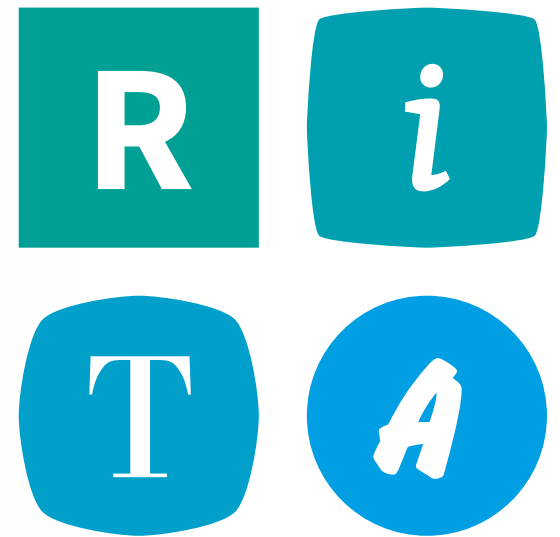


BRAND BOOK

RITA – “Region in Transition”



Region in Transition

CONTENTS

INTRODUCTION	2
BASIC BRAND – HORIZONTAL VERSION	3
BASIC BRAND – VERTICAL VERSION	4
BASIC BRAND – POLISH VERSION	5
BRAND PROPORTIONS – HORIZONTAL VERSION	6
BRAND PROPORTIONS – VERTICAL VERSION	7
CLEAR SPACE – HORIZONTAL VERSION	8
CLEAR SPACE – VERTICAL VERSION	9
SIMPLIFIED VERSION OF THE BRAND – PROPORTIONS AND CLEAR SPACE	10
COLOR PALETTE	11
TYPOGRAPHY	12
MINIMUM BRAND SIZE – BASIC VERSION	13
MINIMUM BRAND SIZE – SIMPLIFIED VERSION	14
COLOR VARIANTS	15
EXAMPLES	16
EXAMPLES OF PROMOTIONAL MATERIALS	18

INTRODUCTION

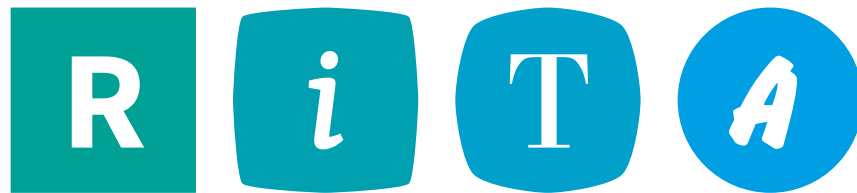
Launched in 2000, the RITA Program is an international initiative of the Polish-American Freedom Foundation implemented by the Education for Democracy Foundation. The aim of RITA is to support democratic and free-market transformation in Eastern Europe, the Caucasus and Central Asia, mainly by way of sharing the experience that Poland has accrued in this area. One of the crucial tasks of the RITA Program is to contribute to educating new leaders, as well as social, intellectual and economic elites which would be prepared and capable of taking actions for democracy, free market economy and civil society. As part of the program, we are also promoting the concepts of international cooperation, intercultural dialogue and ethical standards in cross-border cooperation.

The implementation of the RITA “Region in Transition” Program has been entrusted to the Education for Democracy Foundation (FED). This Foundation, established in 1989 on the initiative of Polish oppositionists and pedagogues of the American Federation of Teachers, is an independent, non-profit non-governmental organization with public benefit organization status.

The acronym RITA has been formed from the following letters of the program’s full name:

REGION **I**N **T**RANSITION → RITA

BASIC BRAND – HORIZONTAL VERSION

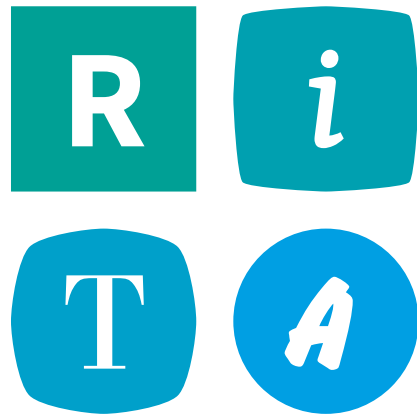


Region in Transition

The basic brand of the RITA program consists of the four letters comprising the RITA acronym placed in four fields. The shapes and colors of these fields illustrate the transition process. The variability and complexity of transition stages are underlined by the fact that a different font was used for each letter.

The brand is complete with the name of the program – “Region in Transition” – placed below the acronym.

