

OVERALL SLOVENIA BRAND DESIGN

I FEEL
SLOVENIA

The Overall **Slovenia Brand** Design manual, Version 1, comprises two main parts.

1. Visual constants, which outline the basic elements of the overall brand design.

2. Printed materials. This encompasses basic corporate printed material, such as business card, stationery and envelopes..., operational printed material, such as invoice, fax template, PR publications and promotional material.

Also included are labelling, both external and internal, and sponsorship. The manual also examines the brand's relationship with the public sphere, the state, the economy, tourism, art and culture, science and sport.

1 VISUAL CONSTANTS

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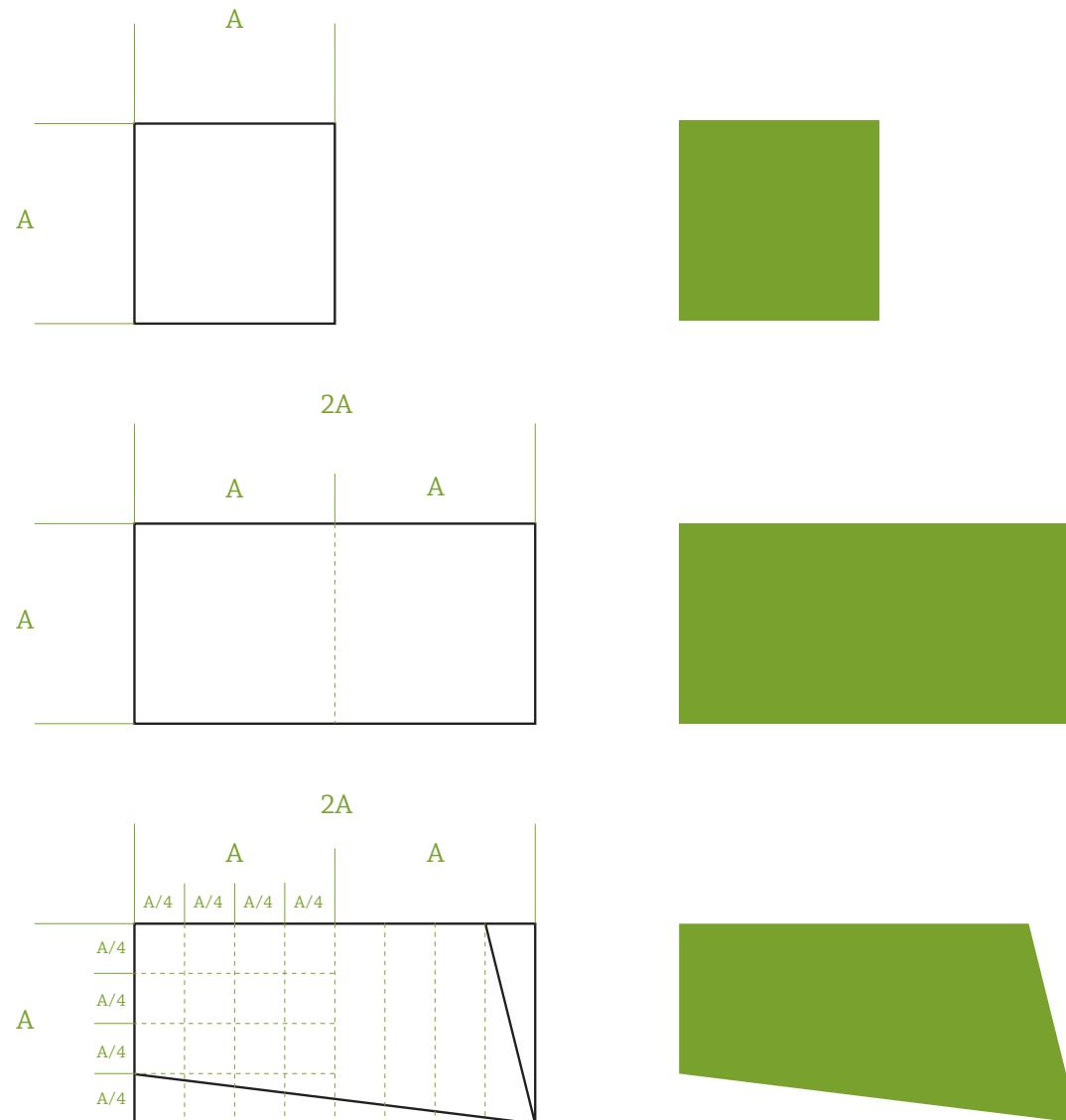


This section outlines the basic visual constants. Visual constants are the fundamental component of overall design. The visual constants given here apply to the Slovenia Brand only (e.g., logo, colours, etc.).



This subsection deals with the basics of visual constants. It outlines the basic starting points for designing the logo and positioning the logotype. A derivation of the basic brand is illustrated to allow faithful application in individual areas.

Also defined are monochrome versions and application on a dark (black) background. The logo consists of a logotype and a symbol.



The 2:1 ratio is the basic element of the overall brand design. All the elements are designed to follow this ratio as closely as possible.
Individual constituent parts of the logo derive from this proportion.



The uniform use of the Slovenia Brand logotype, with the slogan **I Feel Slovenia**, allows easier and faster recognition of the Slovenia Brand and Slovenia as a country.

The **I Feel Slovenia** logotype is the global identification symbol of Slovenia. The Slovenia Brand logotype, with the slogan **I Feel Slovenia**, may only be used in accordance with this manual. The use of this logotype on products and for service labelling is a communication device underlining a connection between a product or service with Slovenia.



Green is used for presentations of Slovenia. If possible, use the recommended "Slovenian green" (Pantone U 377).

The monochrome version of the logo derives from the colour version. Each of the colours is replaced by a grey shade matching the colour's brightness.

The figure features the monochrome version of the logo. Due to some limitations in the reproduction of typography, only black is used for the logo and position slogan.





PANTONE U 377 50 %

I FEEL
SLOVENIA

Allowed use of the
logotype on a dark,
multicoloured
background

PANTONE Process
Black U 50 %

I FEEL
SLOVENIA

Allowed use of the
logotype on a black
background (monochrome
black & white print)

A dark or black background allows multiple modes of use. The colour logo may be used on a dark background. The logotype is green in the instances shown here.

When printing in one colour only, the logotype has black letters on a white background.

