

Poland.
Business Forward

The Poland. Business Forward Brand Book

The Polish economy is being rebranded using the logo **Poland. Business Forward** - the Brand of The Polish Economy. This book defines the rules for the use of the brand in promotional activities or those related to the promotion of the Polish economy, among others, in the project entitled Internationalization of SMES – BRAND HUB under the European Funds programme for Modern Economy 2021-2027 (FENG).

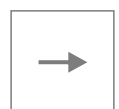
When designing the logo, we wanted to achieve a universal, minimalist effect, bearing in mind that logos always function in context. Any figurative representation of the development or to be a trustworthy entity is exposed to the risk of improper readings in specific cultures.

The new logo **Poland. Business Forward** is to build worldwide, a lasting positive Brand for the Polish Economy. The concept of the logo is open and scalable, apart from the tag line there is a possibility for the promotion of selected sectors.

Poland. Business Forward is a kind of accelerator that opens up many opportunities. Thanks to its clear and minimalist form, there is room for building attractive communication for individual sectors and organisations related to them.

The strategy of the design of the logo **Poland. Business Forward** is openness – it is a kind of umbrella under which many activities related to the promotion of the Polish Economy can be placed.

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Poland.
Business Forward



Logo.



Base Logo

The base logo consists of a verbal notation in English.
It is available in one-line and two-line versions.

Poland.
Business Forward

Poland. Business Forward

Construction of the Logo

The logo is written in the Averta Semi Bold typeface.

The notation has corrected the spacing to values -24. Proportion of the size of the typeface to the leading is 1:2.

↔ -24
1x **Poland.**
1x **Business Forward**

1x **Poland. Business Forward**

Minimum Clear Space

The minimum clear space around the signature is equal to the area of the logo itself, enlarged by the margin of height of a single cap, in this case the first letter of the word Poland.



Minimum Clear Space

The minimum clear space around the signature applies in situations where the use of the logo is required on a small or very small scale (e.g. in the design of business cards), or when it is necessary to have a tight composition of elements.



Poland.
Business Forward

The logo is shown within a dashed red rectangular border. The word 'Poland.' is in red and 'Business Forward' is in black. The text is left-aligned within the box.



Poland. Business Forward

The logo is shown within a dashed red rectangular border. The word 'Poland.' is in red and 'Business Forward' is in black. The text is left-aligned within the box.



Clear Space

The standard clear space around the signature has a size equal to the area of the logo itself, increased by a margin of double the height of a single cap, in this case the first cap, the first letter of the word Poland.



Clear Space

The standard clear space around the signature is applicable in all other (non-extreme) cases of placing the logo in the vicinity of other elements of a layout.

No other lettering or graphic design elements can be included within the clear space.



Poland.
Business Forward



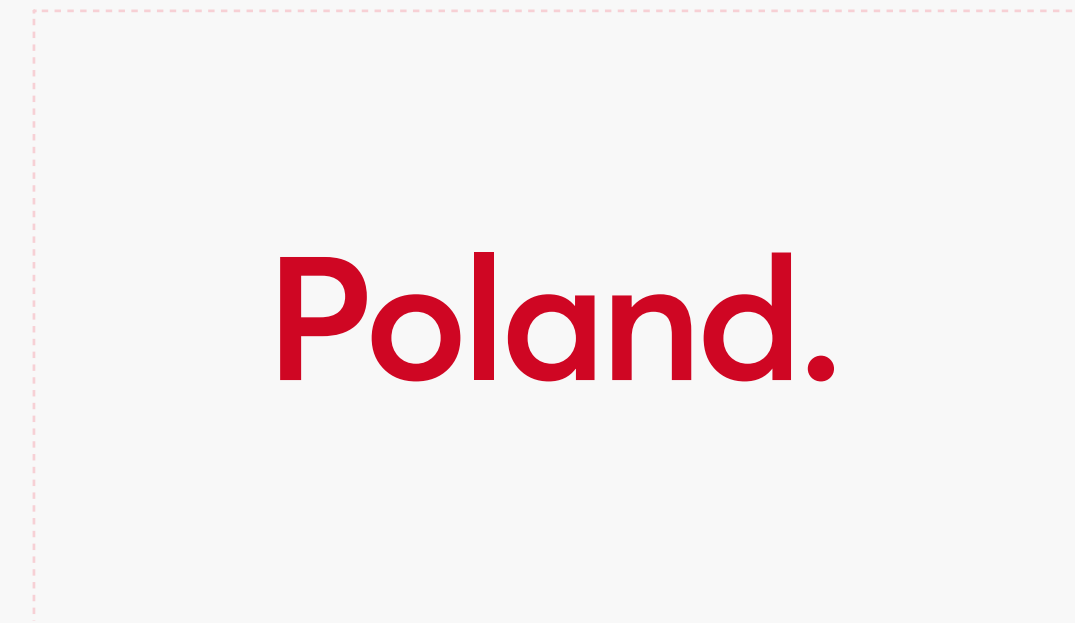
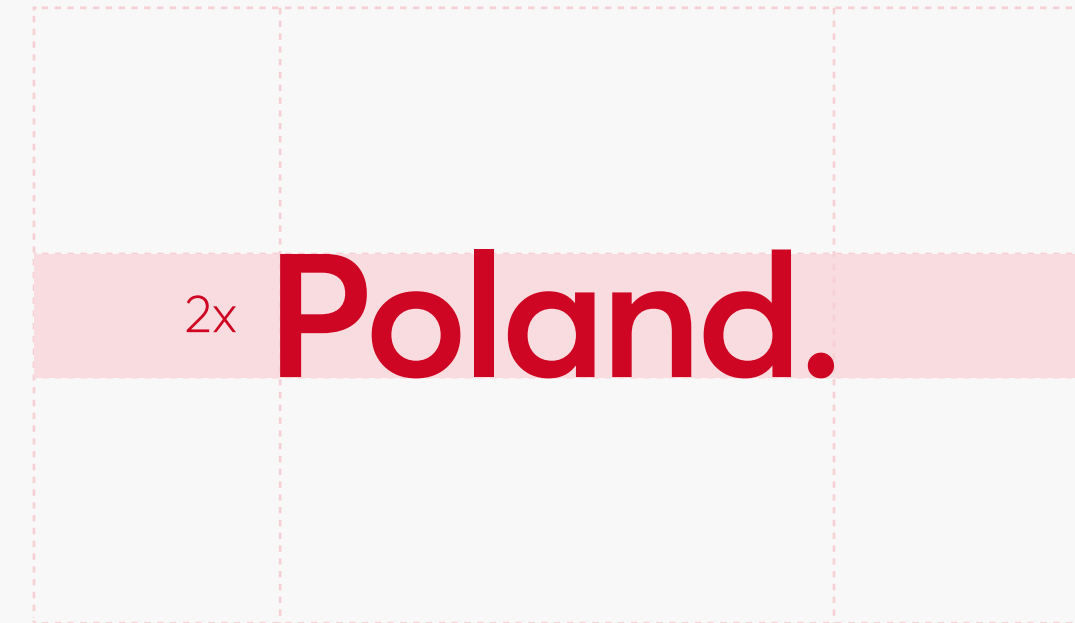
Poland. Business Forward



The Shortened logo

The shortened logo consists of a verbal notation in English and is limited to the word **Poland.** The logo is written in the Averta Semi Bold typeface.

The rules for determining the protective and minimum clear space work in the same way as in the case of the base logo.





Other Language Versions

Creating other language versions consists of adding a notation in the foreign language in the next line.

Poland.
Business Forward
Lorem Ipsum

Poland. Business Forward
Lorem Ipsum



Other Language Versions

Depending on the language and needs, the notation can be aligned to the left or right of the Logo.

Poland.
Business Forward
Lorem Ipsum

Poland. Business Forward
Lorem Ipsum



Examples of other Language Versions

Noto typeface is used which is available for free download - Google Fonts.

Select the appropriate language version of the typeface from the list: fonts.google.com/noto

Poland.
Business Forward
波兰。业务前瞻

Poland. Business Forward
بولندا. الأعمال إلى الأمام

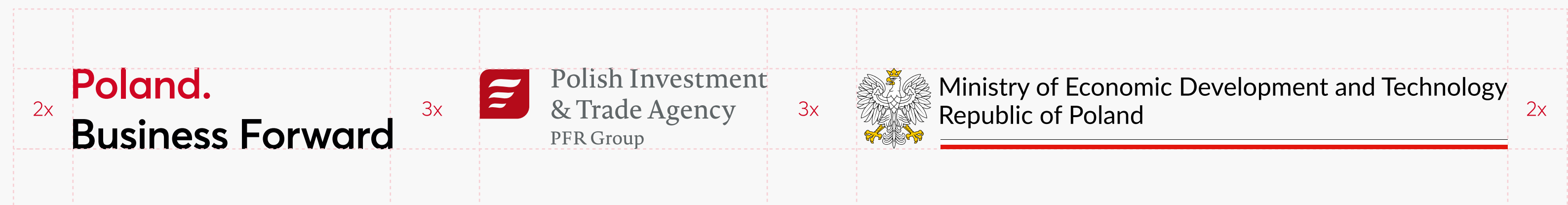
Examples of other Language Versions

The standard clear space of the logo has a size equal to the area of the logo itself, increased by a margin of double the height of a single cap, in this case the first letter of the word Poland.



Composition of Logos

The composition of logos created proportionally, maintaining the clear space of the **Poland. Business forward** logo.





Extended Logo

The logo can be extended with the names of the sectors. Each sector is written with the Averta Semi typeface Bold.

Poland.
Business Forward
Beauty & Cosmetics
Sector

Minimum Clear Space

The minimum clear space area of the logo is equal to the area of the logo itself, increased by a margin of the height of a single cap, in this case the first letter of the word Poland.



Clear Space

The standard clear space around the signature of the logo has a size equal to the area of the logo itself, increased by a margin of double the height of a single cap, in this case of the first letter of the word Poland.





Extended Logo

The sector names in the form of logos are set in one or two lines, placed without a gap, directly under the brand logo.

Sector names must not be split or formatted in any way other than as presented.

Poland.
Business Forward
Construction
Sector

Poland.
Business Forward
Electronics & Photonics
Sector

Poland.
Business Forward
Medical Devices
& Pharma Sector

Poland.
Business Forward
IT & ICT Sector

Poland.
Business Forward
Beauty & Cosmetics
Sector

Poland.
Business Forward
Aviation & Aerospace
Industry

Poland.
Business Forward
Machinery Sector

Poland.
Business Forward
Furniture Industry

Poland.
Business Forward
Automotive Sector

Poland.
Business Forward
Rail Vehicles Sector

Poland.
Business Forward
Creative Industry

Poland.
Business Forward
Food Specialties
Sector

Poland.
Business Forward
Specialized Water
Craft Sector

Poland.
Business Forward
Security & Dual Use
Goods Sector

Poland.
Business Forward
GreenTech Sector

Extended Logo

Separating the sector name from the brand logo is permitted only in the case when used for promotional activities, e.g. on the cover of a brochure.

1.

Poland.
Business Forward
Beauty & Cosmetics
Sector

2.

Poland.
Business Forward
↓
Beauty & Cosmetics
Sector

3.

Poland.
Business Forward → Beauty & Cosmetics
Sector



Extended Logo

The logo may be scaled to the desired size and used as a header for highlighting purposes, for example on a cover. In such cases, it is important to respect the logotype's protective area.

Poland.
Business Forward

Beauty & Cosmetics
Sector



Minimum Size

The minimum size for print is determined by the typeface size – 6 pt.

The minimum size for digital media is determined by the typeface size – 14 pt.

The logo size is determined by the size of the typeface used.

Print: 6 pt
Digital: 14 pt

Poland.
Business Forward
Beauty & Cosmetics
Sector

Poland.
Business Forward

Poland. Business Forward

Poland.
Business Forward



Colour Palette.



Colour Palette

The palette in the basic version consists of four colours: white, red, black and grey.

Alongside are the specified values for important colour systems.

Black

CMYK
0.0.0.100
RGB
0.0.0
HEX
#000000

RAL
9005

50% Grey

CMYK
0.0.0.50
RGB
128.128.128
HEX
#808080

Pantone
8421 C

RAL
9006

Red

CMYK
14.100.81.0
RGB
206.14.45
HEX
#CE0E2D

Pantone
186 C / U

RAL
3020

White

CMYK
0.0.0.0
RGB
255.255.255
HEX
#FFFFFF

RAL
9003

Positive Version

Positive versions of the logo should be used on white and light grey backgrounds—never darker than K10 (CMYK) in print or RGB 237,237,237 in digital media.

Positive versions may also be applied on transparent backgrounds, provided that legibility of the logo is maintained.

Poland.
Business Forward

Poland.
Business Forward
Beauty & Cosmetics
Sector

Mixed Version

Mixed versions of the logo should be used on red backgrounds. They may also be applied on transparent backgrounds, provided that the logo's legibility is maintained.

Poland.
Business Forward

Poland.
Business Forward
Beauty & Cosmetics
Sector

Negative Version

Negative versions of the logo should be used on black or dark grey backgrounds—never lighter than K90 (CMYK) in print or RGB 60,60,60 in digital media.

They may also be applied on transparent backgrounds, provided that the logo's legibility is maintained.

Poland.
Business Forward

Poland.
Business Forward
Beauty & Cosmetics
Sector



Monochrome Version

Positive versions of the logo should be used on a white or light grey background - never darker than K10 (CMYK) in print or RGB 237,237,237 in digital media.

In both mono- and achromatic versions, the Averta Regular typeface should be used for writing sector names.

Poland.
Business Forward

Poland.
Business Forward
Beauty & Cosmetics
Sector

Monochrome Version

Negative versions of the logo should be used on black or dark grey backgrounds—never lighter than K90 (CMYK) in print or RGB 60,60,60 in digital media. They should not be reproduced on transparent backgrounds.

In both mono- and achromatic versions, the Averta Regular typeface should be used for sector names.

Poland.
Business Forward

Poland.
Business Forward
Beauty & Cosmetics
Sector



Achromatic Version

Achromatic versions are used only for achromatic reproductions on the following backgrounds: white for positive versions and black for negative versions.

The logo may also be used in its negative version over photographs. Conditional reproduction on transparent backgrounds is permitted if using other versions does not ensure adequate legibility. Sector names should be set in the Averta Regular typeface.

**Poland.
Business Forward**

**Poland.
Business Forward
Beauty & Cosmetics
Sector**

Achromatic Version

Achromatic versions are used only for achromatic reproductions on the following backgrounds: white for positive versions and black for negative versions.

The logo may also be used in its negative version over photographs. Conditional reproduction on transparent backgrounds is permitted if using other versions does not ensure adequate legibility. Sector names should be set in the Averta Regular typeface.

Poland.
Business Forward

Poland.
Business Forward
Beauty & Cosmetics
Sector



Typography.



Primary Typeface

Averta
Geometric sans serif typeface

Designer:
Typeface available for a fee online:

myfonts.com/fonts/intelligent-foundry/averta

Averta Semi Bold

AĄBCĆDEĘFGHIJKLŁMNOÓPQRSŚTUVWXYŻŻ
aąbcćdeęfghijklłmnoópqrsśtuvwxyzż
1234567890!@#\$%^&*()_+:</

Averta Regular

AĄBCĆDEĘFGHIJKLŁMNOÓPQRSŚTUVWXYŻŻ
aąbcćdeęfghijklłmnoópqrsśtuvwxyzż
1234567890!@#\$%^&*()_+:</



Alternative Typeface

Poppins
Geometric sans serif typeface

Designer:
Jonny Pinhorn Ninad Kale

Typeface available for free online
fonts.google.com/specimen/Poppins

Poppins Medium

AĄBCĆDEĘFGHIJKLŁMNOÓPQRSŚTUVWXYŻŻ
aąbcćdeęfghijklłmnoópqrsśtuvwxyzźź
1234567890!@#\$%^&*()_+:</

Poppins Regular

AĄBCĆDEĘFGHIJKLŁMNOÓPQRSŚTUVWXYŻŻ
aąbcćdeęfghijklłmnoópqrsśtuvwxyzźź
1234567890!@#\$%^&*()_+:</



Typeface Comparison

If the primary typeface (Averta) is not available, the Poppins typeface should be used as a substitute.

A comparison of both typefaces in headings and body text is shown alongside. The logotype should always be set in the Averta typeface.

Averta

Poland.
Business Forward

Beauty & Cosmetics Sector

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Poppins

Poland.
Business Forward

Beauty & Cosmetics Sector

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.



Default Typeface

Arial
Sans serif typeface (Windows)

Designer:
Robin Nicholas
Patricia Saunders

Arial Bold

AĄBCĆDEĘFGHIJKLŁMNOÓPQRSŚTUVWXYŻŻ
aąbcćdeęfghijklłmnoópqrsśtuvwxyzźź
1234567890!@#\$%^&*()_+:</

Arial Regular

AĄBCĆDEĘFGHIJKLŁMNOÓPQRSŚTUVWXYŻŻ
aąbcćdeęfghijklłmnoópqrsśtuvwxyzźź
1234567890!@#\$%^&*()_+:</



Good & Bad Practices

✓ **Poland.**
Business Forward
Beauty & Cosmetics
Sector

✓ **Poland.**
Business Forward

x **Poland.**
Business Forward
Beauty & Cosmetics
Sector

Improper leading

x **Poland.**
Business Forward

x **Poland. Business**
Forward Beauty &
Cosmetics Sector

Improper line breaks

x **Poland. Business**
Forward

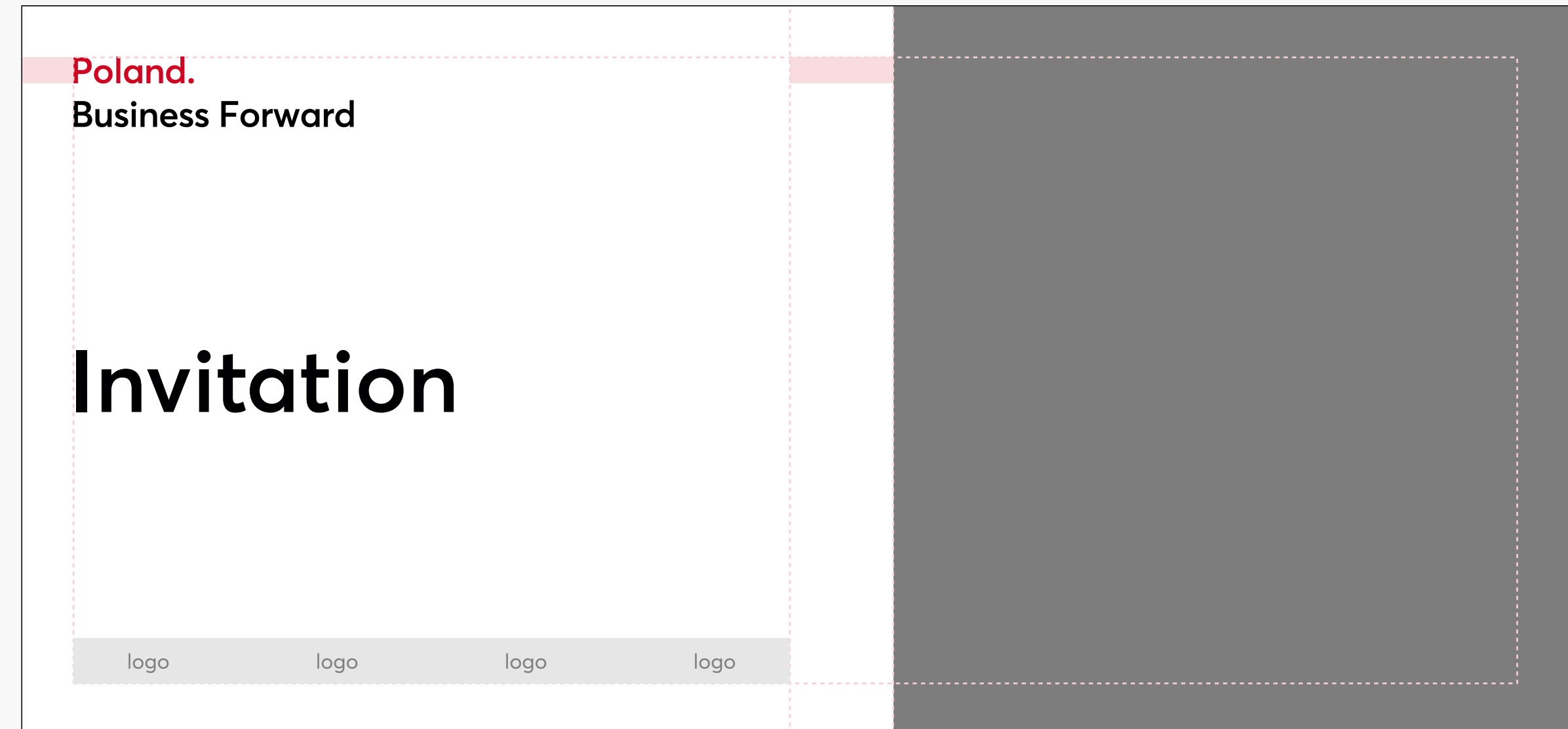
Poland.
Business Forward



Branding.

Examples of Branding

An example of branding an invitation.



Examples of Branding

An example of the content on the back of the invitation.

All logos should be on the front.

