

ШТЕДИЛИЦА **МОЖНОСТИ**

**SAVINGS HOUSE MOZHNOSTI
VISUAL IDENTITY STANDARDS**

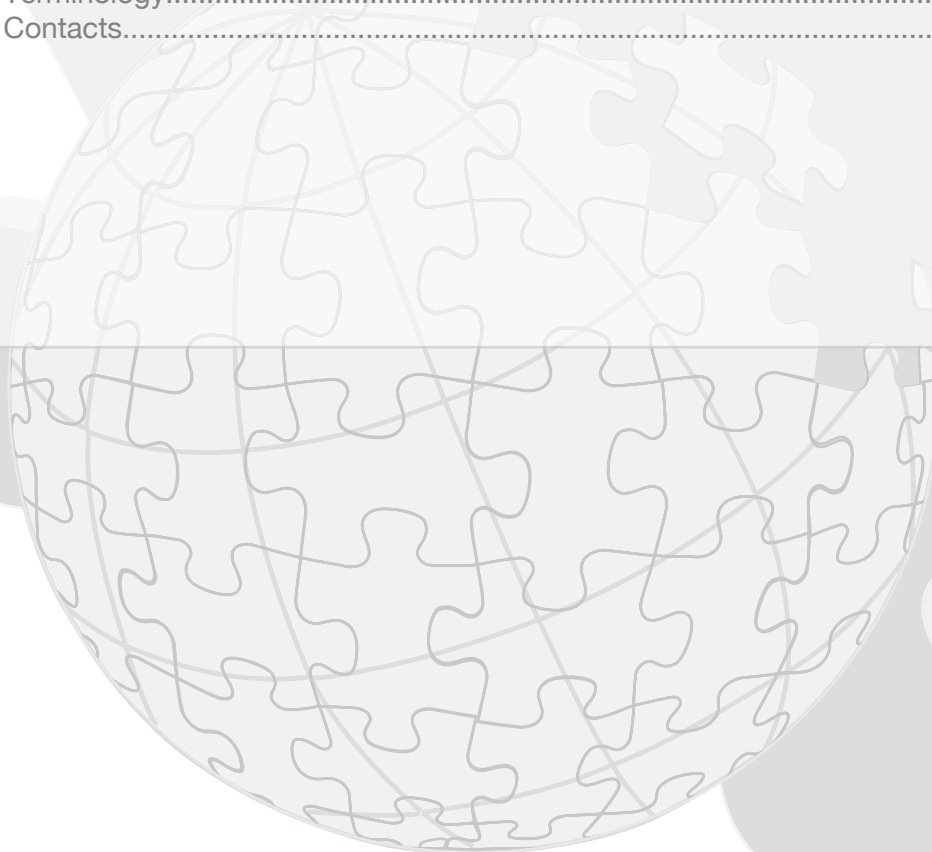
MARCH 2009
developed by TektonLMP

TABLE OF CONTENTS

INTRODUCTION	03
Letter from the CEO	04
The importance of the identity.....	05
Terminology.....	06
Contacts.....	07
THE “МОЖНОСТИ” SIGNATURE.....	08
Components of the signature.....	09
Signature layout, proportions and clear space.....	10
Minimal size.....	11
Multilingual variations of the signature.....	12
Signature: Color and color negative.....	13
Color signature application on background range.....	14
Signature: Grayscale and grayscale negative.....	15
Grayscale signature application on background range.....	16
Signature: Watermark and single color.....	17
Improper signature use.....	18
THE “МОЖНОСТИ” TAGLINE(s).....	20
Meaning, purpose and tagline use.....	21
Multilingual variations of the tagline.....	22
Positioning of the tagline in the signature.....	23
Tagline color and font type.....	24
Tagline application on background range.....	25
Improper tagline signature use.....	26
TYPOGRAPHY.....	29
Introduction.....	30
Type for logotype: Eurostile Cyrillic.....	31
Type for tagline: Garamond Pro.....	32
Type for headings: Neue Helvetica Cyrillic.....	33
Type for text: Bodoni Cyrillic.....	34
COLOR PALETTE.....	35
Primary color palette.....	36
Secondary color palette.....	37
BUSINESS SYSTEM.....	38
Memo.....	39
Business cards.....	41
Savings card.....	44
Mail signature and envelopes.....	46
Folders.....	49
Email signature.....	51
Power-Point template.....	52

INTRODUCTION

Letter from the CEO.....	4
The importance of the identity.....	5
Terminology.....	6
Contacts.....	7



Letter from the CEO

A fast-changing, highly competitive world requires that even accomplished institutions constantly project and broadcast their existence in order to amplify their excellence. A cohesive and uniform visual identity is vital for more efficient and effective way to communicate with key audiences.

A new corporate identity standards program, developed under the leadership of our Marketing Department, has been established to provide a consistent visual presentation of the Savings House Mozhnosti. The program is an integral part of our goal to enhance branding and communication with our partners and clients.

The standards and guidelines provided in this booklet are an essential tool for anyone producing visual communications on behalf of the Savings House Mozhnosti. The booklet contains standards for layout, typography, color usage and defines how Mozhnosti's corporate signature must be applied to marketing materials, business documents, recognition items and other forms of visual communication.

The success of this identity standards program depends upon the contributions and cooperation of the entire Mozhnosti community. By complying with its specifications, you help project a clear, unifying image of the Savings House Mozhnosti.

Thank you for your commitment to protect the symbols and reputation of this unique institution, of which we are all so proud.



Sincerely,

S Andova

Snezhana Andova

Chief Executive Officer

The importance of the identity

Institutions, like individuals, can have a persona or an identity. As identity is important for a person, it is also an essential part of the institution's success. Identity, whether institutional or personal, is based on things like values (or principles) held, actions taken, purposes pursued, projected image and the alignment of all these things called "integrity." Institutions should care about, cultivate and maintain their identities because it is nothing less than reflection of their character, their reputation and their future.

Identity in the institutional sense, the so called "brand" perspective, is understood through three "channels": voice, vision and action (what you say, how you look and how you act). The standards contained in this booklet primarily address the visual channel, or in other words, the institutional appearance as it is communicated in logos, visual symbols, color, stylized typography and "iconographic" elements. All of these visual communication entities must be coordinated and related back to the one foundational and defining idea of institutional identity. A clear understanding of the visual elements and how they work together forms the foundation for a successful brand identity. This booklet aims to provide that understanding with clarity and details needed for those managing and using the visual brand assets of the Savings House *Mozhnosti*.



ШТЕДИЛНИЦА
МОЖНОСТИ
се двијиме заедно

Terminology

For maximum clarity, we have established a set of technical definitions that are consistently used throughout the text. Each is defined and illustrated below. It is important, in both written correspondence and oral discussion related to design, to use these terms accurately and consistently. It is recommended, therefore, that the reader make himself “fluent” in the technical language of this document.

“МОЖНОСТИ” logo
Mozhnosti logo



“МОЖНОСТИ” logotype
Mozhnosti logotype

ШТЕДИЛНИЦА
МОЖНОСТИ

“МОЖНОСТИ” signature
Mozhnosti signature



ШТЕДИЛНИЦА
МОЖНОСТИ

“МОЖНОСТИ” tagline(s)
Mozhnosti tagline(s)

*се движиме заедно
да бидете дел од глобалниот тренд*

“МОЖНОСТИ”
tagline signature
Mozhnosti
tagline signature



ШТЕДИЛНИЦА
МОЖНОСТИ
се движиме заедно

General MOZHNOSTI Brand Issues

Questions and requests for clarifications regarding the proper execution and implementation of the Savings House Mozhnosti Visual Identity Standards should be submitted to the Marketing Department of Savings House Mozhnosti (marketing@moznosti.com.mk). Responses will be issued within 72 hours of receipt.

The most current information about the MOZHNOSTI brand identity is available online [www.moznosti.com.mk/identity/].

Memo, Mailing Labels, Power Point and other Templates

For guidelines on use of the Mozhnosti branded memo, power point and other templates please refer to the Business System chapter.

Mozhnosti branded templates are available for download online [www.moznosti.com.mk/identity/].

Design Services

For information about print and web creative services, please contact the Marketing Department of Savings House Mozhnosti.

When beginning any new design project, consult a professional graphic designer. If you are hiring an outside professional graphic designer, ensure that the vendor has access to the Mozhnosti Visual Identity Standards.

For technical reasons, the colors reproduced in this booklet are representational only. Neither the computer monitor nor color printouts should be used as a color match. Please apply the color specifications detailed throughout this document and consult the appropriate color-matching system to ensure color-matching accuracy.

© 2009 Savings House MOZHNOSTI
www.moznosti.com.mk
Jane Sandanski blvd. 111, 1000, Skopje, Macedonia

Visual identity standards and documentation
developed and produced by **TeKton LMP**
www.tektonlmp.com.mk

Document version: 1.0
Revision date: March 2009

THE “MOJHOCTH” SIGNATURE

Components of the signature.....	09
Signature layout, proportions and clear space.....	10
Minimal size.....	11
Multilingual variations of the signature.....	12
Signature: Color and color negative.....	13
Color signature application on background range.....	14
Signature: Grayscale and grayscale negative.....	15
Grayscale signature application on background range.....	16
Signature: Watermark and single color.....	17
Improper signature use	18

Components of the signature

The “МОЖНОСТИ” Signature is the official emblem of the Savings House Mozhnosti, Skopje. It has been developed for use in internal and external communications as the primary graphic identifier in all materials that represent the Savings House Mozhnosti.

The official signature of the Savings House Mozhnosti is comprised out of the “МОЖНОСТИ” logo (incomplete 3D puzzle in a form of a sphere in front of a piece of a puzzle) and a logotype which contains the phrase “Штедилница Можности”. The visual impression of the signature and its elements have been designed in order to create a unique character and therefore the signature and its components should not be altered in any way. The acceptable alternatives of the signature are specified in this booklet.



Signature layout, proportions and clear space

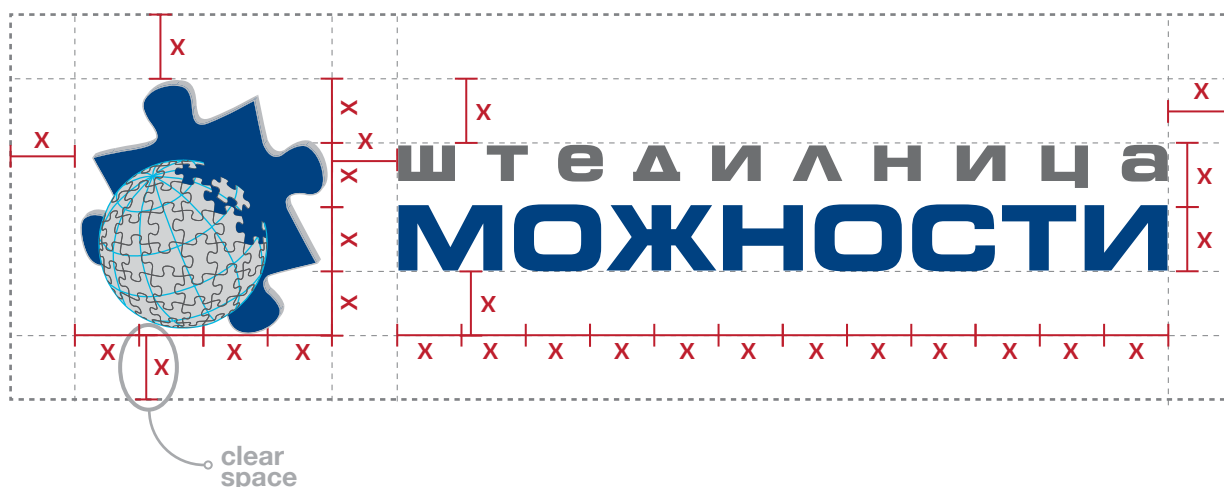
Maintaining consistency of graphic proportions when using the “МОЖНОСТИ” signature is important to maintain its visual integrity. A standard proportional balance ensures that no matter the overall size or application of the signature, it always appears correct and consistent.

