



Corporate identity

Zdeněk Horáček

Vedoucí BP: Yaro Pružinec



Kvinto

What is Kvinto?

- Exclusively engaged in overhaul, manufacture and sale of car radiators, heating, air conditioning, intercoolers and oil coolers for all types of cars and trucks, buses, motorcycles, veterans, agricultural machinery and special construction machinery.



WEB

Intercoolers

production repairs
sale

Air conditioning

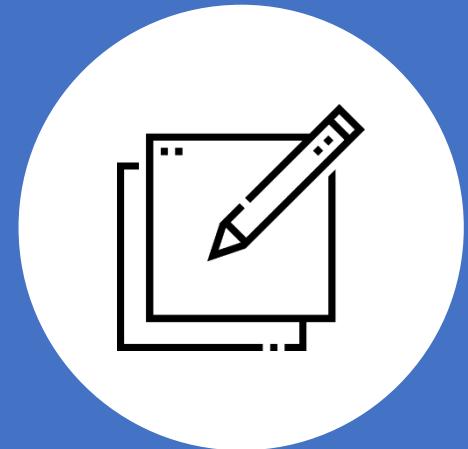


Old „LOGO“ or what is it...

Old Business card



- To date, this company has had no corporate identity, no logo, promotional materials, etc.
- Even though they have been on the market for 20 years

