BRAND GUIDELINES

gnk dinamo

BRAND GUIDELINES

The design drives **awareness, perception, loyalty** and is a key expression of a brand. These **guidelines outline** the basic visual assets of the **GNK Dinamo** brand identity. They offer direction regarding **handling and reproduction on various platforms.** Closely follow this document if you are creating materials related to **GNK Dinamo.** By **applying these guidelines** to your communication, campaigns and products, you will build value for the **GNK Dinamo** brand through a **synergy of products and enhanced visibility.** Guidelines make it easier for people to recognize references to **GNK Dinamo** and **prevent consumer confusion.**

THE PRIMARY LOGO

The **official Logo** is an important expression of **our brand.** It showcases our recognizable colors. This is the primary version of our logo and ideally should be in use when possible on a blue or clean white **respecting the minimum clear space.**

To resize, hold the Shift key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

Primary Logo

Secondary Logo

Wordmark

Primary Crest

Secondary Crest

Primary Logo Negative + background

Secondary Logo Negative + background

Wordmark Negative + background

Primary Crest + background

Secondary Crest Negative + background

Primary Logo Negative

Secondary Logo Negative

Wordmark Negative

Primary Crest Negative

Secondary Crest Negative

LOGOTYPE AND WORDMARK VARIATIONS

Use our **Primary Logo** when creating materials. Use **Secondary Logo** in limited circumstances where the background **colors clash** with our brand colors. **Wordmark** should be used in situations with **space limitations** (see Minimum Size). **Negative** iterations of the **GNK Dinamo** logo lockup should **only be used on darker, simple backgrounds.**

Please use **our Brand Assets** property to reproduce all graphic elements.

The logomark (crest) alone should be the first pick.

Primary Crest

Wordmark

Primary Logo

CLEAR SPACE - LET IT BREATHE

To preserve the integrity of the **GNK Dinamo** logo always maintains a **minimum clear space** around the logotype. The minimum required distance from the logo for placement of text or graphic elements is defined by **x**. The clear space **ensures the logo is not visually dominated by other elements.** We define it as a red square from the crest. Wordmark clear space is defined by the width and height of the letter o. This clear space **insulates** our logotype **from distracting visual elements,** such as other logos, copy, illustrations or photography.

Don't be afraid to utilize empty space in your materials. Having empty space wherever possible in less is more fashion is a good design practice.

Minimum sizes

40 px 40 px

50 px

gnk dinamo

100 px

gnk dinamo

100 px

gnk dinamo

40 px 40 px

50 px

gnk dinamo

100 px

gnk dinamo

115 px

gnk dinamo

40 px 40 px

14 mm for print

50 px

gnk dinamo

18 mm for print

100 px

gnk dinamo

27 mm for print

115 px

gnk dinamo

30 mm for print

Recommended sizes

80 px 80 px

150 px

gnk dinamo

220 px

gnk dinamo

250 px

gnk dinamo

80 px 80 px

150 px

gnk dinamo

220 px

gnk dinamo

250 px

gnk dinamo

80 px 80 px

150 px

gnk dinamo

220 px

gnk dinamo

250 px

gnk dinamo

MINIMUM SIZE

The logo should **not be reproduced smaller** than the **specified minimum size** as doing so compromises its readability. It should also not be made proportionally too large for its intended usage. The **negative iterations** of the logo should be used **if the Primary Logo Positive cannot be used** (colored backgrounds etc.). It is **always** necessary to adhere to the **set guidelines for clear space.**

WORDMARK TYPEFACE

Our **identity type** is a custom-made font. It is used only in writing the wordmark “gnk dinamo”.

Please use **our Brand Assets** property to reproduce all graphic and typography elements.

Dd

abcćčddefghijklmnopqrsšłuvwzž
ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWZŽ
abcćčddefghijklmnopqrsšłuvwzž
1234567890!@#$%&*()

Dinamo

PRIMARY TYPEFACE

Lexend has been chosen as the primary typeface for **GNK Dinamo** communications. The different weights in this typeface allow for flexibility and creative expression in text and display.

Stylistically, general recognition of a hierarchy needs to play a role in layout. Consider using larger, bold font for headlines, a medium weight for subheadlines and a lighter weight for body content.