In order to create and maintain maximum impact, the “МОЖНОСТИ” signature must never be too closely linked to a photograph or other graphic elements. A clear space has been established to ensure that the signature has “stage space” commensurate with its importance as a key brand element and institutional identifier. “Clear space” refers to the area around the logo that separates it from other elements such as photos, type, icons or a page edge. As the logo increases or decreases in size, the empty space requirements should be adjusted proportionally. Whenever possible, please allow for more than the minimum space.

Vertical layout proportions



Horizontal layout proportions



Minimal size

For greatest impact and legibility, a minimum logo size has been established. The signature can be used in any size as long as it does not go below a minimum of 32.00 mm height and 40.00 mm width in vertical layout and 26.00 mm height and 84.00 mm width in horizontal layout. Any scaling should be done proportionally. Please take special care of logo's outlines and 3D depth when scaling the logo in vector format.



Multilingual variations of the signature

The official signature of the Savings House Mozhnosti has three multilingual variations in order to enable the use of the signature within the Republic of Macedonia and abroad. The signature can be used in the following languages: Macedonian, English and Albanian. While the logo remains the same in all three variations, the logotype is adjusted for the appropriate language and alphabet.

Macedonian



ШТЕДИЛНИЦА
МОЖНОСТИ

English



SAVINGS HOUSE
MOZHNOСТИ

Albanian



KURSIMORJA
MOZHNOСТИ

Signature: *Color and color negative*

The full color reproduction of the “МОЖНОСТИ” signature is the preferred emblem of the Savings House Mozhnosti. Always insist upon accurate color matching. Poorly matched colors may weaken the impact and effectiveness of our signature.


Color










	big puzzle outline C: 0-M: 0-Y: 0-K: 30
	big puzzle fill C: 100-M: 70-Y: 0-K: 30
	globe C: 80-M: 8-Y: 0-K: 0
	globe puzzles fill C: 0-M: 0-Y: 0-K: 20
	globe puzzles outline C: 0-M: 0-Y: 0-K: 80

	title "штедилница" C: 0-M: 0-Y: 0-K: 70
	title "можности" C: 100-M: 70-Y: 0-K: 30

Color Negative

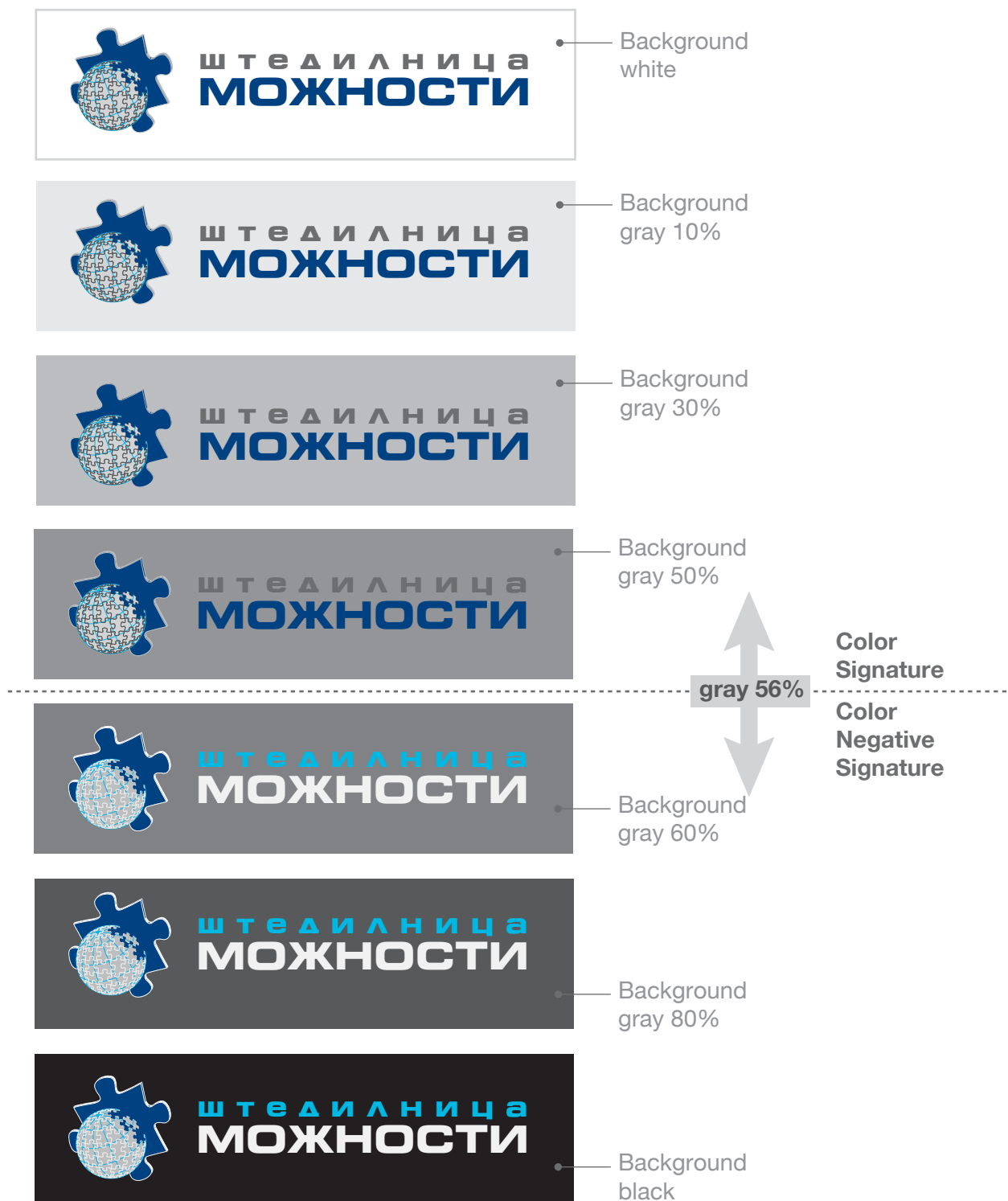


	big puzzle outline C: 0-M: 0-Y: 0-K: 0
	big puzzle fill C: 100-M: 70-Y: 0-K: 30
	globe C: 80-M: 0-Y: 8-K: 0
	globe puzzles fill C: 0-M: 0-Y: 0-K: 30
	globe puzzles outline C: 0-M: 0-Y: 0-K: 0

	title "штедилница" C: 80-M: 0-Y: 8-K: 0
	title "можности" C: 0-M: 0-Y: 0-K: 0

Color signature application on background range

When developing a design that incorporates the signature, create a visual framework that provides the maximum contrast. When placing the color or color negative signature on a solid field of color, select the file that will ensure maximum legibility. Avoid placing the signature against backgrounds that prevent good contrast or clear legibility. These can include heavily patterned, harsh brightly colored, textured or “busy” photographic backgrounds.



Signature: *Grayscale and grayscale negative*

Where reproduction constraints prevent the use of the full color signature, use one of the optional versions of the signature: the grayscale or the grayscale negative (reverse) signature. The “МОЖНОСТИ” signature should never be represented in other colors.

