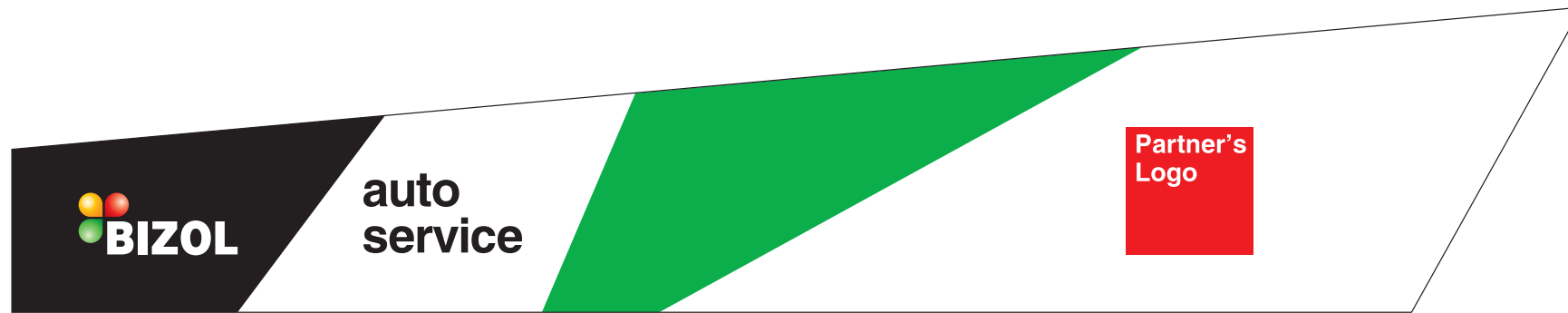


4. Outdoor And Indoor Branding

General Composition Principles



The colour composition consists of 3 areas:
black, white and green.

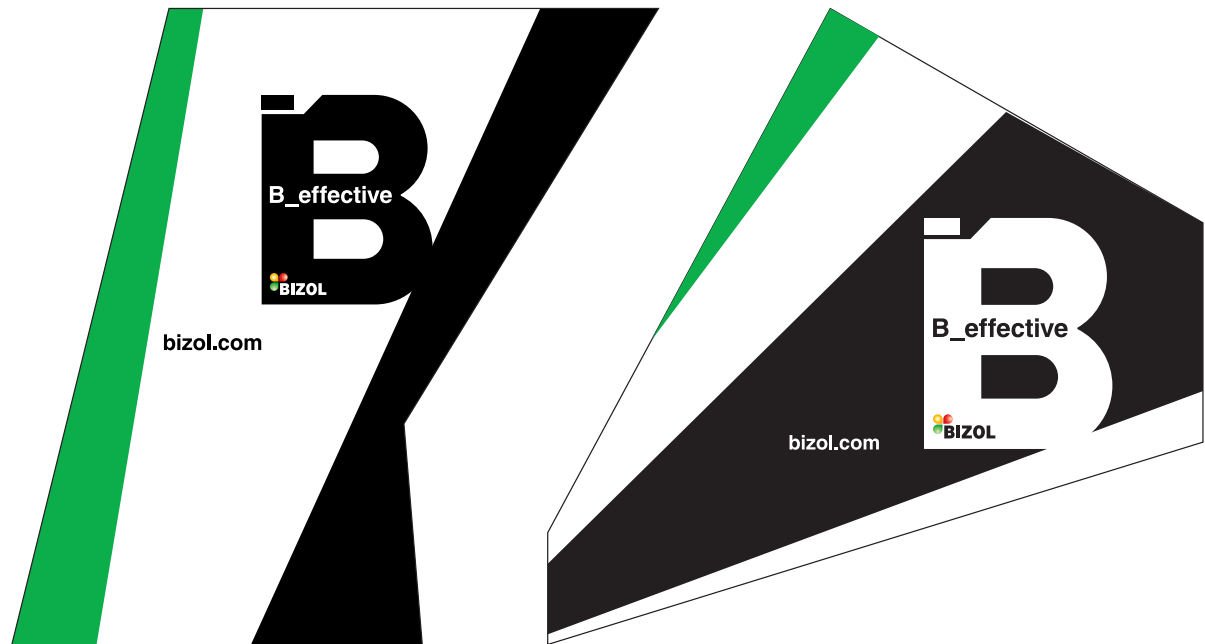
The dynamics of the pattern is directed to
the right upper angle, which creates the effect
of progress and impetuosity.

