



Brand Book

Brand standards — logo, colours, materials, typography, business cards



IDE Enterprise d.o.o. • Klanječka 18, 10000 Zagreb

Identity Defined

IDE Enterprise

IDE Enterprise provides business and management consulting and IT services. The identity is industrial and reduced: a dark base, Petrol as the corporate colour, and copper and steel as materials. The tagline **IDentity Defined** sums up what the company does: clearly defining a client's identity, structure and systems.

Clear	Concrete	Calm
Short sentences, one idea per sentence, no jargon.	Figures, deadlines and responsibilities instead of general promises.	No exclamation marks or superlatives. The tagline is never translated.

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Mark, wordmark and versions

The **ide** mark is used on its own or combined with the wordmark **ID Enterprise**. The primary version is single-colour: the dot matches the letters. An accent dot in Petrol, Copper or Steel is a variant (chapter 03).



Vertical lockup — primary, business cards and covers



Reverse — Ink, Petrol, metal, photography



Horizontal lockup — letterhead, web header, e-mail signature



Mark only — avatar, favicon, NFC card, stamp

Lockup proportions



Wordmark	Manrope Light 300
Letter spacing	letters distributed across the full mark width
Width	= mark width (from "i" to the end of "E")
Size	pt $\approx$ mark width in mm $\times$ 0.24
Spacing	0.55 s (half the dot diameter)
Colour	Grey 700 on light, Grey 200 on dark
Clear space	1x on all sides
Min. size	mark 15 mm / 60 px; lockup 25 mm

