Stream Brand Implementation Guidelines

English Guideline Version 2
31 March 2006

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Stream Guidelines
31 March 2006 – v2 English

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1.0 Introductions

These guidelines will help you to implement the new Stream brand expression. They explain the key basic elements of our brand expression – our logo, colour palette and typography and demonstrate their correct use. When used appropriately these key elements will create a unique visual language that will help Stream communicate in a powerful and cohesive way.

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2.0
Core Logo and Basic Elements

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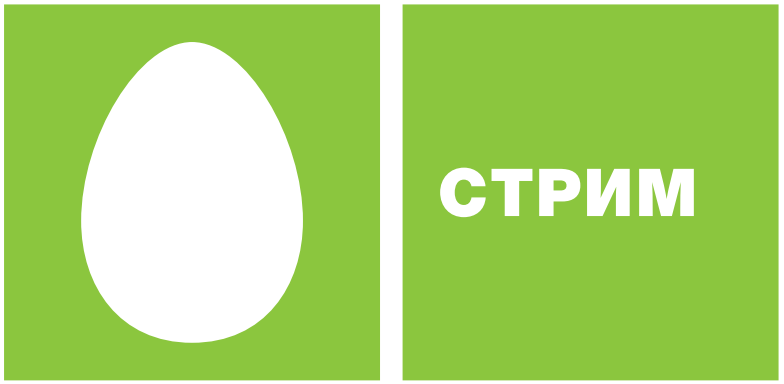
2.1 Our logo versions

Our logo is the key element of our brand.
There are two versions - English and Russian.

English version of our logo

Russian version of our logo



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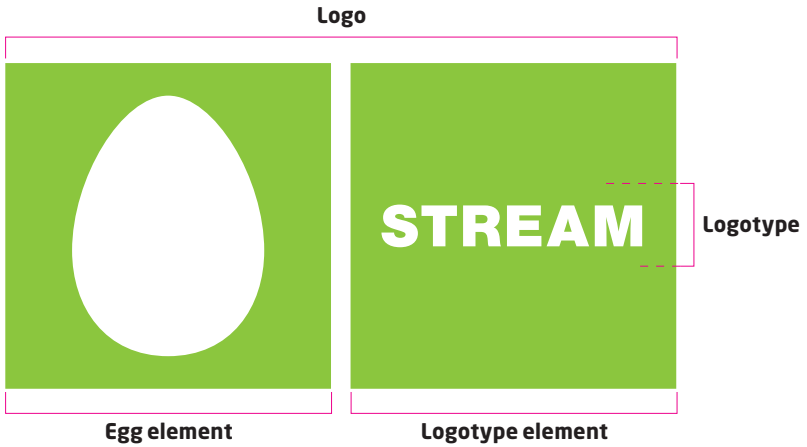
2.2 Our Logo

The Stream logo is made up of two elements – the "Egg" and "Logotype", as shown right. These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.

Master artwork for the Stream logo is supplied in various formats. Please see the Logo Artwork Library to select the correct logo for your application.

Our logo has been specially created, so always use the master artwork supplied and never create your own logo or alter the master artwork.



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2.3 Our Logo - Colour and Reproduction

The preferred version of our logo appears in Stream Green - Pantone® 376C. Our logo may also appear in solid black (mono) or in negative format (reversed white out of a background).

Stream Green may be produced in various ways according to print process and application. The colour breakdowns for CMYK, RGB and RAL are specified here.

To ensure accurate colour matching, print tests on your material of choice are recommended as different print processes and paper stock can affect the final result. RAL colour breakdowns are indicative only, consultation with manufacturers regarding RAL colour matching is recommended.

Where it is not possible to use Stream Green, (e.g. fax cover sheets), the logo should appear in solid black or reversed white out of a background colour using the mono or negative versions of the logo as shown right.

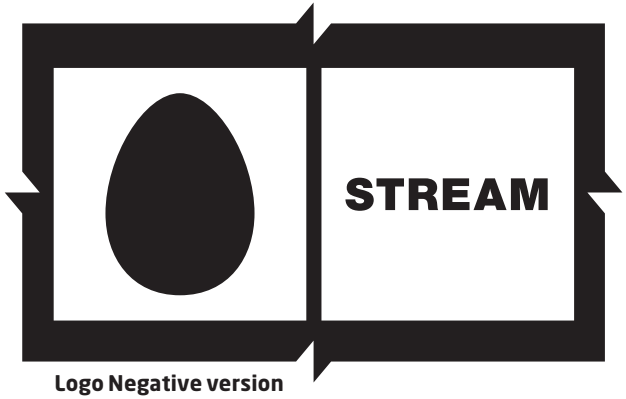
Our Stream logo's are available as .eps, .jpg, .png and .tif formats.

Stream logo reproduction options

Spot colour:	**Pantone® 376C**
CMYK:	**C 59 M 0 Y 100 K 0**
RGB:	**R 125 G 186 B 0**
RAL:	**6018 Yellow Green**

Logo colour version

Logo Mono version



Logo Negative version

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2.4 Our Logo - Special Reproduction Options

As the key element of our brand expression, it is essential that our logo is always reproduced to the highest quality. Specific applications and processes require specific artworks and formats.

Always use the master logo artworks supplied and seek professional advice, particularly for specialist processes - i.e. etching, embossing, die cut, embroidery etc...

The logo could be etched into the surface

The "Egg" could be die cut, when appropriate and possible

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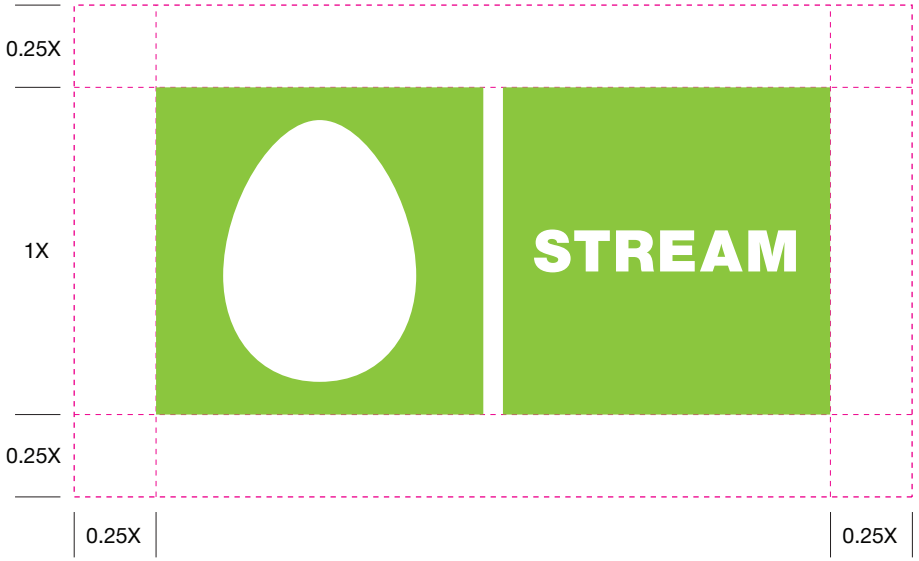
2.5 Our Logo - Clear Space and Minimum Size

Clear space

To ensure the prominence and stand out of our logo, it is important to position it within an adequate area of clear space.

The recommended **minimum** clear space is shown here by the dotted magenta lines. Minimum clear space is calculated from the logo height used. Leave an area equal to 25% of the logo height on each side of the logo. Nothing can intrude into this area.

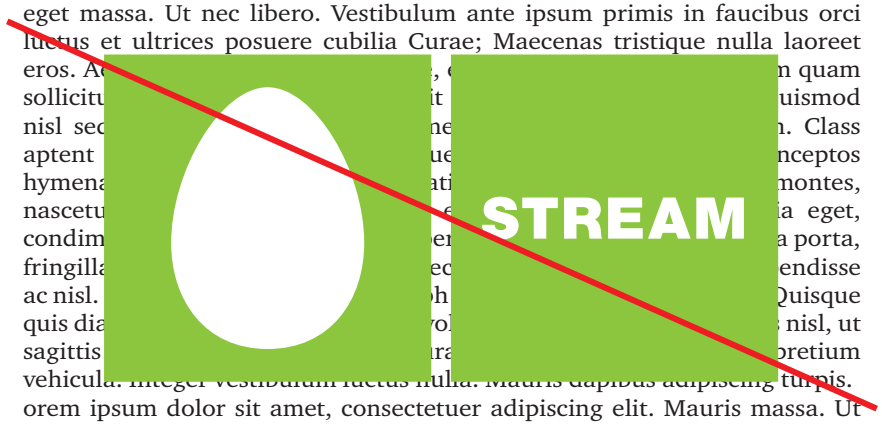


Minimum size

For legibility and accurate reproduction do not reproduce our logo smaller than 7.5mm in height.

To ensure reproduction quality and legibility, please carry out appropriate tests when necessary.

An example of incorrect clear space



orem ipsum dolor sit amet, consectetuer adipiscing elit. Mauris massa. Ut eget massa. Ut nec libero. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Maecenas tristique nulla laoreet eros. A n quam sollicitu uismod nisl sec n. Class aptent nceptos hymena montes, nascetu ia eget, condim a porta, fringilla endisse ac nisl. Quisque quis dia nisl, ut sagittis retium vehicula. Integer vestibulum luctus nulla. Mauris dapibus adipiscing turpis. orem ipsum dolor sit amet, consectetuer adipiscing elit. Mauris massa. Ut eget massa. Ut nec libero. Vestibulum ante ipsum primis in faucibus orci

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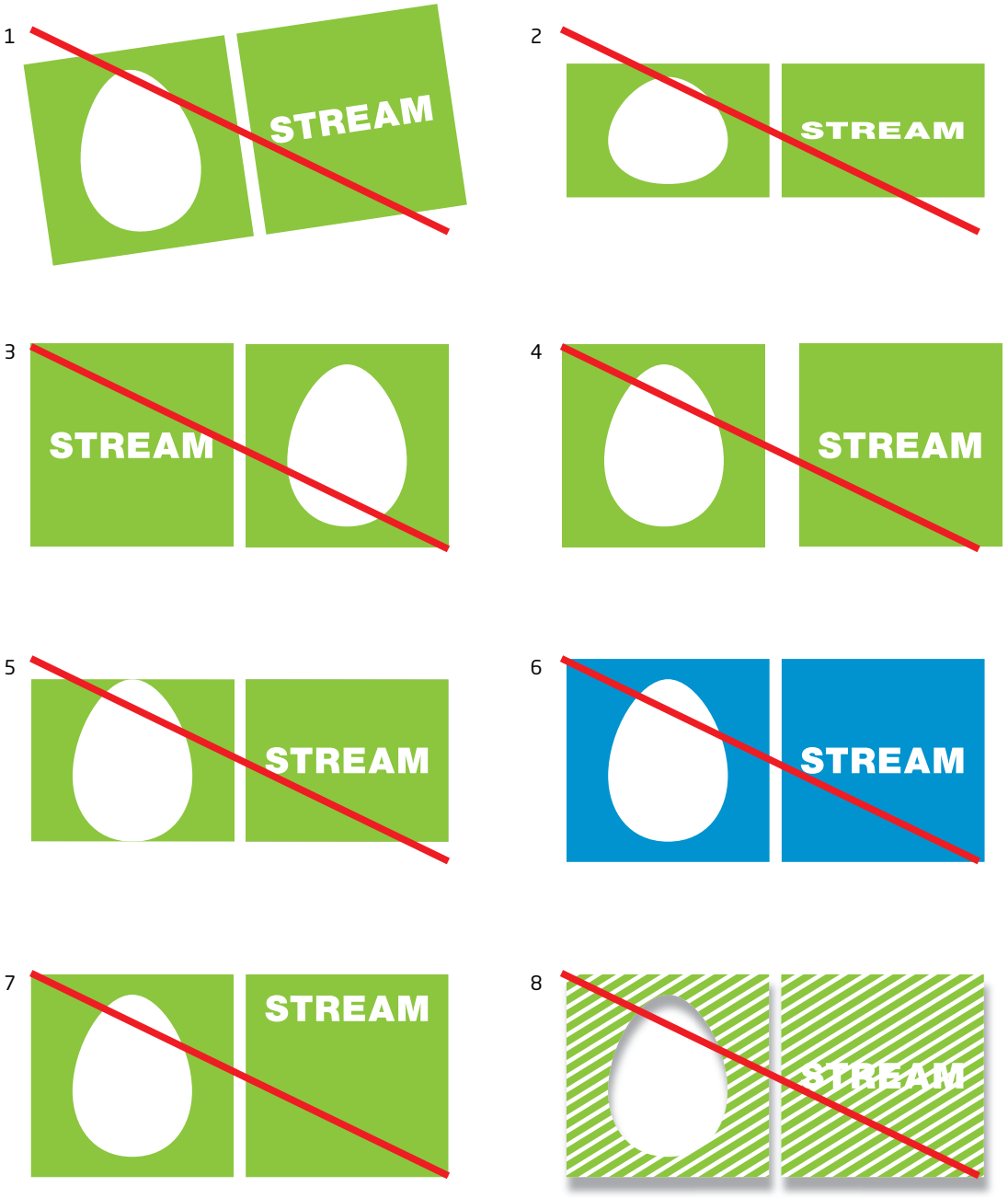
2.6 How Not to Use Our Logo