A

Poland.
Business Forward

Beauty & Cosmetics
Sector

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

XX.YY.XXXX
Lorem ipsum

B

Poland.
Business Forward

Beauty & Cosmetics
Sector

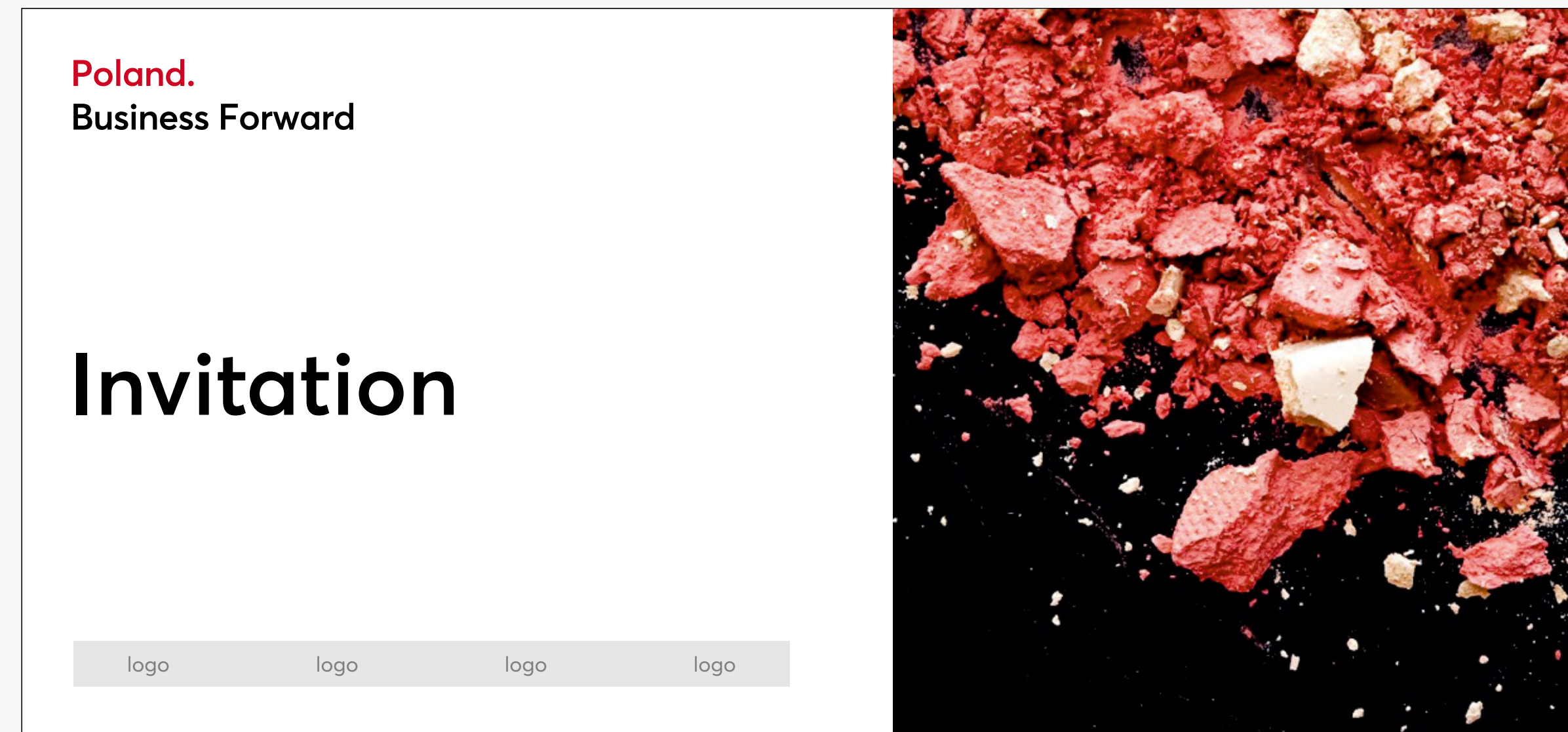
Date: XX.YY.ZZZZ
Place: Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputatemagna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Examples of Branding

An example of a layout.



Examples of Branding

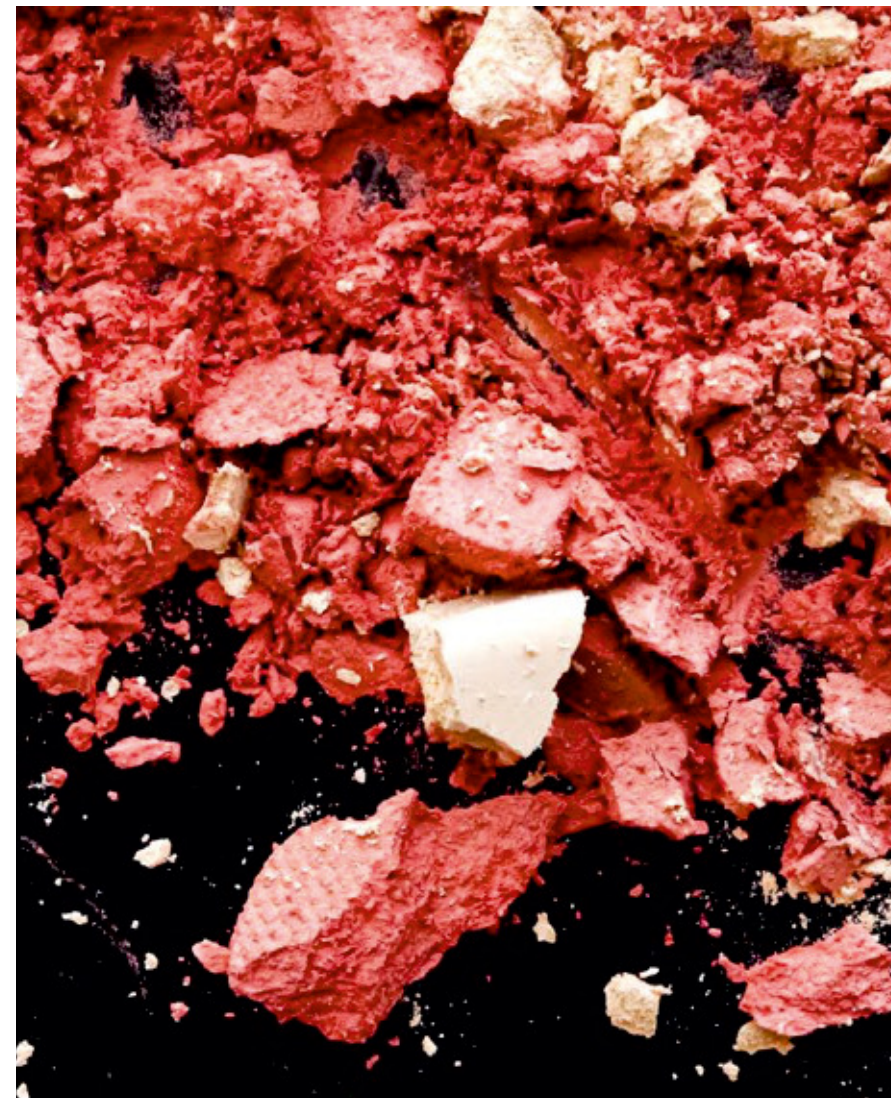
An example of a layout.



Poland.
Business Forward

Beauty & Cosmetics
Sector

Invitation



logo

logo

logo

Examples of Branding

An example of a layout.

Poland.
Business Forward

Beauty & Cosmetics
Sector

Invitation

logo logo logo

We have the honour
of inviting
Mr. Jan Kowalski

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip ex ea commodo
consequat. Duis autem vel eum iriure dolor in
hendrerit in vulputate velit esse molestie
consequat, vel illum dolore eu feugiat nulla.

Duis autem vel eum iriure dolor in hendrerit in
vulputate velit esse molestie consequat, vel
illum dolore eu feugiat nulla.





Examples of Branding

An example of letterhead branding with space for optional sector information.

Poland. Business Forward	Beauty & Cosmetics Sector
Andrzej Kowalski	Joanna Nowak
Company name	Company name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

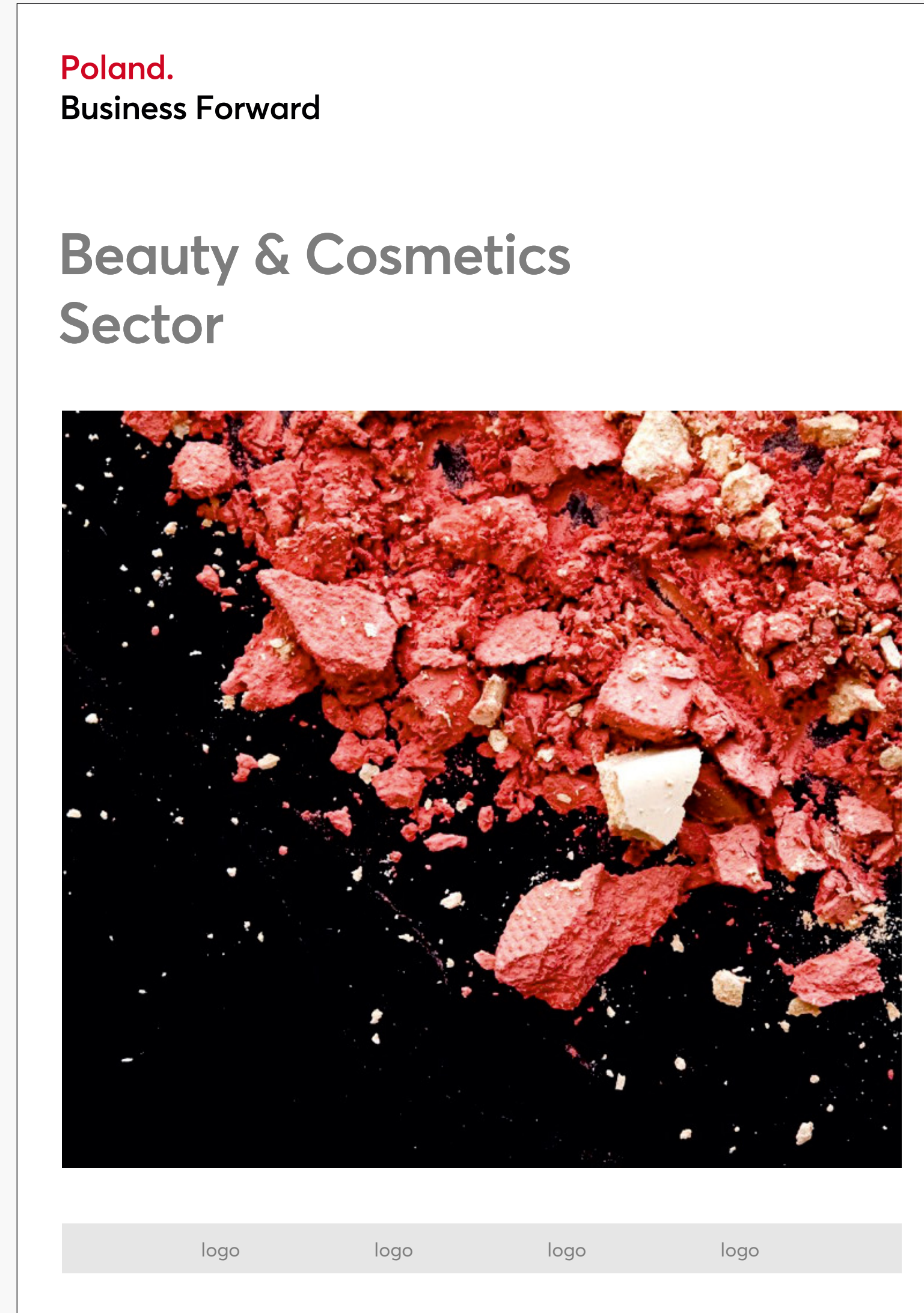
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

logo logo logo logo

Examples of Branding

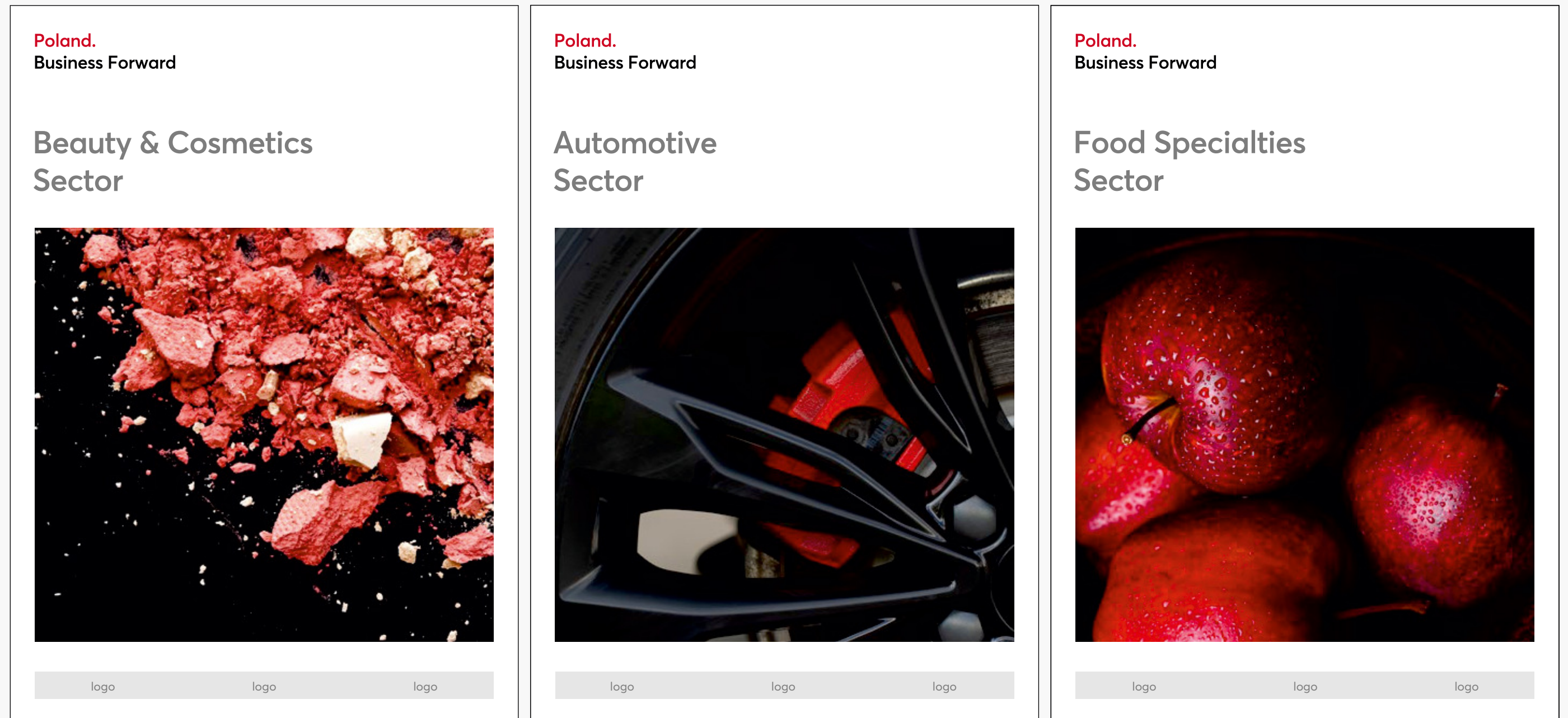
An example of branding a brochure in A format.





Examples of Branding

An example of brochure branding in A format






Examples of Branding

An example of brochure branding in A format

Poland.
Business Forward

Beauty & Cosmetics
Sector



logo logo logo

Lorem ipsum dolor sit amet, consectetur.

2




3

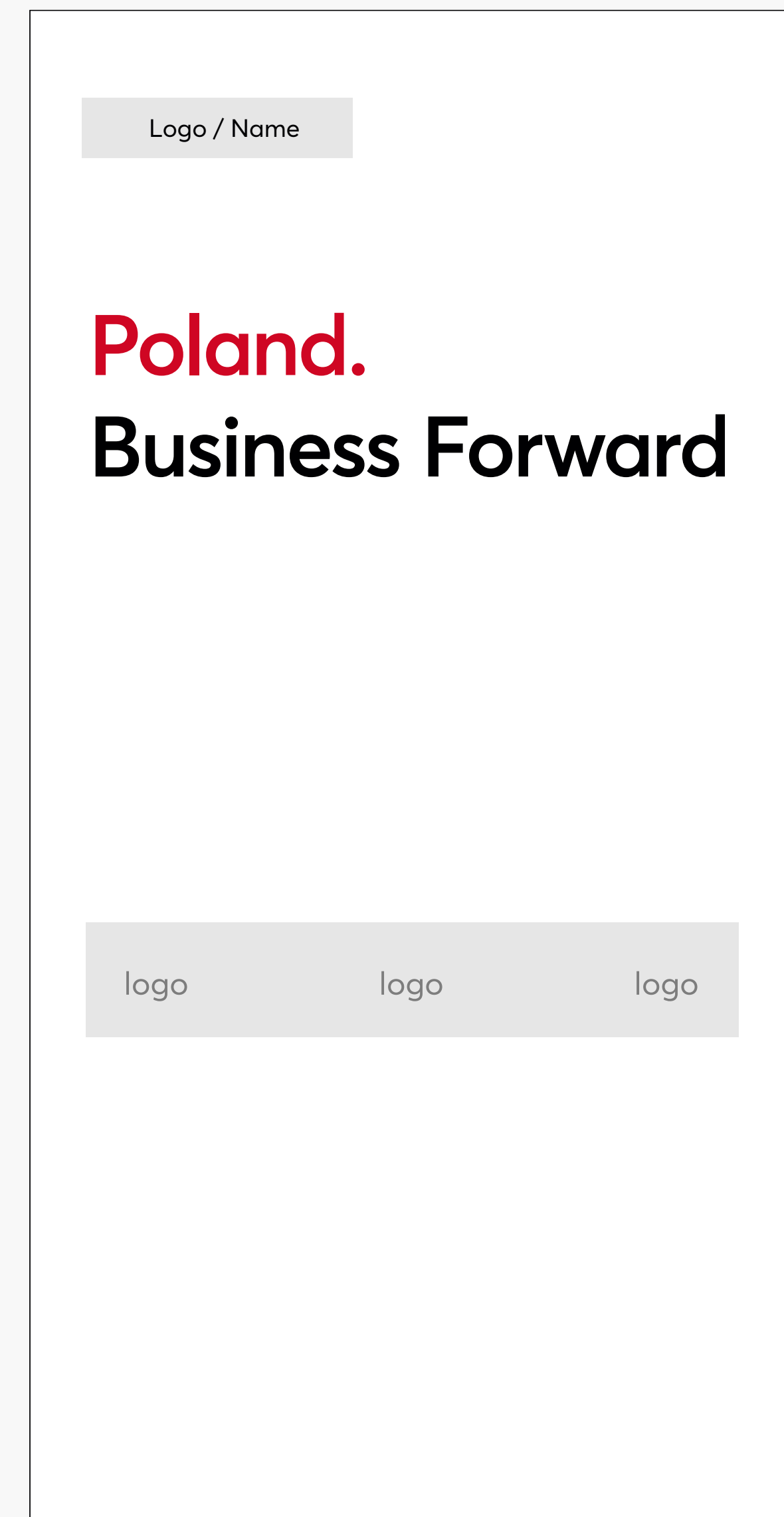
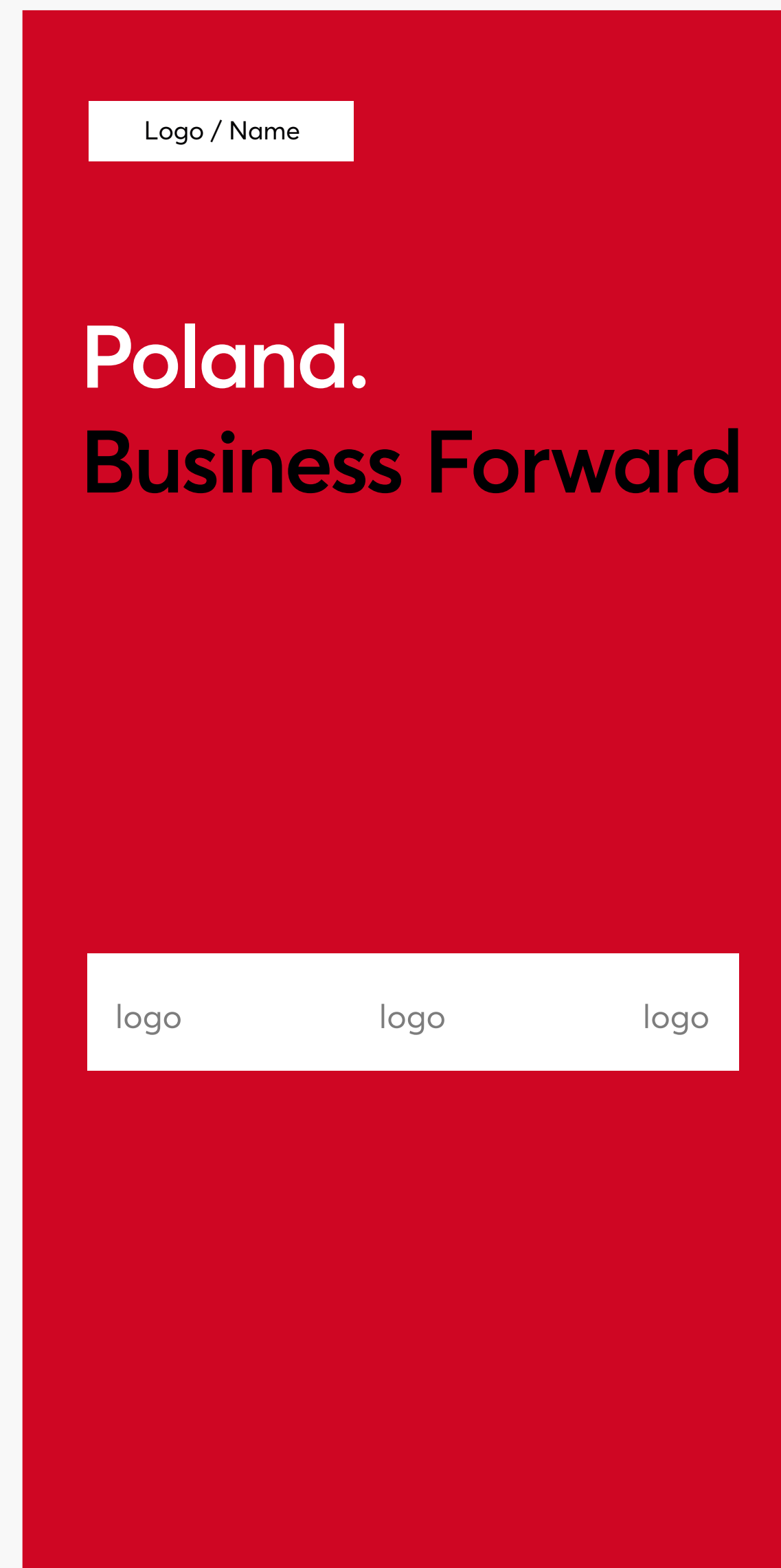
Examples of Branding

An example of a branded rollup.

