

BRAND GUIDE

JANUARY 2024



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LOGO

LOGO

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LOGO

01 PRIMARY LOGO

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



02 SECONDARY LOGO

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





ICON

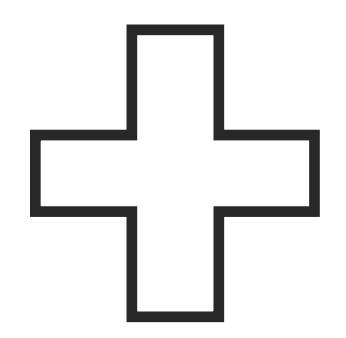
ICON

ICON

ICON

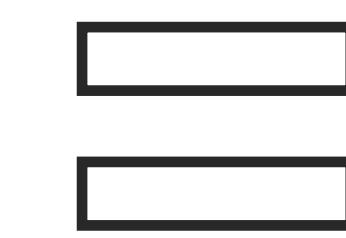
03 OUR ICON

The icon is being used together in logos or plainly.



Slavic - letter "S"
representing
"our slavic roots"

slavic embroidery
pattern.





Company AS
Adress
ZIP Code | City
Cvr-nr.: DK00000000

Date: **28/05/2023**

Invoice no. **100**

Invoice

Description	Quantity	Unit	Unit price	Price
Video Production Hero video, SoMedia reels	1.00	sessions	5,300.00	5,300.00
Photo Production Photographs per piece	3.00	qty	180.00	540.00
			Subtotal	5,840.00
			VAT (25.00%)	1,460.00
			Total DKK	7,300.00

Terms of Payment: Net 8 days - Due date: **05/06/2023**

Please transfer the amount to the account:

SLAVIC MEDIA I/S / Reg.no. **3409** / Account no. **3409 13642923** / SWIFT: **DABADKKK** / IBAN: **DK98 3000 0013 6429 23**

Please note the invoice no. **100** on the transfer

We will charge an interest of 0.93% per month, starting the day after the due date and a fee of 100.00 DKK

ICON USAGE



slavicmedia.dk [Follow](#) [Message](#) [+o](#) [...](#)

20 posts **102 followers** **92 following**

Slavic Media I/S
Denmark based production company
[slavicmedia.dk](#)





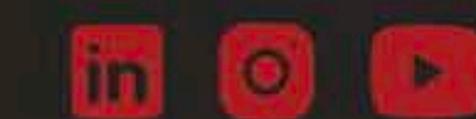
Marcel Hajík
Partner & Videographer

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marcel@slavicmedia.dk
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CVR: 44081512
-



Adam Sochorec
Partner & Photographer

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- Trekantområdet based
Multimedia Agency
- slavicmedia.dk
CVR: 44081512
-



