

# BRAND GUIDE

January 2024

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LOGO

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## 1.1 Logo | The icon

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The icon is being used together in logos or plainly.



"S" represents  
slavic heritage

Traditional  
embroidery  
pattern

## **1.2 Logo | Primary**

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





## **1.3 Logo | Secondary**

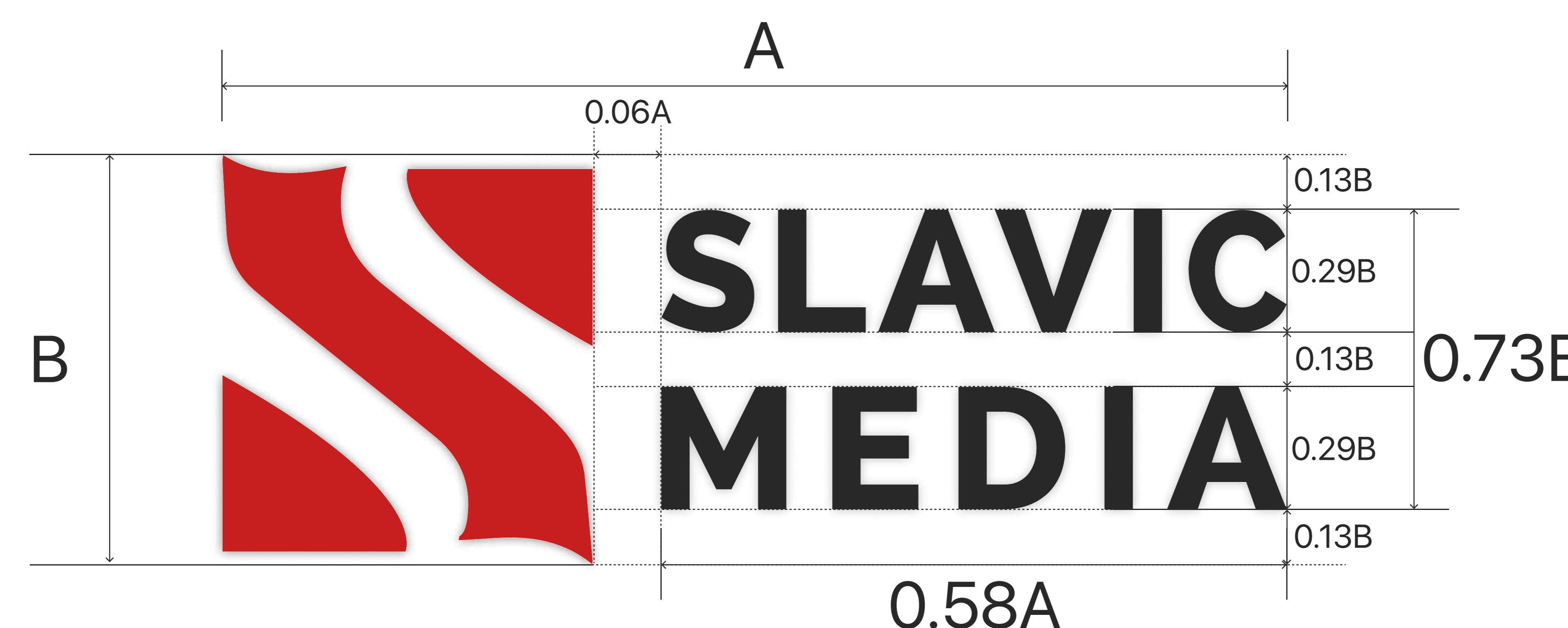
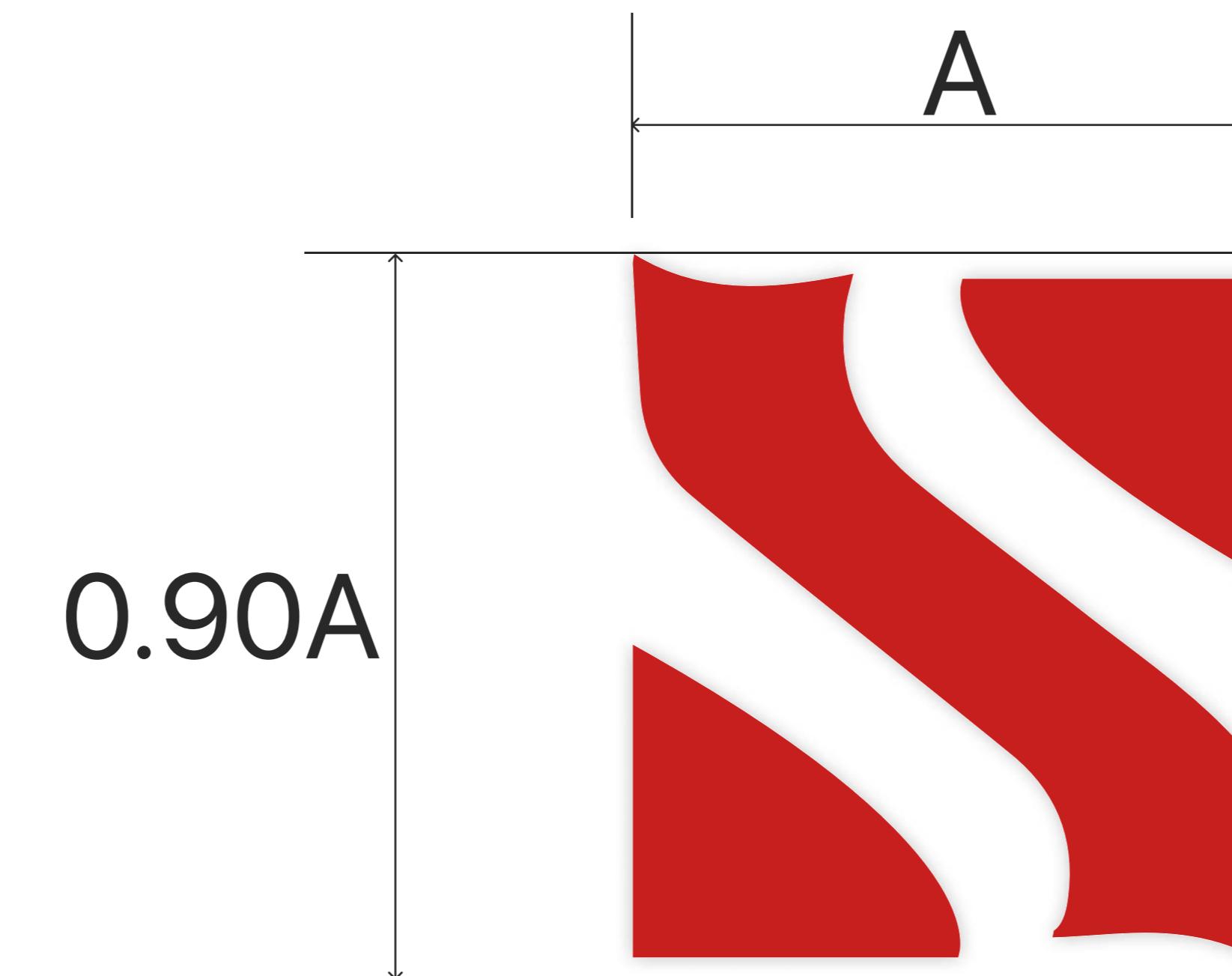
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Used for videos as an animation, invoices  
as well as website.



