

JAN
SZLAUER
a person

CONTENTS

logo conception

basic variant

negative variant

text variant

negative text variant

logo on background

small variant

logo construction

safe zone

fonts

color

forbidden variants

aplications

letter

business card

brochure

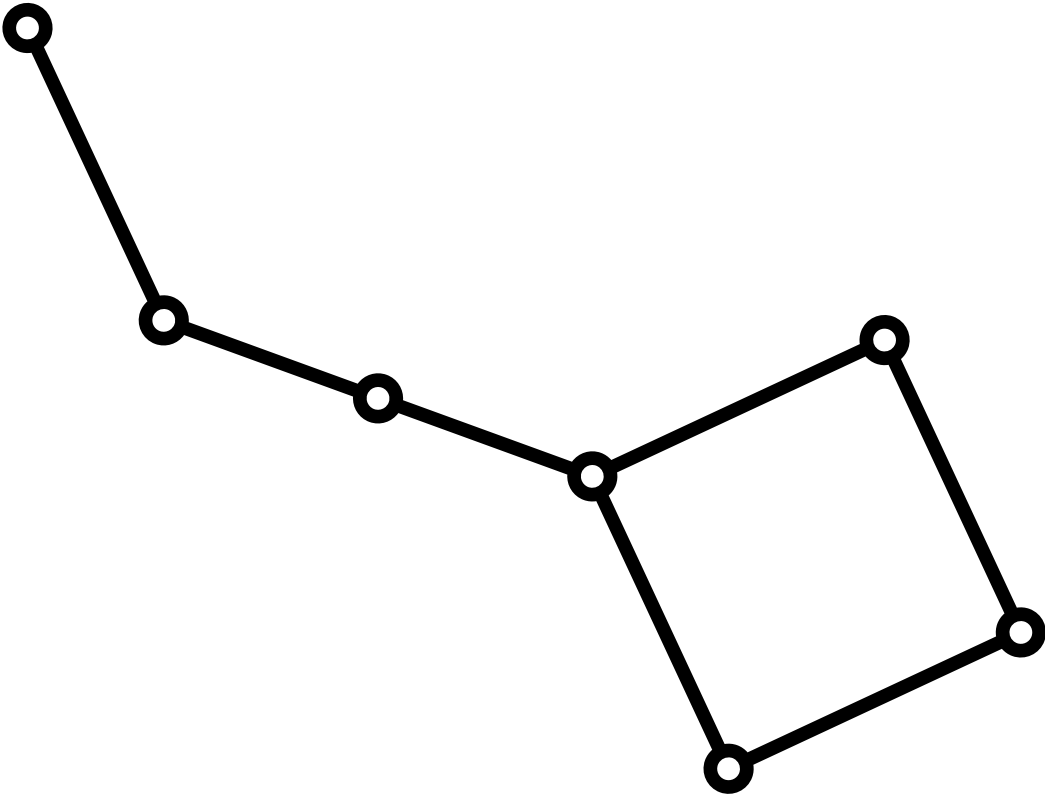
WWW

t-shirt

mug

LOGO CONCEPTION

Logo is made by combining 3 things. Initials 'J' and 'S'
and star constalation Ursa Minor ('Little bear').



