

100/100 Lutosławski

2013

The centenary of the birth of Witold Lutosławski

Logotype

manual

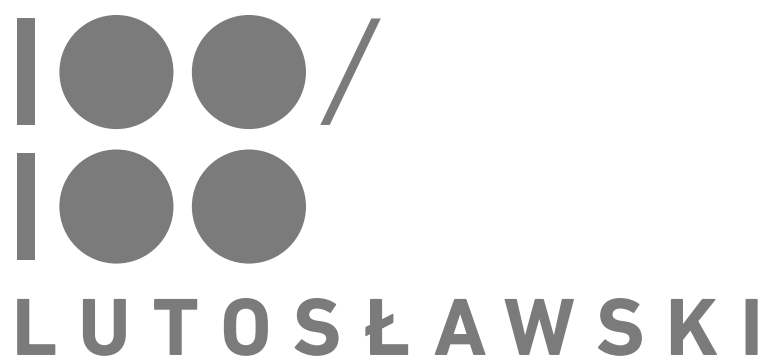
Logotype – basic version



Logotype - basic version / inverted



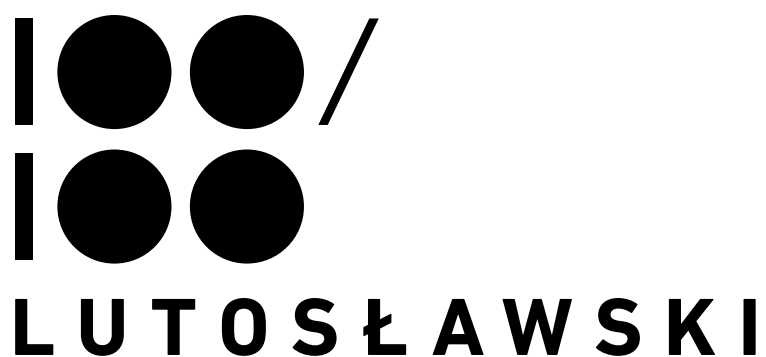
Logotype - grayscale



Logotype - grayscale / inverted



Logotype - achromatic version



The achromatic version of the logotype is used when its basic version cannot be applied, e.g. stamps and engraving techniques.

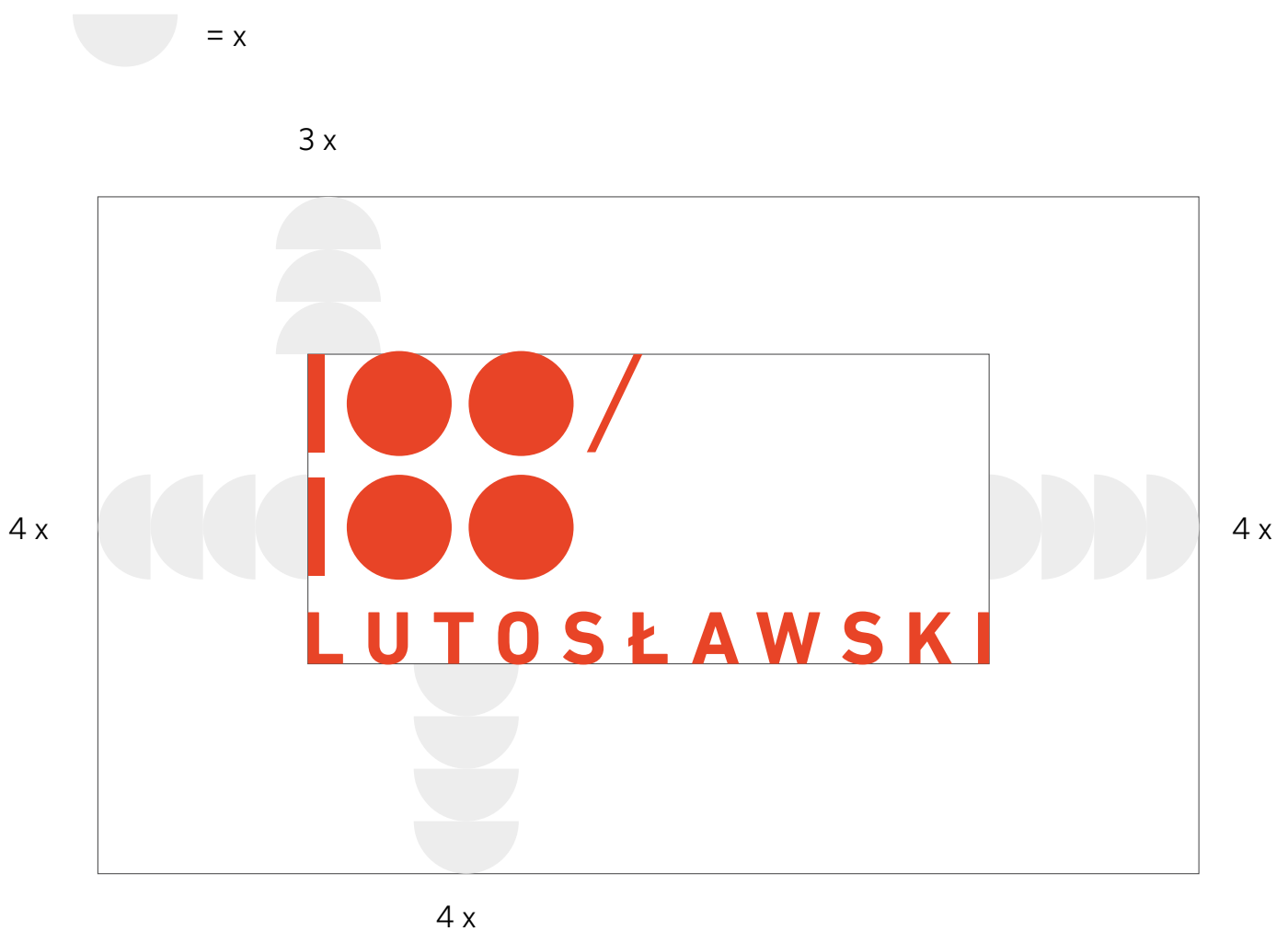
Logotype - achromatic version / inverted



