

BRAND GUIDE

January 2024

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LOGO

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1.1 Logo | The icon

The icon is being used together in logos or plainly.



"S" represents
slavic heritage

Traditional
embroidery
pattern

1.2 Logo | Primary

Primary logo is mainly used for web, business cards and posters.





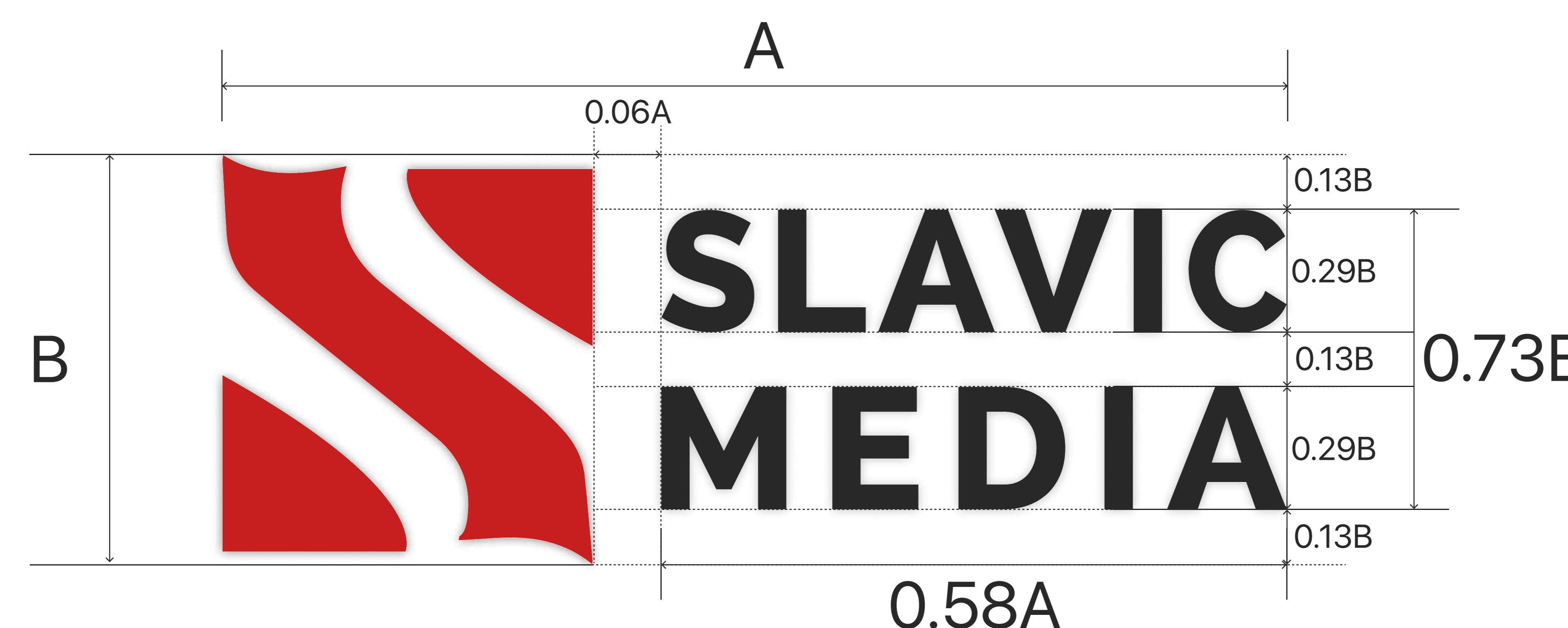
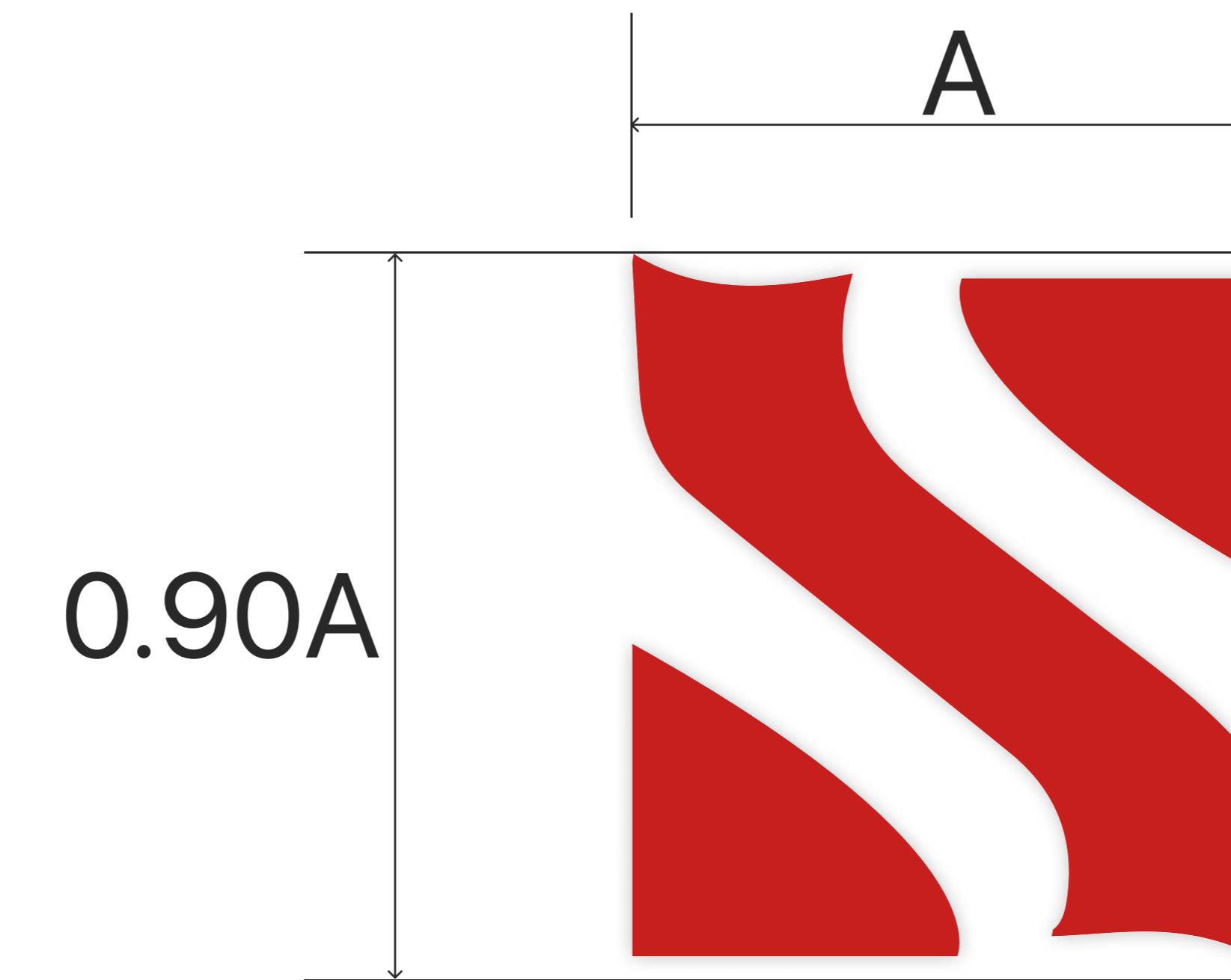
1.3 Logo | Secondary

