

BIRN

STANDARD DEFINITION



BIRN LOGO
/ definition net



BIRN LOGO

/ black and white application
/ definition net



BIRN LOGO

- / negative
- / positive



BIRN LOGO

/ measurements definition



BIRN LOGO
/ colors definition



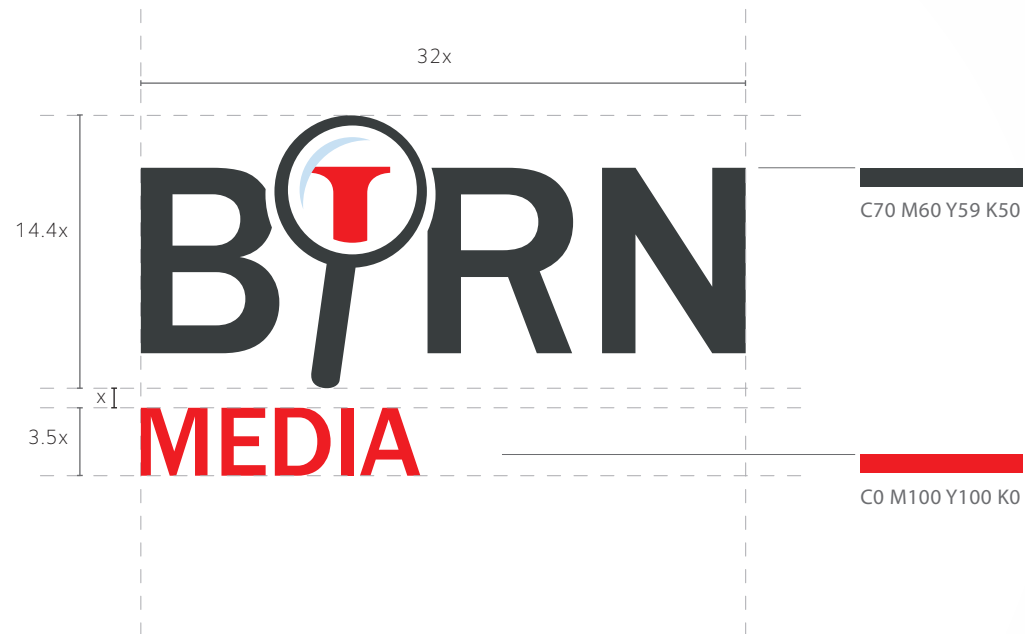
BIRN LOGO
/ logo reduction
/ minimal logo size



