



## LOGOTYPE – basic

**It is comprised of an invariable ratio of symbol and text.**

Bosnalijek's logotype is a basic element of visual identity system. It is used to visually identify and link various devices pertaining to Bosnalijek.

The terminology often prevents clear communication. Therefore, in the coming text, the sign will denote symbol that in visual-art terms represents the Company (the shape of a tablet), and the Company's name will be expressed with the designed letters – logo.

**The logo (designed letters) are solely used together with the sign, while it is permitted to use the sign independently if it is used as a decoration, sample or graphism.**

**The sign and the logo shall hereinafter be referred to as one word - logotype.**

The logotype is the ownership of Bosnalijek and its use may be permitted by the Public Relations Department.

Consistency of the logotype's use, as the Company's determining standard, must be kept on all the assets of Bosnalijek. The consistency is necessary because of representing Bosnalijek as unique body and representing the Company's entire attitude, in relation to its activities.

The public and our services users must get an identical visual impression about the Company, regardless of the level of communication and services. The visual code of Bosnalijek should reflect its steadiness and reliability.