Logotype - protection area

Logotype protection area is a space where no other graphics - not belonging to the logotype itself or its acceptable background - should appear.

The protection area of the 100/100 Lutosławski* logotype is based on the (x) module, i.e. half of the size of the zero digit in 100.



* The inverted logotype options presented on pages 3, 5 & 7 are placed within the protection area.

Logotype - colour



CMYK: M: 84, Y: 88



RGB: R: 235, G: 38, B: 41



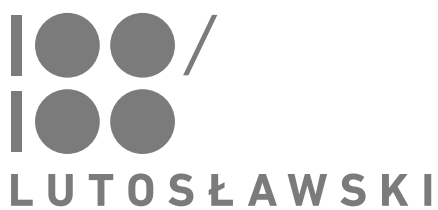
HTML: EB2629



LAB: 52 72 51

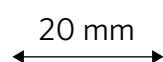


Pantone: 1788



Grayscale: K: 65

Logotype - minimum size




Logo smaller than the suggested minimum size should be avoided.

Logotype - prohibited modifications




 Do not expand vertically and/or horizontally.




 Do not modify element proportions.




 Do not add elements, e.g.: contours, shadows



 Unjustified logo colour modifications.

Logotype – improper use



 Logotype should not be placed on backgrounds which hinder its legibility.

100/100 Lutosławski

Logotype application

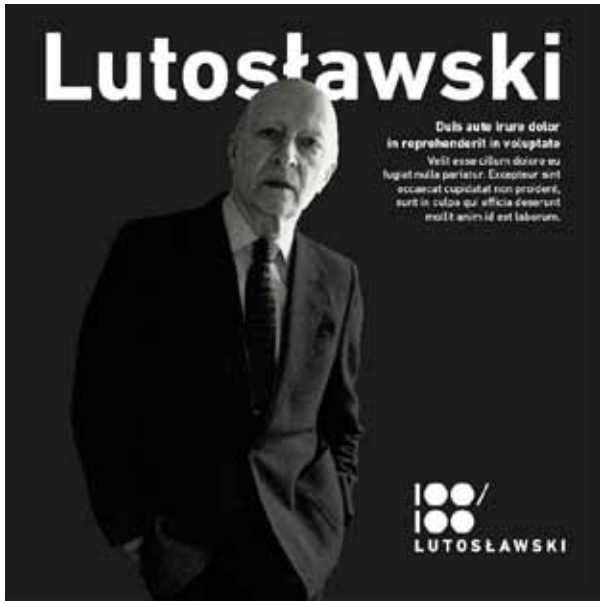
examples

The 100/100 Lutosławski logo constitutes a form of a quality mark. Thus the logo should be appropriately exposed in all the event's promotional materials, publications, etc.



Because of the special character of the 100/100 Lutosławski logo, it should not appear among other logos of sponsors, partners, media sponsors, etc. See the above example of a poster.

Logotype application - examples



1.



2.

Examples of application of the 100/100 Lutosławski logotype.

1. CD cover (obverse & reverse).
2. Billboard

