



GRAD PULA
KNJIGA OSNOVNIH GRAFIČKIH STANDARDA
Pula MMXVIII

UVOD

Knjiga standarda grada Pule detaljan je elaborat primjene grafičkih standarda vizualnog identiteta grada Pule i kao takva ima funkciju temeljnog priručnika za adekvatno korištenje odnosno optimalno apliciranje njenih službenih simbola i znakovlja.

U tom smislu, knjiga standarda predstavlja ishodišnu točku za pravilnu primjenu grafičkih rješenja vizualnog identiteta budući da osim preciziranja elemenata vizualnih simbola utvrđuje zadane norme zaštitnog znaka, logotipa, skraćenice logotipa, službenog pisma (tipografije) i službenih boja te postavlja obavezne smjernice za njihovo adekvatno korištenje.

Upute i dizajn standardi elaborirani u ovoj knjizi postavljeni su stoga na cjelovit i uniformni način sa jasnom svrhom - gradnjom konzistentnog vizualnog identiteta temeljenog na normiranim i unificiranim vrijednostima počevši od simbola i znakovlja sve do tipografije i boja.

Namijenjena svima koji će na bilo kojem mjestu, obliku i kontekstu primjenjivati rješenja vizualnog identiteta grada Pule u cjelosti ili pak koristiti njegove dijelove u fragmentarnom / partikularnom smislu, ova knjiga dati će precizne naputke za njihovo što bolje apliciranje i integriranje u pravcu kontinuiranog podržavanja službenog vizualnog jezika te konačno i inzistiranja na njegovoj neokrnjenoj kvaliteti.

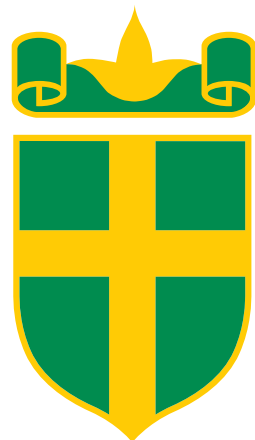




Tipografski element [HR]

povijesni grb [znak] grada

Tipografski element [IT]



GRAD PULA
CITTÀ DI POLA

03/01

Svečani grb i logotip grada Pule

Druga pozicija



GRAD PULA
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Tipografski element [HR]

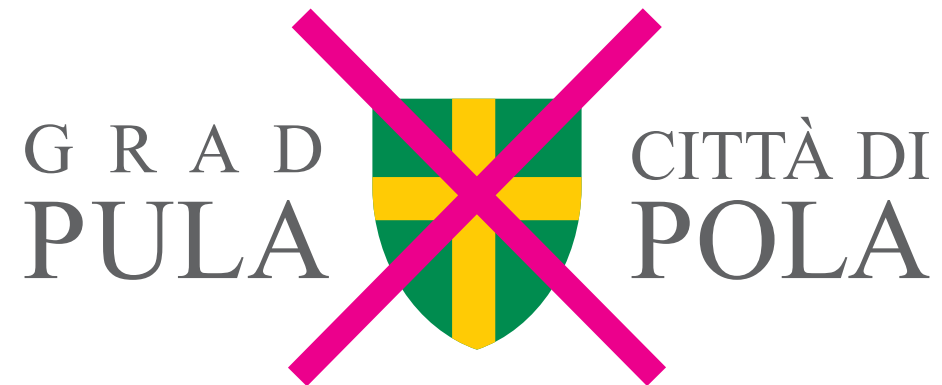
Tipografski element [IT]

