



kroupa.cc
design manual

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01.01 Logo

Logo is designed as a letter 'N' derived from my name. The hexagon resembles the six-bladed aperture.

It has many variants which are covered further.

Logo shall be reproduced from digital source **only**. Any changes or modification are forbidden.



01.02 Base color

The colors used should induce a perspective or a “3D” look.
The chosen palette is mid-cool with a touch of magenta.
There are night, day and dusk colors hidden.



01.03 Graphic design logo

Logo intended for graphic works is the same. Let's call it default. Default means every field apart from photography, which has its own (01.04). This logo will also be used on a webpage, business cards and accessories.



01.04 Logo for Photography

This is the logo intended for photography. It contains from much brighter and warmer colors. It should induce a three-dimensional look. This logo is for use in photography field only. Any other use is strictly prohibited.



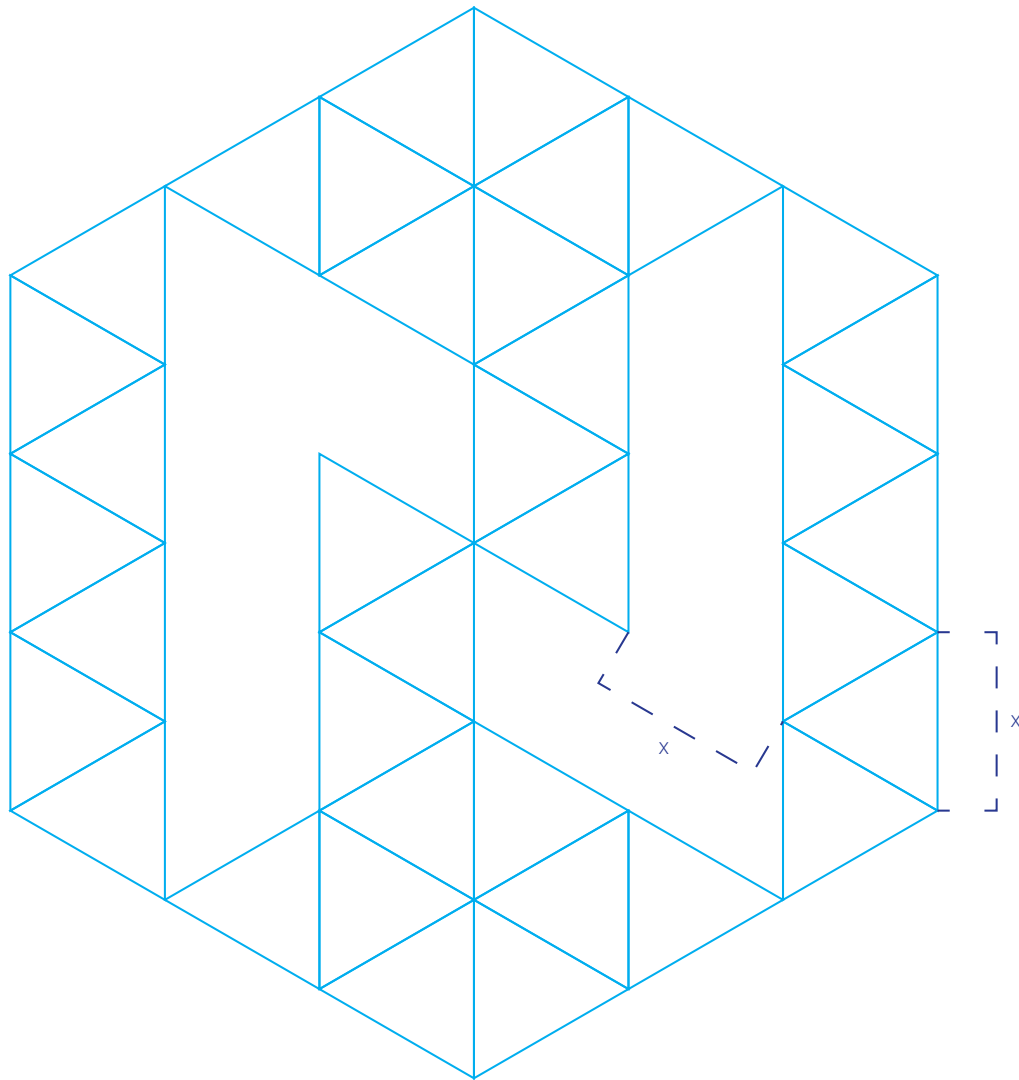
01.05 Single-color

Black and white logo is permitted only if it's not possible to use the color version eg. black and white print.