Protective area and minimum size rules apply the same as for the primary logotype.

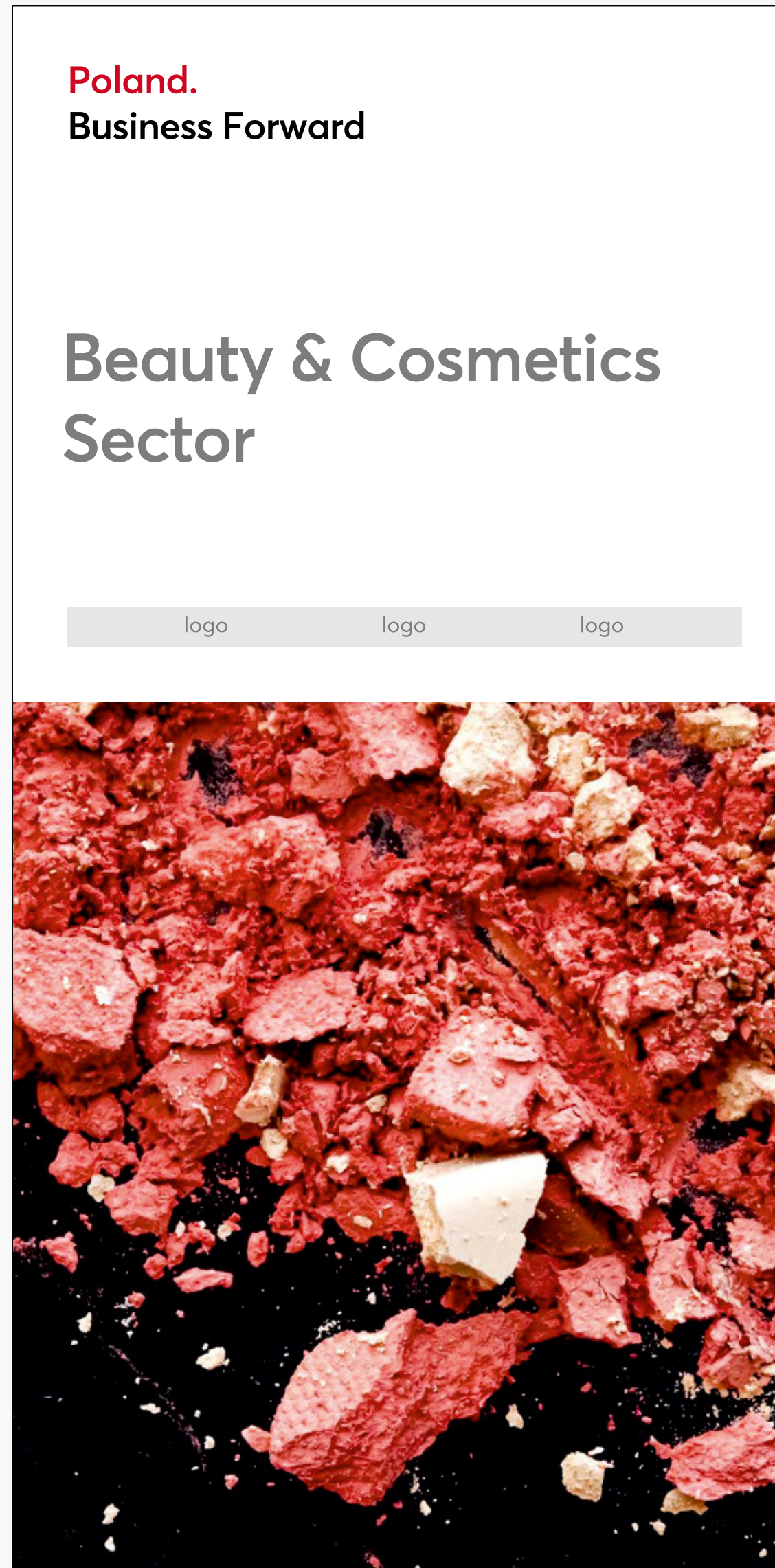
Top of roll-up / display wall: Place your own branding (logo or name), ensuring the logo does not exceed the length of the first line of The Polish Economy Brand name, „Poland.” Use **Averta Semi Bold** for company name, or alternatively Poppins Medium.

Bottom of roll-up / display wall: Use the composite form of the logo. The logo strip should be proportional, maintaining the protective area of the **Poland. Business Forward** logotype.



Examples of Branding

An example of a branded rollup.



Examples of Branding

An example of branding public space.



Examples of Branding

An example of branded merchandise.





Examples of Branding

An example of branded merchandise.



Examples of Branding

An example of branded merchandise.



Examples of Branding

An example of branded merchandise.



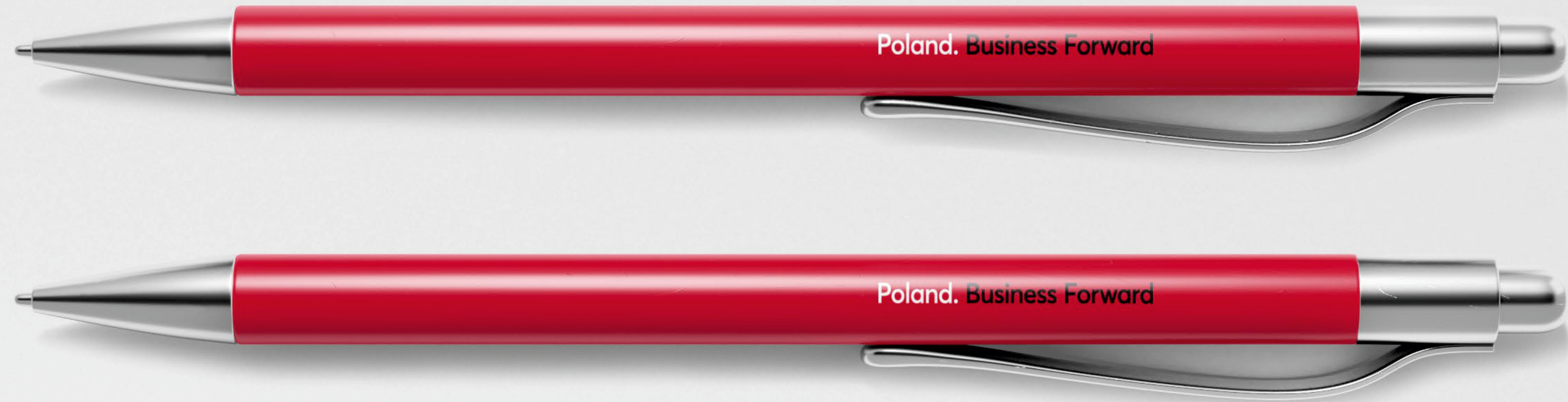
Examples of Branding

An example of branded merchandise.



Examples of Branding

An example of branded merchandise.



Examples of Branding

An example of avatar branding.



Poland.



Poland.
Business Forward



Examples of Branding

An example of branding posts.

In order to build a hierarchy of content, social media communication, the logo was aligned to the bottom edge of the area.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper.

Poland.
Business Forward



Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper.

Poland.
Business Forward

Examples of Branding

An example of branding a social media profile.





Stand Signage.



When defining the branding guidelines for stands, we were guided by simplicity and legibility. We aimed to use simple geometric shapes in the stand layout, making it easy to place typography and graphics on surfaces. The signage system incorporates various logo forms, including industry-specific versions, along with dominant white backgrounds and accentuated surfaces featuring the red background.

Typography scale plays a key role in inviting visitors into the space. We employed diverse elements to ensure visibility across different scales, thereby creating a well-signed, attractive environment that encourages conversation.

The presented visualizations demonstrate examples of projects that define the direction, minimum design standards, and basic principles for self-branding within the context of the Polish Economy's Logo, Poland. Business Forward.

Considering trends and requirements identified in various projects, we encourage the creation of stand designs that, while adhering to the minimum rules for the branding of the Polish Economy, are enriched with engaging elements and ecological materials - such as wood, cardboard, recycled fabrics - or other innovative solutions that attract visitors' attention.

Three basic types of stand



An island stand with hanging sign



A corner stand with hanging signs



A two-story stand with a terrace

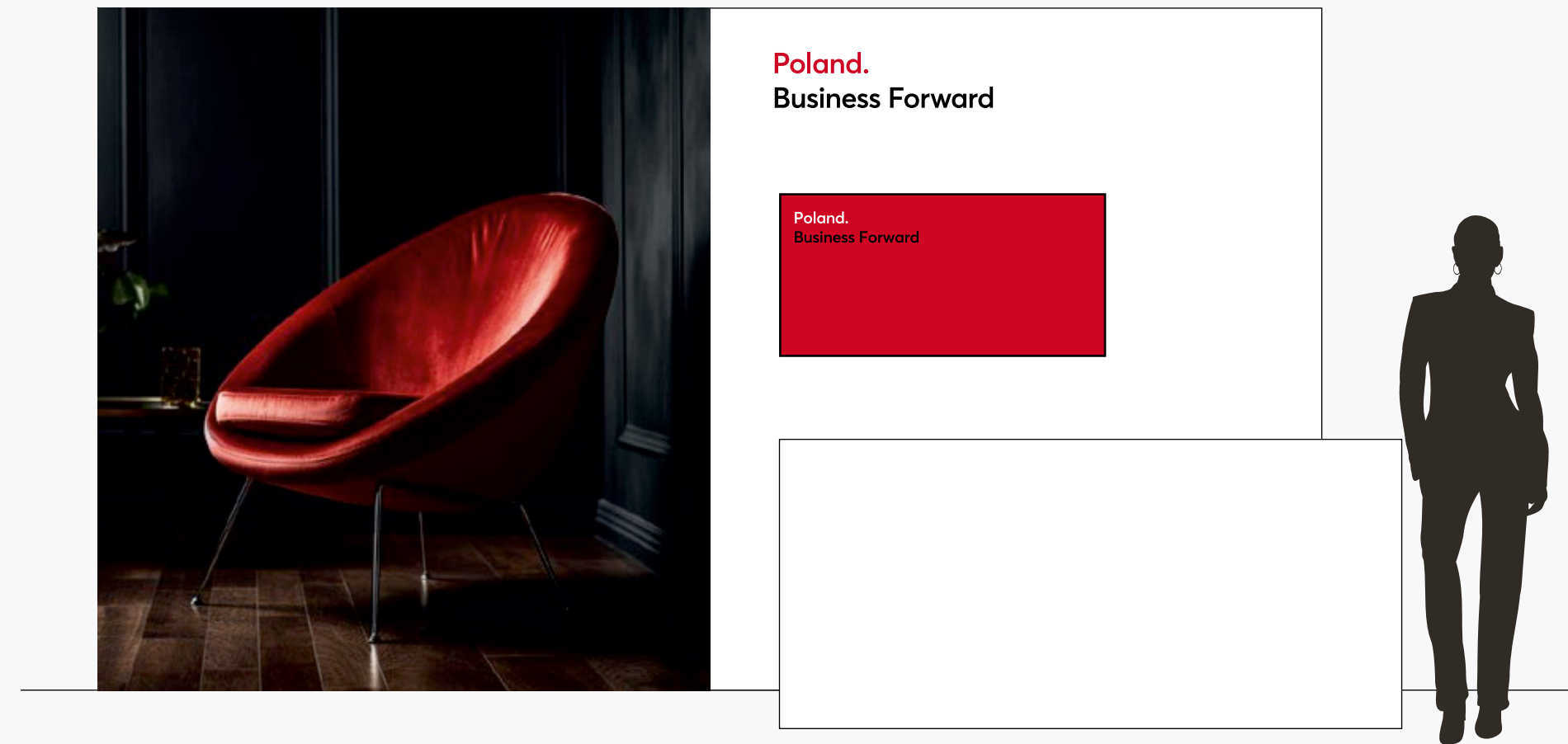
Two Branding Variants

The recommended variant A uses graphics for branding in the form of a photographic element.

They can be placed on large forms to emphasize the theme of the event.

If it is not possible to use photos, we use a red background to differentiate the white effect (variant B).

A

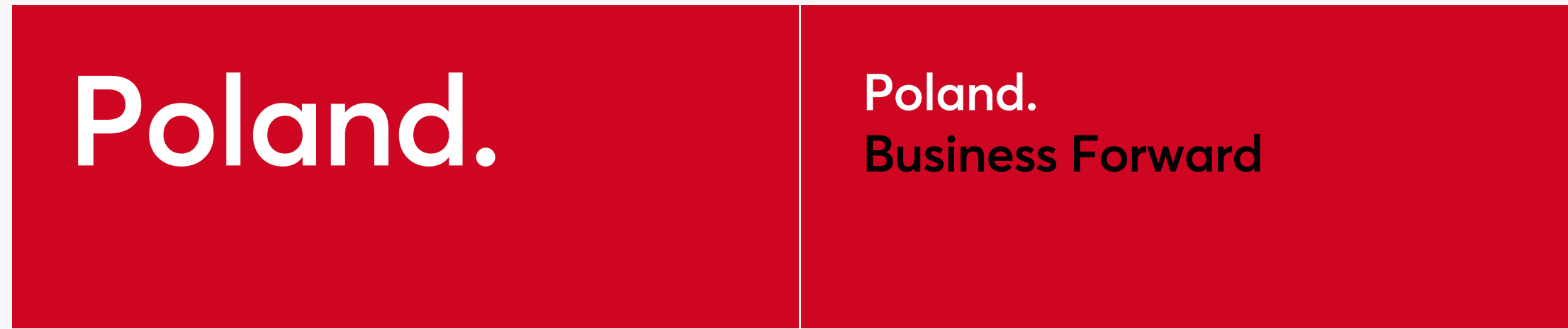


B

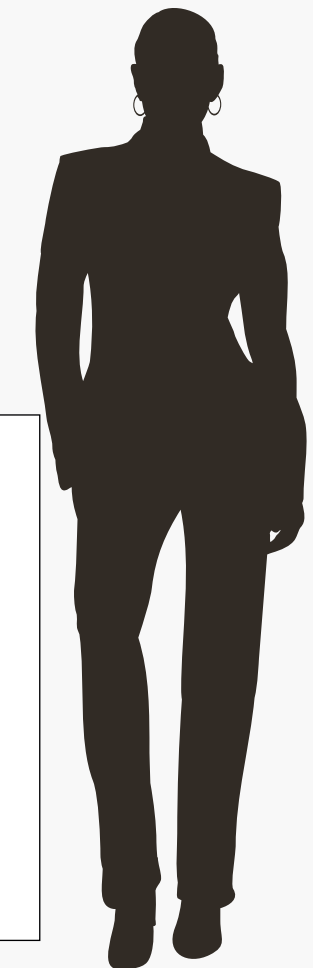
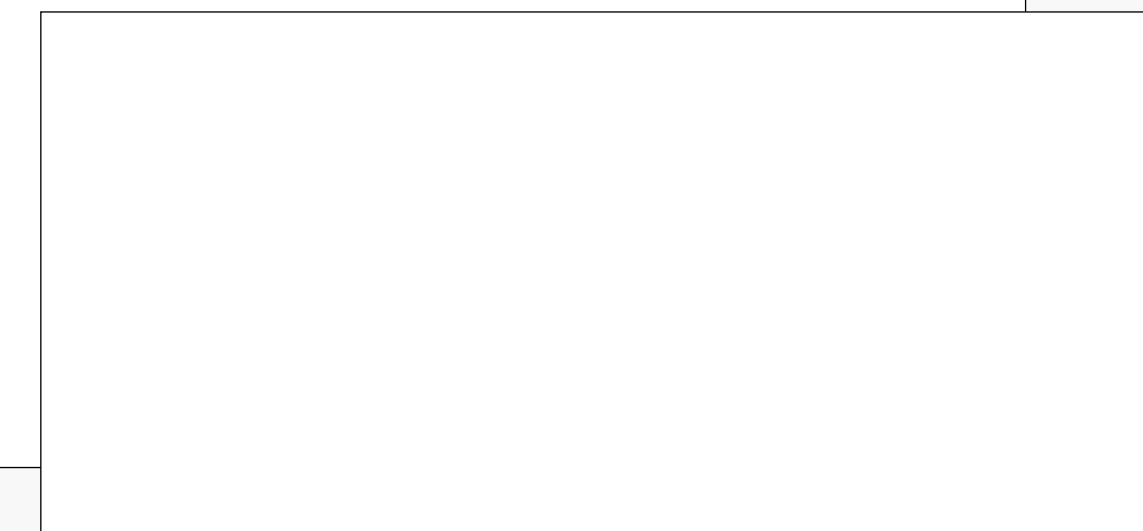


Variant A

Harmonious composition of signage elements with the use of a photographic element.



Poland.
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An island stand (A)

Red hanging sign with identical logos.

An example of the use of industrial photography.



Variant B

An example of a composition of signage elements using the red background.



An island stand (B)

Red hanging sign with identical logos.

A narrow hanging sign with a one-line logo and the name of the sector.



Clear Space

When placing typographic elements on stand panels, the clear space rules must be observed.

On the following pages, we present examples of the use of the Poland. Business Forward logo and company logos.

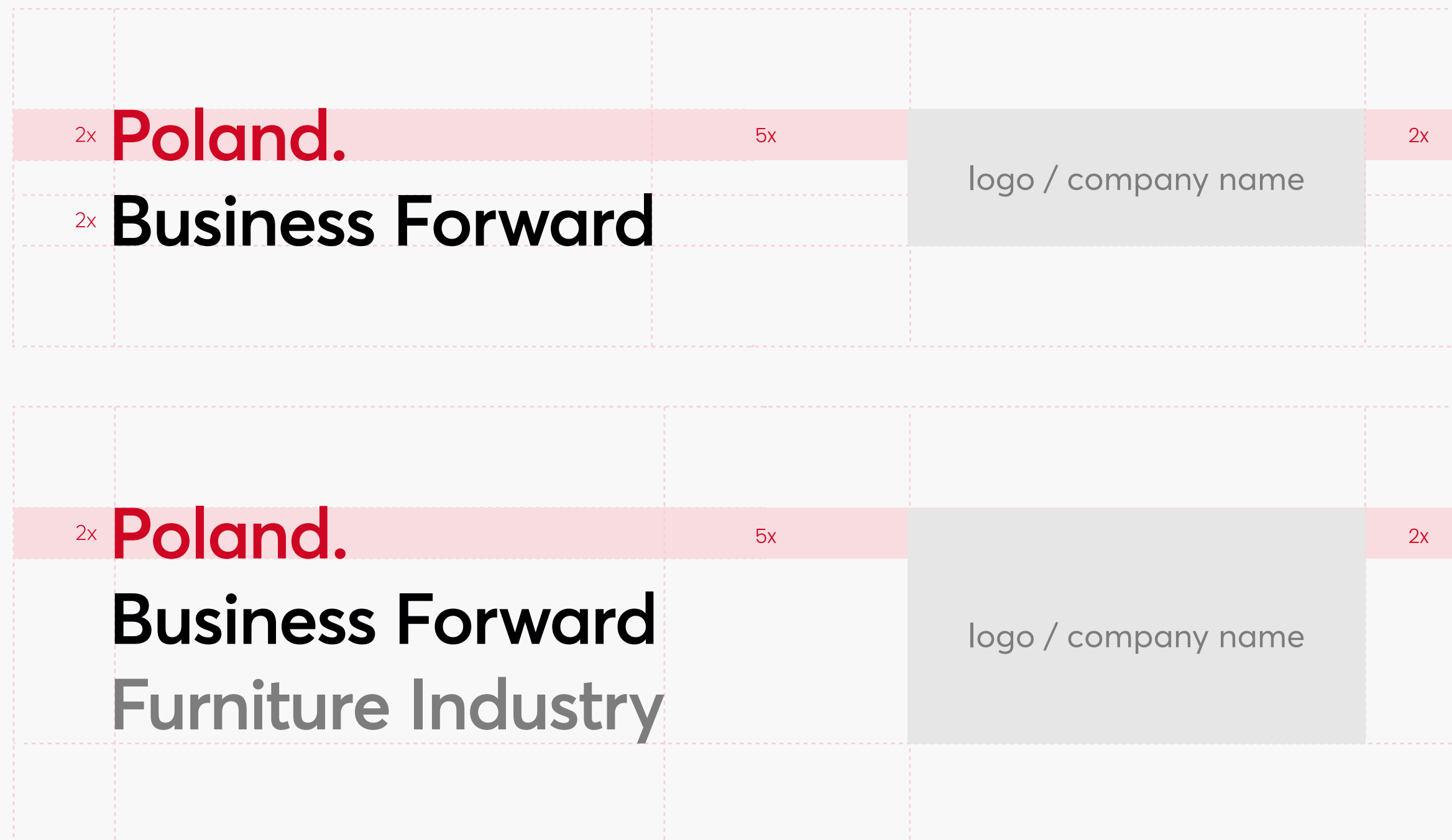


Clear Space and own branding

The rules for defining the clear and minimum space work in the same way as for the base logo.

