



ORLEN
paczka

BRAND IDENTITY MANUAL
ORLEN PACZKA

2021

ZNAK MARKI

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1. BRAND MARK

The primary form of the brand mark consists of the ORLEN PACZKA logotype set within a rounded-corner red square, rotated by 10°. The ORLEN PACZKA logotype consists of a vertical arrangement of the ORLEN logotype combined with the distinctive ‚PACZKA‘ wordmark, designed using the brand’s existing typeface.

This dynamic and impactful brand mark symbolises a parcel in motion. The rounded corners of the square, along with the typography of the ‚PACZKA‘ wordmark give the entire visual form a friendly appearance and evoke positive emotions.



primary form

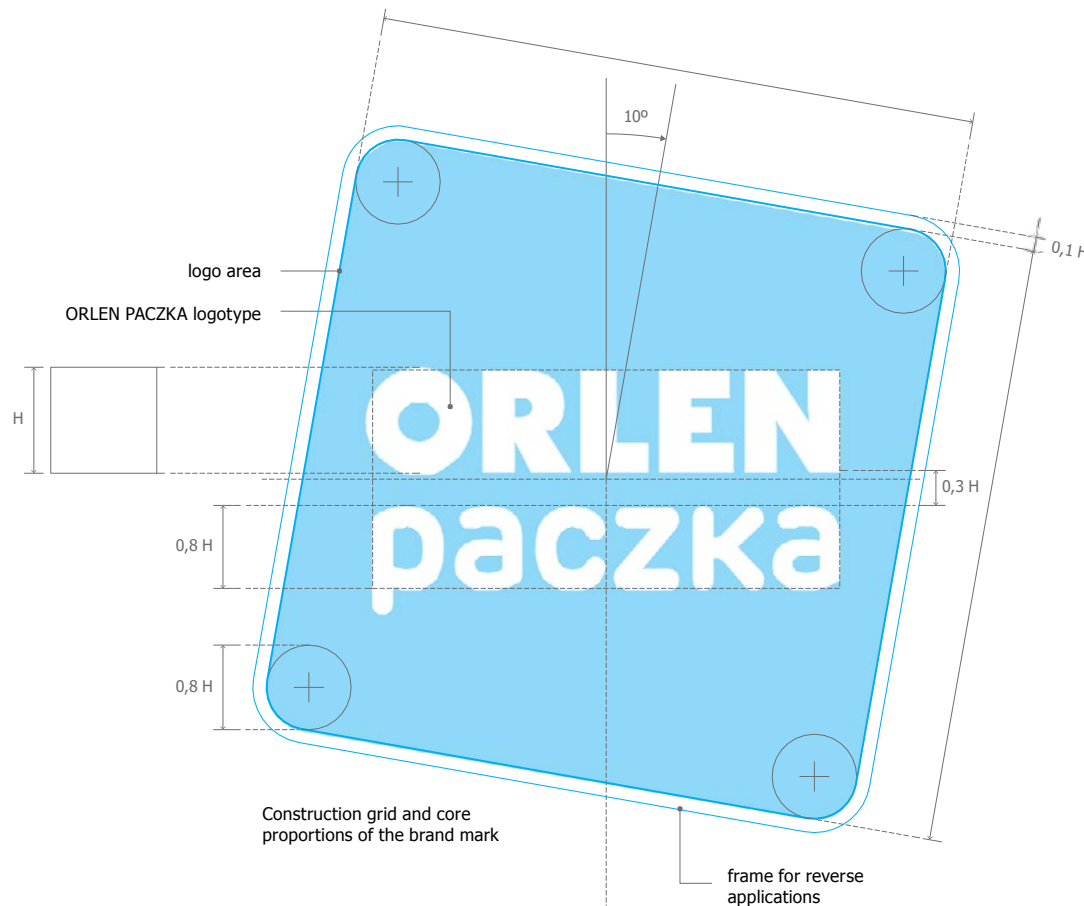
NOTE!

All proportions and dimensions shown on the page are fixed and must not be altered.

Always use the official digital logo files provided.

This page shows the composition and core proportions of the brand mark.

