Bulclima

Brandbook 2021

Sign.

Main logo. Cyrillic and latin version..

Main logo. Cyrillic and latin version on black.

Main logo. Cyrillic and latin version on dark blue background.

Main logo. Cyrillic and latin version on light blue background.

Logo sign, logotype, and slogan. Cyrillic and latin version.

Logo sign, logotype, and slogan on black background. Cyrillic and latin version.

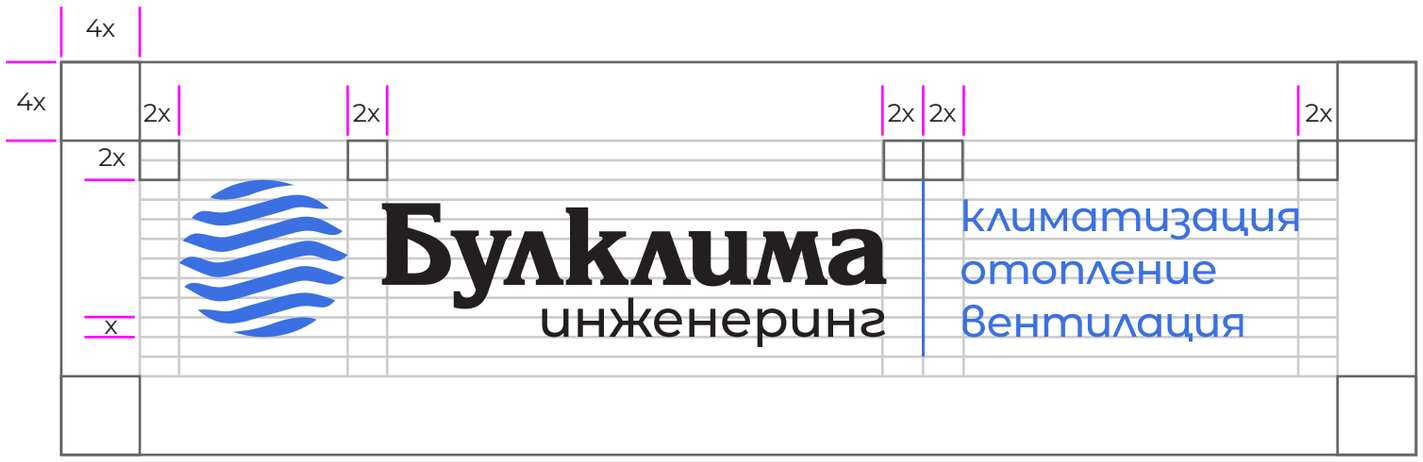
Logo sign, logotype, and slogan on dark blue background. Cyrillic and latin version.

Logo sign, logotype, and slogan on light blue background. Cyrillic and latin version.