There is a fixed size/position relationship between the “Egg” and “Logotype” components of our logo. Always use the master logo artwork files from the Logo Artwork Library and do not alter or distort the logo artwork in any way.

Examples of the what not to do are shown here.

1: Do not rotate the logo
2: Do not stretch the logo
3: Do not swap the elements position
4: Do not alter the logo elements
5: Do not crop into the logo
6: Do not alter the logo colour
7: Do not reposition the logotype
8: Do not apply effects to the logo



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2.7 Colour Palette

Stream Green
This is the primary colour for Stream and may be produced in various ways according to your chosen print process and application.

Pantone® 376C should be used for applications that will allow a spot colour.

CMYK/RGB/RAL conversions may be used when necessary. CMYK values are the current published Pantone® values; www.Pantone.ru

To ensure accurate colour matching, print tests on your material of choice are recommended as different print processes and paper stock can affect the final result. RAL colour breakdowns are indicative only, consultation with manufacturers regarding RAL colour matching is recommended.

Black
Black is used as a supporting colour.

White space
White space is an important element in the Stream visual style.

Stream Green

Spot colour:	Pantone® 376C
CMYK:	C 59 M 0 Y 100 K 0
RGB:	R 125 G 186 B 0
RAL:	6018 Yellow Green

Black

CMYK:	C 0 M 0 Y 0 K 100
RGB:	R 0 G 0 B 0

White

CMYK:	C 0 M 0 Y 0 K 0
RGB:	R 255 G 255 B 255

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2.8 Secondary Colour Palette

The secondary colour palette consists of two sets of colours, bright colours to give a fresh contrast to the Stream green and a set of colours that compliment and offer sufficient contrast to the corporate green.

Pantone® Process Yellow C	
CMYK:	C 0 M 0 Y 100 K 0
RGB:	R 255 G 255 B 0
Pantone® 158C	
CMYK:	C 0 M 60 Y 100 K 0
RGB:	R 255 G 102 B 0
Pantone® 202C	
CMYK:	C 25 M 100 Y 100 K 25
RGB:	R 143 G 0 B 0
Pantone® 2746C	
CMYK:	C 100 M 100 Y 0 K 0
RGB:	R 19 G 0 B 124
Pantone® 585C	
CMYK:	C 15 M 0 Y 65 K 0
RGB:	R 217 G 238 B 91
Pantone® 377C	
CMYK:	C 50 M 0 Y 100 K 25
RGB:	R 95 G 146 B 0
Pantone® 392C	
CMYK:	C 5 M 0 Y 95 K 50
RGB:	R 120 G 124 B 10
Pantone® 5753C	
CMYK:	C 20 M 0 Y 75 K 65
RGB:	R 71 G 81 B 24

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2.9 Typeface (Font)

Neo Sans Pro is the primary typeface for Stream in all external communication – with Neo Sans Pro (Bold) as the bolder weight.

All printed material uses Neo Sans Pro, e.g. advertising, brochures, etc...

Arial should be used for all desktop applications (PowerPoint, MS Word) including email systems and web pages.

All type should be left aligned (ragged right) and not centred, right aligned or justified.

Neo Sans Pro is available in Mac Postscript, PC TrueType and OpenType formats from many typeface vendors. One of these vendors is http://www.fonts.com

Neo Sans Pro (Cyrillic)

АБВГДЄЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчшщъыьэюя
0123456789 !€$%&*()?

Neo Sans Pro (Cyrillic) - Bold

АБВГДЄЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрстуфхцчшщъыьэюя
0123456789 !€$%&*()?

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !€$%&*()?

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2.10 Brand Architecture

Stream has one logo. This logo can be used with Product/Service offer descriptors – Internet, TV and Business only. These are the only approved look-ups for Stream.

Do not use text only descriptors on the logo. Remember to maintain the correct clear space for all logos. The look-ups are available as .eps artwork. Do not recreate them.

STREAM INTERNET

STREAM TV

STREAM BUSINESS

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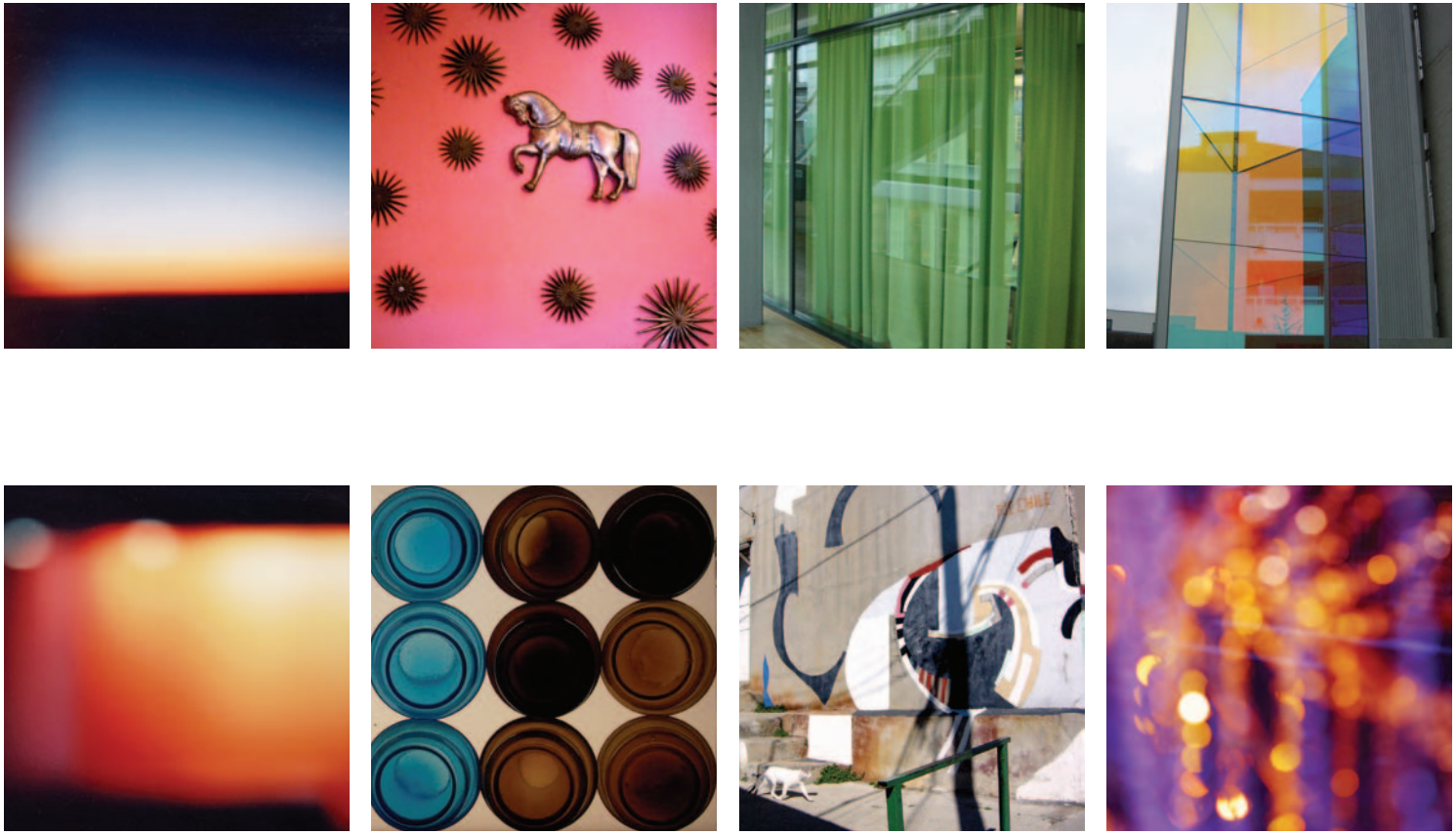
2.11 Photographic Style - Abstract

Stream uses abstract background image that are colourful and inspiring. (Wallpapers, materials, shapes and art).

All image references are from:
Wolff Olins, London - please contact Sistema Telecom for contact details.



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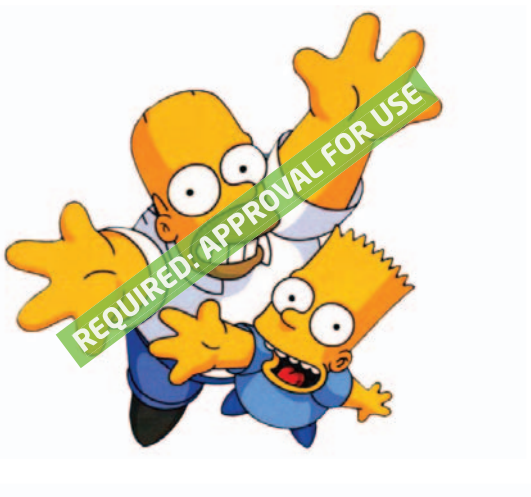
2.12 Photographic Style - Content

Stream offers customer entertainment through content - movies, sport, music, fashion etc. When possible (image rights permitting) use the actual stills from movies, e.g. Incredibles, Spiderman or The Simpsons.

When using these images they must be cut out to white, and then placed as if they are coming out of the egg. See examples in this guideline document.