BASIC BRAND – VERTICAL VERSION



Region in Transition

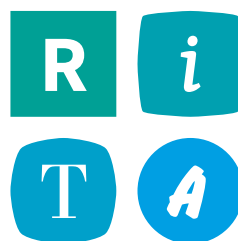
The vertical version of the brand is created by dividing the RITA acronym. The left-to-right and top-down reading model has been retained.

The horizontal and vertical versions are equivalent and can be used interchangeably – according to preferences and graphic design requirements.

BASIC BRAND – POLISH VERSION



Przemiany w regionie

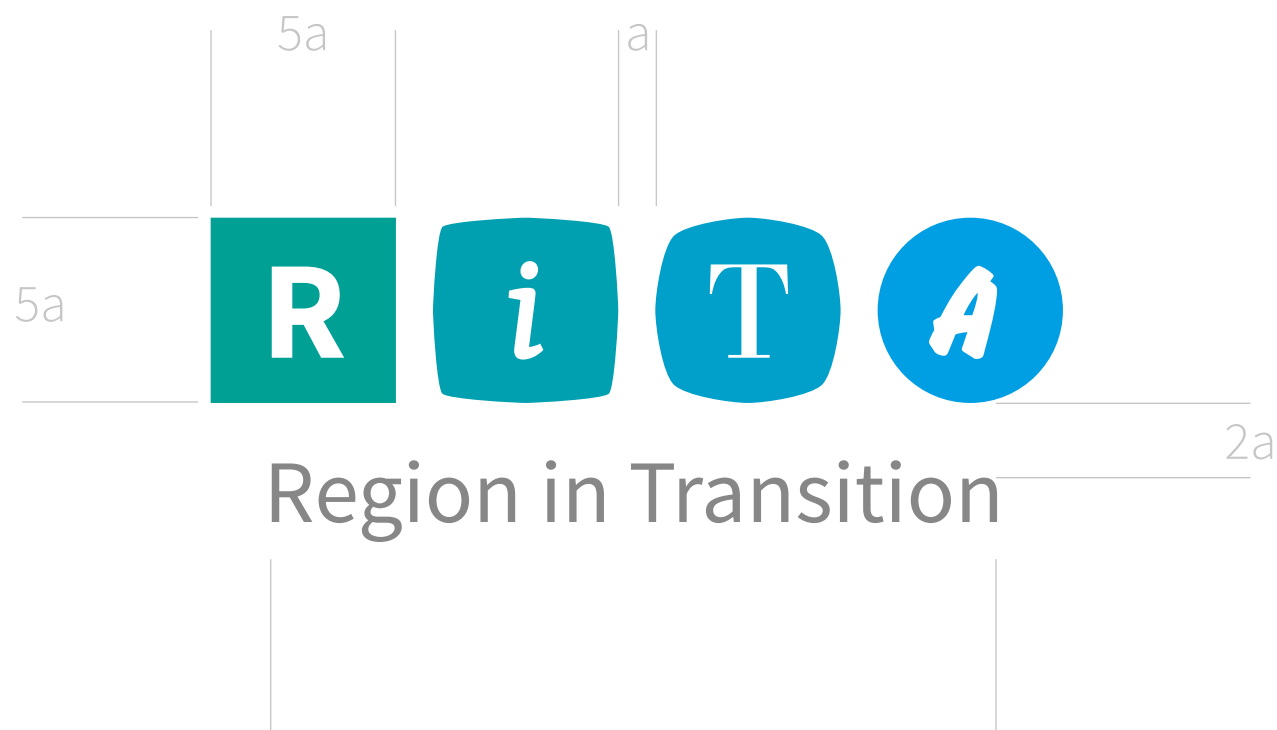


Przemiany w regionie

Should the brand be used in publications prepared in Polish language, it is recommended to use the Polish version of the brand.

The structure, proportions, base field and clear space of the international and Polish version of the brand are identical.

