colour**  
The MAY 26 graphic device consists of a rectangular shape with two rounded corners. This shape can adapt to different formats, adding flexibility and diversity to the MAY 26 brand communication.

The graphic device may only be used in MAY 26 red gradient or white



# BRAND MARK Sizes

There are three standardised brand mark sizes for the most common small, medium and large formats.

**Brand mark size**  
The size of the brand mark is relative to the size of the format being used, as shown below. For formats not covered in this section, the brand mark must be scaled in a similar ratio

The brand mark minimum size is 15 millimetres in heights.



**SMALL FORMATS**  
Approx. A4 & A4<  
Brand mark heights 30 mm



**MEDIUM FORMATS**  
Approx. A3 & <A3  
Brand mark heights 50 mm



**LARGE FORMATS**  
Approx. 6x8 & 6x8<  
Brand mark heights 550 mm



# Brand colours Specifications

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Colours play a vital role  
in the identification of the  
26 MAY brand

Primary brand colour  
The primary brand colour is the  
26 MAY red and is used  
throughout all brand elements.

Secondary brand colours  
There two secondary colours:  
Murky Green and Olive

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## Primary brand colour



26 MAY red

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C0 M100 Y100 K0

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R237 G50 B55

## Secondary brand colours



26 MAY murky green

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C0 M0 Y20 K80

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R96 G95 B84



26 MAY olive

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C0 M0 Y20 K40

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R171 G169 B145



# Brand colours Specifications

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When possible  
26 MAY red gradient  
is used instead of 26 MAY red

Gradient composition  
The linear gradient is preferably applied  
diagonally, as showed below. It should  
also be adjusted to the application.

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26 MAY red gradient

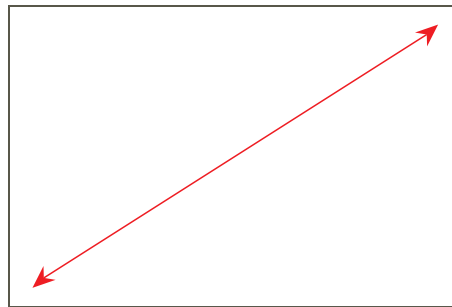


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C0 M100 Y100 K0

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C0 M100 Y100 K50



# Typography Corporate fonts

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There are corporate fonts  
to be used across  
all applications.

These fonts should be used  
across all 26 MAY applications  
unless otherwise specified.

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BPG WEB 001 Caps & BPG WEB 001

## Independence Day Of Georgia

THERE WAS IN ARABIA ROSTEVAN, A KING BY THE GRACE OF GOD  
HAPPY EXALTED, GENEROUS, MODEST, LORD OF MANY HOSTS AN KNIGHTS,

just and gracious, powerful, far-seeng,  
himself a peerless warrior, moreover fluent in speech

## ეს დღე ჩვენია

იყო არაბეთს როსტევან, მეფე ღმრთისაგან სვიანი,  
მალაღი, უხვი, მდაბალი, ლაშქარ-მრავალი, ყმიანი,

მოსამართლე და მონყალე, მორჭმული, განგებიანი,  
თვით მეომარი უებრო, კვლა მოუბარი წყლიანი.

# Additional design element

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The brand pattern can be used to enhance the 26 MAY brand impact

Brand pattern size  
The size of the brand pattern is relative to the size of the brand mark. The ratio should be 1/2 of the brand mark heights.

The brand pattern can not be used without the brand mark.

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