In cases where applying own branding in the form of a logo is limited, it is recommended to use the company name set in Averta Semi Bold, or alternatively Poppins Medium.

The defined clear space is treated as a minimum value, which can be proportionally increased to achieve an optimal effect.

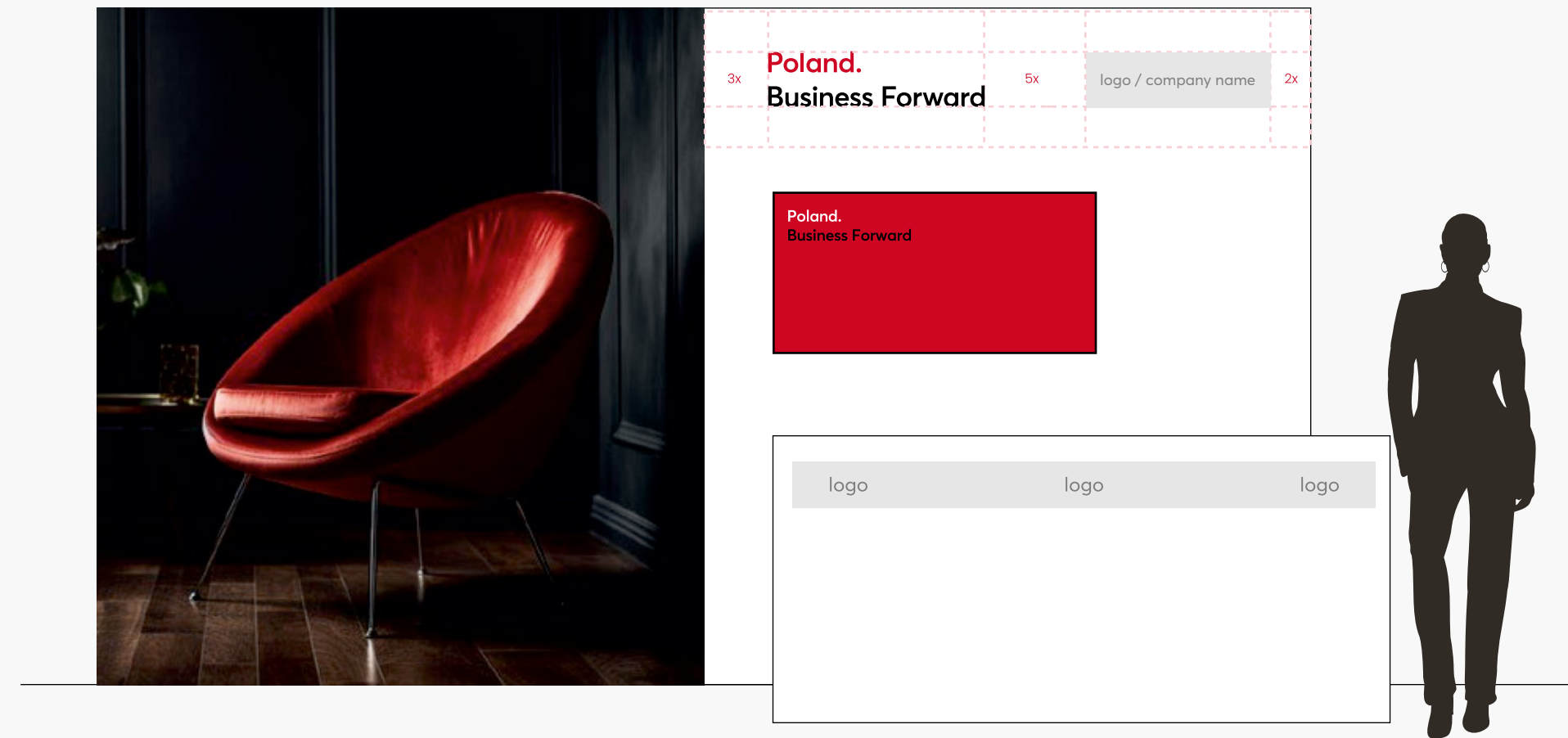


Own branding options

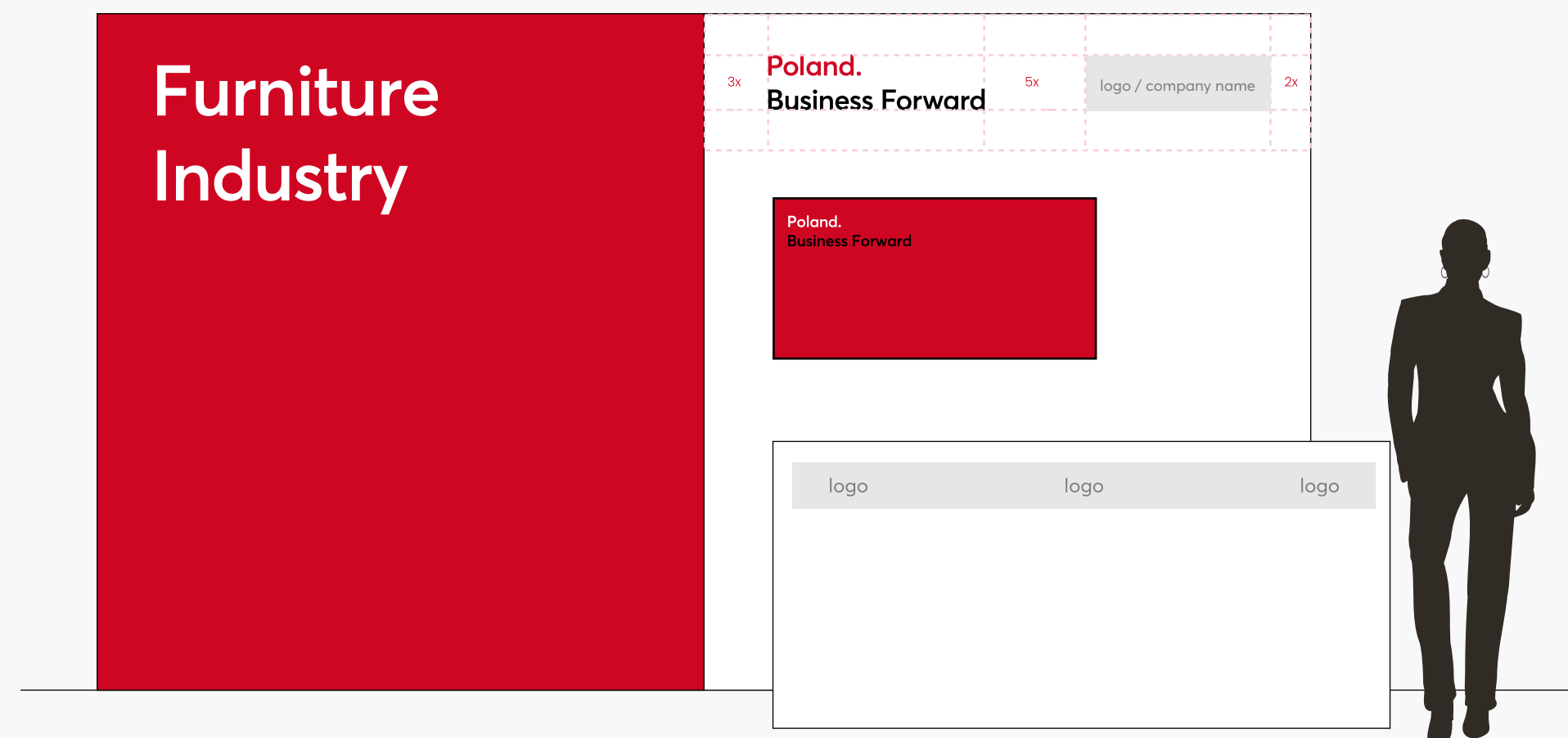
Own branding (logo/company name) in relation to the **Poland. Business Forward**.

Own branding may be applied anywhere outside the areas designated for the display of the **Poland. Business Forward** logotype.

A



B



Hanging signs

Own branding (logo/company name) in relation to the logo **Poland. Business Forward**.

Own branding may be applied on the hanging signs using two of the four sides.

Poland.

logo / company name

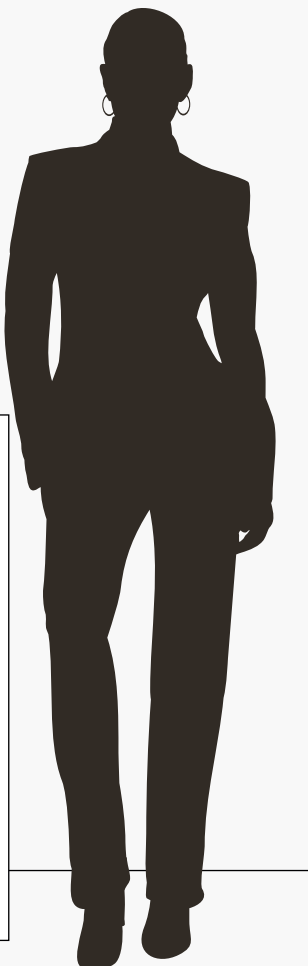


^{3x} Poland.
Business Forward ^{5x} logo / company name ^{2x}

Poland.
Business Forward

logo / company name

logo / company name



Hanging signs

Visualization of an island stand.

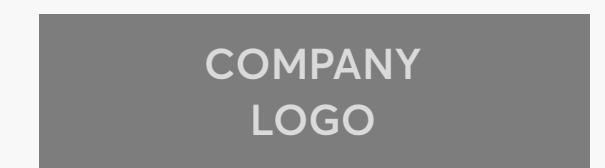
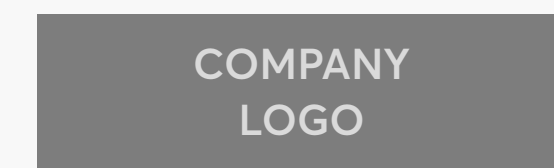
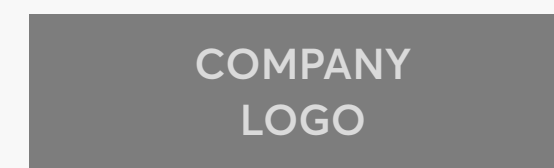
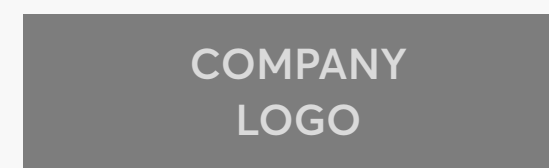
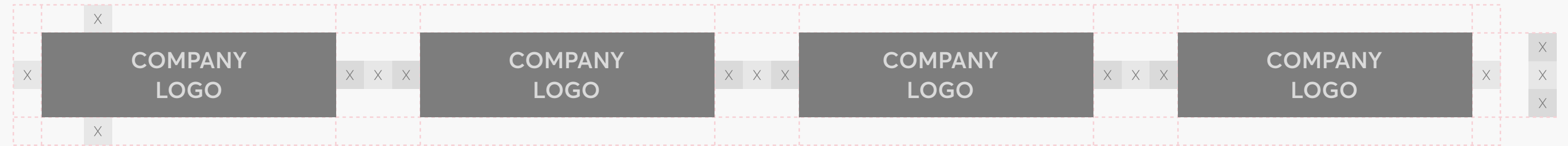
Variant A.



Company Logos

Company logos should, whenever possible, be displayed in a less exposed position.

When using a company's logo, the previously discussed clear space rules should be treated as minimum values and can be proportionally increased to achieve an optimal effect.



COMPANY
LOGO

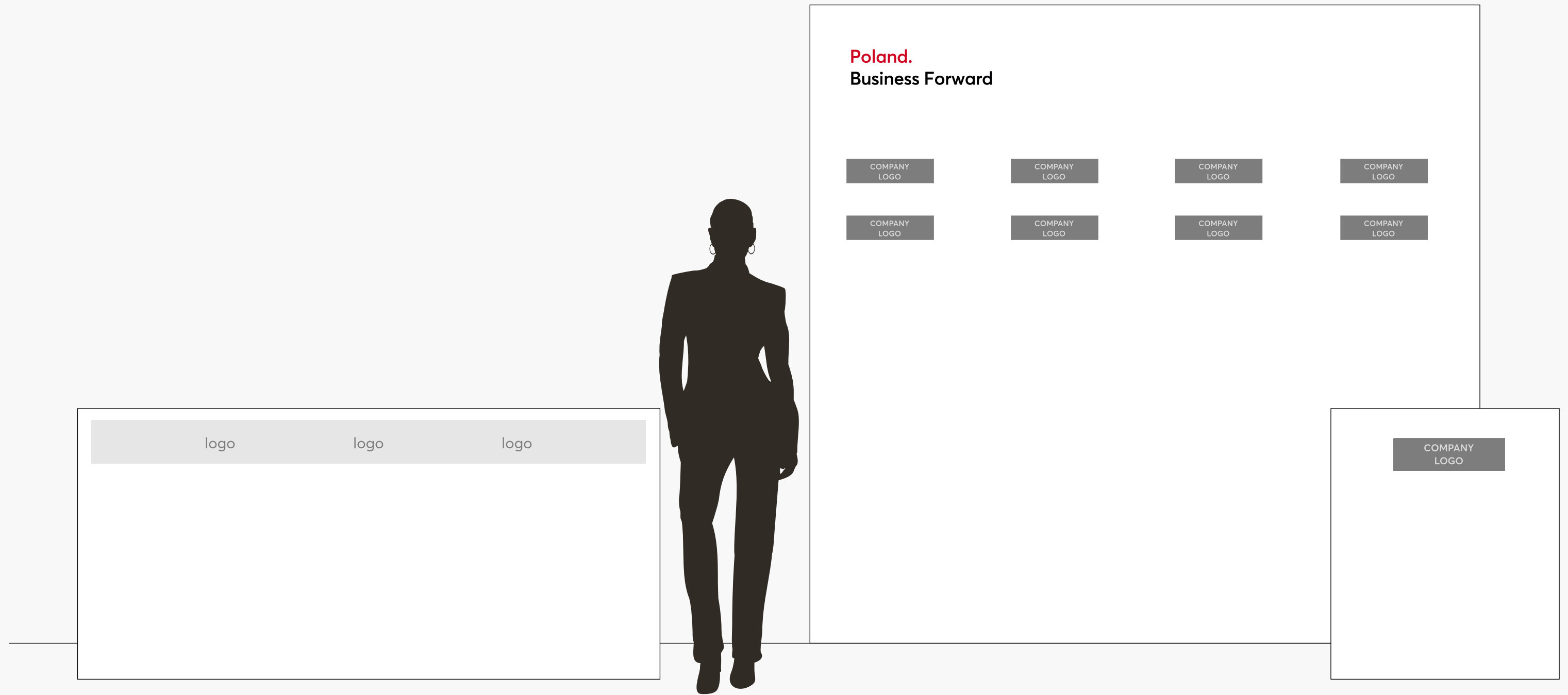
COMPANY
LOGO

COMPANY
LOGO

COMPANY
LOGO

Company Logos

The example shows the counter and back wall branded with a company logo.



Company Logos

Visualization of an island stand.

Signage variant A.



Examples of stands



An island stand with hanging sign



A corner stand with hanging sign



A two-story stand with a terrace

An island stand

A red hanging sign combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Additional display panel for photographic elements (or LCD screen).

Signage variant A.



An island stand

A white hanging sign with the shortened logo **Poland.**

Signage variant A.



An island stand

A white and red hanging sign combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Signage variant A.



An island stand

A white hanging sign combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Additional display panel for photographic elements (or LCD screen).

Signage variant A.



An island stand

A red hanging sign combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Additional display panel for photographic elements (or LCD screen).

Signage variant A.



A built-up stand

A red hanging sign combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Additional display panel for photographic elements (or LCD screen).

White walls.



A built-up stand

A red hanging sign combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Additional display panel for photographic elements (or LCD screen).

White walls with the shortened logo Poland.



A built-up stand

A white hanging sign with a red interior combining both the use of the shortened logo **Poland.** and the logo **Poland.Business Forward** in a harmonious scale.

Additional display panel for photographic elements (or LCD screen).



A two storey stand

A multi-storey stand with a terrace, the function of a hanging sign is performed by the staircase on the first floor.

Signage variant A.



A two storey stand

A multi-storey stand with a terrace, the function of a hanging sign is performed by the staircase on the first floor.

In addition, one of the white walls were used for branding.

Signage variant A.



Mixed variants

Here we present several mixed variants showing how a variety of effects can be achieved.

Signage variant A.



Mixed variants

Here we present several mixed variants showing how a variety of effects can be achieved.

Signage variant A.



Industry sector - variant A

A variant with the use of the logo with the industry sector name can be used on any version of stand. The appearance of the stand should be adapted to the theme.

An example of using a monolithic form of the sector name in a logo.



Industry variant B

A variant with the use of the logo with the industry sector name can be used on any version of stand. The appearance of the stand should be adapted to the theme.

An example of using a divided form of the sector name in a logotype.



Industry variant C

A variant with the use of the logo with the industry sector name can be used on any version of stand. The appearance of the stand should be adapted to the theme.

An example of a basic island stand with a white hanging sign.





Projects co-financed
by European Funds.



Branding.

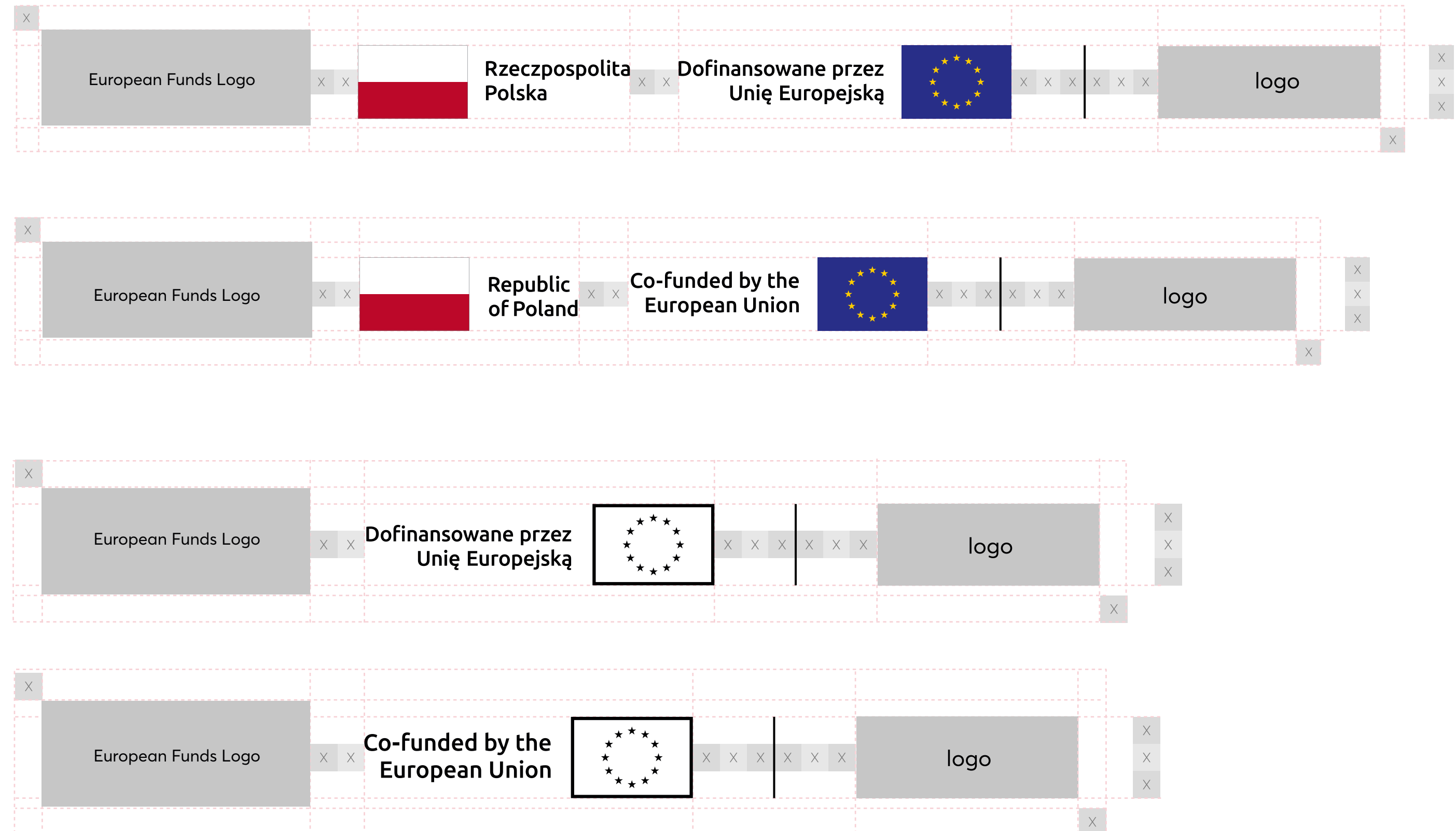
**Projects co-financed
by European Funds.**



