



GRUP SERVICII PETROLIERE

member of UPETROM GROUP

corporate identity manual 2010

introduction

The present GSP identity manual establishes the regulation for the brand name, as well as examples and rules relating to the application of each of the formats that portray the identity and style of the company. This way, those persons and departments involved, can visualize the different elements that piece together GSP identity with its clients.

Please note that all the items described in the manual have specific guidelines that must be followed.

For any item that does not have specific guidelines, the item must meet the general requirements described in this manual, if the logo or the name of the company appears on materials, it must be properly branded and the branding must meet the size, color, typestyle requirements outlined in this section.

With this manual we can guarantee perfect and homogenous results for avoiding differences in the finished product.

the brand

The brand

1. Rules relating to logos

- 1.1. Logo
- 1.2. The colours
- 1.4. The background colour
- 1.5. Free space
- 1.6. Minimum size accepted
- 1.7. Inappropriate uses

logo

The logo is formed by the characteristic abbreviation GSP placed on an oval shape. Under the shape the entire name of the company is explained.

The font used, "Blade Runner", inspire a dynamic company, moving forward.

The main Logo is the one reproduced on this page and can be split-up under certain conditions.

It can be found in 2 other different versions, such as is shown in this manual. Under no circumstances should "GRUP SERVICII PETROLIERE" be translated to any other languages.

The certification line will always be used as shown in the options in this page.

The logo can be used also without the certification line.

The three different versions of the logo have no defined background, unless otherwise stipulated by the application.

The logo can be used also separately, as shown in this page..



the colours

The principal corporate colour is Pantone 485.
We specify on this page the different references of each colour according to where it shall be applied, whether for a printing traditional method or for visualizing on the screen. We also give the equivalent of colours for industrial paint and for applications using adhesive vinyl.



GSP RED

PANTONE 485 C
PANTONE 485 U
CMYK: C00 M100 Y90 K00
RGB: R204 G44 B28
RAL: 3000
ORACAL: 031 RED

GSP BLACK

BLACK
RAL: 9005
ORACAL: 070 BLACK

the background colors

The logo can be applied in Black, Gold, Silver, Red and White.
When the logo has to go over a picture, it should be inserted in white or it could also be printed in black, depending on the intensity of the area in the picture where it is going to be placed, as is shown on this page.

(Note: The rectangle is not part of the logo; it is shown only as an example for a background of undefined colour).

white background



light background/picture



dark background/picture



black



gold



silver



free space

It is important to keep the Logo separated from other graphic elements that could appear in competition. As long as it is possible, the logo should be isolated from other images and texts within the shared graphic space, in order to leave the maximum possible space around the logo.

In order to ensure the implementation of these rules throughout all applications, there is a small space allocated for extreme cases. Under those circumstances where the logo has to be placed in a predetermined graphic space, such as on form headings, this space could be smaller, even reduced to half as indicated below.



minimum size

Nevertheless, the minimum reduction has to be standardised in order to ensure comfortable reading even in the smallest reductions.

Such reduction can be large or small as is shown here, depending on the applied logo version.

minimun size for full logo 35mm



minimun size for the oval 5 mm



inappropriate uses

The logo can only be applied as it has been shown in the previous paragraphs. On this page we present some of the most common inappropriate uses that can be made as a result of an incorrect interpretation of the established rules. Under no circumstances should the logo be “framed”, with a line around it or with any type of square or rectangular background that does not belong to the actual design.

The free space around the Logo should always be respected, as well as the consistency of the colours, even if black or white.

