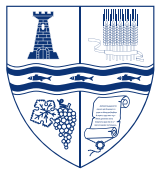


Bihor County Council



Visual Identity Manual

v. 1.0
May 2021



Bihor County Council

A modern and unified graphic representation of Bihor County Council in all its communication media, will have a positive impact both on the public and on the institution's partners. Whether it be on header sheets, business cards, the presentation leaflets and folders or any other visual means of communication, the image of conveyed through the new identity will be coherent, clear, rigorous and institutional. At the same time, the new set of graphic rules is also intended to convey to those working within this institution that they belong to the same team, a team that is aware of the need for a professional approach at administrative level.

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01 | Introduction

This manual presents the rules for the use of the Bihor County Council's visual identity, establishing the graphic principles and the form of the basic identity, which will be applied in different contexts. Its purpose is to provide Bihor County Council with an recognizable and coherent image when initiating a communication process both internally and publicly.

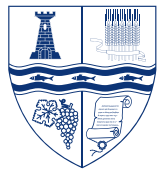
The manual provides all the elements for the correct use of the graphic design of Bihor County Council in various types of materials and applications: brochures, posters, publications, interactive presentations, business cards, working documents, announcements, press releases or any other informative material.

The manual is designed to contain the information needed to create any other type of material that is not in the basic format of this guide, by adapting the graphic and aesthetic rules presented. For specific requests related to the graphic identity

of the institution or to the way of using the manual, please send your inquiry to: registratura@cjbihor.ro

The rules that are stipulated in this manual are some essential ones to obtain coherence of communication and to achieve a uniform visual identity. Manual serves as a guide for the implementation of the identity by administrative staff or persons producing visual material for the institution.

02 | Bihor County Council logo



Bihor County Council

The logo of Bihor County Council is the main identity element of the entire visual communication of Bihor County Council.

The Bihor County Council logo is the only element that can be used in visual communication involving the institution.

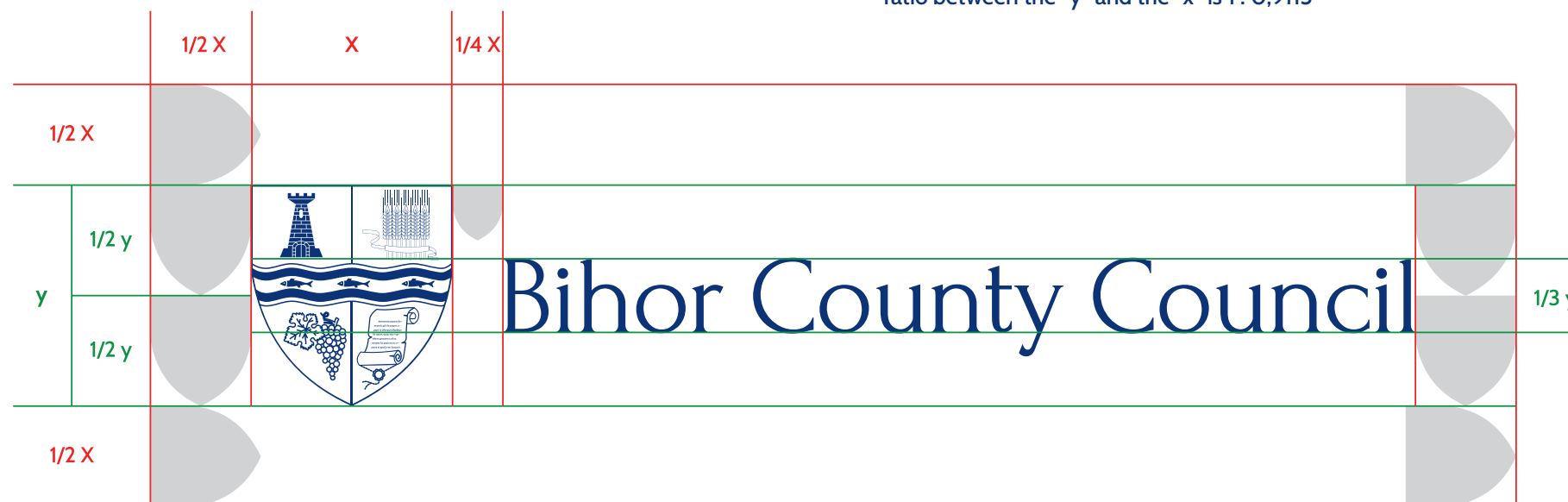
It is very important that the logo is used correctly according to the rules laid down in this Visual Identity Manual, or, for situations not foreseen in this manual, only with the agreement of Bihor County Council.

02 | Bihor County Council logo

Proportions of component elements

The main control elements of the logo are the height and width of the shield of the Bihor County coat of arms. All the other elements are proportioned according to this elements of the logo.

Thus, the width of the shield (x), divided in half ($1/2 x$), determines the required safety space around the logo. One quarter of the 'x' is also the distance between the coat of arms and the wordmark "Bihor County Council". The "y" represents the height of the shield and helps to determine the height of the wordmark, $1/3 y$. The ratio between the "y" and the "x" is 1 : 0,9115



