

REI

Raiffeisen evolution

MARIOBUDA
GRAPHICS

RAIFFEISEN EVOLUTION
KREATION DES NAMENS UND DES CORPORATE DESIGN
WIEN, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
DAS LOGO
2003

RAIFFEISEN EVOLUTION
BRANDING AND CORPORATE DESIGN
VIENNA, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
THE LOGO
2003

RAIFFEISEN EVOLUTION

KREATION DES NAMENS UND DES CORPORATE DESIGN

WIEN, WWW.RAIFFEISENEVOLUTION.COM

RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH

KREATION DES FIRMENNAMENS „EVOLUTION“ UND DES CORPORATE DESIGN

LOGO, BRIEFPAPIER, FRANKIERSTEMPEL, KURZBRIEF, KUVERTS, MITTEILUNGSBLOCK, NOTIZBLOCK, STEMPEL, VISITENKARTEN, WORDVORLAGEN, PRÄSENTATIONSMAPPEN, CORPORATE DESIGN HANDBUCH

2003

RAIFFEISEN EVOLUTION

BRANDING AND CORPORATE DESIGN

VIENNA, WWW.RAIFFEISENEVOLUTION.COM

RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH

CREATION OF THE BRAND NAME «EVOLUTION» AND THE CORPORATE DESIGN

LOGO, LETTER PAPER, RUBBER STAMP, STATIONARY FOR MEMOS, ENVELOPES, MESSAGES, NOTEPAD, BUSINESS CARD, WORD TEMPLATES, PRESENTATION FOLDER, CORPORATE DESIGN MANUAL

2003

MARIOBUDA
GRAPHICS

MARIO.BUDA@ZOTTLBUDA.AT

ASLANGASSE 10/2/4

1190 VIENNA AUSTRIA

WWW.ZOTTLBUDA.AT

PHONE+431 3208838 FAX+9

DER NAME / THE BRAND NAME:

EVOLUTION [e:ve'lu:sen]

EVOLUTION ANY PROCESS OF FORMATION OR GROWTH; DEVELOPMENT

EVOLUTION LAT. EVOLUTIO = DAS AUFSCHLAGEN (EINES BUCHES)

EVOLUTION A PROCESS OF GRADUAL, PEACEFUL, PROGRESSIVE CHANGE AND DEVELOPMENT, AS IN A SOCIAL OR ECONOMIC STRUCTURE

EVOLUTION VERÄNDERUNG ALS FUNKTION DER ZEIT, ENTWICKLUNG, FOLGE VON EREIGNISSEN MIT STARKER RICHTUNGSKOMPONENTE

EVOLUTION UMGANGSSPRACHLICH: ENTWICKLUNG, UMWANDLUNG, AUCH HÖHERENTWICKLUNG

EVOLUTION ENTWICKLUNGSGESCHICHTE EINER LANDSCHAFT VON IHREN NOCH NACHVOLLZIEHBAREN ANFÄNGEN

HIN ZUM HEUTIGEN ERSCHENUNGSBILD.

EVOLUTION DER VORGANG DER ALLMÄHLICHEN, KONTINUIERLICHEN, GERICHTETEN VERÄNDERUNG, IM GEGENSATZ ZUR REVOLUTION.

DAS LOGO:

Raiffeisen Evolution präsentiert sich als offene und kommunikative Struktur. Das operative Feld des Logos – die Farbfläche – wird durch die Subtraktion der Lettern aufgelöst und transparent. Logo und Umfeld treten in eine wechselseitige Beziehung und beeinflussen einander. Das Logo öffnet sich gegenüber der Umgebung und nimmt diese als integrativen Bestandteil auf.

THE LOGO:

The logo represents Raiffeisen Evolution as a structure open for exchange. The logo is opening up towards its surroundings by subtraction of the letters from the colored field.

