pularys

brand book

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01 origins of the logotype

The Pularys brand name is inspired by the formerly used Polish name for a wallet. The forms *pularys*, *pulares* and *pugilares* were being used, depending on geographical location. The term derives from the Latin *pugillares*, meaning a writing board, notepad or notebook. *Pulares* and *pularys* words were used for the longest time in the dialects of Małopolska, Warsaw and Podkarpacie.

Pularys as the name of the brand is rooted in the past and refers to the multi-generational genesis of the company, which continues the family tradition of manufacturing leather products. The name embodies the respect for the culture and heritage of the family craftsmanship.

The Pularys brand name does not contain any special Polish alphabet characters, it is easy to pronounce and therefore it doesn't create any barriers in terms of international usage.
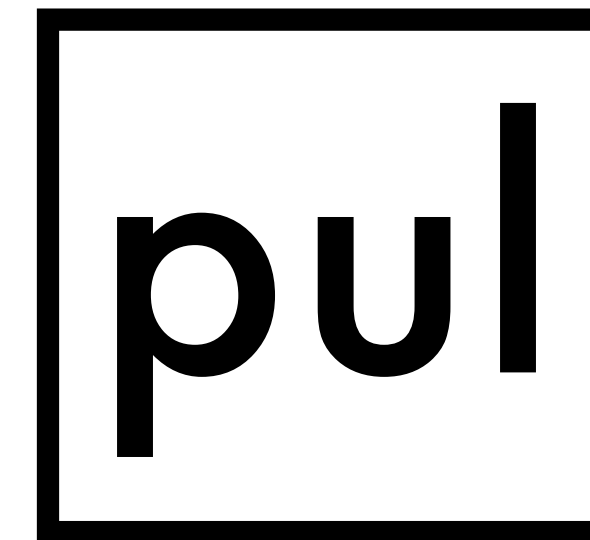
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02 variants of the logo

basic logo

alternative logo

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The basic logo consists entirely of sans-serif lettering elements. The minimalist design of the logo emphasises the modernity and professionalism of the brand.
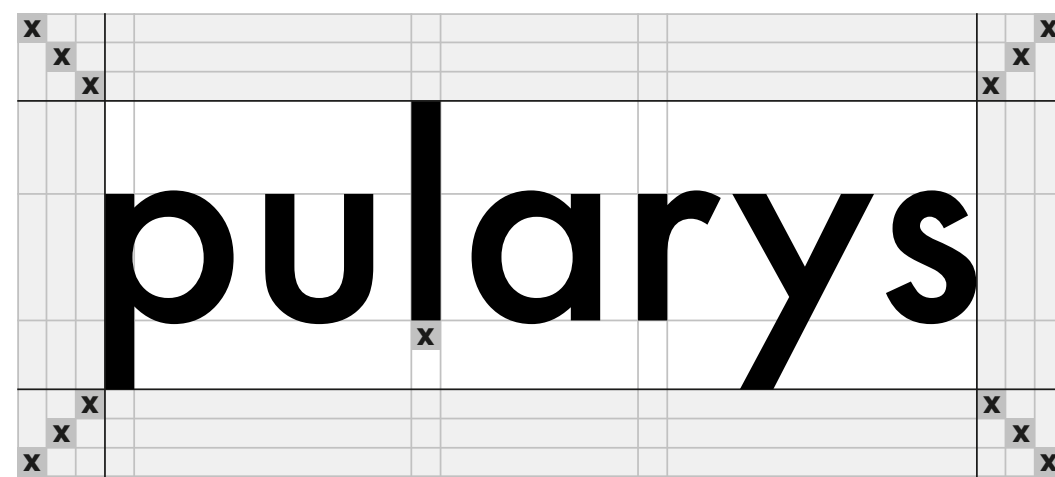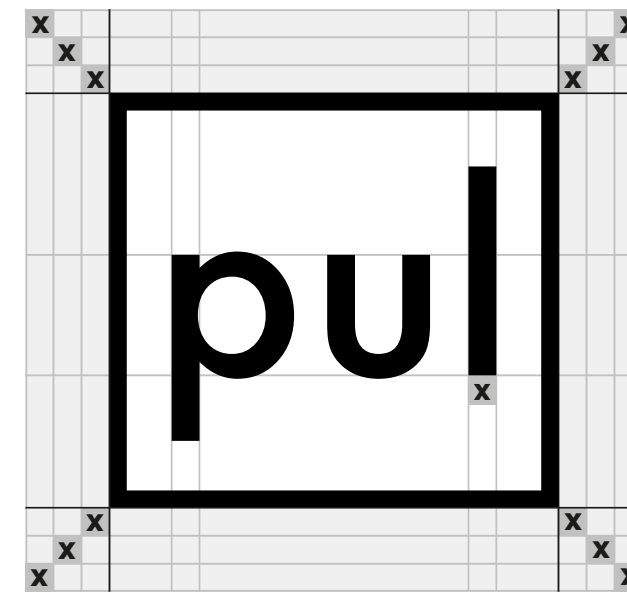
The logo may also appear in an alternative version consisting of the first three letters of the brand enclosed within a rectangle. The alternative logo can be used on media with a small marking area or as a favicon for a website.

