



Style guide



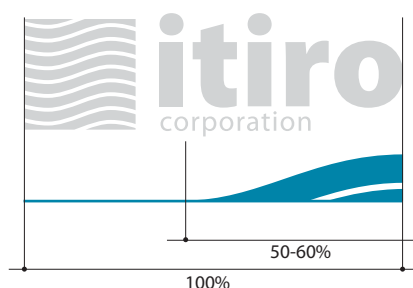
Свободное поле. Ближе чем на это расстояние
не следует располагать никаких графических объектов.



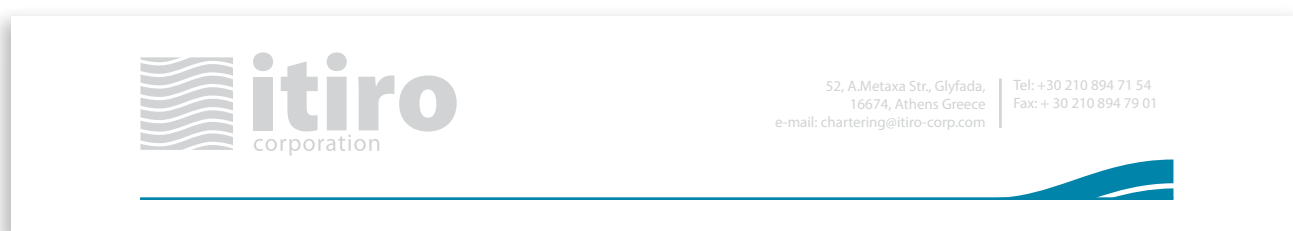
Условная
единица
отсчета
ширины
пробелов



Двойная волна — элемент фирменного стиля.
Усиливает эффект от восприятия логотипа
и служит для большей узнаваемости фирменного стиля.
Это — эффектный элемент для шапки бланков и концовки документов.



Ширина волны варьируется в пределах 50-60% от ширины логотипа



Пример применения элемента в шапке бланка

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Пример применения в концовке бланка

Цвета логотипа



Основной логотип ИВТ



Инверсный логотип
на плашке основного цвета ИВТ



Логотип ИВТ ч/б
(для документооборота)



Инверсный логотип
на черной плашке



Фирменные цвета

Pantone 314	c100 m0 y9 k30	r0 g132 b169
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90%	80%	70%	60%	50%	40%	30%	20%	10%
90%	80%	70%	60%	50%	40%	30%	20%	10%

Синий ITIRO

Pantone 187	c0 m100 y79 k20	r169 g18 b48
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90%	80%	70%	60%	50%	40%	30%	20%	10%
90%	80%	70%	60%	50%	40%	30%	20%	10%

Красный ITIRO

Pantone Cool Grey 10	c0 m2 y0 k60 black 60	r128 g127 b131
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90%	80%	70%	60%	50%	40%	30%	20%	10%
90%	80%	70%	60%	50%	40%	30%	20%	10%

Добавочный серый цвет

Доминирующим цветом продукции является синий ITIRO (Pantone 314);
красный ITIRO (Pantone 187) желательно применять для акцентов (заголовки, небольшие элементы...),
серый цвет необходим в тех случаях когда, яркие
основные цвета выглядят слишком пёстро или неуместны

Шрифты

Myriad Pro

Шрифт Myriad® был разработан в 1992 г. Робертом Слимбахом и Кэрол Твобли из Adobe Systems. Этот сан-серифный шрифт имеет удобочитабельное и дружелюбное начертание. Он используется как для основного текста, так и заголовков. Это шрифтовое семейство имеет множество

начертаний, что удобно при разработке рекламной и акцидентной продукции.

abcd ABCD 12345
Myriad Regular

abcd ABCD 12345
Myriad Italic

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Myriad bold

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Myriad bold Italic

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Myriad Ext Regular

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Sensation!