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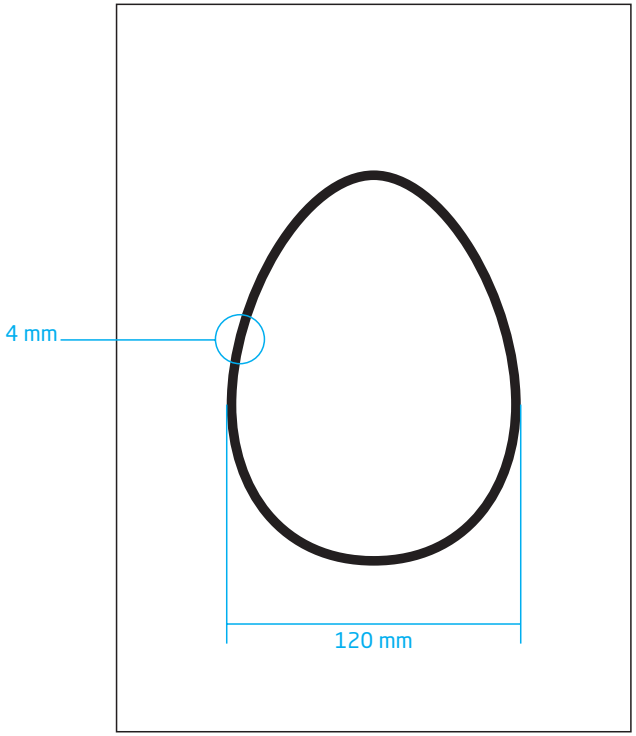
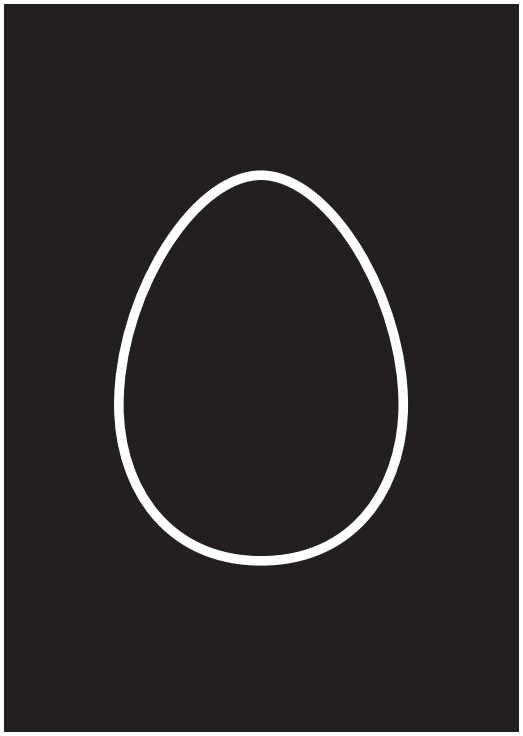
2.13 The Egg Outline

The egg outline when used on an A4 grid has a stroke thickness of 4mm. This egg can then be scaled up or down to fit your required layout. Always ensure that the egg outline is legible if reduced down to a small size.

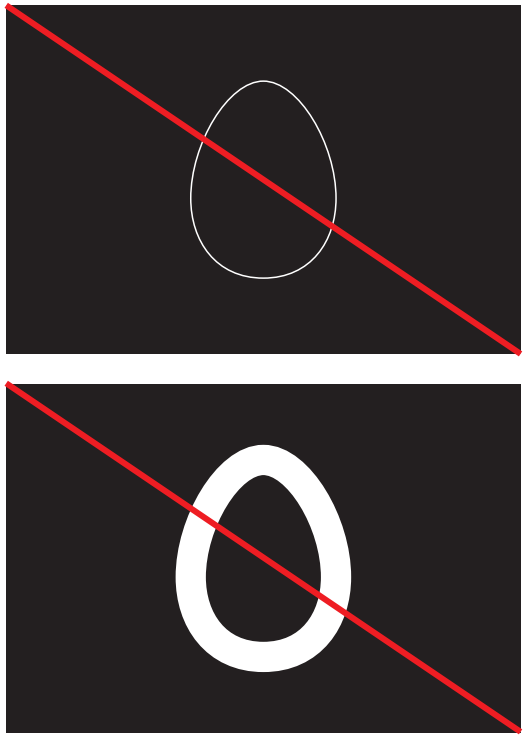
The egg is available as Adobe Illustrator EPS artwork. Always use the Master Artwork and do not recreate it.



When the egg is on a white background the outline should be a colour or black.



When the egg is on a colour background the outline should be white.



The stroke must be scaled up or down from the master egg outline. Do not change its proportions.

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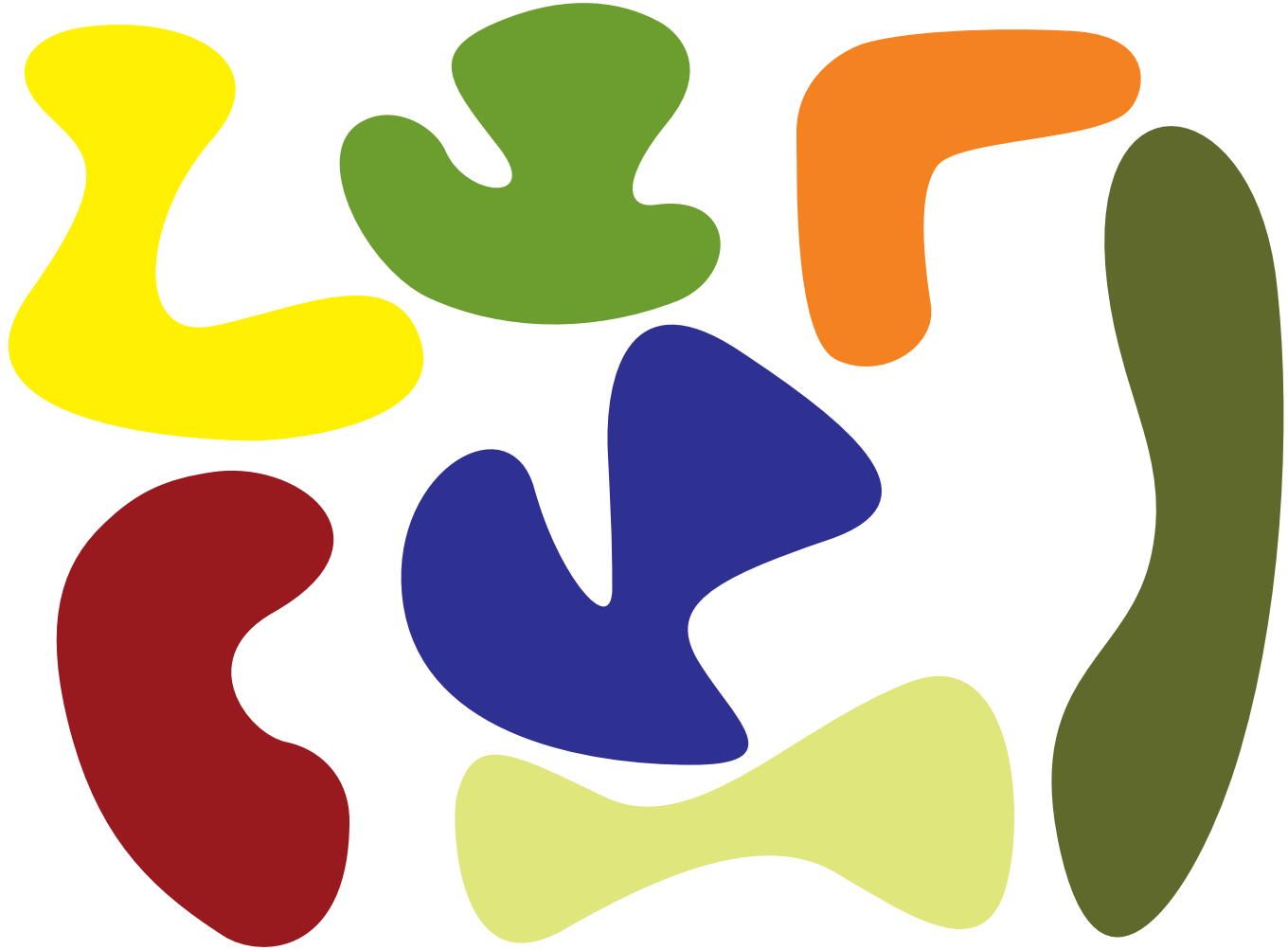
2.14 Shapes - Colour

Here are the approved Stream shapes. The next two pages explain how to use these shapes with colour, patterns and images. Only use these shapes from the artwork library.



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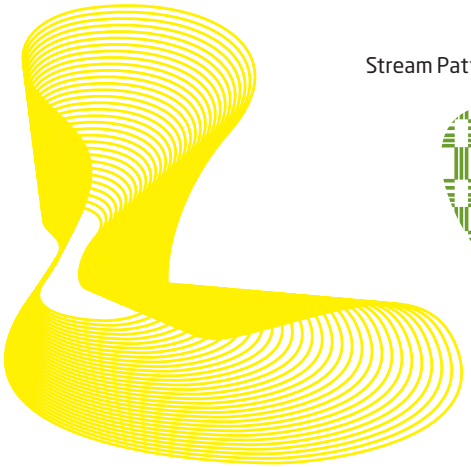
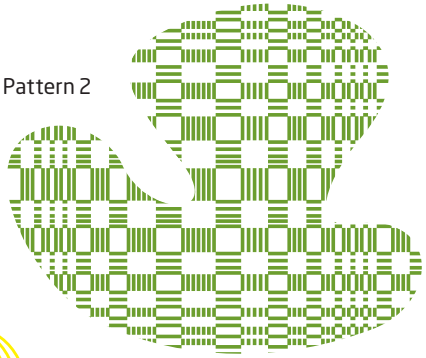
2.15 Shapes - Patterns

There are seven different patterns; each pattern can be applied to the Stream shapes. Use colour to compliment the chosen background colour or in reverse use a contrasting colour i.e. blue background with an orange pattern.

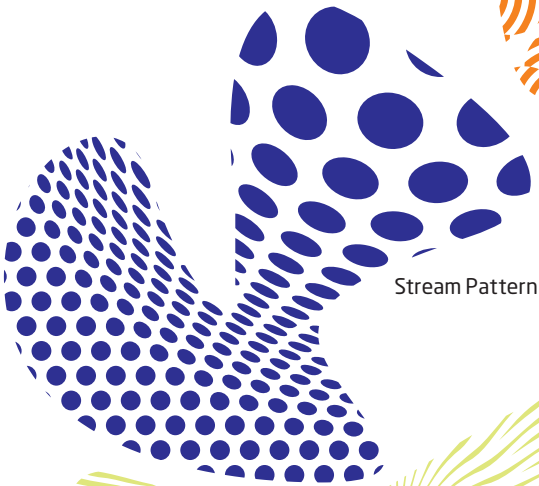
Stream Pattern 1



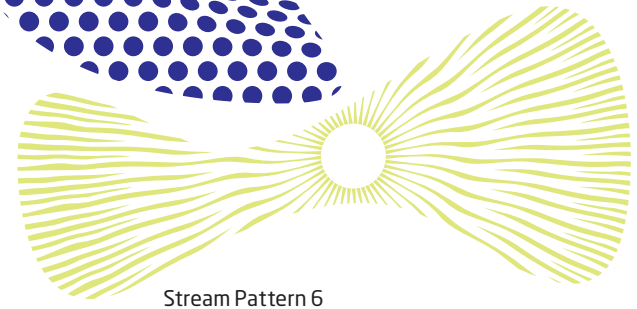
Stream Pattern 2



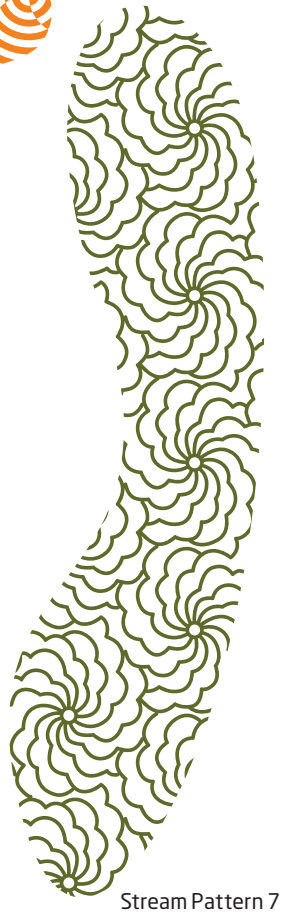
Stream Pattern 3



Stream Pattern 4



Stream Pattern 6



Stream Pattern 7

Stream Pattern 5

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2.16 Shapes - Masking Abstract Images

Using the Stream shapes you can also mask your chosen abstract image.