Incorrect use



Do not stretch



Do not rotate



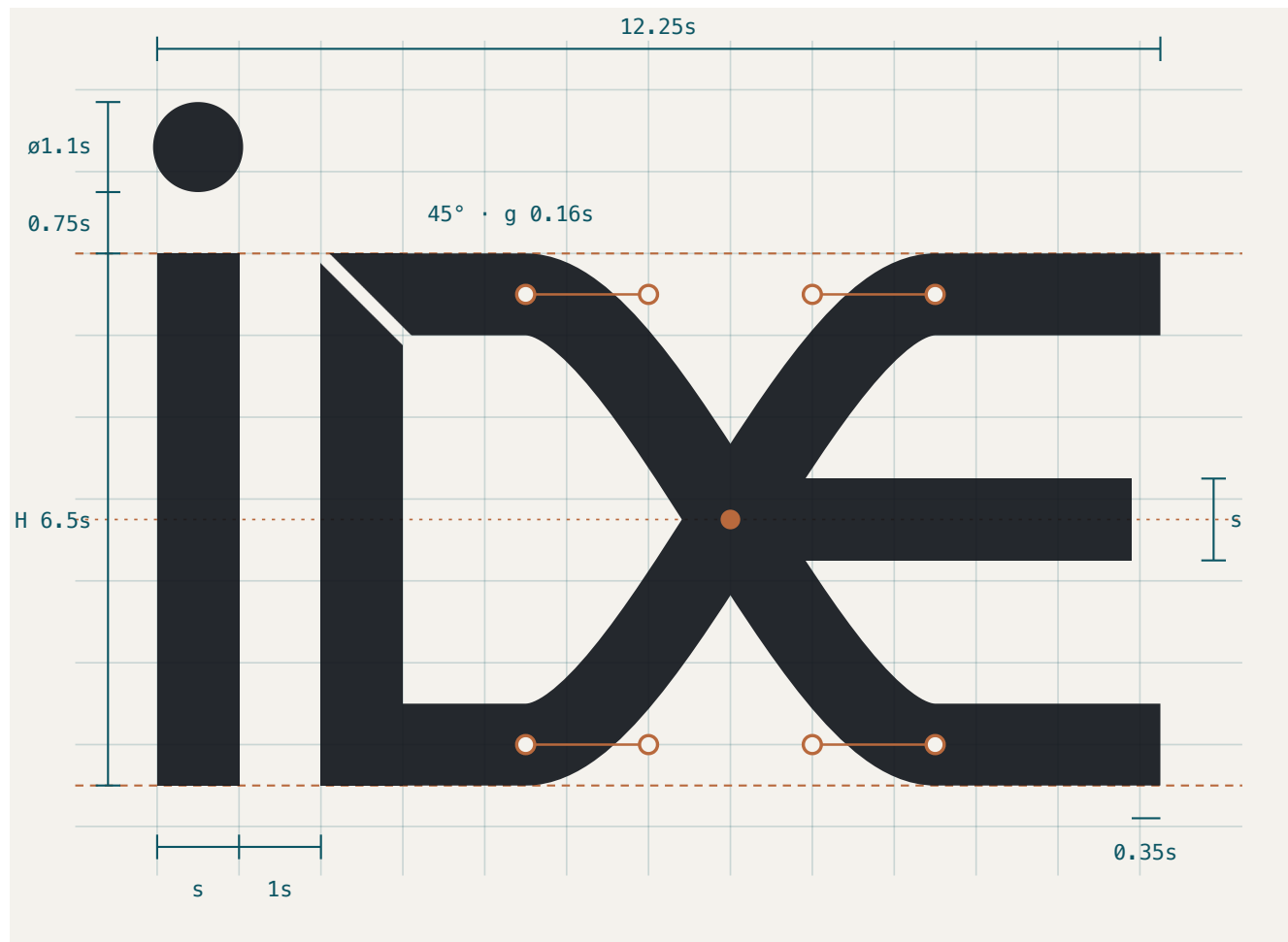
No colours outside the palette



No shadows or gradients

Mark construction

The mark has been redrawn on a modular grid. The base unit **s** is the stroke width. All other measurements derive from it, so the mark can be reproduced exactly at any size. Two S-strokes (D→E and E→D) cross in the centre; the “/” stroke is in front, separated from the other by the gap **g**.



ELEMENT	MODULE	UNITS (S = 100)	MM · MARK 49	MM · MARK 34
Stroke width s	1 s	100	4,00	2,78
Letter height H	6.5 s	650	26,00	18,04
Mark width	12.25 s	1225	49,00	34,00
Total height (with dot)	8.35 s	835	33,40	23,18
Dot on the i	Ø 1.1 s	Ø 110, centred on the stem	4,40	3,05
Dot – stem gap	0.75 s	75	3,00	2,08
Gap i – D	1 s	100	4,00	2,78
Diagonal cut on D	45° · 0.16 s	16, through corner (300, 100)	0,64	0,44
Gap at the crossing	0.16 s	16 on each side	0,64	0,44
S-stroke (span)	5 × 5.5 s	P0 (450,50) → P3 (950,600)	20,00 × 22,00	13,88 × 15,27
Bézier handles	1.5 s	P1 (600,50) · P2 (800,600)	6,00	4,16
Angle at centre	≈ 58°	centre (700, 325)		
E middle bar	4.9 s	x 700–1190, y 275–375	19,60	13,60
Middle bar shortening	0.35 s	35	1,40	0,97
Wordmark – distance from mark	0.55 s	55	2,20	1,53
Wordmark – width	12.25 s	= mark width	49,00	34,00

Conversion to mm

s = mark width ÷ 12.25. Wordmark: font size in pt ≈ mark width in mm × 0.24 (49 mm → 11.8 pt, 34 mm → 8.2 pt). Minimum mark width in print is 15 mm; the gap is then 0.2 mm.

Core palette

Industrial character: a dark base, Petrol as the corporate colour and two metals, Copper and Steel, as accents. In print the metals are produced with foil or Pantone metallic ink (876 C copper, 877 C silver), on screen as flat colour. Pantone values are closest matches and are confirmed with a proof.

