

# VIZUELNI IDENTITET

## Smernice



## Primarni logo



## Sekundarni logo



## Prazan prosotr



## Minimalna velicina

print



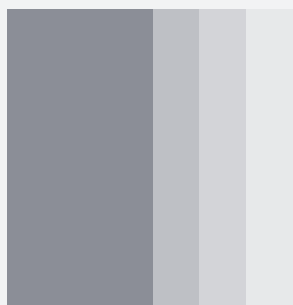
25 mm

web



70 px

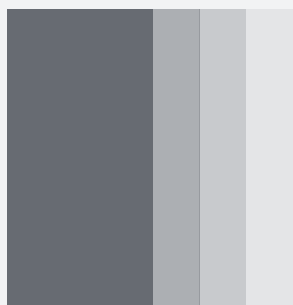
## Boje Logotipa



C 50 M 40 Y 35 K 0

R 140 G 143 B 151

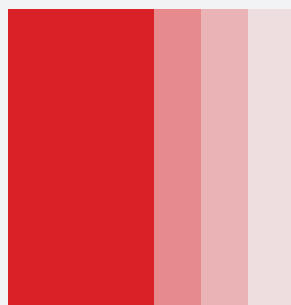
HTML  
8C8F97



C 50 M 40 Y 35 K 30

R 104 G 108 B 114

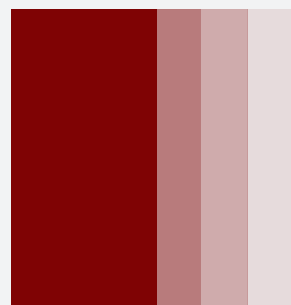
HTML  
686C72



C 10 M 100 Y 100 K 0

R 218 G 33 B 40

HTML  
DA2128



C 10 M 100 Y 100 K 50

R 128 G 5 B 7

HTML  
800507

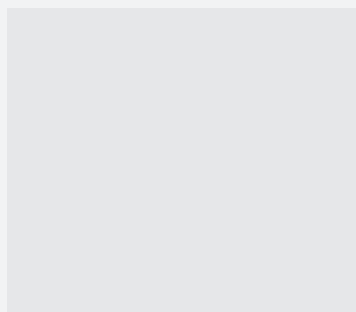
print



web



Jedna Boja



Boja pozadine za sav kreativan materijal

C 0 M 0 Y 0 K 10

R 230 G 231 B 232

HTML  
E6E7E8



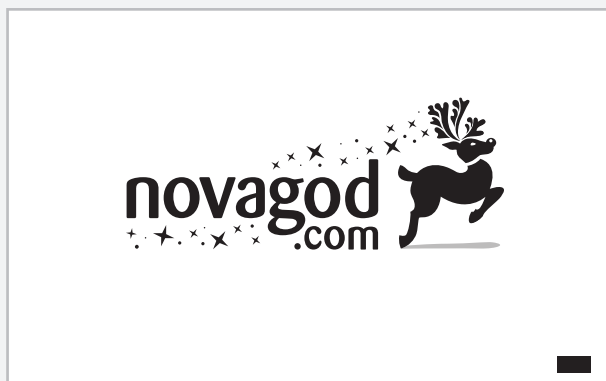
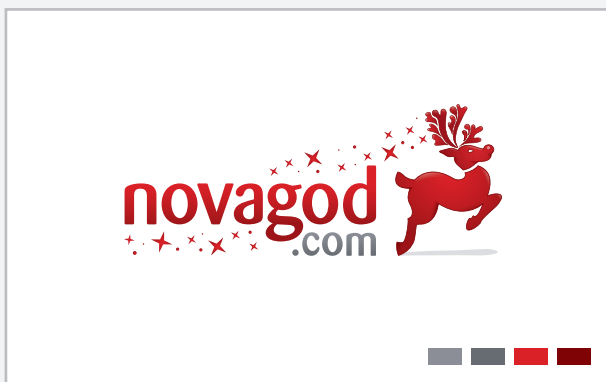
Boja texta

C 0 M 0 Y 0 K 50

R 147 G 149 B 152

HTML  
939598

## Varijacije Logotipa



## Logotip sa sloganom



*Izaberi doček po svojoj meri!*

Aa 123  
Bb 456  
Cc 789  
Dd !?@

Barmeno Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"\$%&/()=? @€

### Primarna tipografija

Aa 123  
Bb 456  
Cc 789  
Dd !?@

Ginkgo LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"\$%&/()=? @€

**Ginkgo LT Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"\$%&/()=? @€**

*Ginkgo LT Pro Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!"\$%&/()=? @€*

***Ginkgo LT Pro Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!"\$%&/()=? @€***

### Sekundarna tipografija

Aa 123  
Bb 456  
Cc 789  
Dd !?@

Helvetica Neue LT Pro Roman 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"\$%&/()=? @€

Helvetica Neue LT Pro 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"\$%&/()=? @€

*Helvetica Neue LT Pro 56 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!"\$%&/()=? @€*

***Helvetica Neue LT Pro 66 Medium Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!"\$%&/()=? @€***

## Vizitkarta



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*Izaberi doček po svojoj meri!*



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