BRAND PROPORTIONS – HORIZONTAL VERSION



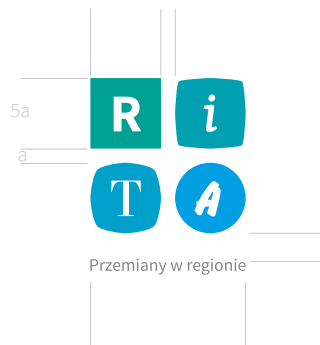
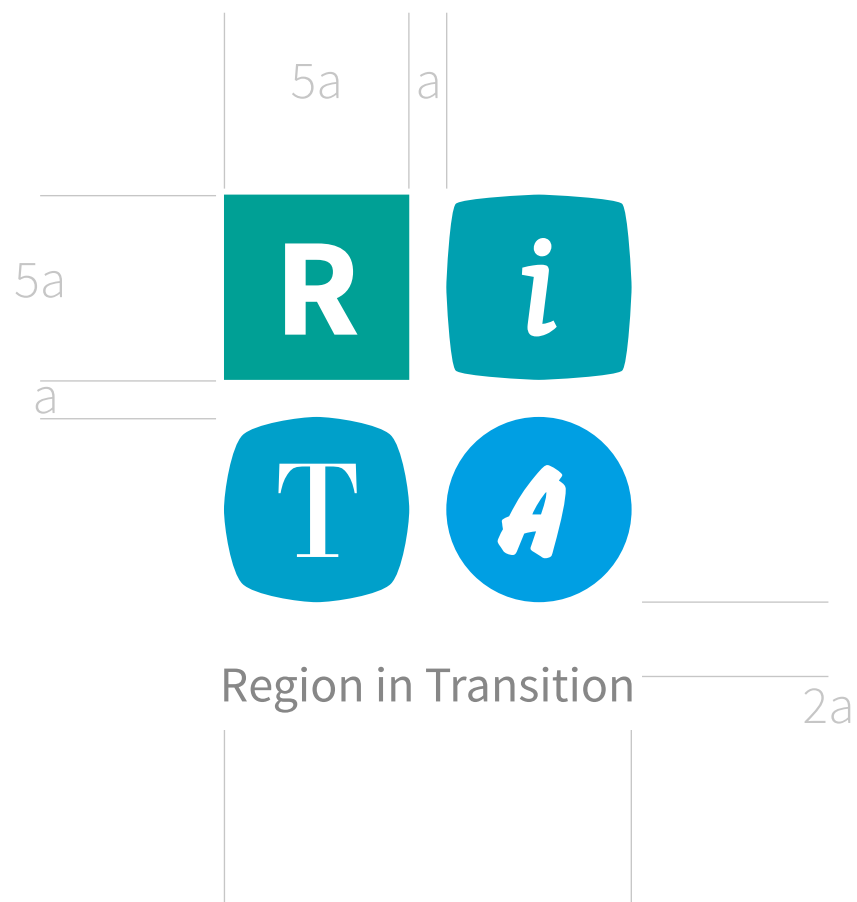
The horizontal version of the brand is composed of a graphic symbol and the text “Region in Transition”. The graphic symbol consists of four shapes with letters of the RITA acronym.

The external shapes are constituted by a square and a circle, while the internal shapes depict the transitional stages of shifting from square to circle (from one external shape to the other).

The basic value taken into account when determining brand proportions is the distance between the shapes forming the graphic symbol – a . The height and width of each shape corresponds to five times the space between the shapes ($5a$). The distance from the bottom outline of the shapes to the upper outline of the lowercase letters of the text “Region in Transition” amounts to $2a$. The width of the text “Region in Transition” equals the distance from the outer outline of the first RITA acronym letter to the outer outline of the last acronym character.

It is prohibited to introduce any changes to the proportions of any version of the brand.

BRAND PROPORTIONS – VERTICAL VERSION



The proportions of the vertical version of the brand resemble those of the horizontal version.

The width of the text “Region in Transition” equals the width of the entire graphic symbol.

