



TESLA CABLES

| BASIC STANDARDS MANUAL |

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LOGOTYPE

Logotype consists of 3D emblem and name of the company designed using the specific font.



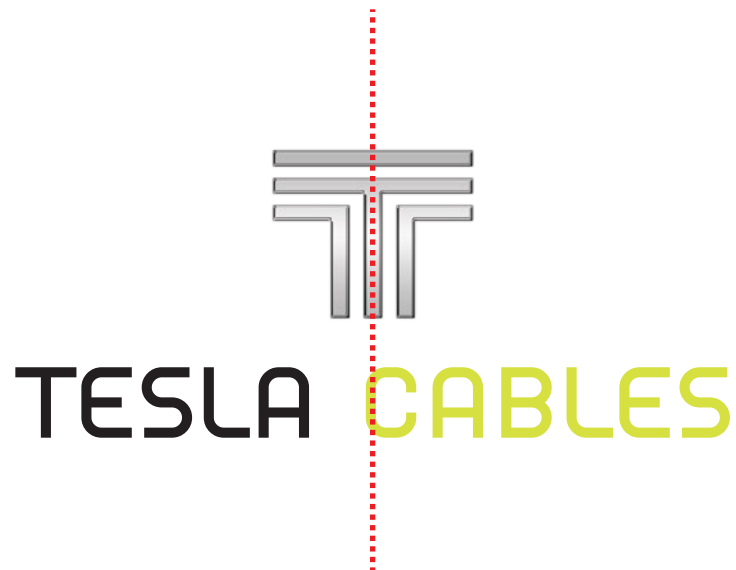
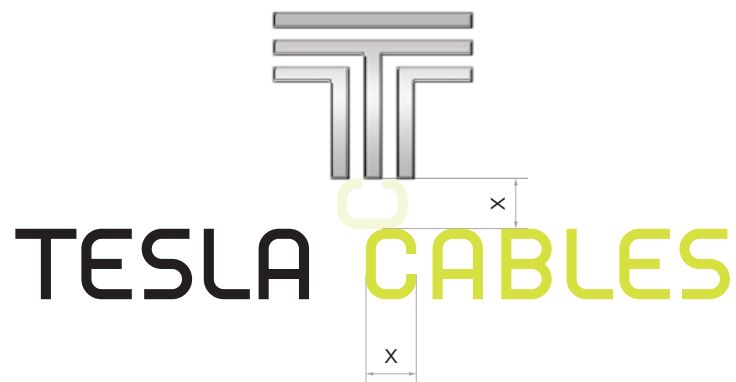
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EMBLEM AND TYPOGRAPHY RELATION

Logotype is always used in relations showed here.

Dimension "X" is used to define the distance between emblem and typography. It's equal to the width of letter "C".

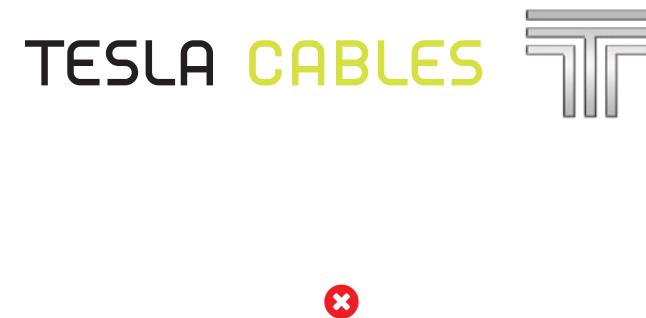
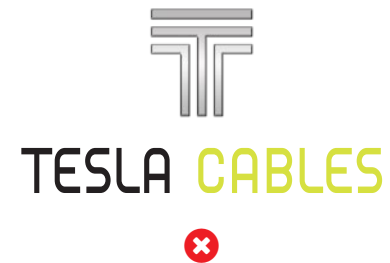
The emblem is horizontally centered in relation to textual part of the logotype.




EMBLEM AND TYPORGAPHY RELATION

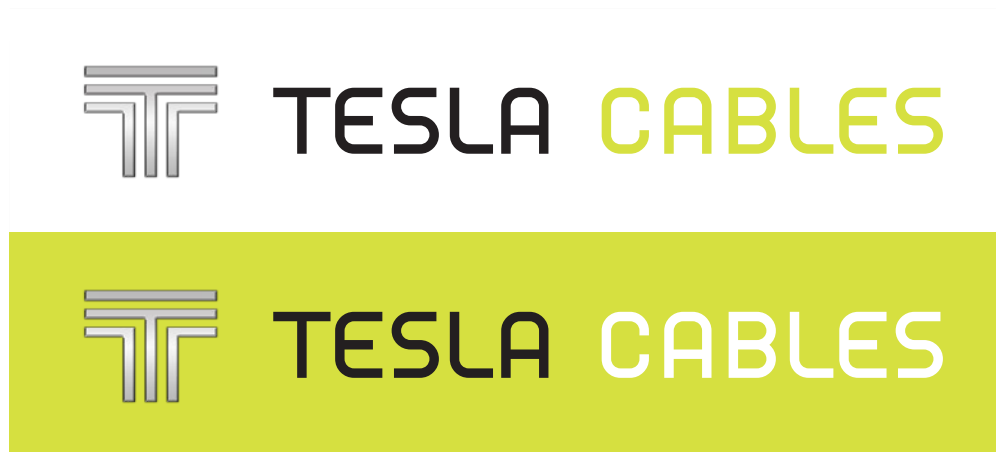
Unallowed applications .

Any intervention which
disrupts the original logotype
form is not allowed:
unproportional
transformation, change of
position of basic graphic
elements, partial rotation
etc.



EMBLEM AND TYPOGRAPHY RELATION

Allowed applications *.
Here described applications
are allowed only in certain
cases when narrow formats
are in question.




FLAGS (100 X 400 cm)

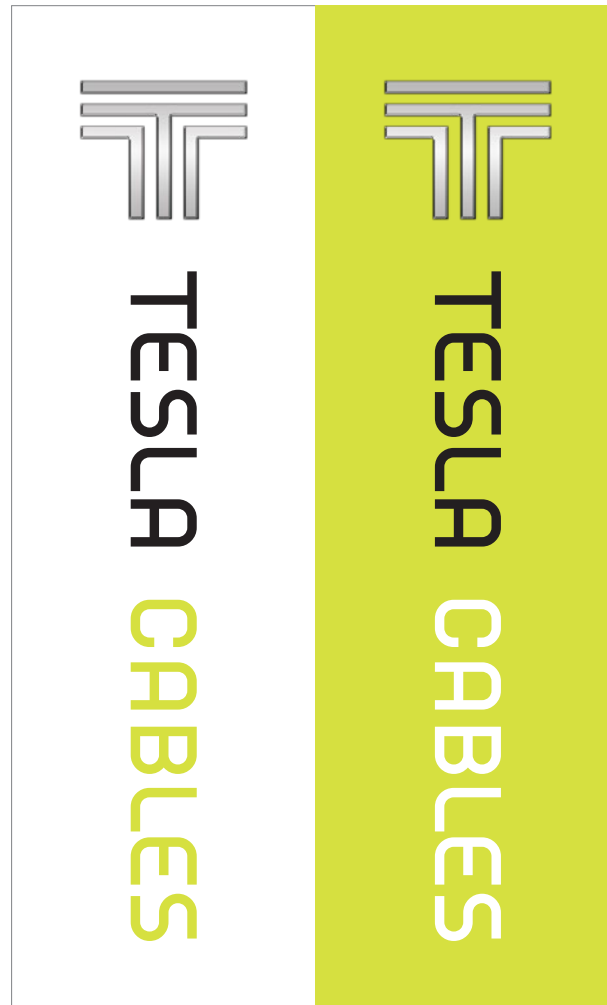


*these applications are used in
agreement with agency.

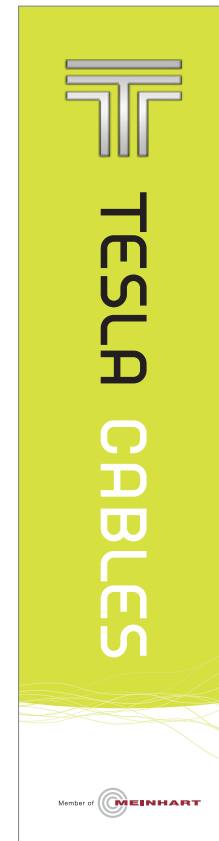
EMBLEM AND TYPOGRAPHY RELATION

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*these applications are used in
agreement with agency.



FLAGS
(100 X 400 cm)

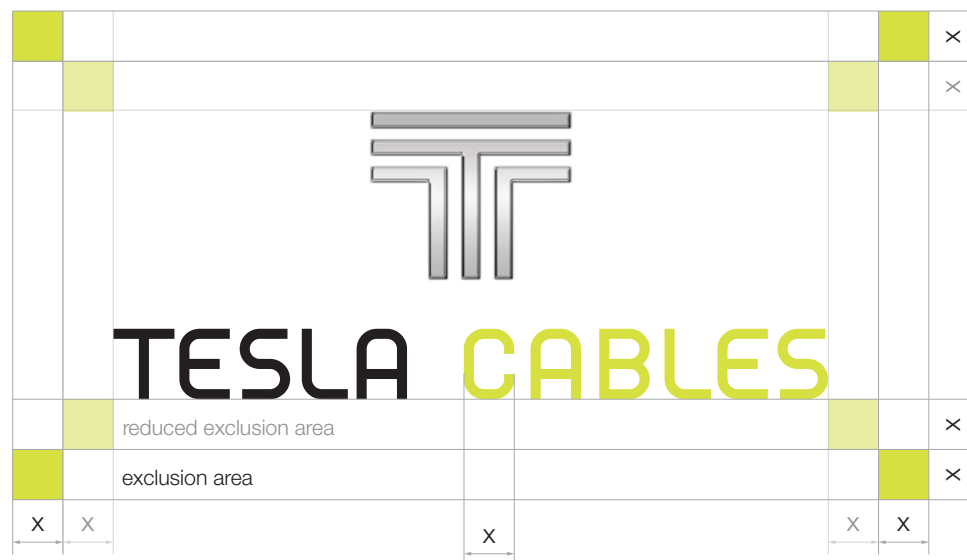


EXCLUSION AREA

Exclusion area is area within which should be no other graphic elements and defines distance to format borders.

Dimension "X" is equal to the width of letter "C".

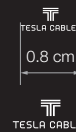
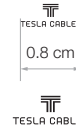
Exclusion area is 2xX. In certain cases when it is not possible to apply the reduced exclusion area is used.



MINIMUM SIZE

Minimum size of logotype in its original form is 1.5 cm width.

In case of smaller application positive or negative should be used depending on the background colour. The minimum size is 0.8 cm.



COLOURS

Basic colours are black, white and yellow-green.

The emblem should be reproduced in CMYK* and typographic part in basic colours combination depending on the background.



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*when reducing costs or depending on printing process, reproduction in CMYK is not possible, the emblem should be converted to grayscale mode.

COLOUR DEFINITION

Basic colours are black,
white and yellow-green.

PANTONE
PROCESS BLACK

CMYK
0% 0% 0% 100%

RGB
0 0 0

HEX
0 0 0 0 0 0

PANTONE
380

CMYK
20% 0% 90% 0%

RGB
214 224 64

HEX
d5df40

POSITIVE AND NEGATIVE

Positive or negative form is used when it is not possible to reproduce the logotype in its basic form. It depends on the printing process.



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SPECIAL APPLICATIONS

The forms of logotype used when it is not possible to reproduce the logotype in its basic form. It depends on the printing process.



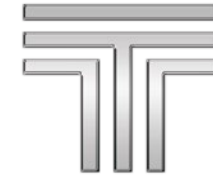
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LOGOTYPE AND
BACKGROUND RELATION
(primary form)

Logotype should be used on
white, black or yellow-green
background as shown here.



