

INNOPROM

LOGO / BASIC VERSION



This version of the logo is preferred for use on as many layouts as possible if the overall design and technical ability to reproduce colors correctly allow it.



It is necessary to use the logo inversion in white color in case of placing the logo on contrasting fills.



If the logo is placed on a black background, it is necessary to use a logo with a partial inversion.

LOGO / SIMPLIFIED VERSION

INNOPROM

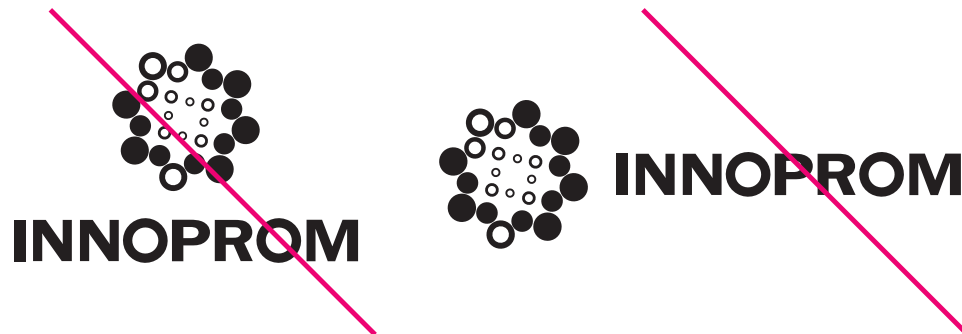
The use of a simplified color version of the logo (without the trademark) is possible in a range of cases when the number of reproducible colors is limited, the size of the product does not allow for the placement of the basic logo, as well as in letters issued on official letterheads.

INNOPROM

If a simplified logo is applied to souvenirs and other items that do not allow the use of more than one color, a monochrome black simplified logo, as well as its white inversion, may be used.

INNOPROM

In case of using a simplified logo on a black background, a logo inversion with a contrasting accent is used.



The use of a black base version of the logo is not allowed.

CORPORATE COLORS

Pantone
214C

C 0
M 100
Y 35
K 0

R 237
G 15
B 115

#ed0f73

The primary color for use as background and painting of central design elements.

Pantone
361C

C 80
M 0
Y 100
K 0

R 13
G 177
B 75

#0db14b

Pantone
299C

C 70
M 16
Y 0
K 0

R 42
G 169
B 224

#2aa9e0

Pantone
115C

C 0
M 12
Y 84
K 0

R 255
G 219
B 67

#ffdb43

Pantone
Cool Gray 8C

C 20
M 20
Y 17
K 45

R 127
G 123
B 126

#7f7b7e

Complementary color for use as background and painting of central design elements.

Pantone
Black C

C 50
M 50
Y 50
K 100

R 0
G 0
B 0

#000000

Complementary color for use as background and painting of central design elements.

CORPORATE GRADIENTS

Corporate gradients are additional elements of the palette and should be used to design backgrounds and branded graphics.



CMYK: 30; 30; 30; 95 #2D2D2D
RGB: 39; 39; 39

CMYK: 30; 30; 30; 90 #434343
RGB: 67; 67; 67

CMYK: 25; 100; 50; 25 #96144E
RGB: 150; 20; 78

CMYK: 0; 100; 35; 15 #BE1260
RGB: 190; 18; 96

CMYK: 4; 2; 4; 10 #DDDDDD
RGB: 221; 221; 221

FONTS

Headings
and large inscriptions

Montserrat*
ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()

Sub-headings
and highlights

Montserrat
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()

*It is possible to use the Italic font
to highlight direct speech*

The main text
in printed materials

Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()

*It is possible to use the Italic font
to highlight direct speech*

Main text
in Microsoft Office

Arial**
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()

*It is possible to use the Italic style to highlight
direct speech and Black for headlines*

* Montserrat family fonts have an Open Font License (by Google LLC) and are free for commercial use..

** The use of this font is a forced measure to maintain cross-platform functionality between workstations both within company and outside it, including while sharing documents with government agencies.

GENERAL CONCEPT

The basis for the visual identity

The INNOPROM's visual identity is based on the idea of space and the forms that arise within it.

The main element is branded graphics, geometric shapes and abstract compositions that convey the image of an environment where ideas are born, partnerships are formed and the future of industry is being built through color and combinations.

The visual image system operates on all three levels:

- Space is a symbol of sustainability, structure and status of an industrial scale;
- Composition is a metaphor for interaction and movement, reflecting events and business connections;
- Forms are a reference to production and modern industrial technologies, emphasizing the context and essence of the brand.

The style is based on a graphic coding system that divides the brand into three areas:

- 'Industrial Basis';
- 'Smart Processes';
- 'Industrial Resources'

Each section has its own basic form, which sets the visual framework of layouts and media.

On the one hand, combinations, scaling and various compositions of shapes create an almost unlimited number of visual solutions, and on the other hand, unified techniques, plastics and coloristics keep the entire visual environment in one style, enhancing the recognition of INNOPROM.



Industrial Basis



Smart Processes



Industrial Resources

GENERAL CONCEPT

Industrial Basis

The 'Industrial Basis' section brings together Trade Fair topics related to heavy industry, mechanical engineering, and advanced manufacturing technologies.

The Trade Fair's key sections include:

- Mechanical Engineering and Components;
- Metallurgy and Materials Production;
- Manufacturing Technologies.

The basic shape is a hexagon.

It is associated with turbines, gears, and machine parts. In adaptive compositions, the hexagon can rotate, shift, and split into parts, conveying dynamics, development, and engineering precision.

All design layouts and media related to the 'Industrial Basis' section and the listed Trade Fair topics are built using the hexagon as a background, pattern, or independent graphic element. Compositions and graphic design objects are formed from these shapes.

GENERAL CONCEPT

Smart Processes

The 'Smart Processes' section covers topics related to innovative manufacturing technologies, IT solutions, and automation.

The Trade Fair's key sections include:

- Digital Technologies;
- Industrial Automation.

The basic shape is a square.

It symbolizes precision and engineering fundamentality, and is also associated with pixels, emphasizing manufacturability. In compositions, a square can scale, transform into rectangle, split into pixel cells, and change perspective to form grids and patterns reflecting the flexibility of digital processes.

All design layouts and media related to this section and its themes are built using a square in the form of compositions, grids, patterns, backgrounds, or independent graphic elements.

GENERAL CONCEPT

Industrial Resources

The 'Industry Resources' section combines topics related to resource potential, industrial equipment, industry and human resources development.

The Trade Fair's key sections include:

- Services for Industry;
- Technologies for Urban Development;
- Personnel.

The basic form is a circle.

It symbolizes the social, industrial, and technological spheres, as well as points of interaction. In compositions, circles form orbits, intersect, overlap, and cluster, reflecting each individual, team dynamics, and the synergy of collaboration.

All design layouts and media related to the "Industry Resources" section and its themes are built around a circle — in the form of compositions, patterns, and other independent graphic elements.

GENERAL CONCEPT

INNOPROM: Strategic Section

This section unites all the key meanings and themes of the INNOPROM Brand and Trade Fair. The ideas of the 'Industrial Basis,' 'Smart Processes,' and 'Industry Resources' converge and intertwine here.

The basic elements are compositions and shapes created from the interaction of three key figures: a square, a circle, and a hexagon, as well as their fragments. Modular patterns, large-scale graphic shapes and unique patterns based on their combination can be used.

All design layouts and corporate identity media related to the INNOPROM brand or Trade Fair space and outdoor advertising consistently incorporate within a single composition.

This approach creates a coherent visual language that reflects the scale and versatility of INNOPROM as a leading industrial platform.