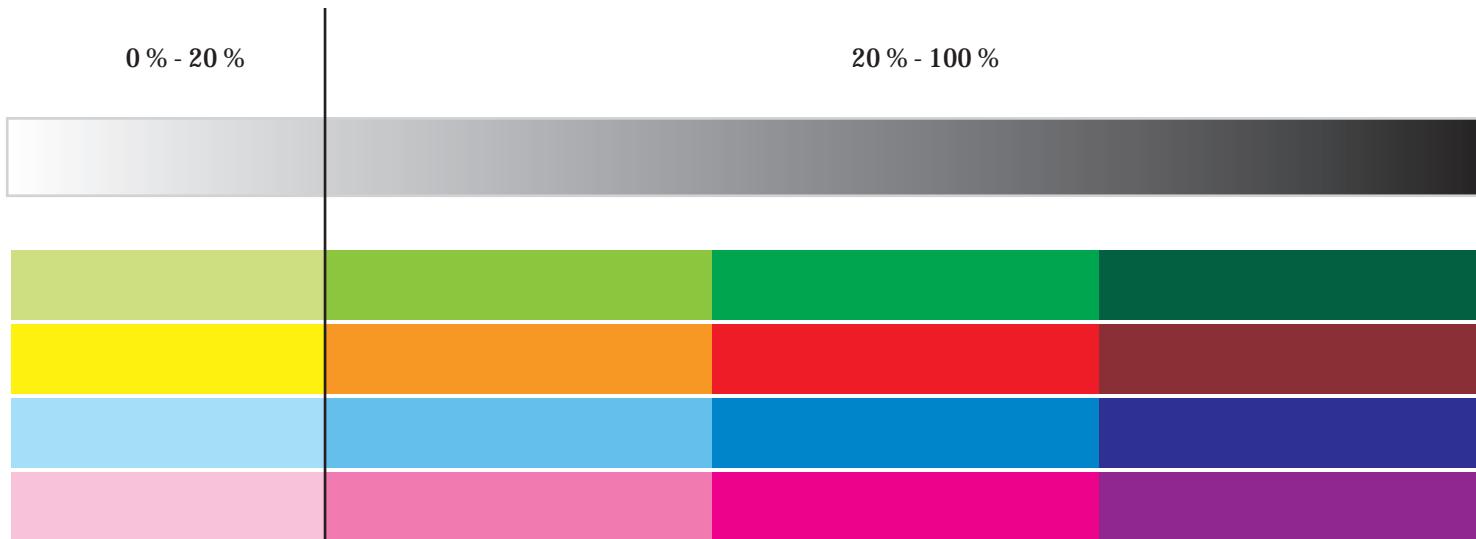
I FEEL
SLOVENIA

I FEEL
SLOVENIA

The positive version of the logo may be used on backgrounds with a brightness value of 0%–20%. In all other cases, the logo is displayed in the negative.

0 % - 20 %

20 % - 100 %



I FEEL
SLOVENIA

I FEEL
SLOVENIA

0 % - 20 %

20 % - 100 %





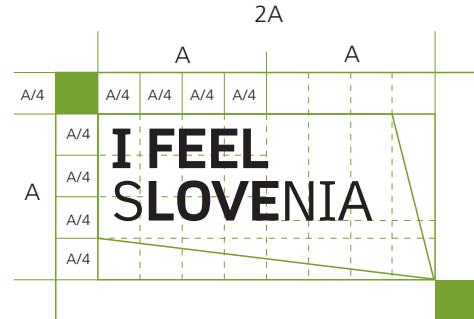
The Slovenia Brand visual constants may be applied over a wide range of themes, and in different sizes. The logo may appear on operational printed materials or as an external labelling device.

It is for this reason that the proportion between the logo and the logotype must be clearly and unambiguously defined. This subsection defines some proportions between the basic elements and the minimum permissible white space around the logo, so that the logo's visual function remains undisturbed. The final part of this subsection gives examples of misuse.

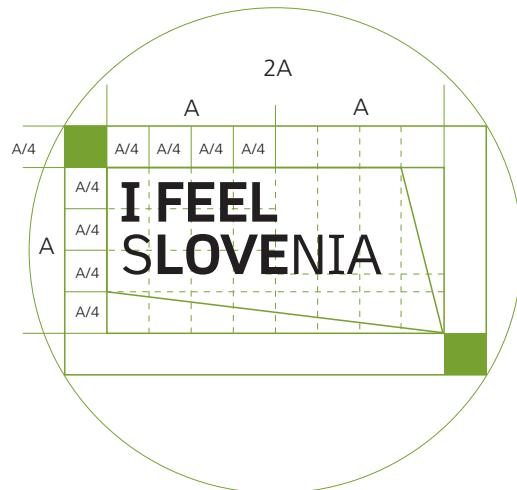


Logotype proportions are shown in the figure.





The logo must have enough white space around its edges. The required amount of white space is defined by the size of the intermediate module in the logo (A). If the logo appears inside a geometric shape other than a rectangle, the shape must enclose the logo together with the minimum required white space. The figure shows such application in a circle.



a)



b)



c)



č)



d)



e)



f)



g)