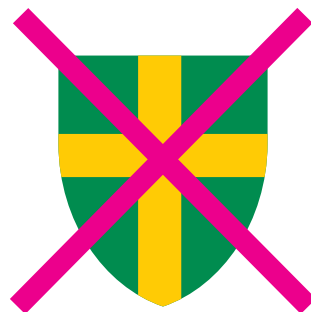
povijesni grb [znak] grada

04/01

Svečani grb i logotip grada Pule

Druga pozicija / osnovni elementi



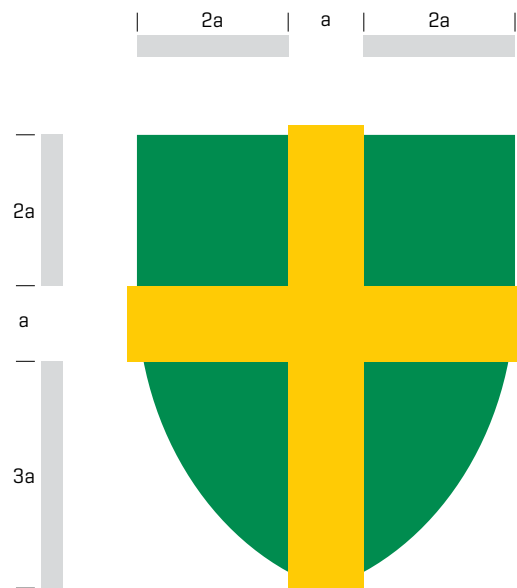


GRAD PULA
CITTÀ DI POLA

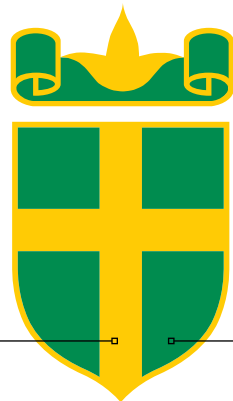
06/01

Svečani grb i logotip grada Pule

Nedozvoljene preinake odnosa grba i logotipa



G R A D
P U L A



CITTÀ DI
P O L A



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C00M00Y00K75
RGB R099/G100/B102
PANTONE 425C
HEX #636466