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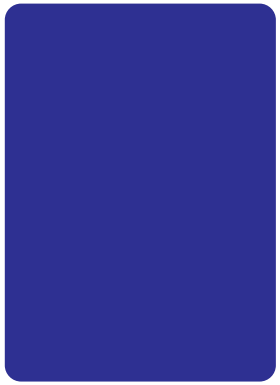
2.17 How to use the Stream Elements

This is just an example on how to use the Stream elements. When necessary you might need to add or reduce the amount of elements used.

Where 'X' is the height, the logo should be positioned at 0.5x from both the left and top of the page.

Step 1



Choose a background from the Stream secondary colour palette

Step 2

Select a pattern (colour to compliment the background, you can also select a colour that stands out i.e. orange). Select one of the abstract images and crop it into a shape.

Step 3

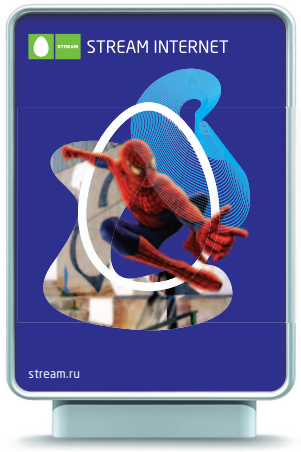
Place the egg outline in the centre.

Step 4

Finally, place the cut out image of the content you wish to use. Don't forget the brand architecture plus any messaging and internet address.

=

Result



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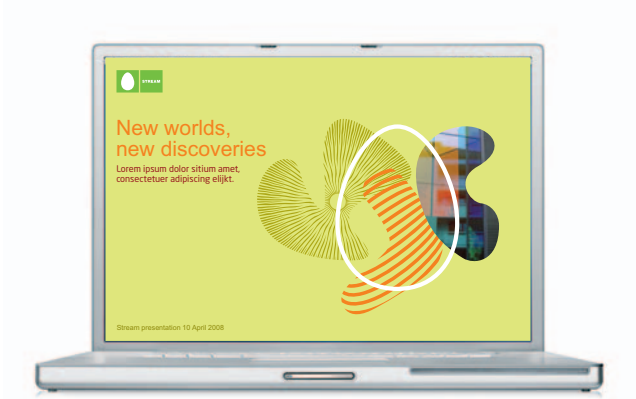
2.18 Visual Language Overview

These examples start to show how our visual language comes together. For further information and examples, please see the Application section of these guidelines.



A PowerPoint example

A street advertisement

An A4 folder

Stationery

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3.0
Applications

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3.2 Consumer communications
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3.1

Corporate Business Tools

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3.1.1 Letterhead

All dimensions are shown in millimetres (mm). The example shown is at 50%.

Paper size
A4 (210mm x 297mm) Portrait.

1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

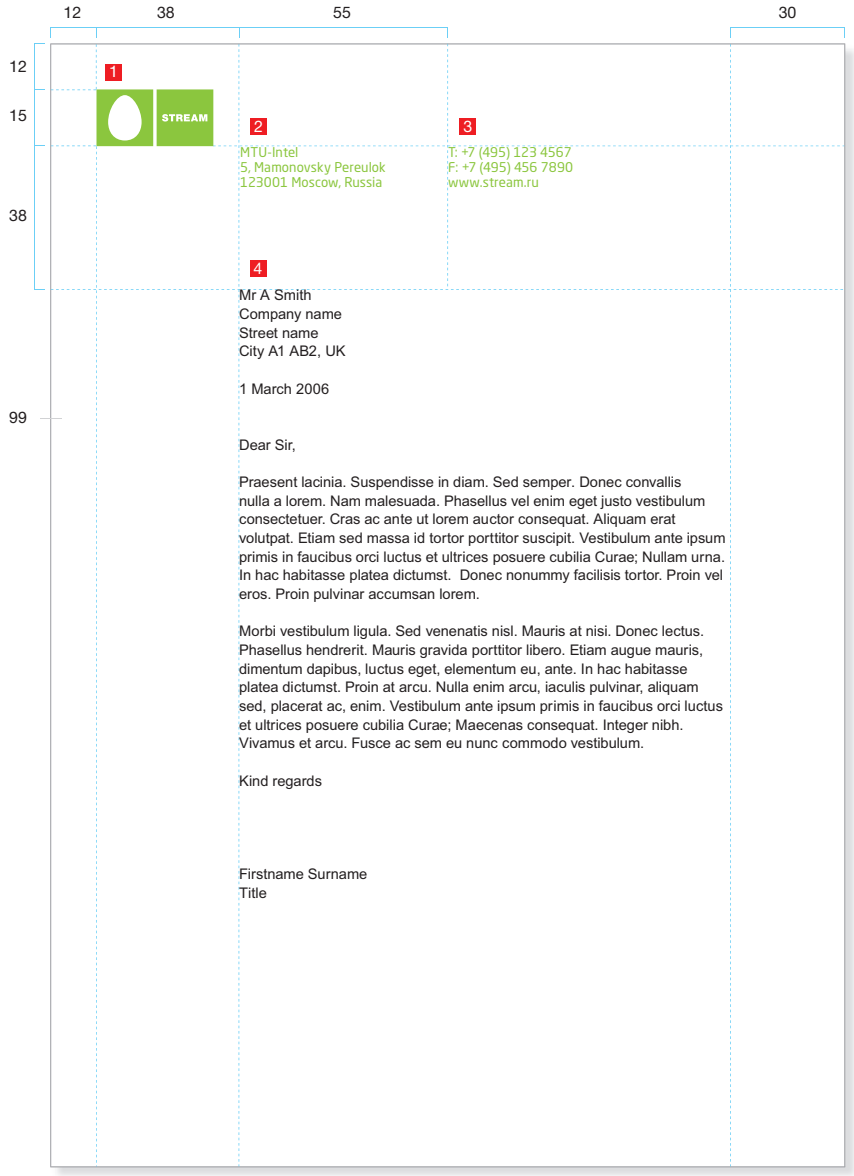
2 Address information
The company details should be typeset in Neo Sans Pro (Regular) in Pantone® 376 and positioned 50mm from the left of the page, as shown.

The start of the address aligns with the base of the logo (27mm from the top), as shown at 10pt with 11.5pt leading/line spacing.

3 Contact details
Telephone, fax and website details are positioned 105mm from the left, as shown.

4 Body copy
The body of the letter should be positioned as shown. Body copy should always be Arial Regular 11pt with 14pt line spacing in MS Word. Bold can be used for emphasis.

Reproduction
Offset lithography (where possible).



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3.1.2 Continuation

All dimensions are shown in millimetres (mm).
The example shown is at 50%.

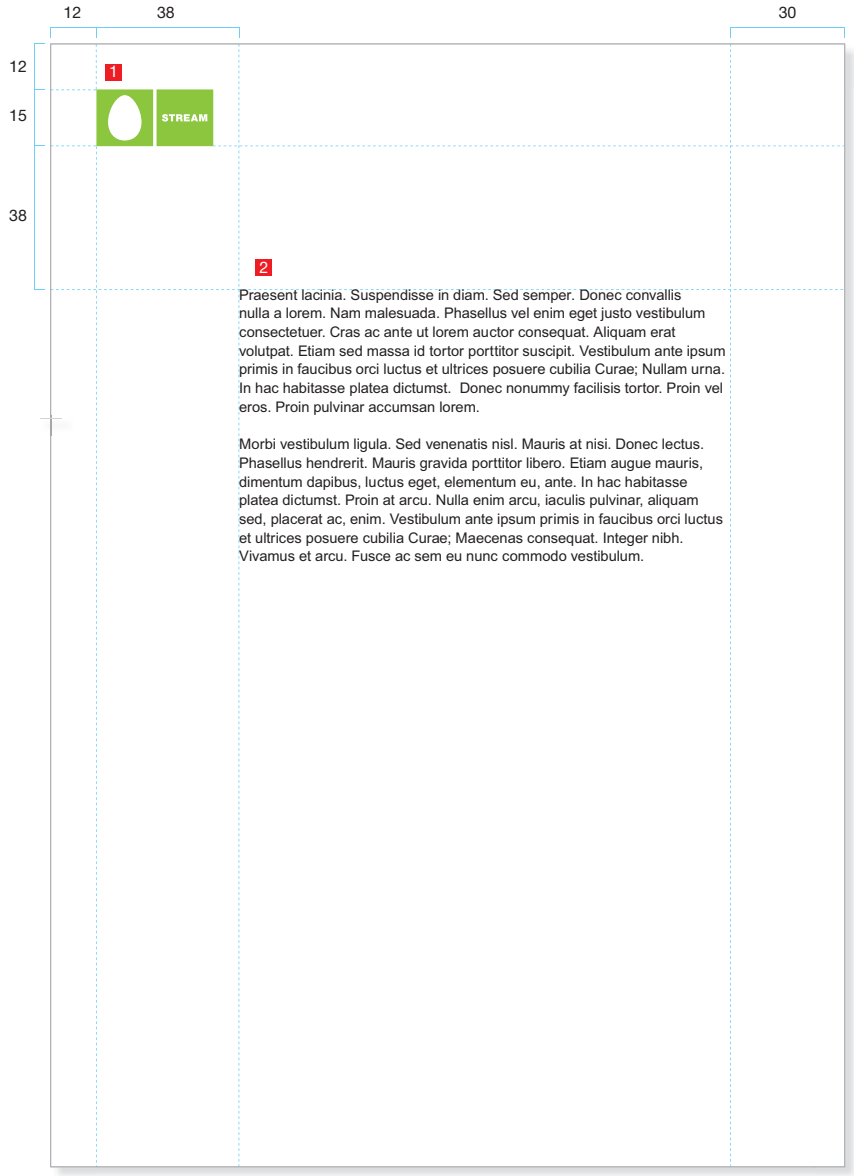
Paper size
A4 (210mm x 297mm) Portrait.

1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

2 Body copy
The body of the letter should be positioned as shown. Body copy should always be Arial Regular 11pt with 14pt line spacing in MS Word. Bold can be used as emphasis.

Reproduction
Offset lithography (where possible).



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3.1.3 Business Card - Personal

All dimensions are shown in millimetres (mm).
The example shown is at 50%.

Card size
85mm x 55mm (Landscape)

1 Position of logo
The logo is positioned in the bottom right corner of the card. The logo size is 12.5mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

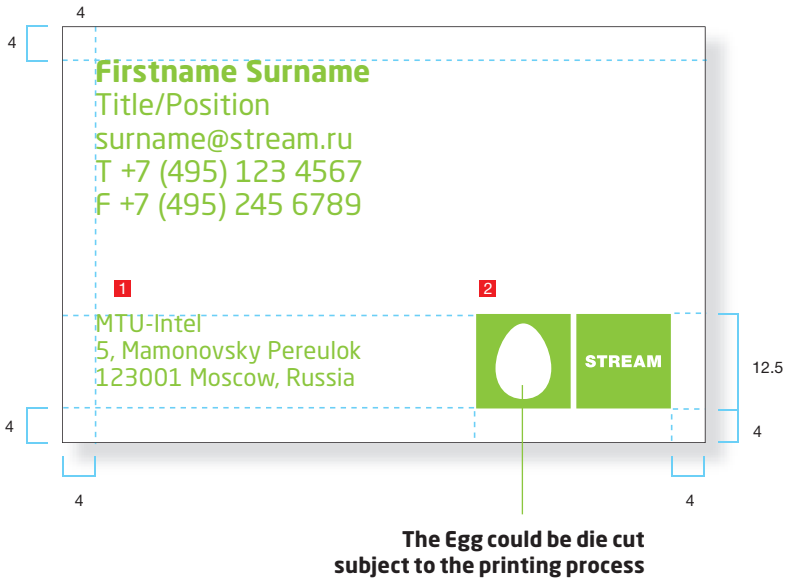
2 Contact Information
The personal details should be typeset in Neo Sans Pro in Pantone® 376 and positioned 4mm from the left, as shown.