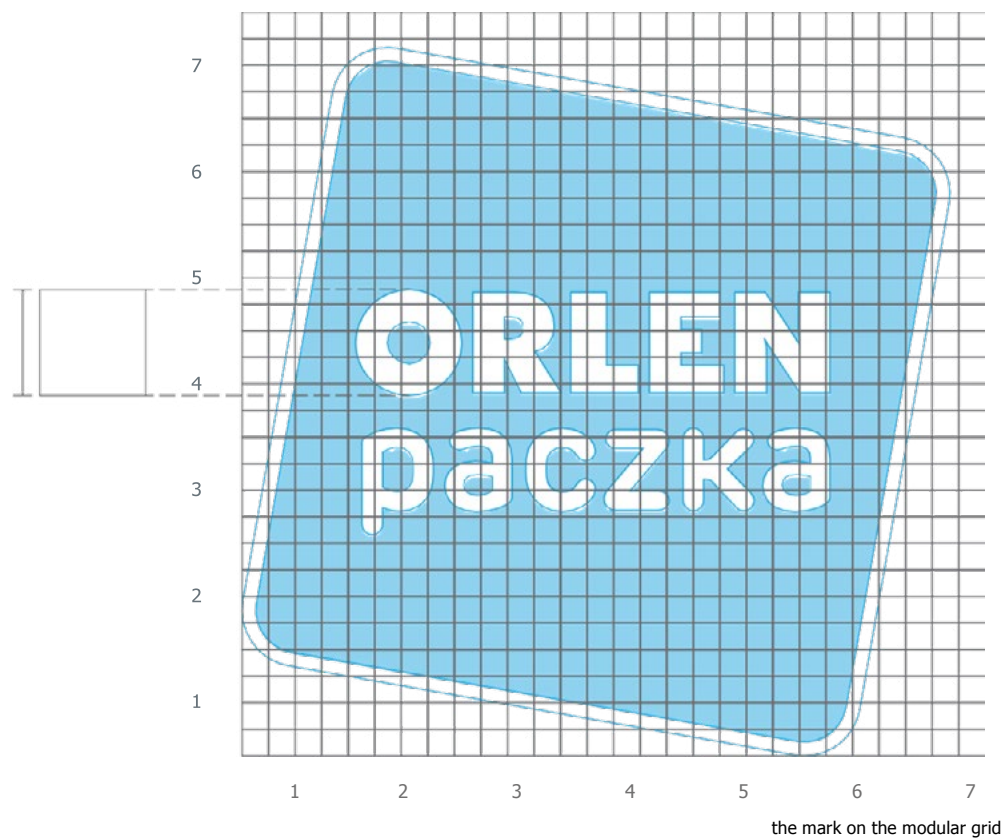
Construction module (H) is defined as a square with sides equal to the height of the „O” letter in the ORLEN logotype.



construction module – square with sides equal to the height of the „O” letter in the ORLEN logotype (H)

The modular grid defines the core proportions and dimensions used in constructing the brand mark. It is applied when reproducing the mark on large-format surfaces where digital formats cannot be used.

Construction module (H) is defined as a square with sides equal to the height of the „O” letter in the ORLEN logotype.



construction module – square with sides equal to the height of the „O” letter in the ORLEN logotype (H)

The clear space defines the minimum closed area around the brand mark in which no graphic or text element may appear.

The clear space was defined using construction module (H) - a square with sides equal to the height of the „O” letter in the ORLEN logotype.



construction module – square with sides equal to the height of the „O” letter in the ORLEN logotype (H)

NOTE!

Rectangular forms enclosing the brand mark are not an integral part of its structure — they serve only to simulate the background surface.

Achromatic versions of the brand mark are used in areas of communication where full-colour reproduction is not technically feasible (for example, embossing, engraving, single-color printing, etc.).

positive



reversed



achromatic variant (black) PANTONE Process Black C (100%)

NOTE!

Rectangular forms enclosing the brand mark are not an integral part of its structure — they serve only to simulate the background surface.

