

Logo & Usage Guidelines

Guidelines for media, partners, and external collaborators

This page defines the rules for using the logo and visual identity of the **Valjevo Energy** (Valjevska energija) project. It is intended for media outlets, partners, institutions, external collaborators, designers, agencies, and all third parties who use the brand's visual elements in their materials.

The purpose of these guidelines is to preserve brand consistency, recognisability, and the professional integrity of the Valjevo Energy identity.

Permitted Use

The Valjevo Energy logo and visual identity may be used for:

- media reporting
- informational and educational content
- news articles and online portals
- television and digital coverage
- reports and publications
- presentations and conference materials
- partnership projects
- institutional and public communications

All use must be:

- contextually accurate
- professional
- aligned with the integrity of the project
- free from misleading or commercially manipulative interpretation

Logo Usage Rules

Mandatory:

- ✓ use only official logo files
- ✓ use approved versions (primary, secondary, technical)
- ✓ respect the defined clear space (safe zone)
- ✓ maintain original proportions

- ✓ ensure clear visibility and contrast
- ✓ use the official brand colour palette

Prohibited Use

It is not permitted to:

- ✗ change logo proportions
- ✗ stretch, rotate, or distort the logo
- ✗ change colours
- ✗ add shadows, filters, or effects
- ✗ modify typography
- ✗ crop the logo
- ✗ overlay the logo with other elements
- ✗ place the logo on unreadable backgrounds
- ✗ use unofficial versions
- ✗ use the logo for political, misleading, or manipulative purposes
- ✗ use the logo in a way that harms the project's reputation

Context of Use

The Valjevo Energy logo may not be used:

- in political campaigns
- in third-party advertising without consent
- in commercial campaigns unrelated to the project
- in any context that may mislead the public
- as a certificate, guarantee, or endorsement of third-party products or services

Media Use

Media outlets may freely use the logo, exclusively for:

- news coverage
- reporting
- interviews

- analyses
- features
- educational content

With mandatory attribution to:

Valjevo Energy

and a link to the official project website.

Partner Use

Partners and institutions may use the logo only within the framework of official projects and collaborations with Valjevo Energy, and only with prior approval.

Download Materials

Official logos and visual materials are available through the project's official media kit:

- vector formats
- digital formats
- usage guidelines
- core visual assets

Approvals and Permissions

For any use not clearly covered by these guidelines, prior written approval is required.

Contact:

Valjevo Energy – Info Center

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Legal Notice

The logo, name, visual identity, and all graphic elements of Valjevo Energy are protected intellectual property of the project owner. Unauthorized use may constitute an infringement of rights and may be subject to legal action.