Name and contact information:
11pt with 12.5pt leading/line spacing
Name - Neo Sans Pro (Bold)
Contact - Neo Sans Pro (Regular)

Address information:
9pt with 10pt leading/line spacing
Neo Sans Pro (Regular)

Business card coloured back options
The back of the business card should be printed in Pantone® 376, or left white to enable English and Russian language versions.

Reproduction
Offset lithography (where possible).



The Egg could be die cut subject to the printing process

Back of card option (solid Pantone® 376)

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3.1.4 Business Card - Corporate

All dimensions are shown in millimetres (mm).
The example shown is at 50%.

Card size
85mm x 55mm (Landscape)

1 Position of logo
The logo is positioned as shown in the bottom right corner. The logo size is 12.5mm and is determined by the height of the logotype (not the width).

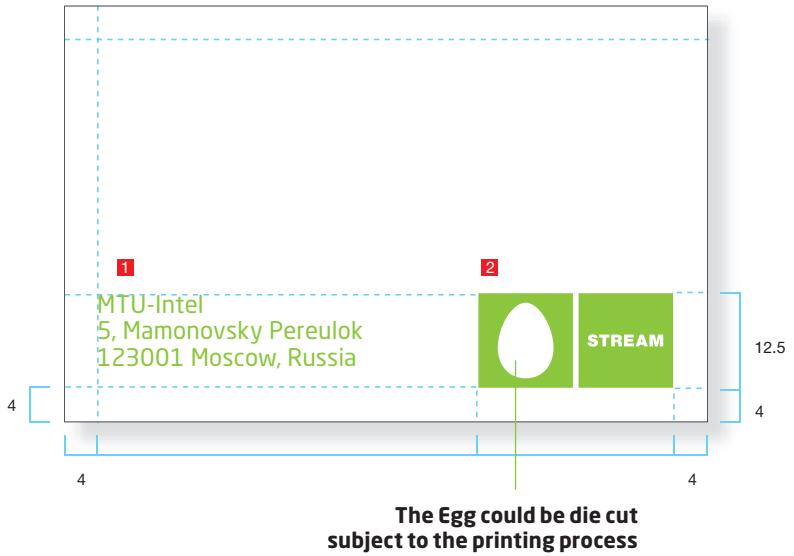
Pantone® 376 should be used for the logo.

2 Address information
The address details should be typeset in Neo Sans Pro in Pantone® 376 and positioned 4mm from the left, as shown.

Address information
9pt with 10pt leading/line spacing
Neo Sans Pro (Regular)

Business card coloured back options
The back of the business card should be printed in Pantone® 376, or left white to enable English and Russian language versions.

Reproduction
Offset lithography (where possible).



The Egg could be die cut subject to the printing process

Back of card option (solid Pantone® 376)

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3.1.5 Press Release

All dimensions are shown in millimetres (mm). The example shown is at 50%.

Paper size
A4 (210mm x 297mm) Portrait.

1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

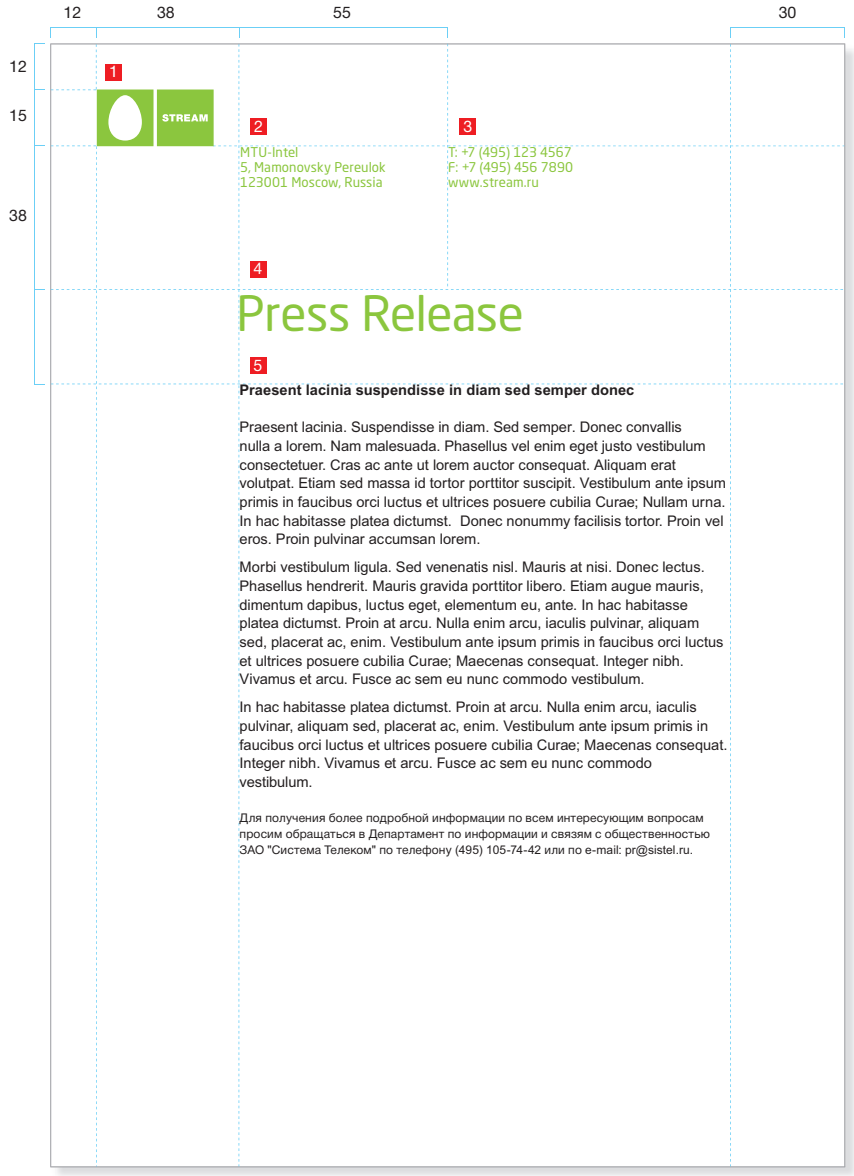
2 Address information
The company details should be typeset in Neo Sans Pro (Regular) in Pantone® 376 and positioned 50mm from the left of the page, as shown. The start of the address aligns with the base of the logo, as shown and is set in 11pt with 12.5pt leading/line spacing.

3 Contact details
Telephone, fax and website details are positioned 105mm from the left, as shown.

4 Press Release title
The 'Press Release' title should be typeset 50mm from the left edge in Neo Sans Pro (Regular) in Pantone® 376 at 36pt.

5 Body copy
The body of the letter should be positioned as shown. Body copy should always be Arial Regular 11pt with 14pt line spacing in MS Word. Bold can be used for emphasis.

Reproduction
Offset lithography (where possible).



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3.1.6 Fax Cover

All dimensions are shown in millimetres (mm).
The example shown is at 50%.

Paper size
A4 (210mm x 297mm) Portrait.

1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Solid black should be used for the logo.

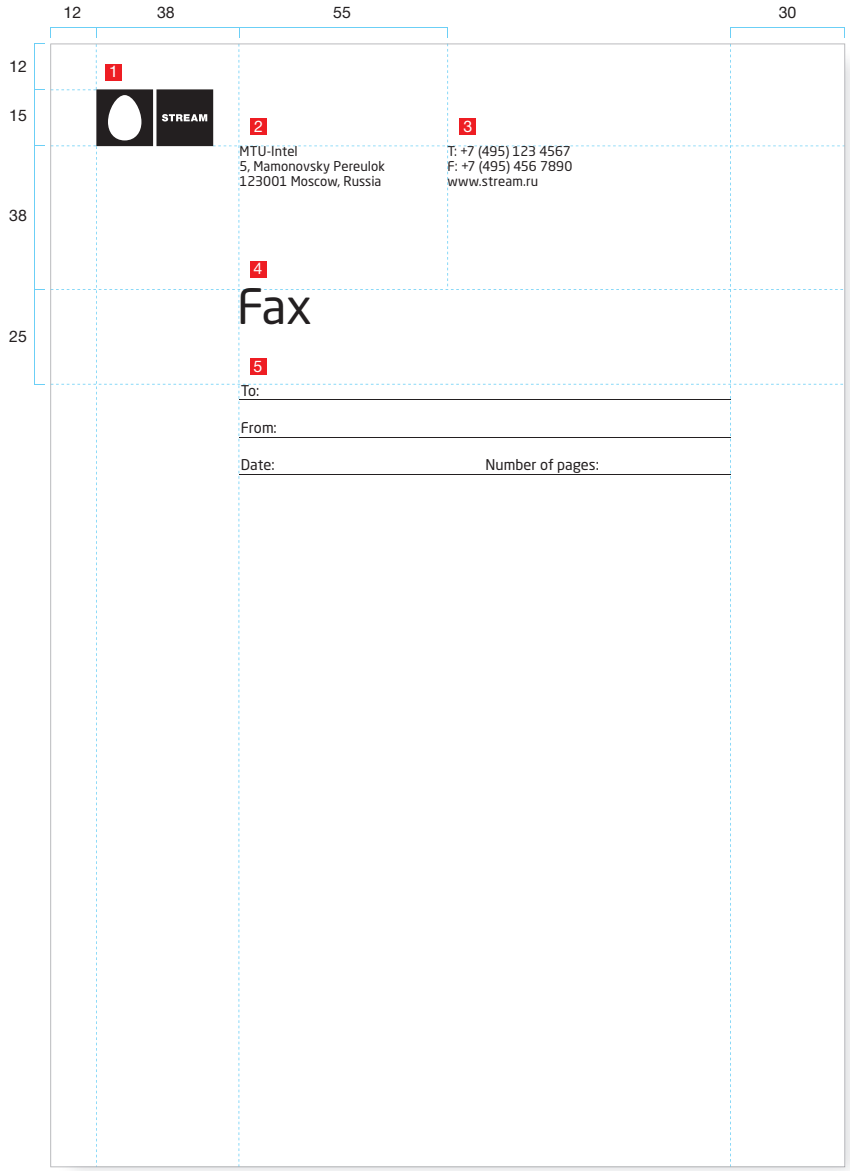
2 Address information
The company details should be typeset in Neo Sans Pro (Regular) in Black and positioned 50mm from the left of the page, as shown. The start of the address aligns with the base of the logo, as shown and is set in 11pt with 12.5pt line spacing.

3 Contact details
Telephone, fax and website details are positioned 105mm from the left, as shown.

4 Fax title
The 'Fax' title should be typeset 50mm from the left edge in Neo Sans Pro (Regular) in Black at 36pt.

5 Cover sheet details (suggested)
Titles for the cover sheet should be set in Neo Sans Pro (Regular) in Black with 0.5pt rules seperating them.

Reproduction
Offset lithography (where possible).



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3.1.7 Compliment Slip

All dimensions are shown in millimetres (mm).
The example shown is at 50%.