J

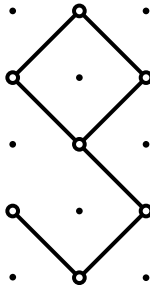
+

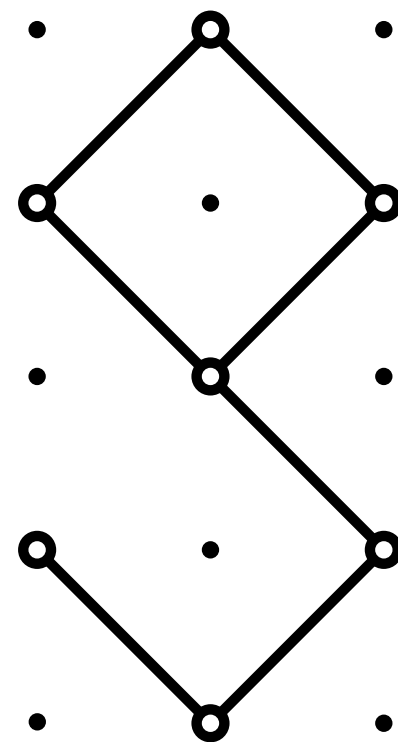
S

+

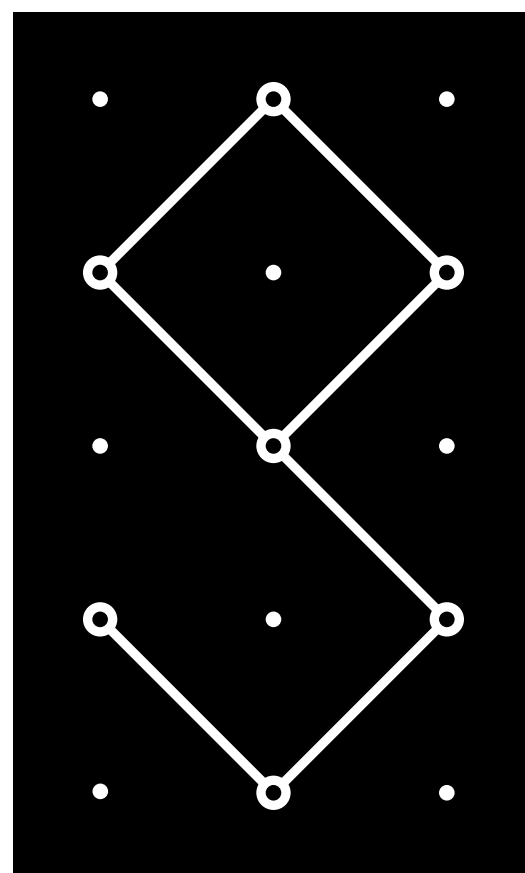
ursa
minor

=

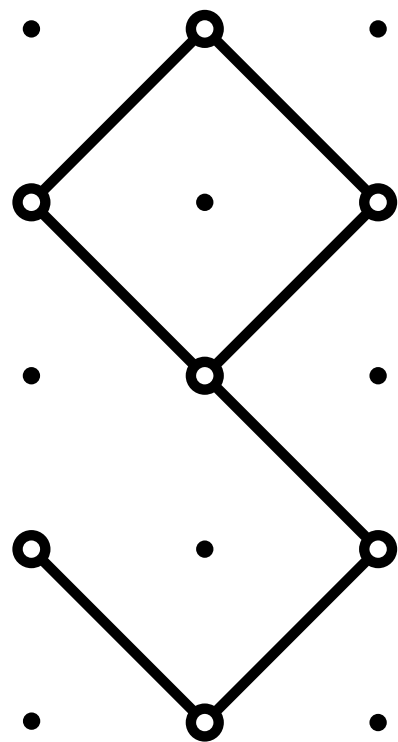




BASIC
VARIANT

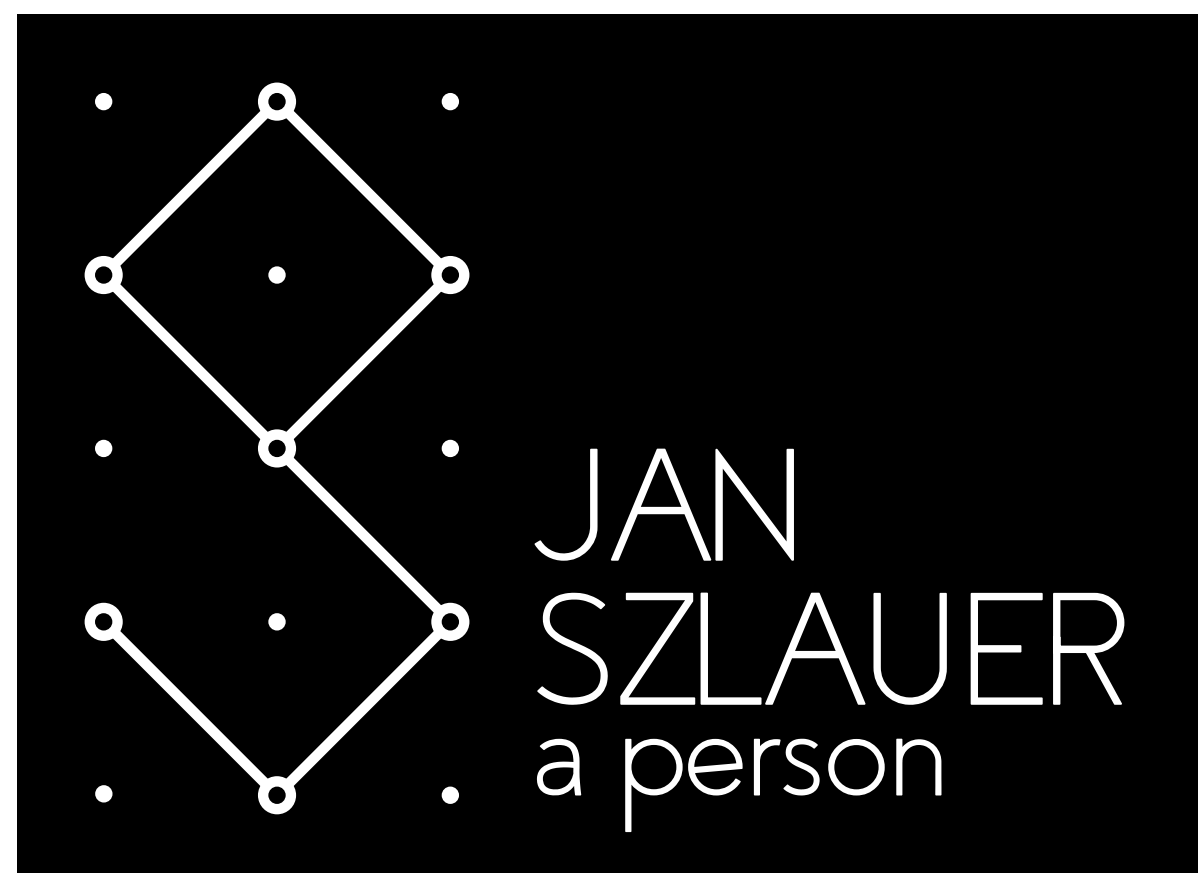


NEGATIVE
VARIANT

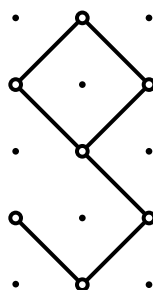


JAN
SZLAUER
a person

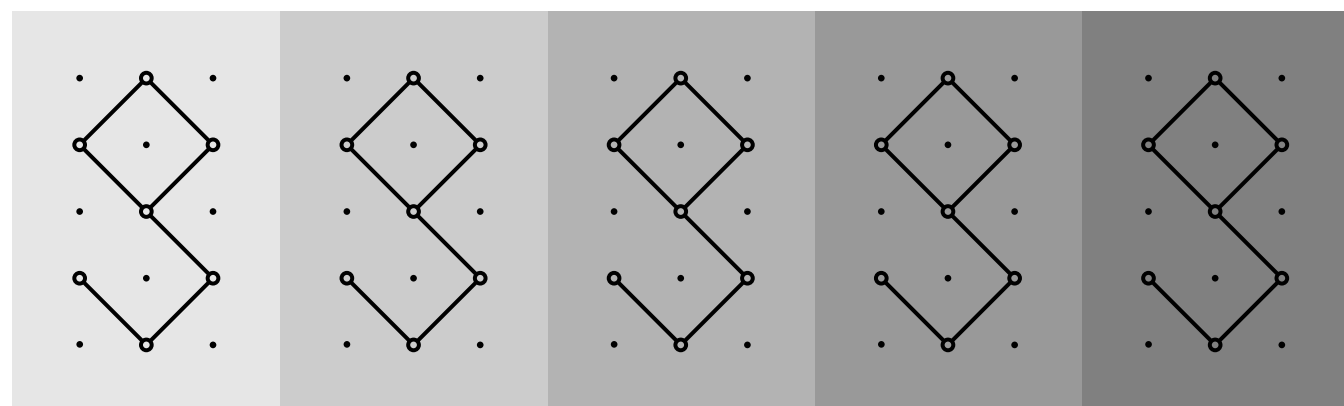