## 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

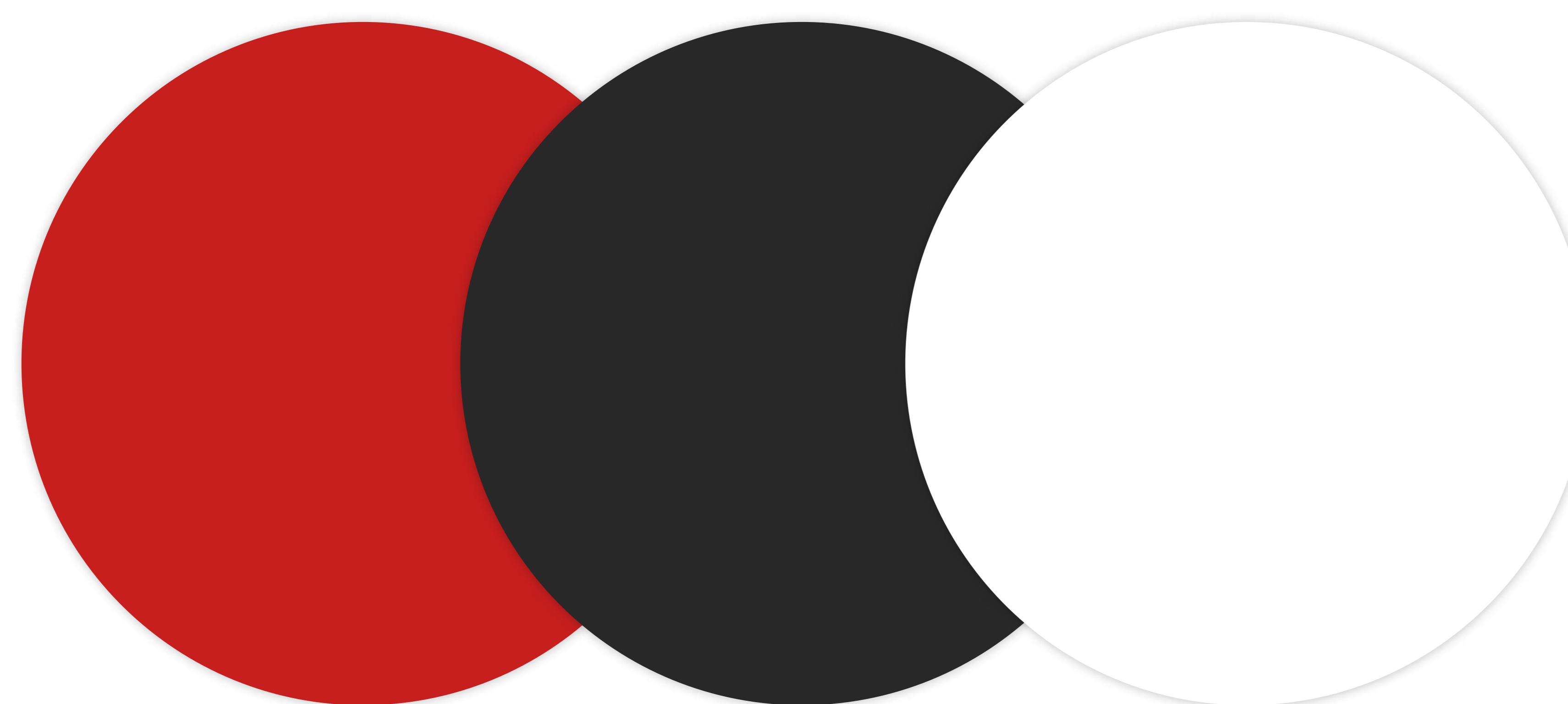
COLOURS

## 2.1 Colours

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

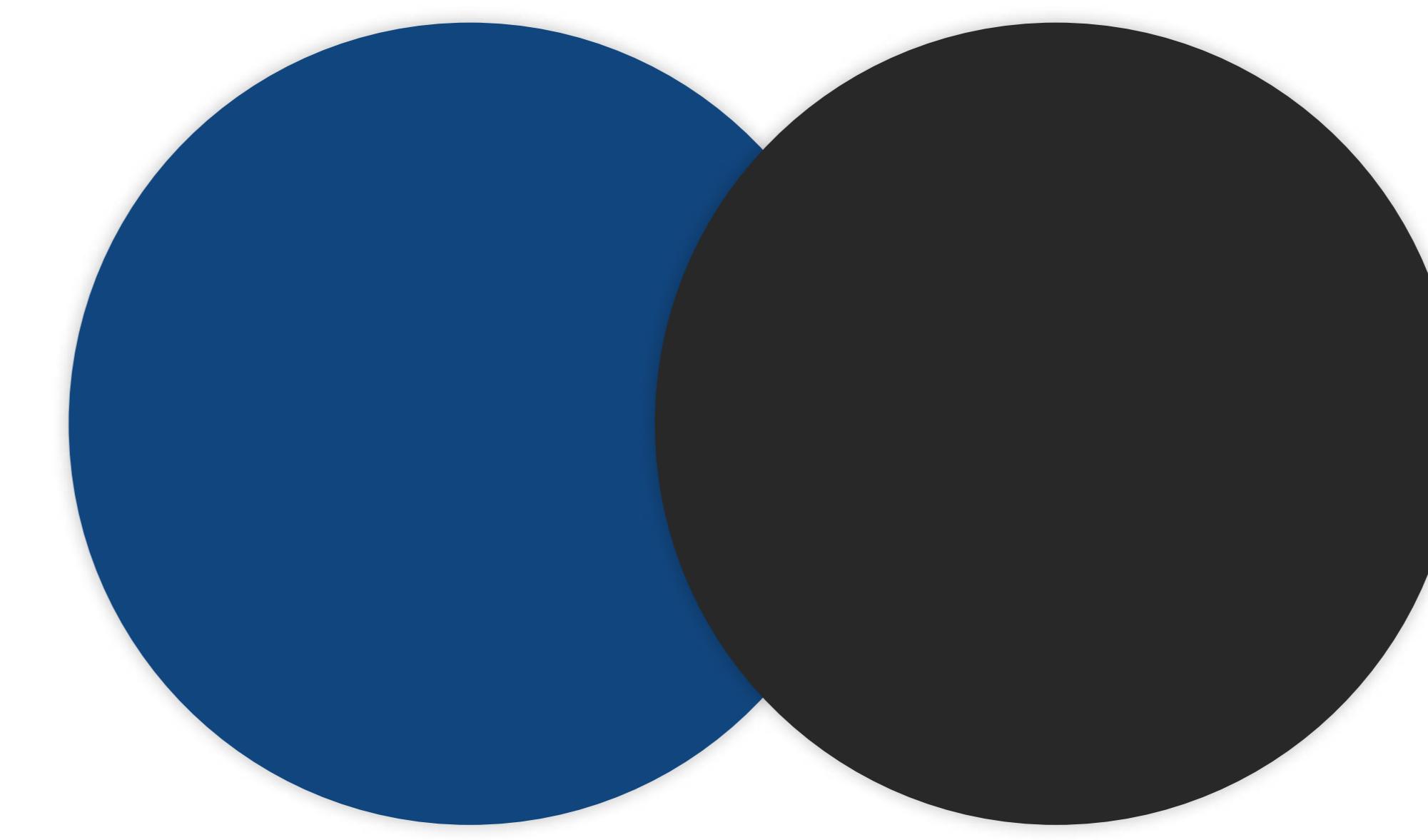
### PRIMARY



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

TYPOGRAPHY

## 3.1 Typography

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### 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

VOICE

VOICE

VOICE

## 5.1 Voice | Language

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### English

Slavic Media predominantly employs **English** as its primary communication language for various written materials, encompassing our website, SoMedia posts, contracts, invoices, as well as our branding guide and crediting instructions.

<https://slavicmedia.dk/en/>

### Danish

Recognizing the rich business possibilities in the **Danish** market, and to enhance our engagement with local partners and clients, a significant portion of our written content is crafted in Danish. This strategic approach not only aligns with our status as a registered Danish company but also opens up valuable business opportunities by facilitating clear and effective communication within the local community.

<https://slavicmedia.dk/da/>



**slavicmedia.dk** Hyg og Byg is a recurring event that brings together students from across the city's educational institutions every year.

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Hyg og Byg er en tilbagevendende begivenhed, som hvert år samler studerende på tværs af byens uddannelsesinstitutioner.

#hygogbyg #kolding #hi5makers #repaircafe  
#bygning5 #husetfundament #canon #sigmaart  
#slavicmedia #sustainability #bæredygtighed

GRAPHIC

GRAPHIC

GRAPHIC

## 4.1 Graphic

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