$$91,15\% x = y$$

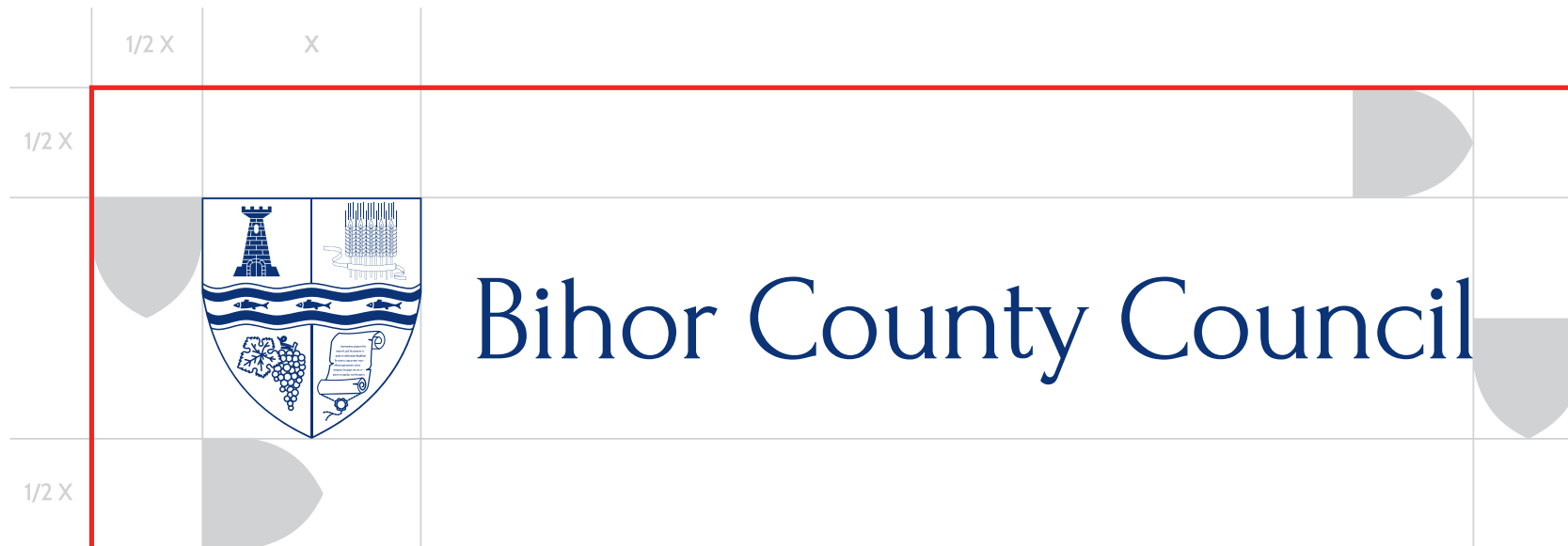
02 | Bihor County Council logo

Minimum size

Minimum size below which reproduction of the Bihor County Council logo is not permitted is 6 mm in shield height.

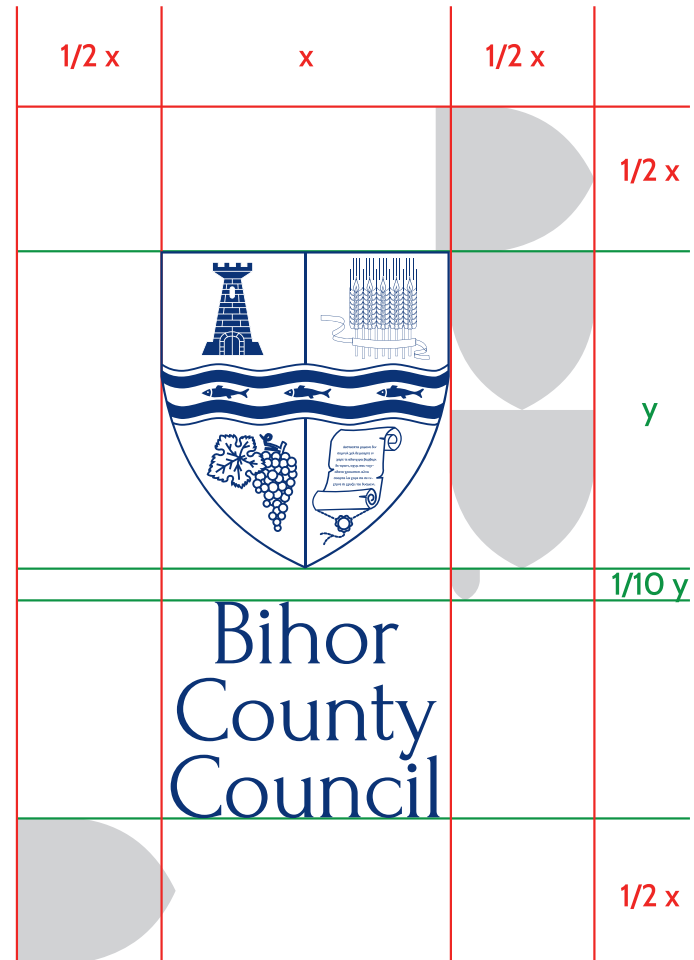
Clear space

The mandatory safety space around the logo is a minimum of half the width of the shield ($1/2 x$) on each side.



02 | Bihor County Council logo

Vertical version



02 | Bihor County Council logo

Vertical version

Safety space



02 | Bihor County Council logo

Supported colours

The main colours that are accepted to colour the background of the logo are listed below.

Secondary colours will be used for adjacent graphic elements.