01.06 Construction

Logo is made of triangles which resembles a hexagonal shape. The N is my the first letter of my name and the hexagon shape takes it's look from a six-bladed aperture. The basic unit is 'x'. Ratio of the triangle is 1 : 1 : 1 or $x : x : x$. Any other modification is prohibited.



01.07 Safe-zone

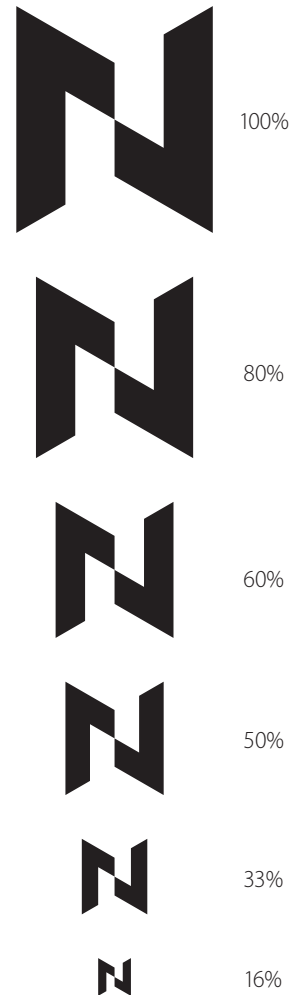
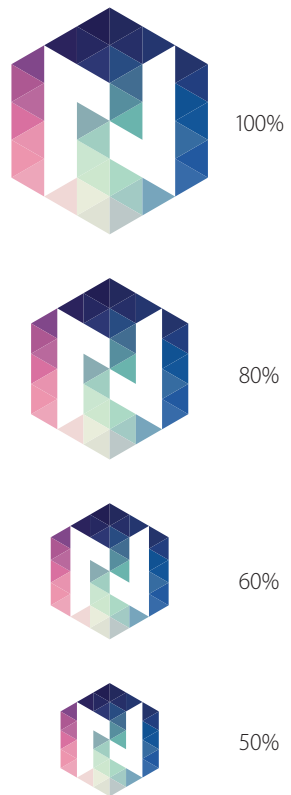
The safe-zone lets the logo to breathe. It's the minimal space which should't colide with any text, letters, images etc.

Basic unit is 'x'.



01.08 Size scale

There could be, indeed, a situation you need to scale the logo. The basic size is 100% (30 mm x 30 mm), any bigger reproduction is fine with correct aspect ratio. Minimal size is 50% (15 mm x 15 mm).





10%



20%



30%



40%



50%



60%



70%



80%



90%

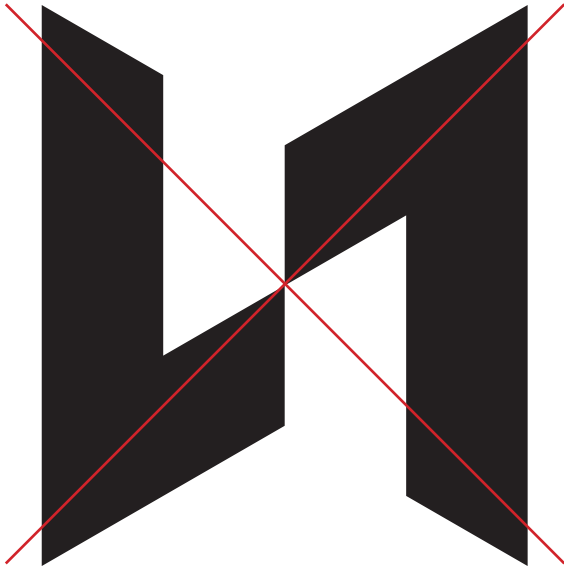


01.09 Opacity scale

When applying a logo to a white surface you should mind the readability. This table helps to determine which version to use.