The ratio of colour segments regarding
the total area:

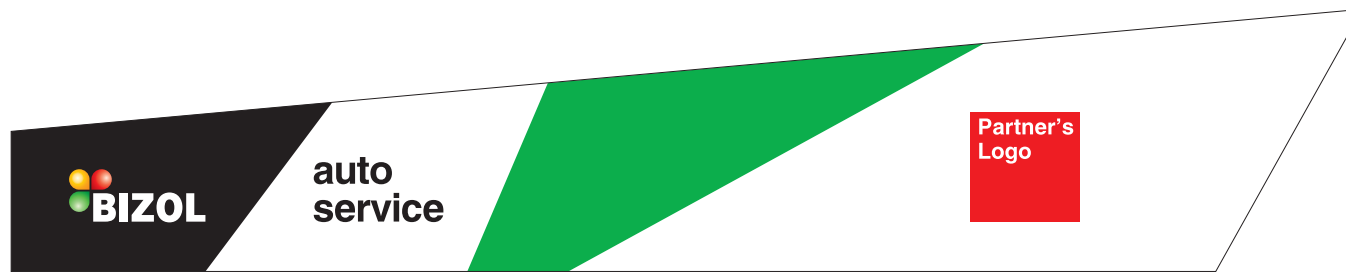
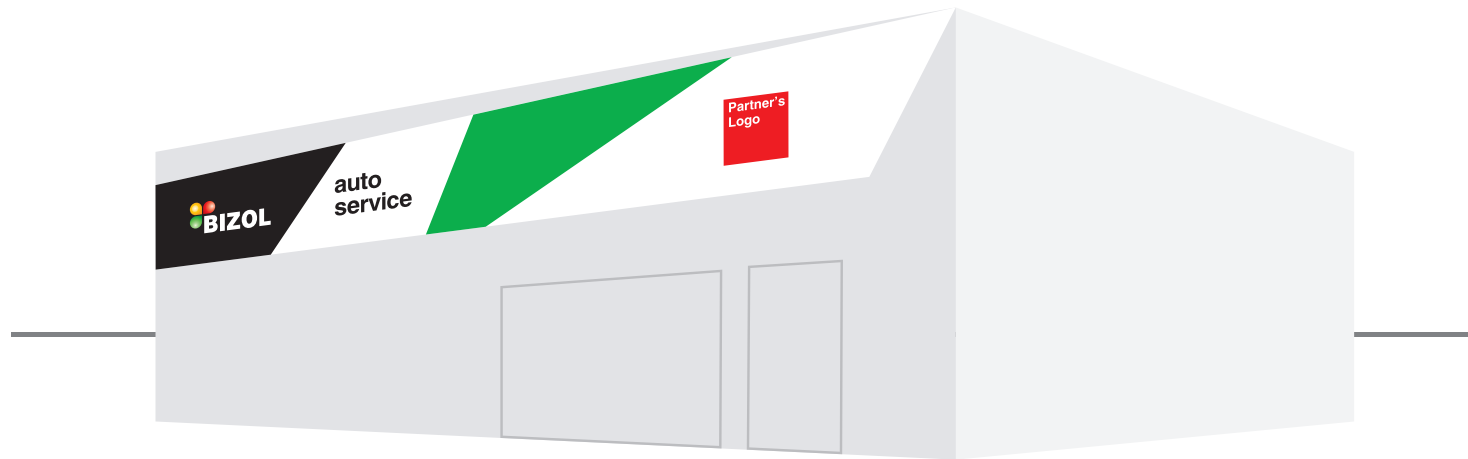
approx. 50% - white
approx. 25% - black
approx. 25% - green

