



Primary landscape format of a sign



Secondary landscape format of a sign

Primarily the sign is used in the landscape format.

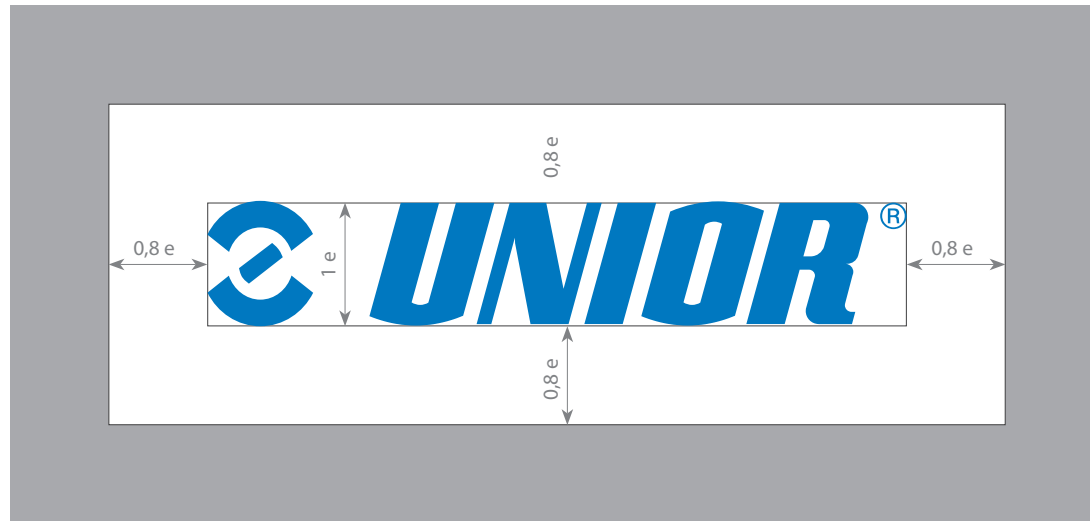


The sign in black and white is only used when the colour version cannot be used. One of the presented versions is chosen depending on the required quality of the performance.



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.



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



<b>PANTONE</b>	186 C	138 C	116 C	291 C	384 C
<b>CMYK</b>	0%, 100%, 80%, 0%	0%, 56%, 100%, 0%	0%, 20%, 100%, 0%	50%, 5%, 0%, 0%	60%, 30%, 100%, 0%
<b>RGB</b>	198, 12, 48	223, 122, 0	241, 203, 0	156, 200, 234	131, 145, 51
<b>MAC folija</b>	MacCal 9859-04	MacCal 9801-04	MacCal 9809-09	MacCal 9839-07	MacCal 9849-12
<b>RAL</b>	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	<b>ABCČDEFGHIJKLMNOPRSŠTUVZŽ</b> <b>abcčdefghijklmnoprsštuvzž</b> <b>1234567890:;!%+()</b>
Arial	<b>ABCČDEFGHIJKLMNOPRSŠTUVZŽ</b> <b>abcčdefghijklmnoprsštuvzž</b> <b>1234567890:;!%+()</b>

**Level of operational communication**

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