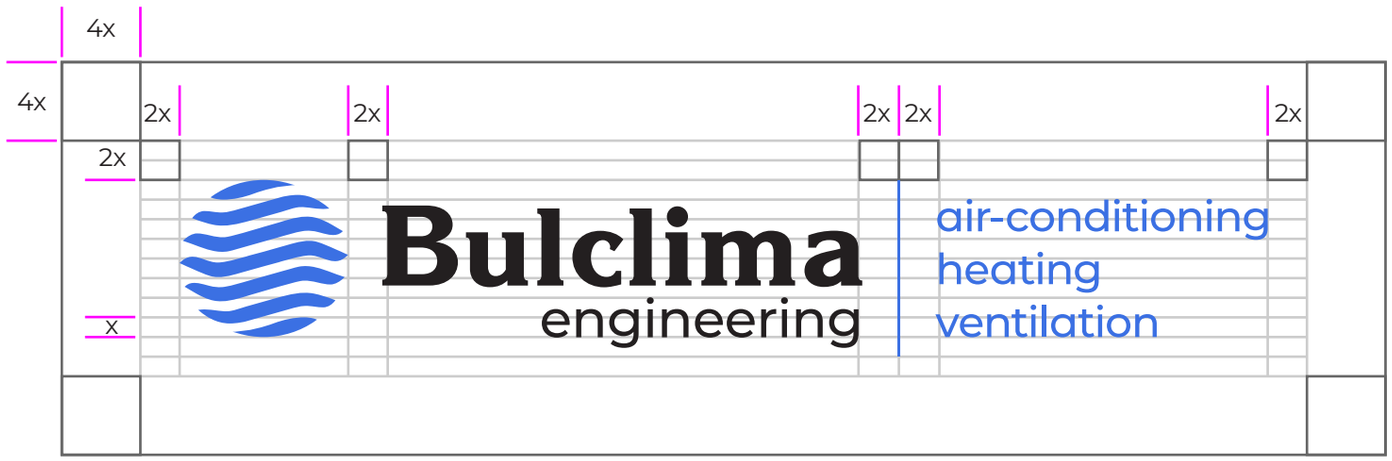
Logo construction. Proportions of the sign, logotype. Bulgarian version. Obligatory blank space around the logo.

Logo construction. Proportions of the sign, logotype. English version. Obligatory blank space around the logo.

Logo construction. Proportions of the sign, logotype. Bulgarian version. Obligatory blank space around the logo.



Logo construction. Proportions of the sign, logotype. English version. Obligatory blank space around the logo.



Corporate colors. The main blue color in different color schemes.

R 58
G 111
B 228

Pantone
2727 C

C 81
M 63
Y 0
K 0

RAL
5015

Corporate colors. The additional blue color in different color schemes.

R 40
G 37
B 96

Pantone
2755 C

C 100
M 100
Y 31
K 23

RAL
5022 Night Blue

Corporate colors. Additional colors in CMYK color scheme.

C 52 M 42 Y 42 K 6	C 5 M 90 Y 24 K 0	C 70 M 20 Y 0 K 0	C 5 M 20 Y 100 K 0	C 60 M 0 Y 55 K 0	C 0 M 55 Y 100 K 0	C 59 M 74 Y 9 K 0	C 65 M 53 Y 53 K 53

Montserrat Bold for titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЬЮЯ
абвгдежзийклмнопрстуфхцчшщъьюя

1234567890!@#$%^&*()_+

Montserrat Regular for paragraph text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЬЮЯ
абвгдежзийклмнопрстуфхцчшщъьюя

1234567890!@#$%^&*()_+

Title, Montserrat Bold, 30 pt., leading 36 pt.

Lorem ipsum dolor sit amet, consecte-tur adipiscing elit, sed do eiusmod tempor incididunt ut labore et magna

Title, Montserrat Bold, 18 pt., leading 24 pt.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa

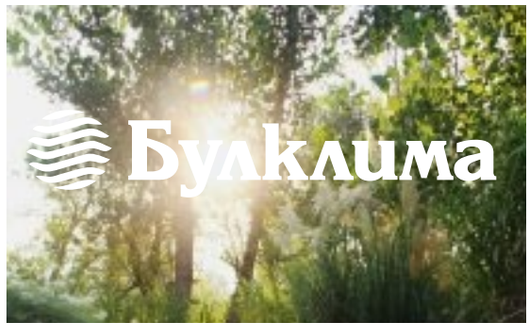
Paragraph text, Montserrat Regular, 11 pt., leading 15 pt.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Incorrect colour use

