



ROI

Arculati kézikönyv













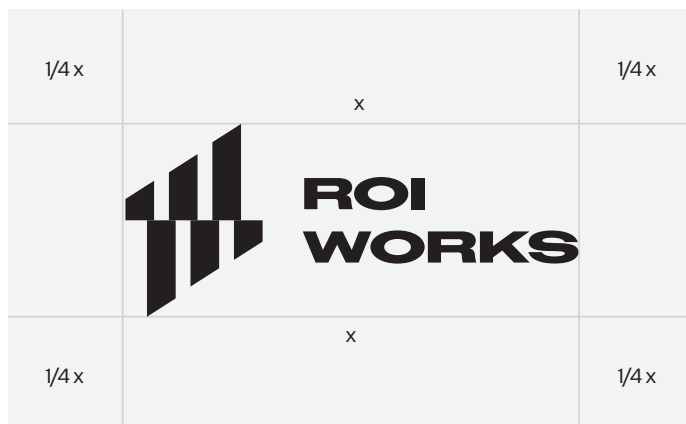




Digitális felületek $x = 100 \text{ px}$
Nyomtatott felületek $x = 25 \text{ mm}$



Eltartás a logótól





A nyomtatott anyagokon (névjegy, levélpapír)
a logót mindig a bal felső sarokba helyezzük.





NARANCS	CMYK 0 70 95 0	RGB 255 100 0	#FF6400
KÉK	CMYK 100 78 0 0	RGB 0 34 210	#0022D2
SZÜRKE	CMYK 13 9 11 0	RGB 227 227 227	#E3E3E3
FEKETE	CMYK 68 60 52 50	RGB 60 62 67	#3C3E43
FEKETE	CMYK 100 0 0 0	RGB 0 0 0 0	#000000

Elsődleges színek

100% NARANCS	80%	60%	40%	20%
100% KÉK	80%	60%	40%	20%

Az elsődleges narancs és kék árnyalatait prezentációkban, illusztrációknál valamint diagramoknál lehet használni.

Archivo

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Preferált vastagságok.

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Headline - Archivo SemiExpanded Black

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Kenyérszöveg - Archivo Regular

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3/5 X pt sormagasság (pl. 12 pt)

Tipográfiai hierarchia.

Arial

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Regular

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Preferált vastagságok.



**RÁCZ
ISTVÁN**

+36 20 992 9999
istvan@roi.hu
www.roi.works

Regus Northside Business Center
1139 Budapest, Váci út 91. 4. em.



90 mm



50 mm



+36 20 99 88 868
info@roi.hu

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Regus Northside Business Center
Váci út 91. 4. em.

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Handwritten signature

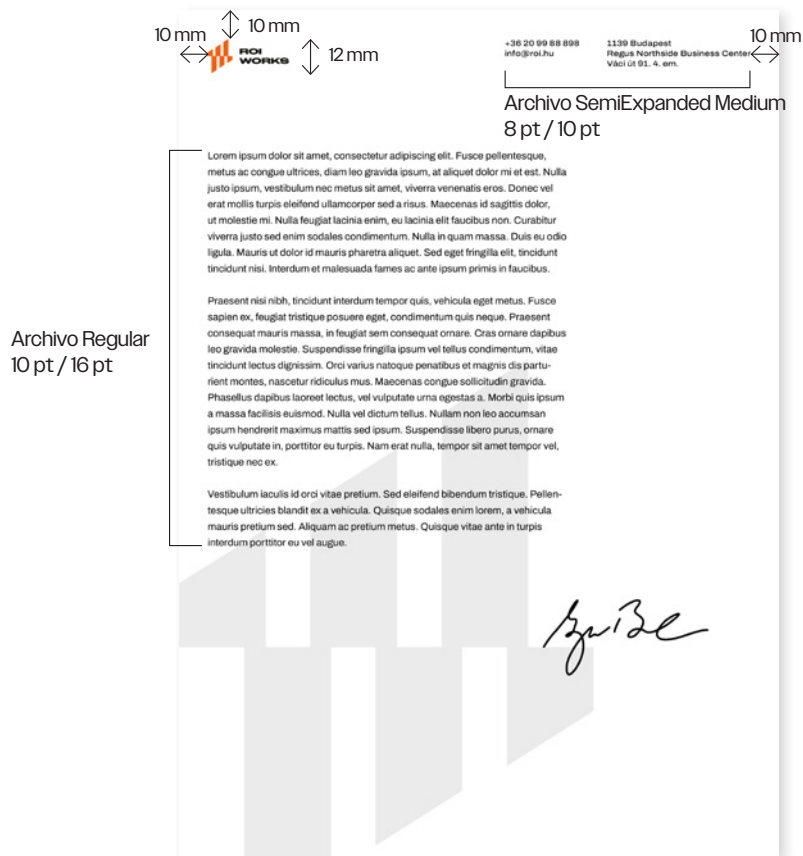


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info@roi.hu
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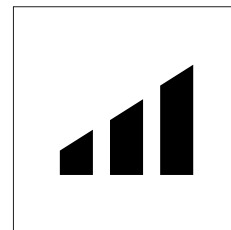
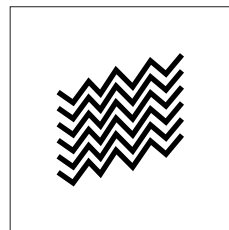
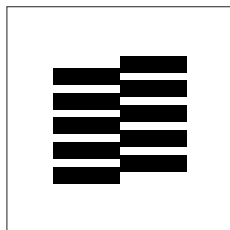
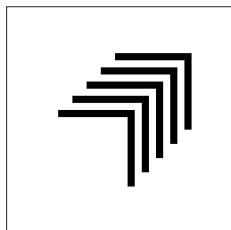
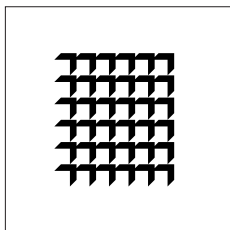
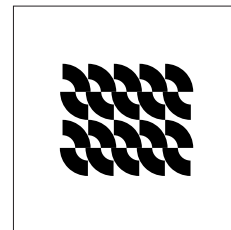
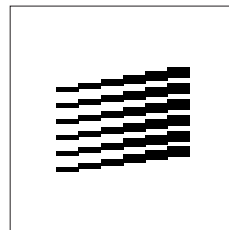
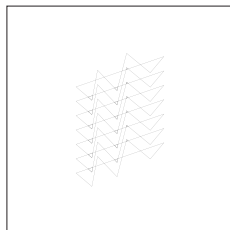
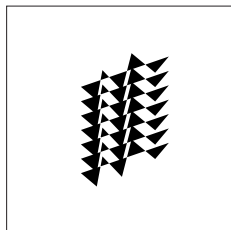
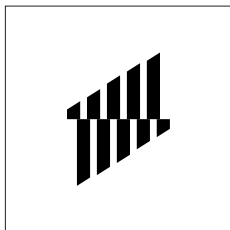
**RÁCZ
István**

Regus Northside Business Center
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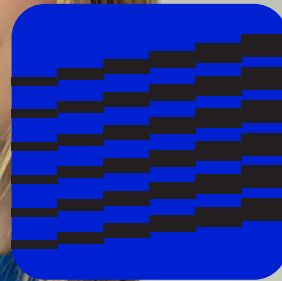








A minta mindig fekete,
a háttérszín változik (narancs / kék / szürke).





ROI
WORKS

**Rácza
István**

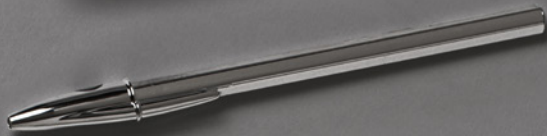
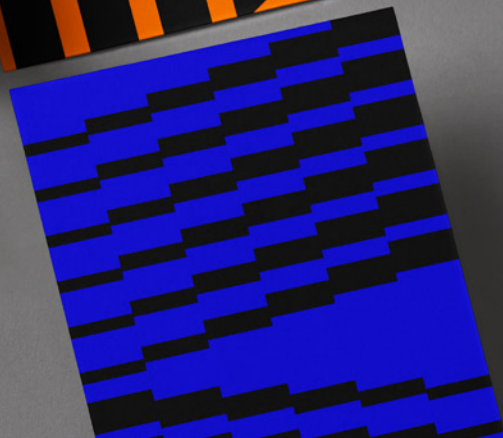
Vezérigazgató













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