Primary colours

Bluemarin

CMYK: 100; 83; 6; 29
RGB: 14; 52; 117
HEX: #0E3475
Pantone 654 C

White

CMYK: 0; 0; 0; 0
RGB: 255; 255; 255
HEX: #ffffff

Secondary colours

Red

CMYK: 0; 97; 99; 0
RGB: 238; 41; 37
HEX: #EE2925
Pantone 3556 C

Yellow

CMYK: 0; 26; 92; 0
RGB: 254; 192; 43
HEX: #FEC02B
Pantone 123 C

Black

CMYK: 0; 0; 0; 100
RGB: 35; 31; 32
HEX: #231F20
Pantone Black C

Grey

CMYK: 0; 0; 0; 50
RGB: 147; 149; 152
HEX: #939598
Pantone Cool Gray 7 C

02 | Bihor County Council logo

Supported formats, colour, grey and monochrome

Color



Monochrome negative



Monocrom pozitiv



02 | Bihor County Council logo

Non-permitted formats



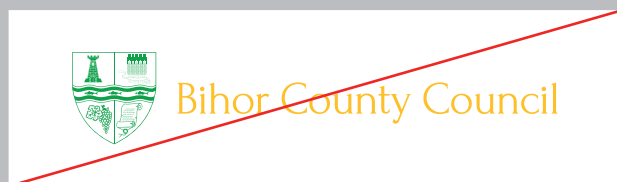
Do not invert logo elements



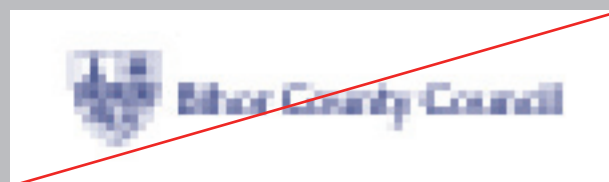
Do not distort the logo



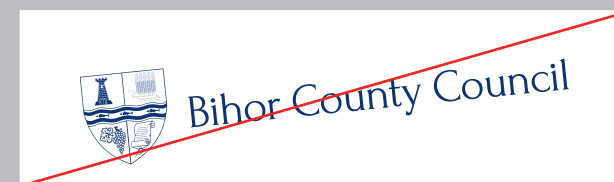
Do not change the font in the logo



Do not change the colours of the logo



Do not use low resolution logo



Do not rotate the logo



Do not add effects to the logo



Do not add elements to the logo



Do not place logo on images, only on supported solid colors

03 | Fonts

Fonts used

For unity in the creation and presentation of graphic material and for ease of their production in the usual way, by all those who work regularly with documents, the following fonts were chosen: Forum Regular, Cabin Medium and Cabin Bold.

Forum Regular is the main font used for the official name of the institution.

Its size and how it is set will be detailed in the chapters that follow.

Cabin Medium and Cabin Bold are the secondary fonts, used for all printed material and in all documents produced.

<https://fonts.google.com/specimen/Forum?query=forum>

<https://fonts.google.com/share?selection.family=Cabin:wght@500;700>

Microsoft Office suite

In exceptional cases, where due to technical limitations, it will not be possible to use the main fonts, we recommend the use of the fonts shown.

Forum Regular

A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
a ă â b c d e f g h i î j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Cabin Medium

A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
a ă â b c d e f g h i î j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Cabin Bold

A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
a ă â b c d e f g h i î j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TRAJAN PRO REGULAR

A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Calibri Regular

A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
a ă â b c d e f g h i î j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Calibri Bold

A Ă Â B C D E F G H I Î J K L M N O P Q R S T U V W X Y Z
a ă â b c d e f g h i î j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

04 | Logos of the Bihor County Council Departments

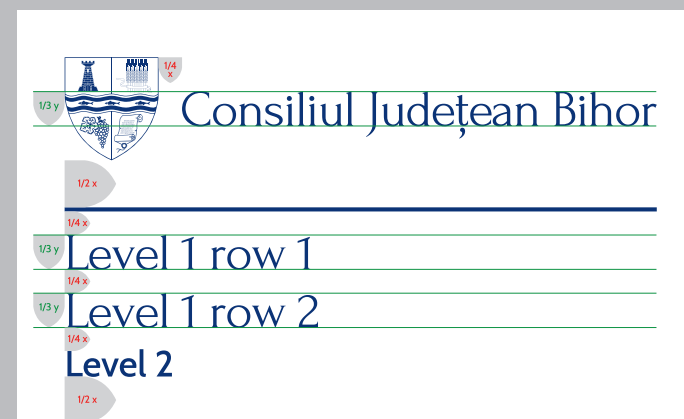
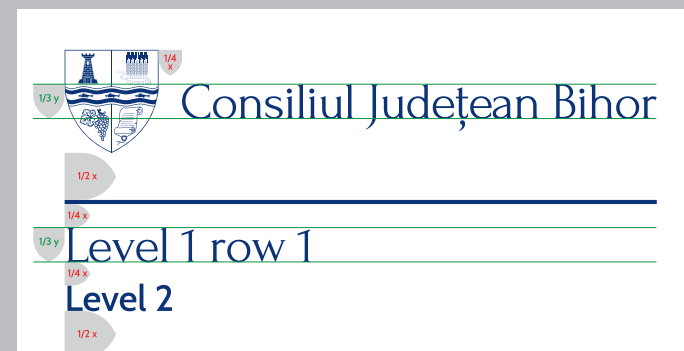
Composition of the logo

The identity of each entity in the specialized departmental structure, consists of the County Council logo and the official name of the respective entity.

The rules for the composition of the logo are shown schematically in the image on the right, and those are:

- The distance between the name of the entity and the County Council logo is equal to $1/4$ of the width of the shield;
- The height of the body of the lettering is equal to $1/3$ of the height of the shield;
- The distance between the lines of the institution's name is $1/4$ of the width of the shield;
- The minimum clear space around the logo is equal to half the width of the shield on each side.

The font used is Forum Regular for level 1 and Cabin Medium for level 2.



04 | Logos of the Bihor County Council Departments



Consiliul Județean Bihor

Președinte



Consiliul Județean Bihor

Vicepreședinte



Consiliul Județean Bihor

Secretar general al județului



Consiliul Județean Bihor

Direcția economică



Consiliul Județean Bihor

Direcția arhitect șef



Consiliul Județean Bihor

Direcția tehnică



Consiliul Județean Bihor

Administrator public



04 | Logos of the Bihor County Council Departments



Consiliul Județean Bihor

Președinte



Consiliul Județean Bihor

Cabinet președinte



Consiliul Județean Bihor

Administrator public



Consiliul Județean Bihor

Compartimentul resurse umane



Consiliul Județean Bihor

Biroul relații publice



Consiliul Județean Bihor

Biroul relații publice
Compartimentul centrul național
de informare și promovare turistică Bihor