Paper size
A4 (210mm x 99mm) Landscape.

1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

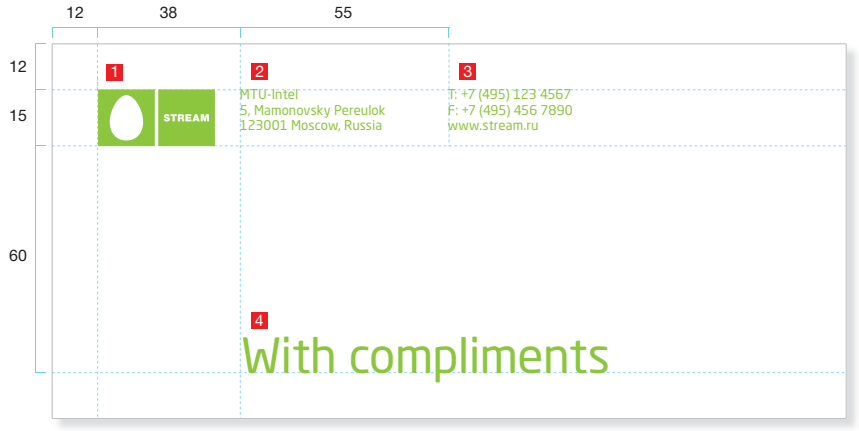
2 Address information
The company details should be typeset in Neo Sans Pro (Regular) in Pantone® 376 and positioned 50mm from the left of the page, as shown.

The start of the address aligns with the top of the logo (12mm from the top), as shown at 10pt with 11.5pt leading/line spacing.

3 Contact details
Telephone, fax and website details are positioned 105mm from the left, as shown.

4 With Compliments title
The 'With Compliments' title should be typeset 50mm from the left edge and 59mm below the base of the logo in Neo Sans Pro (Regular) in Pantone® 376 at 36pt.

Reproduction
Offset lithography (where possible).



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3.1.8 Envelope

Visual
All dimensions are shown in 'mm'.
The example shown is at 50%. The visual shown is an example of a C5 envelope

Envelope size
C5: 162mm x 229mm (Landscape)
C4: 324mm x 229mm (Landscape)
DL: 220mm x 110mm (Landscape)

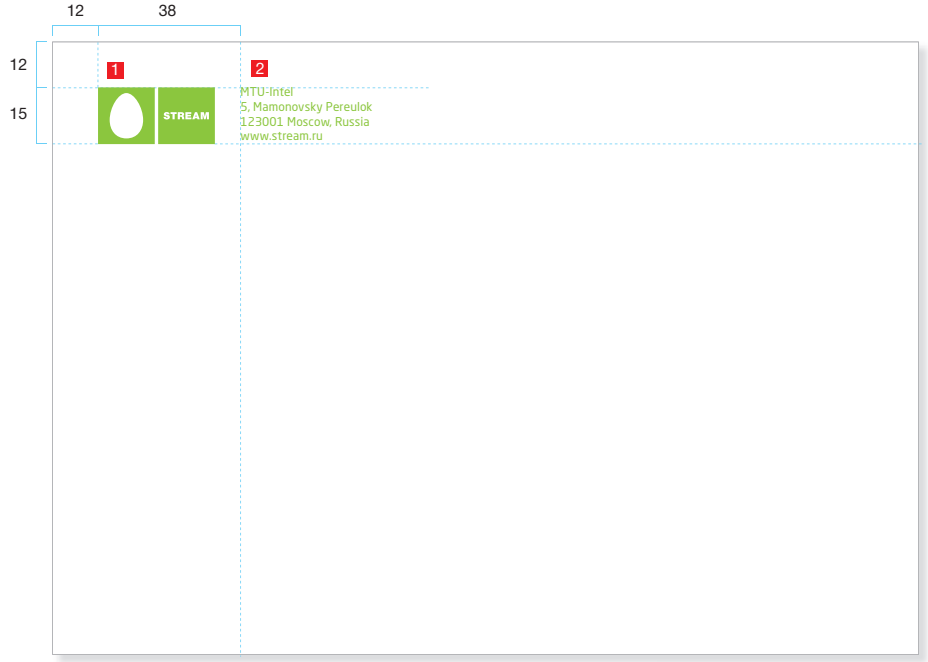
1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

2 Address information
The company details should be typeset in Neo Sans Pro (Regular) in Pantone® 376 and positioned 50mm from the left of the page, as shown.

The start of the address aligns with the top of the logo (12mm from the top), as shown at 10pt with 11.5pt leading/line spacing.

Reproduction
Offset lithography (where possible).



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3.1.9 Address Label

Visual
All dimensions are shown in 'mm'.
The example shown is at 50%.

Address label size
Option 1: 147mm x 73mm (Landscape).
Option 2: 147mm x 147mm (Square).

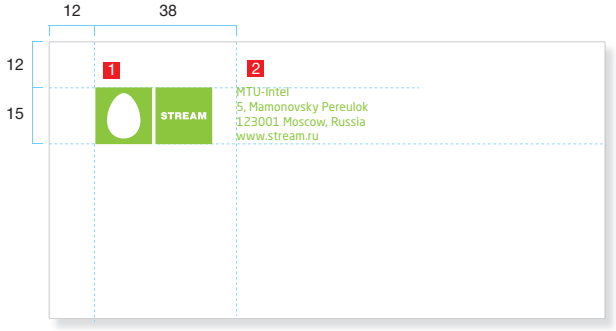
1 Position and size of logo
The logo is positioned as shown in the top left corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

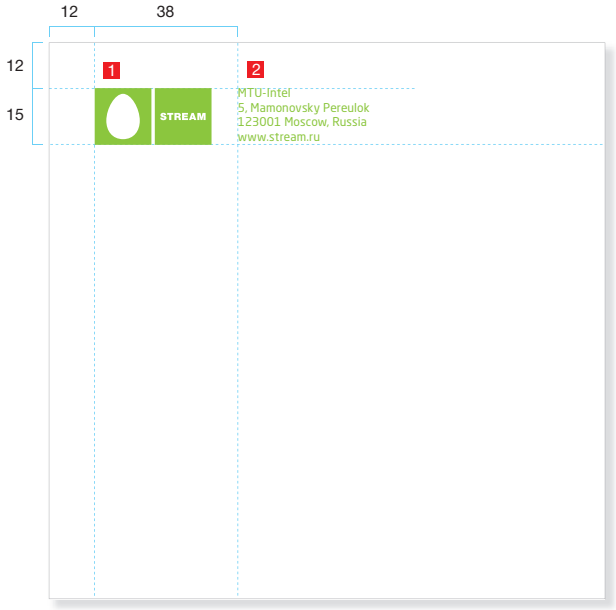
Pantone® 376 should be used for the logo.

2 Address information
The company details should be typeset in Neo Sans Pro (Regular) in Pantone® 376 and positioned 50mm from the left of the page, as shown.

The start of the address aligns with the top of the logo (12mm from the top), as shown at 10pt with 11.5pt leading/line spacing.

Reproduction
Offset lithography (where possible).





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3.1.10 Note Pad

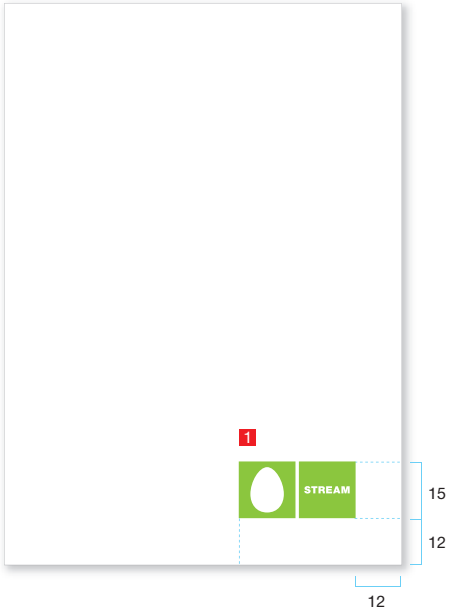
Visual
All dimensions are shown in 'mm'.
The example shown is an A6 notepad at 50%.

Notepad size
A4: 210mm x 297mm (Portrait) - Bound left.
A5: 148.5mm x 210mm (Portrait) - Bound top.
A6: 105mm x 148.5mm (Portrait) - Bound top.

1 Position and size of logo
The logo is positioned as shown in the bottom right corner. The logo size is 15mm and is determined by the height of the logotype (not the width).

Pantone® 376 should be used for the logo.

Reproduction
Offset lithography (where possible).



Example A4 notepad with silver wiro binding

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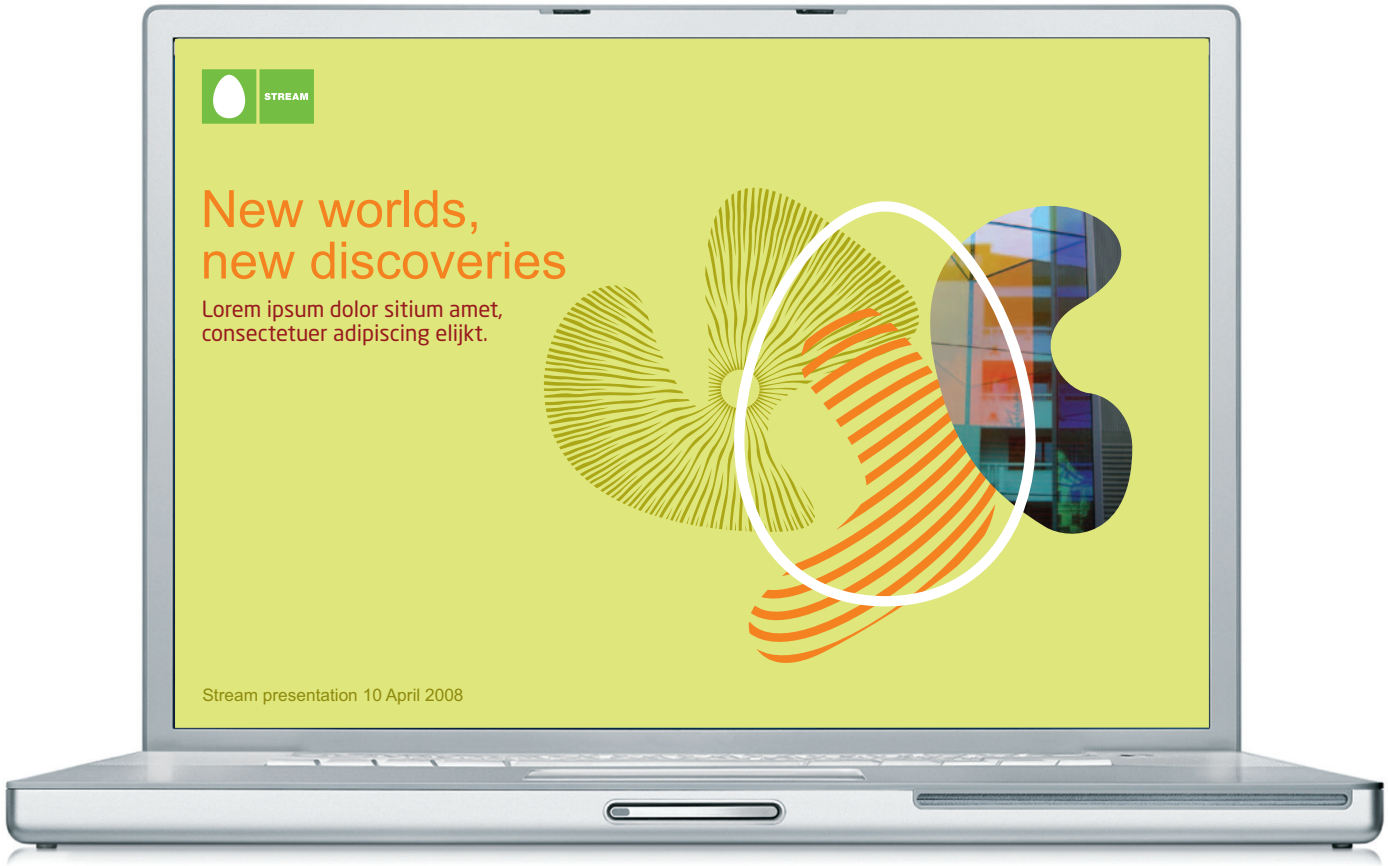
3.1.11 PowerPoint



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3.1.11.1 PowerPoint - Contents text layout options

Text
All text is set in Arial and Arial Bold, aligned left. For best legibility use a colour that ensures maximum contrast with the background. Refer to these guidelines for further information on the logo, typeface and colour palettes.

