ODI. Law

Visual identity guidelines

Introduction

The aim of these design guidelines is to uphold the values and appearance of a visual identity for ODI as a leading commercial law firm in Adriatic region. The guidelines offer well-defined rules about the appearance and application of all aspects of the ODI's visual identity.

However, to allow for the development of the brand and creative direction, flexibility has been incorporated into the guidelines. **Good design requires good designers.**
The first guideline, therefore, is to work with a good designer. The effectiveness of any visual identity is dependent on how well it is used and an attention to detail.

These visual identity guidelines are one part of a comprehensive branding and marketing programme being developed to create a strong and recognisable brand for ODI.

Logotype
04

Colour
13

Typography
16

Applications
21

Logotype

Logotype
Colour

Logotype
Monotone

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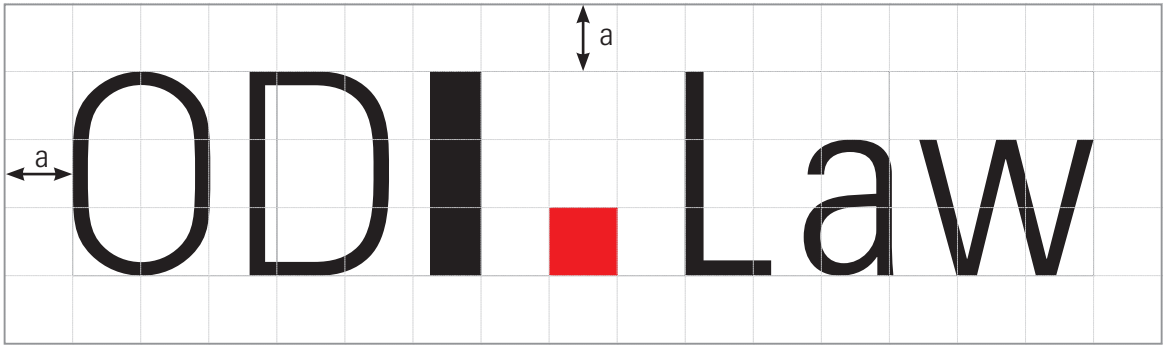
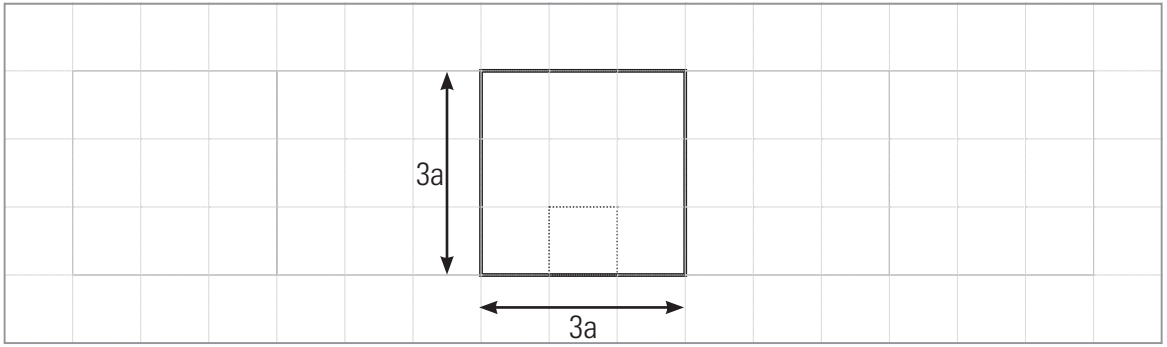
= a





Logotype
Exclusion zone

When the logotype is used by itself, space around the logotype will ensure visibility and impact.

A protective area or exclusion zone around the logotype prevents the encroachment of any graphic elements such as type, images and other logos from interfering with the integrity of themark.

Where possible, allow even more space around the logo.

Space is determined by using a measurement of thirds. The minimum exclusion zone should be an extra third in the height of the logo.

ODI colour logotype | **White background**

ODI colour logotype | **Colour background**

ODI colour inverse logotype | **Black background**

ODI black logotype | **White (mono) background**

ODI black logotype | **Gray (mono) background**

ODI white logotype | **Black (mono) background**

ODI colour inverse logotype | **Colour (dark tone) image**

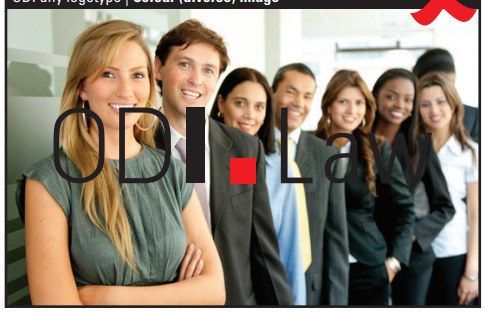
ODI white logotype | **Grayscale (dark tone) image**