Consiliul Județean Bihor

Biroul relații publice
Compartimentul relații cu publicul

04 | Logos of the Bihor County Council Departments



Consiliul Județean Bihor

Vicepreședinte



Consiliul Județean Bihor

Cabinet vicepreședinte



Consiliul Județean Bihor

Direcția economică



Consiliul Județean Bihor

Direcția economică
Director executiv



Consiliul Județean Bihor

Direcția economică
Director executiv adjunct



Consiliul Județean Bihor

Direcția economică
Serviciul financiar – contabil



Consiliul Județean Bihor

Direcția economică
Compartimentul achiziții publice



Consiliul Județean Bihor

Direcția economică
Compartimentul patrimoniu



Consiliul Județean Bihor

Direcția economică
Compartimentul administrativ



04 | Logos of the Bihor County Council Departments



Vicepreședinte



Cabinet vicepreședinte



Direcția tehnică



Direcția tehnică
Director executiv



Direcția tehnică
Manager public



Direcția tehnică
Serviciul proiecte
cu finanțări nerambursabile



Direcția tehnică
Biroul investiții



Direcția tehnică
Biroul drumuri județene



Direcția tehnică
Compartimentul mediu și
monitorizare servicii de utilități publice



Direcția arhitect șef



Direcția arhitect șef
Arhitect șef



Direcția arhitect șef
Compartimentul disciplină în construcții
și autorizații de construire



Direcția arhitect șef
Biroul urbanism
și amenajarea teritoriului



Direcția arhitect șef
Compartimentul transport



Direcția arhitect șef
Compartimentul informatică, GIS

04 | Logos of the Bihor County Council Departments



Consiliul Județean Bihor

Secretar general al județului



Consiliul Județean Bihor

Secretar general al județului
Compartimentul juridic



Consiliul Județean Bihor

Secretar general al județului
Compartiment relații cu consilierii


05 | Basic applications

Header sheets

The documents that Bihor County Council generates are significant in terms of quantity. It is important that each department pays attention to the way in which documents are drafted, by respecting and using the rules concerning headed sheets in a uniform way.

The present guide aims to define some general rules of page layout and to provide some concrete models. Given the large number of document types, and the different ways in which they will develop over time, the application of visual identity must be part of a joint effort, and this section will be continually updated as solutions for different types of documents are established.

Header sheets are submitted in electronic, .pdf and .doc, formatted and editable format.

 Consiliul Județean Bihor

Cabinetul președintelui

Nr. din data

Către

Domnului/Doamnei

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Cu stimă,
Prenume Nume
Funcția

.....

● C.J. Bihor, Parcul Traian 5
410033, Oradea
☎ 0259 410 181
☎ 0259 410 182
✉ registratura@bihor.ro
📍 [bihor.ro](https://www.bihor.ro)

05 | Basic applications

Placing the logo on the page

The rules for placing the logo and text on the page are outlined in the image below.

The height of the Bihor County Council logo is 11.3 mm (the width of the shield is 10.3 mm). The distance from the top and left edges of the page is 20 mm. (twice the width of the shield).

The text is placed 55 mm from the left edge and 20 mm from the right-hand edge. The font used is Cabin Medium 12 pt. for the text and 14 pt. for the title. The space for contacts at the bottom of the page is placed 20 mm from the edge of left edge of the page and 20 mm from the bottom edge of the page. The font used is Cabin Medium 6 pt.

The words 'first name – last name' and 'position' must be written in Cabin Bold 12 pt.

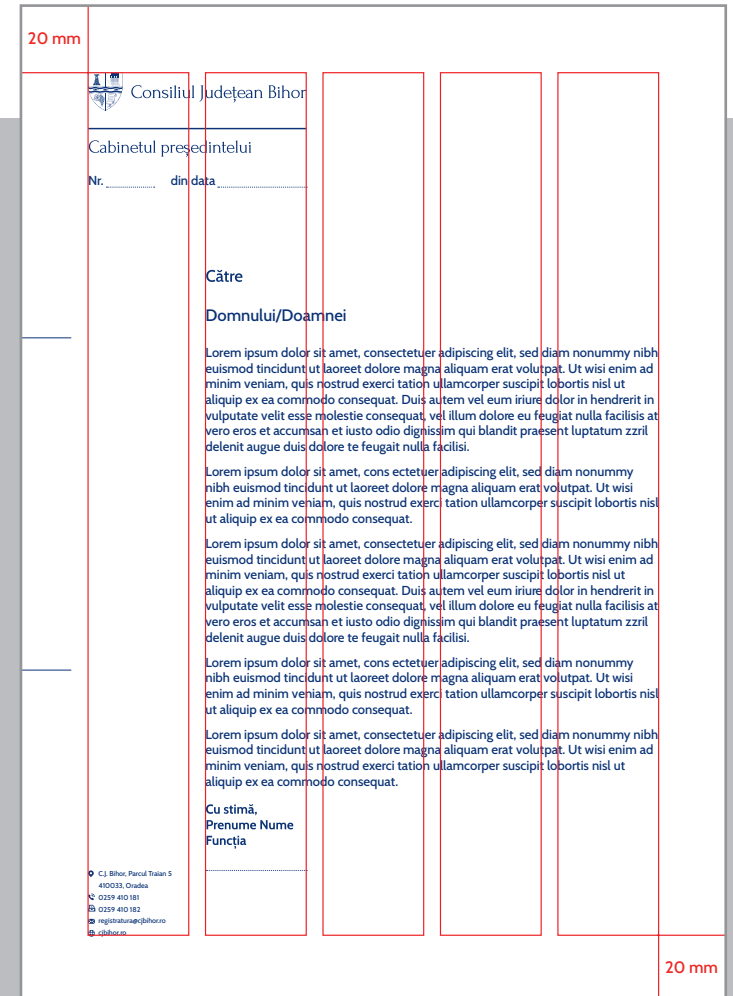
The introduction formula is:

"To: (institution)"

"Sir/Madam..... (first name, last name, position)"

At the end of each document, the formula will be used:

"Yours faithfully," followed by the signature/position.