08/01

Svečani grb i logotip grada Pule

Osnovna paleta boja



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05

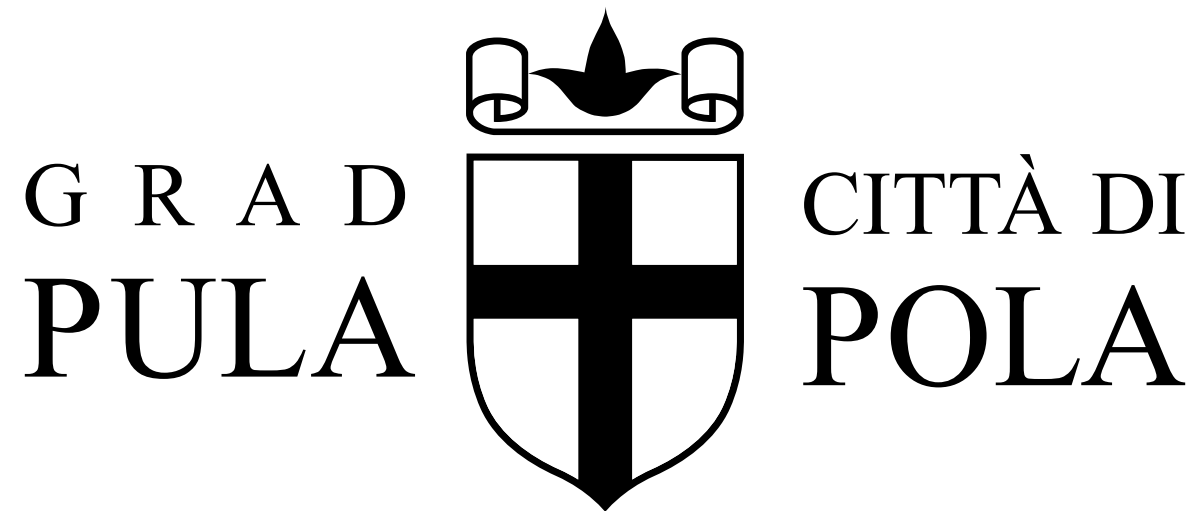


CMYK C00M00Y00K75
RGB R099/G100/B102
PANTONE 425C
HEX #636466

09/01

Svečani grb i logotip grada Pule

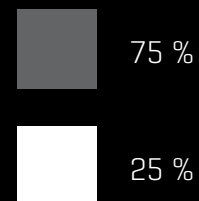
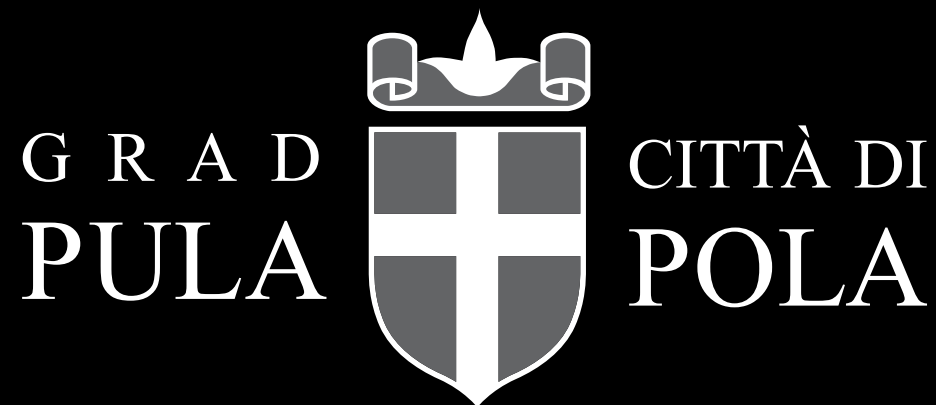
Osnovna paleta boja / gradacije od 10%



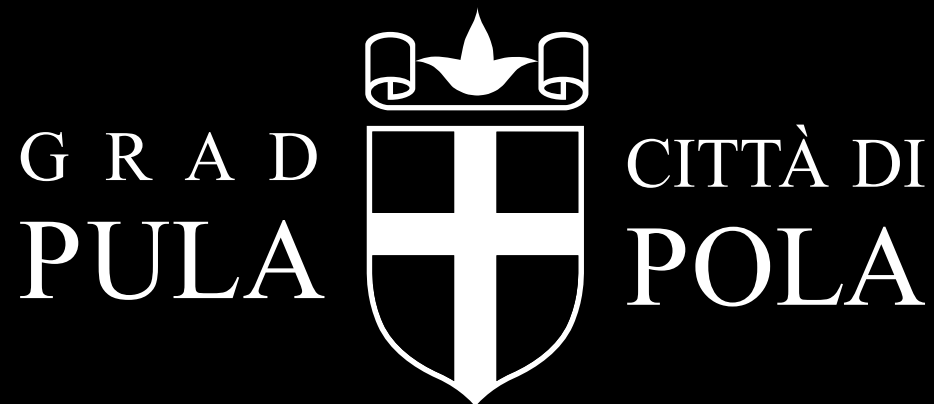


monokromatska primjena





monokromatska primjena





CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M00Y00K75
RGB R099/G100/B102
PANTONE 425C
HEX #636466



CMYK C00M00Y00K00
RGB R255/255/255
PANTONE WHITE
HEX #ffffff



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C00M00Y00K00
RGB R158/G187/B53
PANTONE 376C
HEX #9ebb35



CMYK C00M00Y00K00
RGB R255/G255/B255
PANTONE WHITE
HEX #ffffff



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C00M100Y100K62
RGB R118/G000/B000
PANTONE 483C
HEX #760000



CMYK C00M00Y00K00
RGB R255/255/255
PANTONE WHITE
HEX #ffffff



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C100M00Y80K88
RGB R000/G046/B019
PANTONE 627C
HEX #002e13



CMYK C00M00Y00K00
RGB R255/255/255
PANTONE WHITE
HEX #ffffff



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C100M60Y00K80
RGB R000/G020/B063
PANTONE 539C
HEX #00143f



CMYK C00M00Y00K00
RGB R255/255/255
PANTONE WHITE
HEX #ffffff



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C00M00Y00K00
RGB R158/G187/B53
PANTONE 376C
HEX #9ebb35