MARIOBUDA
GRAPHICS

RAIFFEISEN EVOLUTION
KREATION DES NAMENS UND DES CORPORATE DESIGN
WIEN, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
DRUCKSORTEN
2003

RAIFFEISEN EVOLUTION
BRANDING AND CORPORATE DESIGN
VIENNA, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
PRINTED MATTER
2003





Raiffeisen evolution

MARIOBUDA
GRAPHICS

RAIFFEISEN EVOLUTION

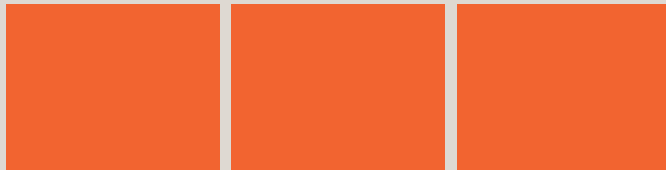
KREATION DES NAMENS UND DES CORPORATE DESIGN
WIEN, WWW.RAIFFEISENEVOLUTION.COM

RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
FARBHARMONIE (CORPORATE DESIGN HANDBUCH)
2003

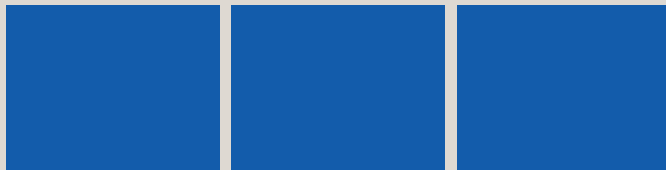
RAIFFEISEN EVOLUTION
BRANDING AND CORPORATE DESIGN
VIENNA, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
MATCHING COLORS (CORPORATE DESIGN MANUAL)
2003



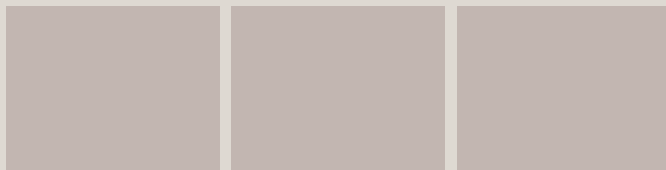
Color of the logo Pantone Warm Gray 10



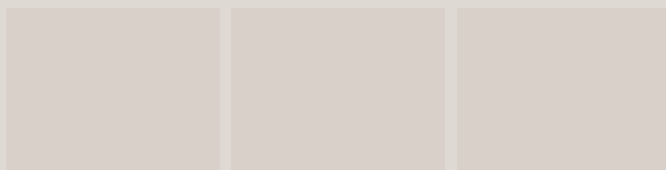
Color for residential projects Pantone Warm Red



Color for commercial projects Pantone 2728



Pantone 436



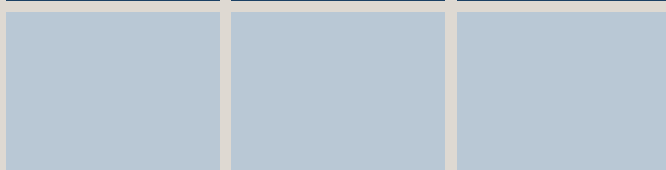
Pantone Warm Gray 3



Pantone 5425



Pantone 533



Pantone 5435

RE.

Raiffeisen evolution

Headlines

The fontsize of the headline is the same as "Raiffeisen evolution". Headlines are aligned with the baseline of the logo.



RE.

Raiffeisen evolution

Images

Images convey a particular atmosphere that creates an interpretation of the content. People in the images relate to the specific time and space.

MARIOBUDA
GRAPHICS

RAIFFEISEN EVOLUTION
KREATION DES NAMENS UND DES CORPORATE DESIGNWIEN, WWW.
RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
CORPORATE DESIGN HANDBUCH
2003

RE.

Raiffeisen evolution

The top of the text may not exceed the top of the letters "RE".

The baseline of this text is aligned with the baseline of the letters "RE".

Positioning of Text

The baseline of the text is situated at least two rows below the logo. (i.e.: Fontsize 10pt, leading 11pt, distance to the logo is 22pt)

Text is vertically aligned with the left side of the letter "R" in the logo.

(22pt)



RE.