Stretching / narrowing
the corporate logo

Adding visual effects



Placing over a busy background

Rotating the logo

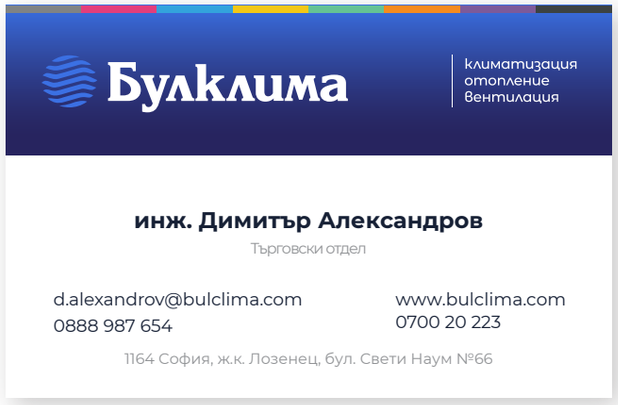
Applying contours

Changing the fonts

Altering proportions

Rearrangement of the elements

Bulclima Business Cards.



Front

Back

Front

Back

GENERAL
atlantic
OLIMPIA SPLENDID
KAISAI
Булклима
Климатизация
отопление
вентилация
инж. Димитър Александров
Търговски отдел
d.alexandrov@bulclima.com
0888 987 654
www.bulclima.com
0700 20 223
1164 София, ж.к. Лозенец, бул. Свети Наум №66

Bulclima Engineering Business Cards.