Grayscale

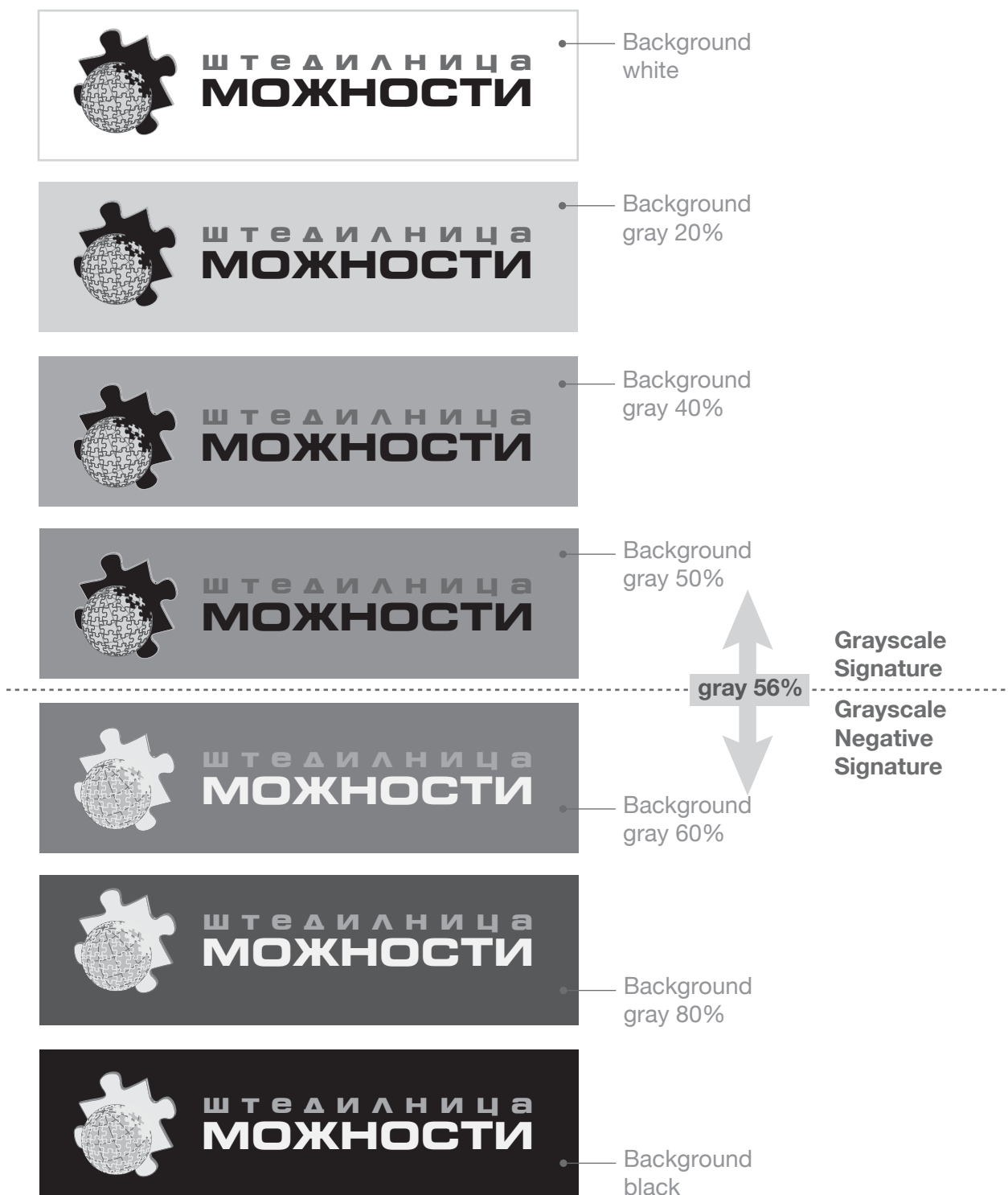


Grayscale Negative



Grayscale signature application on background range

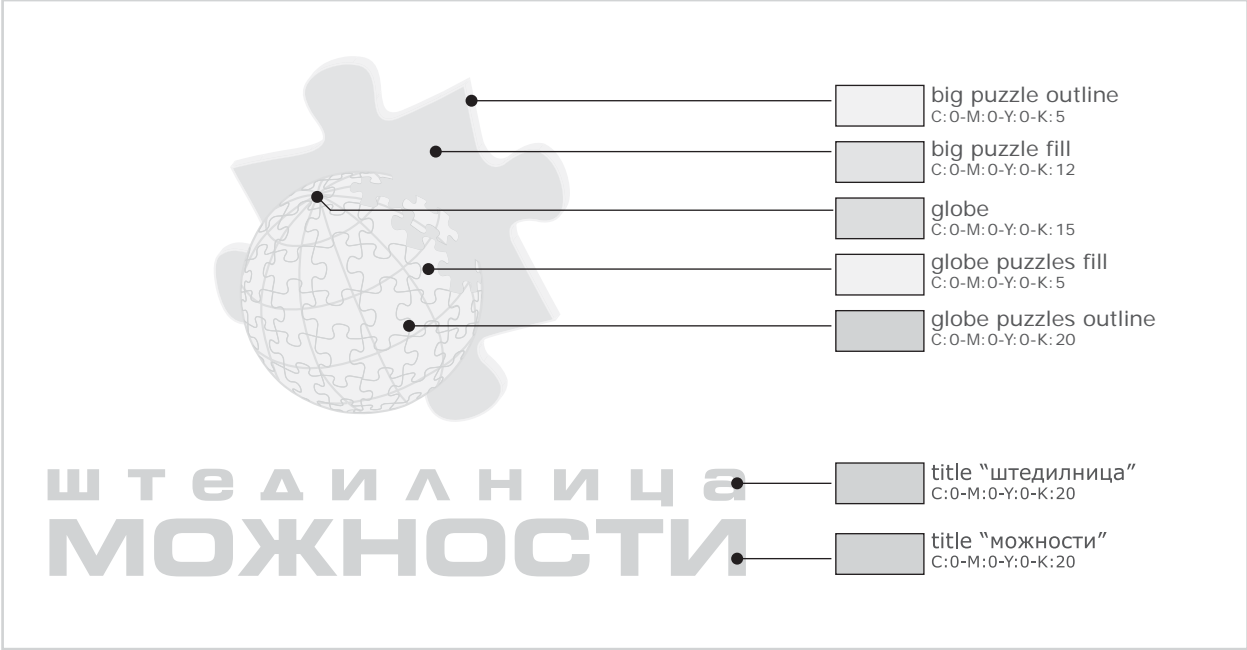
When developing a design that incorporates the signature, create a visual framework that provides the maximum contrast. When placing the grayscale or grayscale negative signature on a solid field of color, select the file that will ensure maximum legibility. Avoid placing the signature against backgrounds that prevent good contrast or clear legibility. These can include heavily patterned, harsh brightly colored, textured or “busy” photographic backgrounds.



Signature: Watermark and single color

The “МОЖНОСТИ” signature may be used in a single color (black) where the circumstances do not allow use of the color or grayscale signature. In addition the signature can be used as a watermark, graphic element or secondary asset.

Watermark



Single Color - Black



Improper signature use

The impact of a signature depends on proper use which should be consistently maintained. Any changes to the shape and color of the “МОЖНОСТИ” Signature will change or diminish the important values, ideas and meanings with which it is associated.

Therefore, do not alter the graphic files and never use the signature on merchandise without first contacting the Marketing Department of Savings House Mozhnosti. Never use the signature as part of a headline or in body copy. Also please do not use the signature in a form which makes it difficult to read or degrades its integrity. See samples of improper usage are presented below and on the next page.

Do not alter the logotype's letter spacing or line spacing of the signature.



Do not change the layout of the signature.



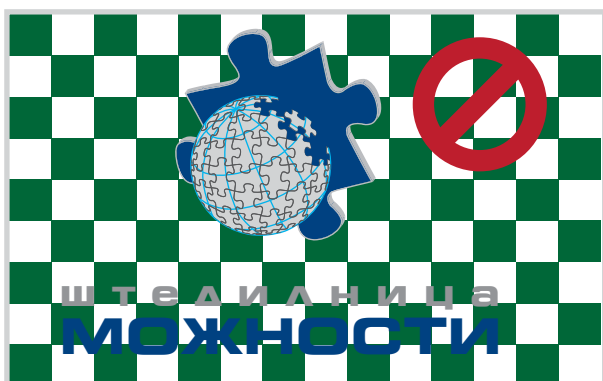
Do not stretch or distort the signature in any way.



Do not tilt or rotate the signature.



Do not place the signature on a patterned background or backgrounds that could diminish or obscure its appearance.



Improper signature use (continued)

Do not re-assign or re-color any part of the signature.	Do not re-draw, alter the proportions and shape or scan the signature.
 <p>ШТЕДИЛНИЦА МОЖНОСТИ</p>	 <p>ШТЕДИЛНИЦА МОЖНОСТИ</p>
Do not stack the logo over or under other design elements or combine it with other symbols.	
 <p>ШТЕДИЛНИЦА МОЖНОСТИ</p>	 <p>ШТЕДИЛНИЦА МОЖНОСТИ</p>
Do not delete or replace elements of the signature.	
 <p>МОЖНОСТИ</p>	 <p>ШТЕДИЛНИЦА МОЖНОСТИ</p>
Do not use the signature or parts of the signature in combination with other text.	Do not outline any part of the signature.
 <p>ШТЕДИЛНИЦА www.МОЖНОСТИ.com.mk</p>	 <p>ШТЕДИЛНИЦА МОЖНОСТИ</p>

THE “MOZHNOSTI” TAGLINE(s)

Meaning, purpose and tagline use.....	21
Multilingual variations of the tagline.....	22
Positioning of the tagline in the signature.....	23
Tagline color and font type.....	24
Tagline application on background range.....	26
Improper tagline signature use.....	27

Meaning, purpose and tagline use

A tagline is a primary marketing message an institution makes. Its primacy is established and expressed by its position within the institutional signature. No other message, slogan or nomenclature enjoys this graphic pride of place. The Savings House Mozhnosti has adopted two taglines which reflect its corporate culture. The primary tagline:

“moving together”

was designed to articulate our core value and proclaim our commitment to our clients. In addition we aspire to elevate it to the status of an institutional mission. Our second tagline:

“to be part of the global trend”

conveys the immense transformative impact of our services to change human lives for the better. Finally, “to be part of the global trend” is a way to inspire and proclaim our pride of the Savings House Mozhnosti.

The “МОЖНОСТИ” taglines may be used on external and internal communications materials (print and electronic). Its use may be appropriate for select advertising, marketing and promotional materials (like notebooks, sponsorship, etc). For criteria about when and how to use the tagline properly, please contact the Marketing Department of Savings House Mozhnosti (marketing@mozhnosti.com.mk).

Multilingual variations of the tagline

Similarly to the official signature of the Savings House Mozhnosti the taglines can be used in three multi-lingual variations: Macedonian, English and Albanian. Please note that the language of the tagline should be the same as the logotype of the signature.

Tagline: “*moving together*”

Macedonian

се движиме заедно

English

moving together

Albanian

ecim së bashku

Tagline: “*to be part of the global trend*”

Macedonian

да бидете дел од глобалниот тренд

English

to be part of the global trend

Albanian

te bëheni pjesë e trendit global

Positioning of the tagline in the signature

The taglines can be used with the “МОЖНОСТИ” signature in two layouts. The tagline can be used in horizontal layout with the tagline positioned below the logotype (as shown below), as well as in vertical layout, again positioned below the logotype (as shown on the next page). All the standards that relate to maintaining the integrity of the signature (e.g., proper logo use, clear space, minimum size) also apply to the “МОЖНОСТИ” tagline signature. The tagline should always be visually associated with the “МОЖНОСТИ” signature, according to one of these two prescribed positioning methods. Potential exceptions to this rule will be reviewed on a case-by-case basis and must be submitted for approval by the Marketing Department of Savings House Mozhnosti.

Horizontal Layout

Tagline: *“moving together”*



ШТЕДИЛНИЦА
МОЖНОСТИ
се движиме заедно

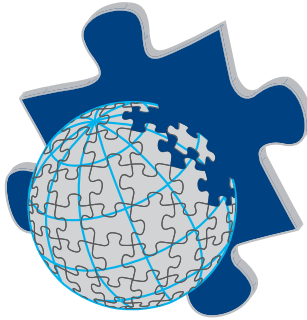
Tagline: *“to be part of the global trend”*



ШТЕДИЛНИЦА
МОЖНОСТИ *да*
бидете дел од глобалниот тренд

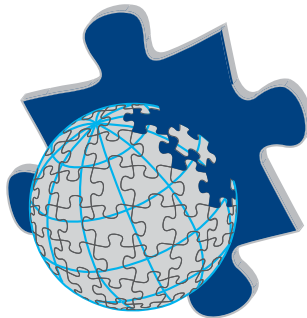
Vertical Layout

Tagline: “moving together”



ШТЕДИЛНИЦА
МОЖНОСТИ
се движиме заедно

Tagline: “to be part of the global trend”



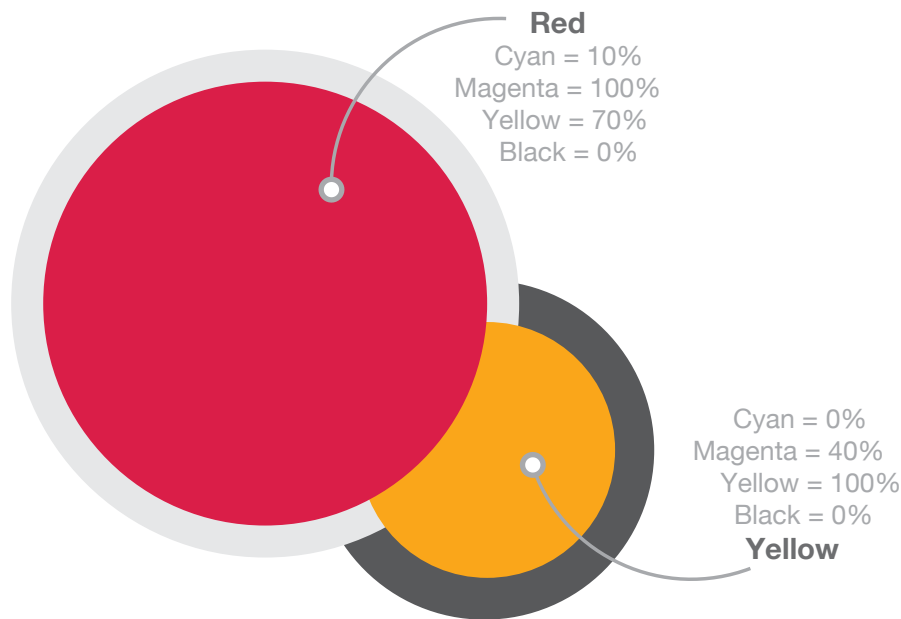
ШТЕДИЛНИЦА
МОЖНОСТИ *да*
бидете дел од глобалниот тренд

Tagline color and font type

For more information on the color please consult the Color Palette chapter.

