

grafický manuál logotypu


mojakarta

obsah

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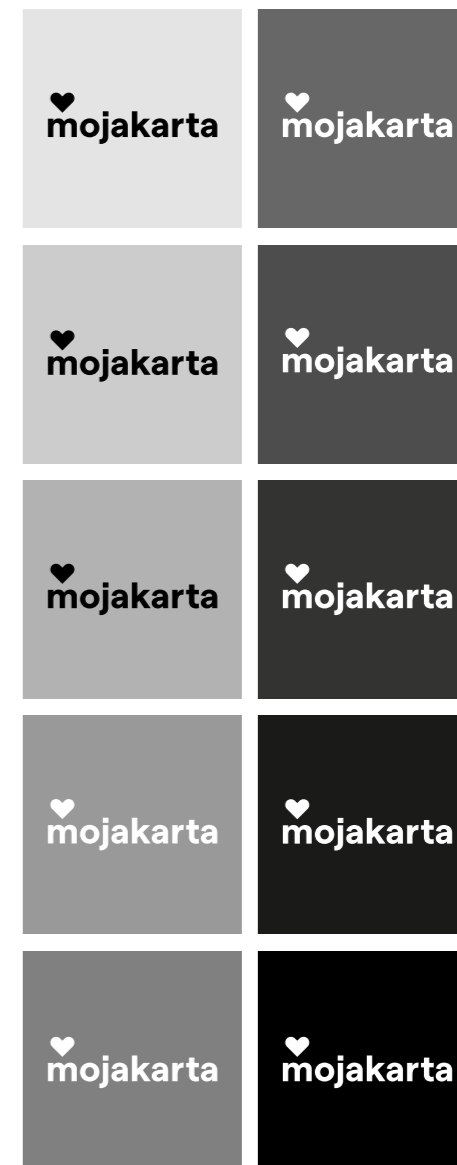
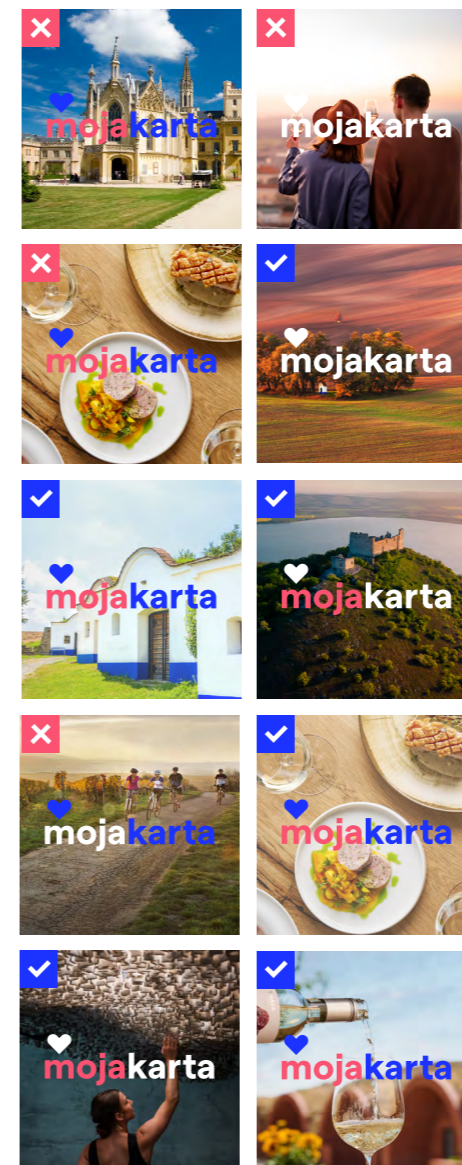
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01