Title/sign-off dividers
Our PowerPoint uses the Arial font throughout. This font is available on all PC computers (Windows 2000 and above).

The template has all the colours as schemes and various logos and symbols to enable you to build presentations for Sistema Telecom.

Images
There are two ways to crop and position an image within your presentation. In the bottom half, left half or split, shown below.

Background colours
Use one colour throughout a presentation when sensible to do so. You can colour code sections using the colour scheme when producing large presentations.

PowerPoint Templates to follow.

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3.1.11.2 PowerPoint - Charts

Keep charts and table data as simple and clear as possible. Tha Sample Pages PowerPoint includes (suggested): Bar chart, line graph, pie chart and table styles.

PowerPoint Templates to follow.

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3.1.12 General A4 Folder

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3.1.13 Invitation/Greeting Card

Here is an example of an invitation/greeting card.

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3.2

Consumer Communications

1.0 Introductions
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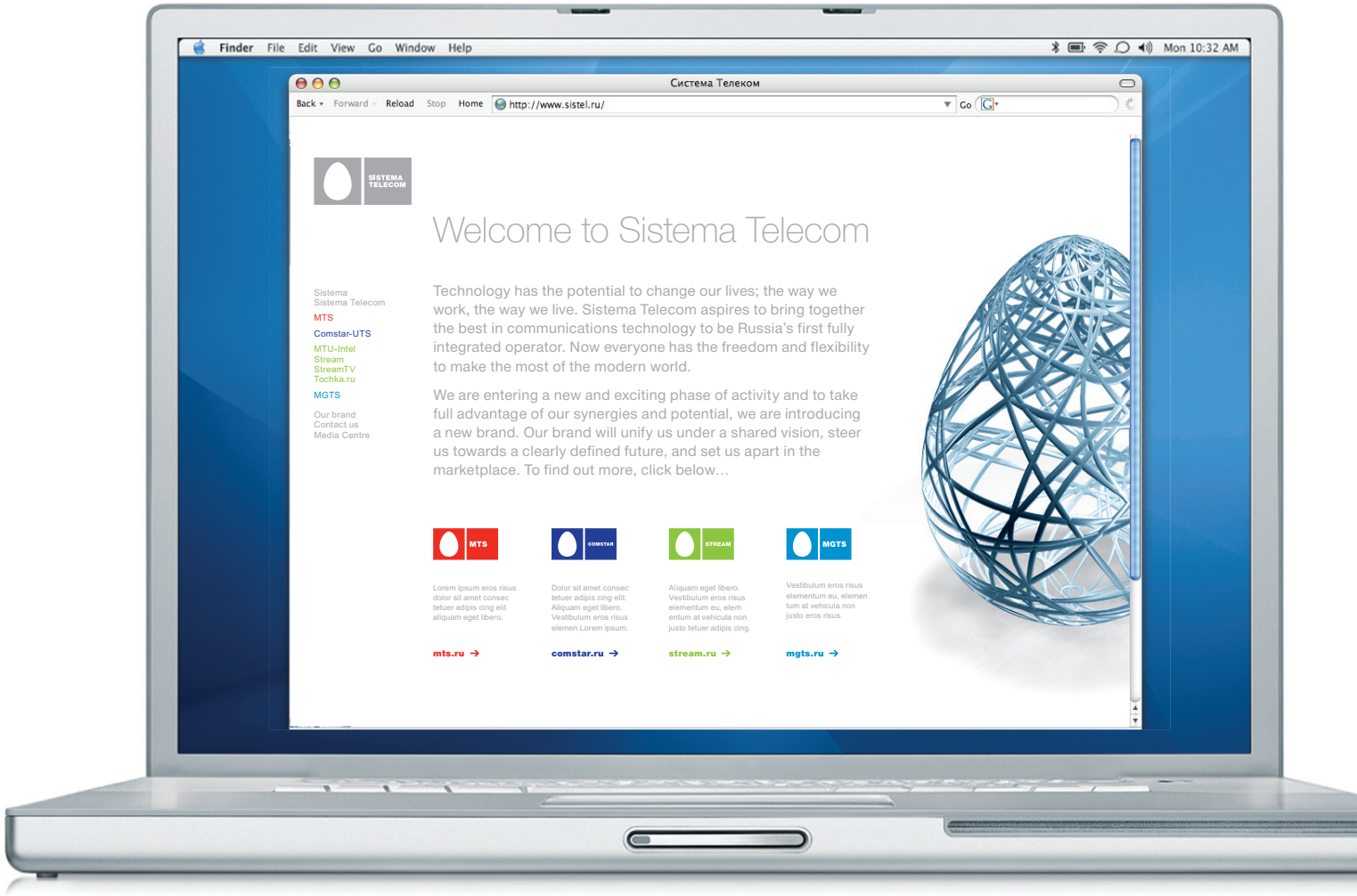
3.2.1 Web Portal to explain our new brand

For the start of the 2006 Svyaz Expocomm and until a full Internet rebrand is undertaken, there will be a single page explaining our new brand. An example page is shown below.

This will be accessed from all other brand sites, (e.g. MTU-Intel) via a banner advert. Examples are shown on the following pages.



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3.2.2 Website

The updating of the MTU-Intel family of websites – MTU-Intel, Stream, Stream TV and Tochka.ru can be implemented in two phases. The initial re-skin (swapping new logos for old) and a full re-brand over a longer time frame.

Re-skin – new Stream logo

Stream

Stream Internet

Stream TV

Stream Business

Current website

MTU-Intel

Stream

Stream TV

Tochka.ru

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3.2.3 Using banner adverts

Until websites are fully rebranded, and technically possible, the use of banner adverts promoting the new brand, should be used. An example is shown here of how the Stream site could change.

In addition to the simple 're-skin' – new for old logo switching – a banner advert could be used to link to the Sistema Telecom brand story portal page.

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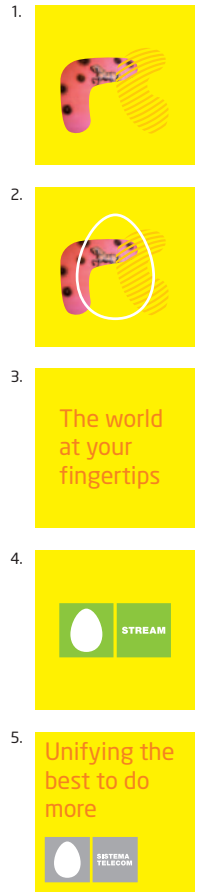
3.2.4 Example banner adverts

Here are a few examples of how banner adverts can be created to link from the Stream homepage. It is important that the Stream logo is used with the Sistema logo and messaging.

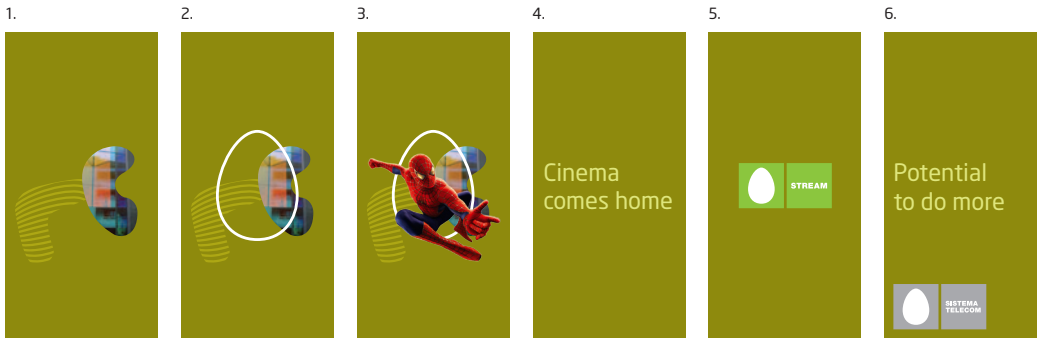
Note Banner adverts will be used primarily on all sites to link to the Sistema Telecom brand story from the launch of the brand until further notice.

Long horizontal banner advert

Square banner advert



Vertical banner advert



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3.2.5 Corporate Brochure Cover

Below we show a few examples of how messages and our core brand elements combine to offer varied cover options.

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3.2.6 Street banner adverts

When producing outdoor advertising wether vertical or horizontal it will be impactful to have simple, direct messages, if required, and bold use of the brand colours, elements and our logo.

Horizontal banner advert

Horizontal banner advert

Vertical banner advert

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3.2.7 Billboard

These examples show how headlines, imagery and information architecture combine to give distinct visual impact.

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3.2.8 Newspaper Advertisement

Product/Service advertisements can use a mixture of the core elements and relevant additional imagery e.g. Spiderman for Stream TV.

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3.2.9 Posters

There are three example layouts showing how imagery or message are the focal point.

Simple: Imagery is focal point

Balanced: Headline and imagery equal

Headline driven: Imagery smaller

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3.3

Exhibition Items

1.0 Introductions
2.0 Core Logo and Basic Elements
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3.3.1 Carrier Bag - Paper

Simple and direct messages could be used to reinforce the theme of an exhibition.

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3.3.2 Carrier Bag - Plastic

Simple and direct messages could be used to reinforce the theme of an exhibition.

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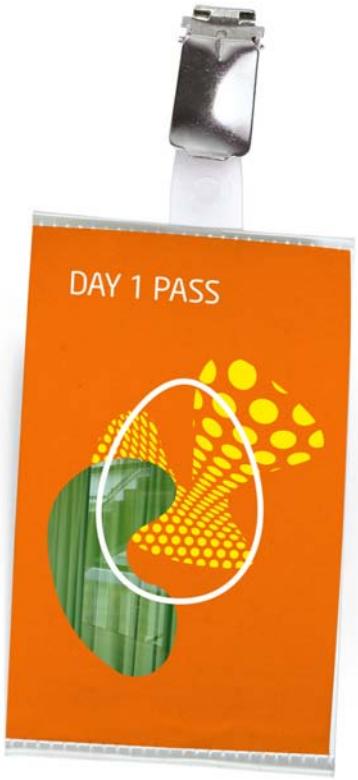
3.3.3 Exhibition Pass

Examples of how one side of a security pass could be treated. The exhibition or event theme can be used as the main visual with a logo, message and appropriate information details to support.



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3.3.4 Flags

Flags should be kept as simple as possible to ensure the Stream logo is easily recognised. A green logo on to a white (neutral) colour is preferred with a white out of green version as an option.

Preferred option

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3.3.5 Sports Pennant

Pennants, as flags, can be green on white or reversed.

Preferred option

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3.3.6 Table Flag

Stream logos should be placed centrally on small flags/pennants with the preferred version being a green logo on white.

