



SLAVIC MEDIA

YOUR ONLINE PRESENCE

BRAND GUIDE

OCTOBER 2023

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OUR LOGO

Primary white Slavic Media logo



Normally used for websites, business cards, posters and etc.

Primary dark grey Slavic Media logo



Company's name and slogan are always present

This color variation should be used to fit to the contrast, therefore used for light or lighter backgrounds.

LOGO VARIATION

Secondary dark grey Slavic Media logo



Secondary logo is mainly used for videos as an animation, administration purposes (invoices) etc.

Secondary white Slavic Media logo

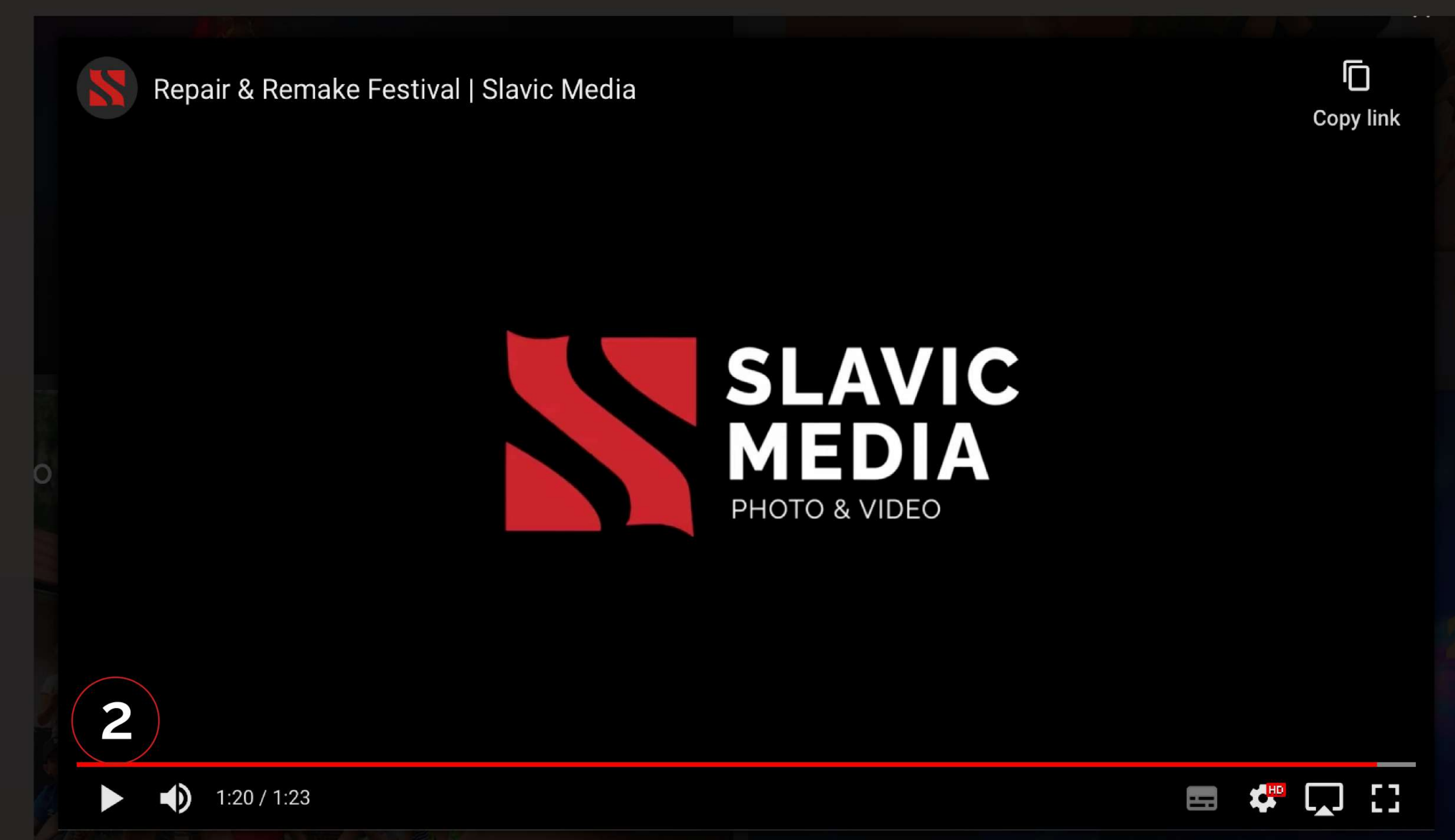
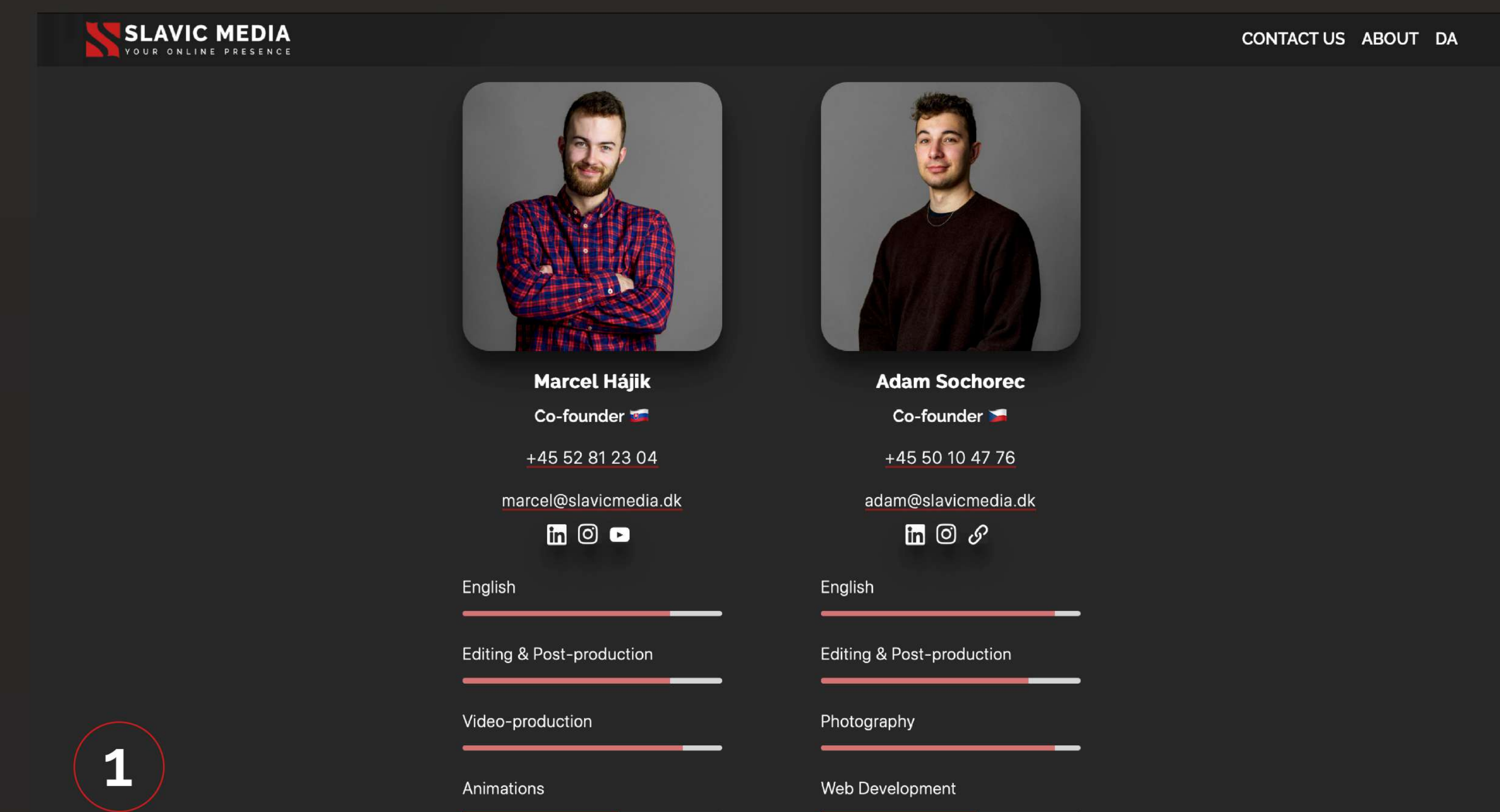