Raiffeisen evolution

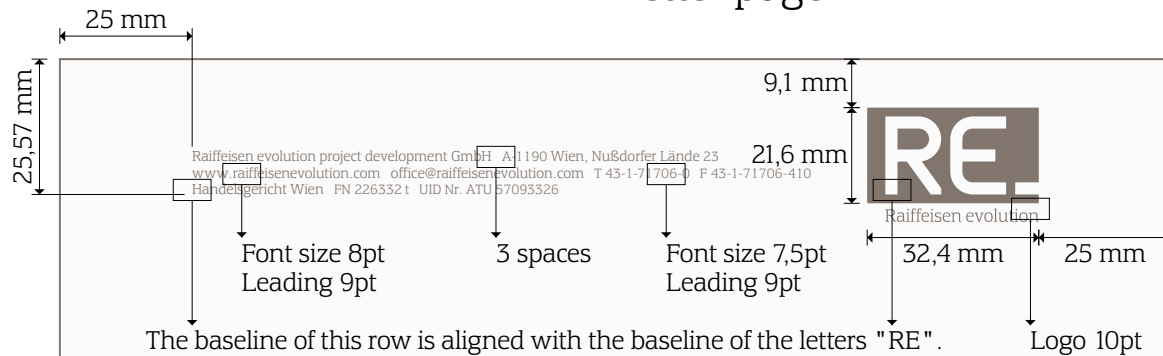
Transparency and Position

The logo should - if technically possible - be positioned on the upper left corner of the media. The letters "RE" are transparent.



RAIFFEISEN EVOLUTION
BRANDING AND CORPORATE DESIGN
VIENNA, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
CORPORATE DESIGN MANUAL
2003

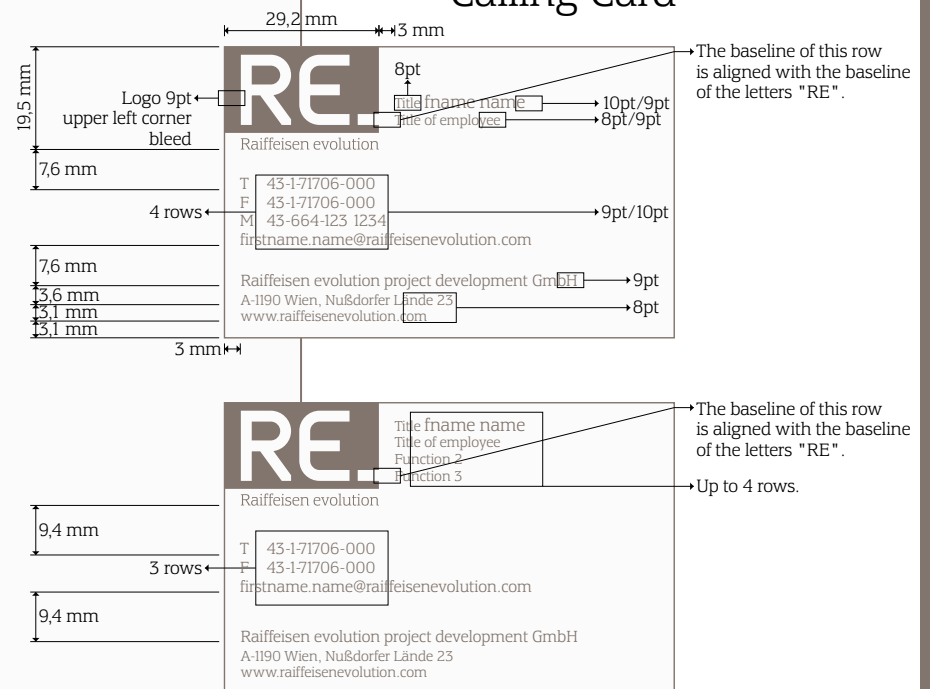
Letter page 1



Format: A4 (scaled to 70%)
Paper: Colambo white smooth 90 g (no wm.)
Color: Pantone Warm Gray 10
Font: Equestrienne Light
Fontsize for text: 8pt
Fontsize for Numbers: 7,5pt

folding mark:
0,1 pt stroke
100 mm from top
3 mm from left
2 mm length

Calling Card



Format: 85x55 mm
Paper: Colambo white smooth 270 g (no wm.)
Color: Pantone Warm Gray 10
Font: Equestrienne Light

MARI OBUDA
GRAPHICS

RAIFFEISEN EVOLUTION
KREATION DES NAMENS UND DES CORPORATE DESIGN
WIEN, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
DRUCKSORTEN BESCHREIBUNG (CORPORATE DESIGN HANDBUCH)
2003

RAIFFEISEN EVOLUTION
BRANDING AND CORPORATE DESIGN
VIENNA, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
DESCRIPTION OF PRINTED MATTER (CORPORATE DESIGN MANUAL)
2003

Folder

Format: 220 x 310 x 10 mm
(closed)
Paper: Gemini 300 g and
Cellophane
Color: Pantone Warm Gray 10,
Warm Gray 4 and Warm Gray 1