COLOURS

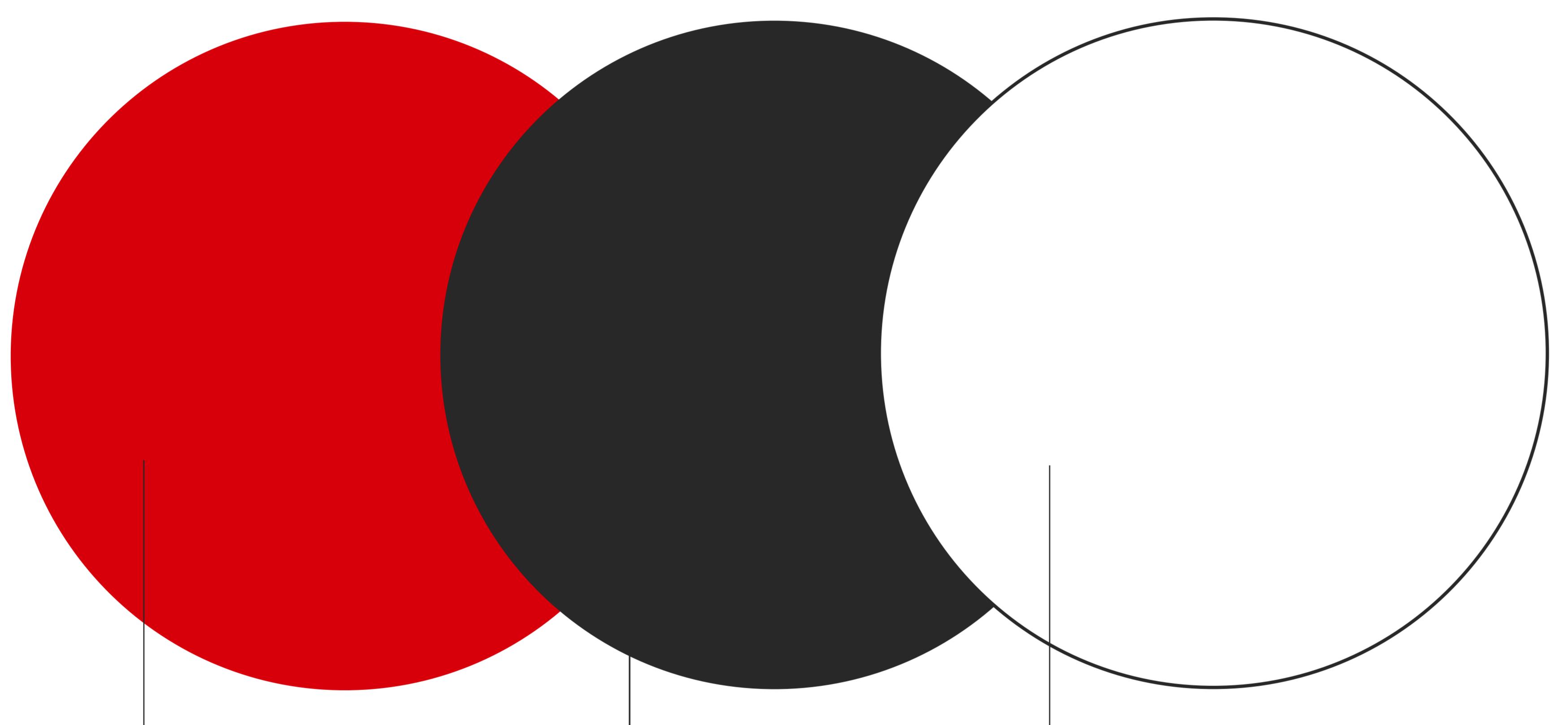
COLOURS

COLOURS

COLOURS

04 COLOUR PALETTE

PRIMARY

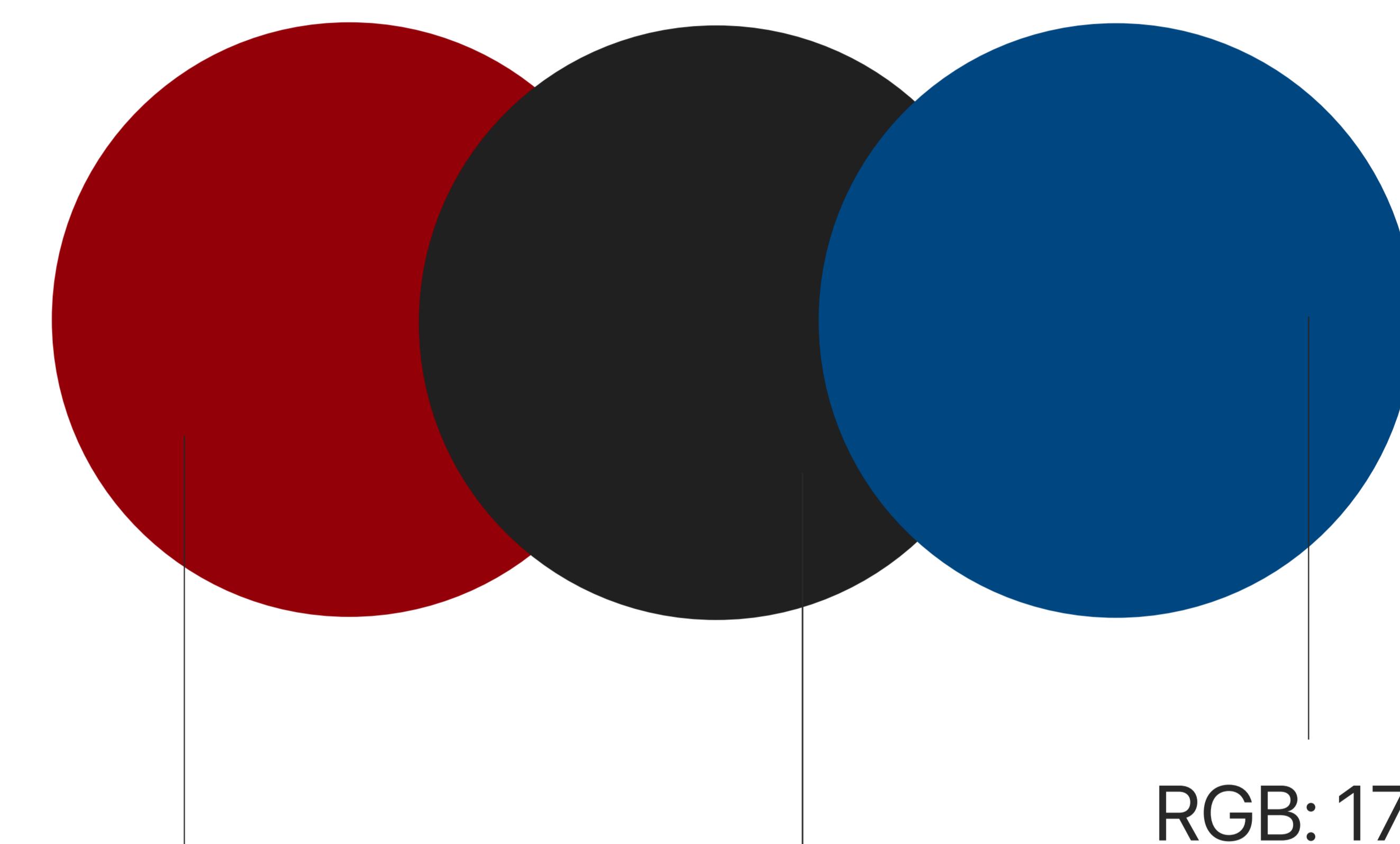


RGB: 199, 33, 39
HEX: #c71e1e
CMYK: 14, 99, 98, 4

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

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

SECONDARY



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

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

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

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

05 TYPOGRAPHY

Used in logo, headings, headlines and titles.

Raleway
RALEWAY

SEMIBOLD

Aa

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

05 TYPOGRAPHY

Paragraphs and regular text.

SF DISPLAY PRO

SF Display Pro

LIGHT

REGULAR

Aa

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Aa

The quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