Composition of Logos

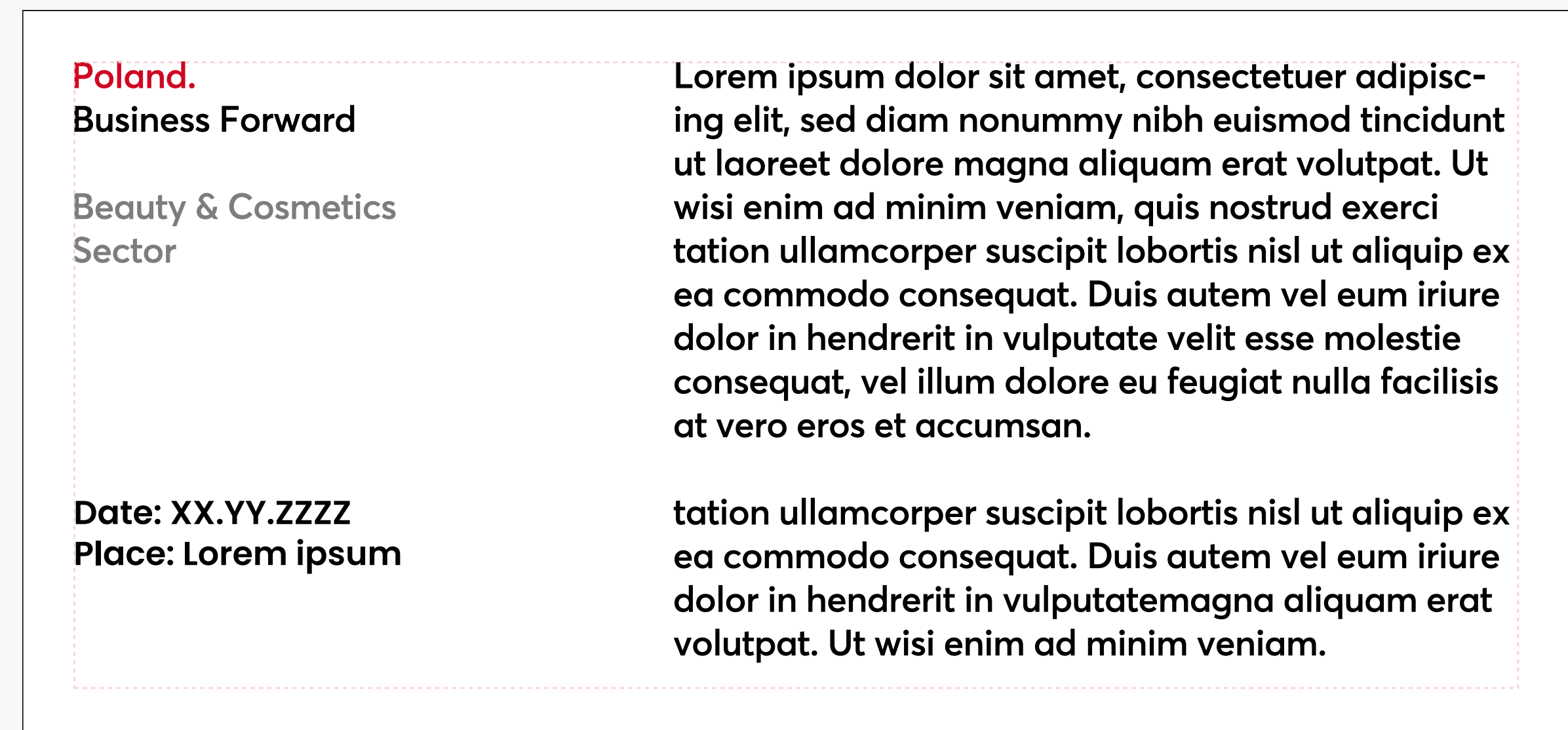
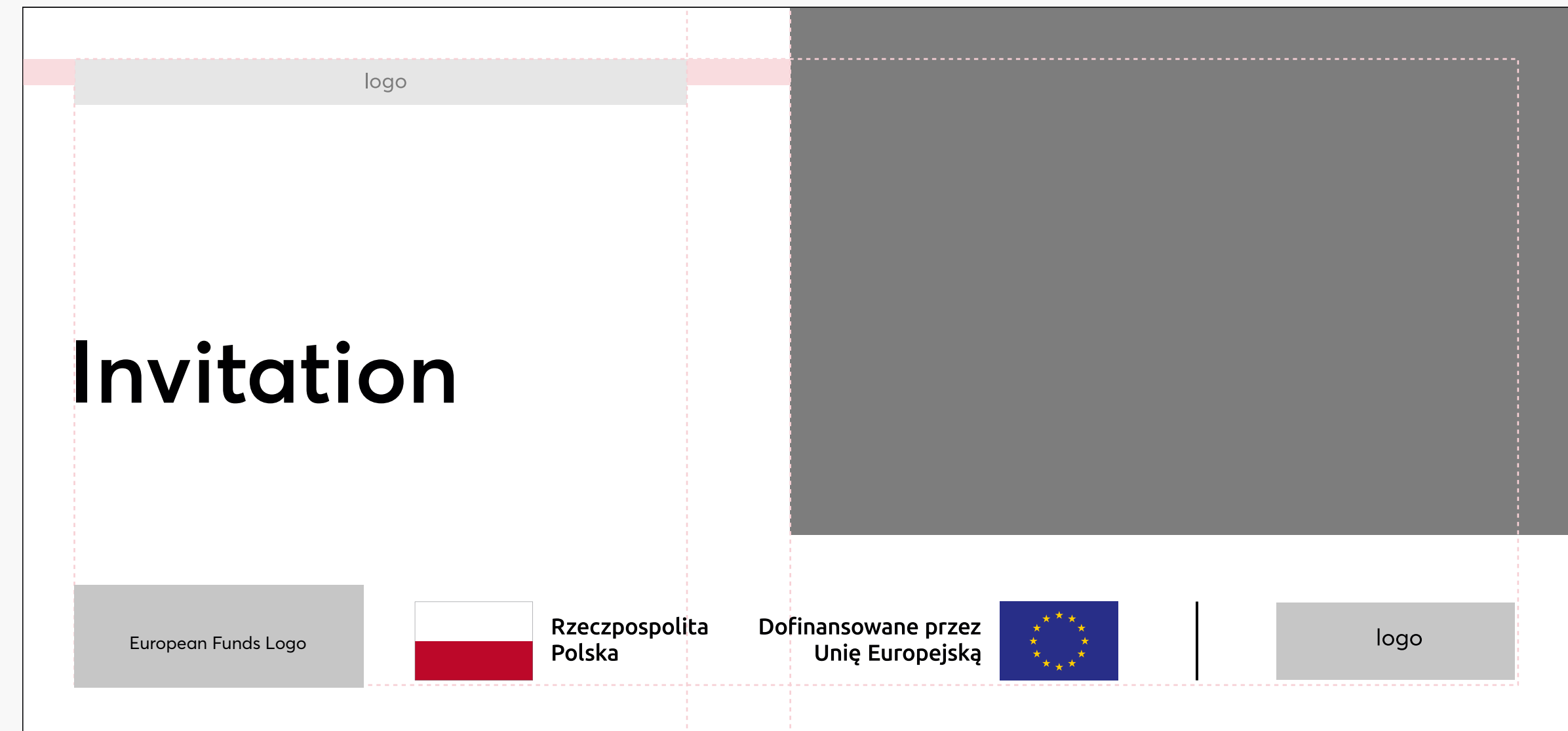
Detailed information on the rules of co-occurrence of the FE, EU and Polish national colours with an additional logo can be found in the EF Brand Book:

https://www.funduszeuropejskie.gov.pl/media/128891/ksiega_marki_fe_styczen_2024.pdf



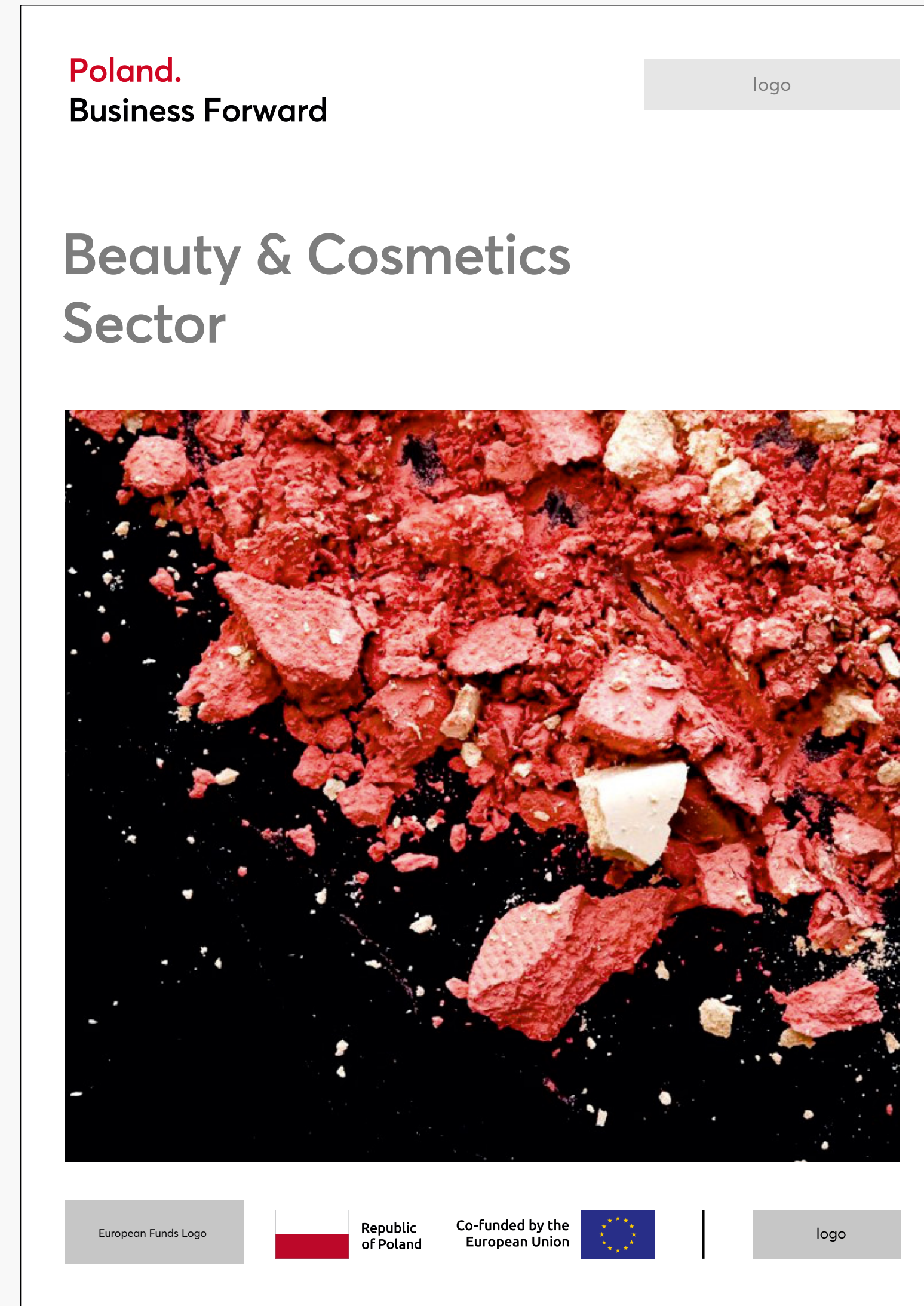
Examples of Branding

An example of branding an invitation.



Examples of Branding

An example of branding a brochure in A format.





Stand Signage.

**Projects co-financed
by European Funds.**



When defining the branding guidelines for stands, we were guided by simplicity and legibility. We aimed to use simple geometric shapes in the stand layout, making it easy to place typography and graphics on surfaces. The signage system incorporates various logo forms, including industry-specific versions, along with dominant white backgrounds and accentuated surfaces featuring the red background.

Typography scale plays a key role in inviting visitors into the space. We employed diverse elements to ensure visibility across different scales, thereby creating a well-signed, attractive environment that encourages conversation.

The presented visualizations demonstrate examples of projects that define the direction, minimum design standards, and basic principles for self-branding within the context of the Polish Economy's Logo, Poland. Business Forward.

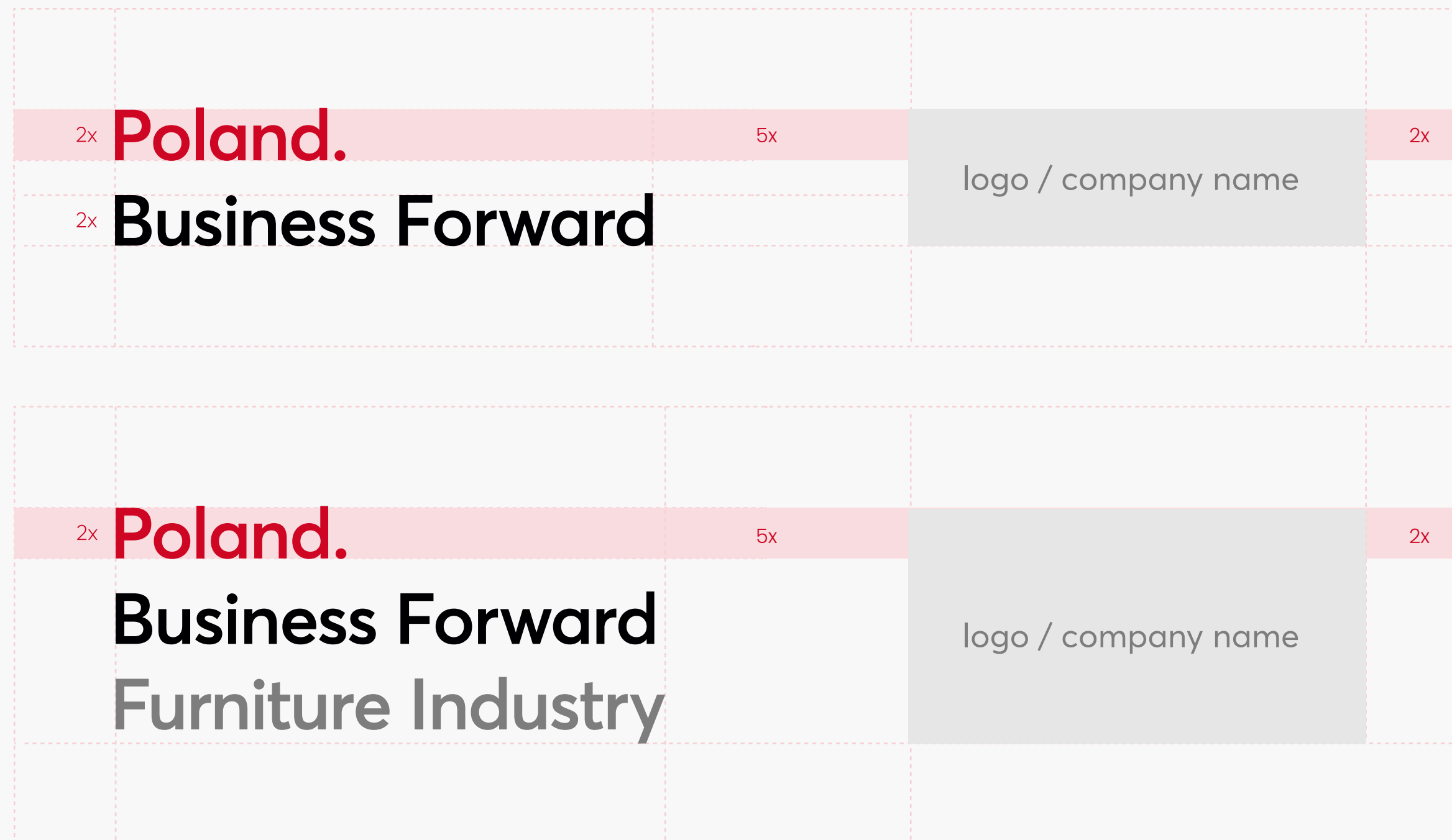
Considering trends and requirements identified in various projects, we encourage the creation of stand designs that, while adhering to the minimum rules for the branding of the Polish Economy, are enriched with engaging elements and ecological materials - such as wood, cardboard, recycled fabrics - or other innovative solutions that attract visitors' attention.

Clear Space and own branding

The rules for defining the clear and minimum space work in the same way as for the base logo.

In cases where applying own branding in the form of a logo is limited, it is recommended to use the company name set in Averta Semi Bold, or alternatively Poppins Medium.

The defined clear space is treated as a minimum value, which can be proportionally increased to achieve an optimal effect.



Two branding variants

The recommended variant A uses graphics for branding in the form of photographic element.

We can place them on large forms to emphasize the theme of the event.

If it is not possible to use photos, we use a red background to differentiate the white effect (variant B).

A

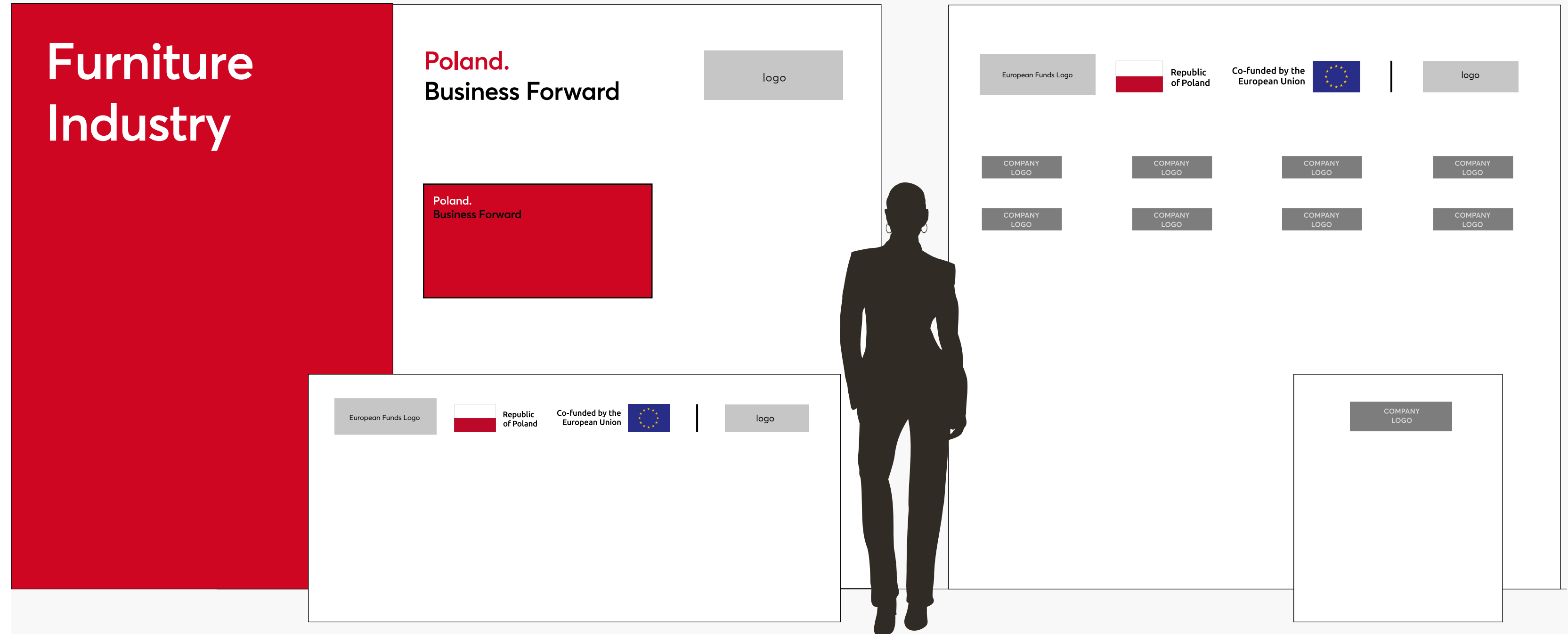


B



An example of branding

An example of a stand using the Poland. Business Forward logo, the labelling required for projects co-financed by European Funds and a space for self-branding.



Island stand (A)

Application example – visualization.



Hanging sign

Own branding can be applied to the hanging sign on two of the four walls. Own branding includes, for example: logo, name, slogan.



Poland.

logo / company name



3x **Poland.** 5x **Business Forward** 2x logo / company name

Poland.
Business Forward

European Funds Logo



Republic of Poland

Co-funded by the European Union



logo



Hanging sign

An example of branding a brochure in A format.





Brand Hub Projects.



Branding.

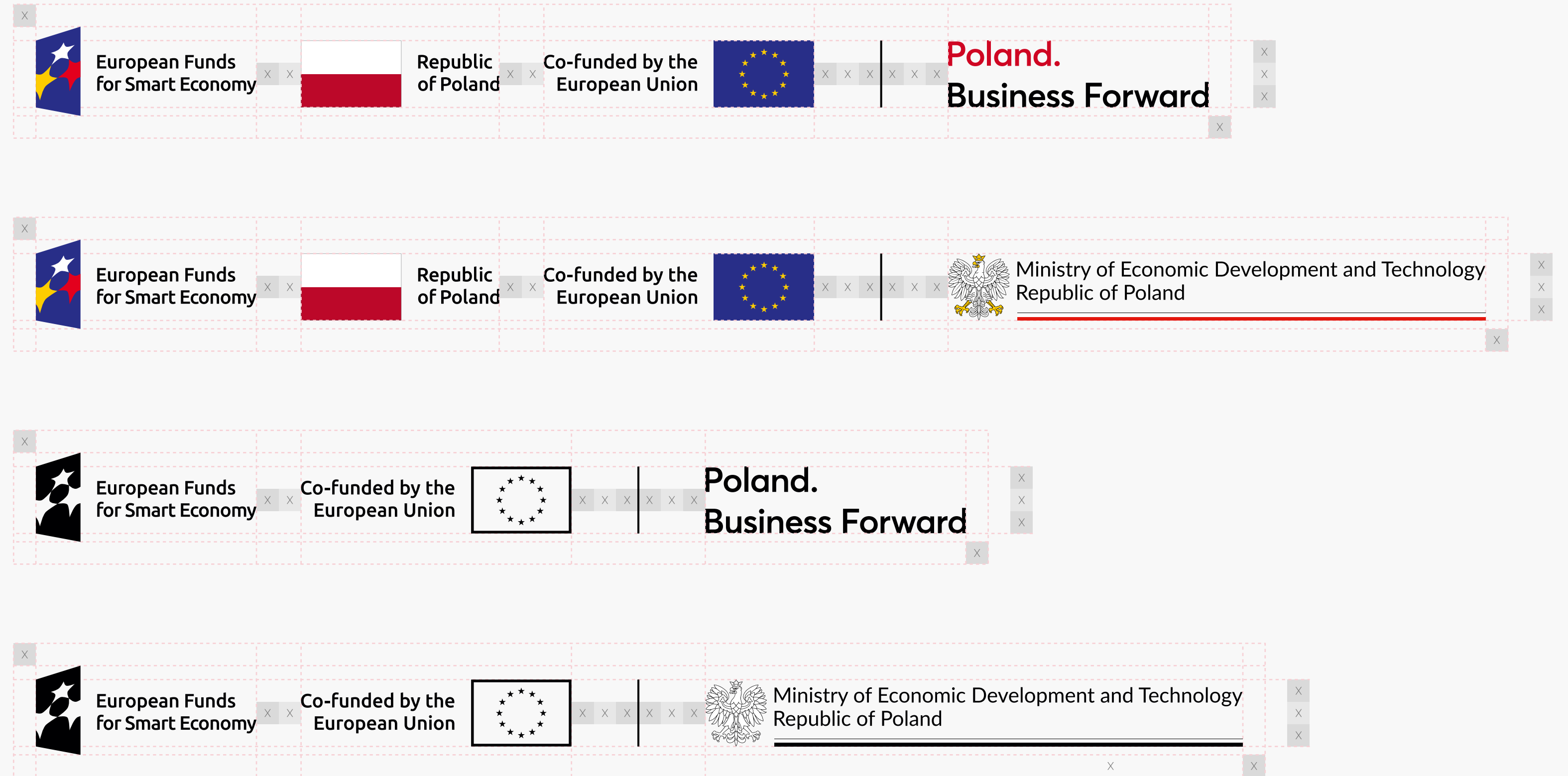
Brand Hub Projects.