ODI colour logotype | **Colour image**

ODI colour logotype | **Colour (light tone) image**

ODI black logotype | **Grayscale (light tone) image**

ODI any logotype | **Colour (diverse) image**



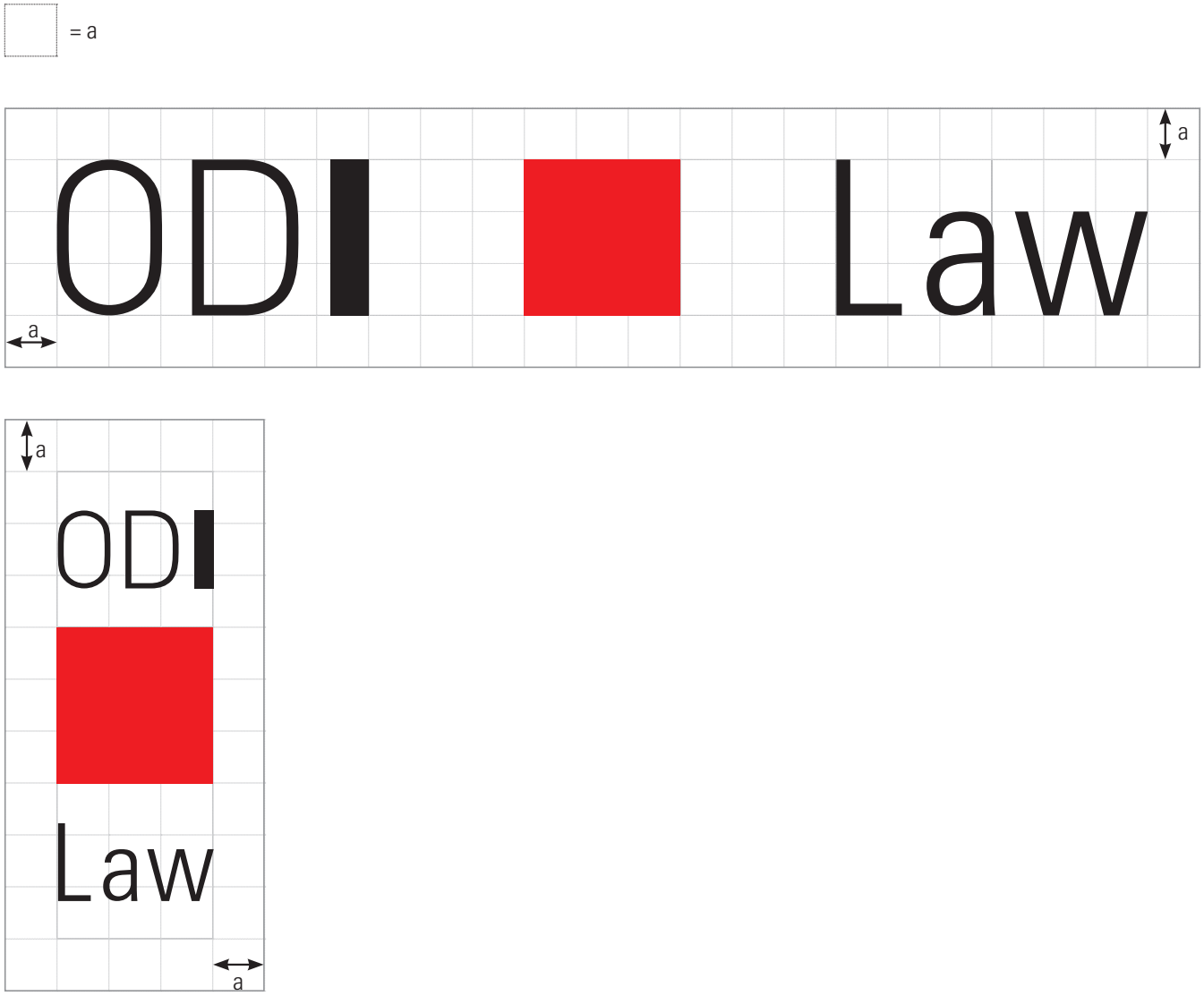
Logotype

For monotones and images

When using the ODI logotype on top of monotones or images, care must be taken to ensure legibility is optimised through maximum colour contrast.

Logotype
Variations
Vertical vs. horizontal narrow space

When the logotype is used on narrow (vertical or horizontal) space and needs to stand out following variations should be used.