Consiliul Județean Bihor

Cabinet președinte

Nr. _____ din data _____

Către
Domnului/Doamnei

Cu stimă,
Prenume Nume
Funcția

● C.J. Bihor, Parcul Trăian 5
410033, Oradea
☎ 0259 410 181
✉ registratura@bjbhor.ro
🌐 bjbhor.ro



Consiliul Județean Bihor

Cabinet președinte

Nr. _____ din data _____

Către Primăria Municipiului Oradea
Piața Unirii nr. 1, 410100 Oradea, Bihor

Prenume Nume
Funcția

Prenume Nume
Funcția

Prenume Nume
Funcția

● C.J. Bihor, Parcul Italian 5
410033, Oradea
☎ 0259 410 181
✉ registratura@bjbhor.ro
🌐 bjbhor.ro



Consiliul Județean Bihor

Comunicat de presă - Titlu

Data

Text

Cu stimă,

Relații cu presa

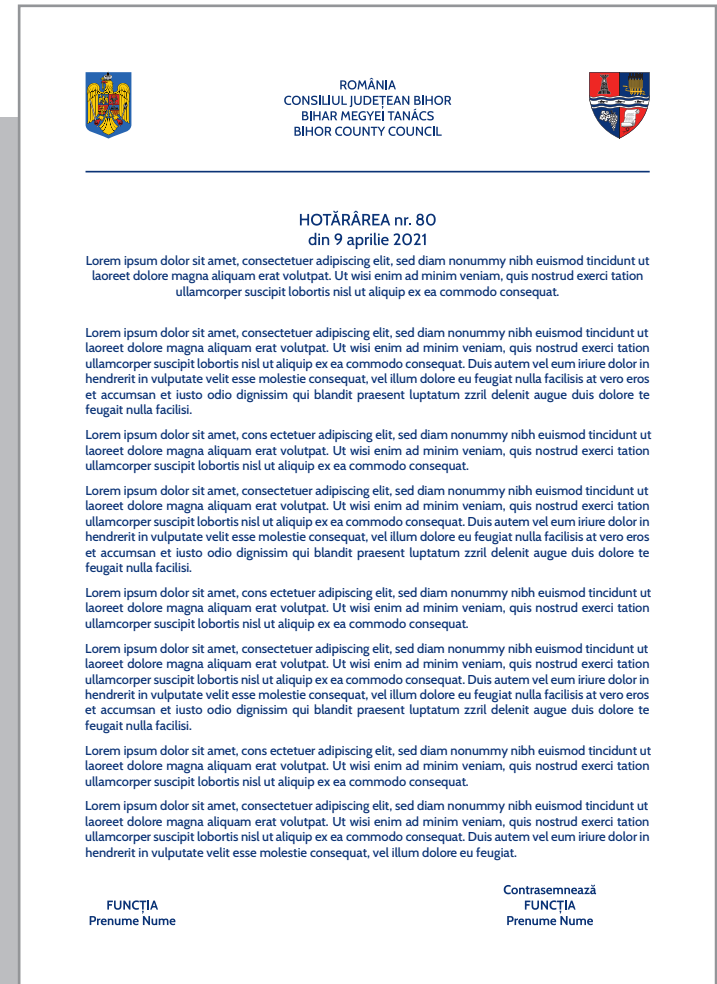
● C.J. Bihor, Parcul Traian 5
410033, Oradea
☎ 0259 410 181
☎ 0259 410 182
✉ registratura@cjbihor.ro
🌐 cjbihor.ro

05 | Basic applications

Header sheet, model for Bihor County Council Decisions

Due to the specificity of this kind of documents, the headed sheet for County Council Decisions will have a classic look, as shown in the picture below.

The font used is Cabin Medium 12 pt. for the text and 14 pt. for the title.





HOTĂRÂREA nr. 80
din 9 aprilie 2021

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FUNCȚIA
Prenume Nume

Contrasemnează
FUNCȚIA
Prenume Nume



HOTĂRÂREA nr. 80
din 9 aprilie 2021

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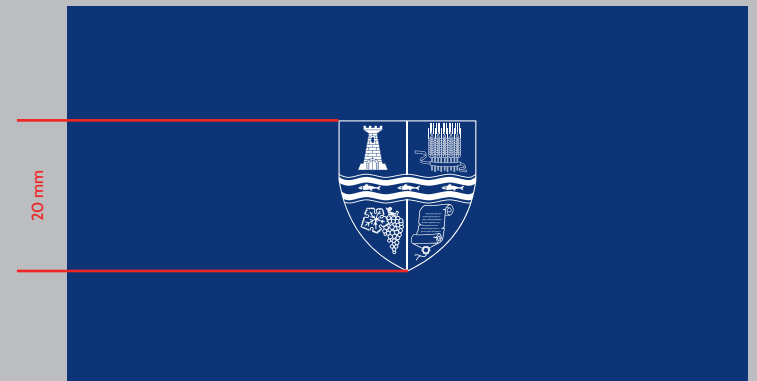
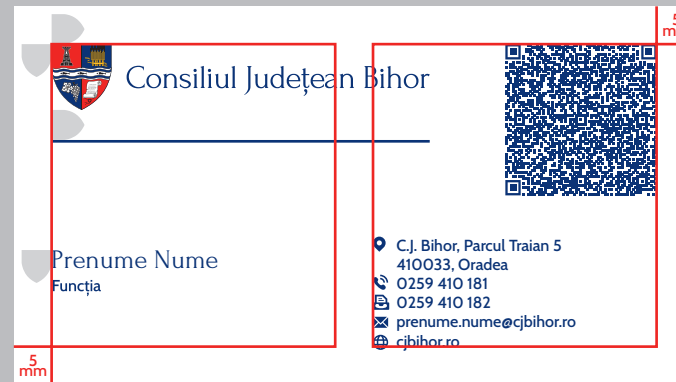
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FUNȚIA
Prenume Nume

05 | Basic applications

Business cards

Business cards are one of the important materials in communicating with people outside the institution. It is important that they are professionally executed, with particular attention paid to maintaining the quality of the support and of the printing. The rules for placing items inside the business card are outlined in the image.