Composition of Logos -PL version

Detailed information on the rules of co-occurrence of the FE, EU and Polish national colours with an additional logo can be found in the EF Brand Book

https://www.funduszeuropejskie.gov.pl/media/128891/ksiega_marki_fe_styczen_2024.pdf

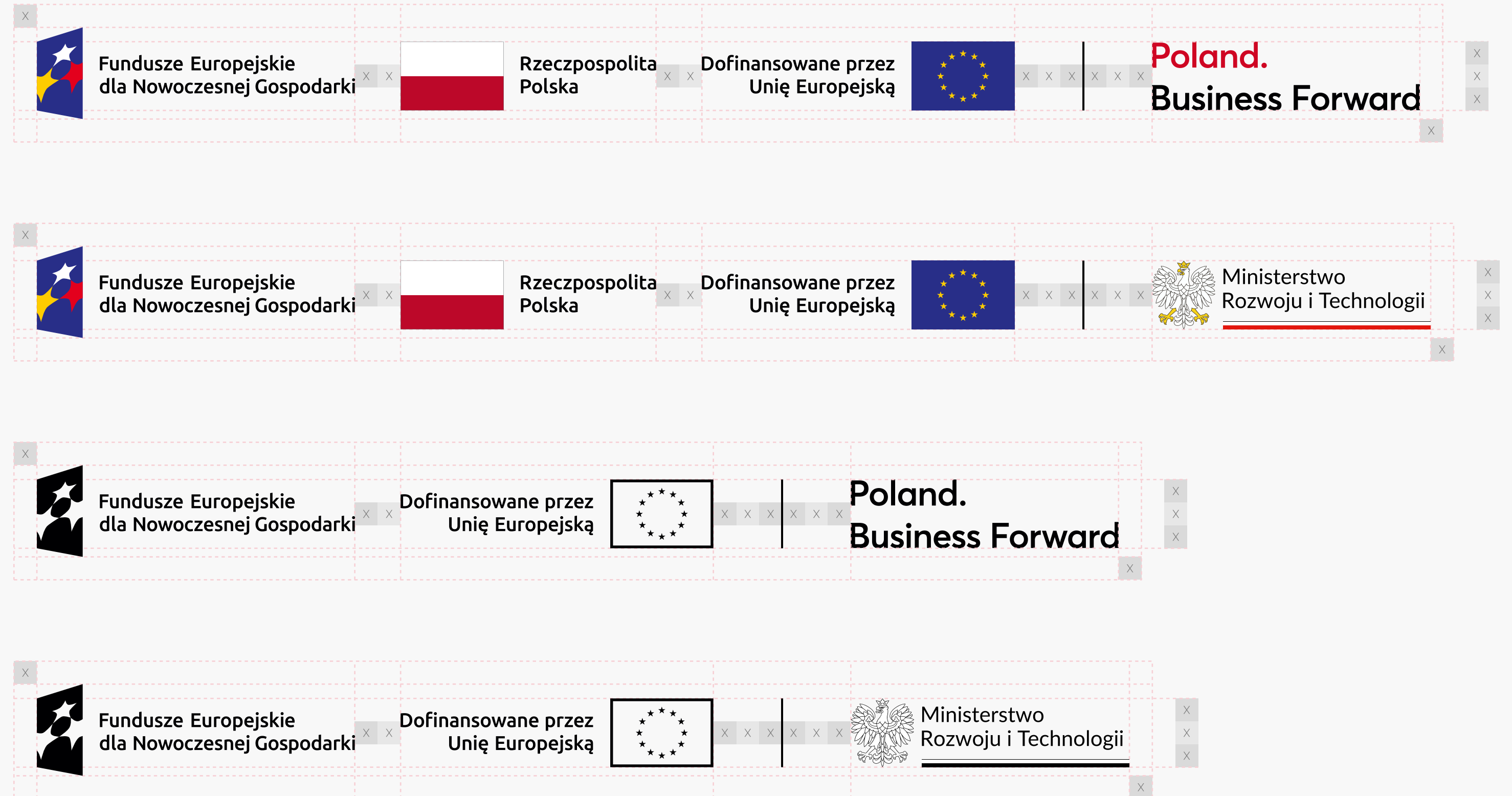




Composition of Logos -PL version

Detailed information on the rules of co-occurrence of the FE, EU and Polish national colours with an additional logo can be found in the EF Brand Book

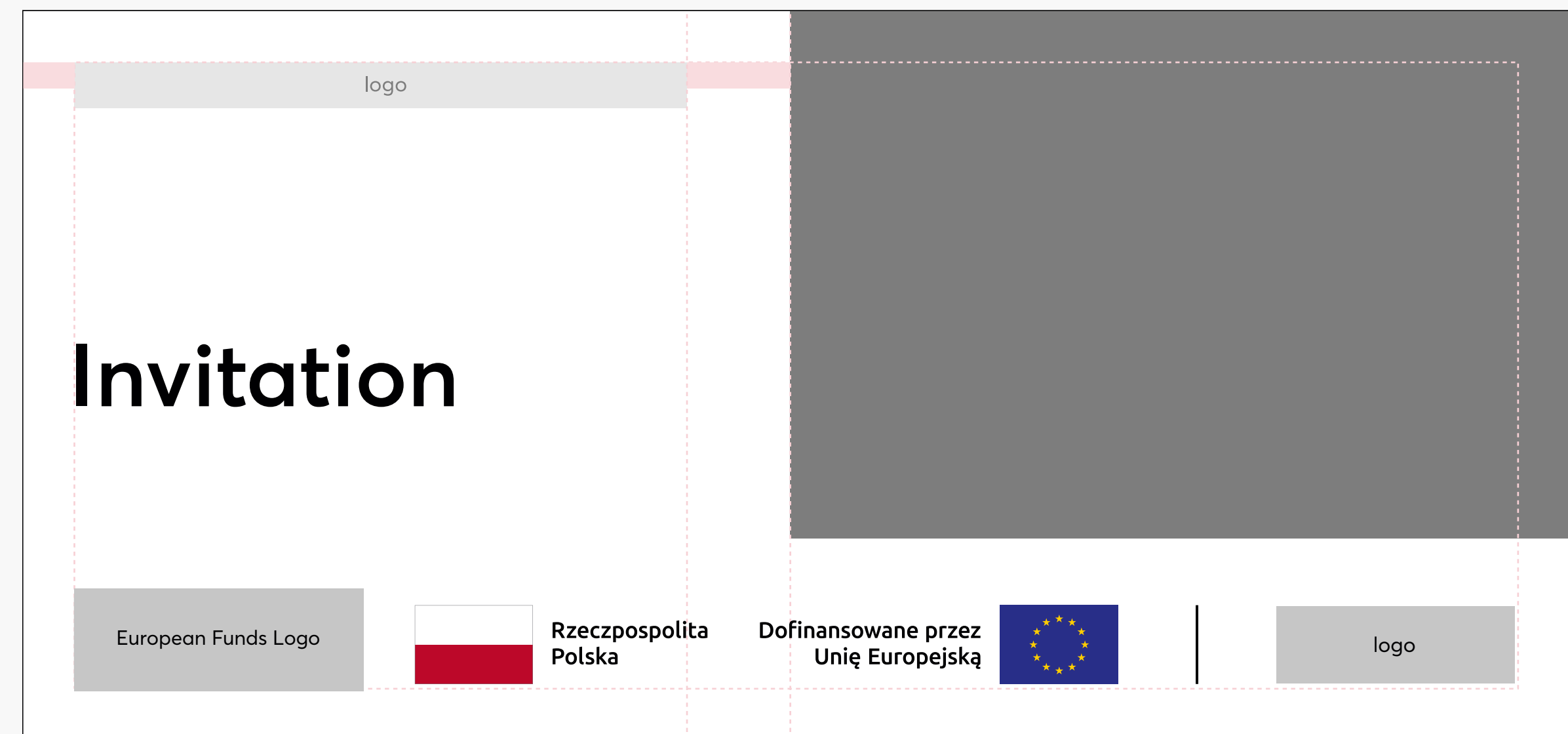
https://www.funduszeuropejskie.gov.pl/media/128891/ksiega_marki_fe_styczen_2024.pdf





Examples of Branding

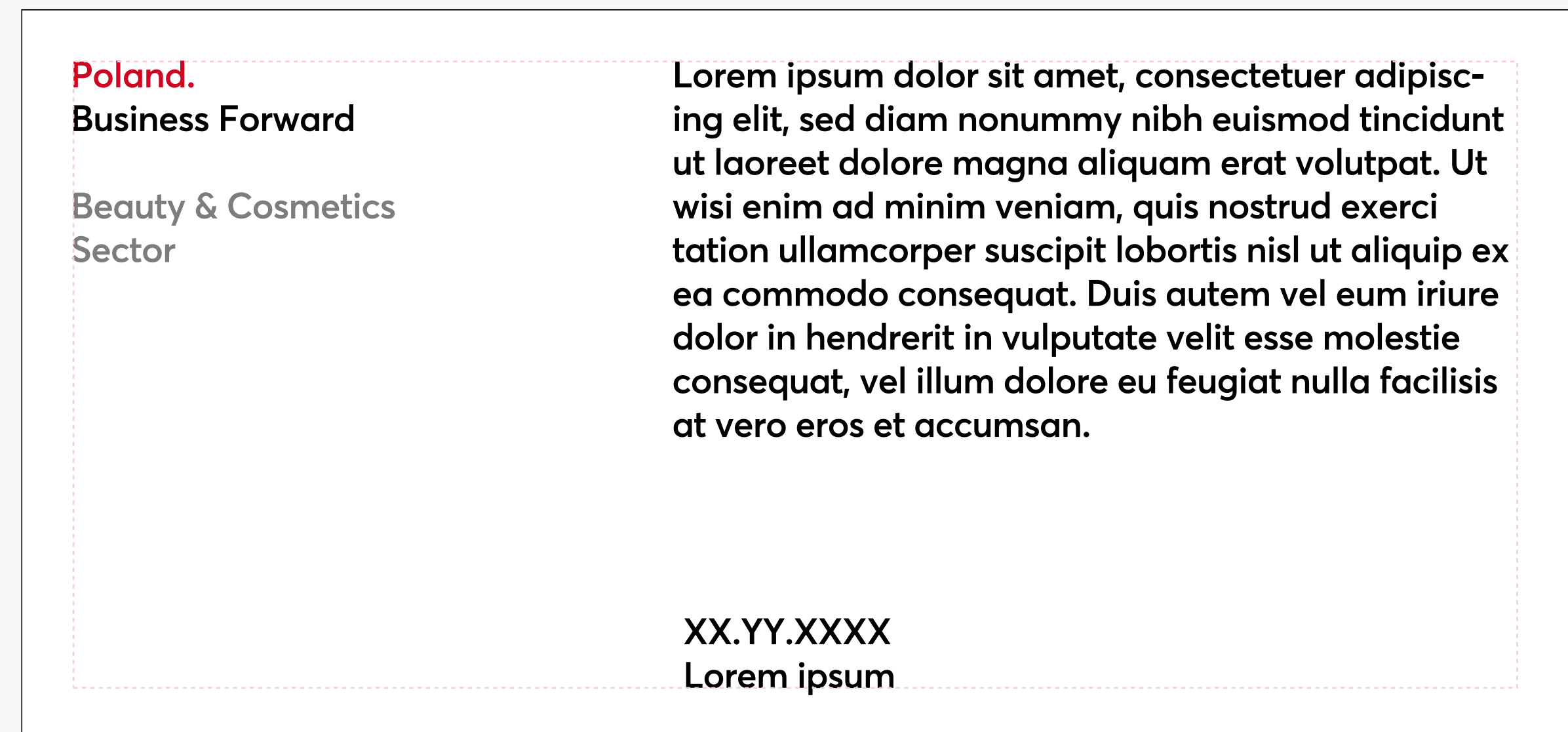
An example of branding an invitation.



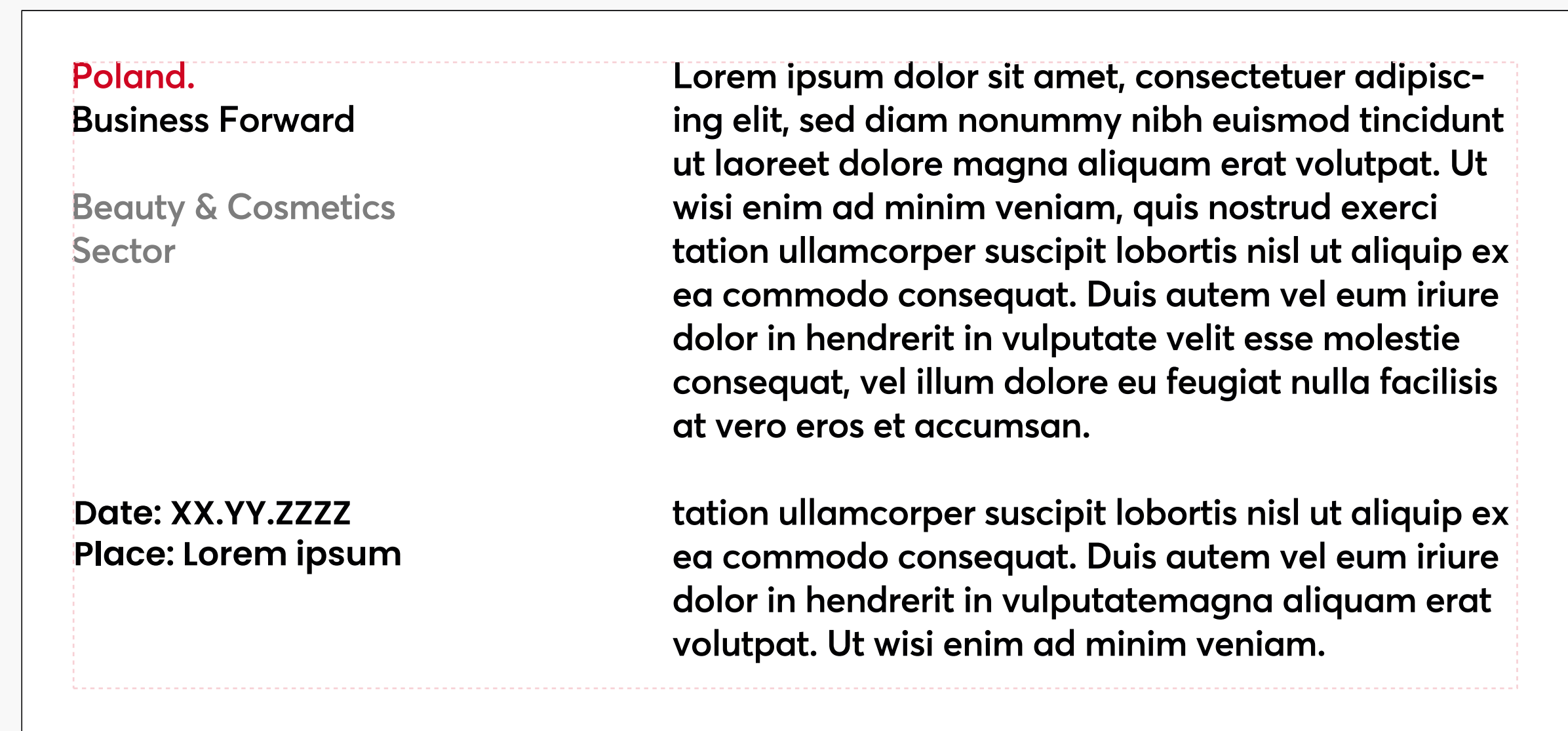
Examples of Branding

An example of the content on the back of the invitation.

All logos should be on the front.



A



B

Examples of Branding

An example of a layout.



Examples of Branding

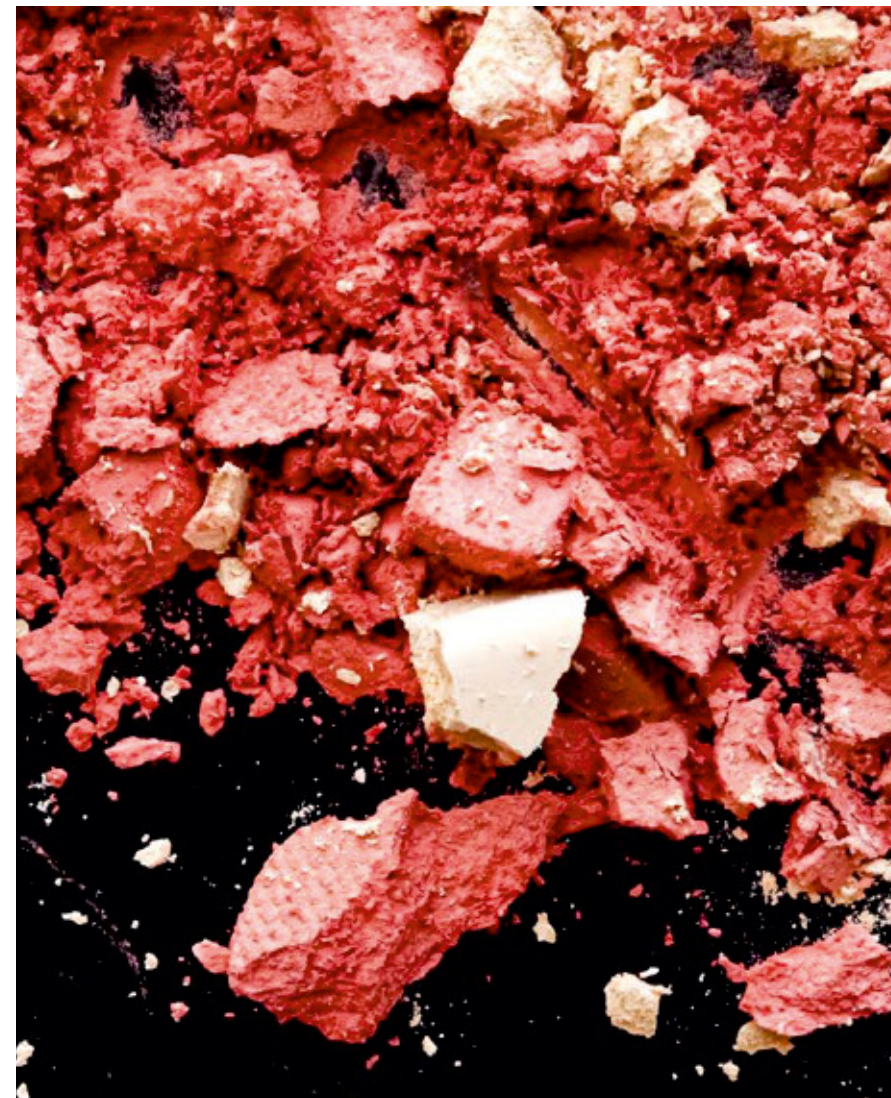
An example of a layout.



Poland.
Business Forward

Beauty & Cosmetics
Sector

Invitation



logo

logo

logo

Examples of Branding

An example of a layout.

Poland.
Business Forward

Beauty & Cosmetics Sector

Invitation

logo

logo

logo

We have the honour
of inviting
Mr. Jan Kowalski

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

Examples of Branding





An example of letterhead branding with space for optional sector information.

