



Design manual

LOGO

základný tvar



BiSou
BOUTIQUE SUITES

BiSou

LOGO

horizontálna verzia



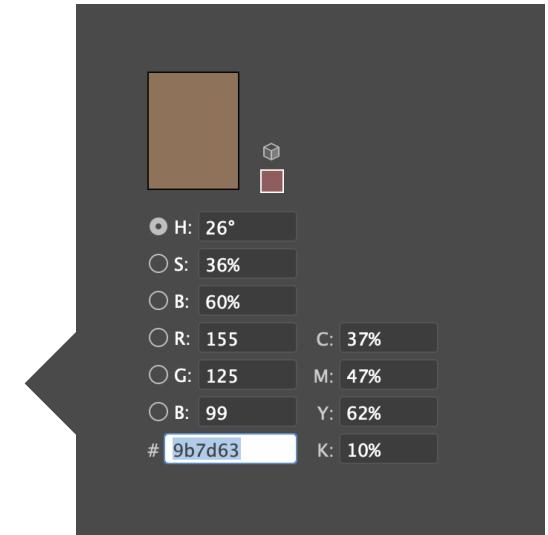
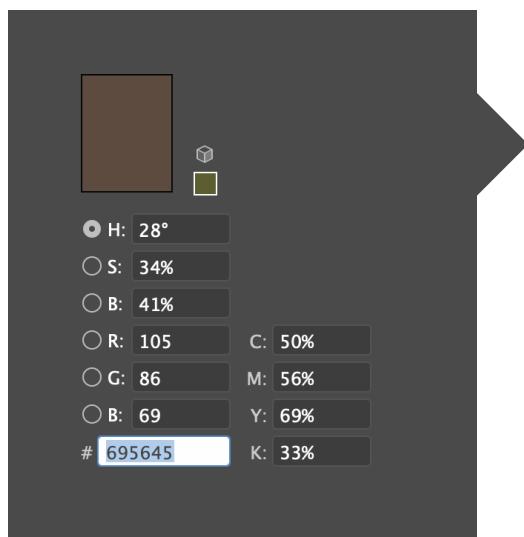
LOGO

samostatný logotyp



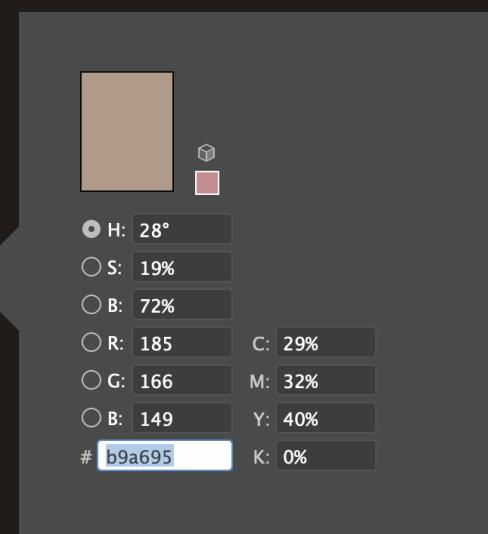
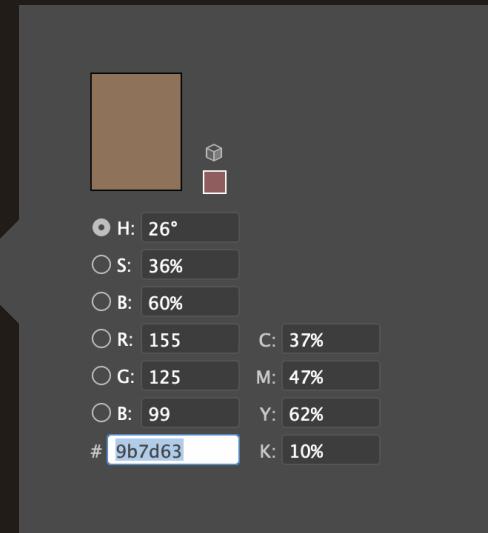
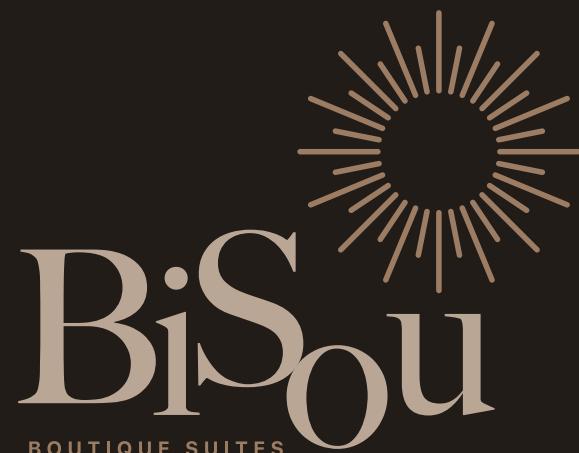
FARBY