The inversion solution for the composition
of the image sign – the BIZOL Letter B –
regarding the total area:

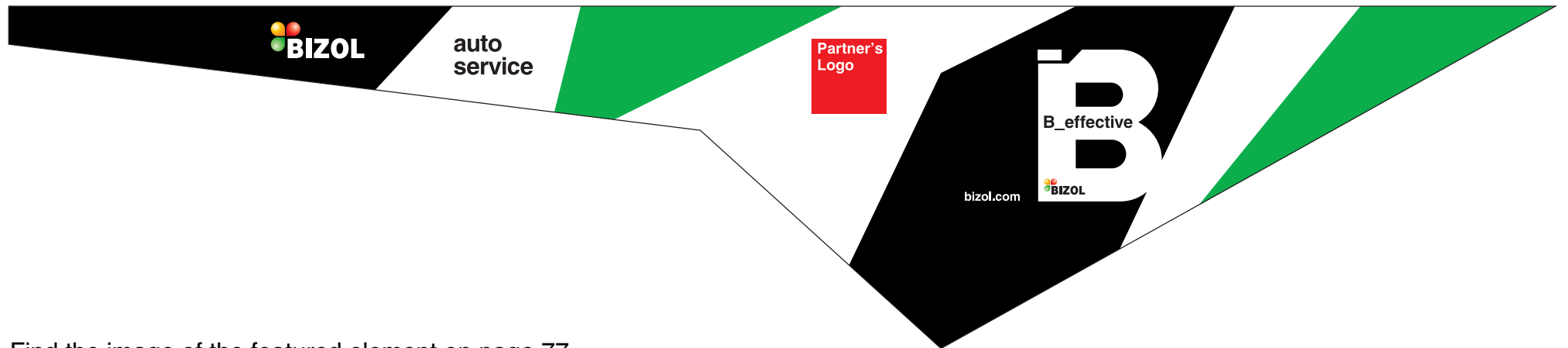
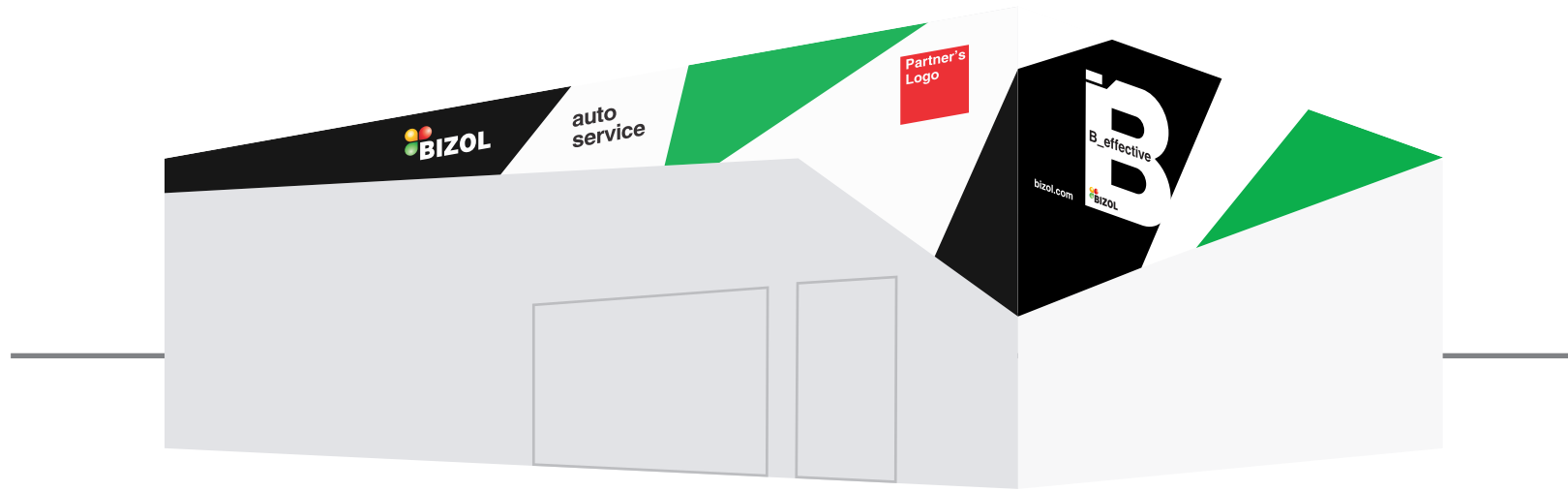
approx. 40% - white
approx. 50% - black
approx. 10% - green



Variants of Configuration and Placement of Tensile Structures and Constructions



Corner facade construction



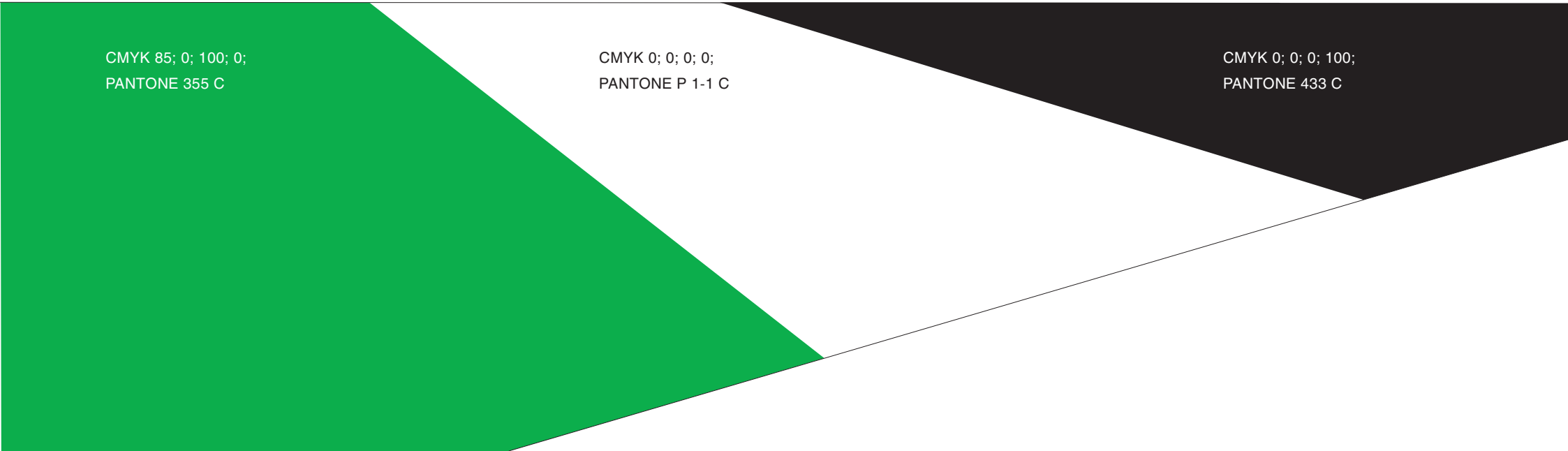
Find the image of the featured element on page 77.

Indoor
Centre placed wall construction proceeding on the ceiling



Colour Palette

The colour palette for graphics



CMYK 85; 0; 100; 0;
PANTONE 355 C

CMYK 0; 0; 0; 0;
PANTONE P 1-1 C

CMYK 0; 0; 0; 100;
PANTONE 433 C