Poland. Business Forward	Beauty & Cosmetics Sector
Andrzej Kowalski	Joanna Nowak
Company name	Company name

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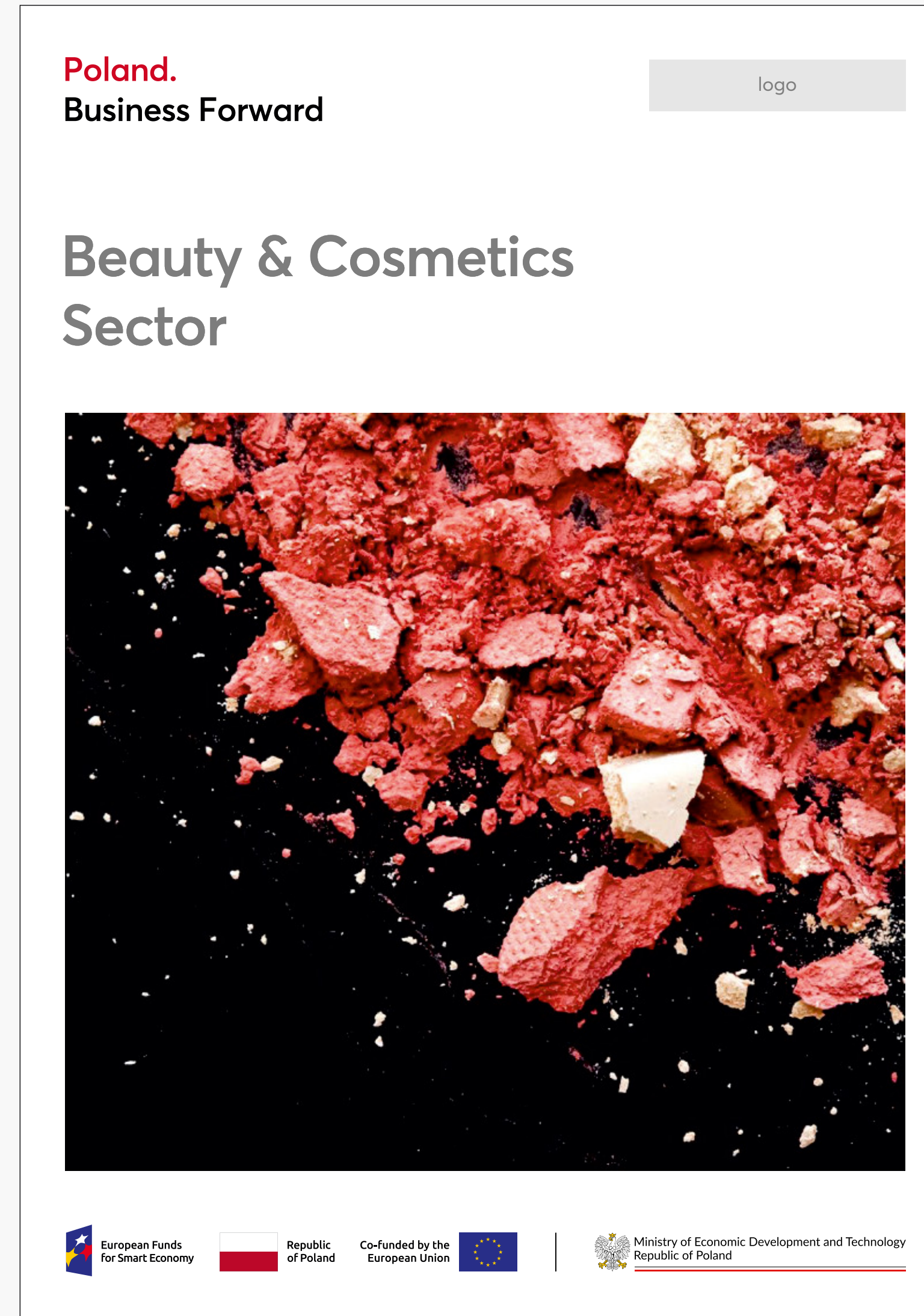
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

 Fundusze Europejskie dla Nowoczesnej Gospodarki  Rzeczpospolita Polska  Dofinansowane przez Unię Europejską  Poland. Business Forward

Examples of Branding

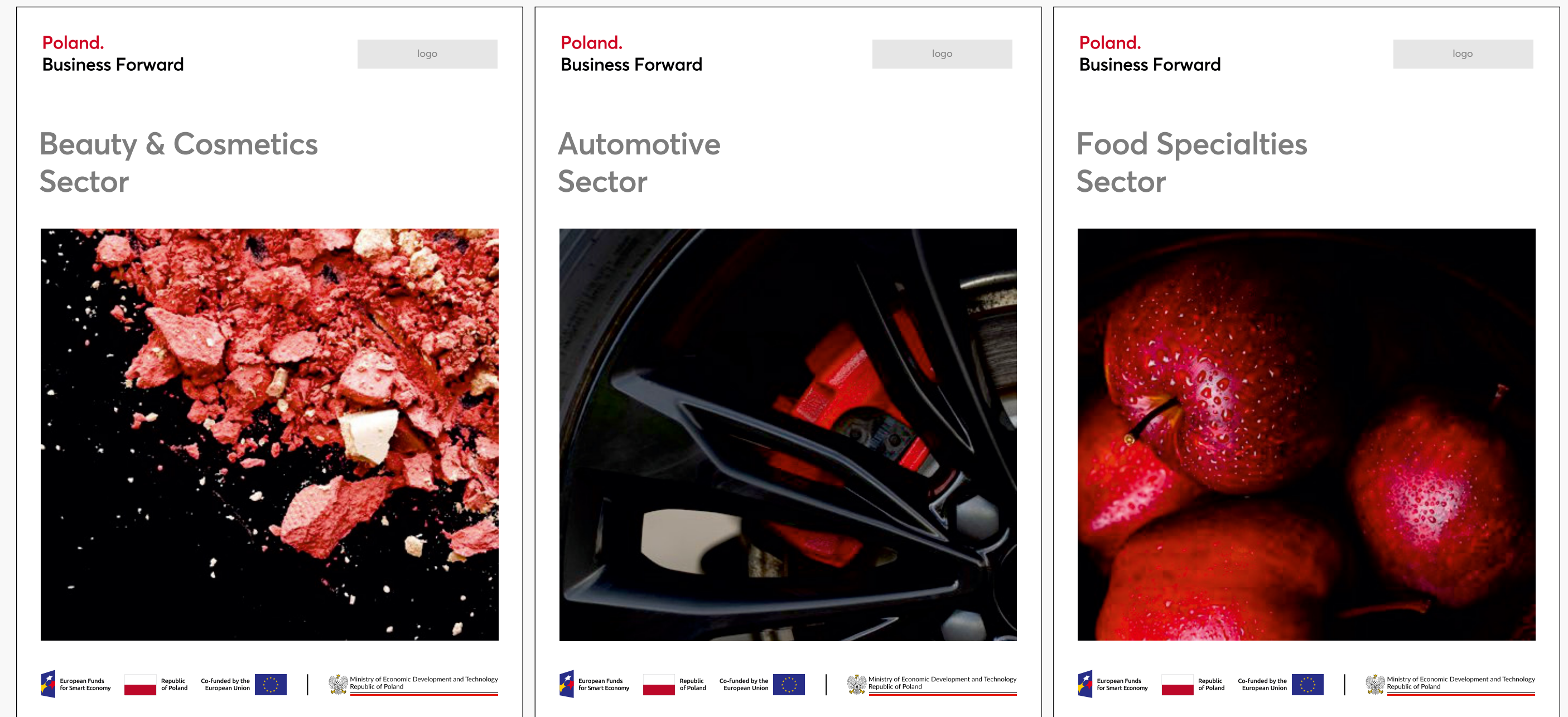
An example of branding a brochure in A format.





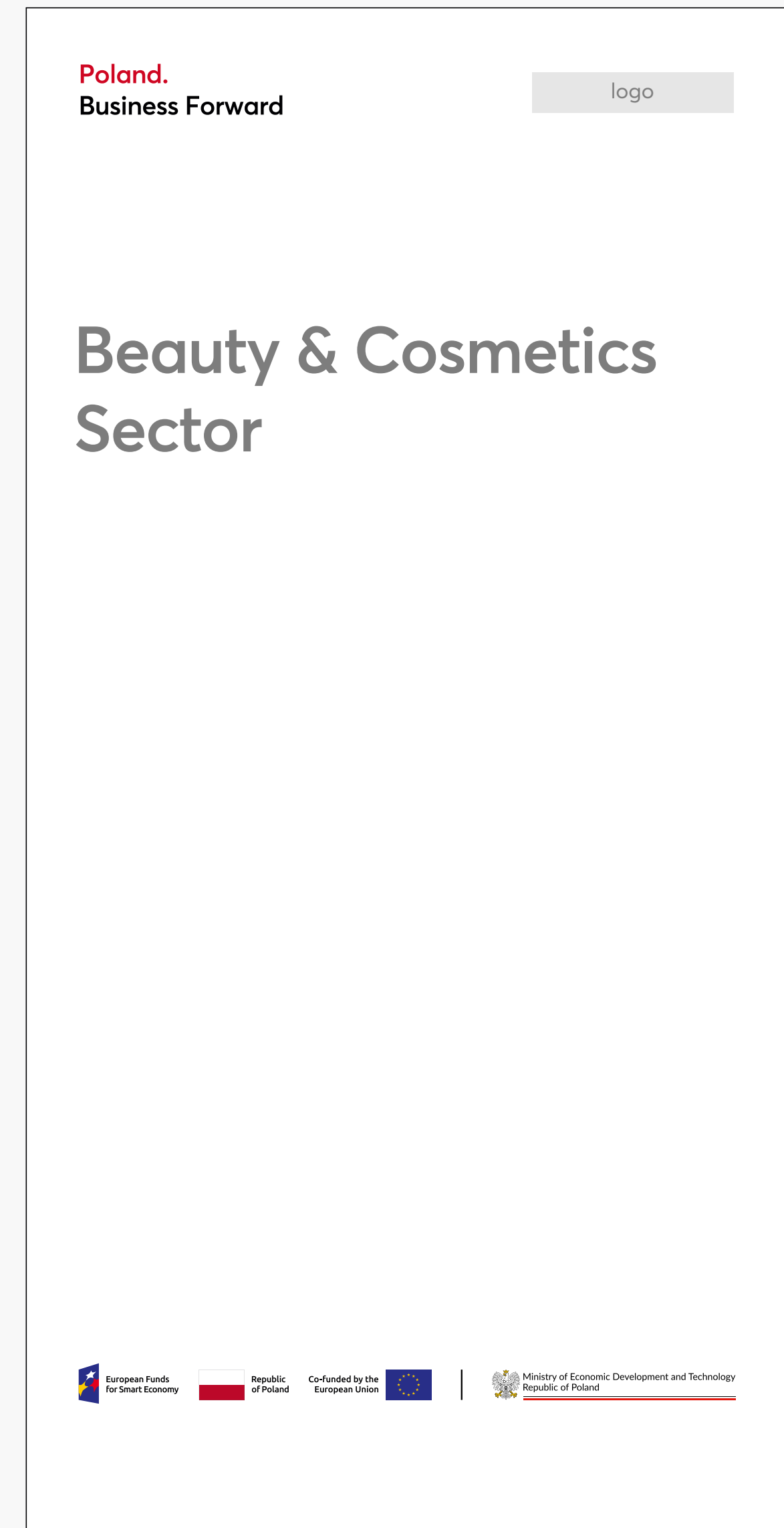
Examples of Branding

An example of brochure branding in A format



Examples of Branding

An example of a branded rollup.





Stand Signage.

Brand Hub Projects.



When defining the branding guidelines for stands, we were guided by simplicity and legibility. We aimed to use simple geometric shapes in the stand layout, making it easy to place typography and graphics on surfaces. The signage system incorporates various logo forms, including industry-specific versions, along with dominant white backgrounds and accentuated surfaces featuring the red background.

Typography scale plays a key role in inviting visitors into the space. We employed diverse elements to ensure visibility across different scales, thereby creating a well-signed, attractive environment that encourages conversation.

The presented visualizations demonstrate examples of projects that define the direction, minimum design standards, and basic principles for self-branding within the context of the Polish Economy's Logo, Poland. Business Forward.

Considering trends and requirements identified in various projects, we encourage the creation of stand designs that, while adhering to the minimum rules for the branding of the Polish Economy, are enriched with engaging elements and ecological materials - such as wood, cardboard, recycled fabrics - or other innovative solutions that attract visitors' attention.



Development of the National Stand as part of the project entitled Internationalization of SMEs - Brand Hub, 2.26 of the European Funds for Modern Economy 2021-2027 (FENG) programme. In addition, it requires taking into account the guidelines from the annexes to the Partnership Agreement, including those concerning the implementation of equality principles under EU funds for the years 2021-2027, in particular with regard to the adaptation of the stand to the needs of people with disabilities:

<https://www.funduszeuropejskie.gov.pl/strony/o-funduszach/dokumenty/wytyczne-dotyczace-realizacji-zasad-rownosciowych-w-ramach-funduszy-unijnych-na-lata-2021-2027-1/>

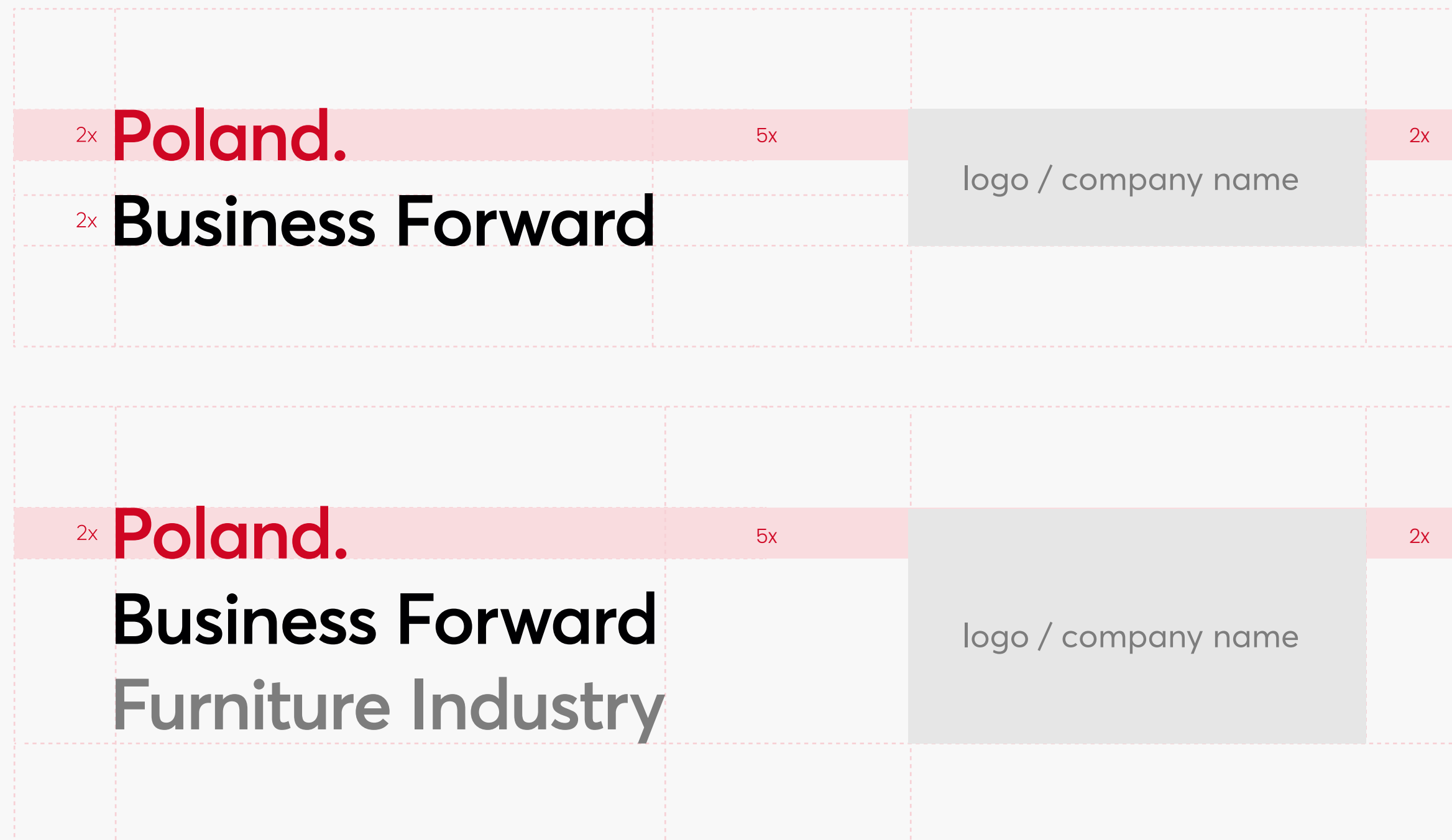


Clear Space and own branding

The rules for defining the clear and minimum space work in the same way as for the base logo.

In cases where applying own branding in the form of a logo is limited, it is recommended to use the company name set in Averta Semi Bold, or alternatively Poppins Medium.

The defined clear space is treated as a minimum value, which can be proportionally increased to achieve an optimal effect.



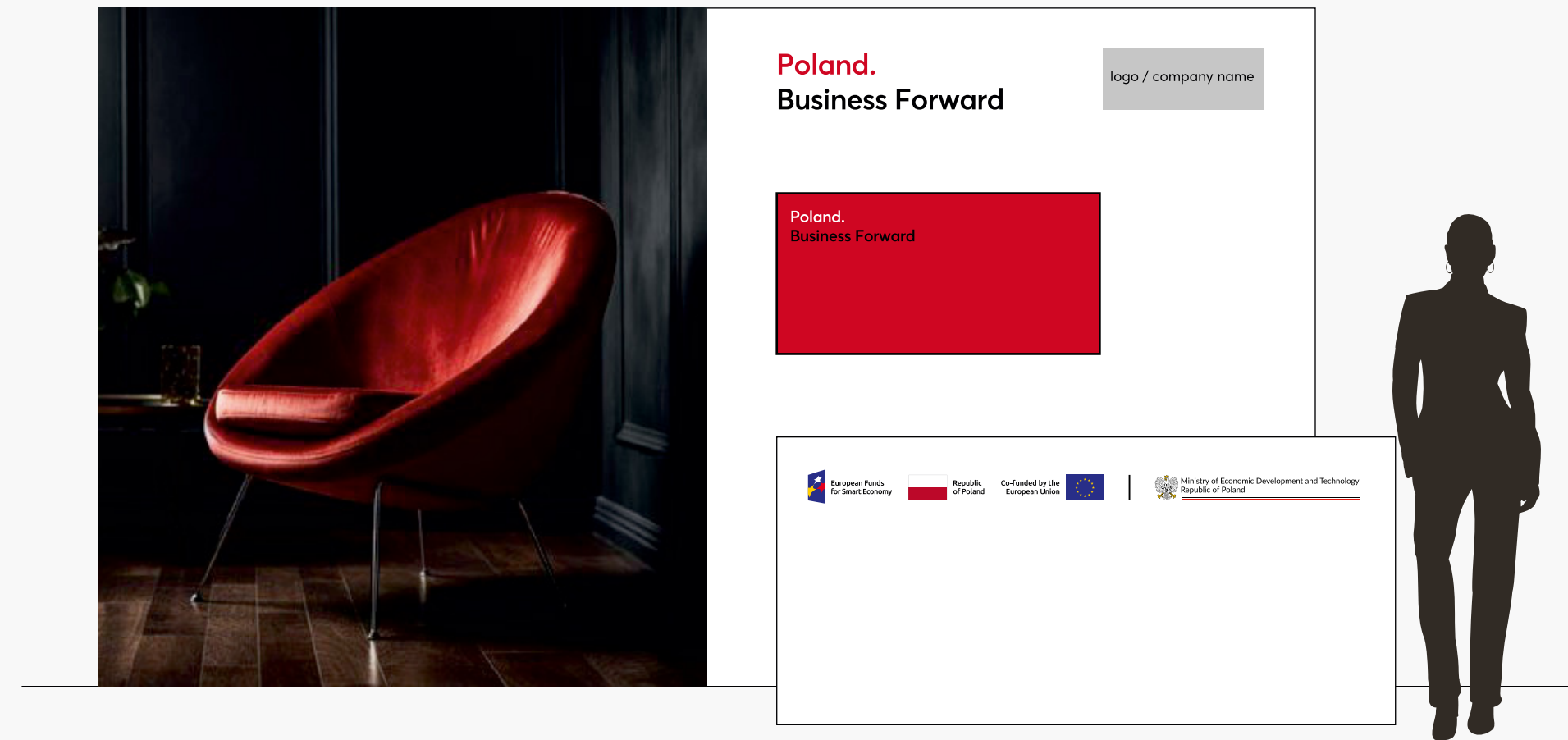
Two branding variants

The recommended variant A uses graphics for branding in the form of photographic element.

We can place them on large forms to emphasize the theme of the event.

If it is not possible to use photos, we use graphic red aple to break up the white area and differentiate the effect (variant B).