For more information on tagline type consult the Typography chapter.

Tagline color



Tagline font type

TYPE FAMILY

STYLE

Garamond Premier Pro - Medium Italic Caption

се движиме заедно

се движиме заедно

Tagline application on background range

When used in full color the taglines can be displayed in two colors: red and yellow. The use of the particular color depends on the color of the signature and the background color range.



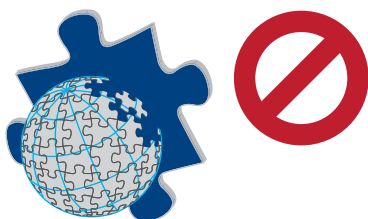
THE “МОЖНОСТИ” TAGLINE(S)

Improper tagline signature use

Never attempt to re-write, re-draw or re-scale the tagline in relationship to the signature or add extraneous or “competing” graphic elements. The tagline should not be used in any other graphic configuration, type or colors than those prescribed by the Savings House Mozhnosti Visual Identity Standards. Never use the tagline over a complicated part of an image or on a color background that hinders its legibility. Never combine the tagline with any mark other than the official “МОЖНОСТИ” signature.

All rules of usage that apply to the “МОЖНОСТИ” signature also apply with equal force to application of the tagline signature, unless otherwise indicated. See pages 18 and 19 for further examples of improper signature use. Essentially, any use that makes the signature difficult to read or degrades the integrity of the signature is unacceptable. See samples of improper tagline usage are presented below and on the next page.

Do not alter the tagline’s letter spacing or line spacing in the tagline signature.

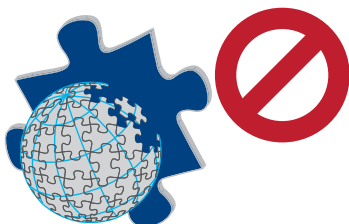


ШТЕДИЛНИЦА
МОЖНОСТИ
се движиме заедно

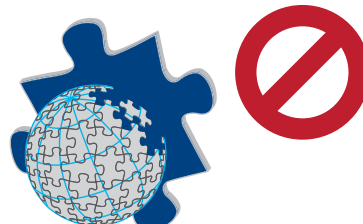


ШТЕДИЛНИЦА
МОЖНОСТИ *да*
бидете дел од глобалниот тренд

Do not alter the syntax and semantics of the taglines.



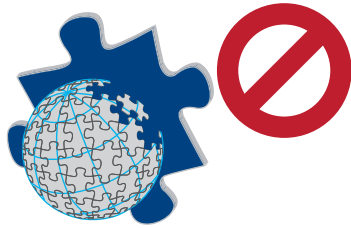
ШТЕДИЛНИЦА
МОЖНОСТИ
се движиме заедно со вас



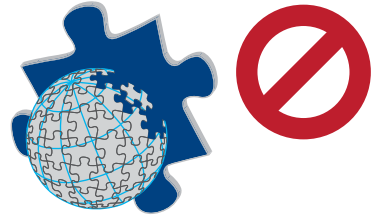
ШТЕДИЛНИЦА
МОЖНОСТИ
дел од глобалниот тренд

Improper tagline signature use (continued)

Do not stretch or distort the taglines in any way.

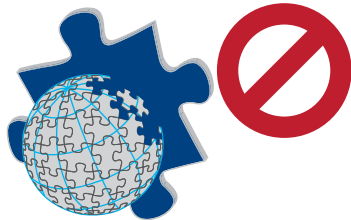


штедилница
МОЖНОСТИ
се движиме заедно



штедилница
МОЖНОСТИ *да*
бидете дел од глобалниот тренд

Do not re-assign or re-color any part of the tagline or tagline signature.

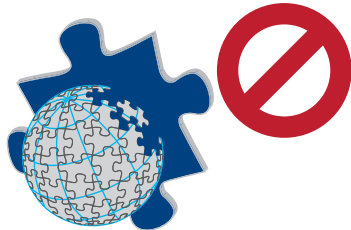


штедилница
МОЖНОСТИ
се движиме заедно



штедилница
МОЖНОСТИ *да*
бидете дел од глобалниот тренд

Do not attempt to re-position or re-scale the tagline in relationship to the signature.



се движиме заедно
штедилница
МОЖНОСТИ



штедилница
МОЖНОСТИ
да бидете дел од глобалниот тренд

THE “МОЖНОСТИ” TAGLINE(S)

TYPOGRAPHY

Introduction.....	30
Type for logotype: Eurostile Cyrillic.....	31
Type for tagline: Garamond Premier Pro.....	32
Type for headings: Neue Helvetica Cyrillic.....	33
Type for text: Bodoni Cyrillic.....	34

Introduction

Consistent application of type fonts and styles allows our audiences to recognize materials from the Savings House Mozhnosti with ease. Therefore, all materials, communications and branded products should use only approved typography.

The Savings House Mozhnosti typography consists of four font families: **Neue Helvetica Cyrillic** and **Bodoni Cyrillic** for headings and text respectively, as well as **Eurostile Cyrillic** and **Garamond Premier Pro** in the tagline signature. These font families are attractive and very functional, offering a wide range of weights and styles for complex typographic needs and individual expression. They have been carefully selected to express the personality of our institution as well as for their broad graphic performance value.

Type for logotype: *Eurostile Cyrillic*

The Eurostile font family was designed by Aldo Novarese in 1962 and was issued by the Nebiolo foundry. Eurostile was developed, because although the similar Microgramma came with a variety of weights, it had only upper-case letters. A decade after the creation of Microgramma, Novarese remedied this with the creation of Eurostile, which added lower-case letters. The rather square sans serif Eurostile became popular for display and advertising use. The linear nature of Eurostile suggests modern architecture, and its attraction is technical and functional. As such it has found some popularity in contemporary graphic design, as well as in science fiction novel and film artwork.

Eurostile Cyrillic is adapted version of Eurostile for use with cyrillic text. It preserves the character of the Eurostile font family with increased number of symbols. The cyrillic alphabet was created by Nikola Kovanovic and redesigned by Ognjen Paunovski (TektonLMP). As such, the version of Eurostile Cyrillic that is used in the logotype of the Savings House Mozhnosti signature is unique and digitally signed for use by the Savings House Mozhnosti.

Preview of *Eurostile Cyrillic* alphabet and styles

Latin
alphabet

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!=@#%&*()_+

Cyrillic
alphabet

абвгдѓежзѕијклмњопрстќуфхцџш
АБВГДЃЕЖЗЅИЈКЛЃМНЊОПРСТЌУФХЦѢШ
1234567890-!=&*()_+

Eurostile Cyrillic
styles

Eurostile Cyrillic Regular
Eurostile Cyrillic Black Extended

Type for tagline: *Garamond Premier Pro*

Garamond is the name given to a group of old style serif typefaces named for the punch-cutter Claude Garamond (c. 1480-1561). A majority of the typefaces named Garamond are more closely related to the work of a later punch-cutter Jean Jannon. Nonetheless the Garamond Premier family is based on the original Claude Garamond's design.

Revivals of the Garamond type can be found as early as 1900, when a typeface based on the work of Jean Jannon was introduced at the Paris World's Fair as 'Original Garamond,' where after many type foundries began to cast similar types, beginning a wave of revivals that would continue throughout the 20th Century. A direct relationship between Garamond's letterforms and contemporary type can be found in the Roman versions of the typefaces Sabon, Granjon, Stempel Garamond, and Adobe Garamond.

Preview of *Garamond Premier Pro* alphabet and styles

Latin
alphabet

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#\$%^&()_+*

Cyrillic
alphabet

абвгдежзѕијклмнњопрстќуфхцџш
АБВГДЕЖЗСИЈКЛМНЊОПРСТЌУФХЦѢШ
1234567890-=!&()_+*

Garamond
Premier Pro
styles

Garamond Premier Pro Medium Italic Caption

Type for headings: *Neue Helvetica Cyrillic*

Helvetica was developed in 1957 by Max Miedinger with Eduard Hoffmann at the Haas'sche Schriftgiesserei (Haas type foundry) of Münchenstein, Switzerland. Haas set out to design a new sans-serif typeface that could compete with Akzidenz-Grotesk in the Swiss market. Originally called Neue Haas Grotesk, it was created based on Schelter-Grotesk. The aim of the new design was to create a neutral typeface that had great clarity, had no intrinsic meaning in its form, and could be used on a wide variety of signage. In 1960, the typeface's name was changed by Haas' German parent company Stempel to Helvetica — derived from Confoederatio Helvetica, the Latin name for Switzerland — in order to make it more marketable internationally.

Neue Helvetica is a reworking of the typeface with a more structurally unified set of heights and widths. It was developed at D. Stempel AG, Linotype's daughter company. The redesigns includes improved legibility, heavier punctuation marks, increased spacing in numbers.

Neue Helvetica Cyrillic is adapted version of Neue Helvetica for use with cyrillic text. The cyrillic alphabet was created by Nikola Kovanovic and redesigned by Ognen Paunovski (TektonLMP). As such, the version of Neue Helvetica Cyrillic that is used for headings in documents owned by the Savings House Mozhnosti is unique and digitally signed for use by the Savings House Mozhnosti.

Preview of *Neue Helvetica Cyrillic* alphabet and styles

Latin alphabet

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#\$%^&*()_+

Cyrillic alphabet

абвгдежзсијклљмнњопрсткѣхцџш
АБВГДЕЖЗСИЈКЛМННЬОПРСТКѢХЦѢШ
1234567890-=!&*()_+

Helvetica Neue Cyrillic styles

Neue Helvetica Cyrillic Light Regular
Neue Helvetica Cyrillic Light Italic
Neue Helvetica Cyrillic Regular
Neue Helvetica Cyrillic Bold
Neue Helvetica Cyrillic Italic
Neue Helvetica Cyrillic Bold-Italic
Neue Helvetica Cyrillic Black Regular
Neue Helvetica Cyrillic Black italic

Type for text: *Bodoni Cyrillic*

Bodoni is the name given to a series of serif typefaces first designed by Giambattista Bodoni (1740–1813) in 1798. The typeface is classified as didone modern. Bodoni followed the ideas of John Baskerville, as found in the printing type Baskerville, that of increased stroke contrast and a more vertical, slightly condensed extreme conclusion. Bodoni's typeface has a narrower underlying structure with flat, unbracketed serifs. The face has extreme contrast between thick and thin strokes, and an overall geometric construction.