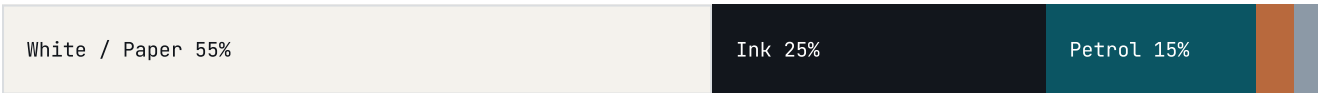
Ink HEX #12161C RGB 18 22 28 CMYK 75 65 55 80 PMS Black 6 C Role text, logo	IDE Petrol HEX #0B5563 RGB 11 85 99 CMYK 90 40 35 30 PMS 3165 C Role corporate	Copper HEX #B8693D RGB 184 105 61 CMYK 20 65 85 10 PMS 7586 C · met. 876 C Role accent, warm	Steel HEX #8C99A6 RGB 140 153 166 CMYK 45 30 25 5 PMS 7543 C · met. 877 C Role accent, cool
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Materials · brushed metal

BLACK BRUSHED NFC card, plates, black anodising	PETROL ANODIZED anodised aluminium, foil	BRUSHED COPPER copper foil, engraving	BRUSHED STEEL stainless steel, silver foil
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Paper #F4F2ED	Petrol 15 #D6E6E8	Grey 200 #DADDE0	Grey 400 #9AA0A6	Grey 700 #4A5058
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Usage ratio



Text contrast

Steel on Ink

6.2:1 ✓ (on white
2.9:1 ✗)

Ink on white

17.9:1 ✓

Petrol on white

7.9:1 ✓

Copper on white

4.1:1 · text from 14
pt

Dot and finishes

The primary logo is single-colour. An accent dot in Petrol, Copper or Steel is an approved variant. Only one accent is used within a single document or product. On metal materials the whole mark may be rendered in metal.



A1 Single-colour · primary

Primary version for all uses.



A2 Petrol dot

Corporate documents, web. On dark backgrounds Mint #7EC8BA.



A3 Copper dot

Premium print, business cards with copper foil.



A4 Steel dot

Technical and IT materials, presentations.

Mark on metal



On metal: laser engraving or screen printing, white on dark and Ink on light metal.

Typefaces

Both typefaces are free under the SIL Open Font License and may be used commercially in print, on the web and in applications. They support Croatian and German characters.
Download: Google Fonts.

PRIMARY · HEADINGS, TEXT, WORDMARK

Manrope

AaBbCc ČčĆćĐđŠšŽž ÄäÖöÜüß
0123456789 €

Light 300 Regular 400 Medium 500 SemiBold 600

Bold 700

SECONDARY · LABELS, FIGURES

JetBrains Mono

OIB 20297920676
€ 2.500,00
v1.0 · 10/2026

Office fallback	Word, PowerPoint, Outlook without Manrope installed: Arial . Monospace: Consolas .
Web	<code>font-family: 'Manrope', Arial, sans-serif;</code>
Figures	Use tabular figures in tables (font-feature-settings: "tnum").

Scale, leading and letter spacing

Print values in pt, screen values in px. Letter spacing in 1/1000 em units (as in InDesign and Figma).
“After” is the space to the next element.

STYLE	WEIGHT	SIZE / LEADING	TRACKING	AFTER	EXAMPLE
Display	Bold 700	40/44 pt 64/70 px	-20	8 mm	Identity
H1	Bold 700	30/34 pt 44/50 px	-20	6 mm	Strategy
H2	Bold 700	22/26 pt 32/38 px	-15	5 mm	Consulting
H3	Bold 700	13/18 pt 20/28 px	0	3 mm	IT services
Lead	Regular 400	13/20 pt 20/30 px	0	5 mm	Business consulting
Body	Regular 400 emphasis SemiBold	10.5/17 pt 16/26 px	0	1 line	Left-aligned, 60–80 characters per line.
Small text	Regular 400	8.5/13 pt 13/20 px	+10	2 mm	Notes, captions, footnotes
Label	JetBrains Mono 400 caps	8/12 pt 12/16 px	+80	2 mm	01 — CHAPTER
Legal details	JetBrains Mono 400	6.5/9 pt	0	—	OIB 20297920676 · MBS 081672854
Wordmark	Light 300	relative to mark	+200	0.5x	ID Enterprise

Leading rule

Headings 110–120%, body 150–160%.
The larger the type, the tighter the
leading.