03 the protective field

basic logo

alternative logo

In order to describe the construction and the mutual distances of the various elements of the logo, a size "x" was determined - equal to the width of the typeface's letters' stems. The protective field is three times the size of the "x".
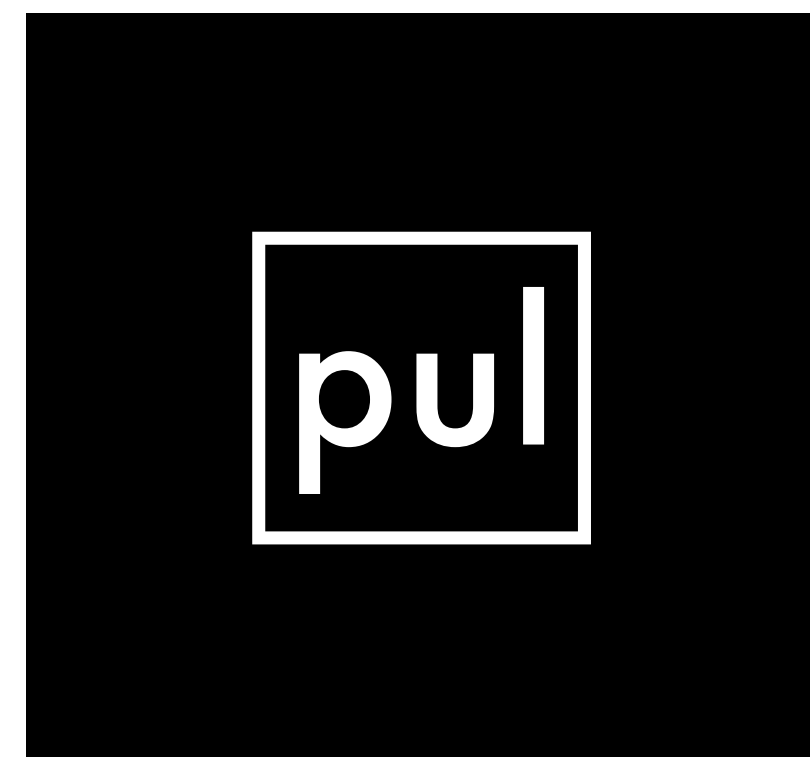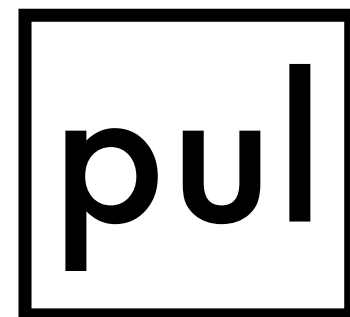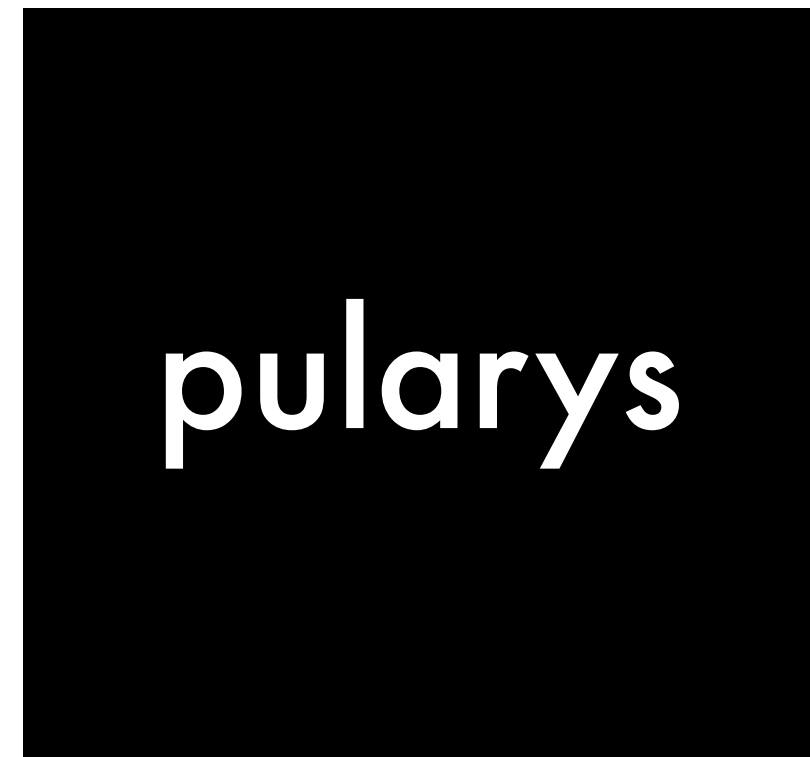
The protective field is the minimum distance between the logo and other graphic objects such as text, images, other objects and the edges of the medium. It ensures appropriate legibility, as well as aesthetic qualities.