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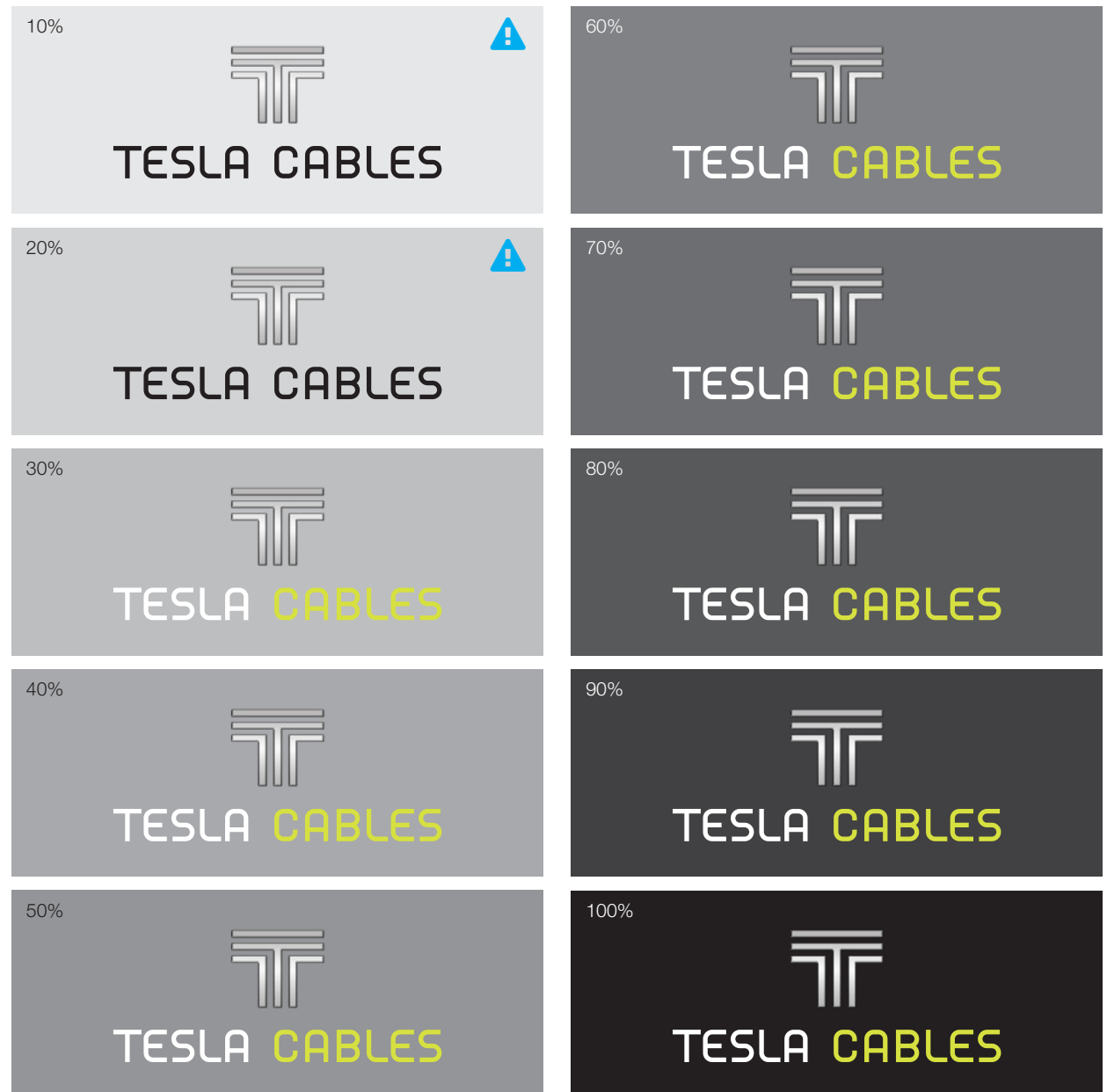


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LOGOTYPE AND BACKGROUND RELATION (secondary form)

It is allowed to use logotype on other background colours as long as it is recognizable and readable.

When that is not the case the form marked with  is allowed.



**LOGOTYPE AND
BACKGROUND RELATION
(secondary form)**

It is allowed to use logotype on other background colours as long as it is recognizable and readable. When that is not the case the form marked with  is allowed.