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Cargo ship

A cargo ship or freighter is any sort of ship or vessel that carries cargo, goods, and materials from one port to another. Thousands of cargo carriers ply the world's seas and oceans each year; they handle the bulk of international trade. Cargo ships are usually specially designed for the task, often being equipped with cranes and other mechanisms to load and unload, and come in all sizes. Today, they are almost always built of welded steel, and with some exceptions generally have a life expectancy of 25 to 30 years before being scrapped.

Cargo ships/freighters can be divided into four groups, according to the type of cargo they carry. These groups are:

1. General Cargo Vessels
2. Tankers
3. Dry-bulk Carriers
4. Multipurpose Vessels

General Cargo Vessels carry packaged items like chemicals, foods, furniture, machinery, motor vehicles, footwear, garments, etc.

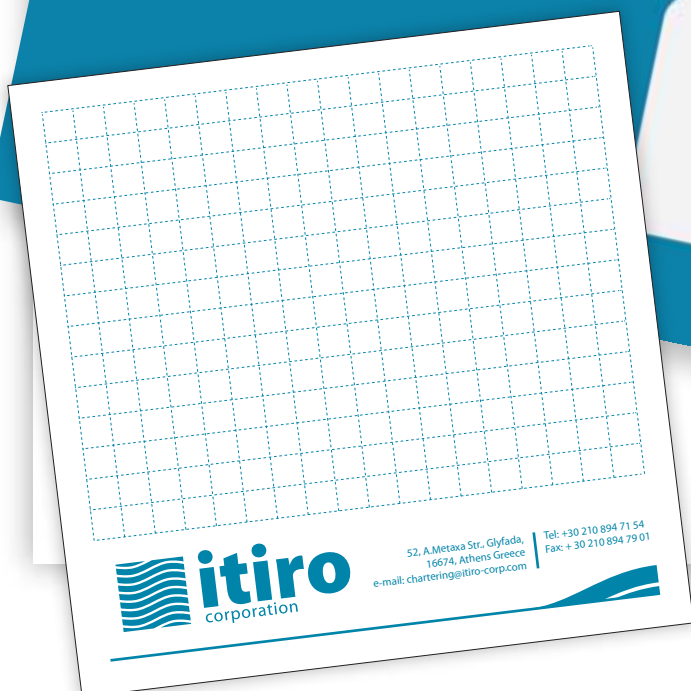
Tankers carry petroleum products or other liquid cargo.

Dry Bulk Carriers carry coal, grain, ore and other similar products in loose form.

Multi-purpose Vessels, as the name suggests, carry different classes of cargo – e.g. liquid and general cargo – at the same



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Cargo ship

Dear Mr. Pale:

The enclosed reports are 20X5 and 20X6 income tax projections prepared for you to estimate the effects on your income tax of the proposed legislation recently approved by the House-Senate Conference Committee. While the reduction in individual tax rates is the cornerstone of this tax reform legislation, many tax deductions are also curtailed or eliminated.

Since these income tax projections are based on the facts as shown on your 20X2 income tax return, which we prepared, and not on current facts, they should not be viewed as tax-planning projections. In addition, we made some key assumptions to complete this analysis.

Under the Conference Committee bill, your 20X5 federal income tax liability would be \$261.55 more than it would be under current tax law. The increase is due mainly to:

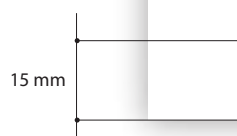
- *The partial elimination of passive losses of \$36.05
- *The reduction of your IRA deduction of \$1,815.41
- *The elimination of the sales tax deduction of \$169.00
- *The partial elimination of consumer interest deduction of \$149.10
- *The elimination of miscellaneous itemized deductions of \$315.00
- *The increase in the marginal tax rate from 30% to 35%

Various deductions allowed under current tax law will be phased out gradually over several years under the Committee bill. Items scheduled for partial or complete elimination include the personal exemptions above certain income levels and the consumer interest, investment interest, and passive loss deductions. In 20X6, your federal income tax liability would be \$209.53 more than it would be under current tax law.

We will continue to monitor any changes that occur between the Conference Committee bill and the final tax law. Since your income tax situation is adversely affected by this tax reform proposal, we encourage you to contact us at your convenience to discuss tax-planning strategies to minimize the impact of this proposal. To set up an appointment, please call us at 643-555-4533.

