



# Brandbook

corporate style  
and brand usage  
guidelines



# LOGO

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# LOGO VERSIONS

Basic, full-color versions of the logo can sometimes be difficult to use. This alternate time, monochrome options should be used. Both of these logos it can be red or black. The choice should be made depending on the format and background color to be used.



# LOGO ON COLORED BACKGROUND

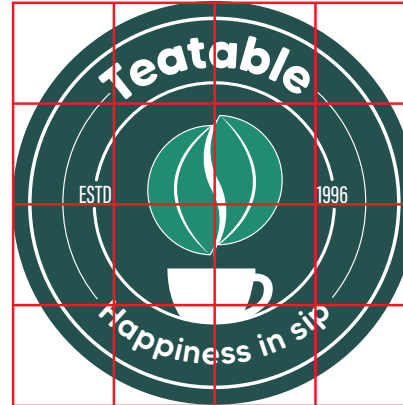
Contrast should be considered when using the logo on a colored background. If the background is too light, you should refer to the full-color or monochrome versions shown on the previous pages. If the background is dark, then white or partially white logos are applied. In a partially white logo, the symbol color remains red, and the typographic part is white.



# SAFE DISTANCE

The symbol and typographic part of the logo formed on the basis of certain laws. These proportions can be seen in detail in the illustrations on the right. A benchmark for the construction of the logo taken from its parts

4X



4X

X

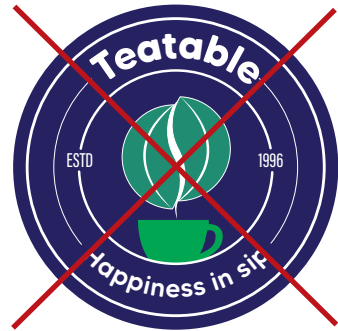


# MISUSE OF LOGO

The symbol and typographic part of the logo must be used separately or together according to certain rules. When these rules are violated, the uniqueness of the logo and the visual image of the brand are violated. Some examples of such deviations and their explanations are shown on the right.



The height or width of the logo cannot be deformed



Different colors cannot be applied to the logo



The logo cannot be crudely transformed



# COLOR AND TYPOGRAPHY

**CORPORATE  
TYPOGRAPHY**

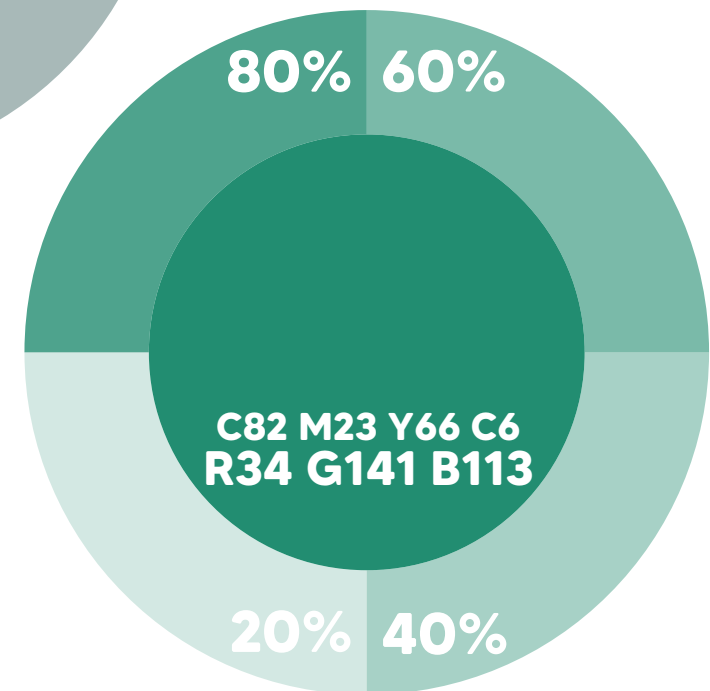
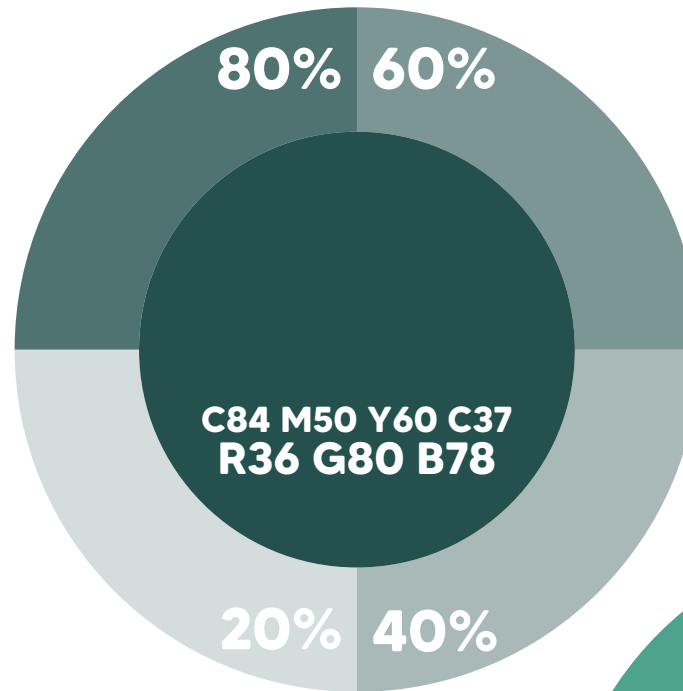
**7**

**MAIN CORPORATE  
COLORS**

**8**

# MAIN CORPORATE COLORS

The symbol and typographic part of the logo must be used separately or together according to certain rules. When these rules are violated, the uniqueness of the logo and the visual image of the brand are violated. Some examples of such deviations and their explanations are shown on the right.