Example of the usage of a protective field

04 colour scheme

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The current colour scheme of the logo is based on the contrast of black and white. Black is the colour of elegance and luxury. It combines modernity with tradition and emphasises the professionalism of the brand and the high quality of the products.

In order to obtain the best depth of the black colour in print, it is recommended to use the values: C:30, M:30, Y:30, and K:100.

R 0 **G** 0 **B** 0   **C** 30 **M** 30 **Y** 30 **K** 100

HEX #000000   **PANTONE** PANTONE BLACK 6 C

R 255 **G** 255 **B** 255   **C** 0 **M** 0 **Y** 0 **K** 0

HEX #FFFFFF

typography

The logotype is based on a Futura Medium typeface. It is forbidden to change the thickness of the logotype lettering and the spacing between the characters.
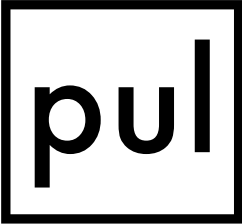
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Futura Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

06 minimum sizes

basic logo	Digital	Print		alternative logo	Digital	Print

pularys

pularys | 20 px

pularys | 5 mm

60 x 20 px

15 x 5 mm

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a)* pul | 30 px

32,5 x 30 px

b)* pul | 15 px

16 x 15 px

pul | 5 mm

5,5 x 5 mm

The minimum size of **the basic logo** is 60 x 20 px for the Internet, and for printing 15 x 5 mm. The logotype becomes unreadable below these values. The minimum size of **the alternative logo** for internet usage is 32.5 x 30 px *(a). In addition, the alternative logo can be used as a thumbnail or favicon for a website when sized 16 x 15 px *(b). The minimum size of the alternative logo is 5.5 x 5 mm for printing purposes. Below these values, the logo becomes unreadable.