a) bold and normal font styles/typefaces may not be interchanged

b) no colour may be changed

c) logotype colours may not be changed

d) any colour change is not allowed

e) no logotype colours may be changed

f) the logo background may not be replaced

g) logotype colours may not be changed



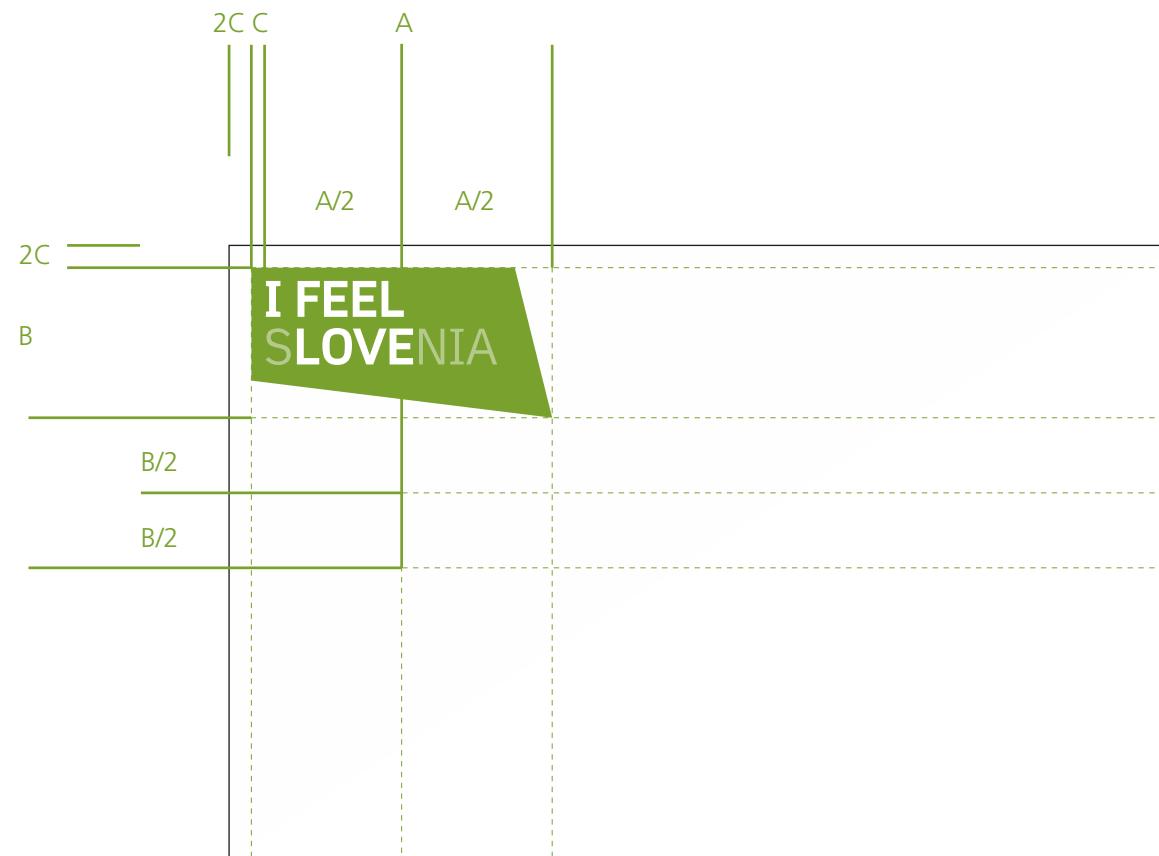
- a)
X
- b)
X
- c)
X
- d)
X
- e)
X
- f)
X
- g)
X
- h)
X
- i)
X

- a) bold and normal font styles/
typefaces may not be interchanged
- b) no elements may be added to the logo
- c) no elements may be added to the logo
- d) logo proportions may not be changed
- e) the logotype may not be changed in any way
- f) the logotype may not be changed in any way
- g) the logotype may not be changed in any way
- h) the proportion between the logotype and
the whole logo may not be changed freely
- i) the proportion between the logotype and
the whole logo may not be changed freely
- j) logotype colours may not be changed

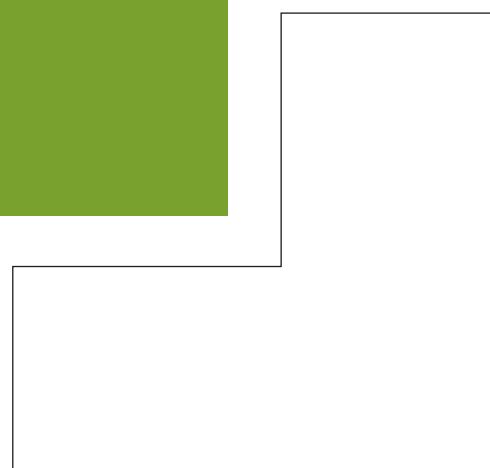
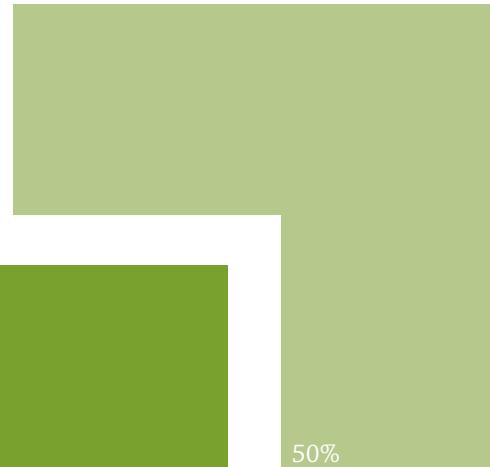
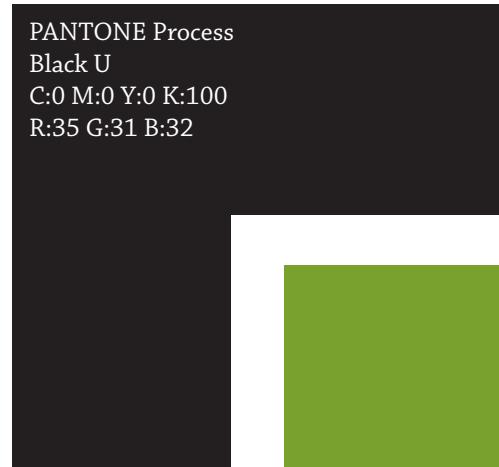


- a) the background colour and logo colour must be different
- b) the pattern colour and logo colour must be different
- c) photographs with colour tones similar to those of the logo may not be used
- d) no elements may be added to the logo
- e) the shape of the logo must remain distinct
- f) photographs may not be used in the logo
- g) no elements may be added to the logo
- h) backgrounds with brightness values similar to the colour of the logo may not be used

Position of Logo on Canvas



Colours are an essential part of the overall Slovenia Brand design. This subsection shows how colours may be used at all levels.



Green is used for presentations of Slovenia. Slovenian green, or Pantone U 377, is recommended.

The monochrome version of the logo derives from the colour logo.

Apart from green, characteristic Slovenian colours are also blue and white. They are connected to nature too. Both symbolise peace of mind and purity of form, while white stands for authenticity, which is at the heart of the Slovenia Brand. Both colours are inferior to green and can be presented alongside themes with which they are commonly associated.



The positive version of the logo may be used on backgrounds with a brightness value of 0%–20%. In all other cases, the logo is displayed in the negative.



The positive version of the logo may be used on backgrounds with a brightness value of 0%–20%. In all other cases, the logo is displayed in the negative.