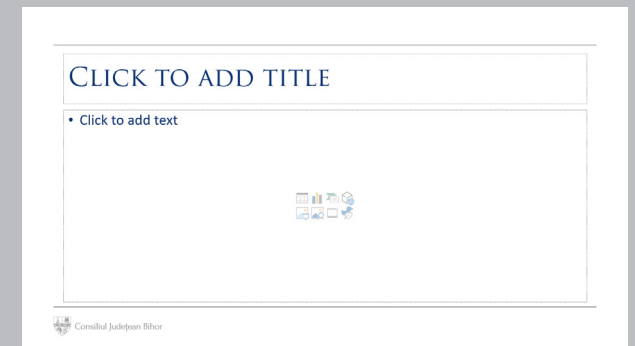




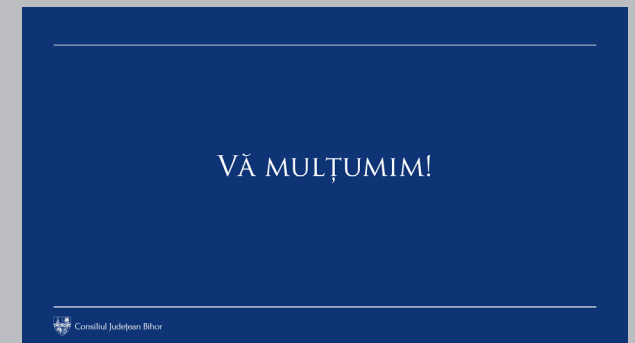


05 | Basic applications

PowerPoint Presentation



The PowerPoint presentation is sent in electronic format.

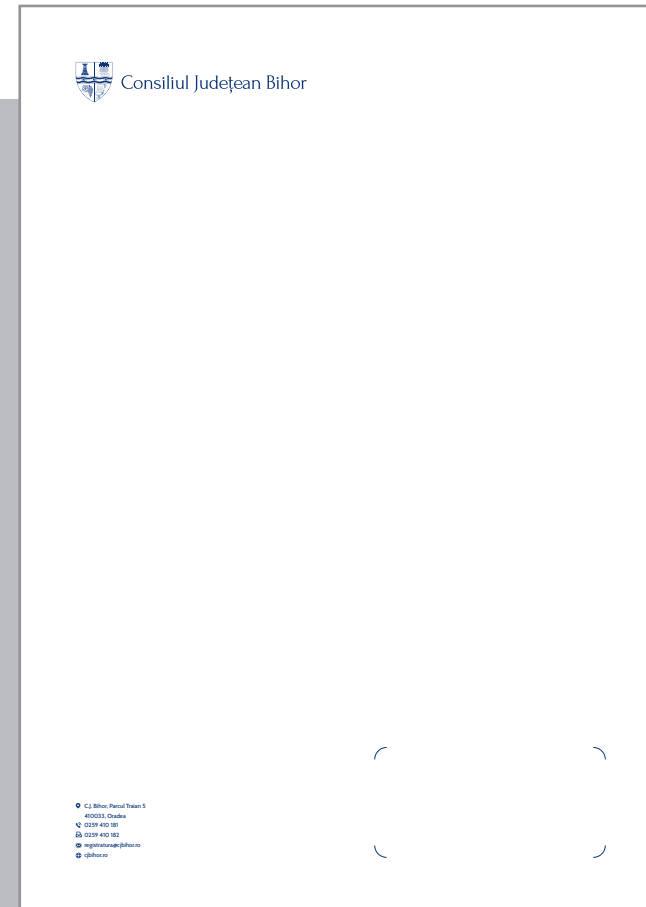
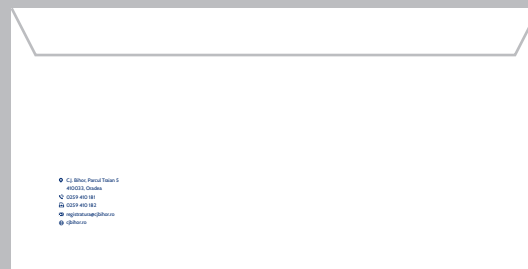
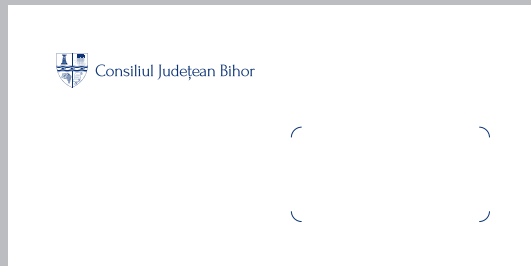