Monochromatic versions of the brand mark are used in areas of communication where full-colour reproduction is not technically feasible (for example, embossing, engraving, single-colour printing, etc.).

The red monochromatic version also serves as the full-colour version.



red monochromatic variant PANTONE 485 C



grey monochromatic variant PANTONE 431 C



NOTE!

Rectangular forms enclosing the brand mark are not an integral part of its structure – they serve only to simulate the background surface.

The silver colour only simulates the target colour.

Duochromatic versions of the brand mark are used in areas of communication and premium applications requiring elegant or prestigious appearance of given carrier or communication.



red duochromatic variant PANTONE 485 C on silver background PANTONE 877 C – positive



silver duochromatic variant PANTONE 877 C on red background PANTONE 485 C – reversed



silver duochromatic variant PANTONE 877 C on black background PANTONE Process Black C – reversed



grey background PANTONE 431 C – reversed

NOTE!

Rectangular forms enclosing the brand mark are not an integral part of its structure – they serve only to simulate the background surface.

The silver colour only simulates the target colour.

The core background for the brand mark is white or red. It is permissible to apply silver, grey or black background.



white core background PANTONE Trans. White C



red core background PANTONE 485 C



silver complementary background PANTONE 877 C



light-grey complementary background
PANTONE 429 C



grey complementary background PANTONE 431 C



black complementary background PANTONE
Process Black C

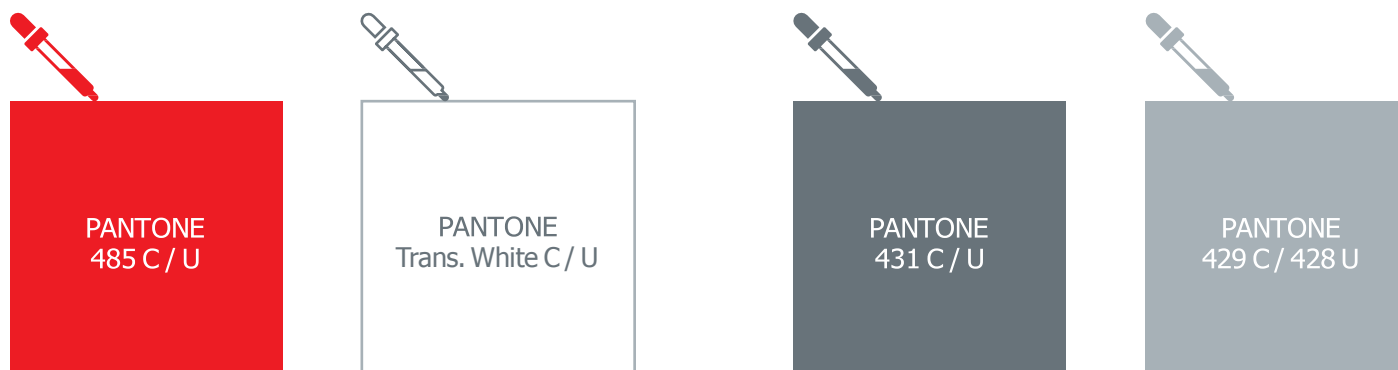
NOTE!

The colours used in this document represent a simulation of the target colours and may slightly differ from the values shown below.

The preferred printing method is PANTONE.

The brand mark's colour scheme is a crucial factor in shaping the brand's identity and brand perception. The brand's primary colours are white and red. The complementary colours are dark grey and light grey. The use of silver colour is also permitted.

This page presents the brand mark's colour parameters specified for the selected reproduction technique.



	Reproduction technique / colour	PANTONE C / U	CMYK	RAL	RGB
primary colours	red ORLEN PACZKA	485 C / U	0 : 100 : 100 : 0	3020	216 : 30 : 4
	white ORLEN PACZKA	Trans. White C / U	0:0:0:0	9016	255 : 255 : 255
secondary colours	dark grey ORLEN PACZKA	431 C / U	11 : 0 : 0 : 65	7011	103 : 109 : 111
	Light grey ORLEN PACZKA	429 C / 428 U	6 : 0 : 0 : 34 / 0 : 0 : 0 : 24 *	7040	174 : 175 : 171

colour tables for print techniques and other reproduction techniques
 * coated / uncoated paper

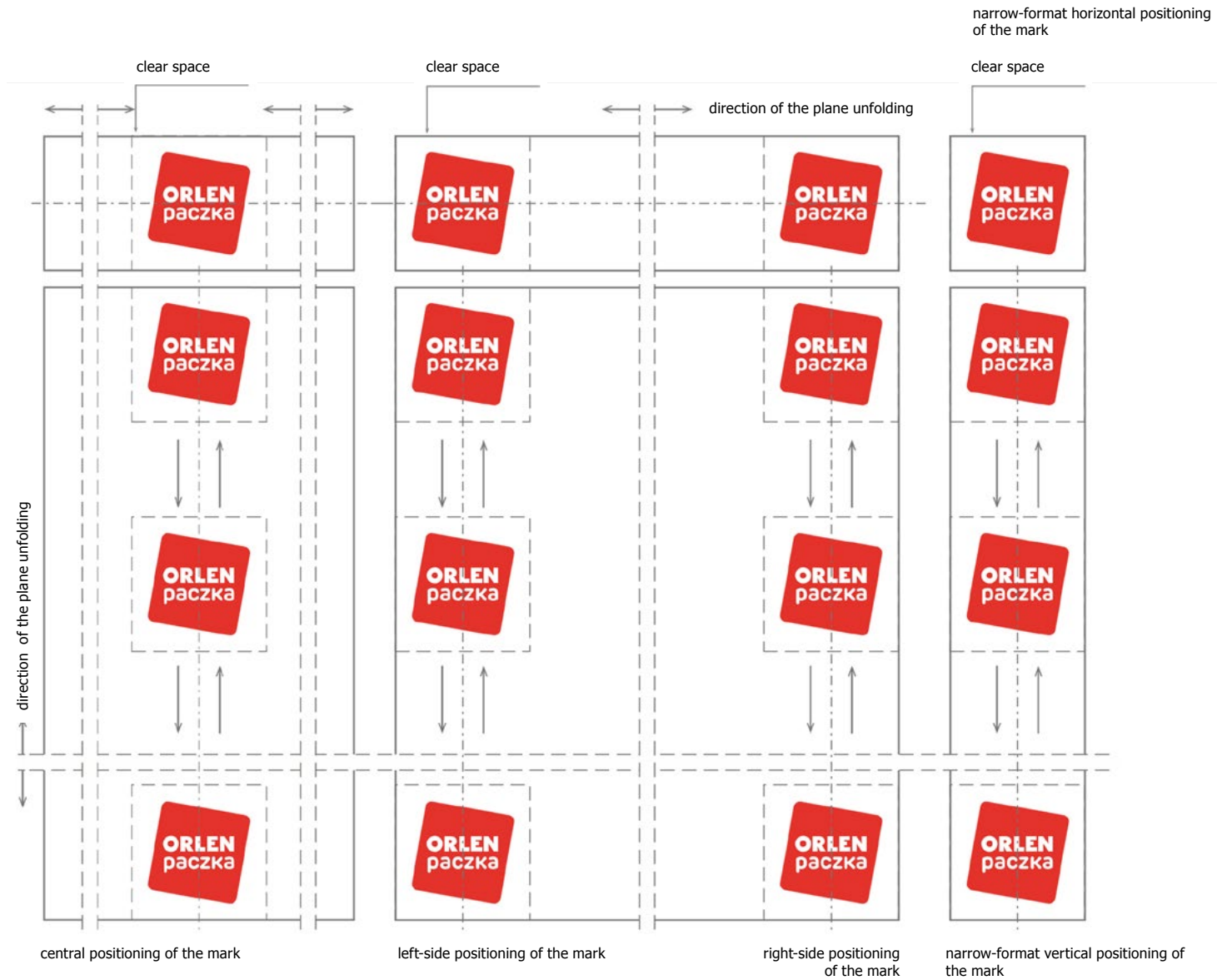
NOTE!

Dimensions are provided in millimetres (mm).