Front

Back

Front

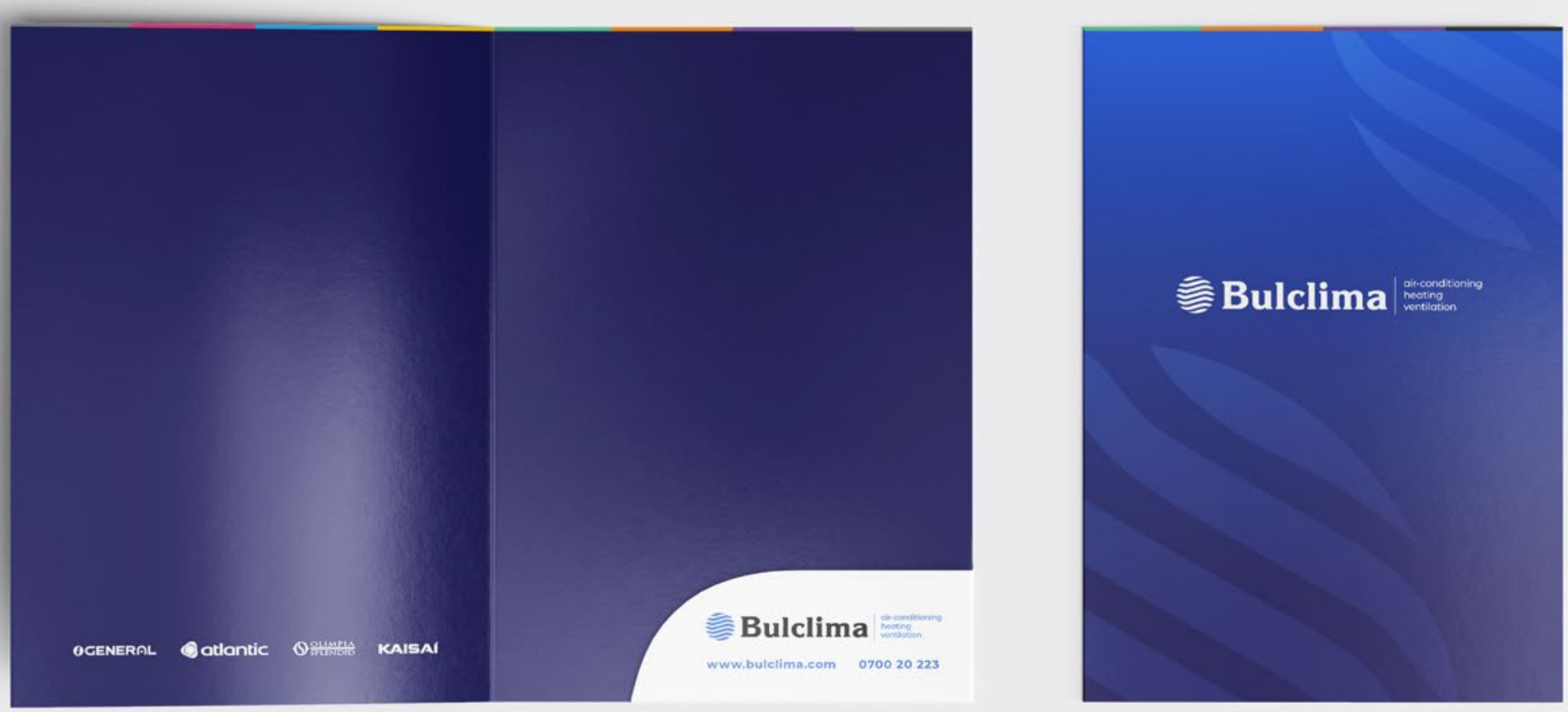
Back

GENERAL
atlantic
OLIMPIA SPLENDID
KAISAI
Bulclima
engineering
air-conditioning
heating
ventilation
Dipl. Eng. Dimitar Alexandrov
Sales Department
www.bulclima.com
+359 700 20 223
d.alexandrov@bulclima.com
+359 888 987 654
Bulgaria, 1164 Sofia, Lozenets, 66 Sv. Naum Blvd.

30 години
традиция, качество, иновация
Булклима
климатизация
отопление
вентилация
GENERAL
atlantic
OLIMPIA SPLENDID
KAISAI

Business Documentation. Letterhead A4.

Business Documentation. Folder A4.

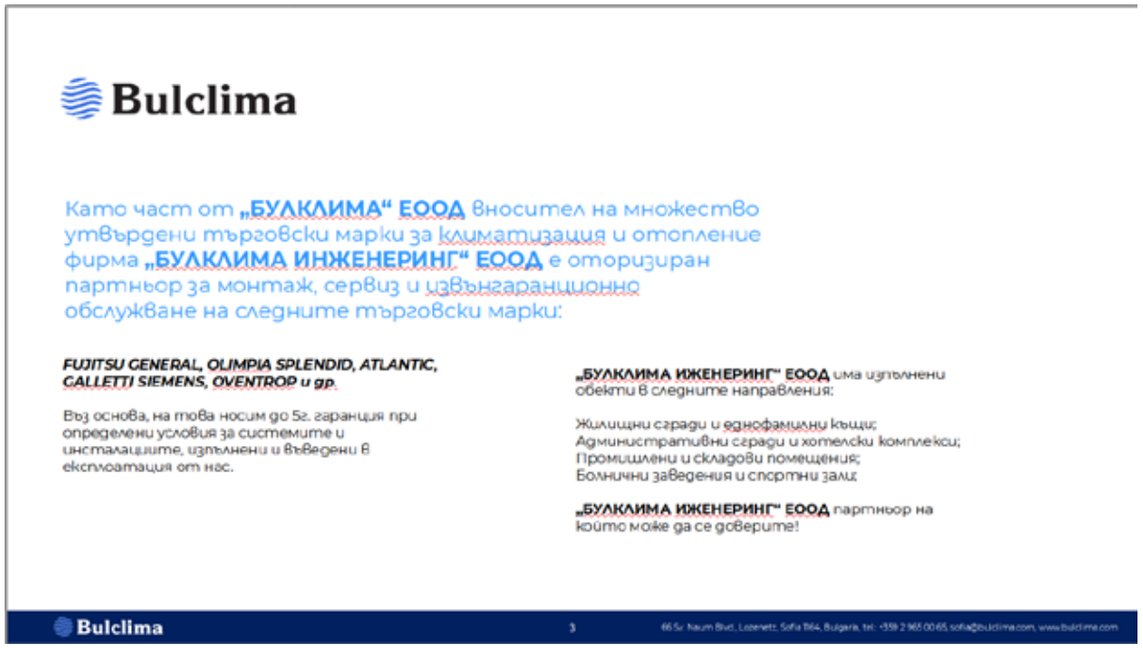


Business Documentation. Folder A4.

15x15 см

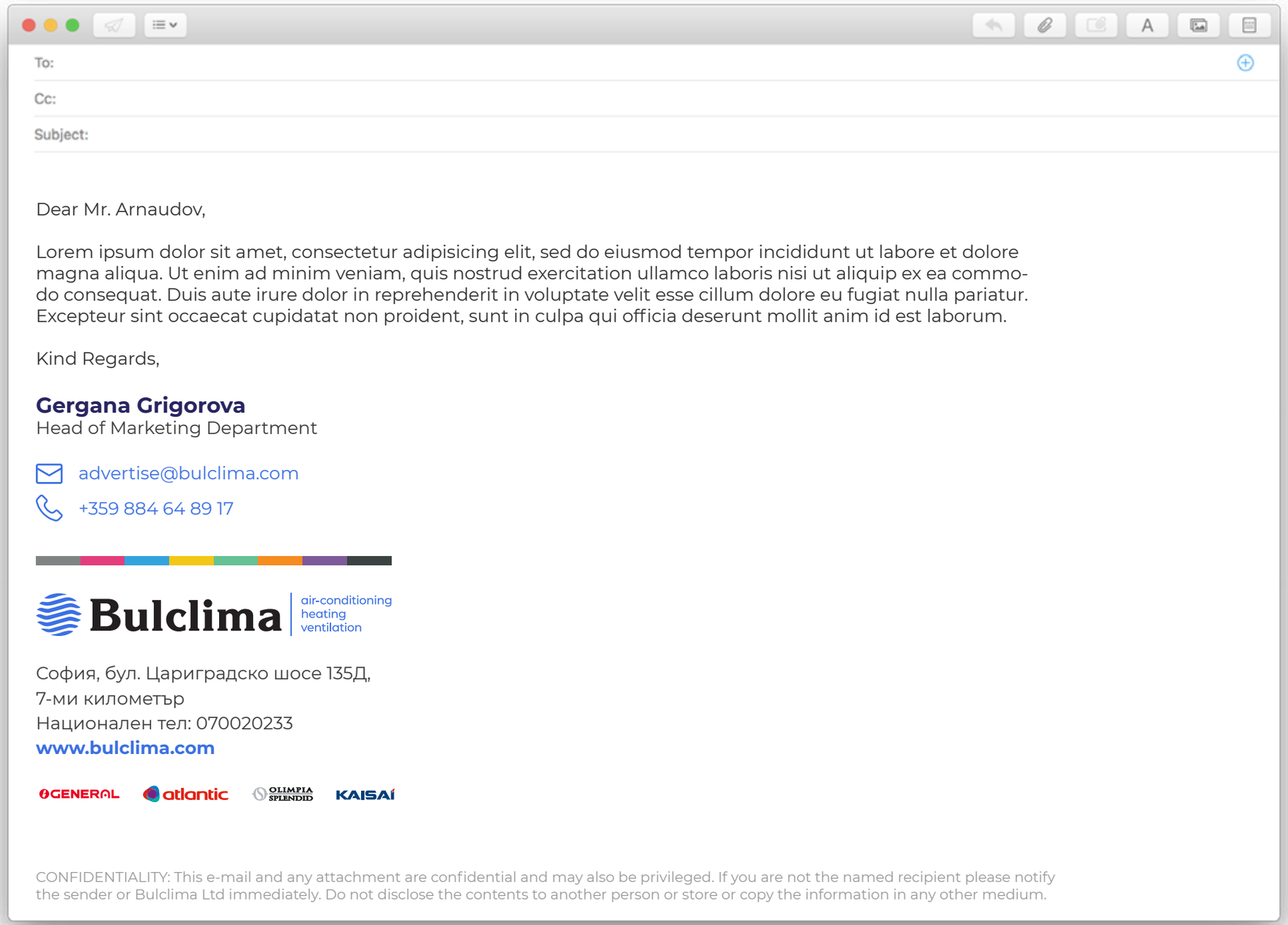
20x20 см

