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The Triglav Group Manual for Corporate Visual Identity

Instructions for the use of the Triglav Group primary logo

The logo is a constant element of the company's visual identity and its primary identifying symbol. The logo is copyright protected and registered and should therefore always be used according to the instructions on Corporate Visual Identity.

When working with the logo, always use the original digital graphic design available at http://www.triglav.eu/sl/medijsko_sredisce/vizualna_gradiva.

Primary logo

Structure of the logo

symbol   logotype

Zavarovalnica Triglav's logo comprises the symbol and the logotype. The symbol is composed of a colour square surface containing a centrally positioned and stylised letter »t«. The stylisation of the letter is reminiscent of an abstract shield shape and symbolises protection.

The logotype is a precise typographic composition of the name »Triglav«.

The symbol and the logotype form an integral whole. When working with the logo, always use the original digital graphic design available on this website.

7 mm

When defining the size of the logo, the medium, material and the reproduction technique should be taken into account. The minimum recommended size of the logo is predetermined by the minimum height of the symbol, i.e. 7 mm.

Isolation area

The area of isolation should be determined using the standard module (shown here marked »x«), which corresponds to the height and width of the logo symbol.

The area of isolation allows for an undisrupted and independent display of the logo in all visual messages, and should always be observed.

Colour and black-and-white logo

Colour logo

In the logo, the symbol (the square with the stylised t letter) is red and the logotype is black.

Black-and-white logo

The black-and-white version of the logo is used only where colour reproduction is technically not feasible.

Colour values according to the Corporate Visual Identity colour system

Colour		Pantone Coated	Pantone Uncoated	CMYK
	Rdeča	Red 032 C	Red 032 U	0 / 100 / 100 / 0
	Črna	Process Black C	Process Black U	0 / 0 / 0 / 100

Negative version

Colour logo on primary red background

When the logo is colour-reproduced on a red background, the symbol and the logotype should be transformed into a negative version. The negative version should not be used on shades of primary red.

Colour logo on primary black background

Grey shades with up to 50% black require the standard colour configuration of the logo. Grey shades with more than 50% black require the symbol and the logotype to be transformed into a negative version.

Black-and-white logo on primary black background

Grey shades with up to 50% black require the standard black-and-white configuration of the logo.

The black-and-white negative version should not be used on shades of primary black.

When the logo is reproduced in black-and-white on a black background, the symbol and the logotype should be transformed into a negative version.
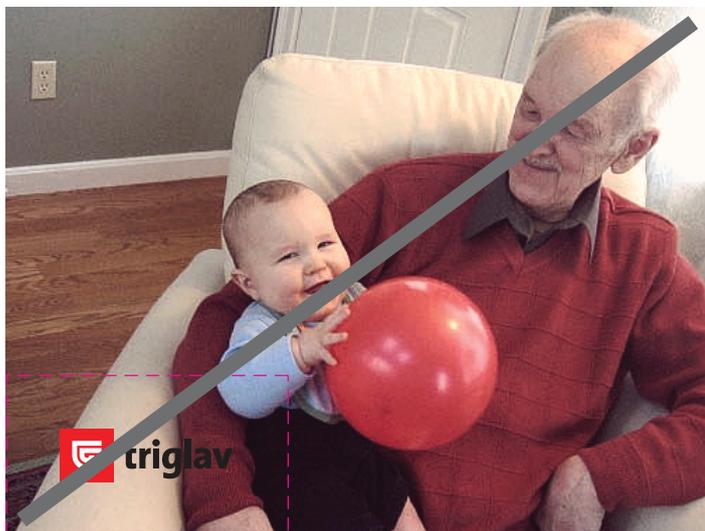
Colour backgrounds

Colour backgrounds

The logo should be used on a white background.

Where this is not possible, colour principles and the rules for producing negative versions should be observed.

On colour backgrounds, the symbol is never transformed into a negative version, except on a primary red background.

Image backgrounds

The logo should be used on a white background. Where this is not possible, colour principles and the rules for producing negative versions should be observed.

When the logo is used on image backgrounds, the isolation area (which should not contain any disrupting elements of the photo or illustration) should be observed.

On image backgrounds, the symbol is never transformed into a negative version, except on image backgrounds featuring a prevalent primary red colour.
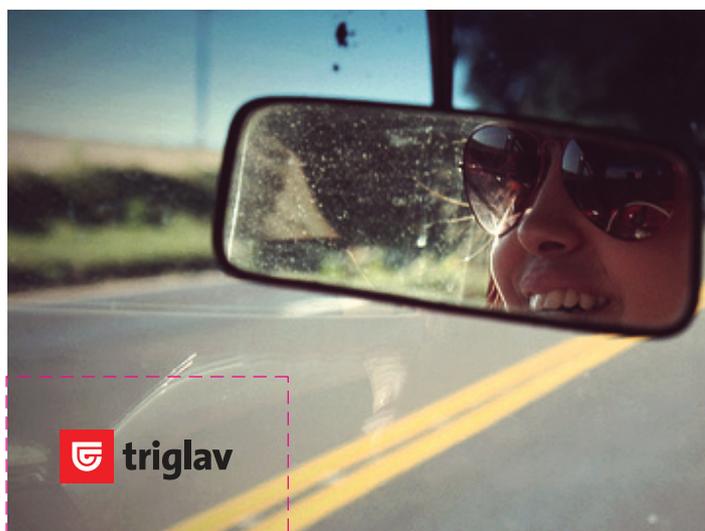
Subscript

Logo with subscripted company name

10 mm

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Zavarovalnica Triglav, d.d.

Subscripts are used when additional information on the activities of a Triglav Group member company is needed.

The minimum authorised size of the subscript is defined by the ratio to a 10 mm-high logo. Where the logo is smaller (minimum recommended height is 7 mm), the subscript should not be used.

Logo with subscripted positioning slogan

10 mm

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The minimum authorised size of the positioning slogan is defined by the ratio to a 10 mm-high logo. Where the logo is smaller (minimum recommended height is 7 mm), the slogan should not be used.

Co-branding

Example of co-branding with the Anina zvezdica charity organisation

For the purposes of co-branding, the Corporate Visual Identity rules contain detailed guidelines on the composition and setting ratios between the logos of multiple brands.

If you wish to use the Triglav brand logo for co-branding, please email us at cgp@triglav.si and we will provide you with all the necessary files.