CMYK C00M00Y00K00
RGB R255/G255/B255
PANTONE WHITE
HEX #ffffff

20/01

Svečani grb i logotip grada Pule

Primjena na podlozi od sekundarne boje - negativ

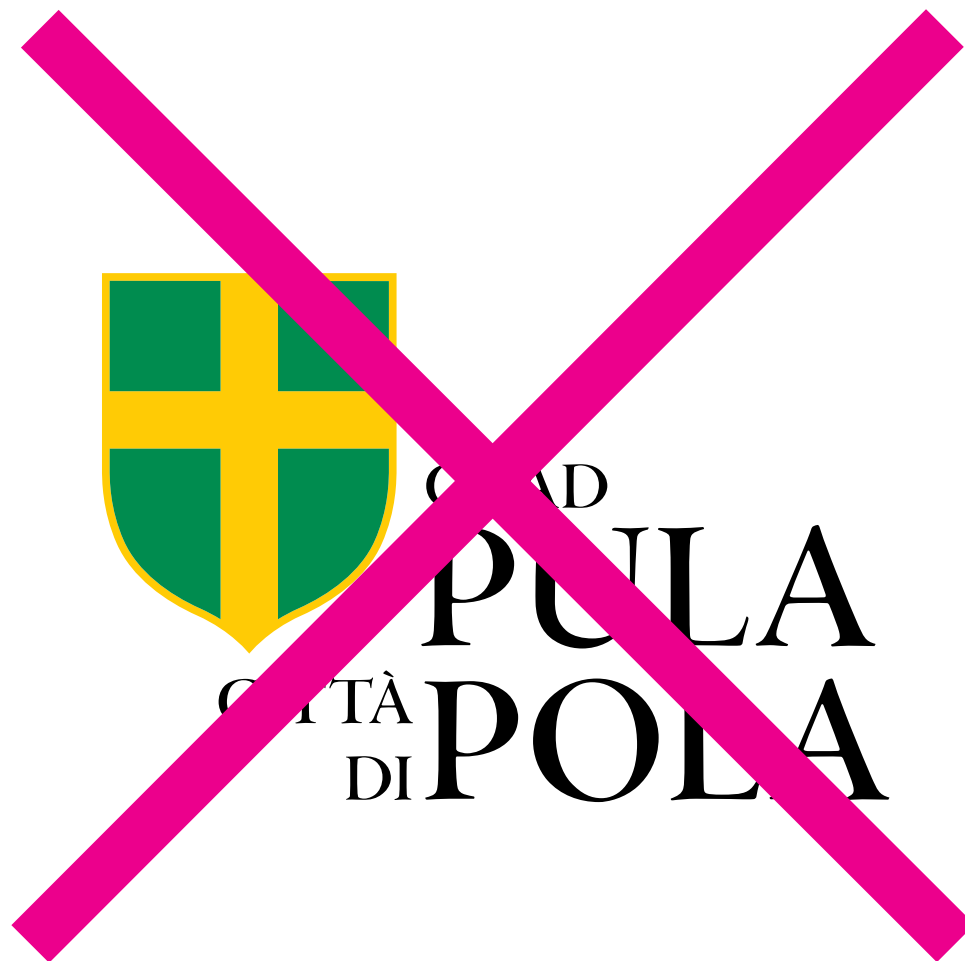


21/01

Svečani grb i logotip grada Pule

Primjena na podlozi- rasteru od sekundarnih boja

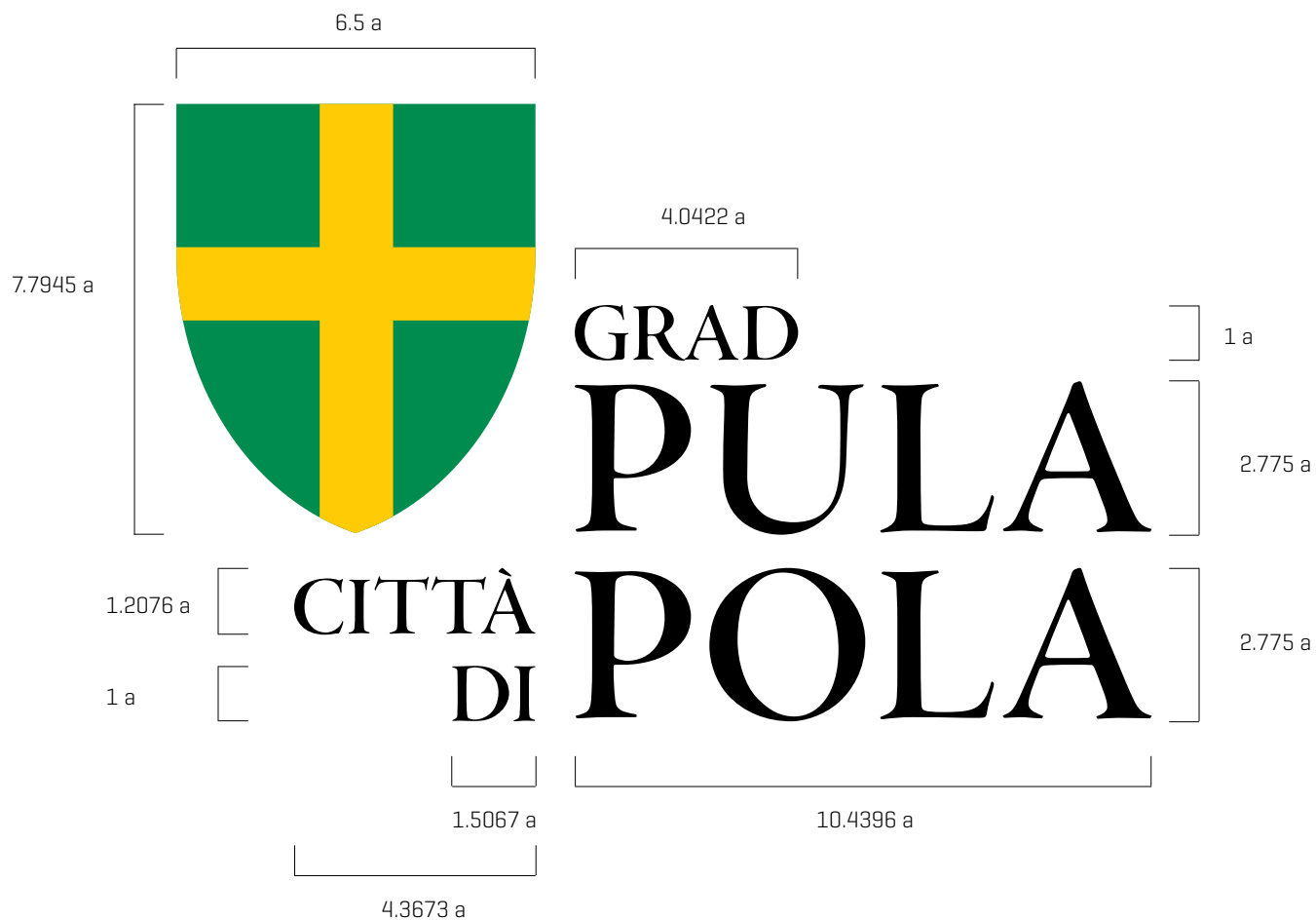


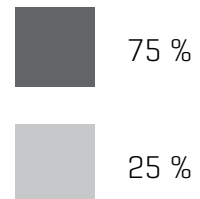




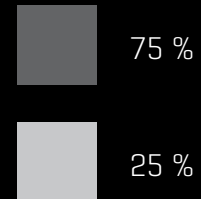
a

a ■ osnovni modul





Srebro





CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffcb05



GRAD
PULA
CITTÀ
DI POLA



CMYK C00M00Y00K75
RGB R099/G100/B102
PANTONE 425C
HEX #636466



CMYK C00M00Y00K00
RGB R255/G255/B255