Logotype
Incorrect usage

Do not rotate logotype

Do not use coloured square within logotype

Do not place a brackground shape behind the logotype

Do not distort or stretch logotype

Do not colour letters anything other than black or white

Do not reproduce logtype colour with tint

Colour

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ODI White | **C** 0 **M** 0 **Y** 0 **K** 0 | **R** 255 **G** 255 **B** 255 | **PMS** White

ODI Black | **C** 0 **M** 0 **Y** 0 **K** 100 | **R** 0 **G** 0 **B** 0 | **PMS** Black

ODI Red | **C** 0 **M** 100 **Y** 100 **K** 0 | **R** 255 **G** 0 **B** 0 | **PMS** 032

Colour

Colour palette

ODI Red is the core colour of the ODI brand.

It should be used for the logotype whenever possible.

The colour palette comes from a mix of strategic business ODI brand colours (red, black, white).

Typography

Univers
CE 67 Condensed Bold

Univers CE 57 Condensed
abcdefghijklmnoprstuvwxyz čćžšđ
ABCDEFGHIJKLMNOPRSTUVWXYZ ČĆŽŠĐ
0123456789!”#$%&’()=?*_:;,.-<>“
slovenia@odilaw.com

Univers
CE 57 Condensed

Univers CE 57 Condensed
abcdefghijklmnoprstuvwxyz čćžšđ
ABCDEFGHIJKLMNOPRSTUVWXYZ ČĆŽŠĐ
0123456789!”#$%&’()=?*_:;,.-<>“
slovenia@odilaw.com

Typography
Primary typeface: Univers Condensed

The font family Univers™ is one of the greatest typographic achievements of the second half of the 20th century. The family has the advantage of having a variety of weights and styles, which, even when combined, give an impression of steadiness and homogeneity. The clear, objective forms of Univers make this a legible font suitable for almost any typographic need. In 1954 the French type foundry Deberny & Peignot wanted to add a linear sans serif type in several weights to the range of the Lumitype fonts. Adrian Frutiger, the foundry’s art director, suggested refraining from adapting an existing alphabet. He wanted to instead make a new font that would, above all, be suitable for the typesetting of longer texts - quite an exciting challenge for a sans-serif font at that time. Starting with his old sketches from his student days at the School for the Applied Arts in Zurich, he created the Univers type family. In 1957, the family was released by Deberny & Piegnot, and afterwards, it was produced by Linotype. The Deberny & Peignot type library was acquired in 1972 by Haas, and the Haas’sche Schriftgiesserei (Haas Type Foundry) was folded into the D. Stempel AG/Linotype collection in 1985/1989. Adrian Frutiger continues to do design work with Linotype right up to the present day. In 1997, Frutiger and the design staff at Linotype completed a large joint project of completely re-designing and updating the Univers family. The result: Linotype Univers - available with 59 weights and 4 Linotype Univers Typewriter weights. With its sturdy, clean forms Univers can facilitate an expression of cool elegance and rational competence.