TEXT
VARIANT



NEGATIVE
TEXT
VARIANT



0%



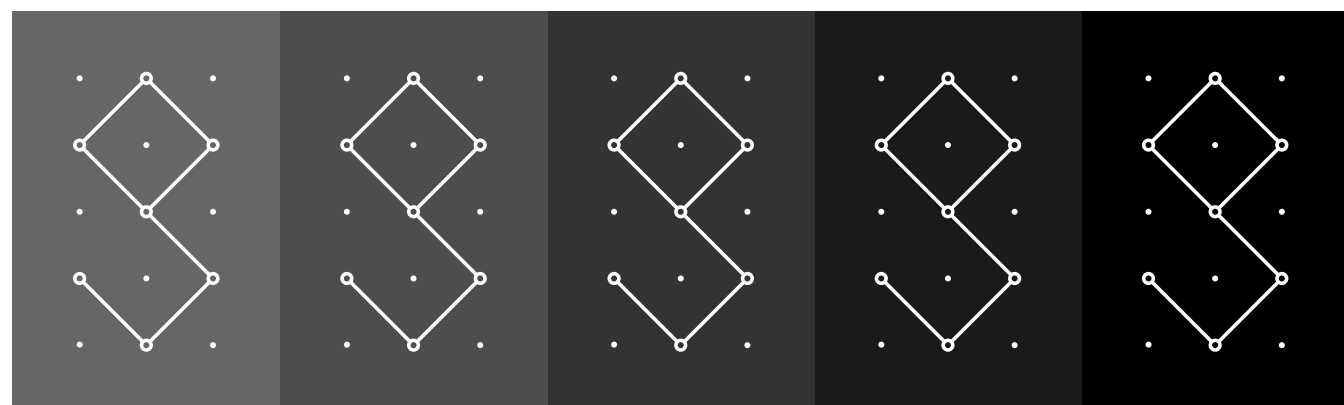
10%

20%

30%

40%

50%



60%

70%

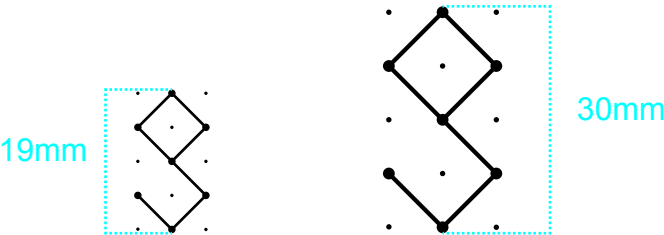
80%

90%

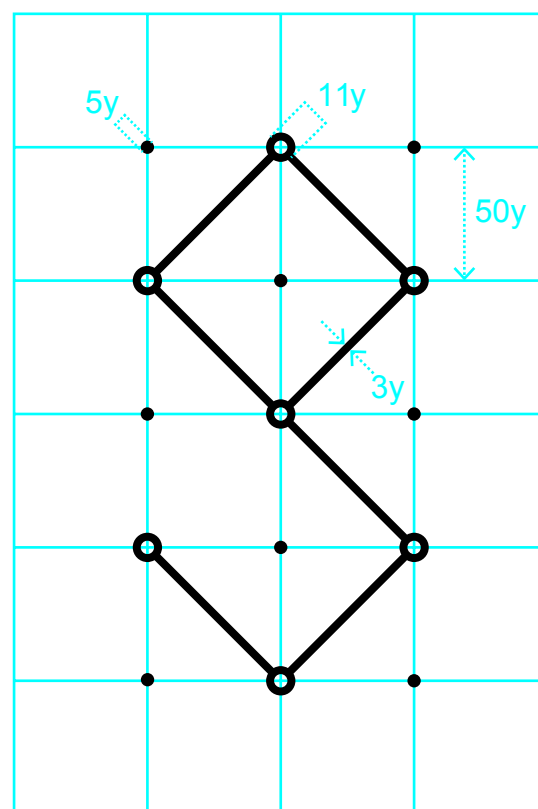
100%

LOGO ON
BACKGROUND

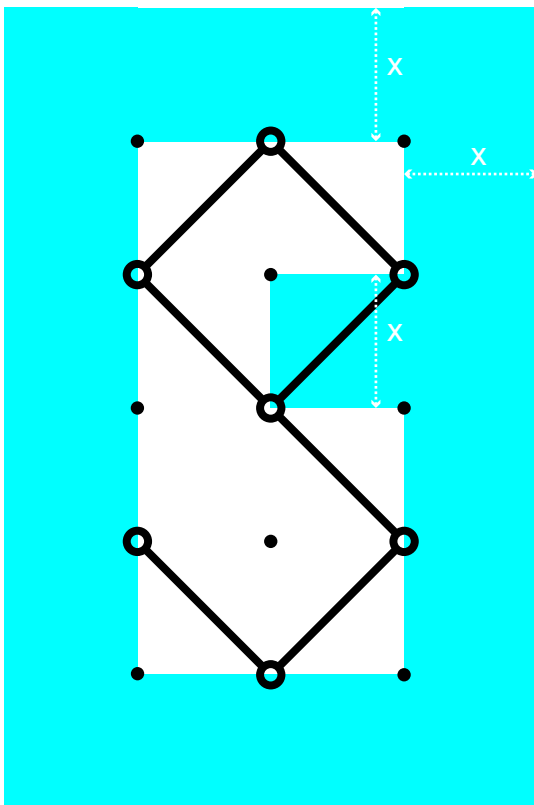
Smallest version of logo has filled in holes.
It is used in sizes from 3O to 19 mm.
19 mm is the smallest possible version of the logo.
For anything bigger use basic variant.



SMALL
VARIANT



LOGO
CONSTRUCTION



SAFE
ZONE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ0123456789
Coves Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ0123456789
Coves Bold

ábcďéřfghijklmnopqřšťůvwxyž
ÁBČĎÉFGHÍJKLMNÓPQŘ
ŠŤŮVWXYZŹ0123456789
Arial Regular

ábcďéřfghijklmnopqřšťůvwxyž
ÁBČĎÉFGHÍJKLMNÓPQŘ
ŠŤŮVWXYZŹ0123456789
Arial Bold

ábcďéřfghijklmnopqřšťůvwxyž
ÁBČĎÉFGHÍJKLMNÓPQŘ
ŠŤŮVWXYZŹ0123456789
Times New Roman Regular

ábcďéřfghijklmnopqřšťůvwxyž
ÁBČĎÉFGHÍJKLMNÓPQŘ
ŠŤŮVWXYZŹ0123456789
Times New Roman Bold

ábcďéřfghijklmnopqřšťůvwxyž
ÁBČĎÉFGHÍJKLMNÓPQŘ
ŠŤŮVWXYZŹ0123456789
Times New Roman Italic