Tracking rule

Large headings slightly tightened (–15
to –20), caps always spaced (+80 to
+200).

Spacing grid

All spacing is a multiple of 1 mm in print,
or 4 px on screen.

Vertical business card



Front · 55 × 85 mm · shown at 150%

Format	55 × 85 mm, 3 mm bleed, rounded corners optional (r 3 mm)
Margins	top 7 mm · left, right and bottom 6 mm
Lockup	mark 24 mm, top left · wordmark Manrope Light 5.8 pt across the full mark width, 1.1 mm below, Grey 700
Name	Manrope Bold 9/11 pt
Title	Manrope Regular 6.5 pt, caps +120, Grey 700, 0.8 mm below the name
Accent	rule 6 × 0.5 mm, Petrol (Copper on Ink front), 4 mm above and below
Contact	JetBrains Mono 5.6/7.5 pt. Labels T / E / W / A in Grey 700, 4 mm column, 0.9 mm row gap. Last line on the bottom margin
Paper	white uncoated 350–400 g/m ² , e.g. Munken Pure / Materica
Min. size	Manrope 6.5 pt, JetBrains Mono 5.5 pt

Back with QR code

QR content	vCard 3.0: name, Founder, company, mobile, e-mail, web	QR size	30 × 30 mm, 53 × 53 modules (module 0.57 mm), error correction M
Shape	dot modules ø 0.88 module, rounded eyes (r 2.2 modules)	Position	centred, tagline 4 mm below; quiet zone min. 4 modules

Vertical · colour combinations

Front and back are always in contrasting colours. Shown at 72%.



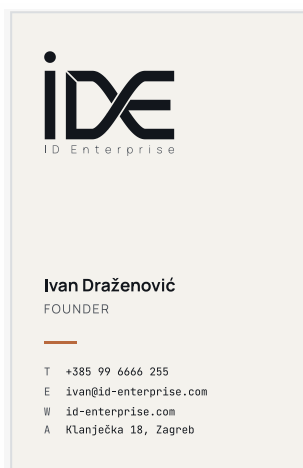
K1 · Ink front, white back with QR



K2 · Petrol front, white back with QR



K3 · white front, Ink back



K4 · Paper front, Petrol back

Printing dark fronts

Print Ink and Petrol as solid spot colours (Pantone Black 6 C / 3165 C), not as a CMYK mix. White text must not be smaller than 6 pt. Best results come from through-dyed paper, e.g. Colorplan Ebony or Colorplan Racing Green, with white screen print or foil.

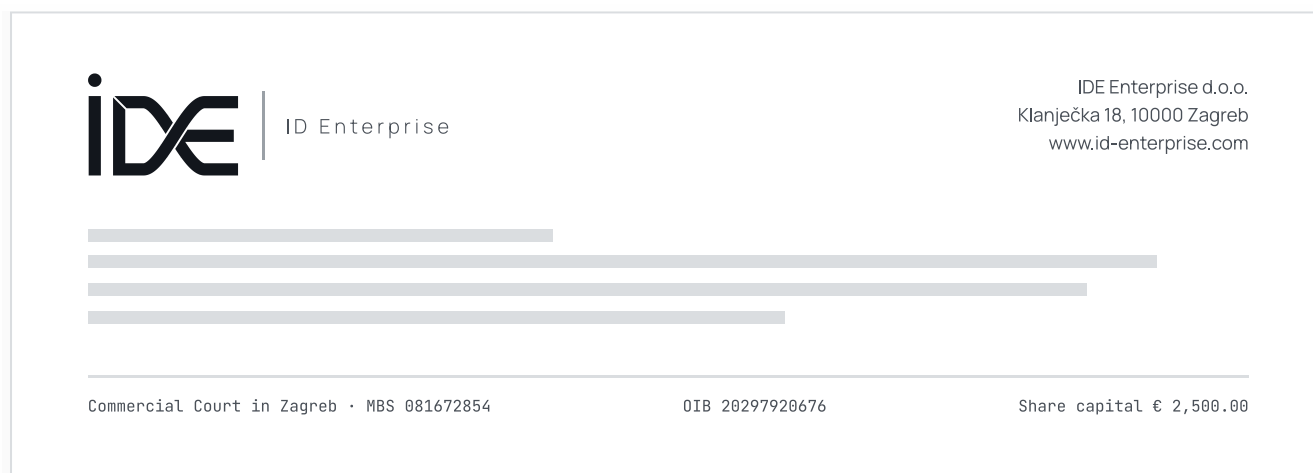
Horizontal business card



Front · 85 × 55 mm · shown at 150%

Margins	6 mm on all sides	Lockup	mark 24 mm top left, wordmark 5.8 pt, 1.1 mm below
Name / title	bottom left, Bold 9 pt / Regular 6.5 pt caps	Accent	rule 6 × 0.5 mm, 2.5 mm below the title
Contact	bottom right, JetBrains Mono 5.6/7.5 pt, T / E / W / A	Back	QR 28 mm with tagline + lockup 26 mm, or solid colour with 34 mm lockup

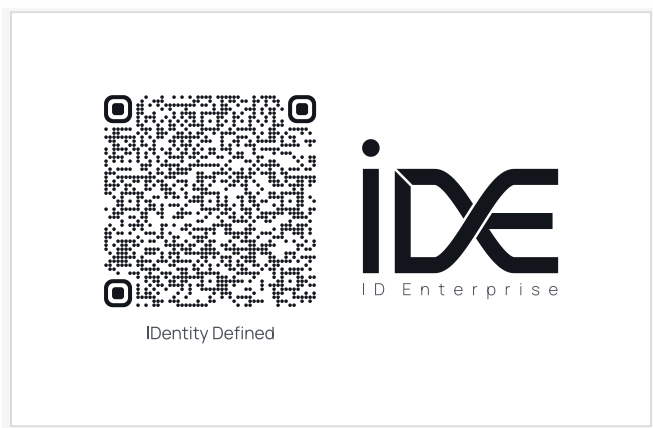
Letterhead A4



Horizontal lockup top left (mark 20 mm), margins 20 / 20 / 25 / 20 mm, body 10.5/17 pt

Horizontal business card · colour combinations

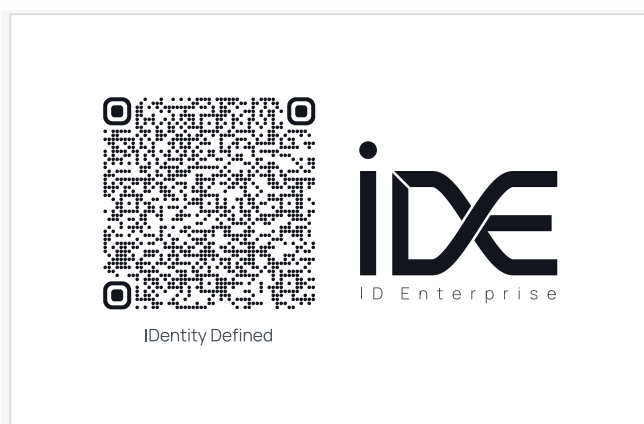
Front and back are always in contrasting colours. Scale 1:1 (85 × 55 mm).



