



Greater Coat of Arms

Heraldic Design, Niš (Serbia)

GRAPHIC STANDARDS BOOK

Graphic standards

This standards guide has been created to help protect and ensure the integrity and proper usage of Greater CoA of **Heraldic Design** applications. The consistent use of the elements help ensure the strength, stability and recognizability of design itself.

Print requirements and formats

Greater CoA of **Heraldic Design** should never be reproduced where it is not clearly legible.

PNG - The design in PNG format's compression works well with vector-based images and files that have large areas of solid color. PNG files support transparency.

JPG - A commonly used method of lossy compression for digital images.

PDF - Portable Document Format is a file format developed by Adobe to present documents, including text formatting and images, in a manner independent of application software, hardware, and operating systems. Each PDF file encapsulates a complete description of a fixed-layout flat document.

Coat of Arms

Wherever possible, it is preferable to use the CoA in full color. The CoA must only appear in the orientation shown here, and it must never be stretched or distorted in any way. The arrangement order of the logo elements, as well as proportions, must never be altered. Problems with the CoA of **Heraldic Design** can be avoided by using only the approved electronic copies of the artworks shown here.

Color usage

Color is a powerful way to communicate a message and serves as an integral part of visual identity. This core color palette is used for the CoA of **Heraldic Design**. This CoA may only appear in the colors shown here. No other colors or variations are allowed outside of this defined color palette.



- HEX #BD9344 (Or) (CMYK 0.00 0.16 0.47 0.26)
- HEX #000000 (Sa) (CMYK 0.00 0.00 0.00 1.00)
- HEX #009836 (Vt) (CMYK 0.60 0.00 0.38 0.40)

[color palette by heraldic rules]

There could be possible differences in shine on an actual representation.

- HEX #BF8C2B (shield)
- HEX #000000 (lion, mantle, griffin, motto)
- HEX #FFFFFF (lion claws)
- HEX #F6E078 (helm)
- HEX #C49437 (crown, mantle, motto base)
- HEX #F8EC9C (supporter griffin legs, claws, neb)
- HEX #EAC102 (supporter lion)
- HEX #EC1C24 (supporters' nails and tongues)
- HEX #69A141 (compartment)

[full color palette]