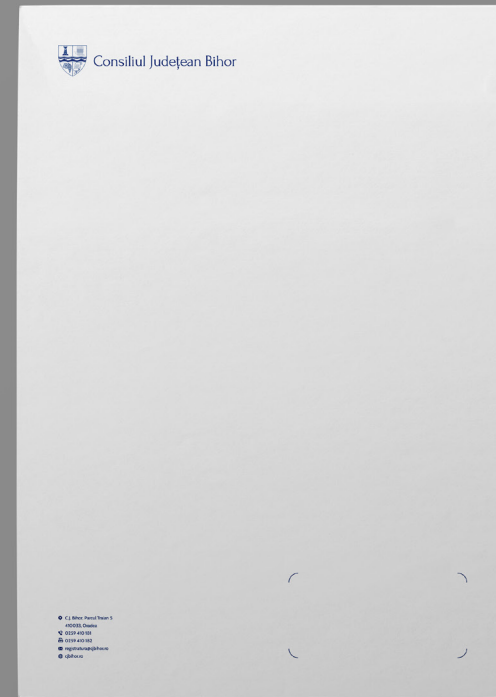
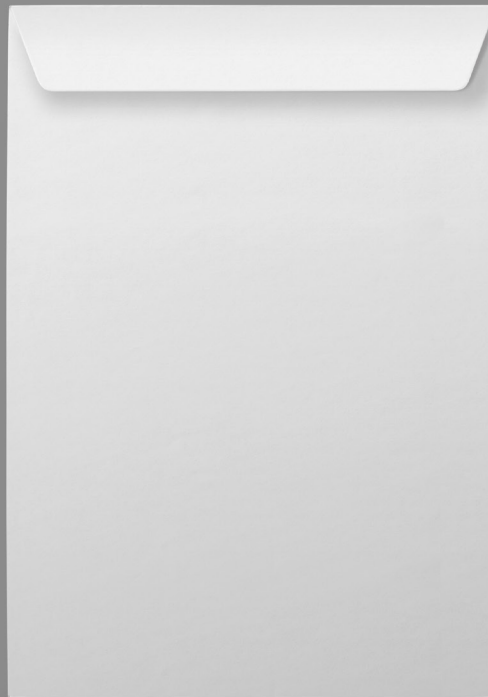
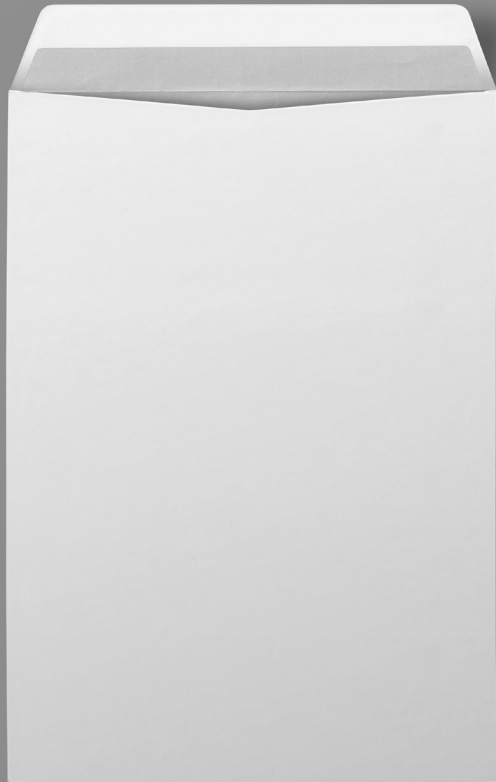
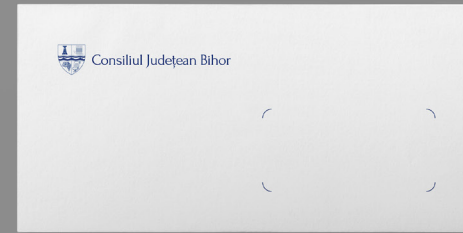
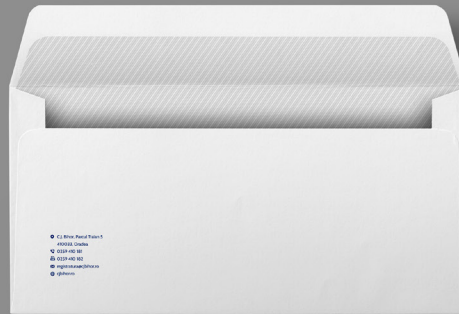
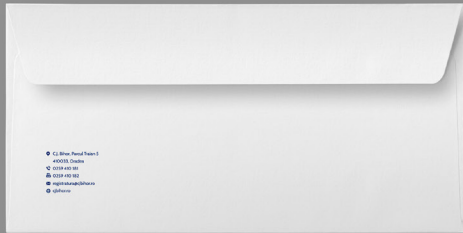
05 | Basic applications

Mail envelopes

The same rules for placing the Institution's logo apply to mail envelopes.

The rules for the placement of personalized envelope elements are as follows in the image below. It is recommended to pre-print them in specialized printing workshops.











Customized protocol bags















Consiliul Județean Bihor

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Persoană de contact
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consectetur adipiscing elit
Tel.: 0721 234 567

C.J. Bihor
Parcul Traian 5
Oradea



Consiliul Județean Bihor

2022

DECEMBRIE 2021
L M M J V S D
29 30 1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31 1 2

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FEBRUARIE
L M M J V S D
31 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
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	Luni	Marți	Miercuri	Joi	Vineri	Sâmbătă	Duminică
☾	27	28	29	30	31	1	2
☽	3	4	5	6	7	8	9
☽	10	11	12	13	14	15	16
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☽	24	25	26	27	28	29	30
☽	31	1	2	3	4	5	6

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⁵²	27	28	29	30	31	1	2
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³	17	18	19	20	21	22	23
⁴	24	25	26	27	28	29	30
⁵	31	1	2	3	4	5	6