Preferred option

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3.3.7 Name Badge(s)

Name badges can serve many tasks either as general visitor building identification or at an Expo - here are the principles:

Use the Stream logo in green on white. Do not have a white logo for name badges.

Keep them simple - do not include unnecessary information

Name, date, event or location and a logo is recommended as basic information.

There may be the opportunity to use the back of badges to highlight other important information, e.g. building safety or simply what brands make Stream.

Back

Expo Option

Back

General Name Badge

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3.3.8 VIP Dress Code/Accessories

Recommend dress code. More details to follow.

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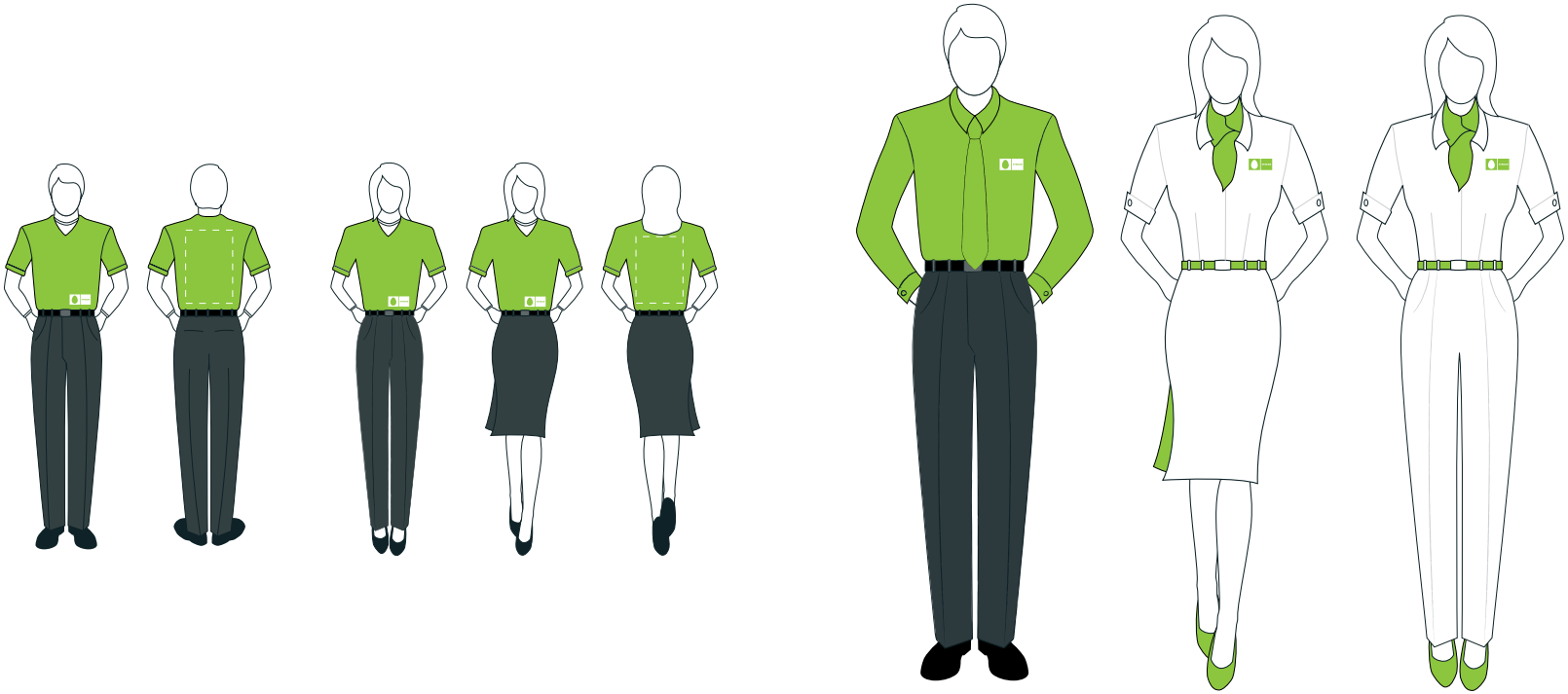
3.3.9 Uniforms for Promotional Personnel

Recommend dress code. More details to follow.



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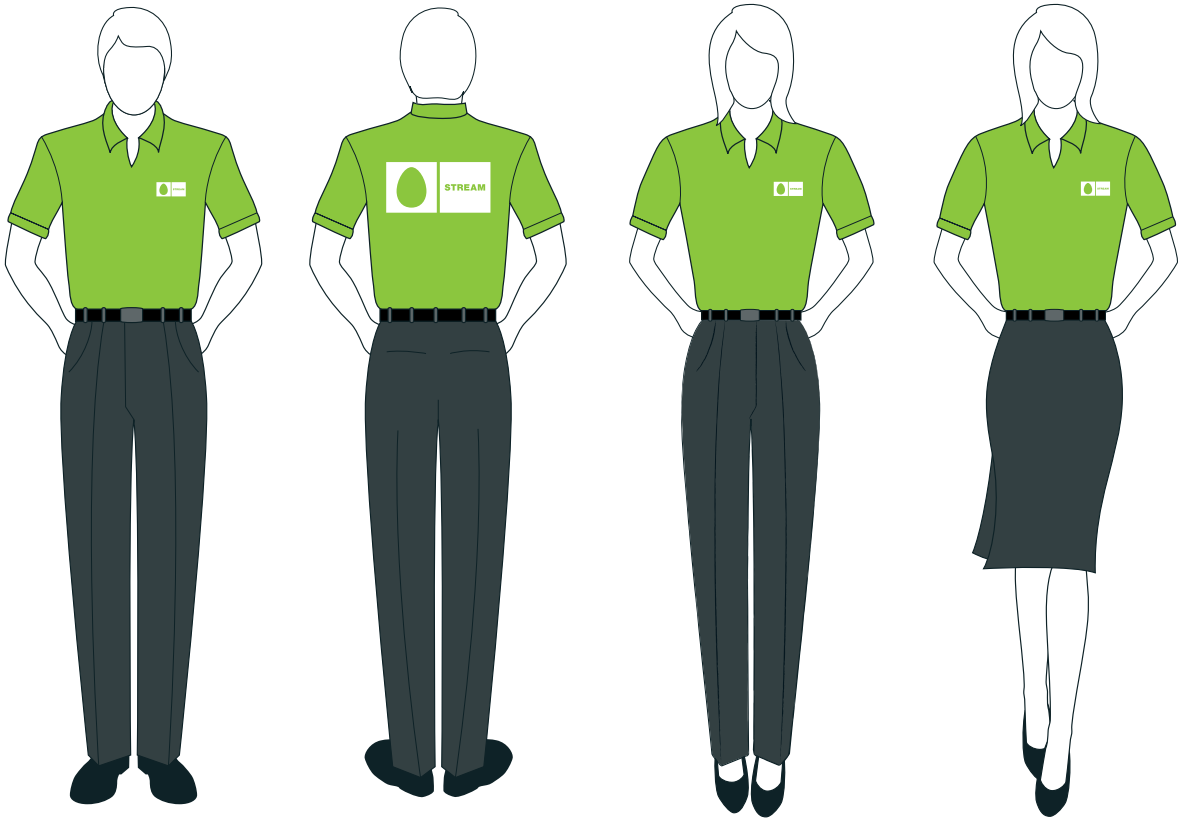
3.3.10 Uniforms for Technical Personnel

Recommend dress code. More details to follow.



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3.4

Branded Gifts

1.0 Introductions
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5.0 Template Artwork

3.4.1 Pens

Always keep branded gifts simple, elegant and useable. It is recommended that the Stream is green on a white or neutral colour. Although a white logo on a coloured pen is possible.

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3.4.2 Lighters

The minimum size of our logo and clear space should always be followed. When choosing gifts always consider how to best reflect the new brand. e.g. maybe a green lighter with an etched logo is more on brand

Option 1

Option 2

Preferred option

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4.0 Logo Artwork Library
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3.4.3 Tee-shirt

Generally white tee-shirts should be branded with green screen printing or embroidery. Suitable positions for the logo are central, discreet (bottom right) or on a sleeve. Equally a tee-shirt can use a mixture of elements.

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3.4.4 Baseball Caps

Baseball caps could have a green embroided logo on the front, or a white logo on green. Always remember to ensure the logo is legible and maintain clear space.

Preferred option

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3.4.5 Sweatshirt

As with the tee-shirts the logo, and elements can be used on sweatshirts.

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3.4.6 Mug

Using a logo, icon pattern or imagery is possible. Try to keep any design simple and on-brand.

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3.4.7 Umbrella

When possible a white logo should appear on a green background. Here additional information, such as stream.ru or the event could be used on other panels - ensuring not to 'fill' all the panels.

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3.4.8 Ashtray

Here we show how our logo can be applied on coloured or clear ashtrays. Always remember to follow the logo clear space and minimum size rules.

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3.4.9 Key Fob (Ring)

Our logo can be applied to metallic objects or plastics. Etching, embossing could both be used to recreate the Stream logo in an innovative and unique way.

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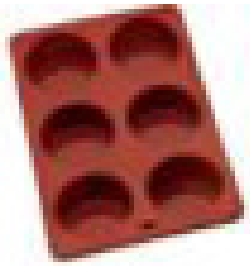
3.4.10 New Ideas for - Mass Give away

Here is a mood board to stimulate ideas on shape and material that will assist future creation of gift ideas (details to follow where possible).



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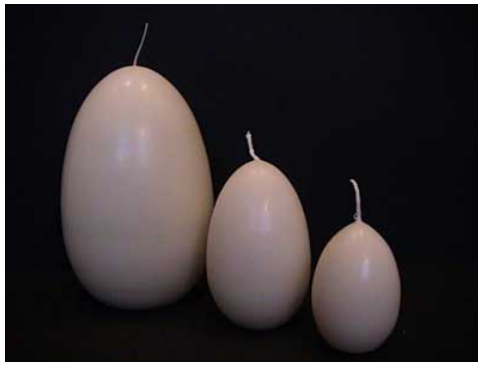
3.4.11 New Ideas for - Expensive Gift

Here is a mood board to stimulate ideas on shape and material that will assist future creation of gift ideas (details to follow where possible).



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3.4.12 New Ideas for - VIP gift

Here is a mood board to stimulate ideas on shape and material that will assist future creation of gift ideas (details to follow where possible).

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4.0
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4.0 Logo Artwork Library

The Stream master artwork logo is available in the versions shown below: One size, three file formats and two language versions. The logo is sized at 75mm, measured over its height and has been created in the following electronic formats:

Adobe Illustrator® vector .eps, Adobe Photoshop® .tif (RGB @ 300dpi), .jpeg (RGB @ 300dpi) and .png (RGB @ 300dpi) and in both Russian and English languages.

These master logos are contained within the folder: STREAM_Logo_Artwork_Library accompanying this guideline.

STREAM_376_ru.eps

STREAM_CG_8_ru.eps

STREAM_cmyk_ru.eps

STREAM_mono_ru.eps

STREAM_neg_ru.eps

STREAM_376_eng.eps

STREAM_CG_8_eng.eps

STREAM_cmyk_eng.eps

STREAM_mono_eng.eps

STREAM_neg_eng.eps

STREAM_rgb_ru.tif

STREAM_mono_ru.tif

STREAM_rgb_eng.tif

STREAM_mono_eng.tif

STREAM_rgb_ru.jpg

STREAM_mono_ru.jpg

STREAM_rgb_eng.jpg

STREAM_mono_eng.jpg

STREAM_rgb_ru.png

STREAM_mono_ru.png

STREAM_neg_ru.png

STREAM_rgb_eng.png

STREAM_mono_eng.png

STREAM_neg_eng.png

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5.0
Template Artwork Library