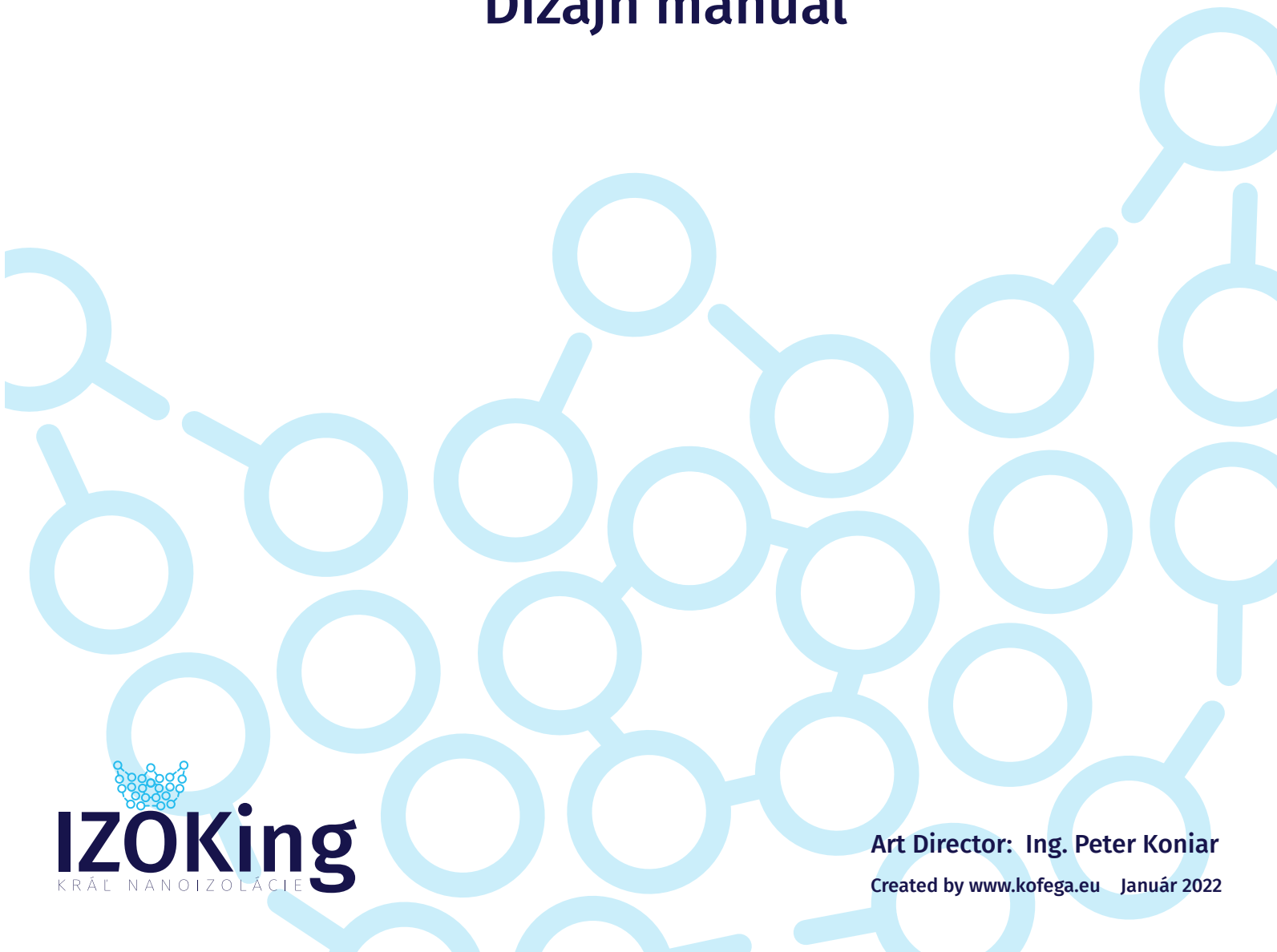




Dizajn manuál



Art Director: Ing. Peter Koniar

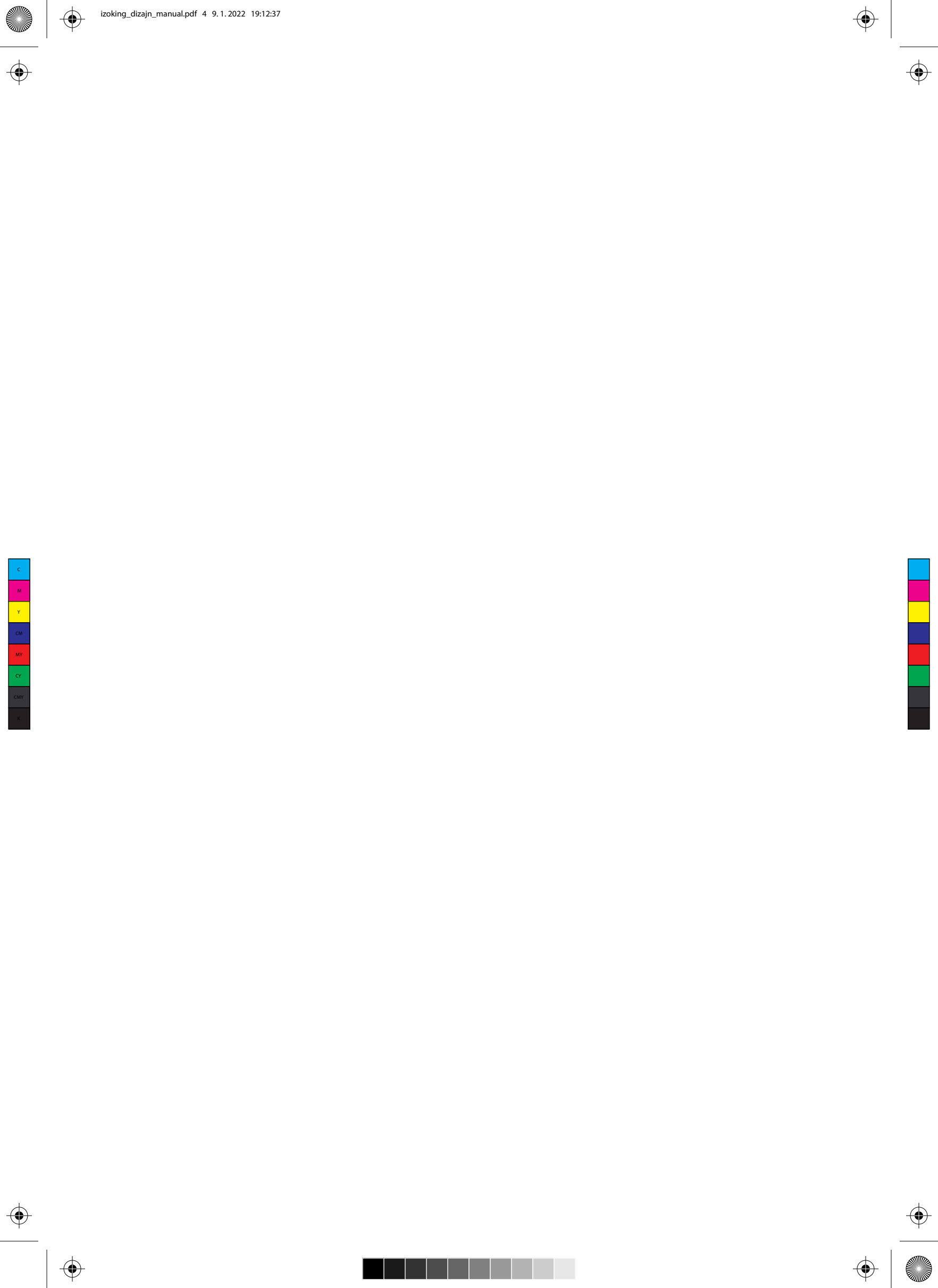
Created by www.kofega.eu Január 2022





Obsah

- 1. Farby str. 5
- 2. Písmo str. 6
- 3. Logo str. 7
- 3. Logo- zakázane varianty str. 8
- 3. Logo- ochranná zóna str. 9
- 4. Marketing str. 10