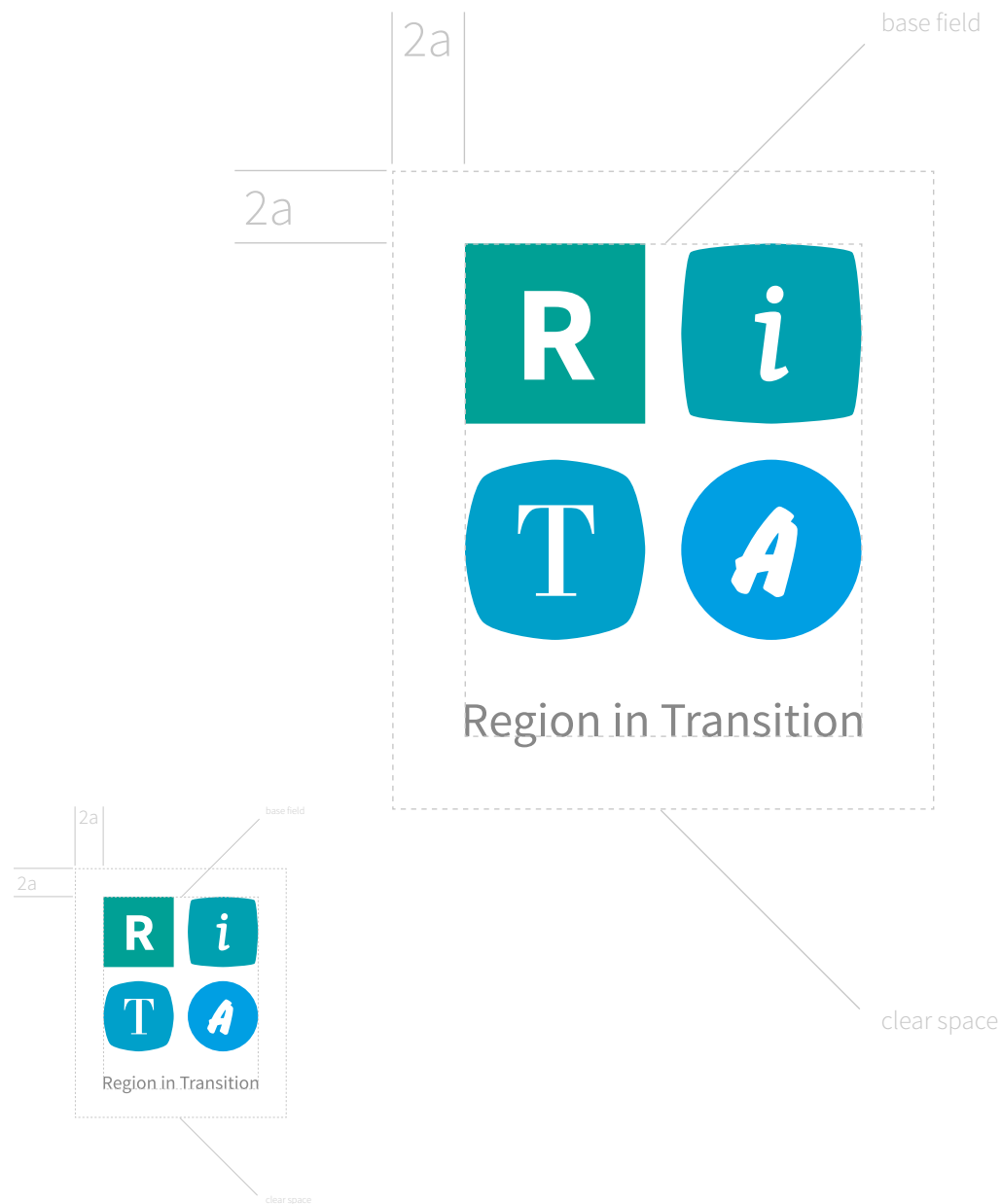
CLEAR SPACE – HORIZONTAL VERSION

The clear space of the brand, in both the vertical and horizontal brand version, equals two times the distance between the shapes of the graphic symbol ($2a$).



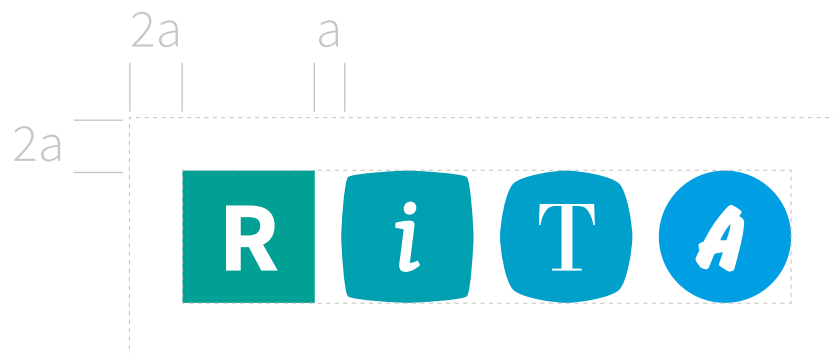
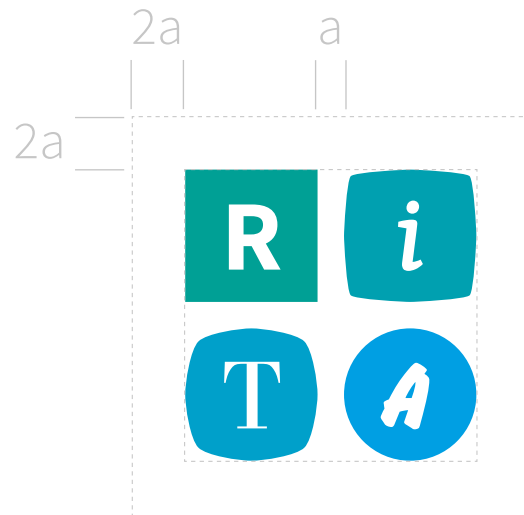
CLEAR SPACE – VERTICAL VERSION

The clear space of the brand, in both the vertical and horizontal brand version, equals two times the distance between the shapes of the graphic symbol ($2a$).



SIMPLIFIED VERSION OF THE BRAND

PROPORTIONS AND CLEAR SPACE



The simplified version of the brand is composed solely of the above-discussed graphic symbol.

The proportions and clear space of the simplified brand were determined under the same method as that used in the case of the basic brand.

The distance between the shapes forming part of the graphic symbol (a) constitutes the basis for calculating brand proportions and clear space.

COLOR PALETTE



C=80 M=0 Y=45 K=9
R=0 G=160 B=149



C=87 M=0 Y=30 K=6
R=0 G=160 B=176



C=93 M=0 Y=15 K=3
R=0 G=160 B=202



C=100 M=0 Y=0 K=0
R=0 G=160 B=227



C=0 M=0 Y=0 K=60
R=135 G=135 B=135

The colors used to create the brand, similarly as the shapes comprising the graphic symbol, are a reference to the concept of “transition”.

The colors of the external shapes are the boundary colors, while the internal shapes are of “transitional” colors which ensure a smooth shift from one external color to the other.

TYPOGRAPHY



Region in Transition

Source Sans Pro
Regular

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

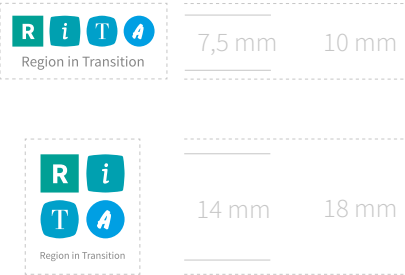
The divergent fonts used in the graphic symbol are to suggest the complexity and variability of transition-related processes.

Fonts of the three basic typesets (serif–slab and hairline, sans serif and handwriting) have been used to present the letters of the acronym.

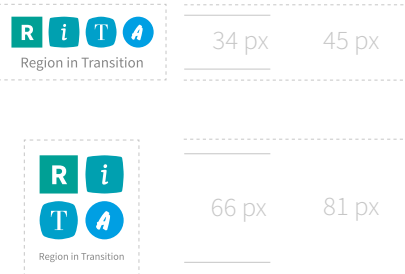
The typeface employed to create the “Region in Transition” text is a sans-serif font, so as to ensure that the name of the program is associated with simplicity and modernity.

MINIMUM BRAND SIZE

BASIC VERSION



printing



on-screen display

The specified minimum brand size prevents scaling below values ensuring brand legibility.

The parameters presented in this slide concern brand **height**.

———— minimum brand **height**

----- minimum brand **height**
plus clear space

MINIMUM BRAND SIZE

SIMPLIFIED VERSION



printing



on-screen display

——— minimum brand **height**

- - - - - minimum brand **height**
plus clear space

COLOR VARIANTS

basic coloring



negative achromatic version 2



monochromatic version



negative achromatic version 3



achromatic version



negative achromatic version 4



negative achromatic version 1



negative achromatic version 5



It is recommended to apply the above basic color palette of the brand as often as feasible.

Should it prove impossible to use the basic color version of the brand or should the use of the basic color version hinder brand legibility or reception, it is permitted to employ one of the brands presented in this slide.

The negative achromatic version can be used against any of the backgrounds listed in the COLOR PALETTE chapter or against a black background.

The basic version can be displayed against a non-white background, if the selected background does not affect the legibility of the brand. Background color saturation of 30% is an indicative value not affecting brand legibility.

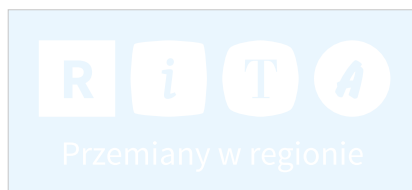
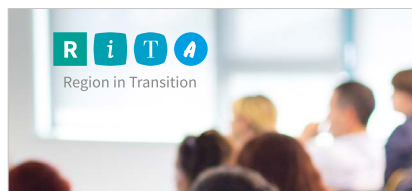
At the same time, one should avoid colors which have a negative impact on brand reception and perception, e.g. bright colors, highly-saturated colors or warm colors.

EXAMPLES

In this part, examples of correct and incorrect brand use have been presented.



In this part, examples of correct and incorrect brand use have been presented.



EXAMPLES OF PROMOTIONAL MATERIALS

Roll-up,
brochure 3x DL