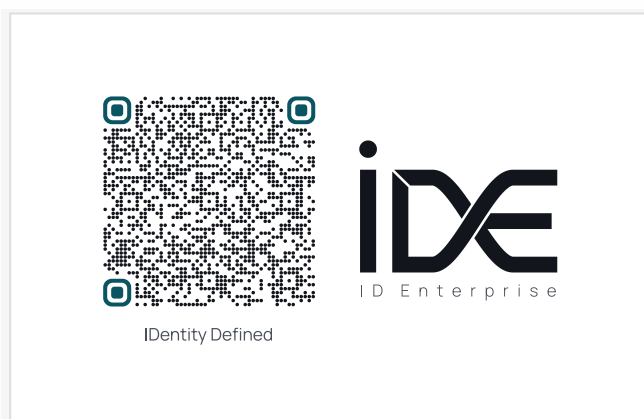
Back with QR · QR 28 mm with tagline below + lockup 26 mm, both vertically centred



HK1 · Ink front, white back with QR



HK2 · Petrol front, white back with QR





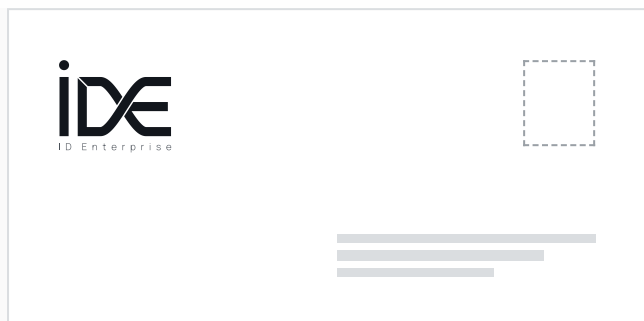
HK3 · white front, Ink back



HK4 · Paper front, Petrol back

Print and signage

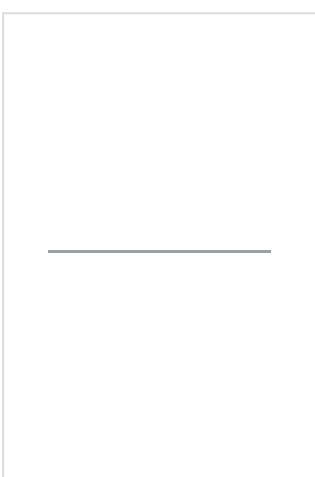
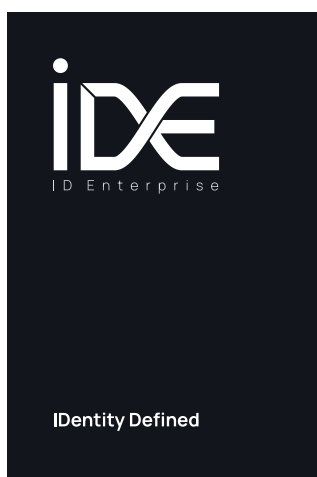
On print and signage the mark is used with the ID Enterprise wordmark, as it represents the company there. The mark alone is reserved for cards, backs, avatars and any use narrower than 25 mm.



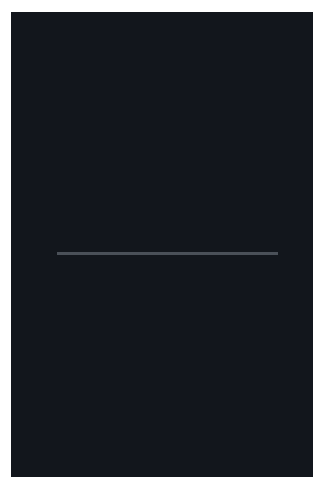
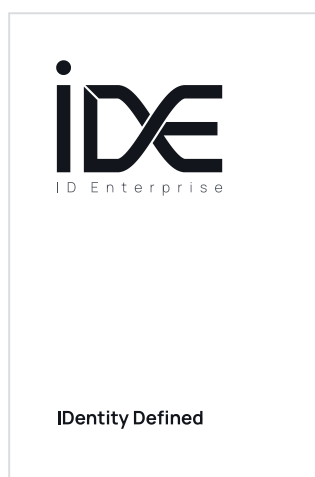
DL front · lockup 35 mm, 15 mm from the edge