Used for videos as an animation, invoices
as well as website.



1.4 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.



1.5 Logo | Derivations

Icon:

Only being presented in primary red, plainly either on primary grey or white base colour.



Logo:

Logo both with slogan as well as without are allowed only with white or primary grey text and primary red icon.



COLOURS

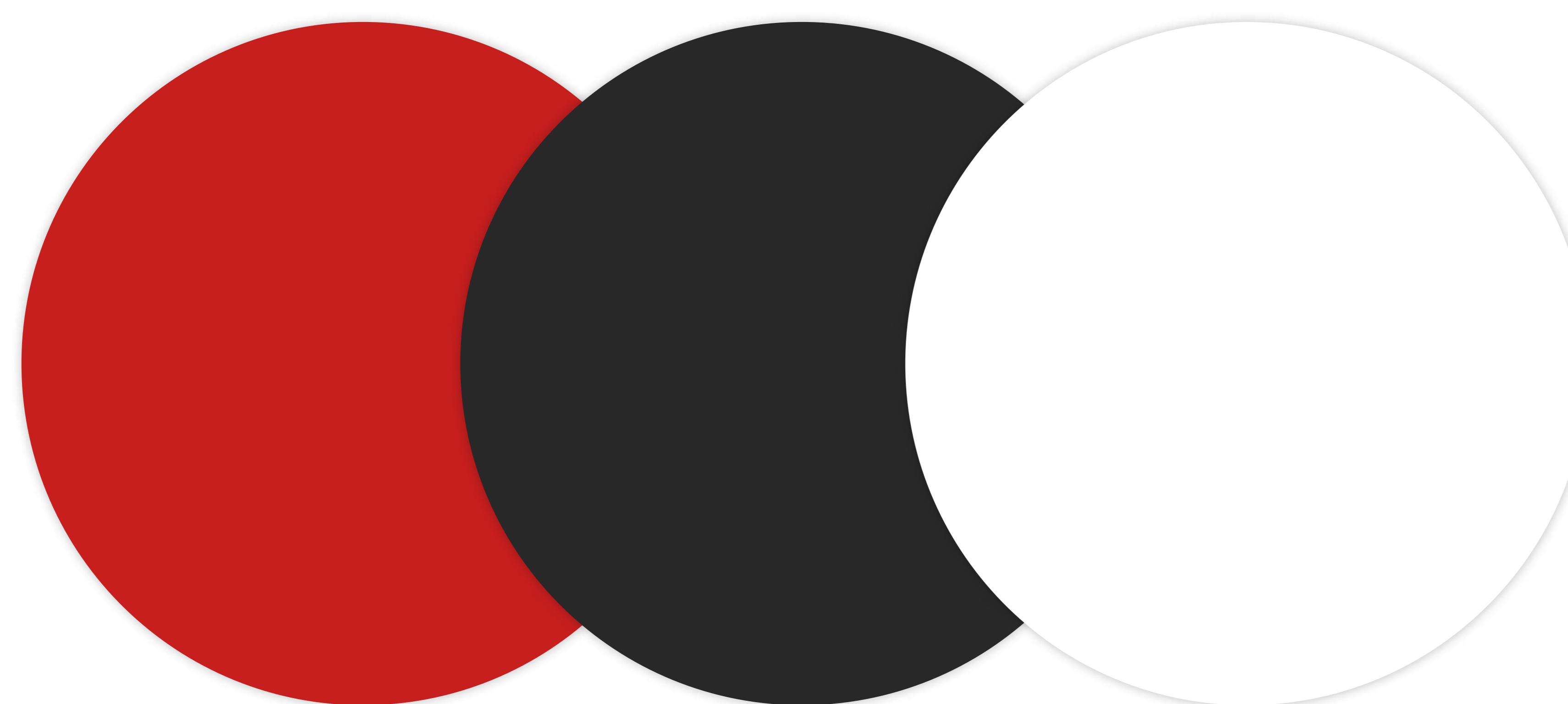
COLOURS

COLOURS

2.1 Colours

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

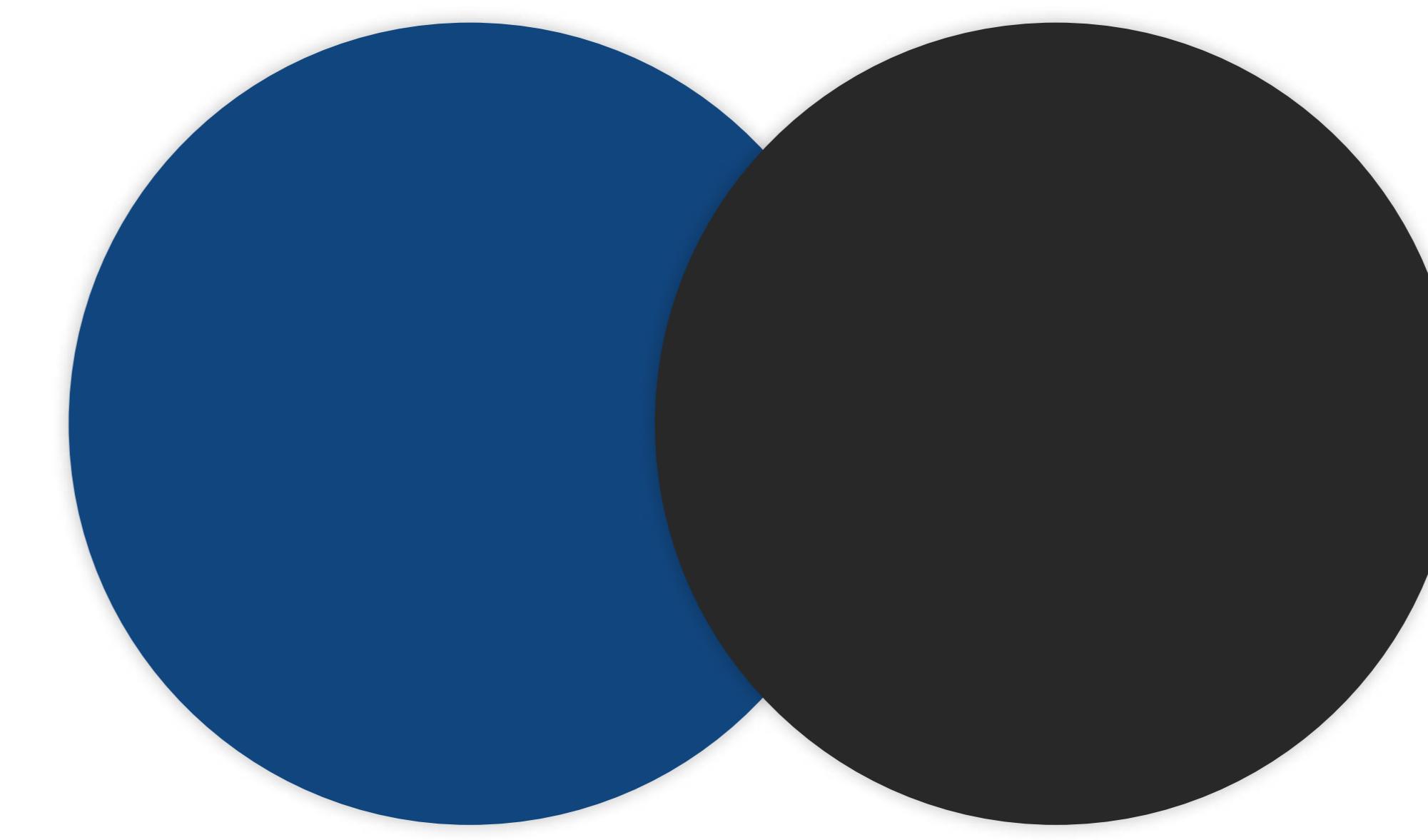
PRIMARY



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

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

SECONDARY



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

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

TYPOGRAPHY

TYPOGRAPHY

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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

Regular

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789

GRAPHIC

GRAPHIC

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4.1 Map | Graphic

Offset map of Denmark highlighting Trekantenområdet where Slavic Media is based.