Applications

International FRONT

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Universal BACK

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Domestic FRONT

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odvetnik specialist

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Business card

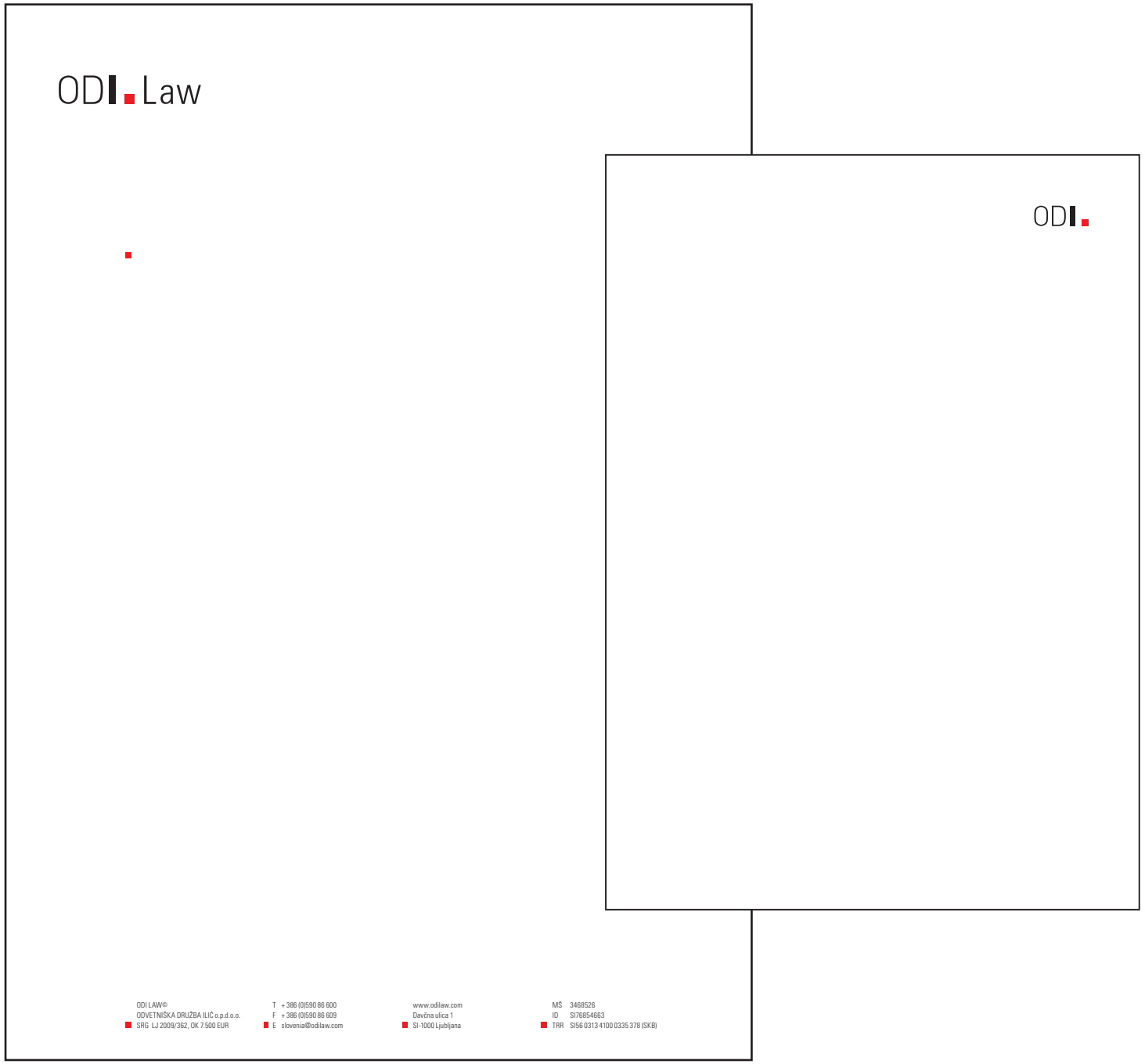
Size:
85x55 mm

Print:
2/2

Material:
350-400g matt art paper

Letter FRONT

Letter BACK & FURTHER

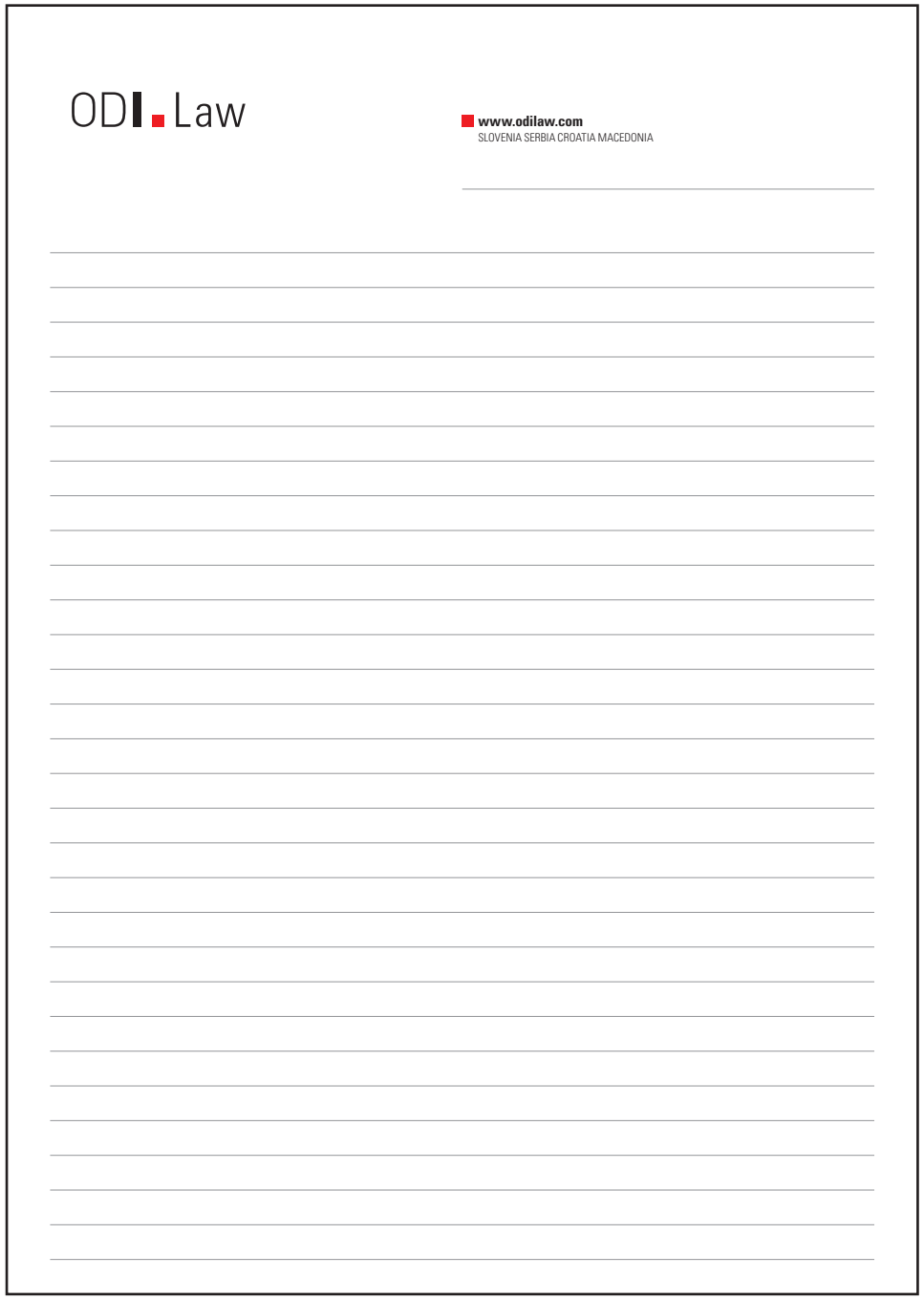


Letter

Size:
210x297 mm

Print:
2/2

Material:
90g uncoated paper



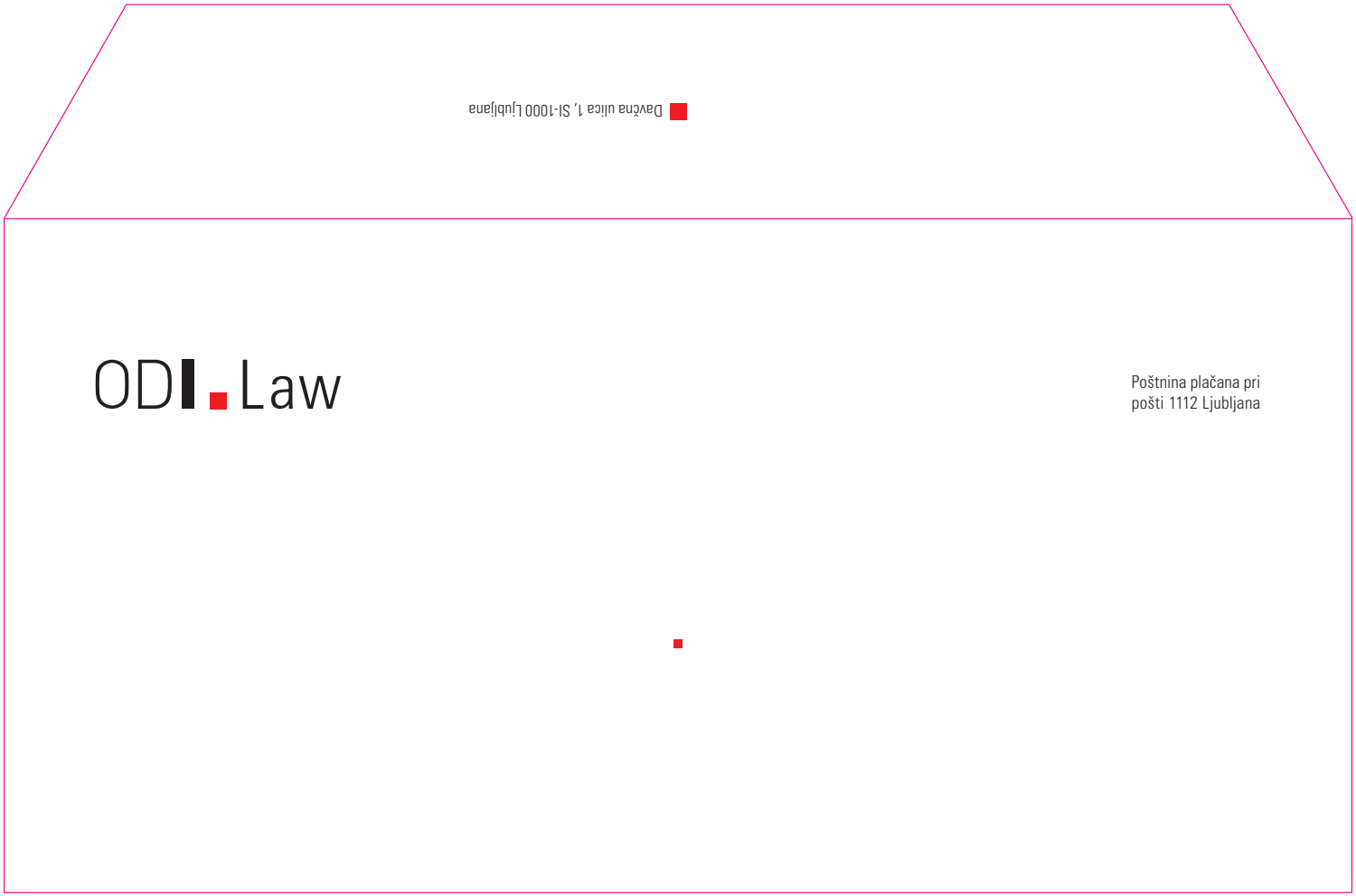
Memo

Size:
210x297 mm

Print:
2/0

Material:
80g uncoated paper

Binding:
50 pages glued at top



Envelope DL

Size:
220x110 mm

Print:
2/0