I FEEL
SLOVENIA

SEA, LAKE



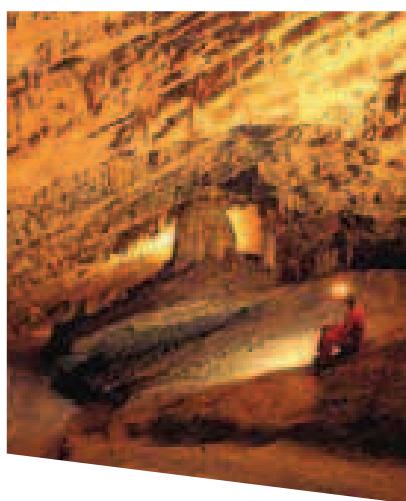
RIVER, WATERFALL



VINEYARD, FIELD



CAVE



MOUNTAIN



TOWN, CASTLE



I FEEL SLOVENIA

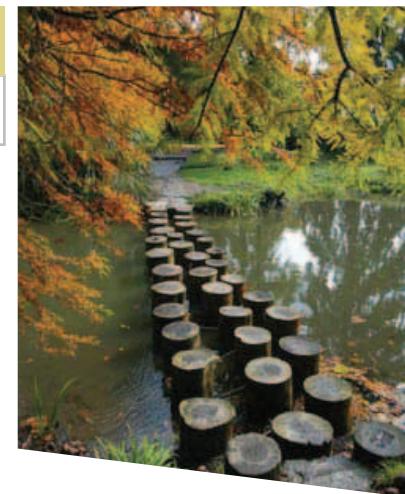
EMERALD ROUTE

From the Soča to innumerable green treasures



AMBER ROUTE

On the trail of our ancestors



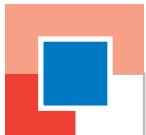
PEDDLER ROUTE

From all corners of the world to the white birches



WIND ROUTE

To the mysterious Karst and the Adriatic Sea



SUN ROUTE

Through the warm region of wine and healing waters



GOLDENHORN ROUTE

With the scenery of Alps and lakes



I FEEL
SLOVENIA

WATER SPORTS



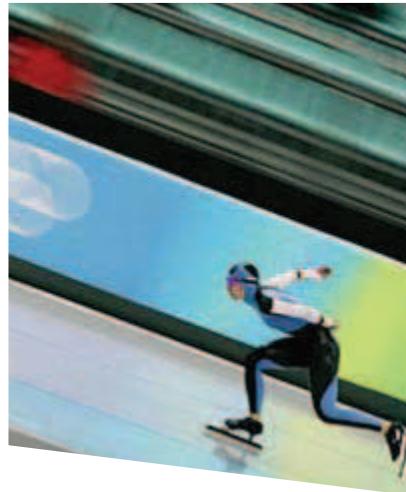
WINTER SPORTS



WIND SPORTS



SKATING SPORTS



AIR SPORTS



MOTOR VEHICLE RACING

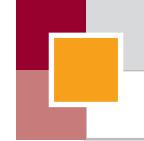


I FEEL
SLOVENIA

ENDURANCE SPORTS



ATHLETICS



COURT SPORTS



RACQUET SPORTS

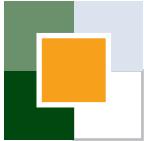


TABLE SPORTS



TARGET SPORTS

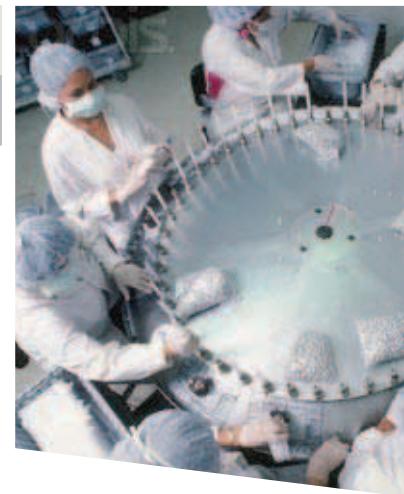
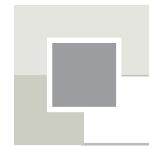


I FEEL
SLOVENIA

CULTURE



SCIENCE



I FEEL SLOVENIA

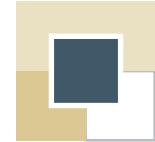
PRIMARY SECTOR

Raw Materials Exploitation
Wood, Coal, Grapes, Cereals



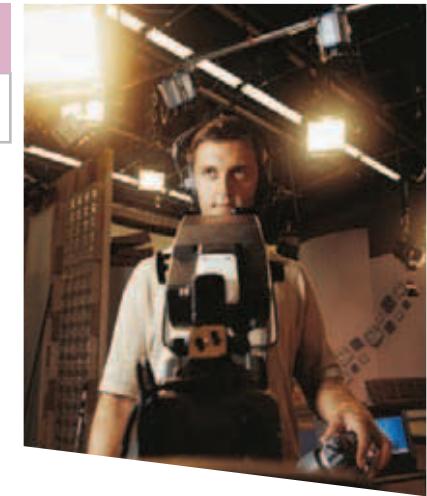
SECONDARY SECTOR

Raw Materials Processing
Car Ind., Textile Ind., Paper Ind.



TERTIARY, "SERVICE" SECTOR

Provision of Services to Businesses and Consumers
Restaurants, Media, Consulting, Real Property



The typeface used in the logotype is Copy, but it is not the primary typography. Only the Chaparral and Verdana typefaces are used for all typographic prints.

Chaparral Light

ABC DEFGHIJKLMNOPRSŠTUVZŽQWXY
abc defghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Light Italic

ABC DEFGHIJKLMNOPRSŠTUVZŽQWXY
abc defghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Regular

ABCČDEFGHIJKLMNOPRSŠTUVZŽQWXY
abcčdefghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Italic

ABCČDEFGHIJKLMNOPRSŠTUVZŽQWXY
abcčdefghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Semibold

ABC DEFGHIJKLMNOPRSŠTUVZŽQWXY
abc defghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Semibold Italic

ABC DEFGHIJKLMNOPRSŠTUVZŽQWXY
abc defghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Bold

ABCČDEFGHIJKLMNOPRSŠTUVZŽQWXY
abcčdefghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Chaparral Bold Italic

ABCČDEFGHIJKLMNOPRSŠTUVZŽQWXY
abcčdefghijklmnoprsštuvwxyz
1234567890.!?,;:-#\$%&'()=*

Primary typeface – Chaparral The Chaparral typeface family has many typefaces, which means that the user has very many options to choose from. It is compatible with the Copy typeface family, which is used for logotype printouts and is a good substitute to be used on printed materials with less available space. Its use is also recommended for texts added to the slogan.

Verdana Regular

ABCČDEFGHIJKLMNOPRSŠTUVZZQWXY
abcčdefghijklmnoprštuvzzqwxy
1234567890.!?,;:-#\$%&'()=*

Secondary typeface – Verdana
Verdana is used when the Chaparral typeface family cannot be used.

Verdana Italic

ABCČDEFGHIJKLMNOPRSŠTUVZZQWXY
abcčdefghijklmnoprštuvzzqwxy
1234567890.!?,;:-#\$%&'()=*

Verdana Bold

ABCČDEFGHIJKLMNOPRSŠTUVZZQWXY
abcčdefghijklmnoprštuvzzqwxy
1234567890.!?,;:-#\$%&'()=*

Verdana Bold Italic

ABCČDEFGHIJKLMNOPRSŠTUVZZQWXY
abcčdefghijklmnoprštuvzzqwxy
1234567890.!?,;:-#\$%&'()=*

This section outlines the design of some basic printed materials used with the corporate brand. Included are corporate and promotional printed materials.