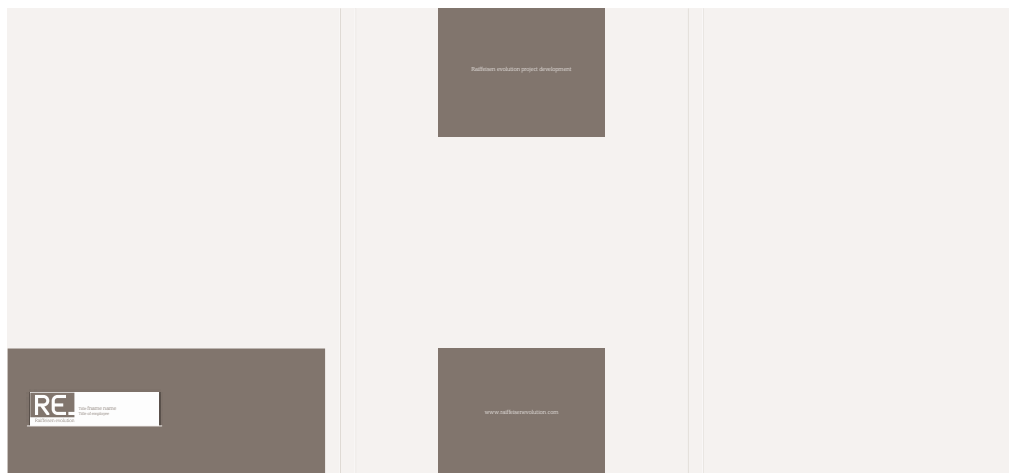
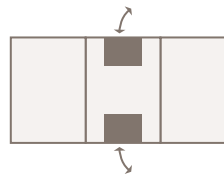
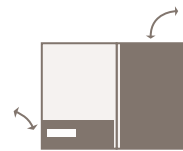
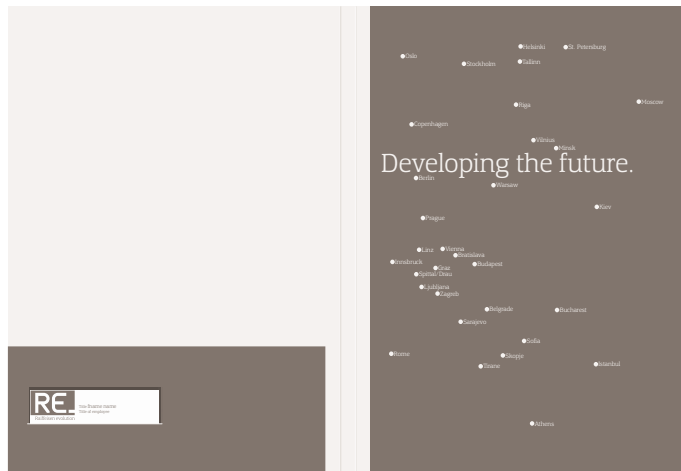


MARIOBUDA
GRAPHICS

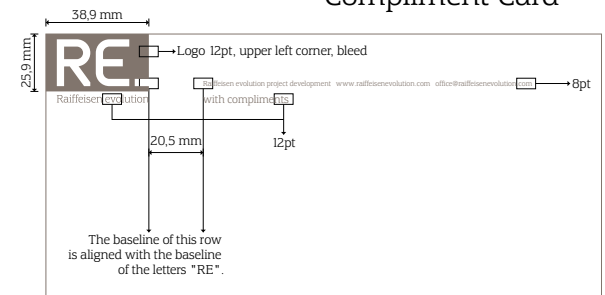


RAIFFEISEN EVOLUTION
KREATION DES NAMENS UND DES CORPORATE DESIGN
WIEN, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
DRUCKSORTEN BESCHREIBUNG
(CORPORATE DESIGN HANDBUCH)
2003

RAIFFEISEN EVOLUTION
BRANDING AND CORPORATE DESIGN
VIENNA, WWW.RAIFFEISENEVOLUTION.COM
RAIFFEISEN EVOLUTION PROJECT DEVELOPMENT GMBH
DESCRIPTION OF PRINTED MATTER (CORPORATE DESIGN MANUAL)
2003



Compliment Card



Format: 210x100 mm (scaled to 70%)
Paper: Pfeil und Bogen white smooth 115 g (no wm.)
Color: Pantone Warm Gray 10
Font: Equestrienne Light

Envelopes C5/6, C5