01.10 Forbidden modifications I






















Any changes, modifications or tweaks not covered in this design manual are not permitted.



















01.11

Forbidden modifications II



	R: 240 G: 216 B: 214 C: 0, M: 0.1, Y: 0.11, K: 0.060 Pantone 663 C
	R: 223 G: 226 B: 212 C: 0.01, M: 0, Y: 0.06, K: 0.11 Pantone 621 C
	R: 233 G: 237 B: 219 C: 0.02, M: 0, Y: 0.08, K: 0.07 Pantone 621 C
	R: 205 G: 231 B: 206 C: 0.11, M: 0, Y: 0.11, K: 0.09 Pantone 5527 C
	R: 202 G: 230 B: 208 C: 0.12, M: 0, Y: 0.1, K: 0.1 Pantone 5527 C
	R: 171 G: 217 B: 197 C: 0.21, M: 0, Y: 0.09, K: 0.15 Pantone 7683 C
	R: 160 G: 206 B: 193 C: 0.22, M: 0, Y: 0.06, K: 0.19 Pantone 565 C
	R: 162 G: 202 B: 196 C: 0.2, M: 0, Y: 0.03, K: 0.21 Pantone 7697 C
	R: 106 G: 180 B: 173 C: 0.41, M: 0, Y: 0.04, K: 0.29 Pantone 563 C
	R: 188 G: 200 B: 200 C: 0.06, M: 0, Y: 0, K: 0.22 Pantone 621 C
	R: 137 G: 172 B: 178 C: 0.23, M: 0.03, Y: 0, K: 0.3 Pantone 563 C
	R: 86 G: 142 B: 158 C: 0.46, M: 0.1, Y: 0, K: 0.38 Pantone 5493 C
	R: 119 G: 168 B: 188 C: 0.37, M: 0.11, Y: 0, K: 0.26 Pantone 7697 C
	R: 66 G: 109 B: 145 C: 0.54, M: 0.25, Y: 0, K: 0.43 Pantone 7686 C
	R: 54 G: 108 B: 161 C: 0.66, M: 0.33, Y: 0, K: 0.37 Pantone 7685 C
	R: 16 G: 82 B: 147 C: 0.89, M: 0.44, Y: 0, K: 0.42 Pantone 7686 C
	R: 19 G: 86 B: 153 C: 0.88, M: 0.44, Y: 0, K: 0.4 Pantone 7685 C
	R: 55 G: 107 B: 169 C: 0.67, M: 0.37, Y: 0, K: 0.34 Pantone 7687 C
	R: 34 G: 89 B: 160 C: 0.79, M: 0.44, Y: 0, K: 0.37 Pantone 7686 C
	R: 40 G: 76 B: 130 C: 0.69, M: 0.42, Y: 0, K: 0.49 Pantone 7686 C
	R: 34 G: 62 B: 127 C: 0.73, M: 0.51, Y: 0, K: 0.5 Pantone 7686 C

	R: 36 G: 54 B: 111 C: 0.68, M: 0.51, Y: 0, K: 0.56 Pantone 533 C
	R: 36 G: 52 B: 107 C: 0.66, M: 0.51, Y: 0, K: 0.58 Pantone 534 C
	R: 45 G: 55 B: 116 C: 0.61, M: 0.53, Y: 0, K: 0.55 Pantone 272 C
	R: 38 G: 47 B: 104 C: 0.63, M: 0.55, Y: 0, K: 0.59 Pantone 279 C
	R: 35 G: 41 B: 93 C: 0.62, M: 0.56, Y: 0, K: 0.64 Pantone 278 C
	R: 38 G: 40 B: 97 C: 0.61, M: 0.59, Y: 0, K: 0.62 Pantone 276 C
	R: 34 G: 30 B: 83 C: 0.59, M: 0.64, Y: 0, K: 0.67 Pantone 274 C
	R: 43 G: 35 B: 93 C: 0.54, M: 0.62, Y: 0, K: 0.64 Pantone 273 C
	R: 129 G: 71 B: 138 C: 0.07, M: 0.49, Y: 0, K: 0.46 Pantone 7655 C
	R: 173 G: 88 B: 146 C: 0, M: 0.49, Y: 0.16, K: 0.32 Pantone 681 C
	R: 185 G: 105 B: 157 C: 0, M: 0.43, Y: 0.15, K: 0.27 Pantone 681 C
	R: 217 G: 112 B: 160 C: 0, M: 0.48, Y: 0.26, K: 0.15 Pantone 7655 C
	R: 232 G: 147 B: 175 C: 0, M: 0.37, Y: 0.25, K: 0.09 Pantone 7662 C
	R: 237 G: 149 B: 174 C: 0, M: 0.37, Y: 0.27, K: 0.07 Pantone 508 C
	R: 237 G: 166 B: 186 C: 0, M: 0.3, Y: 0.22, K: 0.07 Pantone 197 C
	R: 255 G: 255 B: 255 C: 0, M: 0, Y: 0, K: 0 Pantone 601 C