Making the brand mark smaller than the size specified on this page may result in loss of its legibility.



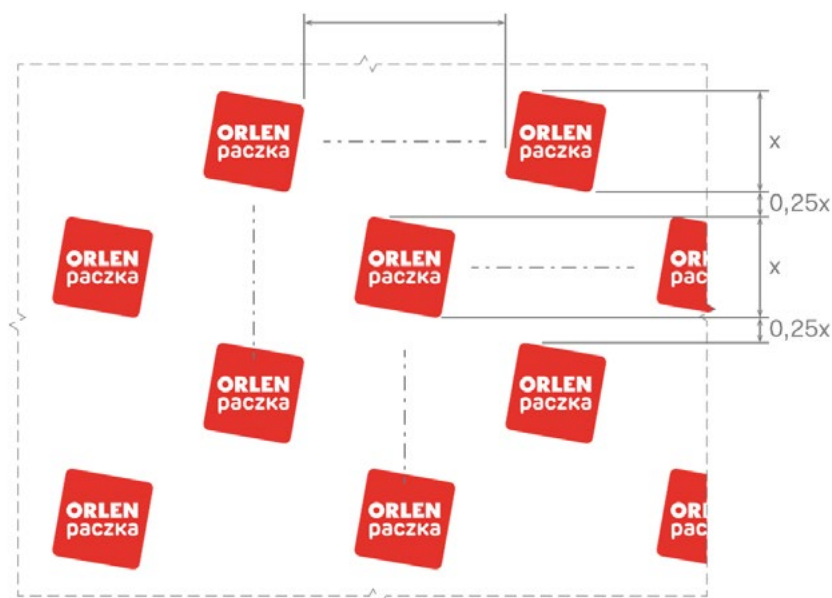
The brand mark is positioned on the right and left sides of the format; central positioning is also permitted.



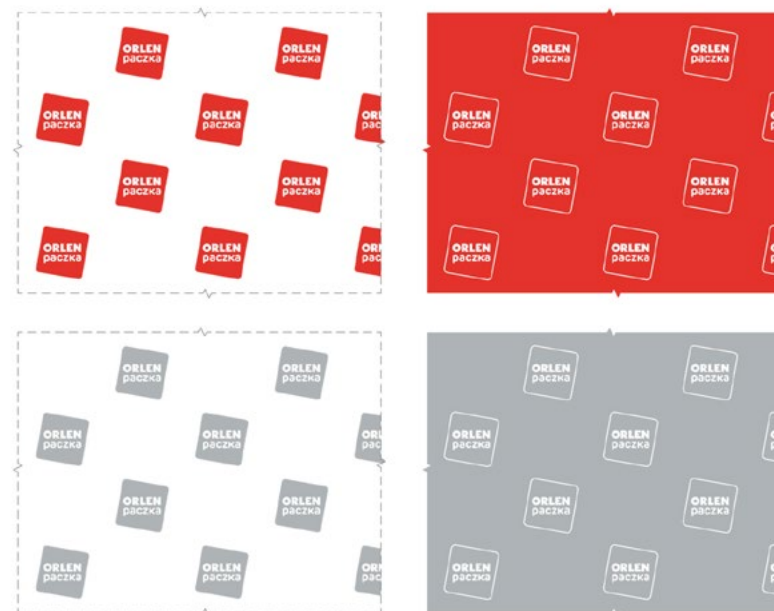
This page presents the principle of constructing the multiplicative layout. The construction module (x) used for its creation is equal to the height of the mark.

The following colour combinations are permitted:

1. primary multiplicative layout
monochromatic red (positive / reversed),
2. secondary multiplicative layout
monochromatic light-grey (positive / reversed).



construction grid of multiplicative layout



sample (primary and secondary) multiplicative layout

NOTE!

Rectangular forms enclosing the brand mark are not an integral part of its structure — they serve only to simulate the background surface.

This page presents examples of applying the brand mark on heterogenous (colour-challenging) and non-brand backgrounds.

The closed form of the mark works well on most of the presented backgrounds.