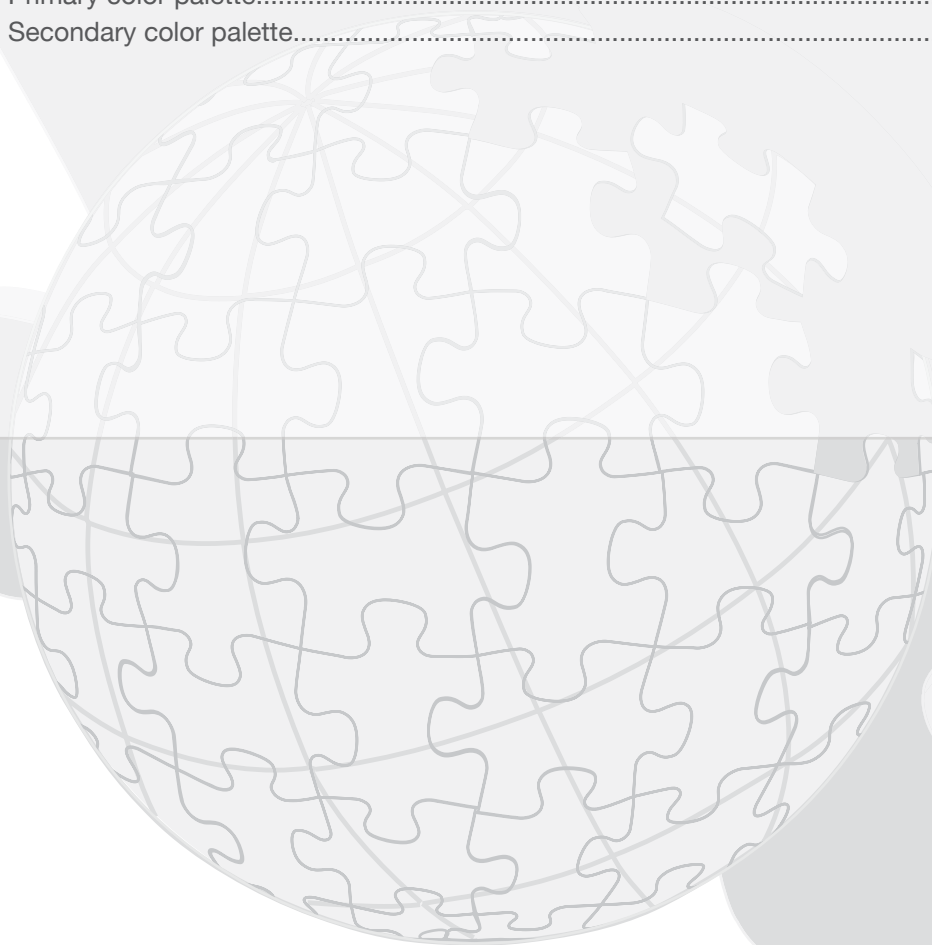
There have been many revivals of the Bodoni typeface; ATF Bodoni and Bauer Bodoni are two of the more successful. ATF Bodoni was drawn by Morris Fuller Benton in 1907, and released by American Type Founders. The Bauer version was drawn by Henrich Jost in 1926. The Bauer version emphasizes the extreme contrast between hairline and main stroke. ATF captured the flavor of Bodoni's original while emphasizing legibility rather than trying to push against the limits of printing technology. Bodoni has been used for a wide variety of material, ranging from eighteenth century Italian books to 1960's periodicals.

Bodoni Cyrillic is adapted version of Bodoni for use with cyrillic text. The cyrillic alphabet was created by Nikola Kovanovic and redesigned by Ognjen Paunovski (TektonLMP). As such, the version of Bodoni Cyrillic that is used as type for text in documents owned by the Savings House Mozhnosti is unique and digitally signed for use by the Savings House Mozhnosti.

Preview of <i>Bodoni Cyrillic</i> alphabet and styles	
Latin alphabet	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890-!=!@#\$%^&*()_+
Cyrillic alphabet	абвгдежзсијклѣмнѣопрстѣуфхцѣш АБВГДЕЖЗСИЈК ЛМНѢОПРСТѢУФХЦѢШ 1234567890-!=!&*()_+
Bodoni Cyrillic styles	Bodoni Cyrillic Regular <i>Bodoni Cyrillic Italic</i> Bodoni Cyrillic Bold <i>Bodoni Cyrillic Bold-Italic</i>

COLOR PALETTE

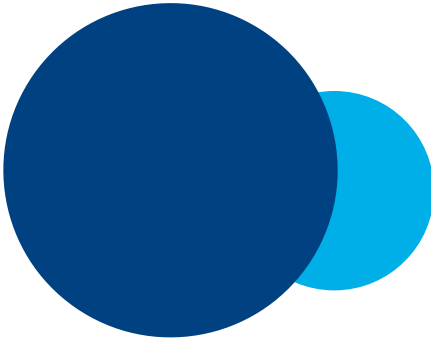



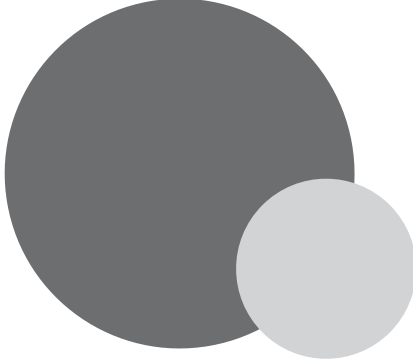







Primary color palette.....	36
Secondary color palette.....	37



Primary color palette

The set of primary colors of the Savings House Mozhnosti consists out of 6 colors which are used in the signature and taglines. By selecting a hue in the blue scale, Mozhnosti is asserting its own distinctive personality and expressing its “blue pedigree.” Never use colors other than the ones specified below.

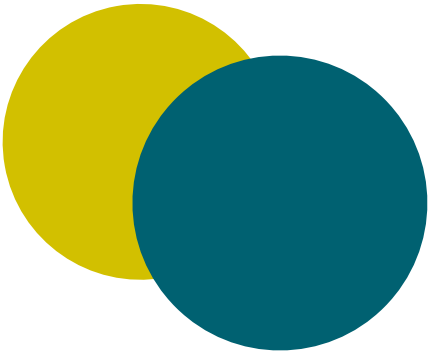


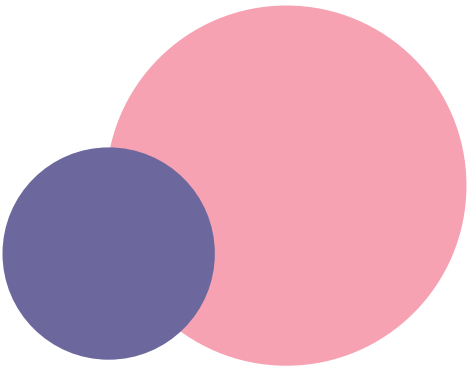


For technical reasons, the colors reproduced in this PDF are representational only. Neither the computer monitor nor color printouts should be used as a color match. Please apply the color specifications detailed throughout this document and consult the appropriate color-matching system to ensure color-matching accuracy.

	 <table><tr><td>CMYK 100% = Cyan 70% = Magenta 0% = Yellow 30% = Black</td><td>RBG 0 = Red 66 = Green 130 = Blue</td><td>HTML #004282 PMS 294</td></tr></table>	CMYK 100% = Cyan 70% = Magenta 0% = Yellow 30% = Black	RBG 0 = Red 66 = Green 130 = Blue	HTML #004282 PMS 294
CMYK 100% = Cyan 70% = Magenta 0% = Yellow 30% = Black	RBG 0 = Red 66 = Green 130 = Blue	HTML #004282 PMS 294		
	 <table><tr><td>CMYK 80% = Cyan 8% = Magenta 0% = Yellow 0% = Black</td><td>RBG 0 = Red 173 = Green 232 = Blue</td><td>HTML #00ADE8 PMS 299</td></tr></table>	CMYK 80% = Cyan 8% = Magenta 0% = Yellow 0% = Black	RBG 0 = Red 173 = Green 232 = Blue	HTML #00ADE8 PMS 299
CMYK 80% = Cyan 8% = Magenta 0% = Yellow 0% = Black	RBG 0 = Red 173 = Green 232 = Blue	HTML #00ADE8 PMS 299		
	 <table><tr><td>CMYK 0% = Cyan 0% = Magenta 0% = Yellow 70% = Black</td><td>RBG 77 = Red 77 = Green 77 = Blue</td><td>HTML #4D4D4D PMS 7544</td></tr></table>	CMYK 0% = Cyan 0% = Magenta 0% = Yellow 70% = Black	RBG 77 = Red 77 = Green 77 = Blue	HTML #4D4D4D PMS 7544
CMYK 0% = Cyan 0% = Magenta 0% = Yellow 70% = Black	RBG 77 = Red 77 = Green 77 = Blue	HTML #4D4D4D PMS 7544		
	 <table><tr><td>CMYK 0% = Cyan 0% = Magenta 0% = Yellow 20% = Black</td><td>RBG 209 = Red 211 = Green 212 = Blue</td><td>HTML #D1D3D4 PMS 7541</td></tr></table>	CMYK 0% = Cyan 0% = Magenta 0% = Yellow 20% = Black	RBG 209 = Red 211 = Green 212 = Blue	HTML #D1D3D4 PMS 7541
CMYK 0% = Cyan 0% = Magenta 0% = Yellow 20% = Black	RBG 209 = Red 211 = Green 212 = Blue	HTML #D1D3D4 PMS 7541		
	 <table><tr><td>CMYK 10% = Cyan 100% = Magenta 70% = Yellow 0% = Black</td><td>RBG 218 = Red 30 = Green 72 = Blue</td><td>HTML #DA1E48 PMS 186</td></tr></table>	CMYK 10% = Cyan 100% = Magenta 70% = Yellow 0% = Black	RBG 218 = Red 30 = Green 72 = Blue	HTML #DA1E48 PMS 186
CMYK 10% = Cyan 100% = Magenta 70% = Yellow 0% = Black	RBG 218 = Red 30 = Green 72 = Blue	HTML #DA1E48 PMS 186		
	 <table><tr><td>CMYK 0% = Cyan 40% = Magenta 100% = Yellow 0% = Black</td><td>RBG 250 = Red 166 = Green 26 = Blue</td><td>HTML #FAA61A PMS 130</td></tr></table>	CMYK 0% = Cyan 40% = Magenta 100% = Yellow 0% = Black	RBG 250 = Red 166 = Green 26 = Blue	HTML #FAA61A PMS 130
CMYK 0% = Cyan 40% = Magenta 100% = Yellow 0% = Black	RBG 250 = Red 166 = Green 26 = Blue	HTML #FAA61A PMS 130		



Secondary color palette

In addition to the primary palette, there is an approved secondary palette for the purposes of allowing greater creative freedom to designers, creating visual interest and variation, and as a resource for coding or organizing information. The secondary palette can be extended through a limited number of “standard deviations” (tints, screens and saturations) of colors for greater flexibility.

		CMYK 0% = Cyan 2% = Magenta 100% = Yellow 22% = Black	RGB 210 = Red 191 = Green 0 = Blue	HTML #D2BF00 PMS 612
		CMYK 83% = Cyan 14% = Magenta 23% = Yellow 50% = Black	RGB 0 = Red 97 = Green 113 = Blue	HTML #006171 PMS 5473
		CMYK 0% = Cyan 45% = Magenta 12% = Yellow 0% = Black	RGB 246 = Red 162 = Green 180 = Blue	HTML #F6A2B4 PMS 197
		CMYK 59% = Cyan 58% = Magenta 4% = Yellow 12% = Black	RGB 108 = Red 103 = Green 157 = Blue	HTML #6C679D PMS 667

BUSINESS SYSTEM

Memo.....	39
Business cards.....	41
Savings card.....	44
Mail signature and envelopes.....	46
Folders.....	49
Email signature.....	51
Power-Point template.....	52

Memo

The Savings House Mozhnosti has adopted two memo templates for use in the internal and external communication. The primary template (presented on this page) contains the Mozhnosti signature in the horizontal layout together with the contact information (including: address, phone, fax, web address and general email) in the header of the document. The memo is available in both color and grayscale versions. The pre-printed color version of the memo should be used for external communication, as official document of the Savings House Mozhnosti. The grayscale version should be used as all-purpose template for various documents in the internal communication. The secondary template (presented on the next page) contains the Mozhnosti tagline signature in the header, while the contact information is placed in the footer. This memo template will be used for special purposes.