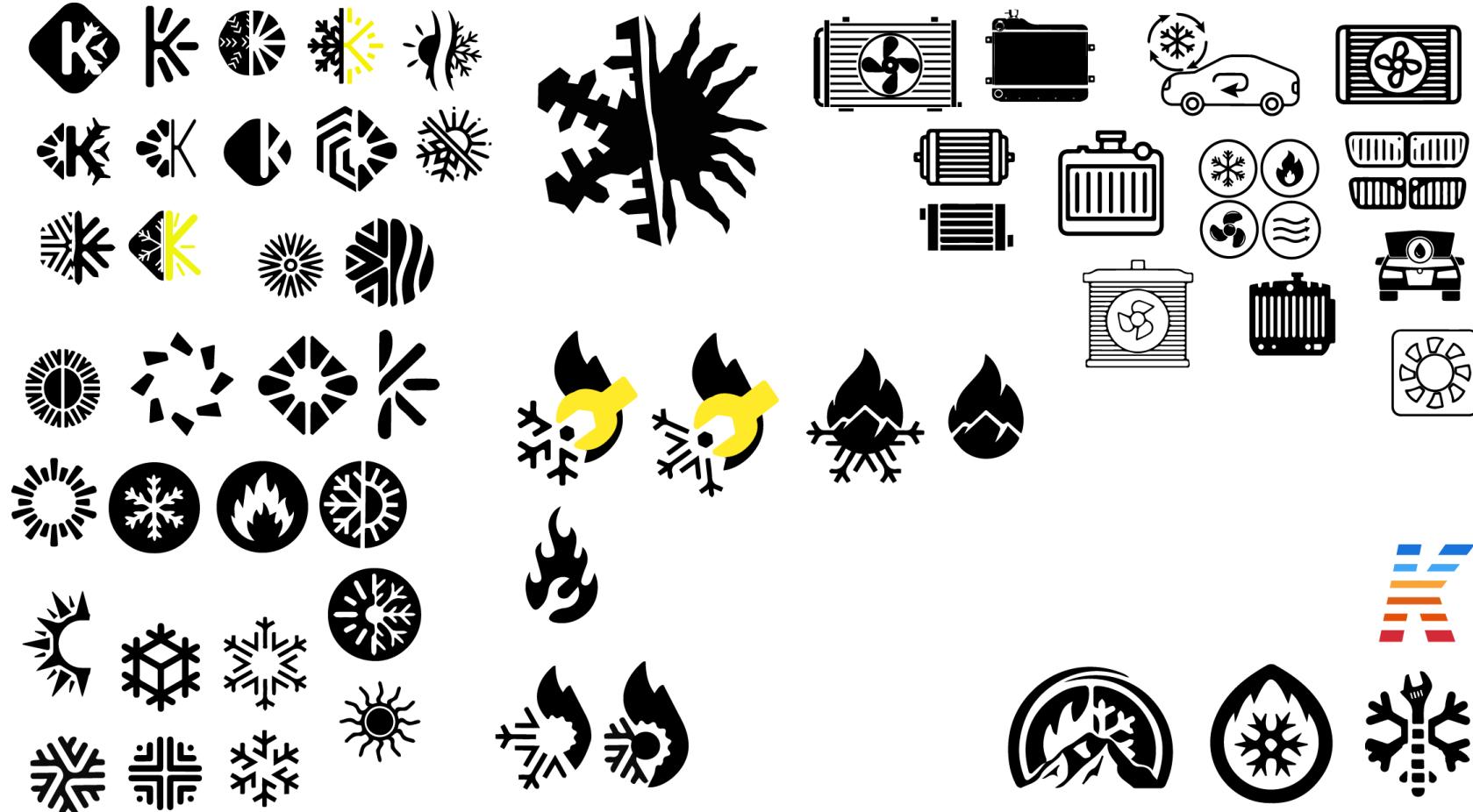


Logo

Logo design

- I tried to incorporate three elements into the logo. Cold, heat and repairs
- I created metaphors
 - Cold = snow
 - Heat = flame
 - Repairs = tools

The first phase: sketching and styling



The second phase: combining



Final |



The logo consists of three elements:

Flame – heat

Snowflake – cold

Tools - repairs





Font

Mic 32 NEW Regular

A B C D E F G a b c d e f
H I J K L M N g h i j k l m
O P Q R S T U n o p q r s t
V W X Y Z u v w x y z

Mic 32 NEW Bold

A B C D E F G a b c d e f
H I J K L M N g h i j k l m
O P Q R S T U n o p q r s t
V W X Y Z u v w x y z

Mic 32 NEW Light

A B C D E F G a b c d e f
H I J K L M N g h i j k l m
O P Q R S T U n o p q r s t
V W X Y Z u v w x y z

Mic 32 NEW Italic

A B C D E F G a b c d e f
H I J K L M N g h i j k l m
O P Q R S T U n o p q r s t
V W X Y Z u v w x y z