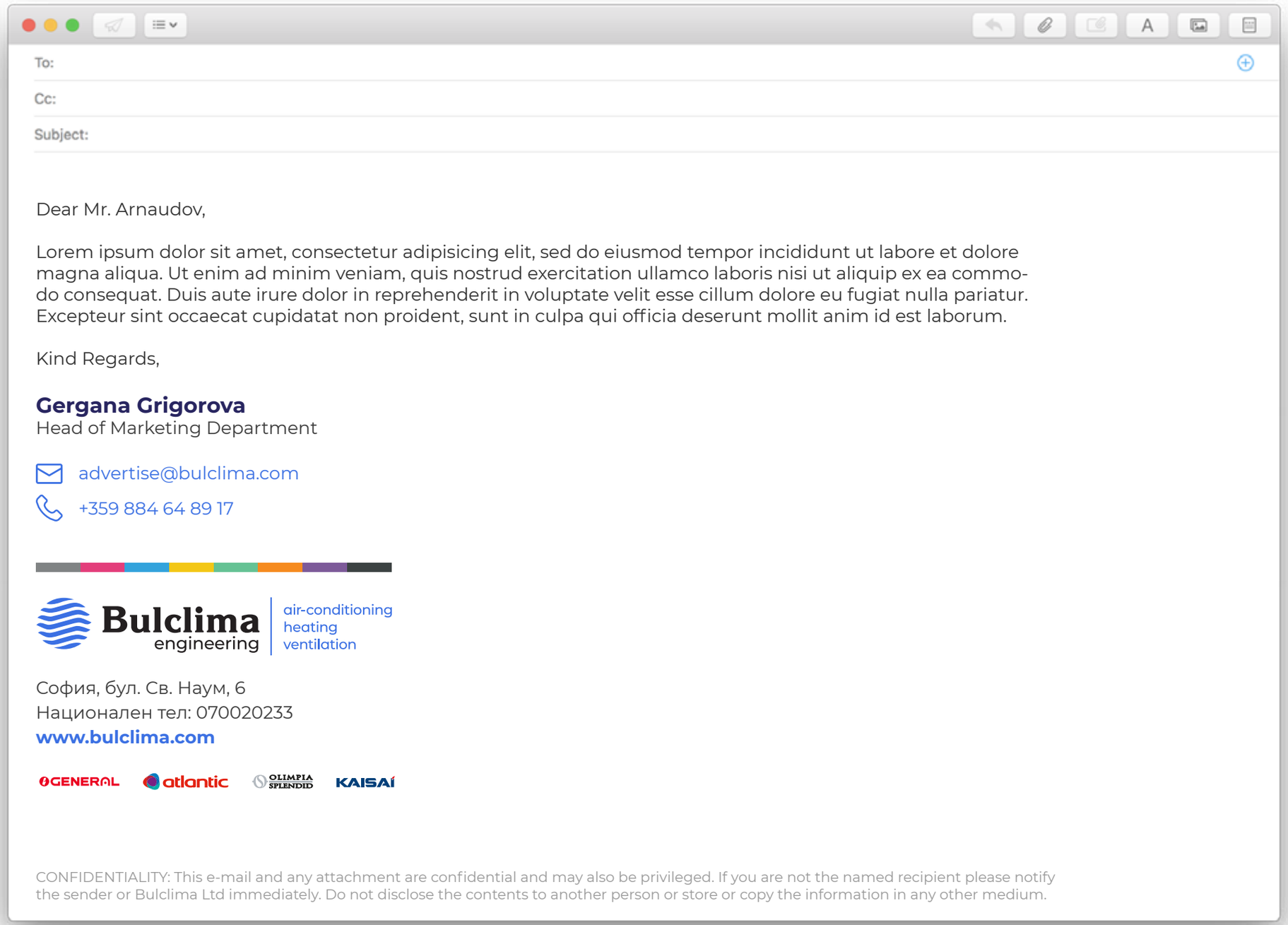
Bulclima
air-conditioning
heating
ventilation
Bulclima
1