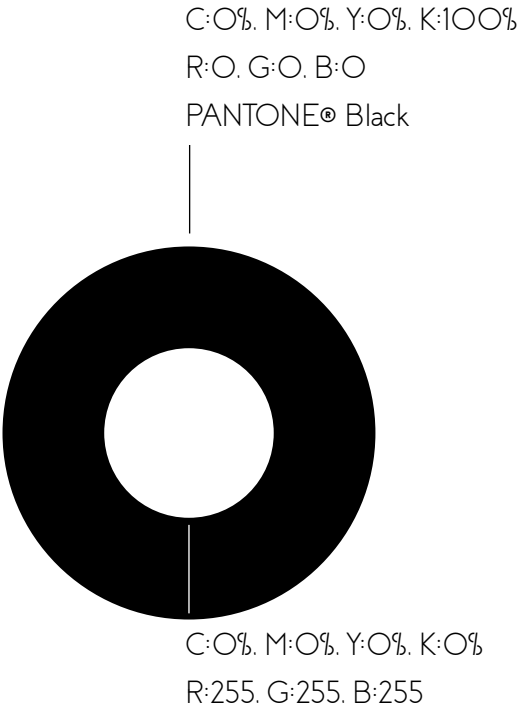
ábcďéřfghijklmnopqřšťůvwxyž
ÁBČĎÉFGHÍJKLMNÓPQŘ
ŠŤŮVWXYZŹ0123456789
Times New Roman Bold Italic

PRIMARY TYPEFACE
Used for short snippets of text in english.

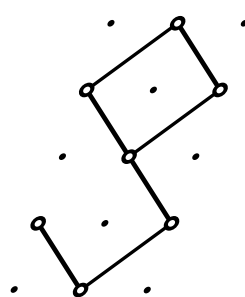
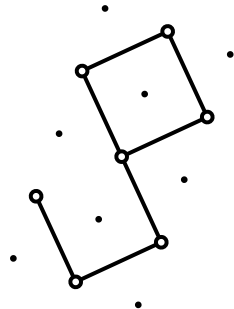
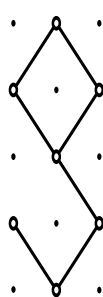
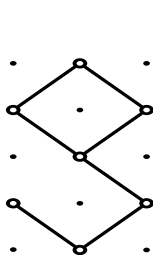
SECONDARY TYPEFACE
Used when primary typeface is not usable because of
lack of language support or lack of font.

SERIF TYPEFACE
Used for longer stretches of text.

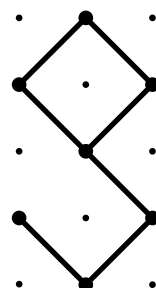
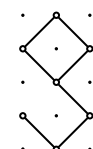
FONTS



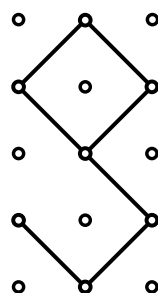
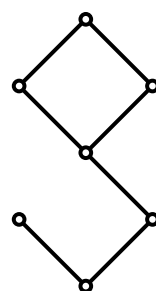
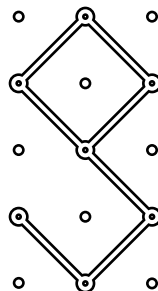
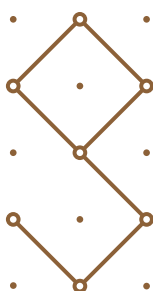
COLOR



DO NOT deform, rotate or skew.