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52470 Umag

MACEDONIA

macedonia@odilaw.com
T +389 (0)2 60 90 647
F +389 (0)2 60 90 647

Aminta Treti 37/1-14
1000 Skopje

With compliments

Size:
210x99 mm

Print:
2/2

Material:
Xerox NeverTear 300g

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Opr. št.:

proti

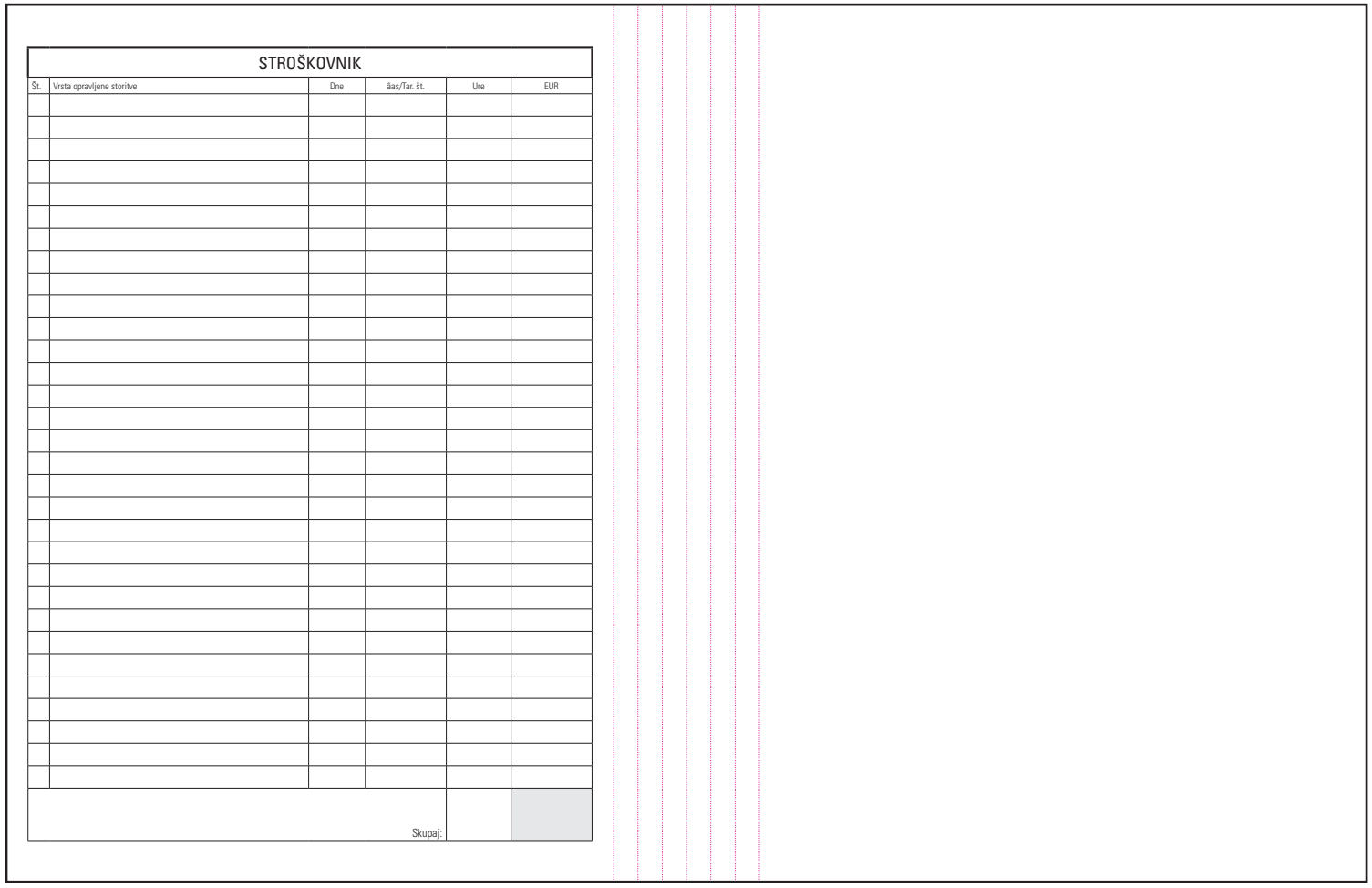
v zadevi:

vsp:

Narok	Datum	Ura	Naslov

Rok	Dejanje

Št. spisa:



STROŠKOVNIK

Št.	Vrsta opravljene storitve	Dne	šas/Tar. št.	Ure	EUR

ODI. Law

SLOVENIA SERBIA CROATIA MACEDONIA

Corporate catalogue

Size:
297x210 mm

Number of pages:
16

Print:
4/4

Material:
200g matt art paper

Lamination:
cover matt coated 1/0

Optional:
partial UV

Binding:
2x wired

BUSINESS CONCEPT

These key features of our approach differentiate us: our client focus, our multi-specialism and our regional strategy. We put the needs of our clients centre stage. Understanding, anticipating and satisfying client's individual legal needs is, for us, a priority. This commitment, combined with our in-depth knowledge and experience in each of their industries, allows us to deliver the highest level of service. In Slovenia, Serbia, Croatia and Macedonia.

VALUES

Our primary objective is to create value for our clients by streamlining our in-depth knowledge and experience in a particular industry. Our approach is defined by the following three values:

Outstanding: We understand the issues. We are guided by strong ethical principles and in particular by a high degree of professionalism. We are persistently following client interests to go beyond your expectations.

Dynamic: We understand the commercial market. Success and reliability are guaranteed by our determined action and the ability to adapt to any situation.

Innovative: We will deliver. We act with strong devotion and persistence to add value for our clients and contribute to our clients' success. Our unique solutions make the boldest visions possible and deliver a competitive advantage to our clients.

REPUTATION

We have a reputation for providing an exceptional legal service. We are renowned for our commitment to excellence and for our ability to find innovative solutions to the most complex of legal problems. Our clients recognise and value this. Our reputation is confirmed by our rankings in the legal directories. To see what others say about us, read some independent comments.

PRACTICE AREAS

Our core practice areas are Restructuring and Insolvency, Corporate, Mergers and Acquisitions, Banking and Finance and Dispute Resolution. We also have leading practitioners in other specialist areas outlined below.

Banking and Finance
Commercial
Competition
Corporate
Dispute Resolution
Employment
Energy
IP and IT
Media and Telecoms
Mergers and Acquisitions
Private Clients
Public Sector
Real Estate
Restructuring and Insolvency

PEOPLE

Our lawyers are multi-specialists, equipped to handle a broad range of legal matters. This versatility enables us to field fewer people for transactions and to give each client a single point of contact with whom they can build a close working relationship.