This color variation is to be used to fit to the contrast, depending on color of the background.

LOGO-USAGE

The usage of our **primary** and **secondary** logo depends on not only what communication it is going to be displayed, but also whether it sup-
pose to be primary or secondary element.

- 1 Logo in the header (primary element)
- 2 Logo in the outro (secondary element)
- 3 Logo on the front of business card (primary element)



OUR ICON

Our company's logo goes strongly hand in hand with our **brand icon**, which to us, Slavic Media is our **emblem**.

The icon is shaped to letter "S", as from the word Slavic, representing our **slavic** roots.

Our brand icon was inspired by slavic embroidery pattern.

Used as:

- 1 Watermark
 - 2 Thumbnail
 - 3 Print for T-shirt
 - 4 Name tags
-





**MARCEL
HAJÍK**



**ADAM
SOCHOREC**



COLOR PALETTE

PRIMARY

RGB: 199,33,39
HEX: #c71e1e
CMYK: 14,99,98,4

RGB: 44,42,41
HEX: #2c2a29
CMYK: 68,64,64,66

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

SECONDARY

RGB: 139,15,39
HEX: #8b0f13
CMYK: 27,100,100,30

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

■ TYPOGRAPHY

FOR THE LOGO AND GRAPHICS
WE USE

Aa

Raleway

The quick brown fox jumps over the
lazy dog

SF Display Pro Regular

The quick brown fox jumps over the
lazy dog

BUT FOR THE TEXT WE USE

Bb

SF Display Pro Light

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog