



Primary landscape format of a sign



Secondary landscape format of a sign

Primarily the sign is used in the landscape format.

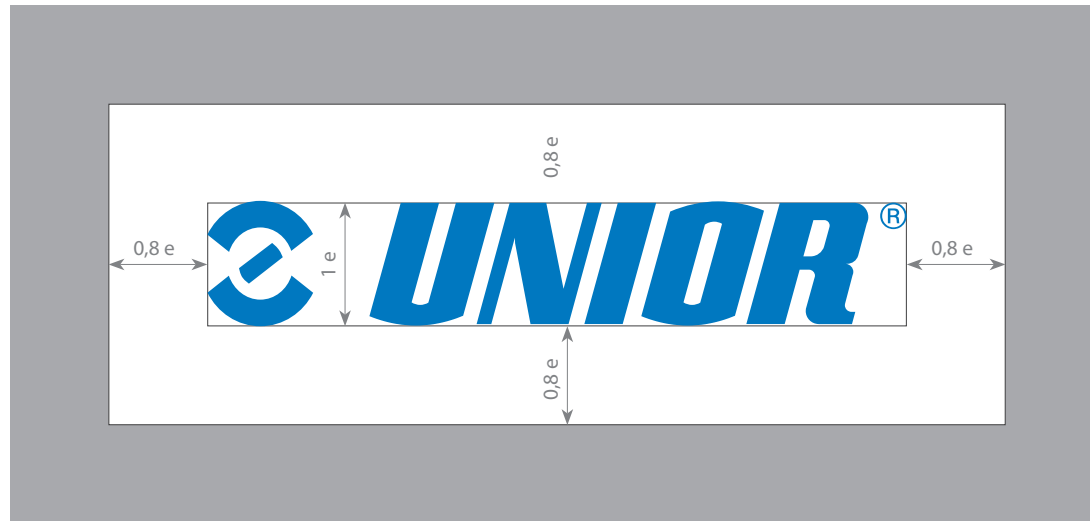


The sign in black and white is only used when the colour version cannot be used. One of the presented versions is chosen depending on the required quality of the performance.



The use of a negative sign on dark substrates or photo motifs can only be permitted when the contrast between the symbol and the substrate is 50% (exceptions are three-dimensional and relief signs, and special printing techniques).

On dark coloured substrates, the sign is used in the negative.



The minimum allowed deviation of the sign is 0.8 of the height of the letter N.

The Unior sign is never smaller than 15 mm.



The Tourism Program sign with an annotation

When positioning the Unitur sign with the Unior umbrella brand, it can be placed to the left of the Tourism Program sign. The signs are separated by a line. This version can be used for large minimizations and for highlighting.

In landscape orientation, the b is defined by the distance between the end of the Unitur logo and the end of its slogan. The a is determined by the width of the symbol of the Unior sign.

Single-colour sign

This is used when multi-colour printing is not possible or when the substrate does not allow this type of printing.



The Tourism Program sign with an annotation

When positioning the Unitur sign with the Unior umbrella brand, it can also be placed above the Tourism Program sign. The signs are separated by a line. This version can be used for large minimizations and for highlighting.

Single-colour sign

This is used when multi-colour printing is not possible or when the substrate does not allow this type of printing.



The Tourism Program sign with an annotation / lateral orientation

When the Unitur sign appears with the Unior umbrella brand, it can be placed on the left side. If the Unior sign is portrait oriented, the compositional rules shown in the sketches apply.

Orientation when the sign is on the left

The a is the same height as the letter U in Unitur. The distance between the bottom line of the slogan and the logo is marked by the letter b. The height of the Unior sign is equal to $a+2b$.

The minimum distance between the Unitur and Unior signs in portrait orientation is $3/4$ of the a.

The minimum distance between the Unitur and Unior signs in landscape orientation is $1/3$ of the a.



The text signature is used when there is no space for the UNIOR umbrella brand to appear next to the UNITUR logo, or the graphic alignment of the UNIOR sign is not appropriate.

The textual signature construction

In portrait orientation, the signature is aligned centrally. The Slovenian version extends from the beginning of the word HOTELS to the end of the word RESORTS, which are a part of the sign. The distance between the slogan and the signature is equal to the distance between the logo and the slogan (x).

In landscape orientation, the signature is left-aligned. It is in line with the HOTELS & RESORTS slogan. The first line of the Slovenian version is broken at the end of the second letter U in the logo.



PANTONE	300 C	Cool Gray 6C	431 C
CMYK	100%, 45%, 0%, 0%	0%, 0%, 0%, 40%	10%, 0%, 0%, 60%
RGB	0, 101, 189	177, 179, 180	126, 131, 135
MAC folija	MacCal 9839-22	MacCal 8988-05	MacCal 9889-02
RAL	5015	7040	7012

The basic colours of the corporate level are primary blue and secondary grey.

Blue is also incorporated into the UNIOR sign. In applications, they are usually combined with elements of art (lines) where other colours of the individual programs are contained.

Each Unior program has its own primary colour. Together with corporate blue they form a colour scale, which is used on all printed matter and application systems.

Red is primarily used for printed matter and application systems of the Tourism program, while other colours are strictly used for the corporate design of the Tourism program.

Tourism

Forge

Special machines

Hand tools

Joint service



PANTONE	186 C	138 C	116 C	291 C	384 C
CMYK	0%, 100%, 80%, 0%	0%, 56%, 100%, 0%	0%, 20%, 100%, 0%	50%, 5%, 0%, 0%	60%, 30%, 100%, 0%
RGB	198, 12, 48	223, 122, 0	241, 203, 0	156, 200, 234	131, 145, 51
MAC folija	MacCal 9859-04	MacCal 9801-04	MacCal 9809-09	MacCal 9839-07	MacCal 9849-12
RAL	3020	2000	1023	-	-

Myriad
Light

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890;?!%+()

Myriad
Regular

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890;?!%+()

Myriad
Semibold

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890;?!%+()

Myriad
Bold

ABCČDEFGHIJKLMNOPRSŠTUVZŽ
abcčdefghijklmnoprsštuvzž
1234567890;?!%+()

The level of marketing and corporate communication

For better uniformity, the Myriad font is used in all applications, especially in promotional and advertising materials. In technical texts and detailed explanations, it is supplemented by the Arial font.

The Myriad family consists of the following styles:

Light Condensed
Light Condensed Italic
Condensed
Condensed Italic
Semibold Condensed
Semibold Condensed Italic
Bold Condensed
Bold Condensed Italic
Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Arial	ABCČDEFGHIJKLMNOPRSŠTUVZŽ abcčdefghijklmnoprsštuvzž 1234567890:;!%+()
Arial	ABCČDEFGHIJKLMNOPRSŠTUVZŽ abcčdefghijklmnoprsštuvzž 1234567890:;!%+()
Arial	ABCČDEFGHIJKLMNOPRSŠTUVZŽ abcčdefghijklmnoprsštuvzž 1234567890:;!%+()
Arial	ABCČDEFGHIJKLMNOPRSŠTUVZŽ abcčdefghijklmnoprsštuvzž 1234567890:;!%+()

Level of operational communication

The Arial font is prescribed in business correspondence (letters, forms etc.) and electronic media.