DL back · white, Ink text, centred



A4 folder · Ink outside, white print · white inside



A4 folder · alternative: white outside, Ink inside



Plate A · brushed stainless steel, Ink engraving



Plate B · black anodised, engraved to metal



Plate C · white acrylic 8 mm, Ink UV print



NFC card 54 × 85.6 mm (ISO CR80) · mark without wordmark, 32 mm, 18 mm from top · tagline Bold 7 pt · Steel variant as on business cards

DLEnvelope 220 × 110 mm, lockup 35 mm, margin 15 mm

Plate 300 × 150 mm, lockup 115 mm, margin 25 mm

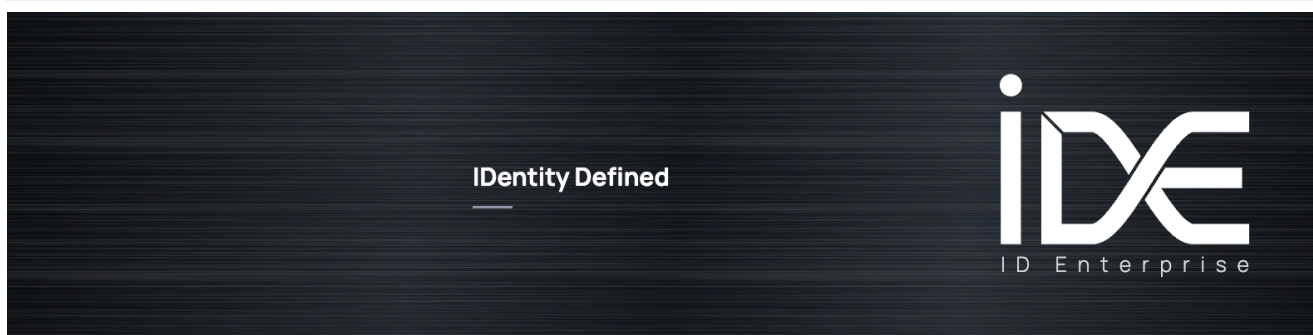
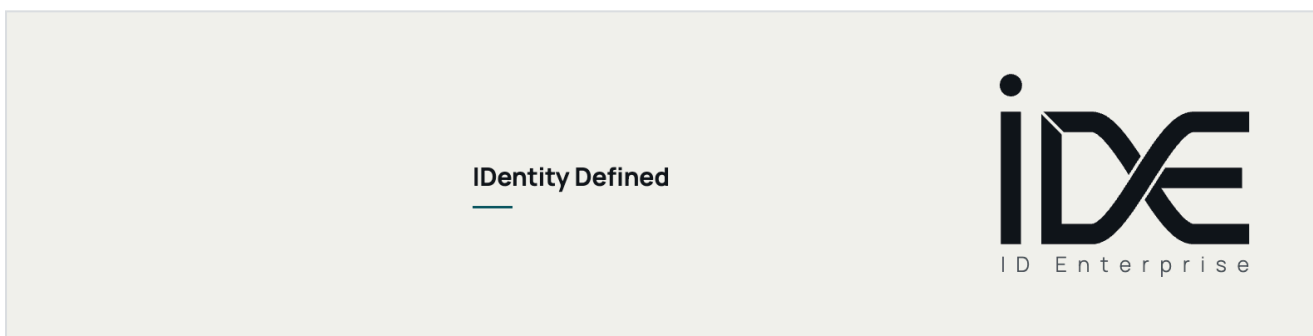
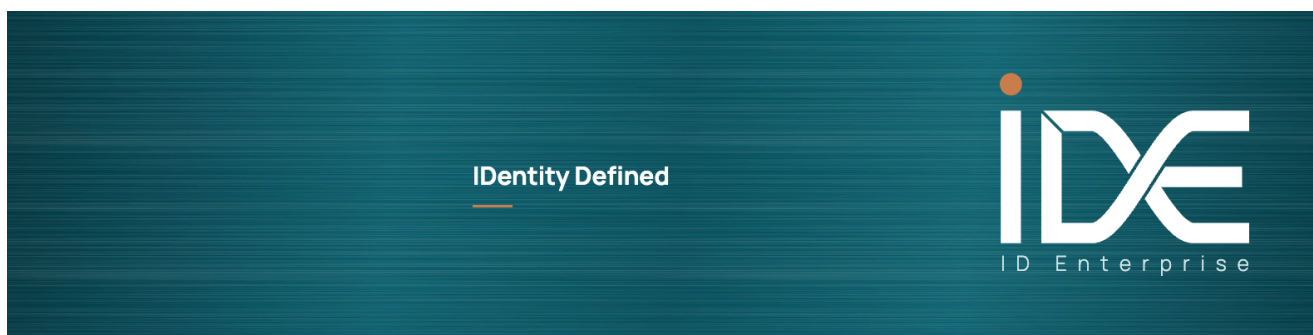
Folder A4+ 220 × 310 mm, lockup 50 mm, margin 20 mm

