

BRAND GUIDE

March 2024



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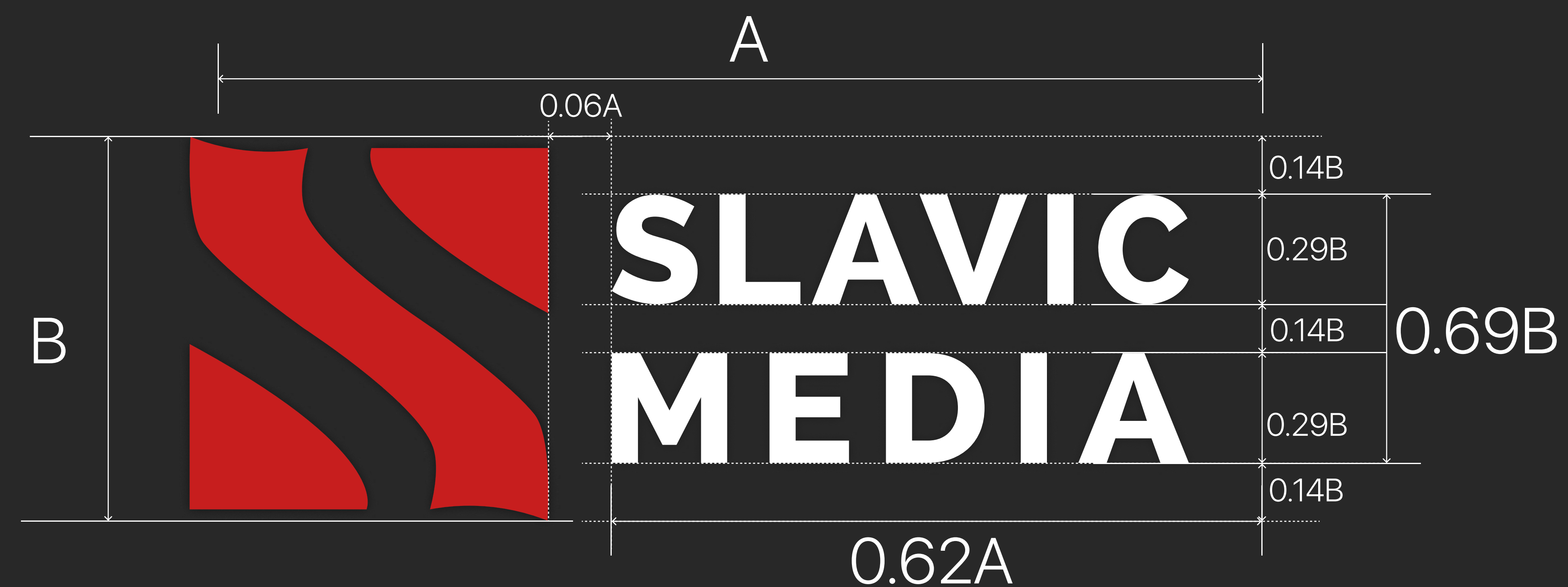
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1.1 Logo | Proportions

Let the horizontal length of logo be the reference length A. In addition, let the height of the icon be the reference length B.



1.2 Logo | Derivations

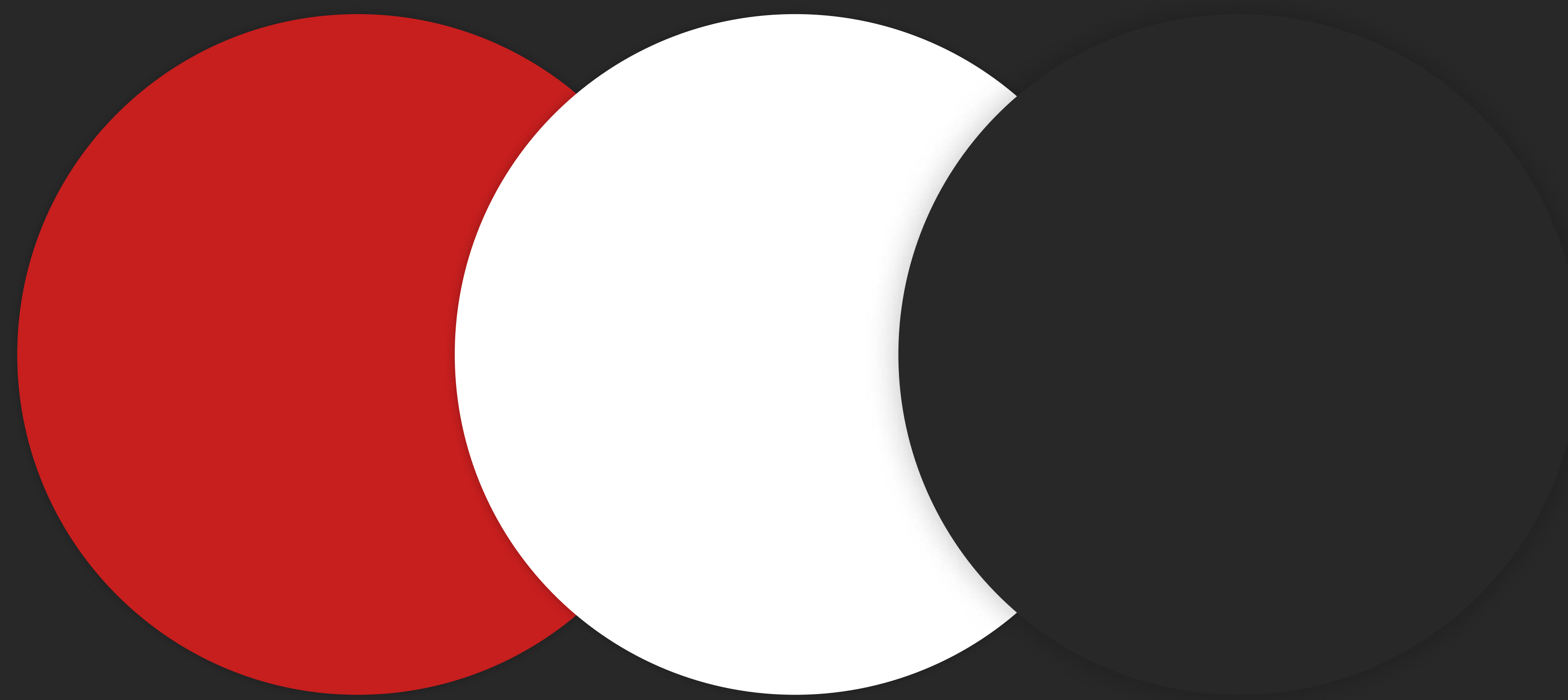
The acknowledged derivations of presented logos and icons. The use case varies depending on background contrast and purpose.

Favicon	 
Icon	 
Primary	 
Secondary	 

2.1 Colours

We utilise all colours of prominent tricolour that represents majority of slavic tribes.

PRIMARY



RGB: 199, 33, 39
HEX: #C71E1E
CMYK: 14, 99, 98, 4

RGB: 40, 40, 40
HEX: #282828
CMYK: 0, 0, 0, 84

RGB: 255, 255, 255
HEX: #FFFFFF
CMYK: 0, 0, 0, 0

SECONDARY



RGB: 33, 33, 33
HEX: #212121
CMYK: 71, 65, 64, 73

RGB: 17, 69, 126
HEX: #11457E
CMYK: 100, 80, 24, 7

3.1 Typography

Raleway

Used in logo, headings, headlines and titles.

Semibold

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

0123456789

SF Display Pro

Meant for paragraphs and any other text.

Light

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

0123456789

SF Display Pro

Meant for paragraphs and any other text.

Bold

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

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