logotyp
mojakarta



01 logotyp mojakarta



01 logotyp
mojakarta



70 mm



50 mm



30 mm



Doporučená nejmenší
velikost 20 mm



Nejmenší přípustná
velikost 15 mm

01 logotyp
mojakarta

~~♥
mojakarta~~

~~♥
mojakarta~~

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mojakarta~~

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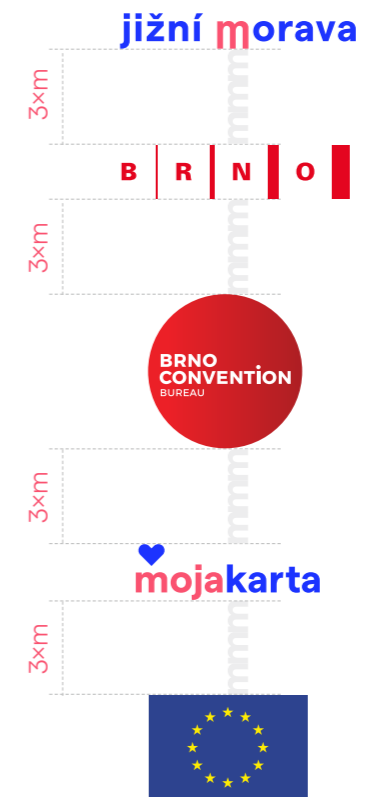
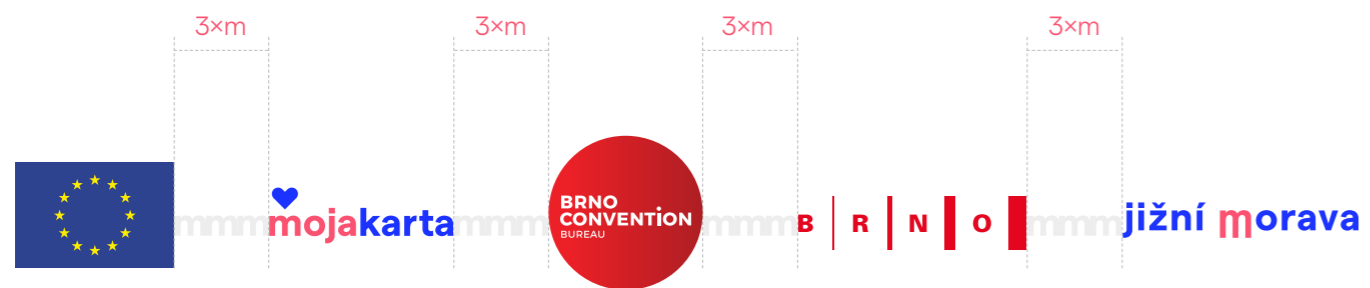
~~♥
mojakarta~~

~~♥
mojakarta~~

♥
moja
karta

♥
mojakarta

01 logotyp mojakarta



02

typografie
mojakarta

MATTER SQ – LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/-)]

MATTER SQ – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/-)]

MATTER SQ – MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/-)]

MATTER SQ – LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/-)]

MATTER SQ – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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MATTER SQ – MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/-)]

MATTER SQ – LIGHT, VELIKOST 9/12 BODŮ

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MATTER SQ – REGULAR, VELIKOST 9/12 BODŮ

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MATTER SQ – BOLD, VELIKOST 9/12 BODŮ

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MATTER SQ – LIGHT ITALIC, VELIKOST 9/12 BODŮ

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MATTER SQ – ITALIC, VELIKOST 9/12 BODŮ

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MATTER SQ – BOLD ITALIC, VELIKOST 9/12 BODŮ

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MATTER SQ – LIGHT, VELIKOST 11/14 BODŮ

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MATTER SQ – REGULAR, VELIKOST 11/14 BODŮ

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MATTER SQ – BOLD, VELIKOST 11/14 BODŮ

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MATTER SQ – LIGHT, VELIKOST 11/14 BODŮ

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MATTER SQ – REGULAR, VELIKOST 11/14 BODŮ

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MATTER SQ – BOLD, VELIKOST 11/14 BODŮ

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ARIAL – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/–)]

ARIAL – BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/–)]**

ARIAL – REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/–)]*

ARIAL – BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 žščřěáíé [(?!.,/–)]***

ARIAL – REGULAR, VELIKOST 9/12 BODŮ

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ARIAL – BOLD, VELIKOST 9/12 BODŮ

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ARIAL – REGULAR, VELIKOST 11/14 BODŮ

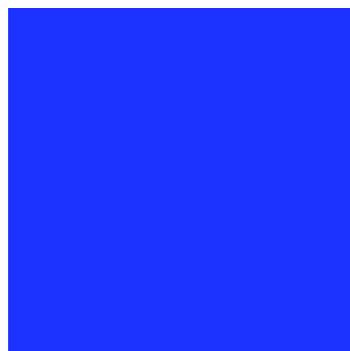
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ARIAL – BOLD, VELIKOST 11/14 BODŮ

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03

**definice barev
mojakarta**



Pantone Blue 2728C
CMYK 95/70/0/0
RGB 29/52/254
web #1d34fe



Pantone 1787C
CMYK 0/87/60/0
RGB 251/82/113
web #fb5271



Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
web #000000



Pantone Cool Gray 10 C
CMYK 0/0/0/75
RGB 100/101/105
web #636363

04

doplňkové prvky mojakarta



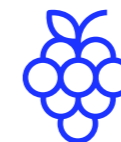
04 doplňkové prvky mojakarta



Ikonky "Jak kartu získat":



Další ikonky:



05

tištěné
materiály
mojakarta



05 tištěné materiály
mojakarta



05 tištěné materiály mojakarta

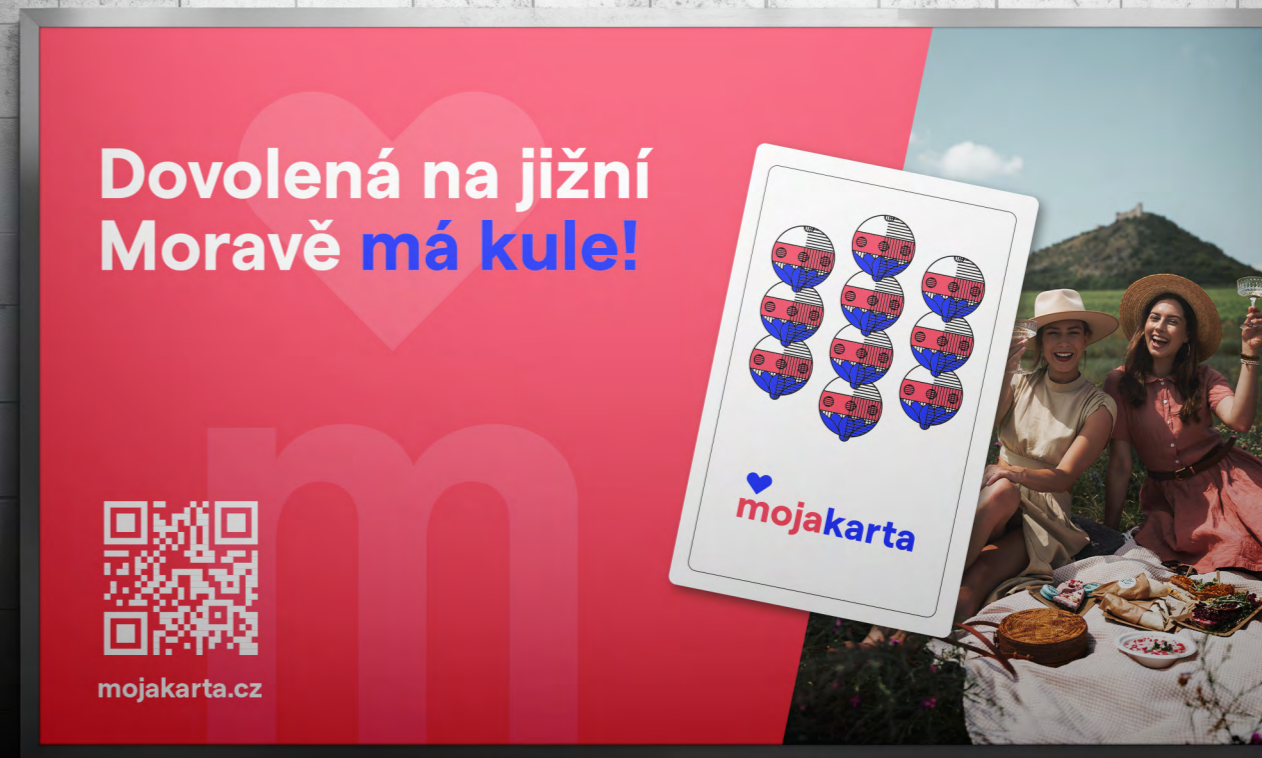


35 / roll-up



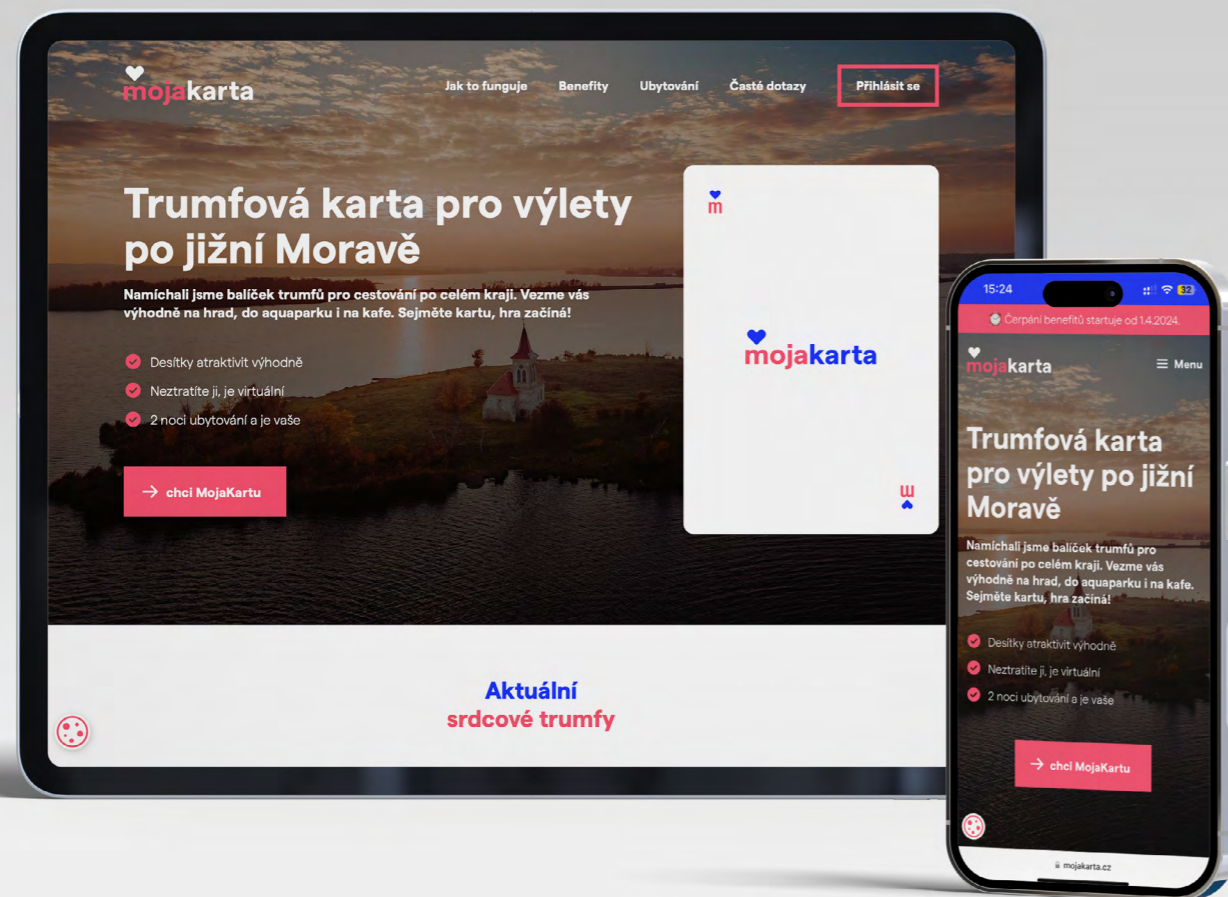
veletržní stánek / 36

05 tištěné materiály
mojakarta

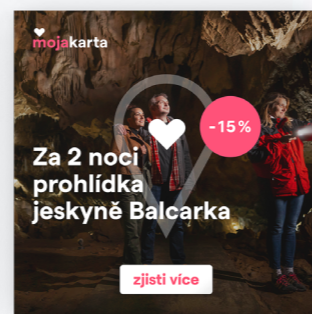