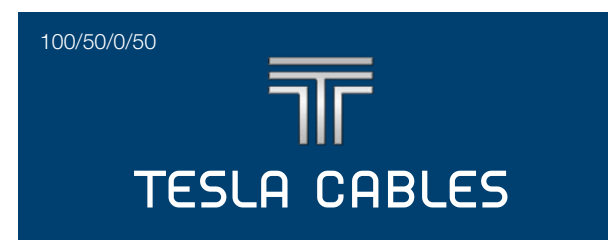
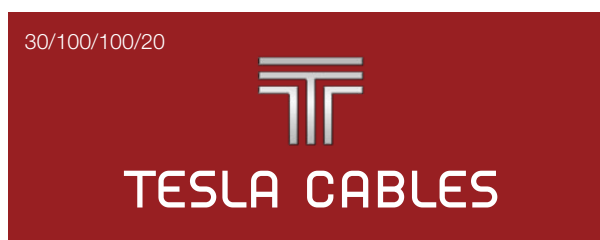
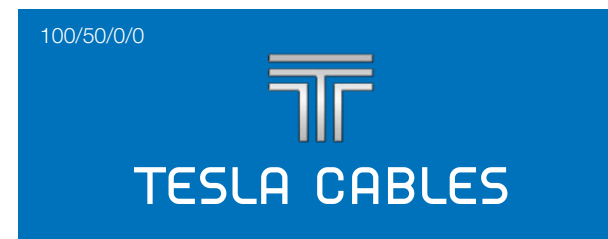
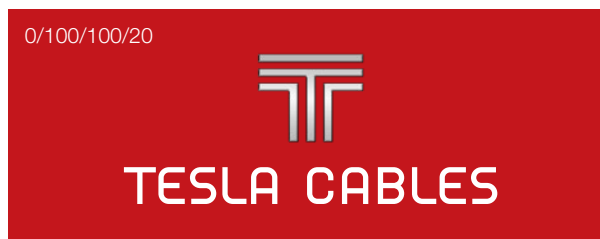
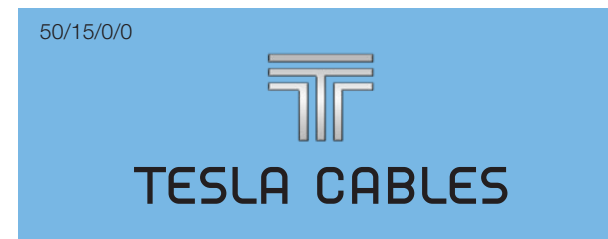
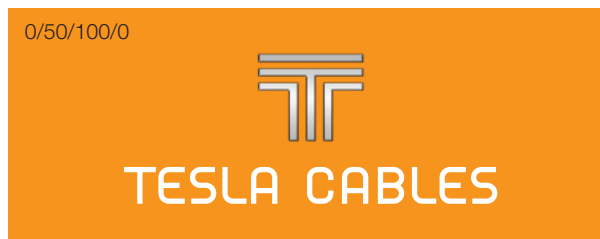
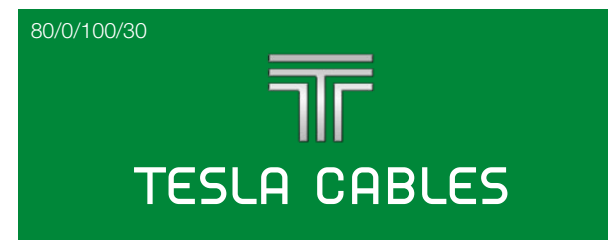
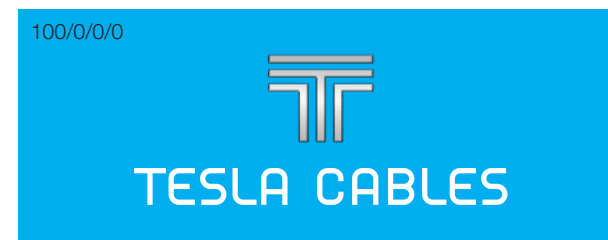
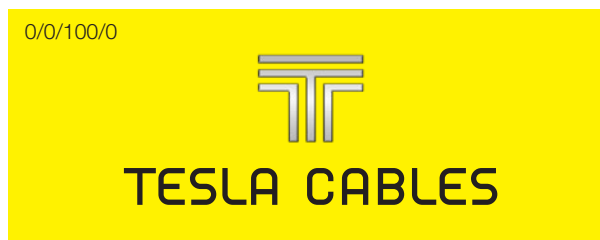


LOGOTYPE AND BACKGROUND RELATION (secondary form)

If the background is not one of the basic colours (white, black, yellow-green) the logotype is used in forms shown here.

The form that ensures recognizability, readability and corresponds with other graphic elements should be used.

The same applies to using the logotype on photographs.



TYPORGAPHY

Helvetica Neue LT Pro - all
typefaces, depending on
application.

Ubuntu and Open Sans - all
typefaces, depending on
application in digital media.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. *It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.* Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. **It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum is simply dummy text of the printing and typesetting industry.**

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