Please do not make any alterations or changes to the memo templates.

For more information contact the Marketing Department of Savings House Mozhnosti.



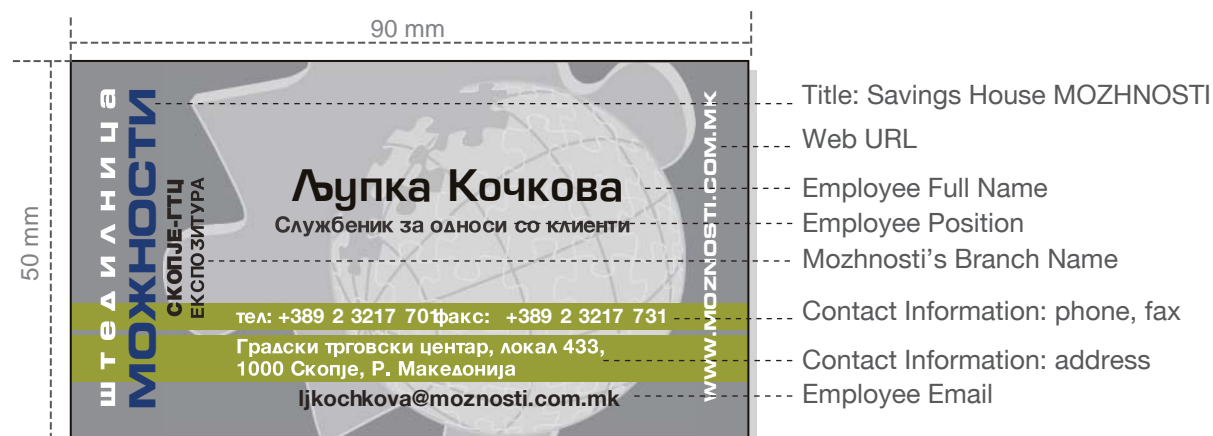


Business cards

Three types of business cards were developed as part of Mozhnosti's corporate identity. The first type contains the name of a branch and is primarily designed for the employees working in the Mozhnosti's branches. The second type follows a similar design intended for the employees working in the Mozhnosti's main building. Both types contain employee's personal contact information in Macedonian on the one and English on the other side. The third type which has substantial different design contains personal information only on English on the front side, while the back side contains the Mozhnosti tagline signature.

Business Card: Type 1

Side A: Macedonian



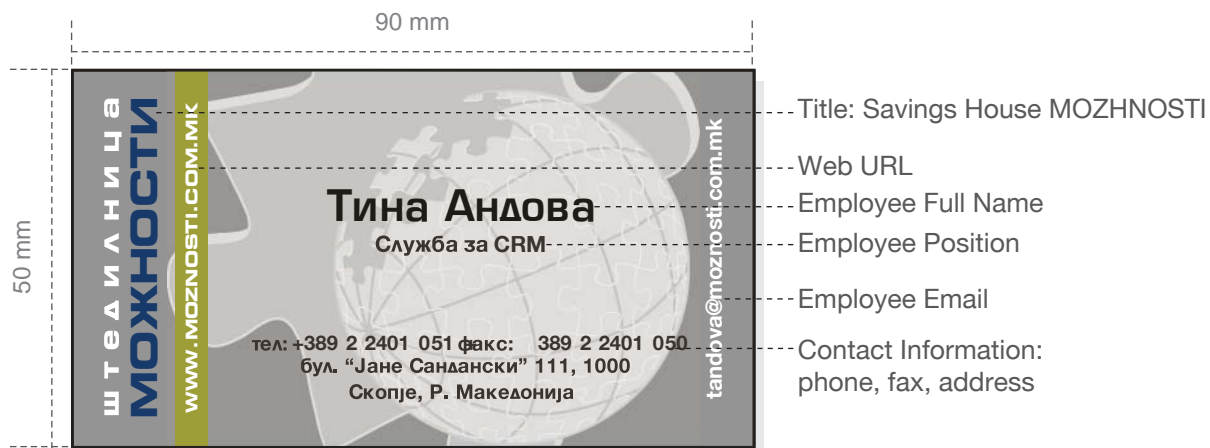
Side B: English



Business cards (continued)

Business Card: Type 2

Side A: Macedonian



Side B: English



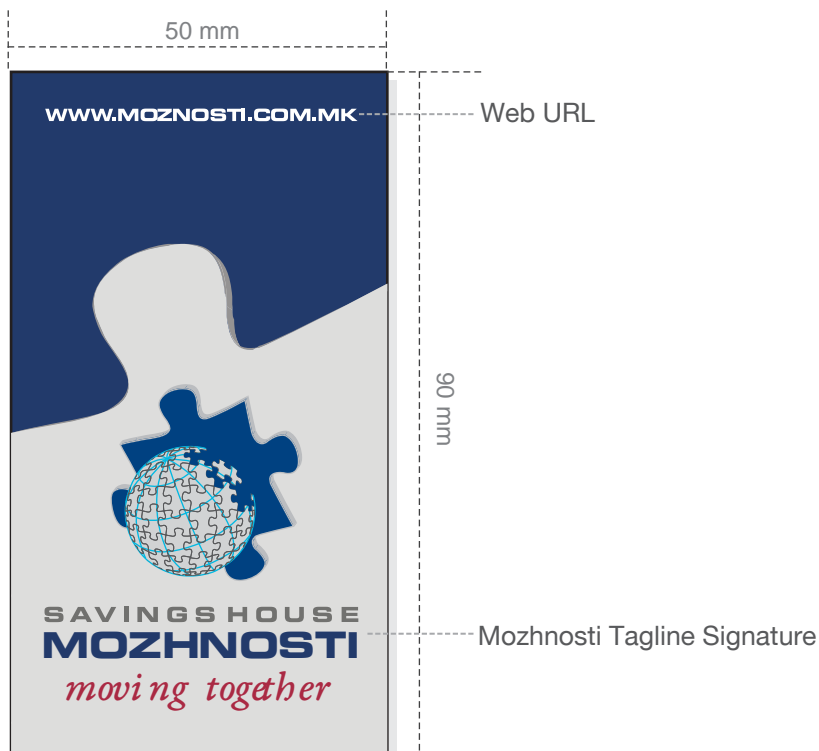
Business cards (continued)