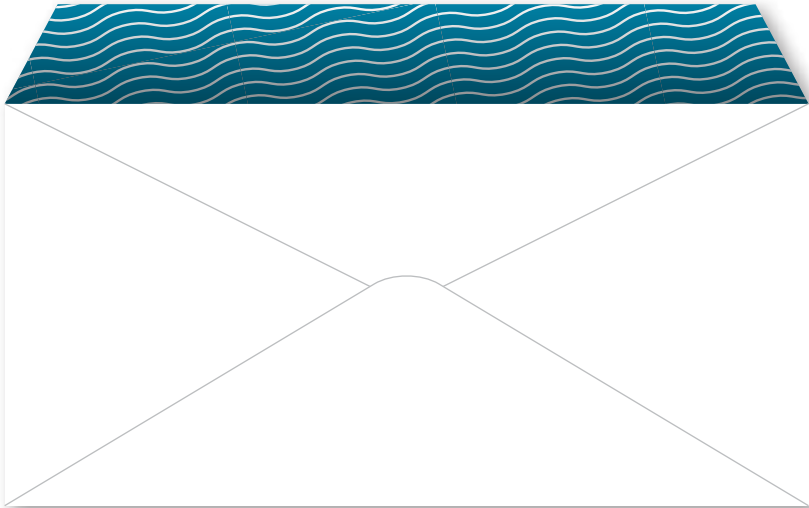
Best regards,

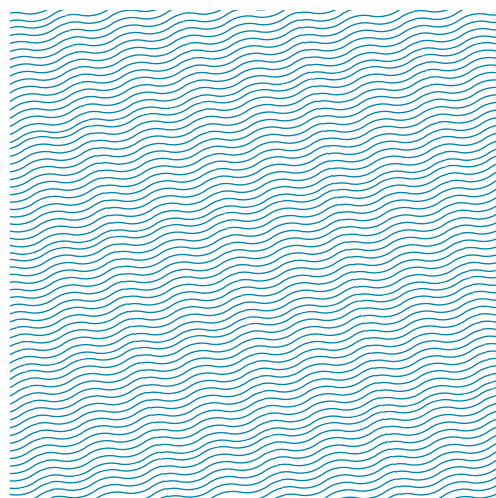
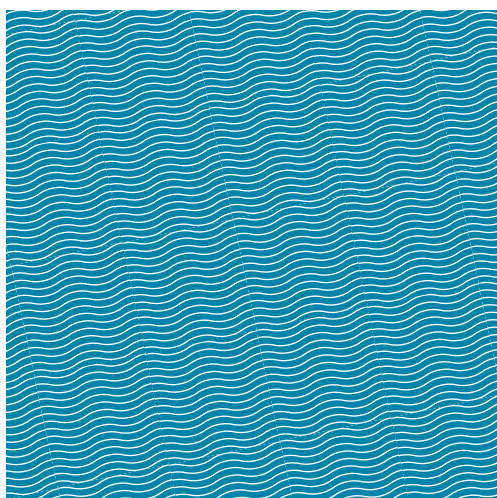
David Paul, C.P.A.



Конверты (A4, A5, Euro)

См. файлы eps и jpg
в папке **envelope** на CD





Элемент фирменного стиля — фон (бэкграунд).

Служит как декоративный элемент.

Возможно его применение во внутренней части конвертов, папок,
а также использование в сувенирной продукции.

Для белой продукции желательно использовать «наклон» волны 12°



Логотип и адресный блок

См. файлы eps и jpg
в папке **blank recipe** на CD



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e-mail signature

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With kind regards,
Artem Mashutin
Director



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Папка

См. файлы eps и jpg
в папке **folder** на CD



Сувениры



Пример размещения логотипа
на изделиях из кожи и кожзаменителей.

Сувениры



чашка



Пивной бокал



ручки



Пример нанесения логотипа на сувенирную продукцию.

Попутный ветер знает, куда мы идем.



3Y

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1Y

2X

1X



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