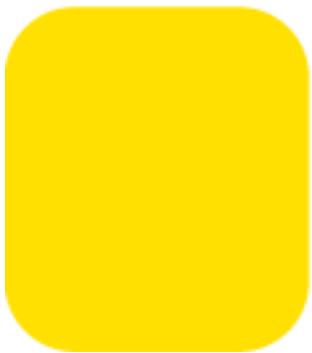
Final logo





Colors

Colors



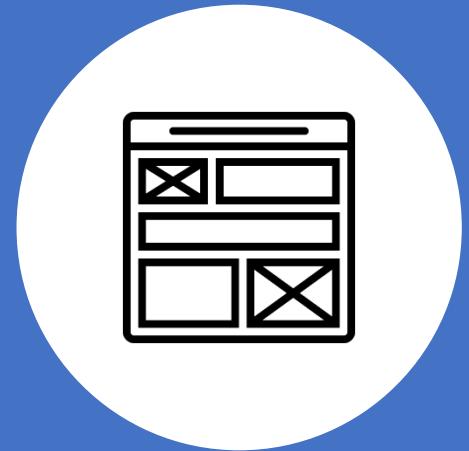
CMYK
0, 8, 100, 0
RGB
255, 224, 0

PANTONE P4-8C



CMYK
0, 0, 0, 95
RGB
46, 45, 44

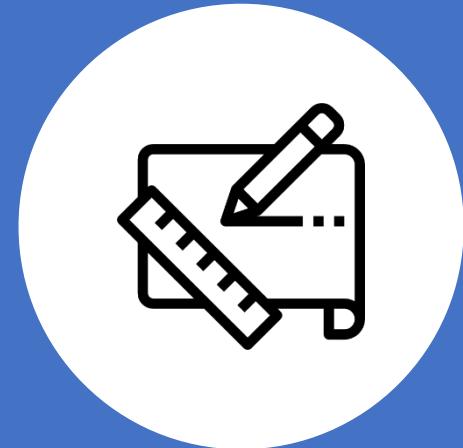
PANTONE P 179-15C



Mock up

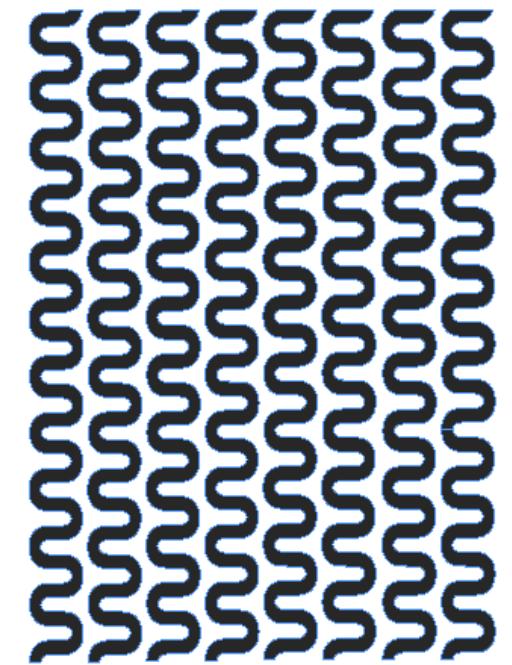


Kvinto

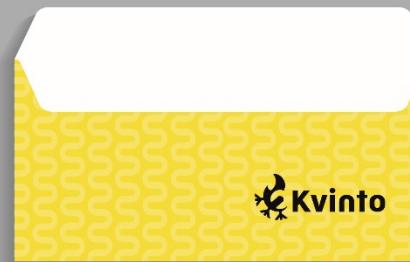
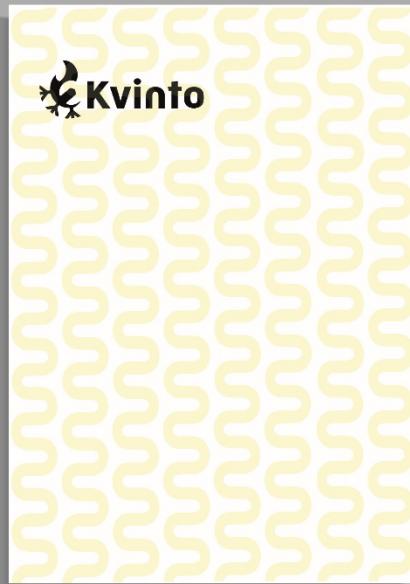
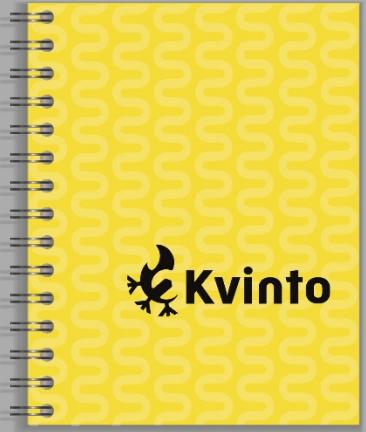


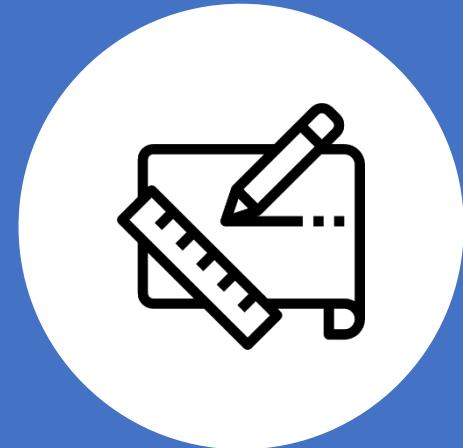
Visual identity

- The graphic element consists of the letter N and forms a sample of the car cooler
- This pattern forms the basis for printed matter









Application