Corporate printed materials must strictly follow the visual constants outlined in section 1, whereas the requirements for promotional printed materials are looser. Corporate printed materials have to adhere to preset colour schemes, use prescribed typefaces and follow the layout of the basic elements.

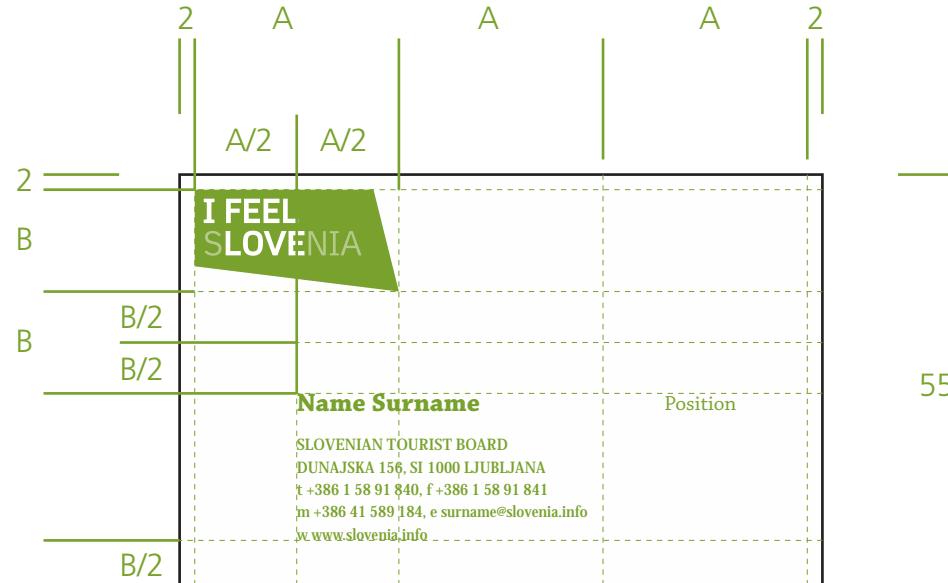




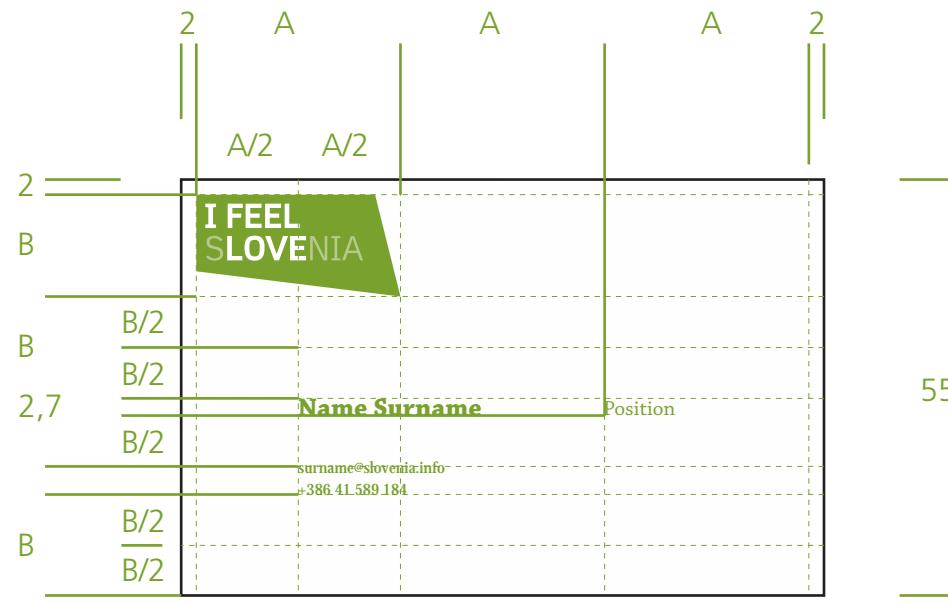
Subsequent Page w/ Grid

 Body:
 TXT, Chaparral Pro Light 10 pt

Name Surname
(Chaparral Pro Bold 10 pt)
 SLOVENIAN TOURIST BOARD
 (Chaparral Pro Semibold 6 pt ALL CAPS)
 DUNAJSKA 156, SI 1000 LJUBLJANA
 Chaparral Pro Light 6 pt ALL CAPS
 t +386 1 58 91 840, f +386 1 58 91 841
 m +386 41 589 184, e surname@slovenia.info
 w www.slovenia.inf
 Chaparral Pro Light 6 pt
 (Chaparral Pro Semibold 6 pt)
 Position
 (Chaparral Pro Regular 8 pt)