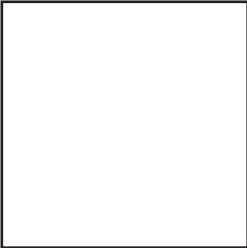
1. Farby



+DeepSkyBlue
#27bdef



MidnightBlue
#1d174b



White
#FFFFFF



Black
#000000



2. Font

Logotype / hlavné písmo loga

Aa Fira Sans - Medium

Slogan font

Aa Fira Sans - thin

License

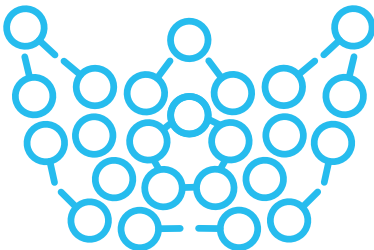
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Download from: <https://fonts.google.com/specimen/Fira+Sans>

3. Logo

Varianty loga



Čisté logo



Logo zo sloganom



Logo na tmavom pozadí



Logo menší formát korunky



Logo menší formát korunky
V prípade, že je potrebné použiť logo
v škále čiernobiela
(web obchodného partnera a podobne...)



Umiestnenie vo videu v pravo hore
ako vozodnak (white, opacity 70%)



Zakázané varianty



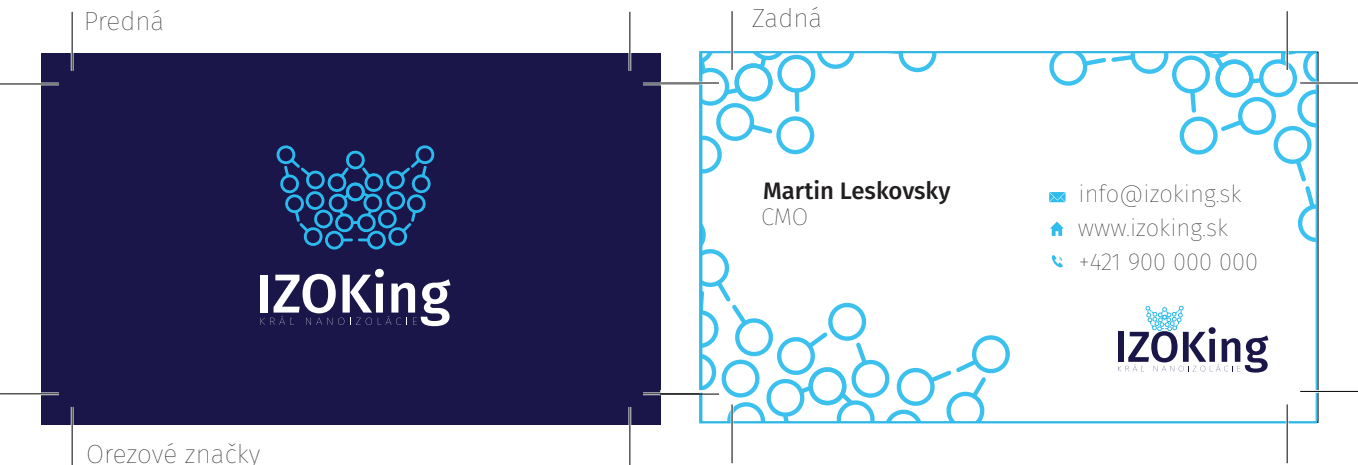


Ochranná zóna



4. Marketing

Vizitky



3leaflet



Billboard



Pero, hrnček



Dodávka



