

OPERA

Brand Manual

MADE BY: Krakenstein DESIGNER

1 LOGO
Pisani i Znakovni

2 TYPOGRAPHY
Font

3 COLOR/
Boje

4 CLEAR /SPACE
Prostor oko Logotipa

5 DON'T
Što se nesmije

6 BRANDING MATERIAL/
Primjeri Branding Materiala

7 YOUR DESIGNER
Kontakti Designera

1



2

LIGHT

Arbotech

Aa Bb Cc Dd Ee Ff Gg

Hh Ii

Jj Kk Ll Mm Nn Oo Pp

Qq Rr

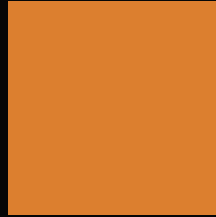
/s Tt Uu Vv Ww Xx Yy Zz

o 1 2 3 4 5 6 7 8 9 @ ! ? ()

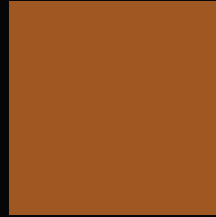
3

Bronze

COLOR 1



COLOR 2



COLOR 3



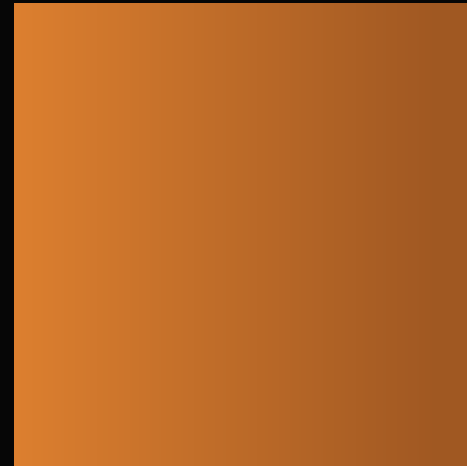
COLOR 3

HEX: #1A1A1A

RGB: 26, 26, 26

CMYK: 73% 67% 65% 78%

GRADIEN



COLOR 1

HEX: #CD7F2F

RGB: 205, 127, 50

CMYK: 17% 56% 96% 3%

COLOR 2

HEX: #A05822

RGB: 160, 88, 34

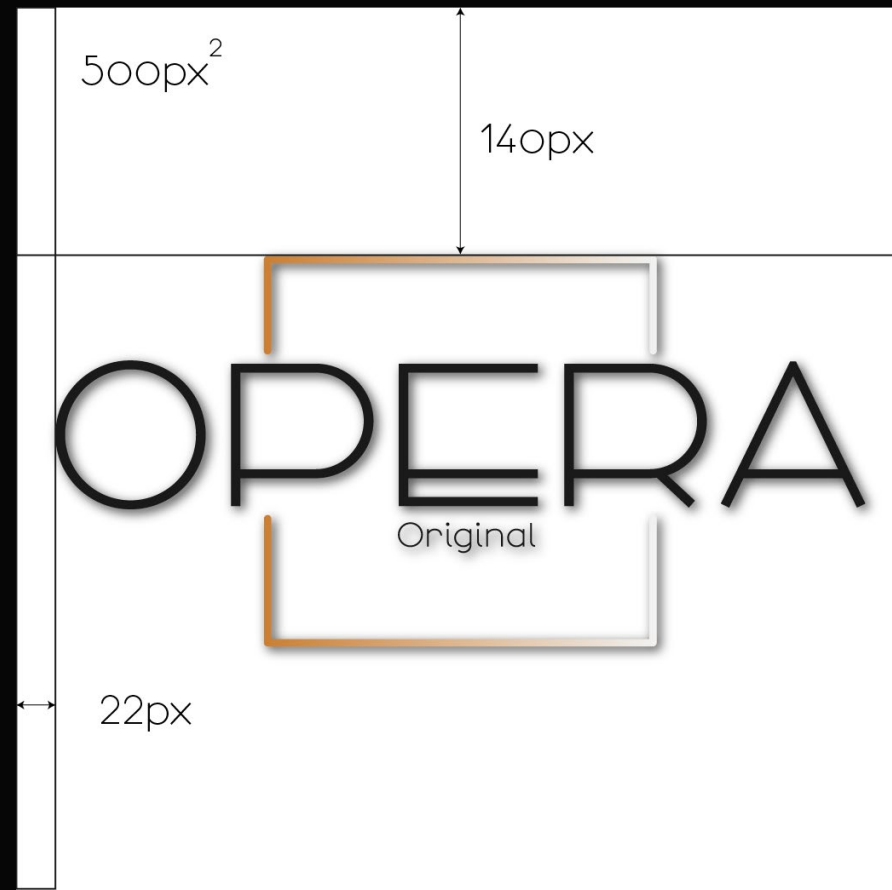
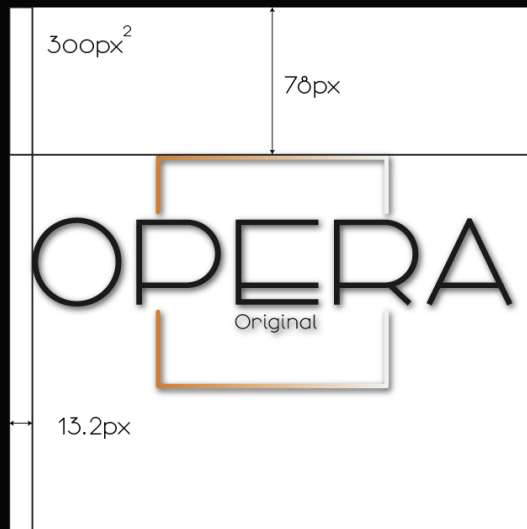
CMYK: 28% 70% 100% 18%

4

Clear space

Dajte na prazan prostor oko logotipa kako biste povećali vizualnu učinkovitost.

Nikakvi drugi elementi ne smiju ulaziti u navedeni prostor.



5

DO Not

Uspjeh robne marke ovisi o postojanosti našeg logotipa u svim komunikacijama.

Kako bi se očuvao integritet logotipa, sljedeći primjeri pokazuju kako se ne smije koristiti.



Nemojte pokušavati mijenjati Logotip u drugim Programima



Nemojte rotirati logotip.



Nemojte iskrivljavati niti mijenjati proporcije logotipa.



Ne stavljajte logotip u spremnik ili oblik.



Nemojte mijenjati boju logotipa ili elemente logotipa..

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~~YOUR PERSONAL PROJECT LINK FOR FEEDBACK.~~

~~Osmi Peti LOGO~~



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