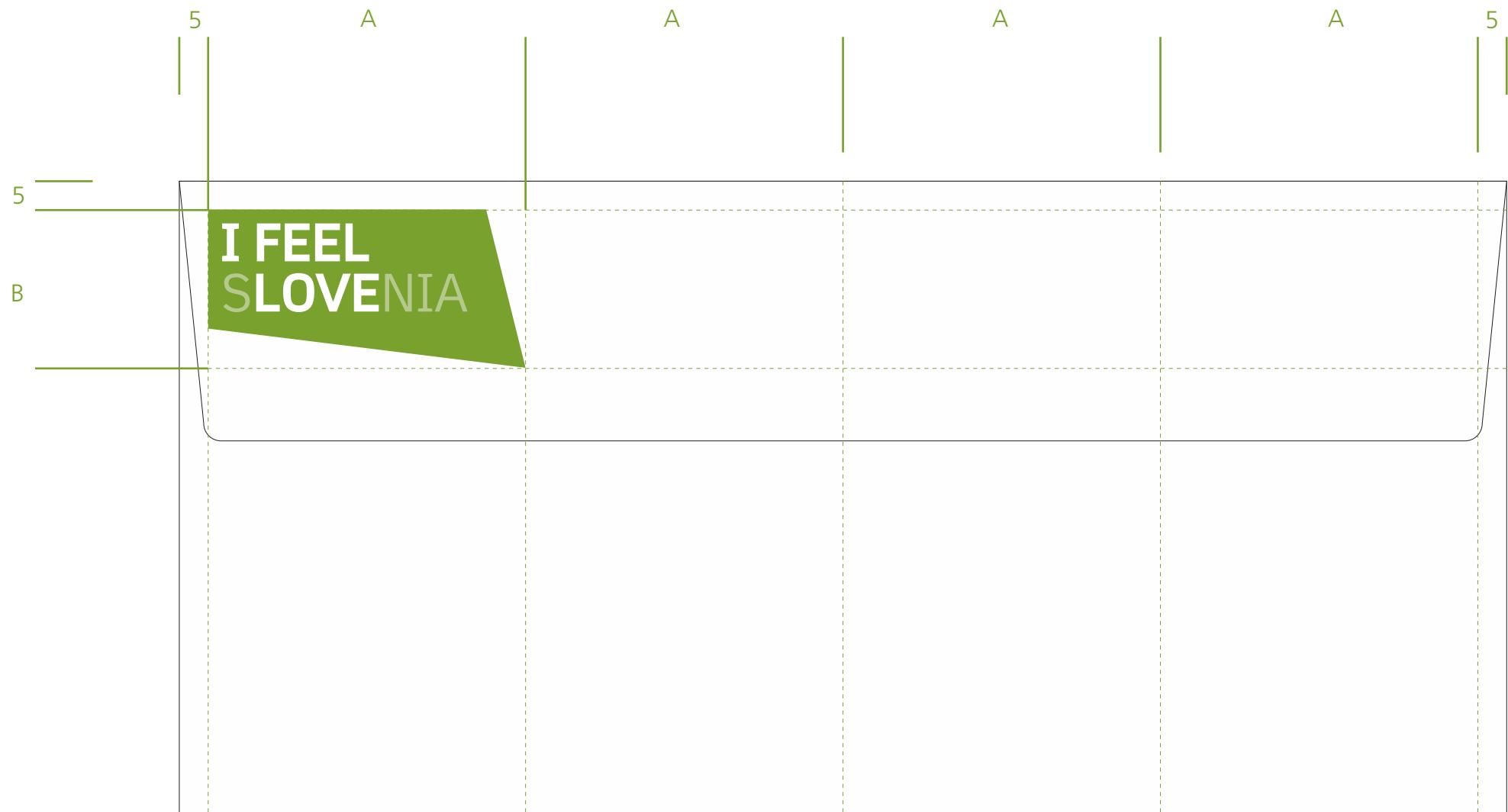


Name Surname
(Chaparral Pro Bold 10 pt)
 surname@slovenia.info
 +386 41 589 184
 Chaparral Pro Light 6 pt)
 Position
 (Chaparral Pro Regular 8 pt)

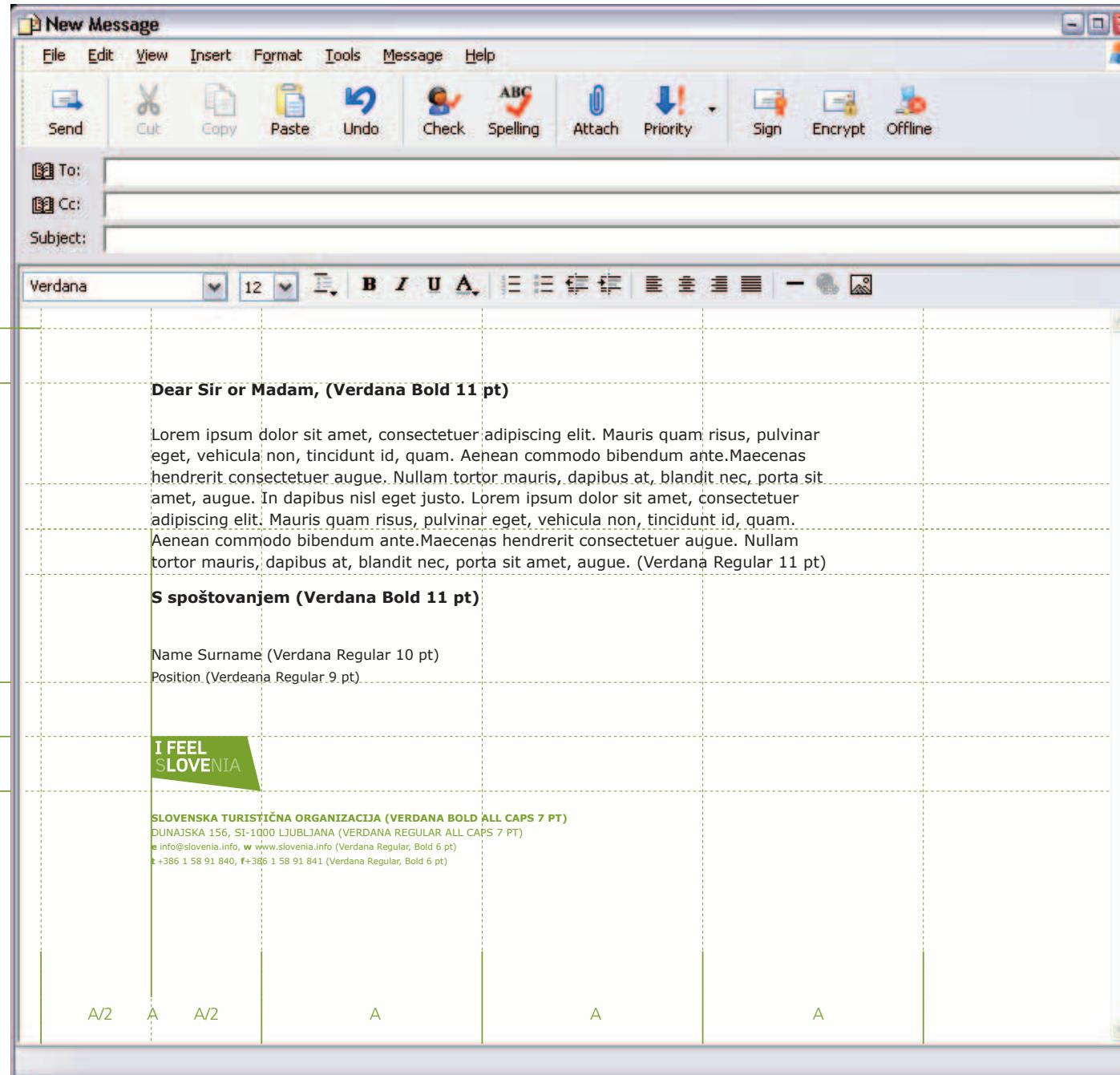




SLOVENIAN TOURIST BOARD
(Chaparral Pro Semibold 6 pt ALL CAPS)
DUNAJSKA 156, SI 1000 LJUBLJANA
Chaparral Pro Light 6 pt ALL CAPS)
w www.slovenia.info
Chaparral Pro Light 7 pt)







The Verdana typeface, bundled with OS Windows, is used exclusively for electronic correspondence.