PANTONE WHITE
HEX #ffffff



CMYK C100M00Y90K20
RGB R000/G140/B090
PANTONE 348C
HEX #008c5a



CMYK C00M20Y100K00
RGB R255/G203/B005
PANTONE 7406C
HEX #ffc005



ABCČĆDĎEFGHIJKLMNOPRSŠTUVWXYZŽ
abcčćdďefghijklmnoprsštuvwxyzž
0123456789

ABCČĆDĎEFGHIJKLMNOPRSŠTUVWXYZŽ
abcčćdďefghijklmnoprsštuvwxyzž
0123456789

ABCČĆDĎEFGHIJKLMNOPRSŠTUVWXYZŽ
abcčćdďefghijklmnoprsštuvwxyzž
0123456789

ABCČĆDĎEFGHIJKLMNOPRSŠTUVWXYZŽ
abcčćdďefghijklmnoprsštuvwxyzž
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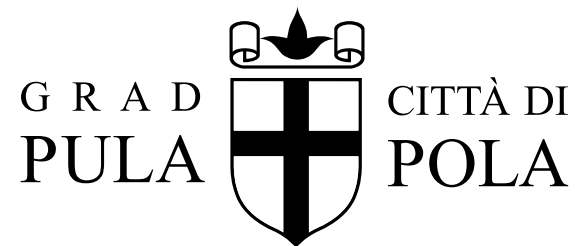
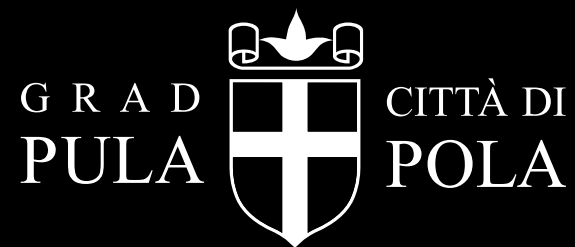
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0123456789

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abcčćdďefghijklmnoprsštuvwxyzž
0123456789

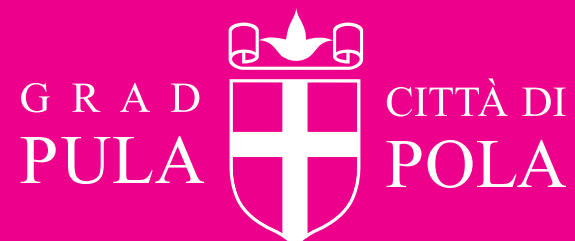
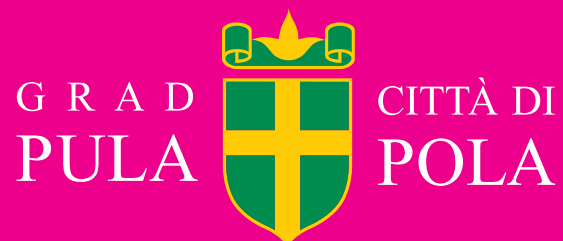
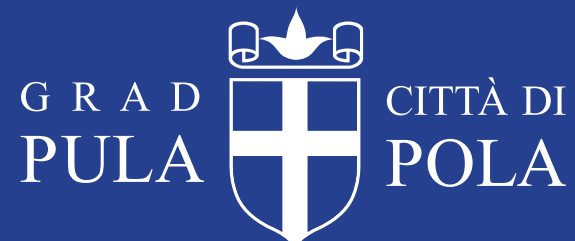


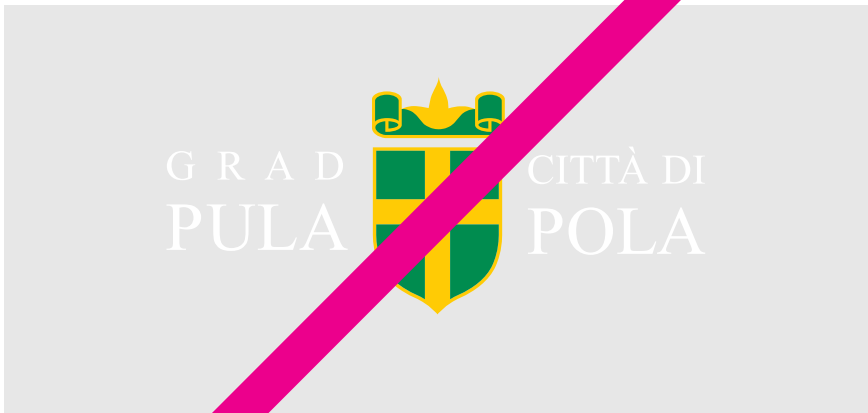
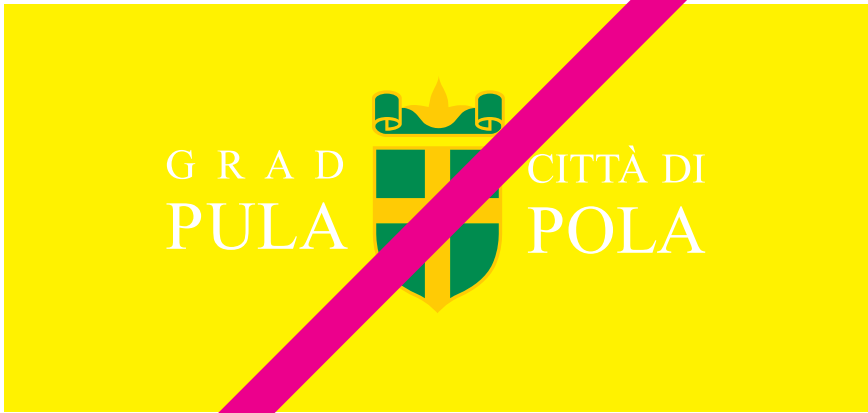