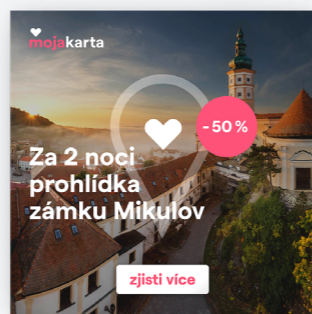
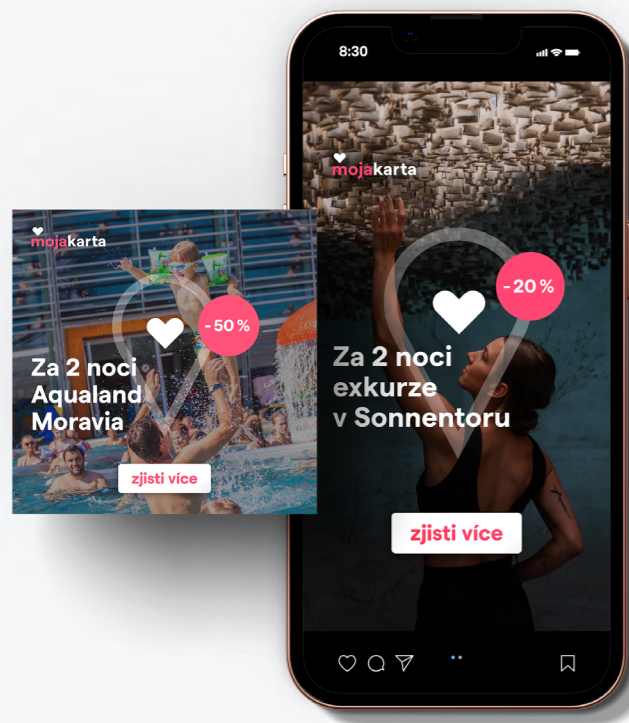


06

digitální
formáty
mojakarta



06 digitální formáty mojakarta



07

propagační
předměty
mojakarta

07 propagační předměty
mojakarta



07 propagační předměty
mojakarta



49 / taška



tričko / 50




mojakarta