07 usage on the backgrounds

It is recommended to use a solid-colour background in the size of the protective field for placing the logo on backgrounds different from the ones used by the brand itself.
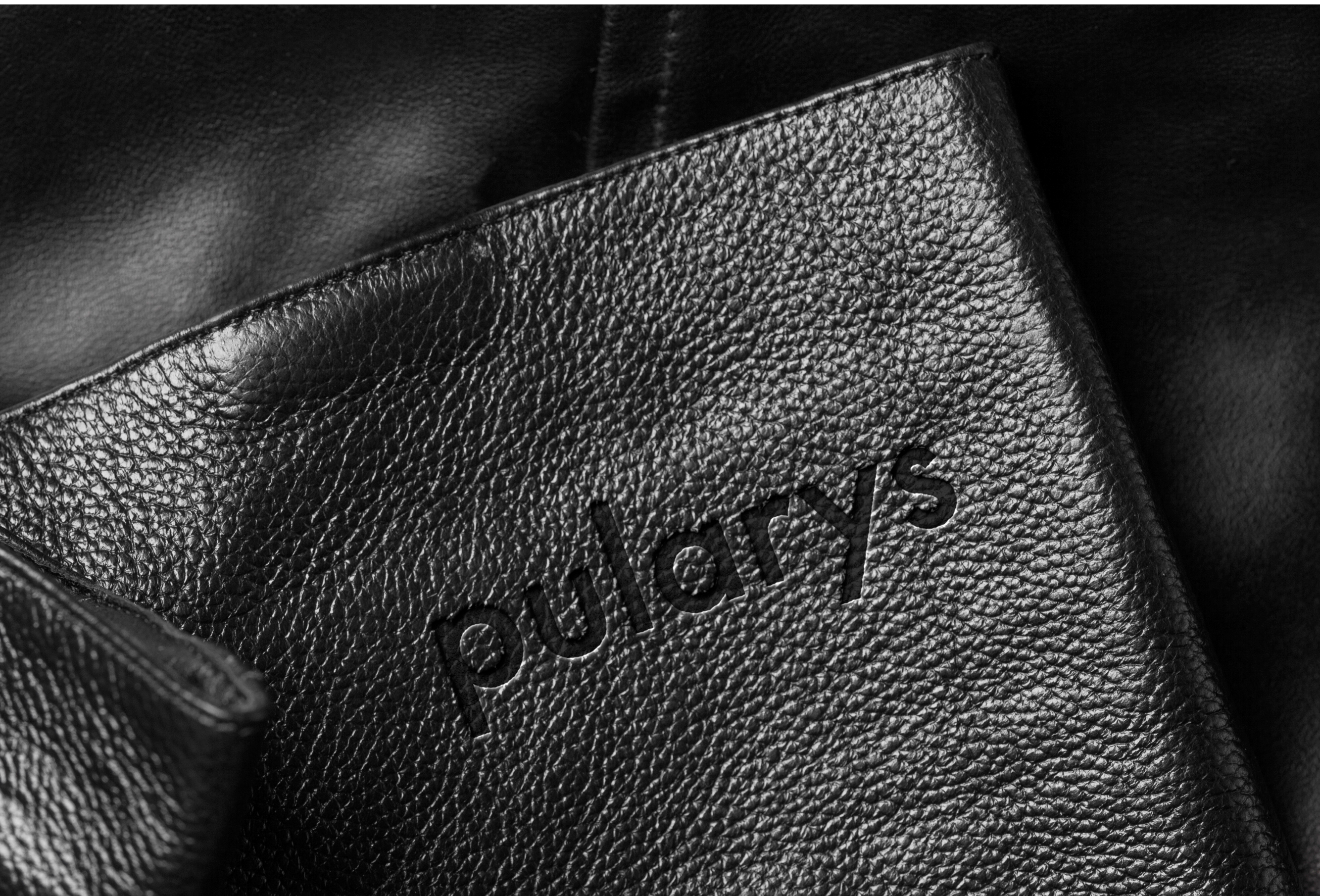
If the backgrounds are subtle in perception and do not disturb the legibility of the logo, it is acceptable to use the logo without a solid-colour background field.

It is recommended to use the white version of the logo on dark backgrounds and the black version on light ones.

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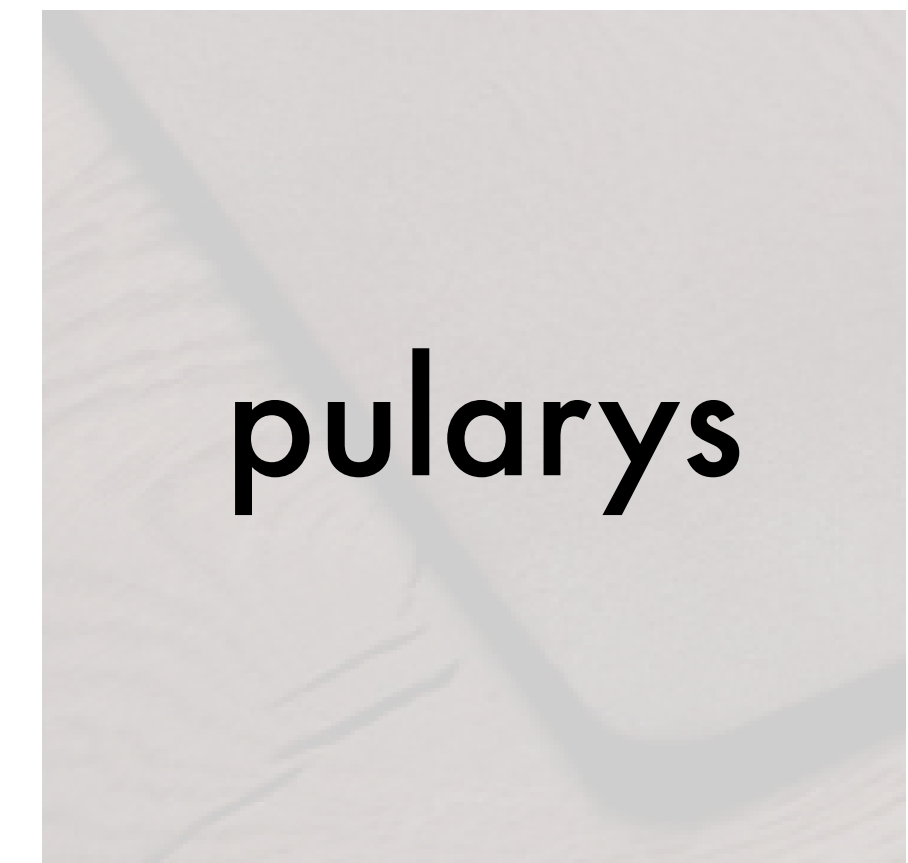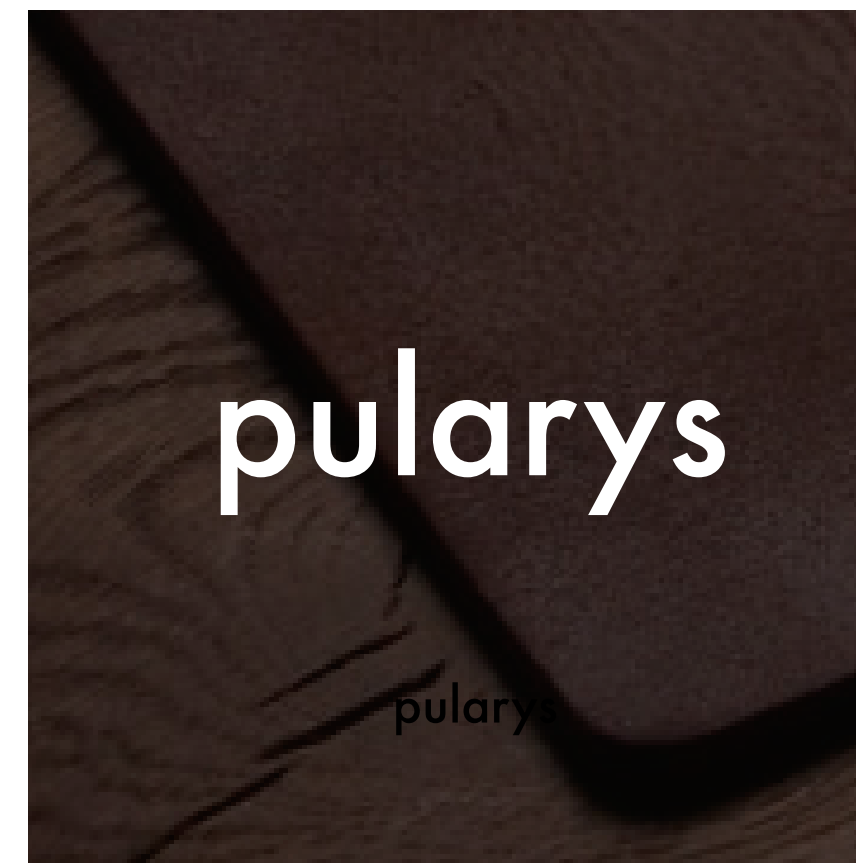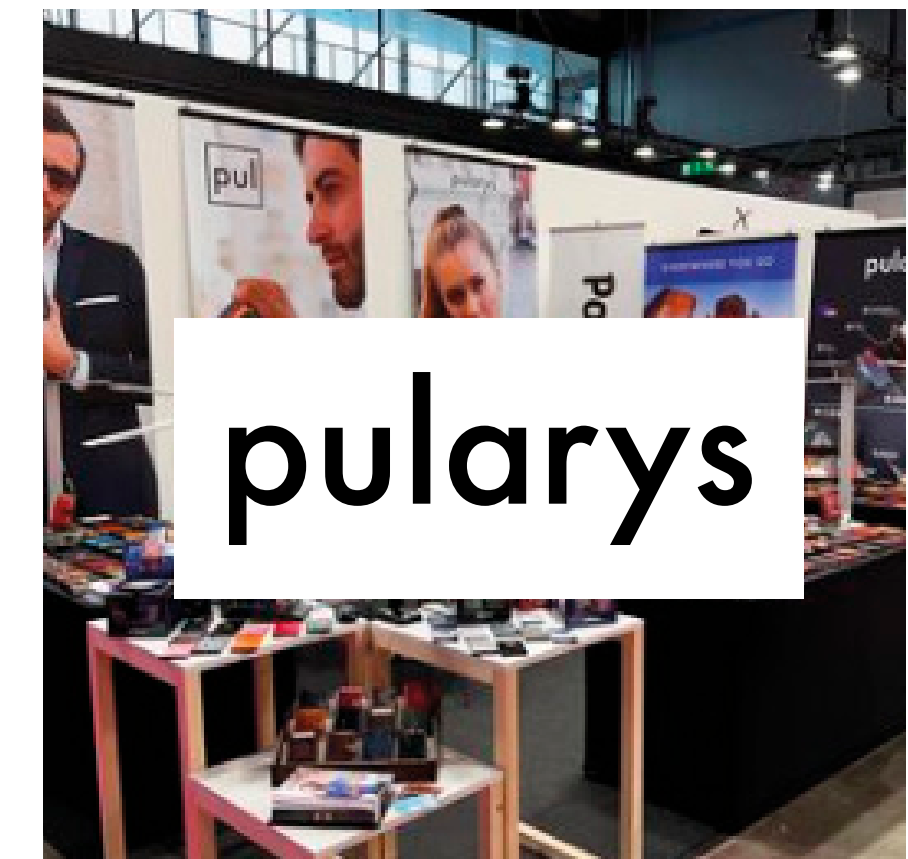
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08 examples of usage

09 **prohibited** alternations

change of the typeface

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change of the proportions

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placing in a protective field
smaller than specified

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change of the colour scheme

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placing the logo on
a background that is too vivid

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placement on a background that
does not provide the proper contrast

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10 principles of brand care

1 Pay attention to the background of your logo - do not allow it to be modified in a way that does not comply with the Brand book.

2 Always use the digital version of the logo in a suitable file format.

3 Use and share the full Brand book with your collaborators.

4 Apply the rules for the use of the logo and verify the projects' compliance with them.

5 Verify that the colours used are correct.

6 Consult new projects with the people in charge of their implementation.

7 Control the advertising materials, the prints and their quantity.

8 Supervise the processes - from the design to the production phase.

9 Use contractors that provide the best quality of service.

10 Follow the procedures for the approval of the drafted materials.

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