01.12 Colors I

Reference colors used in the base logo.

02.01 Name | logotype

Use this when the brand is not that obvious.



Nikodém Kroupa
kroupa.cc

02.02 Font

Primary font is Myriad Set Pro. Any other font apart from secondary font is not permitted.

Myriad Set Pro 100 64px

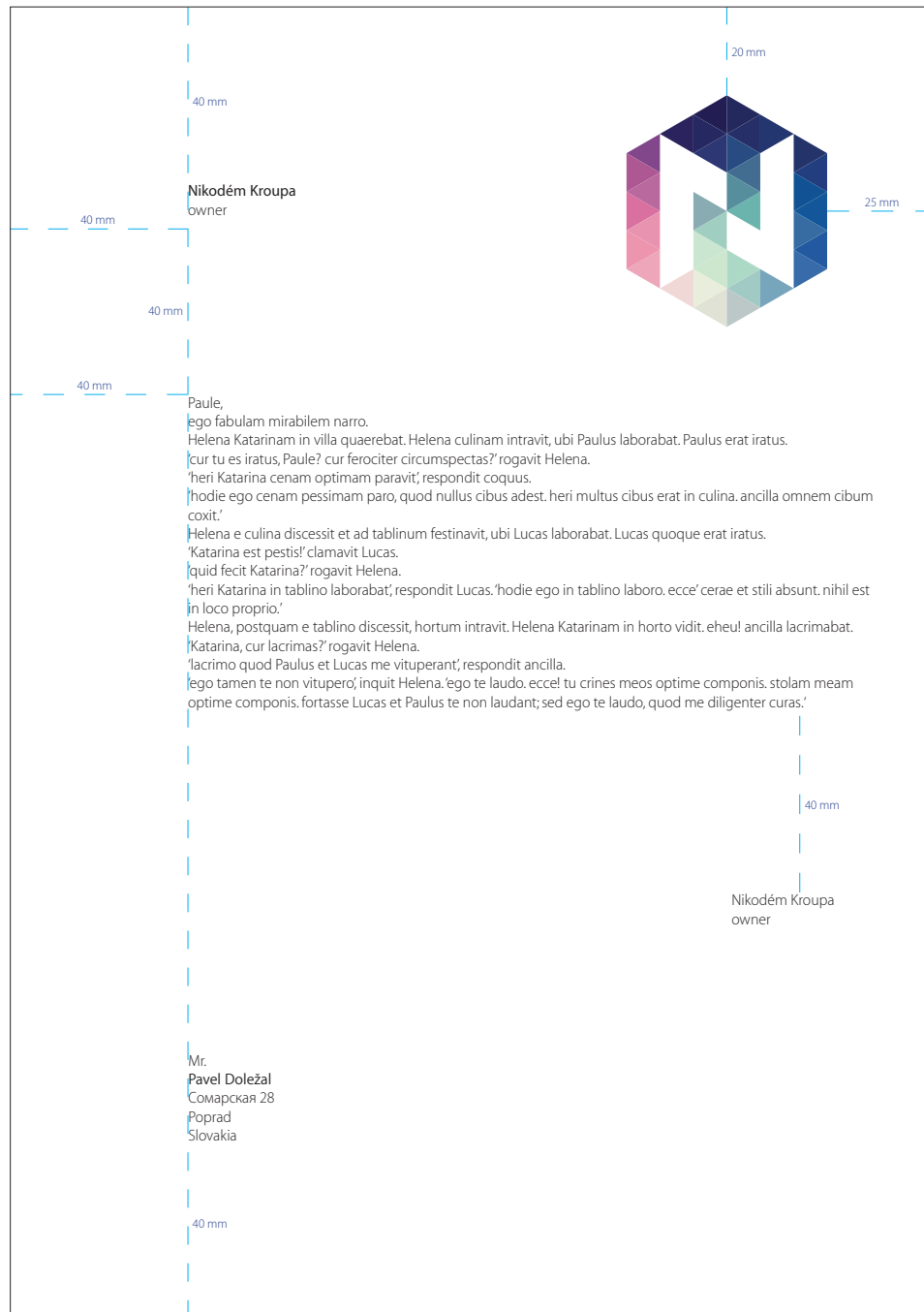
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z a b c d e f g h i j k l m n o p
q r s t u v w x y z & 0 1 2 3 4 5 6 7 8 9 { } [
] () ? ! @ " " « » f l f i å é ü ì ç ø ß Å É Ü Ì Ç Ø

