



SLAVIC MEDIA
YOUR ONLINE PRESENCE

BRAND GUIDE

CONTENTS

TYPOGRAPHY

08

COLORS

07

LOGO

03-06

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 con-
trast, 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.

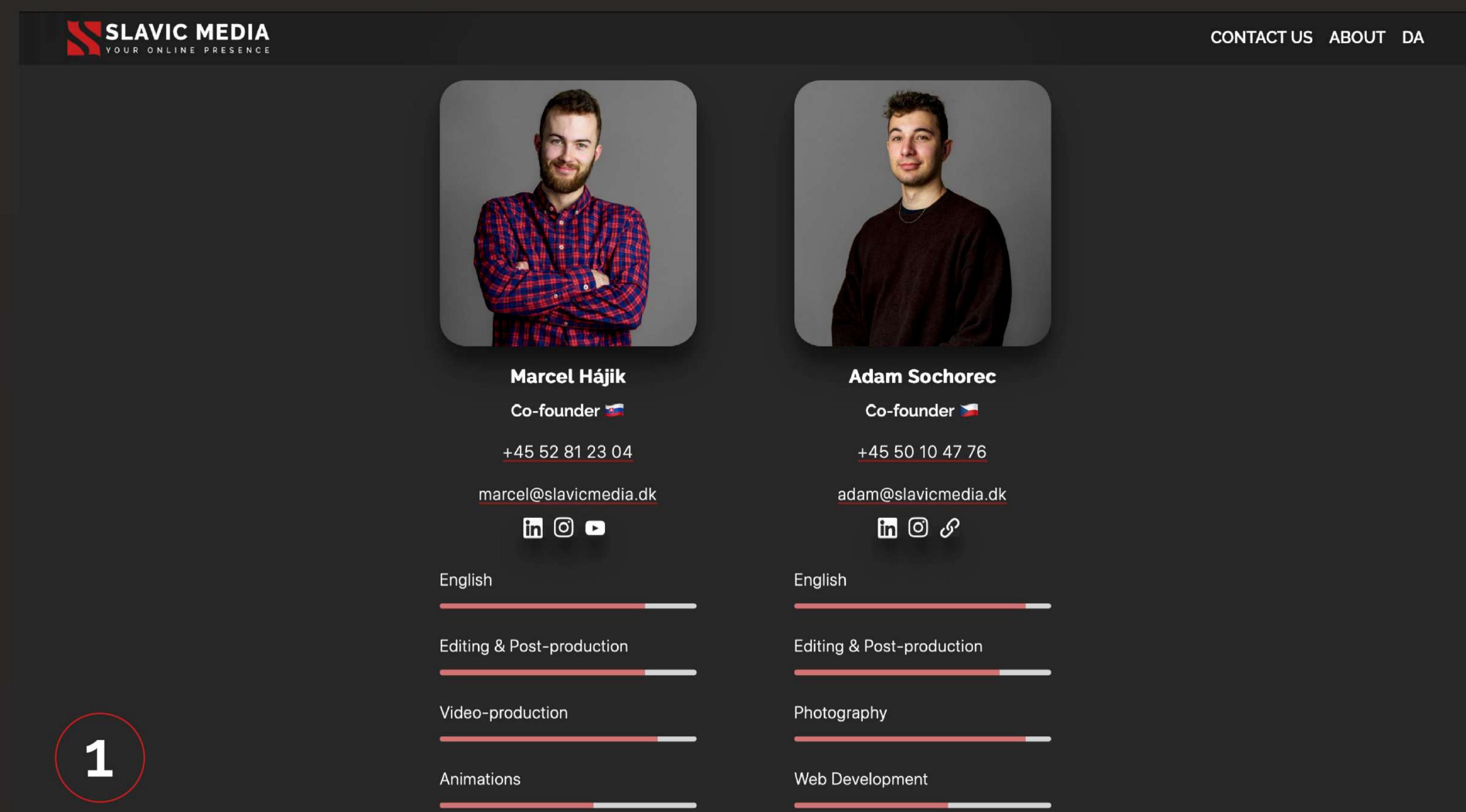
Secondary white Slavic Media logo



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 suppose 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

Raleway

The quick brown fox jumps over the
lazy dog



SF Display Pro Regular

The quick brown fox jumps over the
lazy dog

TYPOGRAPHY

BUT FOR THE TEXT WE USE

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