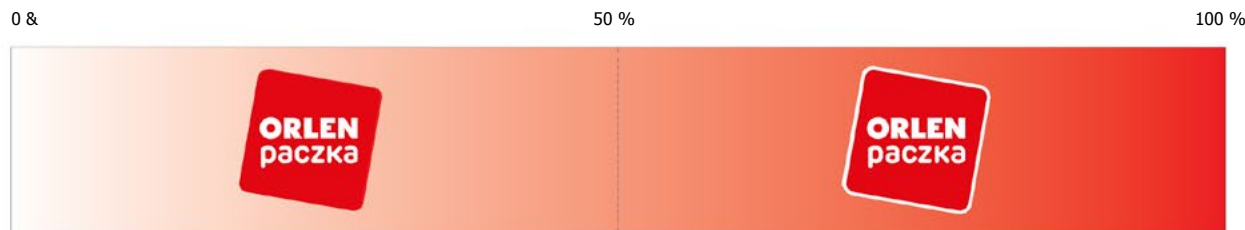
the brand mark in achromatic version on a non-brand background



the brand mark in achromatic version on a heterogenous background



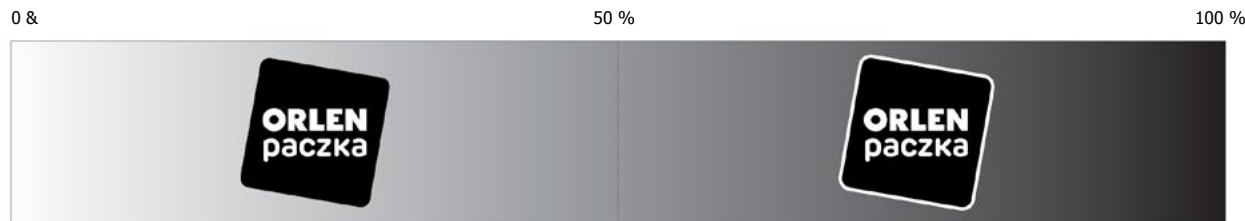
brand mark in clear space on non-brand background



heterogenous background – brand mark on the background of PANTONE 485 C



brand mark in clear space on heterogenous



heterogenous – brand mark on the background of PANTONE Process Black C



DO NOT:

This page presents typical mistakes in connection with reproducing and using the brand mark.



NOTE!

In the case of digital communication and word processors, Arial CE is an acceptable substitute.

The default typeface for ORLEN PACZKA communication is the Fakt Pro family and its variations. The application of the individual variations is described below.

ORLEN logotype

ORLEN

Name PACZKA – modified lettering
(Rubik New Bold)

paczka

Fakt Pro Black – titles, slogans

**AĄBCĆDEĘFGHIJKLŁMNŃOÓPQRSŚTUVWXY-
ZZŹ aąbcćdeęfghijklłmnńoópqrsśtuvwxyzźź**

Fakt Pro Bold – titles

**AĄBCĆDEĘFGHIJKLŁMNŃOÓPQRSŚTUVWXYZZŹ
aąbcćdeęfghijklłmnńoópqrsśtuvwxyzźź 0123456789**

Fakt Pro Medium – titles, slogans, text

**AĄBCĆDEĘFGHIJKLŁMNŃOÓPQRSŚTUVWXYZZŹ
aąbcćdeęfghijklłmnńoópqrsśtuvwxyzźź 0123456789**

Fakt Pro Normal – text

**AĄBCĆDEĘFGHIJKLŁMNŃOÓPQRSŚTUVWXYZZŹ
aąbcćdeęfghijklłmnńoópqrsśtuvwxyzźź 0123456789**

Fakt Pro Blond – text

**AĄBCĆDEĘFGHIJKLŁMNŃOÓPQRSŚTUVWXYZZŹ
aąbcćdeęfghijklłmnńoópqrsśtuvwxyzźź 0123456789**

Fakt Pro Light – text

**AĄBCĆDEĘFGHIJKLŁMNŃOÓPQRSŚTUVWXYZZŹ
aąbcćdeęfghijklłmnńoópqrsśtuvwxyzźź 0123456789**