BIRN BRANCHES
/ measurements definition



BIRN
BRANCHES



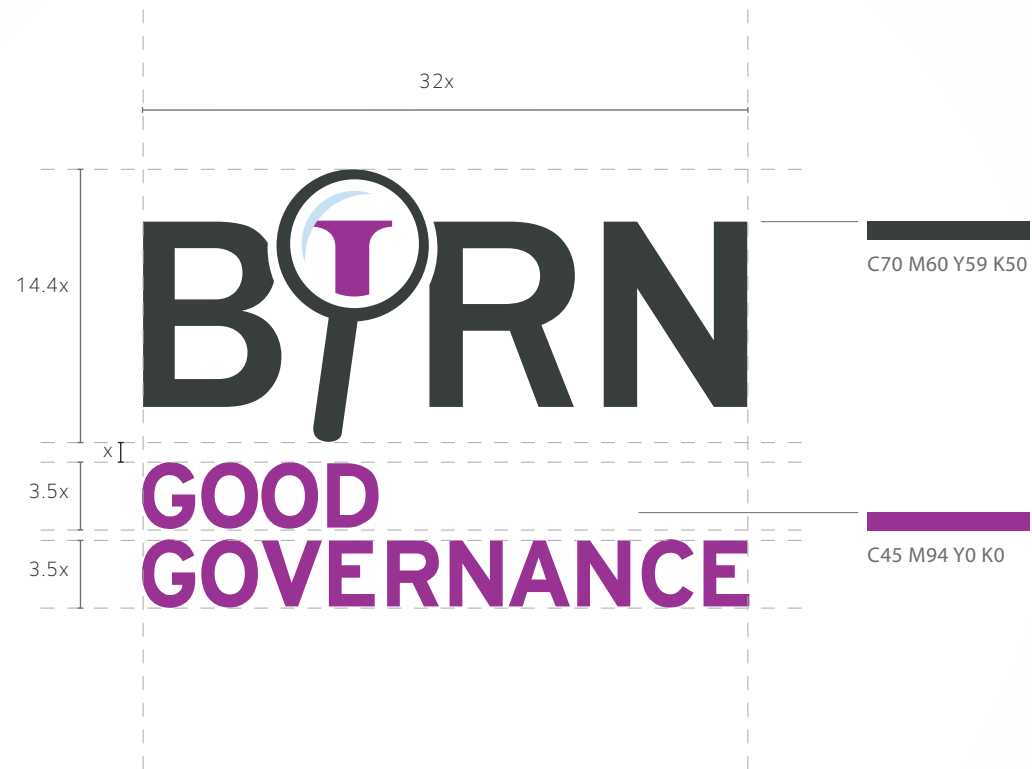
BIRN SECTORS / MEDIA

- / measurements definition
- / color definition
- / vertical application



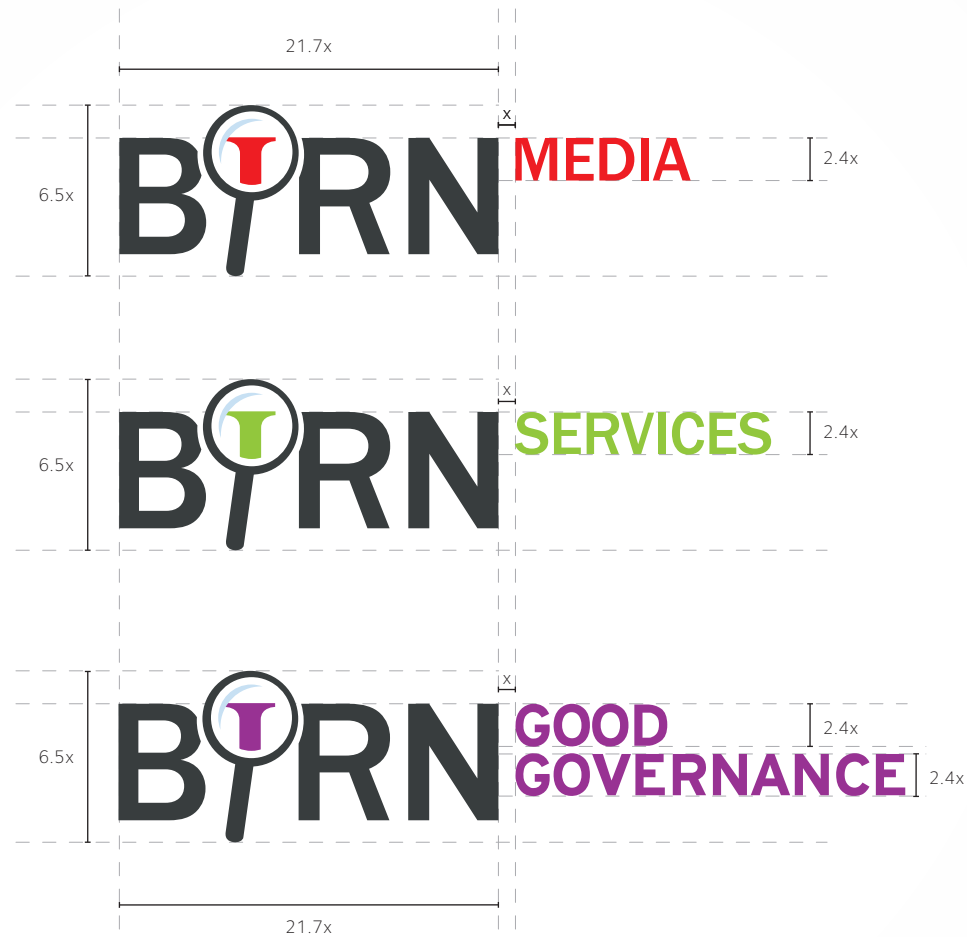
BIRN SECTORS / SERVICES

- / measurements definition
- / color definition
- / vertical application



BIRN SECTORS / GOOD GOVERNANCE

- / measurements definition
- / color definition
- / vertical application



BIRN SECTORS

- / measurements definition
- / horizontal application



BIRN LOGO

/ definition of relation between
BIRN brands

Primary
typography

Abc

FRANKLIN GOTHIC MEDIUM
/Regular

abcdefghijklmnopqrstuvxyz
0123456789 !?&%,.

Primary
typography
/ Sectors

Abc

HIT THE ROAD/Regular

abcdefghijklmnopqrstuvxyz
0123456789 !?&%,.

Secondary
typography

Abc

MYRIAD / Roman

abcdefghijklmnopqrstuvxyz
0123456789 !?&%,.

BIRN LOGO
/ typography

21cm

29.7cm



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5cm

9cm



14cm

14cm

BUSINESS PAPERS
/ memorandum
/ business cards
/ cd cover



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BUSINESS PAPERS
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