Desk calendar

DECEMBRIE 2021

L	M	M	J	V	S	D
29	30	1	2	3	4	5
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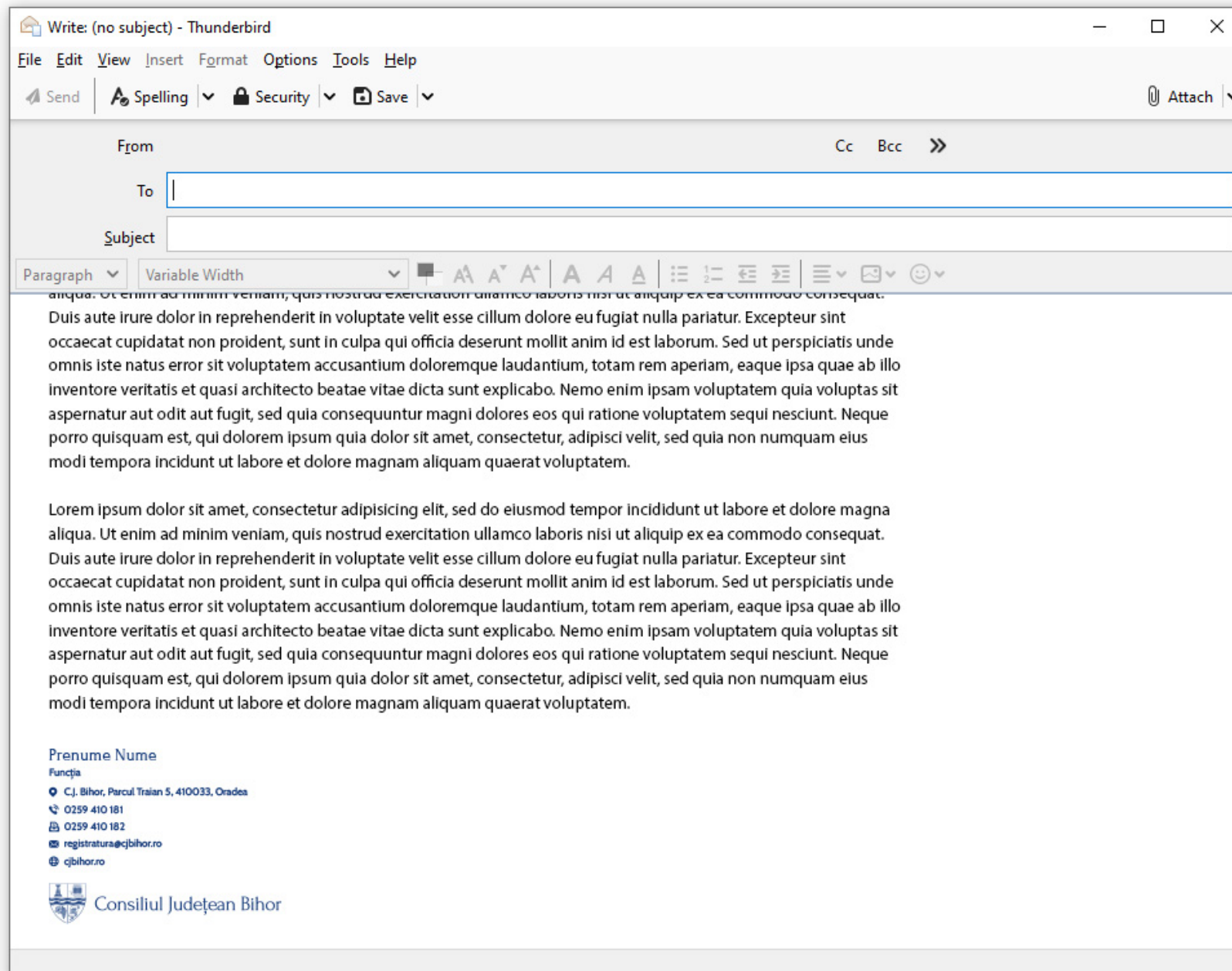
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21	22	23	24	25	26	27
28	1	2	3	4	5	6

	Lu	Ma	Mi	Jo	Vi	Sa	Du
52	27	28	29	30	31	1	2
1	3	4	5	6	7	8	9
2	10	11	12	13	14	15	16
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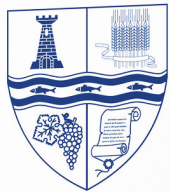


Visitor badge



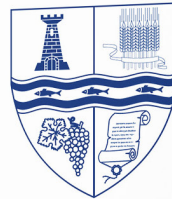


Pin badge



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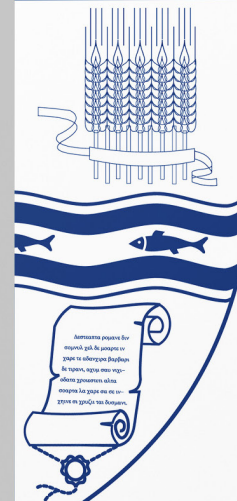
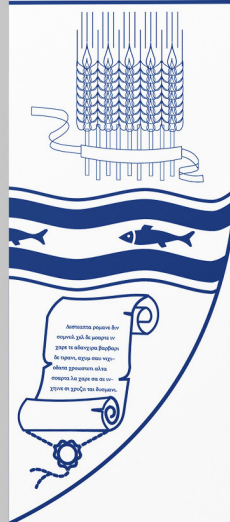
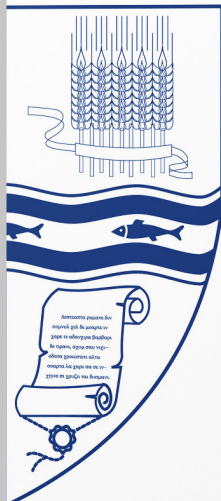
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PRENUME NUME
FUNCȚIA



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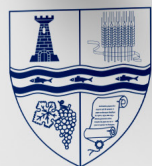


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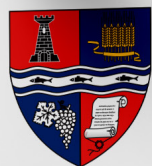
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Cabinetul Președintelui



Direcția Economică

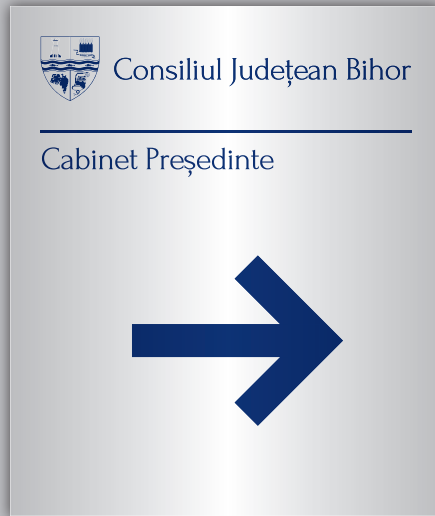


Direcția Tehnică



Direcția Arhitect Șef





registratura@cjbihor.ro

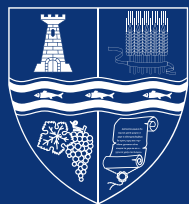
The present Visual Identity Manual of Bihor County Council is at its first version. It is to be updated, with other contexts of use and visual elements, also with further examples of the use of the institution graphic identity.

For any of the applications presented in this guide, digital mock-ups are also available.

We invite you to contact us for feedback or any other specific requests, at registratura@cjbihor.ro

The Office of the President is at your disposal to provide information, support and answers to your questions.

Thank you and we look forward to hearing from you.



Bihor County Council



Contact

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☎ 0259 410 181

📠 0259 410 182

✉ registratura@cjbihor.ro

🌐 cjbihor.ro