Aleksandar Kcev
Senior Associate

Ana Stojanovska
Partner

Anže Arko
Senior Associate

Barbara Snagličar
Administration

Bojana Georgievska
Junior Associate

Bojana Mojsovska Ivanova
Senior Associate

Branko Ilić
Partner

Đurđica Ilić
Partner

Gjorgji Georgievski
Partner

Ivana Drobac
Junior Associate

Jelena Milić
Junior Associate

Katarina Škrbec
Associate

Lea Vajovec
Senior Associate

Marinka Krmšič
Administration

Marko Ketler
Partner

Maša Drkušić
Associate

Matija Sinoj
Administration

Matjaž Jan
Partner

Mina Babić
Associate

Miha Bratina
Senior Associate

Mikica Trivčevič
Junior Associate

Miloš Čurović
Partner

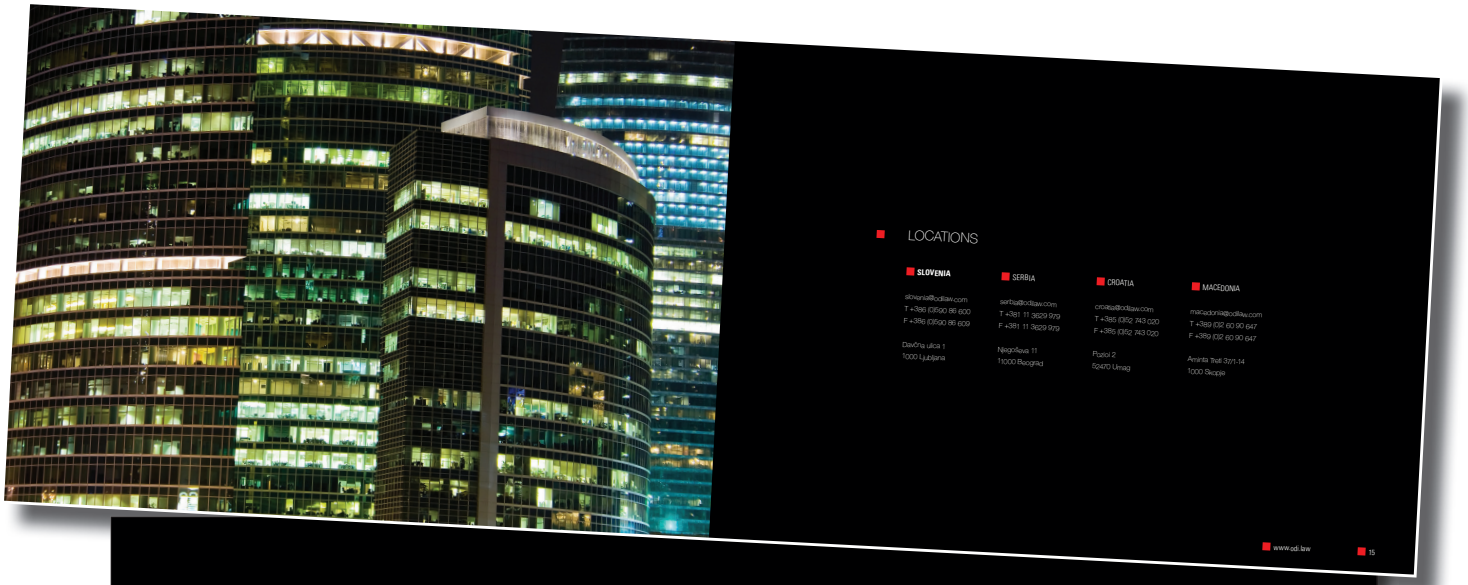
Simona Kostovska
Junior Associate

Tamara Čurović
Partner

Tilen Tacol
Senior Associate

Tjaša Premrl
Junior Associate

Uroš Ilić
Partner



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MŠ 3468526
ID SI76854663
TRR SI56 0313 4100 0335 378 (SKB)

Corporate catalogue

Size:
297x210 mm

Number of pages:
16

Print:
4/4

Material:
200g matt art paper

Lamination:
cover matt coated 1/0

Optional:
partial UV

Binding:
2x wired

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      - Fourth level
        - Fifth level

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Click to edit Master subtitle style

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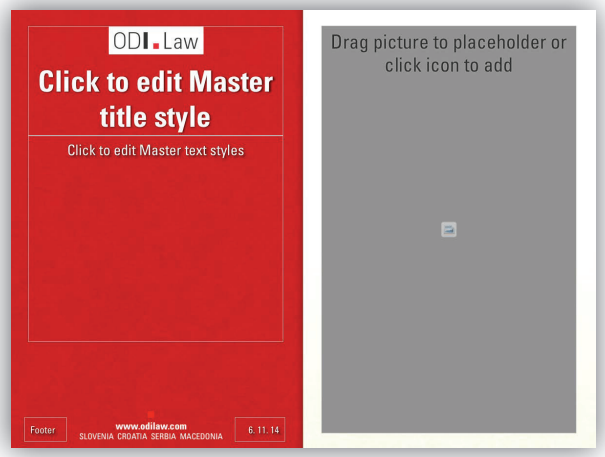
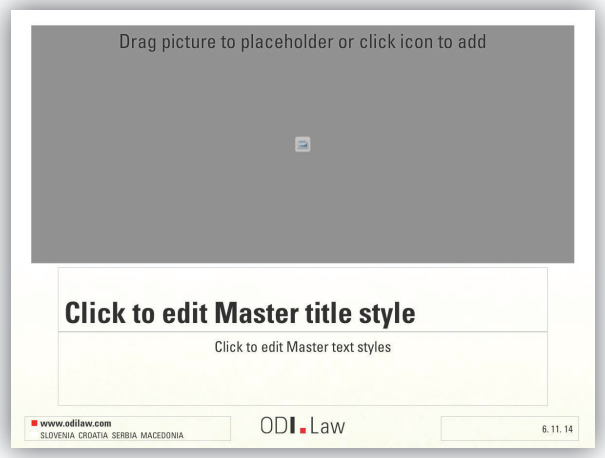
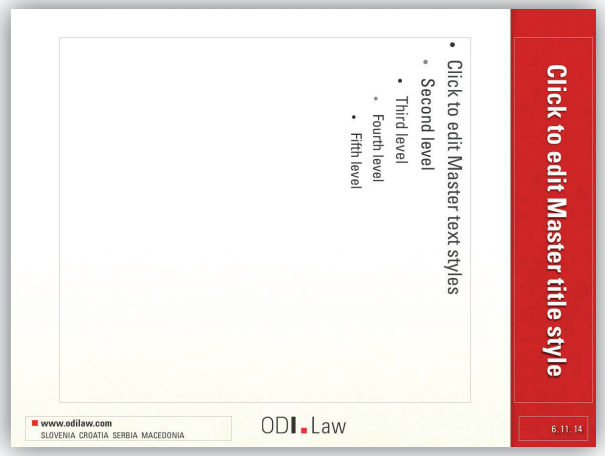
        - Fifth level







PowerPoint templates

Orientation:
Landscape standard

Number of templates:
14

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ODI visual identity design guidelines

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