I FEEL SLOVENIA

SLOVENIAN
TOURIST
BOARD

DUNAJSKA 156
SI 1000 LJUBLJANA
e info@slovenia.info
w www.slovenia.info
t +386 1 58 91 840
f +386 1 58 91 841

Dear Mr/Mrs/Ms Surname,

Aenean commodo bibendum ante. Aenean ullamcorper augue et dui. In vel lacus ut erat sodales posuere. Duis massa diam, rhoncus sit amet, luctus sit amet, sodales ac, eros. Nulla facilisi. Duis condimentum ipsum sit amet erat. Maecenas hendrerit consectetur augue sapien urna, laoreet a, scelerisque. Nullam tortor mauris, dapibus at, blandit nec, porta sit amet, augue. In dapibus nisl eget justo.

Morbi vitae arcu at ante venenatis elementum. Donec interdum. Duis scelerisque. Duis iaculis metus vel libero. Quisque sem felis, convallis quis, fringilla viverra, accumsan eu, nisl. Sed bibendum rutrum magna. Aliquam suscipit leo at enim. Vestibulum nisl libero, placerat eu, mollis eu, venenatis sit amet, lorem. Pellentesque sapien urna, laoreet a, scelerisque porttitor, molestie a, diam.

Nullam bibendum lacus quis tellus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Morbi dictum pulvinar nulla. Phasellus ligula wisi, pharetra eget, mattis nec, rutrum sed, mauris. Nulla in sapien. Nullam et massa nec dui interdum sagittis. Praesent accumsan nunc at elit. Proin molestie semper ante. Praesent nisl. In quis urna. Nam pellentesque wisi vel risus. Sed vitae felis.

Etiam posuere justo quis risus. Nunc sit amet nunc et tellus pulvinar tempor. Maecenas dui dui, molestie ac, sollicitudin sed, venenatis a, tortor. Mauris nec nunc id ligula pellentesque gravida. Pellentesque purus dolor, porta sed, fringilla ut, malesuada quis, augue. Nulla hendrerit nibh eget nunc. In in purus. Mauris ac quam.

S spoštovanjem,

Name Surname

SLOVENIAN TOURIST BOARD
(Chaparral Pro Semibold 7 pt ALL CAPS)

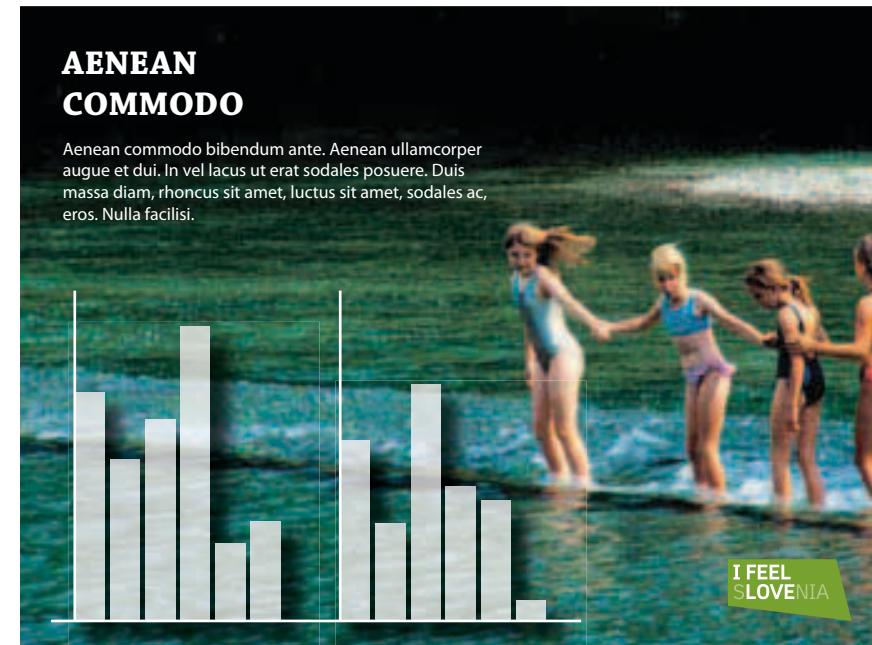
DUNAJSKA 156, SI 1000 LJUBLJANA
Chaparral Pro Light 7 pt ALL CAPS)
t +386 1 58 91 840, f +386 1 58 91 841
m +386 41 589 184, e surname@slovenia.info
w www.slovenia.info
Chaparral Pro Light 7 pt)
(Chaparral Pro Semibold 6 pt)

Position
(Chaparral Pro Regular 8 pt)

Body:
Dear, Chaparral Pro Regular 12 pt
TXT, Chaparral Pro Light 10 pt
Name Surname, Chaparral Pro Regular pt
Position, Chaparral Pro Light 10 pt



NAME SURNAME, COMPANY, ADDRESS
(Chaparral Pro Bold 8pt)