Business Card: Type 3

Side A: English



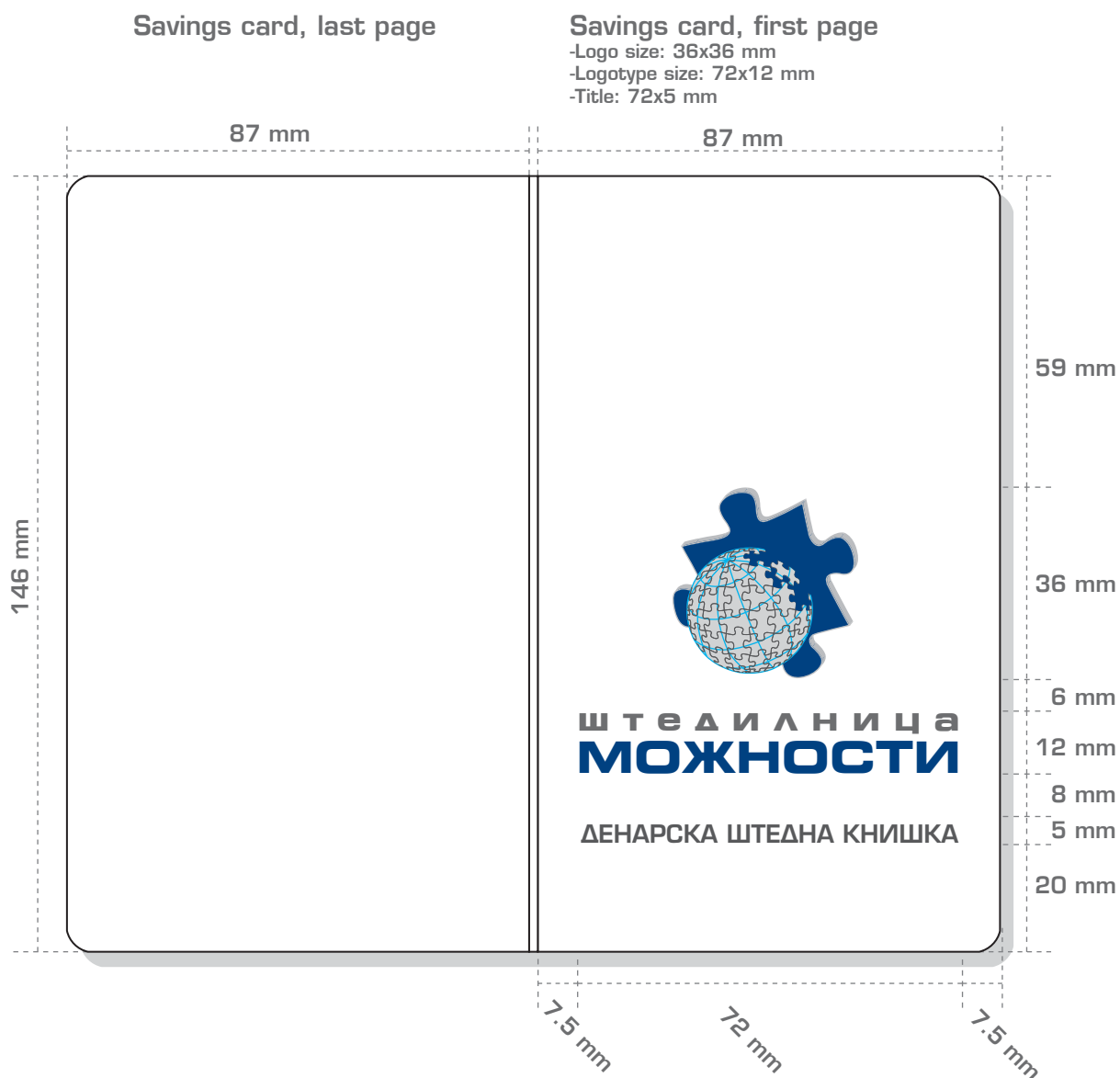
Side B



Savings card

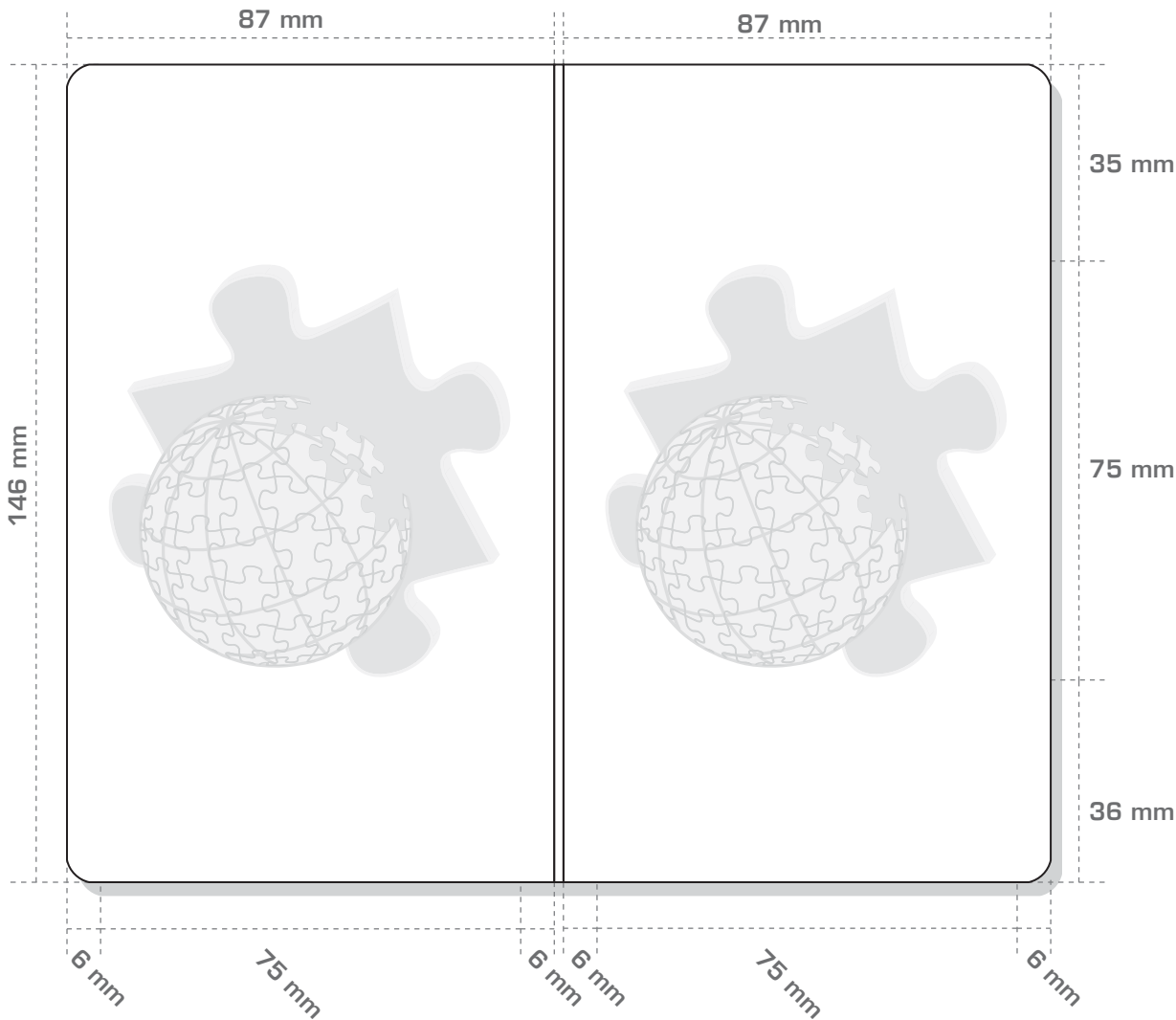
The official savings card issued by the Savings House Mozhnosti is a booklet containing the Mozhnosti signature and the title (type) of the card on the cover pages, while the watermark is applied on all inside pages. For layout and positioning please refer to the drawing below and on the next page.

Savings card: Cover



Savings card (continued)

Savings card: Inside



Mail signature and envelopes

The official mail signature of the Savings House Mozhnosti contains the Mozhnosti tagline signature together with the return address. A preview of the mail signature is presented below.

The mail signature is applied in the upper left corner on the back side of the envelope (presented on the next two pages) for all three envelope formats **B6 (125x176 mm)**, **DL (110x220 mm)** and **B4 (250x353 mm)** in use by the Savings House Mozhnosti. The signature preserves the same size and layout when applied on any of the envelope formats.

Mail signature

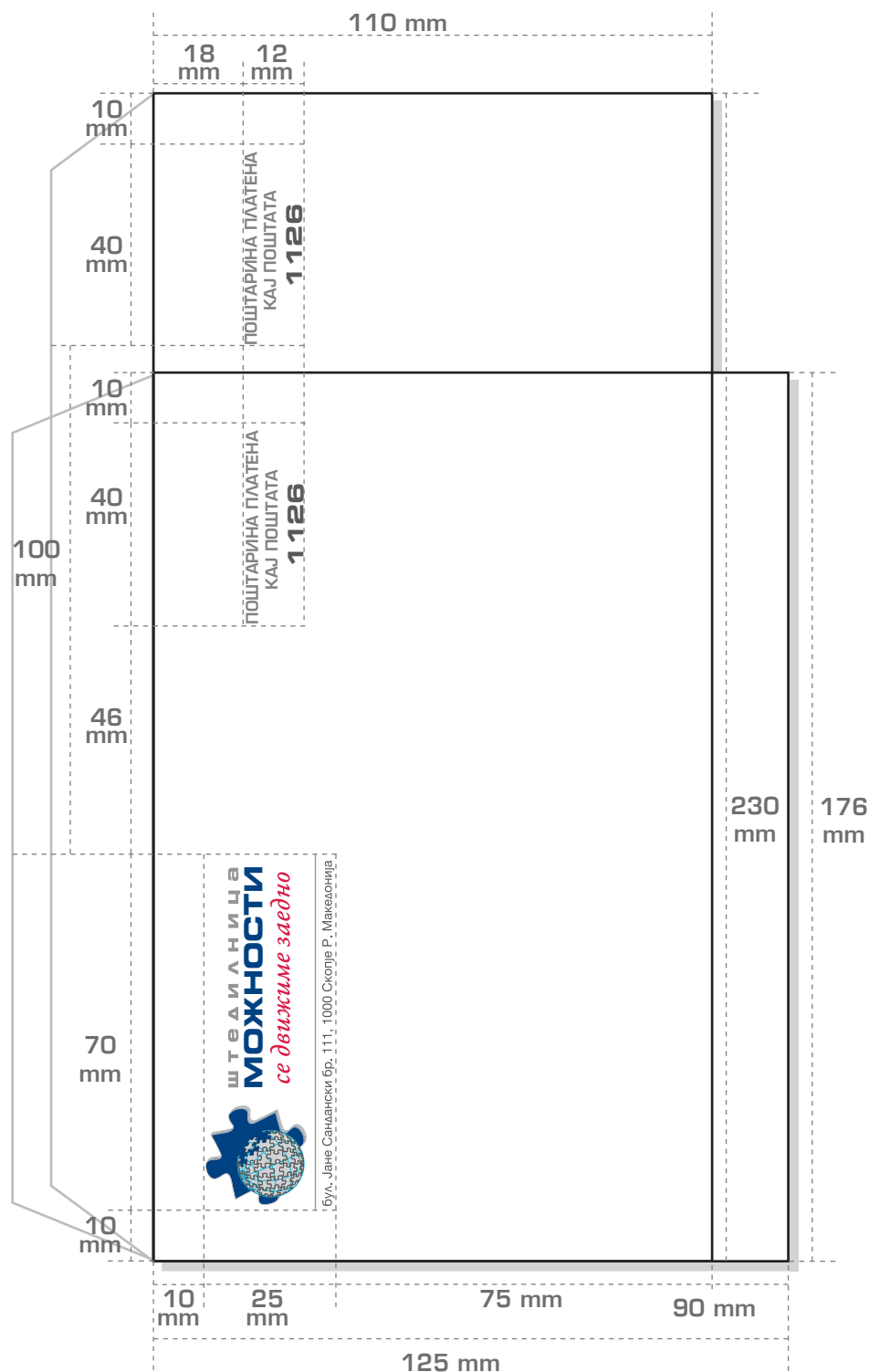


Mail signature and envelopes (continued)

Envelopes

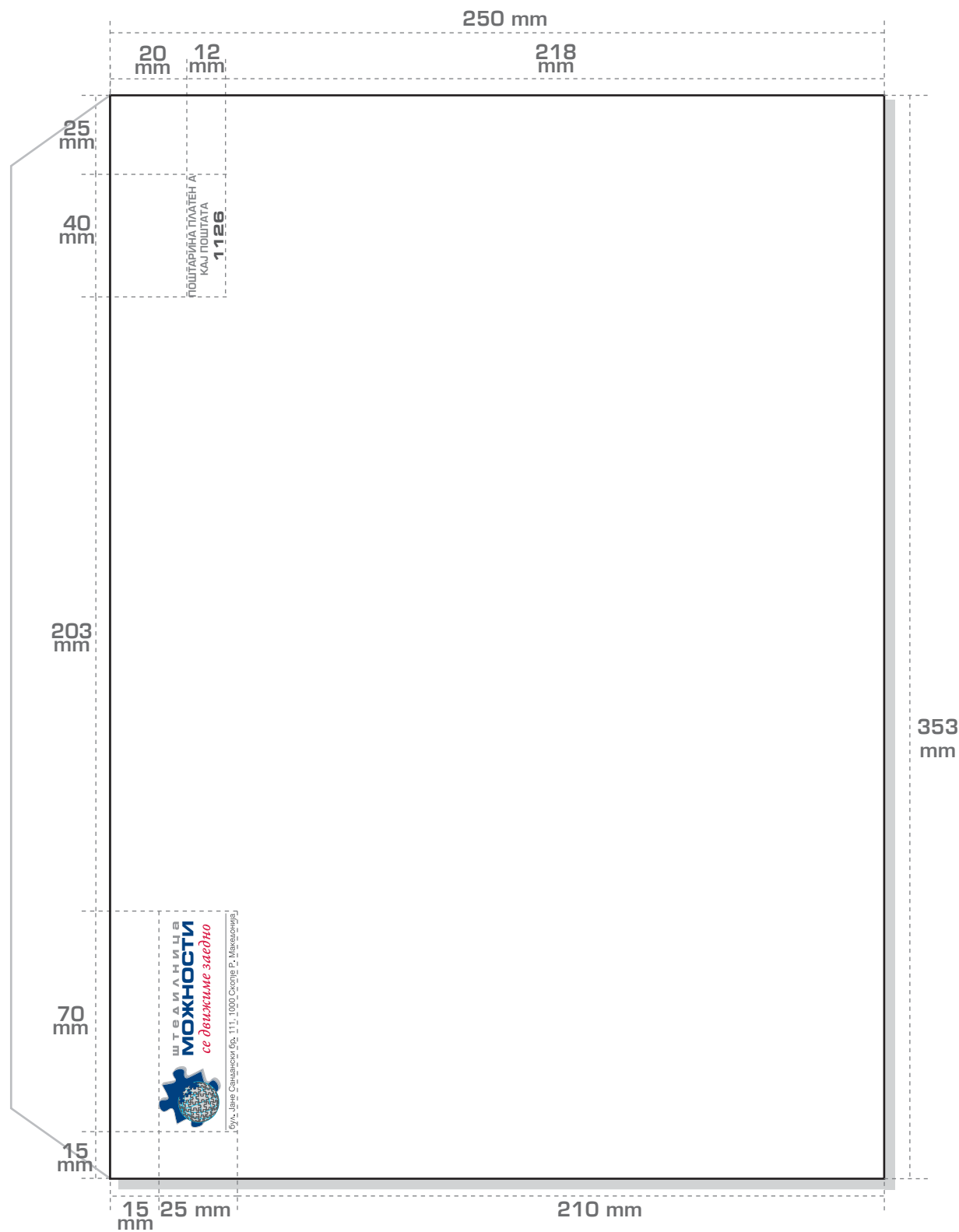
Envelope: DL - 110x220 mm

Envelope: B6 - 125x176 mm



Mail signature and envelopes (continued)