NFC card 54 × 85.6 mm, mark 32 mm

E-mail, web and social media



E-mail signature · 1 Standard · 2 Petrol · 3 Copper · 4 Dark · Arial · lockup as PNG 140 px · export/email-potpis.html



LinkedIn cover 1584 × 396 px · Petrol, Paper and Ink · leave the left 30% empty for the profile picture



Petrol



Ink



White



Petrol + wordmark



Ink + wordmark



White + wordmark

Favicon



Petrol



Petrol + copper



Ink



Ink + copper



Ink + steel



White



White + petrol



White + copper



Paper



Transparent · Ink



Transparent · white

Each variant: SVG, ICO (16/32/48) and PNG 16, 32, 48, 180 (Apple), 192 (Android), 512 px · folders export/favicon/< variant >/ · primary is Petrol

Preparation and checks

Proof	A proof on the chosen paper is mandatory before the first run. Pantone and CMYK values in this book are closest matches; the approved proof is binding.
File format	PDF/X-4, colours in CMYK or Pantone channels, fonts embedded or outlined.
Colour profile	Coated paper: PSO Coated v3 (FOGRA51). Uncoated paper: PSO Uncoated v3 (FOGRA52).
Bleed and safe zone	3 mm bleed on all sides. Text and logo at least 4 mm from the trim edge (6 mm on business cards).
Black	Text and fine lines in 100 K. Large Ink areas as rich black C60 M40 Y40 K100 or Pantone Black 6 C.
Dark backgrounds	Ink and Petrol as solid spot colours. White text min. 6 pt, no lighter than Regular. On through-dyed paper, white via screen print or foil.
Foil and engraving	Min. mark width 20 mm (gap in the mark is then 0.26 mm). Copper referenced to Pantone 876 C, silver to Pantone 877 C. Approve the foil tone on a sample.
Images	Raster images min. 300 ppi at final size. Logo always from the vector file (export/vektor).
Overprint	Off for white elements. On only for 100 K text below 12 pt.
QR code	Before the run, scan the proof with at least three different phones. Do not reduce the QR below 25 mm or print it in light tints.
Paper	Business cards 350–400 g/m ² , uncoated (Munken Pure, Materica) or through-dyed (Colorplan Ebony / Racing Green). Letterhead 100–120 g/m ² offset.
Contact addresses	Business cards: personal address (ivan@id-enterprise.com). Letterhead, envelopes and general materials: office@id-enterprise.com.