A



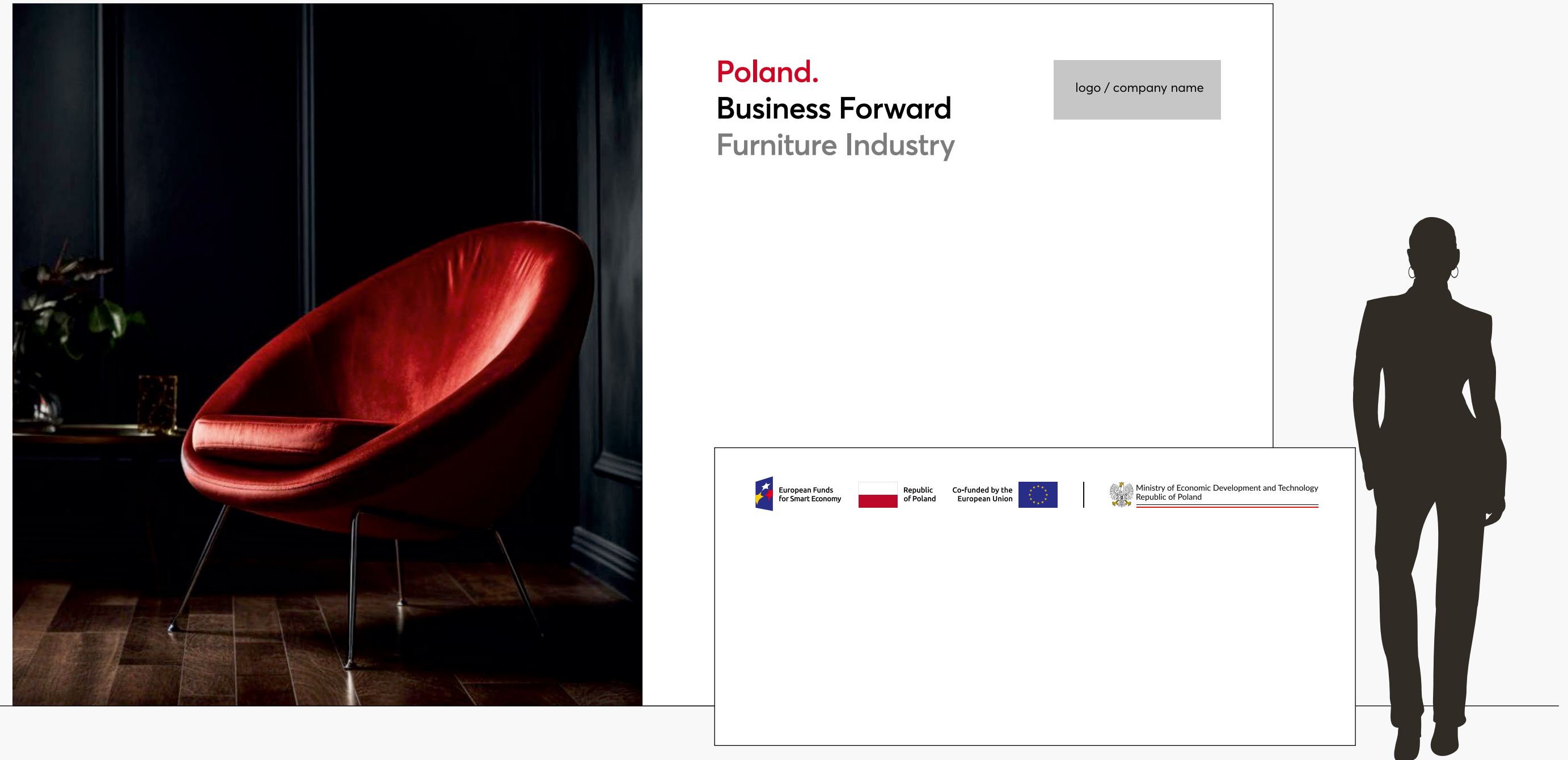
B



Variant A

An example of a stand signage composition with the Poland . Business Forward logo, a space for partners logos, as well as the branding required for projects co-financed by European funds.

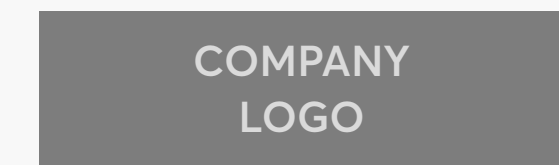
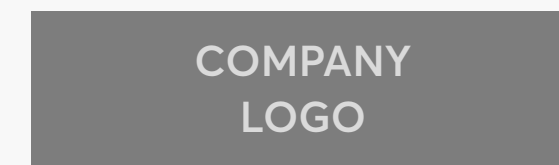
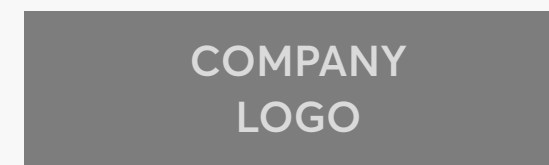
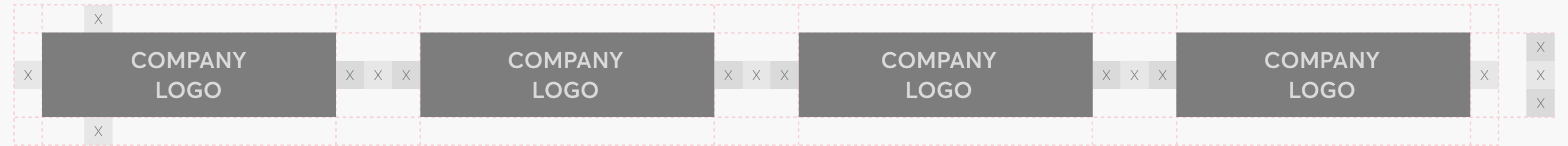
The visualization presents the furniture sector.



Company Logos

Company logos should, whenever possible, be displayed in a less exposed position.

When using a company's logo, the previously discussed clear space rules should be treated as minimum values and can be proportionally increased to achieve an optimal effect.



COMPANY
LOGO

COMPANY
LOGO

COMPANY
LOGO

COMPANY
LOGO

Examples of Branding

An example of a stand branding composition with the Poland . Business Forward logo, a space for partners logos and companies, as well as the branding required for projects co-financed by European Funds.



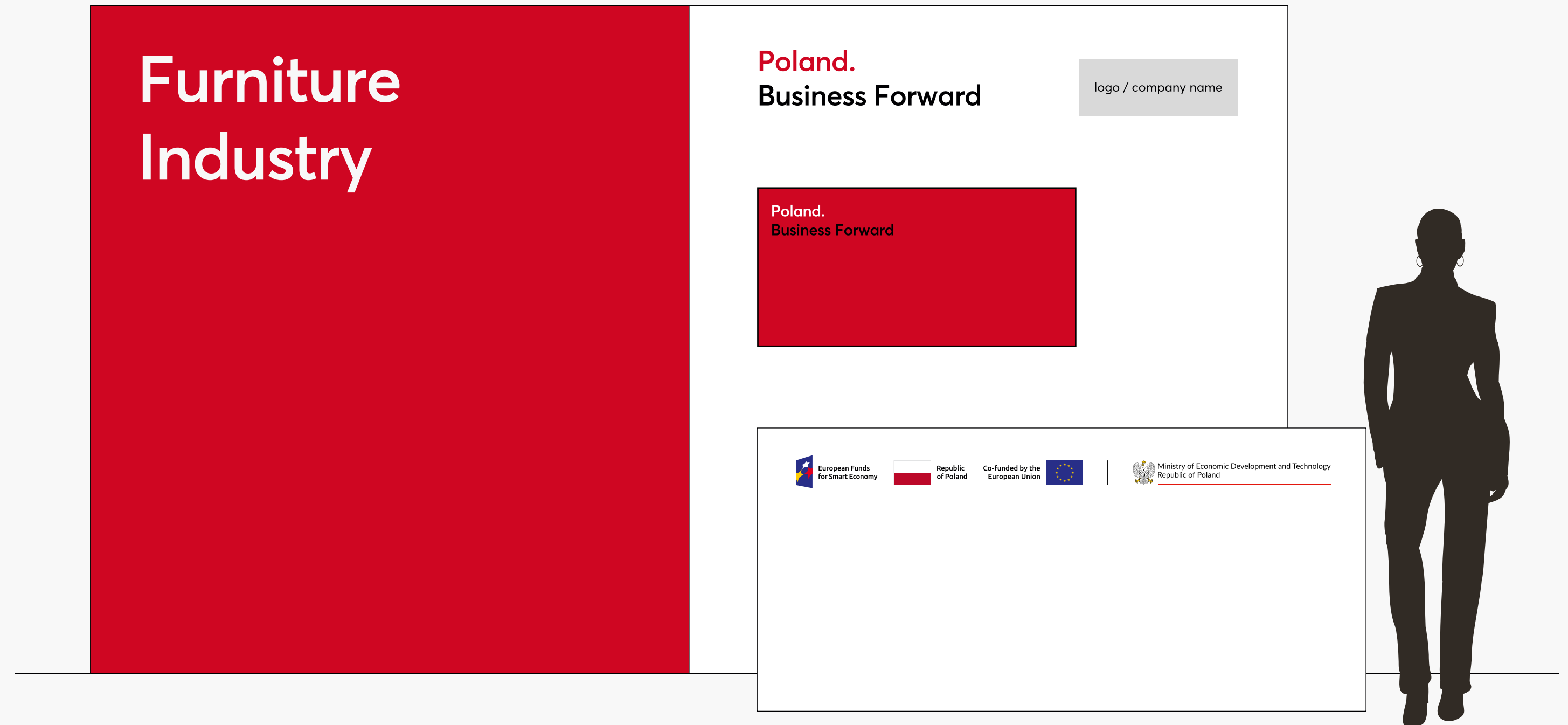
Island stand (A)

A visualization example.



Variant B

An example of a composition of signage elements using the red background.



Island stand (B)

A visualization example.





Stand Signage. Brand Hub Projects. For entrepreneurs (2.25 FENG).



Entrepreneurs who are beneficiaries of Measure 2.25 of the FENG programme are obliged to use the Polish Economy logo in the implementation of promotional activities.

The Poland. Business Forward logo should be used both on the stand, exhibition materials, as well as all information and promotional materials.

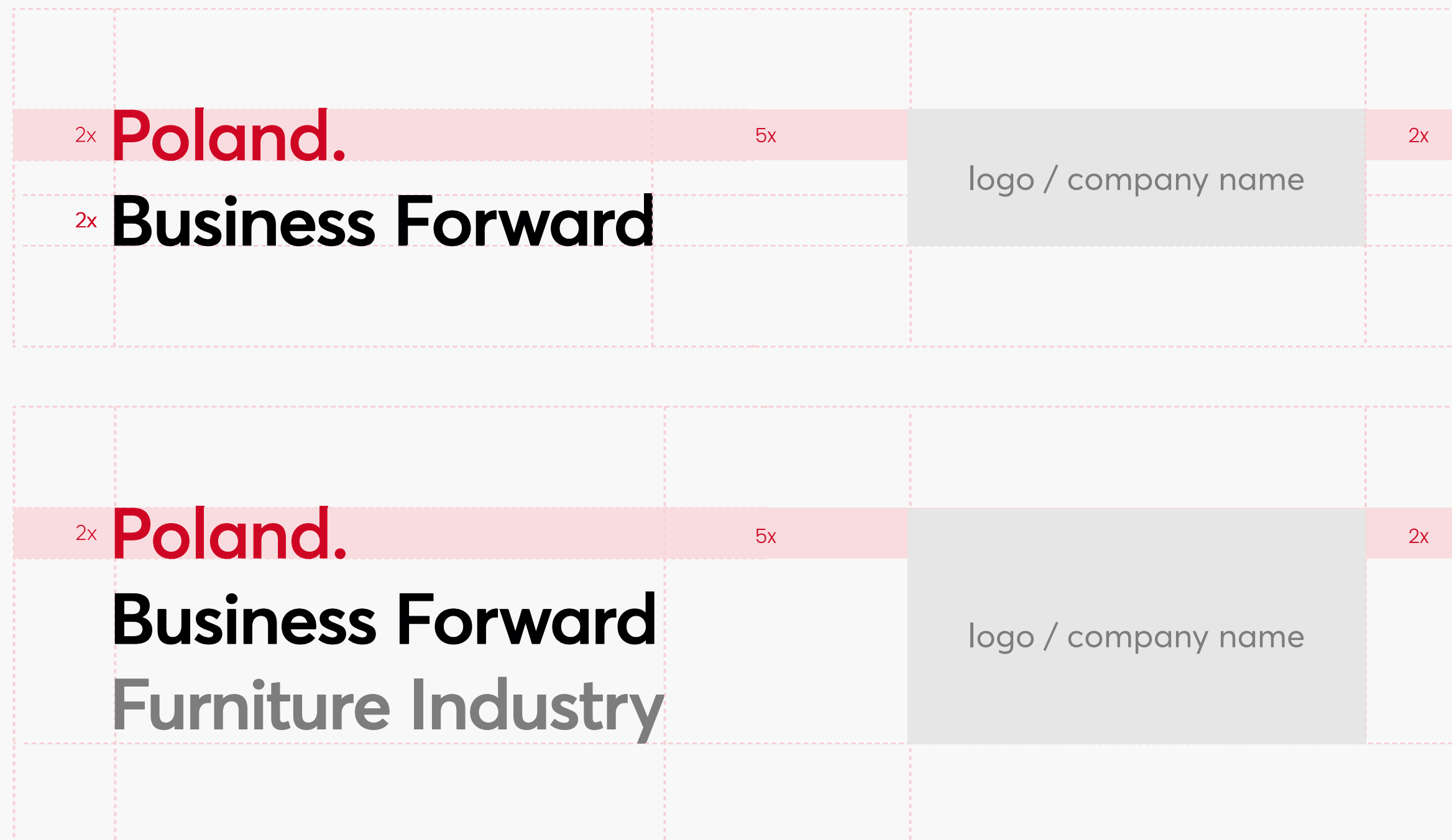


Clear Space and own branding

The rules for defining the clear and minimum space work in the same way as for the base logo.

In cases where applying own branding in the form of a logo is limited, it is recommended to use the company name set in Averta Semi Bold, or alternatively Poppins Medium.

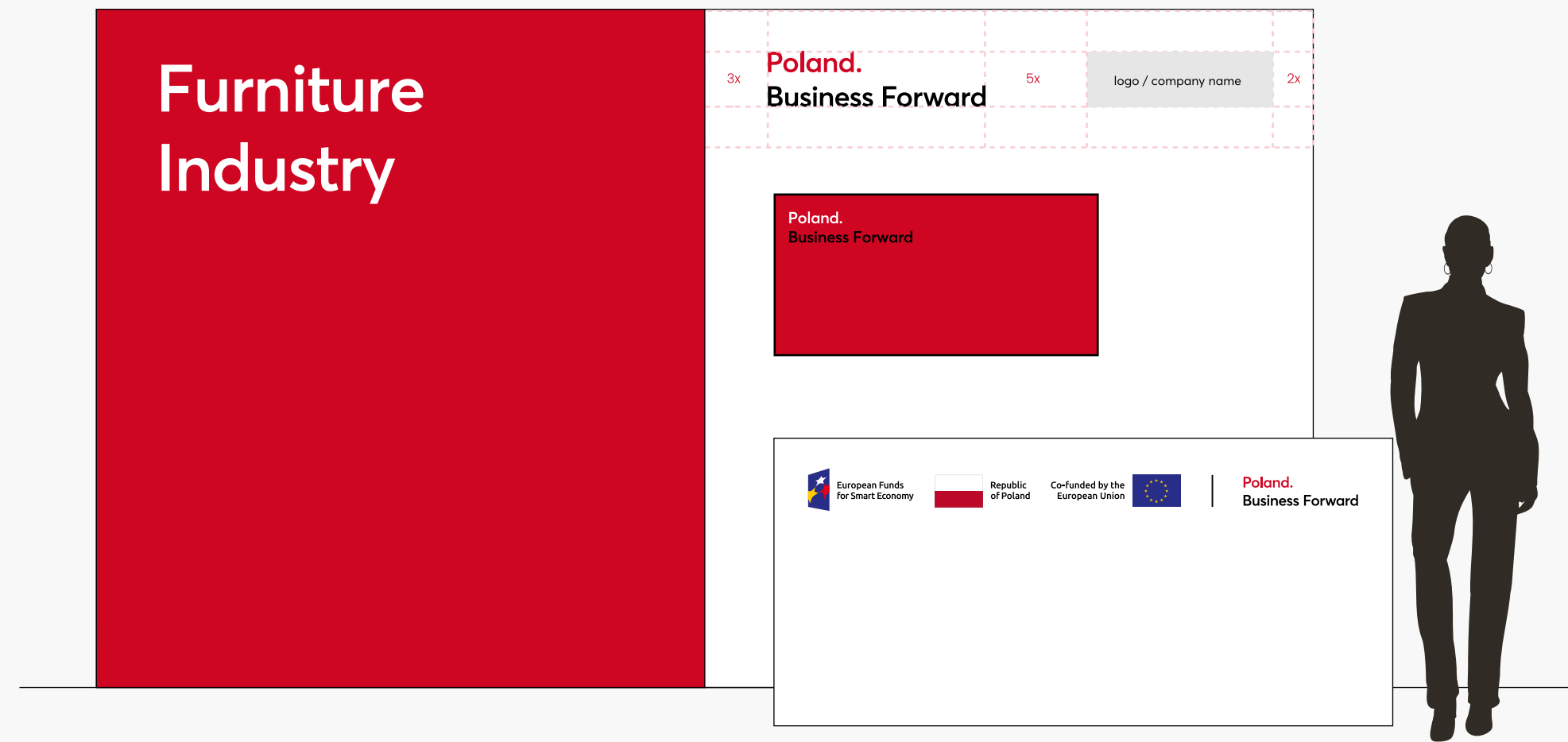
The defined clear space is treated as a minimum value, which can be proportionally increased to achieve an optimal effect.



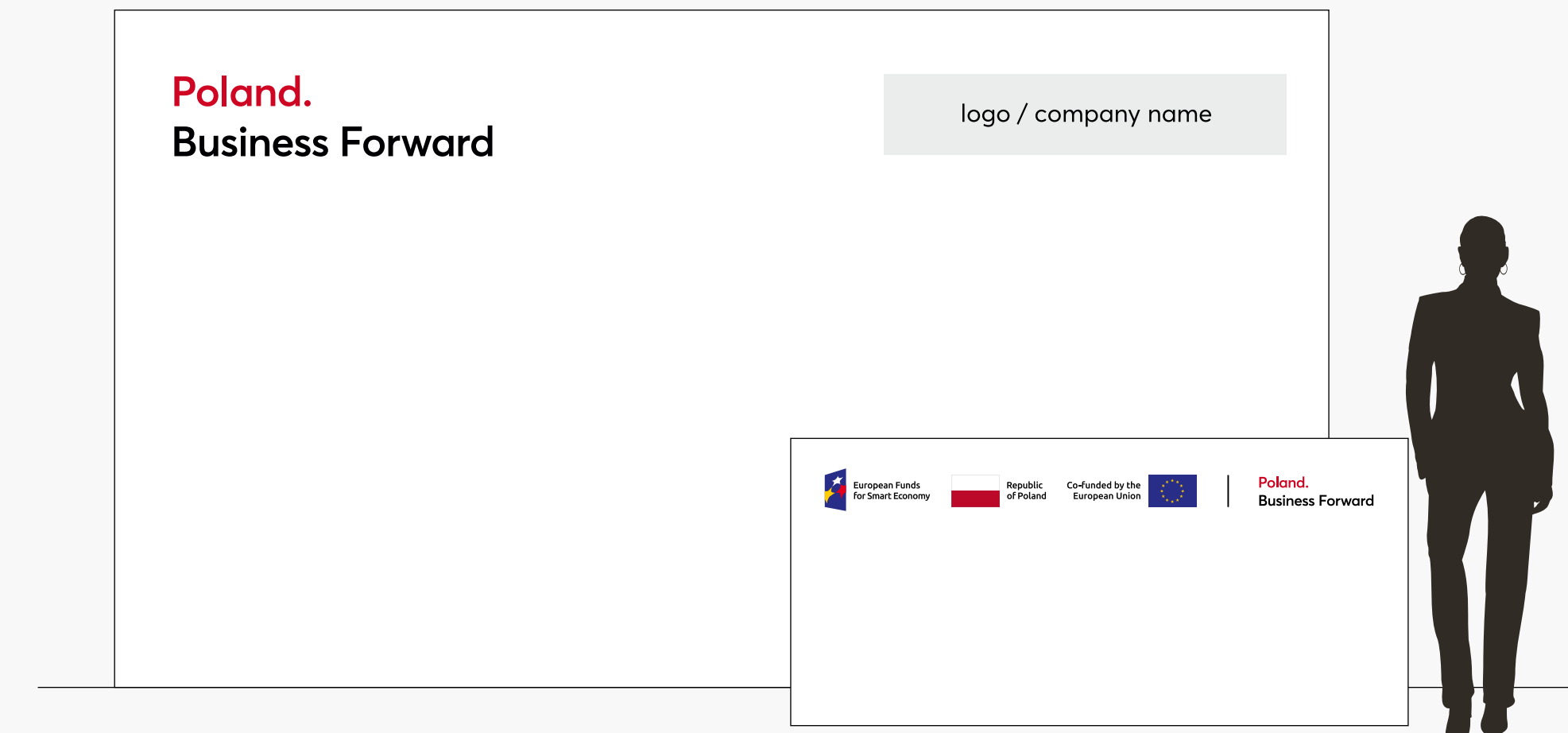
Examples of branding

An example of branding of an entrepreneur's stand using the Poland. Business Forward logo, the required branding for projects co-financed by European Funds, and a space for own branding.

A



B



Hanging signs

Own branding can be applied to the hanging sign using two of the four sides. Own branding includes, for example: logo, name, slogan.

Poland.

logo / company name

Furniture Industry

3x Poland.
Business Forward

5x

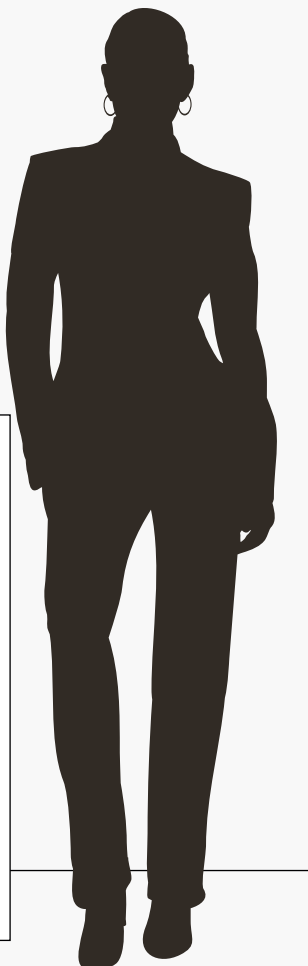
logo / company name

2x

Poland.
Business Forward



Poland.
Business Forward



Hanging signs

Visualization of an island stand.

Variant A.



Contact us:
mpg@paih.gov.pl