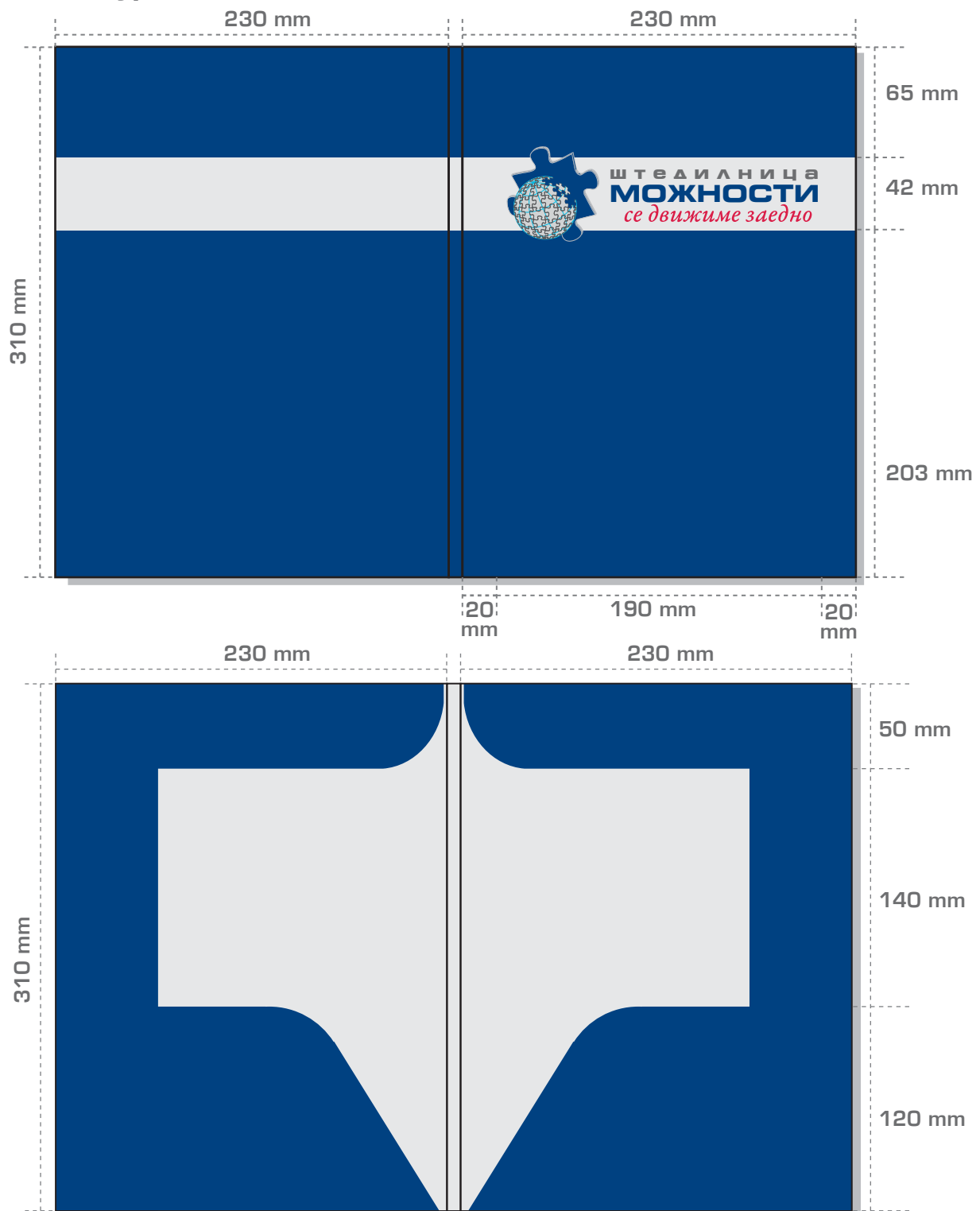
Envelope: B4 - 250x353 mm



Folders

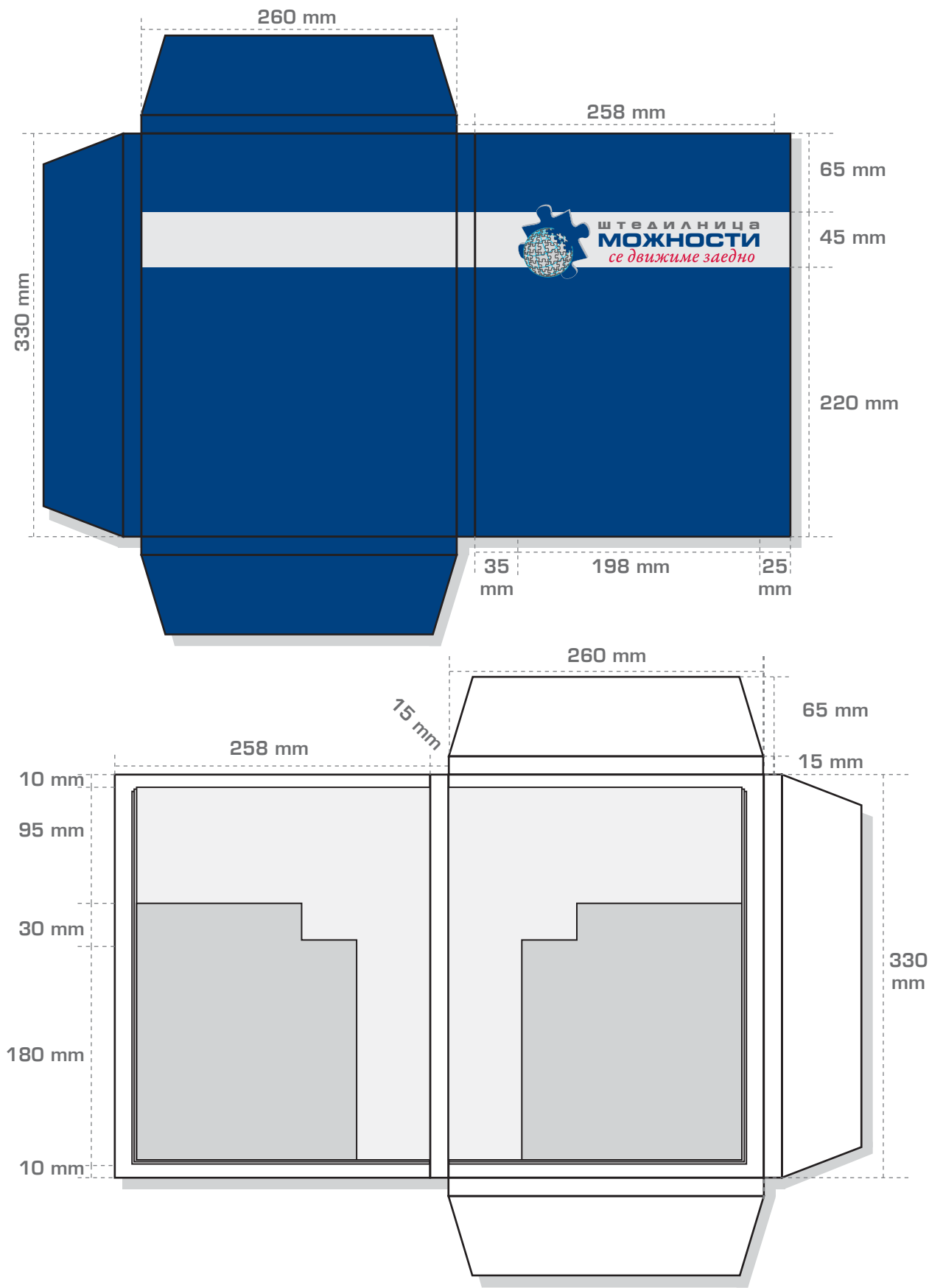
Two types of Savings House Mozhnosti branded folders are available for general purpose use. Both of them maintain the same look and feel.

Folder: Type 1



Folders (continued)

Folder: Type 2



Email signature

A standardized version of the email signature has been developed in order to represent the corporate identity of the Savings House Mozhnosti. The email signature is composed out of two parts. The first contains the individual employee information (including: employee name, work position, personal email and Mozhnosti branch address and phone number). The second part contains the Mozhnosti signature together with the legal disclaimer with the following text:

This communication and any attachments may contain confidential and privileged information. Any review, retransmission or other use of, or taking of any action in reliance upon this information by entities or persons other than the intended recipient is prohibited. If you received this communication in error please contact our IT Department on it@mozhnosti.com.mk or +389 2 2401060 and delete the material from the computer without reading, copying or disseminating.

You should carry out your own virus check before opening any correspondence and attachments. We accept no liability for any loss or damage which may be caused by software viruses or interception/interruption of this correspondence.

Please note that the Saving house Mozhnosti reserves the right to monitor all e-mail for quality control and that privacy in relation to the contents of your e-mail is not guaranteed.

Kristina Mickovska

Marketing officer

www.mozhnosti.com.mk

Mozhnosti, Skopje

Bul. Jane Sandanski 111

tel: +389 2 240-1051

fax: +389 2 240-1050

Employee Full Name

[font: Verdana; font-size: 14px; color:#000000; style:bold;]

Employee Position

[font: Verdana; font-size: 14px; color:#000000; style:none;]

Mozhnosti web-address

[font: Verdana; font-size: 9px; color:#000000; style:none;]

Mozhnosti Branch Address and Phones

[font: Verdana; font-size: 10px; color:#000000; style:none;]



ШТЕДИЛНИЦА
МОЖНОСТИ

Оваа електронска порака и прикачените документи со истата може да содржат доверливи информации. Било какви препраќања, модификации, употреба на информациите за други намени или користење со истите за било какви цели од други лица освен за лицата на кои е адресирана е забрането. Ако сте ја примиле оваа електронска порака по грешка, молиме да го контактирате нашата IT служба преку it@mozhnosti.com.mk или на тел. 389 2 2401051 и да ја избришете од компјутерите без да ја читате содржината, копирање или печатење на истата.

Предупредуваме дека треба сами да спроведете проверка од вируси на истата пред отворање на информациите или прикачените документи. Штедилница Можности не прифаќа никаква одговорност за било какви загуби или штети што може да настанат од софтверски вируси или пресретнувања / попречувања на ваквата кореспонденција.

Напоменуваме дека Штедилница Можности го задржува правото да го надгледува сопствениот е-маил сообраќај заради контрола на квалитет и во контекст на тоа не ја гарантираме приватноста на вашите е-маил пораки.

This communication and any attachments may contain confidential and privileged information. Any review, retransmission or other use of, or taking of any action in reliance upon this information by entities or persons other than the intended recipient is prohibited. If you received this communication in error please contact our IT Department on it@mozhnosti.com.mk or +389 2 2401060 and delete the material from the computer without reading, copying or disseminating.

You should carry out your own virus check before opening any correspondence and attachments. We accept no liability for any loss or damage which may be caused by software viruses or interception/interruption of this correspondence.

Please note that the Saving house Mozhnosti reserves the right to monitor all e-mail for quality control and that privacy in relation to the contents of your e-mail is not guaranteed.

Power-Point template

On many occasions there is a need to use a PowerPoint presentation when speaking to external and internal audiences. To ensure consistency of the brand in this medium, Savings House Mozhnosti branded PowerPoint templates are available. Using these templates helps to further increase recognition of our institution and contribute to the coherence of the brand.

A key point to consider when developing PowerPoint presentations is to feature concise points or “bulleted” messages in a visual format that supports their clarity. The template file is an aid to your presentation and should not appear crowded or contain large amounts of information. The power-point template is available in both english and macedonian version.