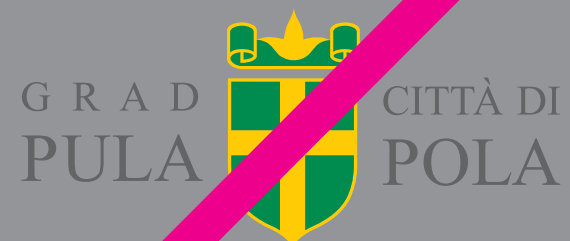
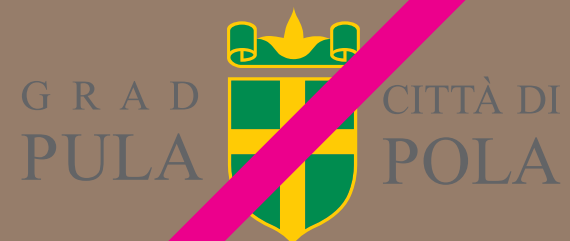


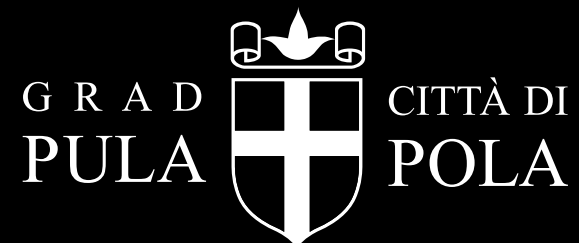


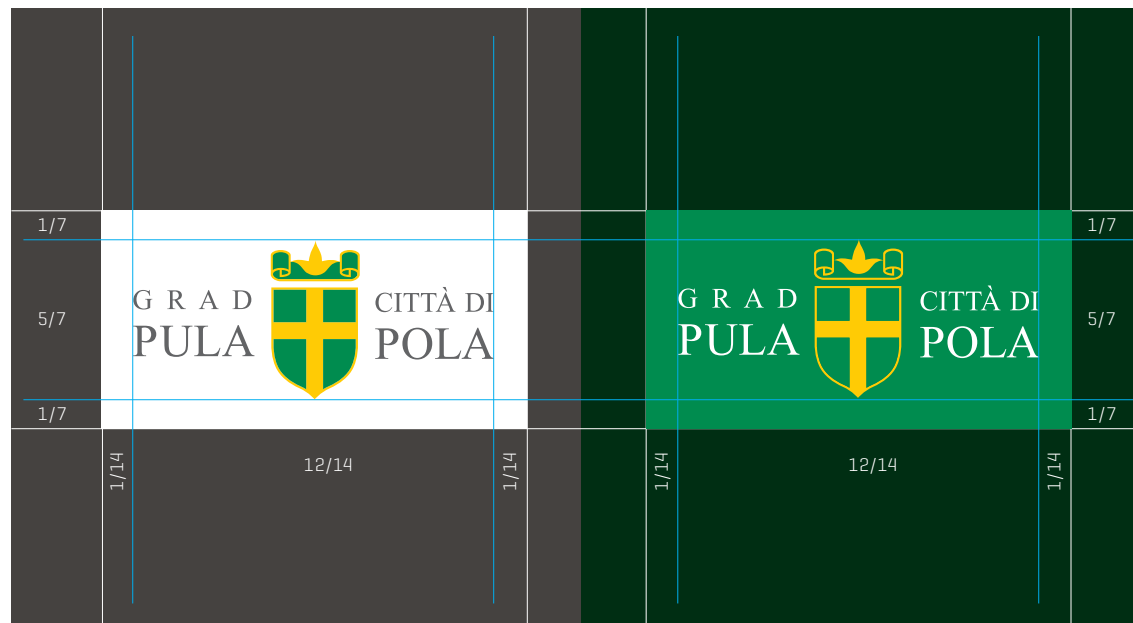
















10/05 Svečani grb i logotip grada Pule
Ne preporučeno apliciranje na fotografije



G R A D
P U L A



C I T T À D I
P O L A



G R A D
P U L A



C I T T À D I
P O L A







10/05 Svečani grb i logotip grada Pule
Nedozvoljeno apliciranje na fotografije