	5	A	A	A	A	5
B	A/2	A/2		A/2	A/4	A/4
B	Client NAME SURNAME COMPANY ADDRESS	Invoice No.	VAT ID No. Payment Due Date XXX EUR XX, T. XXXXXX TO LJUBLJANA, DATE	Ljubljana date DD.MM.YYY Date of Service IDD.MM.YYYY From NAME SURNAME Payment Due Date XXX Document XXXXXXXX Analytics XXXXXXXX	SLOVENIAN TOURIST BOARD DUNAJSKA 156 SI 1000 LJUBLJANA e info@slovenia.info w www.slovenia.info t +386 1 58 91 840 f +386 1 58 91 841	Fax (Chaparral Pro Semibold 9pt)
B	B/2 B/4 B/4	Dear Sir or Madam,				DD.MM.YYYY, NAME SURNAME, COMPANY, NO. (Chaparral Pro Ligh7 7pt ALL CAPS)
B/2		Aenean commodo bibendum ante. Aenean ullamcorper augue et dui. In vel lacus ut erat sodales posuere. Duis diam, rhoncus sit amet, luctus sit amet, sodales ac, eros. Nulla facilisi. Duis condimentum ipsum sit amet erat. Maecenas hendrerit consectetur augue sapien urna, laoreet a, scelerisque. Nullam tortor mauris, dapibus at, blandit nec, porta sit amet, augue. In dapibus nisl eget justo.	Morbi vitae arcu at ante venenatis elementum. Donec interdum. Duis scelerisque. Duis iaculis metus vel libero. Quisque sem felis, convallis quis, fringilla viverra, accumsan eu, nisl. Sed bibendum rutrum magna. Aliquam suscipit leo at enim. Vestibulum nisl libero, placerat eu, mollis eu, venenatis sit amet, lorem. Pellentesque sapien urna, laoreet a, scelerisque porttitor, molestie a, diam.			(Chaparral Pro Semibold 7 pt ALL CAPS)
		Nullam bibendum lacus quis tellus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Morbi dictum pulvinar nulla. Phasellus ligula wisi, pharetra eget, mattis nec, rutrum sed, mauris. Nulla in sapien. Nullam et massa nec dui interdum sagittis. Praesent accumsan nunc id elit. Proin molestie semper ante. Praesent nisl. In quis urna. Nam pellentesque wisi vel risus, Sed vitae felis. Etiam posuere justo quis risus. Nunc sit amet nunc et tellus pulvinar tempor. Maecenas dui dui, molestie ac, sollicitudin sed, venenatis a, tortor. Mauris nec nunc id ligula pellentesque gravida. Pellentesque purus dolor, porta sed, fringilla ut, malesuada quis, augue. Nulla hendrerit nibh eget nunc. In in purus. Mauris ac quam.			t +386 1 58 91 840, f +386 1 58 91 841 m +386 41 589 184, e surname@slovenia.info w www.slovenia.info Chaparral Pro Light 7 pt) (Chaparral Pro Semibold 6 pt)	
		Morbi vitae arcu at ante venenatis elementum. Donec interdum. Duis scelerisque. Duis iaculis metus vel libero. Quisque sem felis, convallis quis, fringilla viverra, accumsan eu, nisl. Sed bibendum rutrum magna. Aliquam suscipit leo at enim. Vestibulum nisl libero, placerat eu, mollis eu, venenatis sit amet, lorem. Pellentesque sapien urna, laoreet a, scelerisque porttitor, molestie a, diam.	Nunc sit amet nunc et tellus pulvinar tempor. Maecenas dui dui, molestie ac, sollicitudin sed, venenatis a, tortor. Mauris nec nunc id ligula pellentesque gravida. Pellentesque purus dolor, porta sed, fringilla ut, malesuada quis, augue. Nulla hendrerit nibh eget nunc. In in purus. Mauris ac quam.			Position (Chaparral Pro Regular 8 pt)
		Name Surname				Body: Spostovani, Chaparral Pro Regular 12 pt TXT, Chaparral Pro Light 10 pt Name Surname, Chaparral Pro Regular pt Position, Chaparral Pro Light 10 pt
		Position				
B/2						
B						
5						
	2 / A	2 / A	A A/2	A/2 A/2	2 / A	A/2 75%
	A		A		A	



	5	A	A	A	A	5
5	A/2	A/2		A/2	A/2	
B	I FEEL SLOVENIA	NAME SURNAME COMPANY ADDRESS	CITY/TOWN DD.MM.YYY	SLOVENIAN TOURIST BOARD	DUNAJSKA 156 SI 1000 LJUBLJANA info@slovenia.info w www.slovenia.info t +386 1 58 91 840 f +386 1 58 91 841	
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			> Dui, molestie ac, sollicitudin sed, venenatis a, tortor. Mauris nec nunc id ligula pellentesque gravida. Pellentesque purus dolor, porta sed, fringilla ut, malesuada quis,			
			1.2 In in purus mauris ac quam. Nullam bibendum lacus quis tellus.			
			> Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Morbi dictum pulvinar nulla. Phasellus ligula wisi, pharetra eget, mattis nec, rutrum Nulla in sapien. Nullam et massa nec dui interdum sagittis. Praesent accumsan nunc at elit. Proin molestie semper ante. Praesent nisl. In quis urna. Nam pellentesque wisi vel risus. Sed vitae felis. Etiam posuere justo quis risus. Nunc sit amet nunc et tellus pulvinar tempor. Maecenas dui dui, molestie ac, sollicitudin sed, venenatis a, tortor. Mauris nec nunc id ligula pellentesque gravida. Pellentesque purus dolor, porta sed, fringilla ut, malesuada quis, augue. Nulla hendrerit nibh eget nunc. In in purus. Mauris ac quam.			
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	B/2		Name Surname			
			Position			
B						
5						
			2 / A A/2 A/2 A / A		75%	
			A A			

In-House Report w/ Grid

 SLOVENIAN TOURIST BOARD
 (Chaparral Pro Semibold 7 pt ALL CAPS)

DUNAJSKA 156, SI 1000 LJUBLJANA

Chaparral Pro Light 7 pt ALL CAPS)

t +386 1 58 91 840, f +386 1 58 91 841

m +386 41 589 184, e surname@slovenia.info

w www.slovenia.info

Chaparral Pro Light 7 pt)

(Chaparral Pro Semibold 6 pt)

 Position
 (Chaparral Pro Regular 8 pt)

 Body:
 TXT, Chaparral Pro Semibold 10 pt
 TXT, Chaparral Pro Light 10 pt
 Name Surname, Chaparral Pro Regular 10 pt
 Position, Chaparral Pro Light 10 pt

 NAME SURNAME, COMPANY, ADDRESS, CITY/TOWN
 City/Town, DD.MM.YY
 (Chaparral Pro Semibold 7 pt ALL CAPS)

	5	A	A	A	A	A	5
	A/2	A/2					
B		I FEEL SLOVENIA					
B/2		CITY/TOWN DD.MM.YYY					
B						SLOVENIAN TOURIST BOARD	
B/2						DUNAJSKA 156 SI 1000 LJUBLJANA info@slovenia.info w www.slovenia.info t +386 1 58 91 840 f +386 1 58 91 841	
B/2		MINUTES					
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B/2		Name Surname					
		Position					
B							
5							
		2 / A A/2 A/2 A/2					75%
		A A					

SLOVENIAN TOURIST BOARD
 (Chaparral Pro Semibold 7 pt ALL CAPS)
 DUNAJSKA 156, SI 1000 LJUBLJANA
 Chaparral Pro Light 7 pt ALL CAPS)
 t +386 1 58 91 840, f +386 1 58 91 841
 m +386 41 589 184, e surname@slovenia.info
 w www.slovenia.info
 t +386 1 58 91 840
 f +386 1 58 91 841
 Position
 (Chaparral Pro Regular 8 pt)

Body:
 TXT, Chaparral Pro Semibold 10 pt
 TXT, Chaparral Pro Light 10 pt
 Name Surname, Chaparral Pro Regular pt
 Position, Chaparral Pro Light 10 pt

CITY/TOWN, DD.MM.YY
 (Chaparral Pro Semibold 7 pt ALL CAPS)