



BRAND BOOK

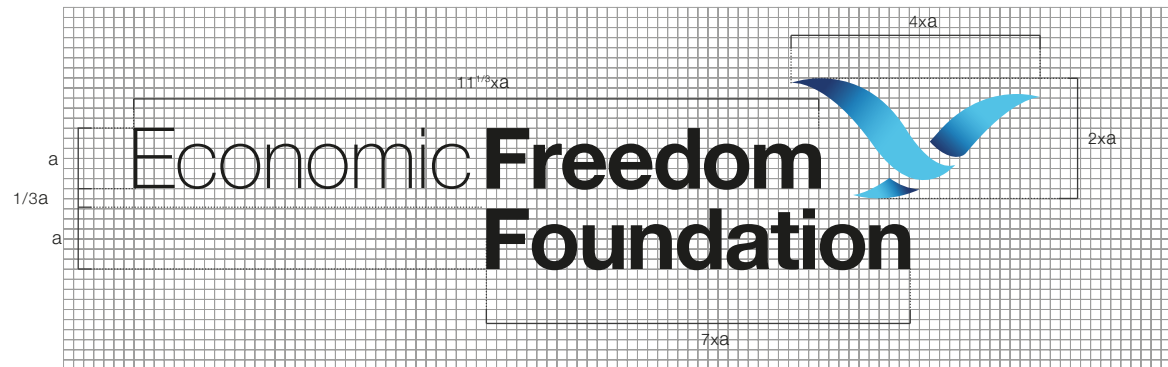
LOGO – BASIC SIGN



LOGO – OCCASIONAL



LOGO – CONSTRUCTION



LOGO – PROTECTIVE FIELD

BASIC SIGN



LOGO – PROTECTIVE FIELD

BASIC SIGN



LOGO - BASIC COLOURS



GRADIENT



BLACK



CMYK	80/0/7/0	100/88/30/0	0/0/0/100
Pantone Solid Coated	Pantone 306 C	Pantone Reflex blue C	–
Pantone Solid Uncoated	Pantone 306 U	Pantone Reflex blue U	–
RGB	0/176/224	38/57/114	0/0/0

LOGO - ACHROMATIC COLOURS

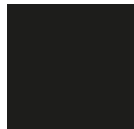
Economic **Freedom**
Foundation

A stylized black bird logo, resembling a seagull or a winged figure, positioned to the right of the word 'Freedom'.

Economic **Freedom**
Foundation

A stylized white bird logo, resembling a seagull or a winged figure, positioned to the right of the word 'Freedom'.

BLACK



CMYK 0/0/0/100

WHITE



CMYK 0/0/0/0

LOGO - UNACCEPTABLE USE

EXAMPLES OF FORBIDDEN FORMS OF USING THE LOGO

change in sign proportions

Fundacja **Wolności**
Gospodarczej 

using not allowed colours

Fundacja **Wolności**
Gospodarczej 

legibility of the sign in a layout
other than horizontal

Fundacja **Wolności**
Gospodarczej 

change in proportion and size of individual
elements of the sign

Fundacja **Wolności**
Gospodarczej 

placing additional elements in the protective
field of the sign

Fundacja **Wolności**
Gospodarczej  

LOGO - EXAMPLES OF USE WITH THE BACKGROUND

LOGO - EXAMPLES OF USAGE WITH THE BACKGROUND - ACCEPTABLE FORMS



LOGO - EXAMPLES OF USAGE WITH THE BACKGROUND - UNACCEPTABLE FORMS