základná špecifikácia



FARBY

inverzné verzie



FARBY

verzie monocolor



#695645



#b9a695

FARBY

verzie monicolor
minimálny kontrast



#d8cfcc



#665545

ROZMERY

ochranné zóny loga



platí aj pre horizontálnu verziu

ROZMERY

minimálny rozmer



32,7 x 26mm



44,8x 16mm



15,4 x 12mm



19,6x 7mm



Ø8 mm



8,6 x 4mm

ROZMERY

minimálny rozmer
použitie v praxi



ROZMERY

minimálny rozmer
použitie v praxi



TEXTÚRA

svetlá



TYPOGRAFIA / dtp

nadpis

Big Caslon Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

bežný text

Galvji/ regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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TYPOGRAFIA / web

nadpis

Brawler Regular

abcdefghijklmnopqrstuvwxyz

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bežný text

Open Sans Condensed

abcdefghijklmnopqrstuvwxyz

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VIZITKY

matné lamino + parciálny lak



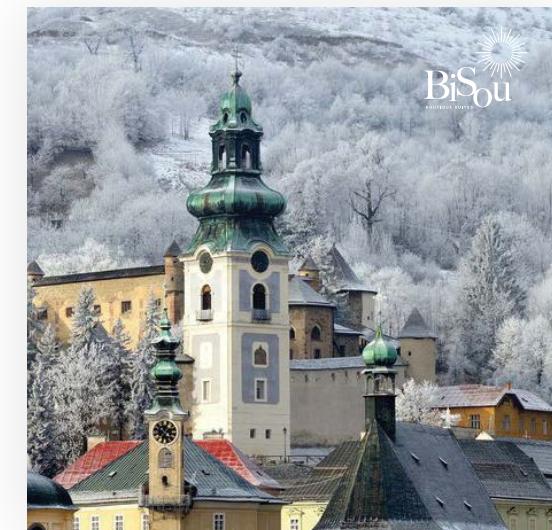
SOCIÁLNE SIETE

fb, insta posty



SOCIÁLNE SIETE

fb, insta posty



LETÁK

A5



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NAVIGAČNÁ TABUĽA

1200 x 800mm



500m

Námestie svätej Trojice 1

WEBOVÁ STRÁNKA

úvodné okno + druhá sekcia



DOMOV | O NÁS | GALÉRIA | KONTAKT

REZERVÁCIA



VITAJTE

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

REZERVÁCIA



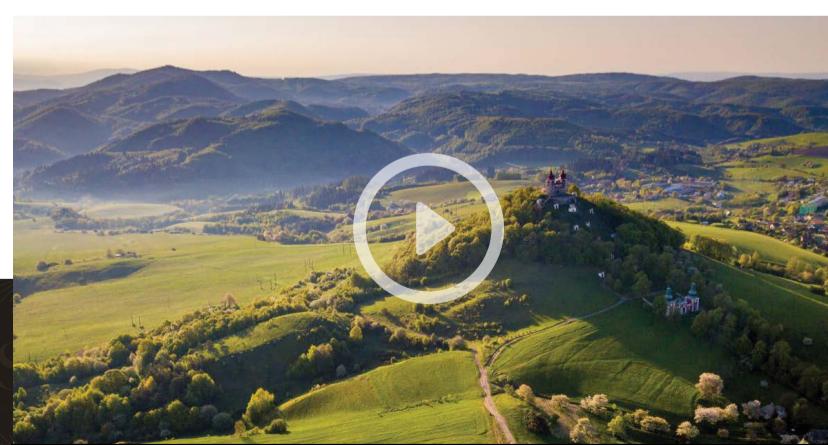
O NÁS

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GALÉRIA



ZAKÁZANÉ POUŽITIE

logo



nedodržané proporcie
prvkov loga



rotácia loga



nedodržané proporcie



nesprávna farebnosť



nedostatočný kontrast



ochranná zóna

ZAKÁZANÉ POUŽITIE

logo



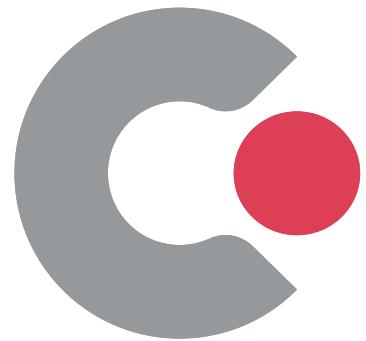
rušivé pozadie loga



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zlá typografia



Vypracovala firma ETRENDY, s.r.o. v divízii ONE WORLD INTERACTIVE.
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