# CORPORATE TYPOGRAPHY

MADE Tommy Soft BOLD used in the typographic part of the logo is the main font used for the headings. Din Pro should be used in addition, as this font is not very useful for mass text.



## MADE Tommy Soft BOLD

abcdefghijklmnopqrstuvwxy  
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ABCDEFGHIJKLMN  
OPQRSTU-  
WXYZ 1234567890!?  
a#\$%&\*();

## Acumin Variable Concept

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# CORPORATE STYLE

**CORPORATE  
TYPOGRAPHY**



**7**

**MAIN CORPORATE  
COLORS**



**8**

# CORPORATE PATTERN

A pattern consisting of repeated elements based on the symbol can be widely used in corporate style, in the design of gift boxes for souvenirs.



# BUSINESS CARDS

The two-sided business card has a corporate pattern and a white logo on one side. The main informative part contains the owner's name, position, coordinates and the symbol part of the logo.



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# A4 BLANK

The two-sided business card has a corporate pattern and a white logo on one side. The main informative part contains the owner's name, position, coordinates and the symbol part of the logo.





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Nisam St. 2018  
AT Business House

## John Wick

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*John Wick*





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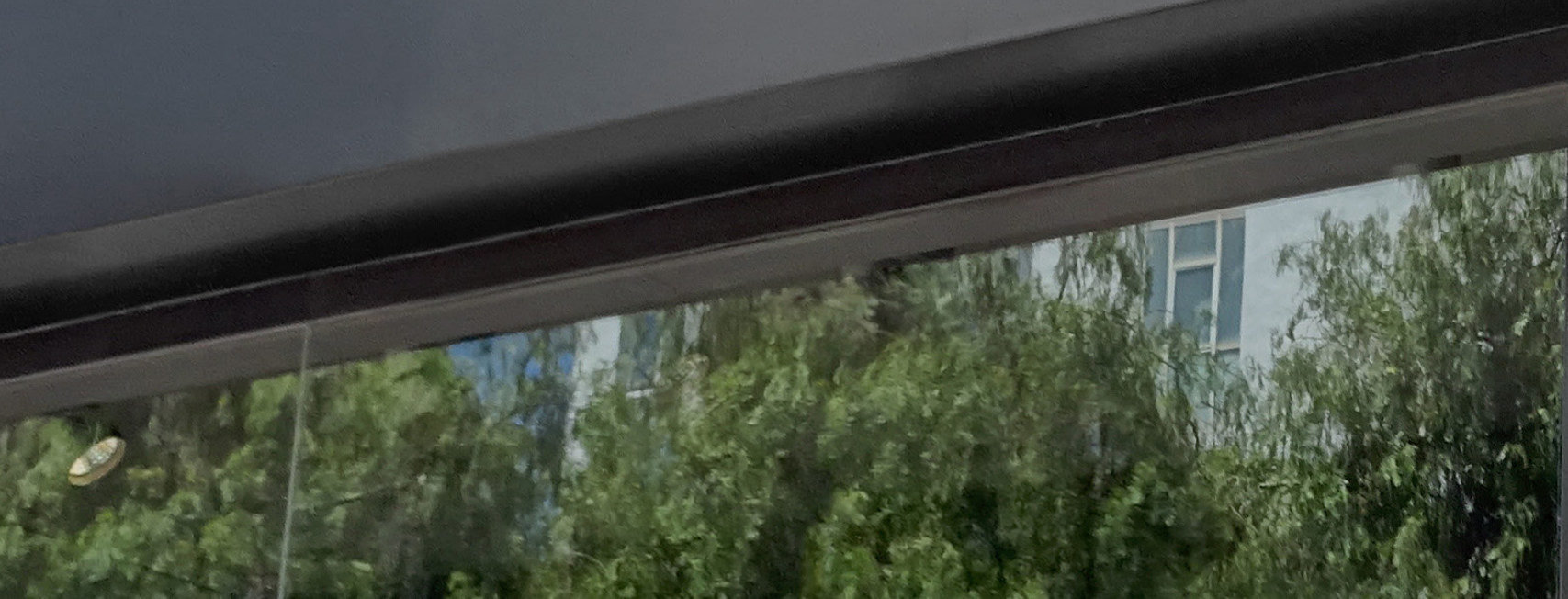
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**Teatable**