02.03 Secondary font

Secondary font is Walfork.

Walfork bold 64px

A B C D E F G H I J K L M N O P Q
R S T U V W Daft Punk Y Z a b c d
e f g h i j k l m n o p q r s t u v w x
y z & 0 1 2 3 4 5 6 7 8 9 { } [] () ? !
@ “ ” « » fl fi å é ü ì ç ø ß Å É Ü Ì Ç



03.01 Headliner A4

The only possible letter design. Please respect it.

Nikodém Kroupa
owner



scale 60%

Paule,
ego fabulam mirabilem narro.
Helena Katarinam in villa quaerebat. Helena culinam intravit, ubi Paulus laborabat. Paulus erat iratus.
'cur tu es iratus, Paule? cur ferociter circumspectas?' rogavit Helena.
'heri Katarina cenam optimam paravit', respondit coquus.
'hodie ego cenam pessimam paro, quod nullus cibus adest. heri multus cibus erat in culina. ancilla omnem cibum coxit.'
Helena e culina discessit et ad tablinum festinavit, ubi Lucas laborabat. Lucas quoque erat iratus.
'Katarina est pestis!' clamavit Lucas.
'quid fecit Katarina?' rogavit Helena.
'heri Katarina in tablino laborabat', respondit Lucas. 'hodie ego in tablino laboro. ecce' cereae et stili absunt. nihil est in loco proprio.'
Helena, postquam e tablino discessit, hortum intravit. Helena Katarinam in horto vidit. eheu! ancilla lacrimabat.
'Katarina, cur lacrimas?' rogavit Helena.
'lacrimo quod Paulus et Lucas me vituperant', respondit ancilla.
'ego tamen te non vitupero', inquit Helena. 'ego te laudo. ecce! tu crines meos optime componis. stolam meam optime componis. fortasse Lucas et Paulus te non laudant; sed ego te laudo, quod me diligenter curas.'