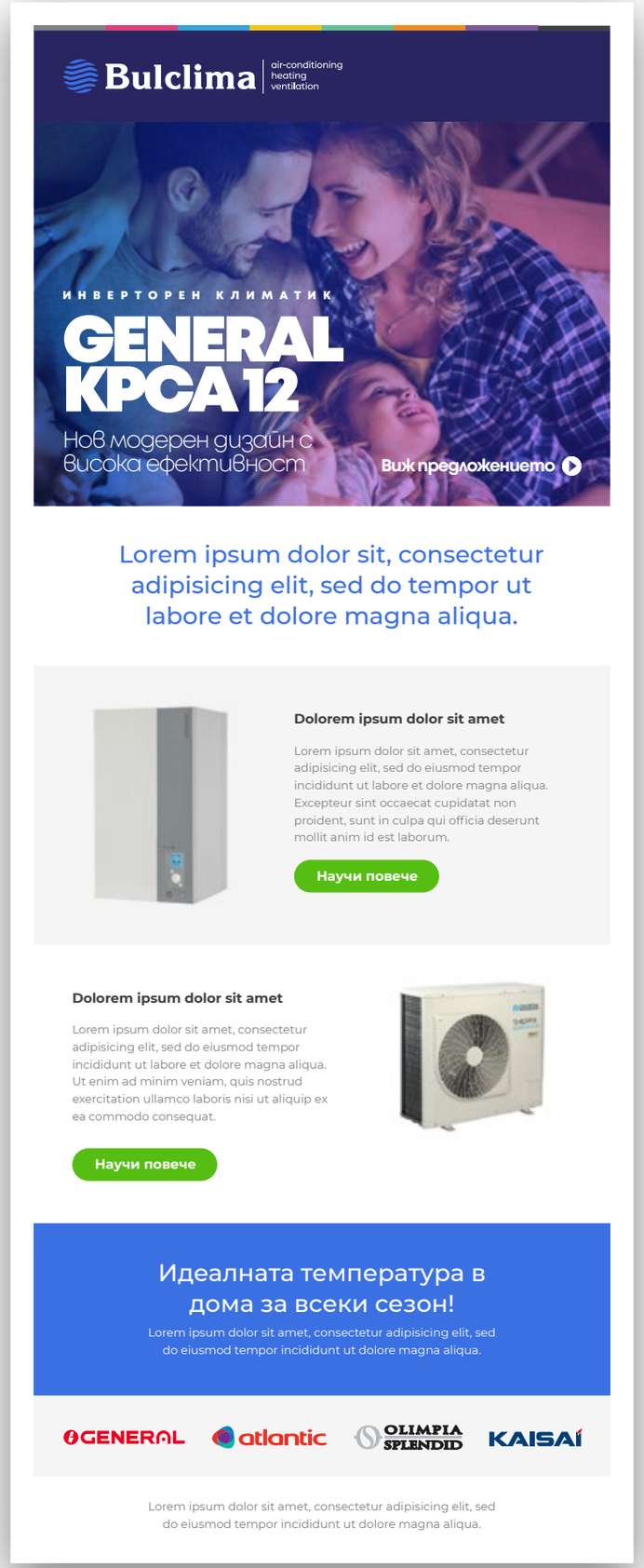

Bulclima
Като част от „БУЛКЛИМА“ ЕООД вносител на множество утвърдени търговски марки за климатизация и отопление фирма „БУЛКЛИМА ИНЖЕНЕРИНГ“ ЕООД е оторизиран партньор за монтаж, сервиз и извънгаранционно обслужване на следните търговски марки:
FUJITSU GENERAL, OLIMPIA SPLENDID, ATLANTIC, GALLETTI SIEMENS, OVENTROP и др.
Въз основа, на това носим до 5г. гаранция при определени условия за системите и инсталациите, изпълнени и въведени в експлоатация от нас.
„БУЛКЛИМА ИЖЕНЕРИНГ“ ЕООД има изпълнени обекти в следните направления:
Жилищни сгради и еднофамилни къщи;
Административни сгради и хотелски комплекси;
Промишлени и складови помещения;
Болнични заведения и спортни зали;
„БУЛКЛИМА ИЖЕНЕРИНГ“ ЕООД партньор на който може да се доверите!
Bulclima
3

Bulclima
Bulclima
4

Bulclima
„БУЛКЛИМА ИЖЕНЕРИНГ“ ЕООД е основано 2016г. Дружеството изпълнява, проектиране, изграждане и поддържане на ОВК инсталации в това число:
• Климатични инсталации;
• Отоплителни инсталации;
• Вентилационни инсталации;
• Прецизна климатизация за сървърни помещения;
• Автоматика и КИПиА;
„БУЛКЛИМА ИЖЕНЕРИНГ“ ЕООД разполага със собствен екип от обучени и сертифицирани специалисти.
• 9 бр. инженери,
• 21 бр. инсталатори,
• 2 бр. проектанти.
Bulclima
2


To:
Cc:
Subject:
Dear Mr. Arnaudov,
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Kind Regards,
Gergana Grigorova
Head of Marketing Department
advertise@bulclima.com
+359 884 64 89 17
Bulclima
air-conditioning
heating
ventilation
София, бул. Цариградско шосе 135Д,
7-ми километър
Национален тел: 070020233
www.bulclima.com
GENERAL
atlantic
OLIMPIA SPLENDID
KAISAI
CONFIDENTIALITY: This e-mail and any attachment are confidential and may also be privileged. If you are not the named recipient please notify the sender or Bulclima Ltd immediately. Do not disclose the contents to another person or store or copy the information in any other medium.


To:
Cc:
Subject:
Dear Mr. Arnaudov,
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Kind Regards,
Gergana Grigorova
Head of Marketing Department
advertise@bulclima.com
+359 884 64 89 17
Bulclima engineering
air-conditioning
heating
ventilation
София, бул. Св. Наум, 6
Национален тел: 070020233
www.bulclima.com
GENERAL
atlantic
OLIMPIA SPLENDID
KAISAI
CONFIDENTIALITY: This e-mail and any attachment are confidential and may also be privileged. If you are not the named recipient please notify the sender or Bulclima Ltd immediately. Do not disclose the contents to another person or store or copy the information in any other medium.


Bulclima
air-conditioning
heating
ventilation
ИНВЕРТОРЕН КЛИМАТИК
GENERAL
KPCA 12
Нов модерен дизайн с
висока ефективност
Вижпредложението
Lorem ipsum dolor sit, consectetur adipisicing elit, sed do tempor ut labore et dolore magna aliqua.
Dolorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Научи повече
Dolorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Научи повече
Идеалната температура в дома за всеки сезон!
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut dolore magna aliqua.
GENERAL
atlantic
OLIMPIA SPLENDID
KAISAI
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut dolore magna aliqua.

Business Documentation. Notepad.

Business Documentation. Pencil.

www.bulclima.com
Bulclima

Bulclima
air-conditioning
heating
ventilation
0700 20 223
www.bulclima.com
www.bulclima.com
Bulclima
Your Air Conditioning Experts
0700 20 223

Bulclima
air-conditioning
heating
ventilation
Your Air Conditioning Experts
0700 20 223
www.bulclima.com