Dd

abcćčddefghijklmnopqrsštuvwzž
ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWZŽ
abcćčddefghijklmnopqrsštuvwzž
1234567890!@#$%&*()

Lexend Light

Dd

abcćčddefghijklmnopqrsštuvwzž
ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWZŽ
abcćčddefghijklmnopqrsštuvwzž
1234567890!@#$%&*()

Lexend Regular

Dd

abcćčddefghijklmnopqrsštuvwzž
ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWZŽ
abcćčddefghijklmnopqrsštuvwzž
1234567890!@#$%&*()

Lexend Bold

Dd

abcćčddefghijklmnopqrsštuvwzž
ABCĆČDĐEFGHIJKLMNOPQRSŠTUVWZŽ
abcćčddefghijklmnopqrsštuvwzž
1234567890!@#$%&*()

Lexend Black

Don’t place the logo
on impure background.

Don’t disproportionately
scale the logo.

Don’t change any
element of the logo.

Don’t change the
logo colors.

Don’t use old
logos.

Don’t put the logo on colors that
aren’t in the brand color palette.

Don’t use contour
drawing of the logo.

Don’t put the logo
in perspective.

Don’t put a shadow or glow
behind the logo.

Don’t use any copy, slogans, symbols or
images overlapping the logo.

MAINTAIN SHAPE AND PROPORTIONS

To ensure **accurate** and **consistent** use, **never** alter, rotate, embellish or attempt to recreate the **GNK Dinamo** logo. It cannot tilt or deform. The logo also **cannot be created freehand** or **typeset** using one’s own set of fonts.

Please use **our Brand Assets** property to reproduce all graphic elements.

The examples on the left show the identity of GNK Dinamo in unacceptable configurations, treatments and manipulations.
This list is not exhaustive.

COLOR PALETTE

The palette for **GNK Dinamo** relies on **Dinamo Blue, Dinamo Red, White** and **Dinamo Gold** to support our elements of leadership, **dedication,** and **empowerment.**

Very little flexibility on the colors of the badge is allowed. Any variation of the colors is subject to a nonstandard **approval procedure** and typically only considered for practical reasons.

For reproduction **in print** where using PANTONE® colors is not possible the four color process **(CMYK)** version should be used.

RGB breakdowns are also shown for use on screen.

DINAMO BLUE

Pantone ® 661C
100C 75M 0Y 0K
0R 72G 153B
HTML #134c95

DINAMO RED

Pantone ® 485C
18C 100M 100Y 10K
158R 22G 34B
HTML #9e1622

DINAMO GOLD

Pantone ® 7562C
30C 39M 67Y 2K
179R 153G 99B
HTML #b39963

WHITE

Pantone ® 000C
0C 0M 0Y 0K
255R 255G 225B
HTML #ffffff

DINAMO GOLD GRADIENT

0%	25C 13M 47Y 1K
25%	42C 36M 58Y 20K
56%	33C 29M 54Y 11K
100%	18C 18M 47Y 2K

THREE STARS CREST

Since the championship in 2017., the **GNK Dinamo** jersey is decorated with **stars above crest** - the design that suggests **rich history** and **power.**

This crest is **used only on** all technical apparel, jerseys, on all official UEFA branding and UEFA related communication. It is also used on very special ocasions.

To use tree stars crest you must contact the club for approval.

Please use **our Brand Assets** property to reproduce all graphic elements.

NEMA PREDAJE

Primary Slogan

NEMA PREDAJE

Primary Slogan Negative + background

NEMA PREDAJE

Primary Slogan Negative

NEMA PREDAJE

Secondary Slogan

NEMA PREDAJE

Secondary Slogan Negative + background

NEMA PREDAJE

Secondary Slogan Negative

SLOGAN

„Nema predaje“ is our official slogan that translates to **„No surrender“.**
It symbolizes team power, strength and dedication to the game.

This **brand asset** is used only as a badge when creating designs with GNK Dinamo crest.

Please use **our Brand Assets** property to reproduce all graphic elements.

ALIGNING WITH BRAND

Having a **unified brand** creates a consistent identity for **GNK Dinamo** at both the local and global levels. If you have questions on the contents of the **brand guidelines** or branding questions in general, contact us at marketing@gnkdinamo.hr.
You can also contact Alen Szabo with questions related to our visual brand.

VISUAL BRAND CONTACT

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