Nikodém Kroupa
owner

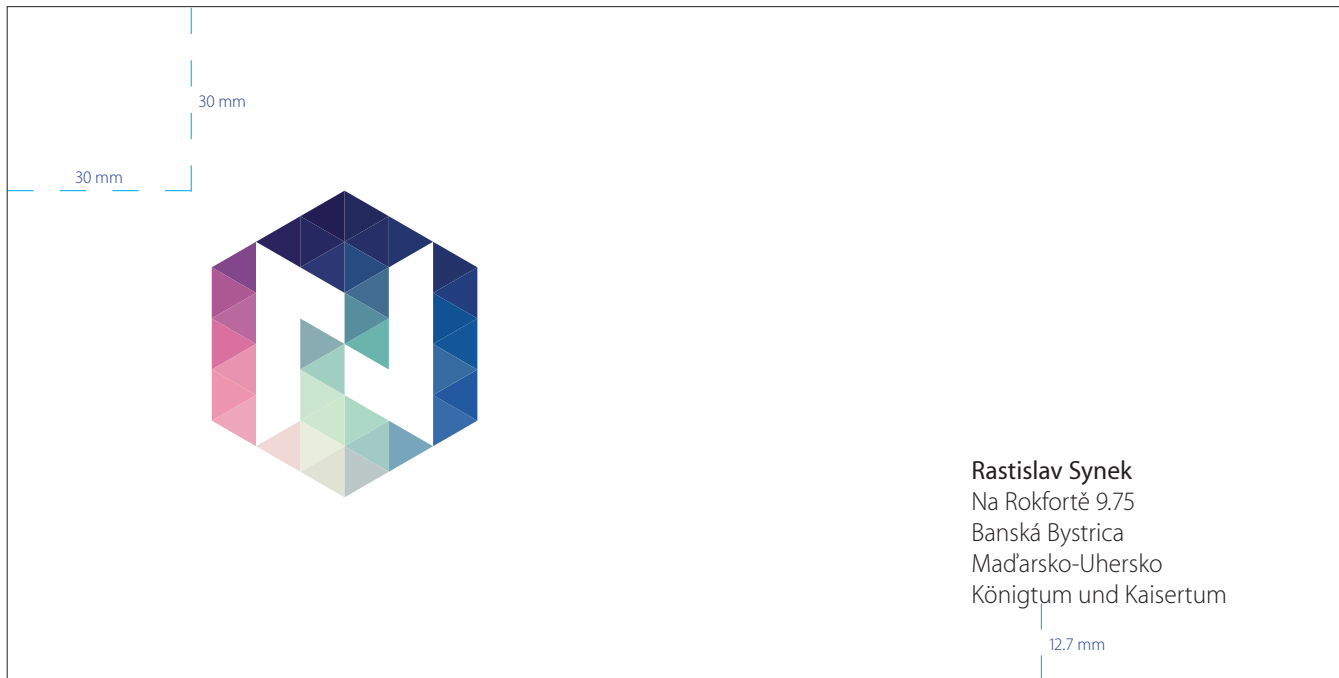
Mr.
Pavel Doležal
Сомарская 28
Poprad
Slovakia

03.02 Headliner A4

Letter without rulers.

03.03 DL Envelope

Sample of a DL Envelope. It can be used on various formats while maintaining the distances.



03.04 DL Envelope

DL Envelope without rulers.



Rastislav Synek
Na Rokfortě 9.75
Banská Bystrica
Maďarsko-Uhersko
Königtum und Kaisertum

03.05 Business card

Business card sample. Please keep the logo 40 mm from the edges.



03.06 Business card

Bussines card without rulers.





04.01 Business card

Business card application. It should be on white, or black paper only.

04.02 ^{Mug}

Example of a product design.



04.03 Webstite — kroupa.cc

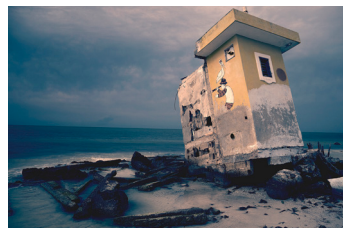
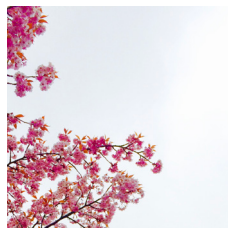
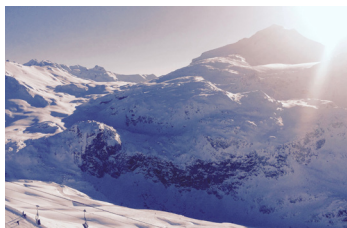
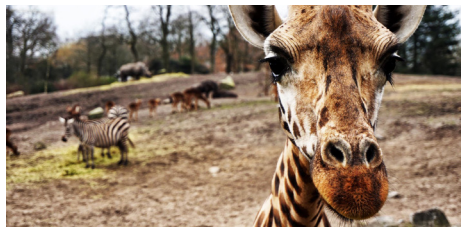
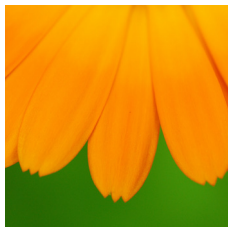
A website mockup. Does not represent an actual website.



Rebrands

Projects

About me



04.04 Annual Report

Unified stylo of any portrait A4 publication. Keep it simple and clean.