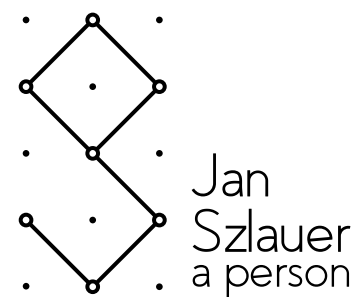
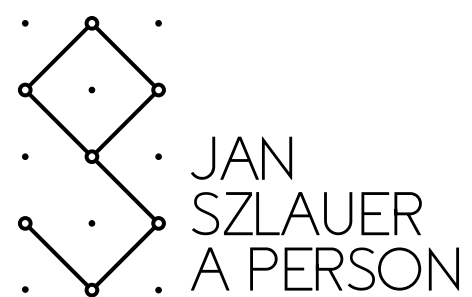
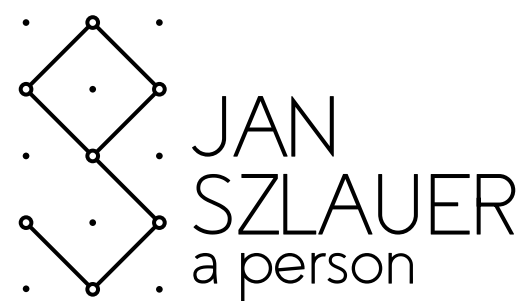
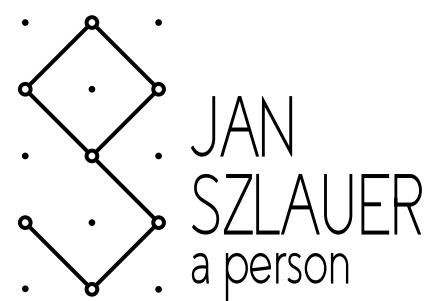
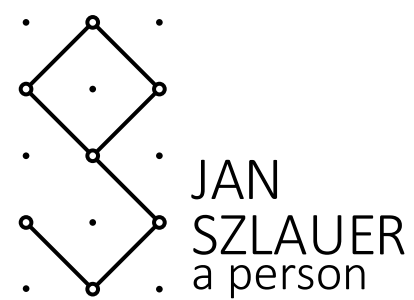
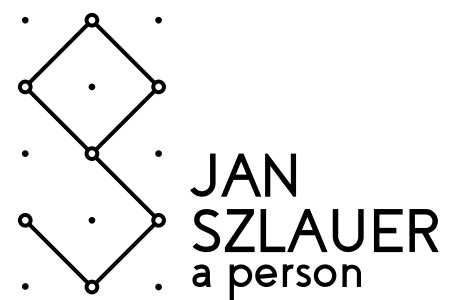


DO NOT scale basic variant to small variant and small variant to basic variant.



DO NOT alter color or shape in any way.

FORBIDDEN VARIANTS



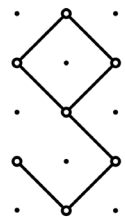
DO NOT change font style nor family.

DO NOT change size or shape of font.

DO NOT alter capitalization.

FORBIDDEN
VARIANTS

APPLICATIONS



JAN
SZLAUER
a person

Jméno Příjmení
Ulice
Město

Brno 20. května 2016

Dobrý den,

inullicias atem faccumquod et que non nimet volupta si dus dolorio eumquosande voluptatque et venihil in cumquae modio et aut faccupitium, asperumque sim fugit qui cus parum adit, untem qui od qui cum connima gnihitam, consequo iur reruptatur sam velendi dolupta.

Odignatemped utam nihicia ectaque ex esti ut odignat ateturia doluptatio dolorer oribus si officia nos quiduci nis dis esequia velest, seditatur?

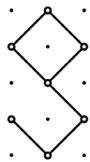
Laut explissitam, occab ipsam intis a nobisque natis es rehent.

Ficiatur aciam, sum et, sim et licia plicitio. Quuntotam eos rem. Tem ist, quia cus. Dolum sendemposa que nisti dolor a nonet qui qui aditiat que senditati sequia nobist.

Ebis inis aceatur? Ficiandam faccaec aecatam oluptatque laccum venis re sed quam dolescit voluptius.

S pozdravem,

Jan Szlauer
email@adresa.com
www.adresa.com



Jméno Příjmení
Ulice
Město

LETTER



Jméno Příjmení
Ulice
Město

Brno 20. května 2016

Dobrý den,

inullicias atem faccumquod et que non nimet volupta si dus dolorio eumquosande voluptatque et venihil in cumquae modio et aut faccupitum, asperumque sim fugit qui cus parum adit, untem qui od qui cum commima gnihitam, consequo iur reruptatur sam velendi dolupta.

Odignatemped utam nihicia ectaque ex esti ut odignat ateturia doluptatio dolorer
oribus si officia nos quiduci nis dis esequia velest, seditatur?

Laut explissitam, occab ipsam intis a nobisque natis es rehent.

Ficiatur aciam, sum et, sim et licia plicitio. Quuntotam eos rem. Tem ist, quia cus.

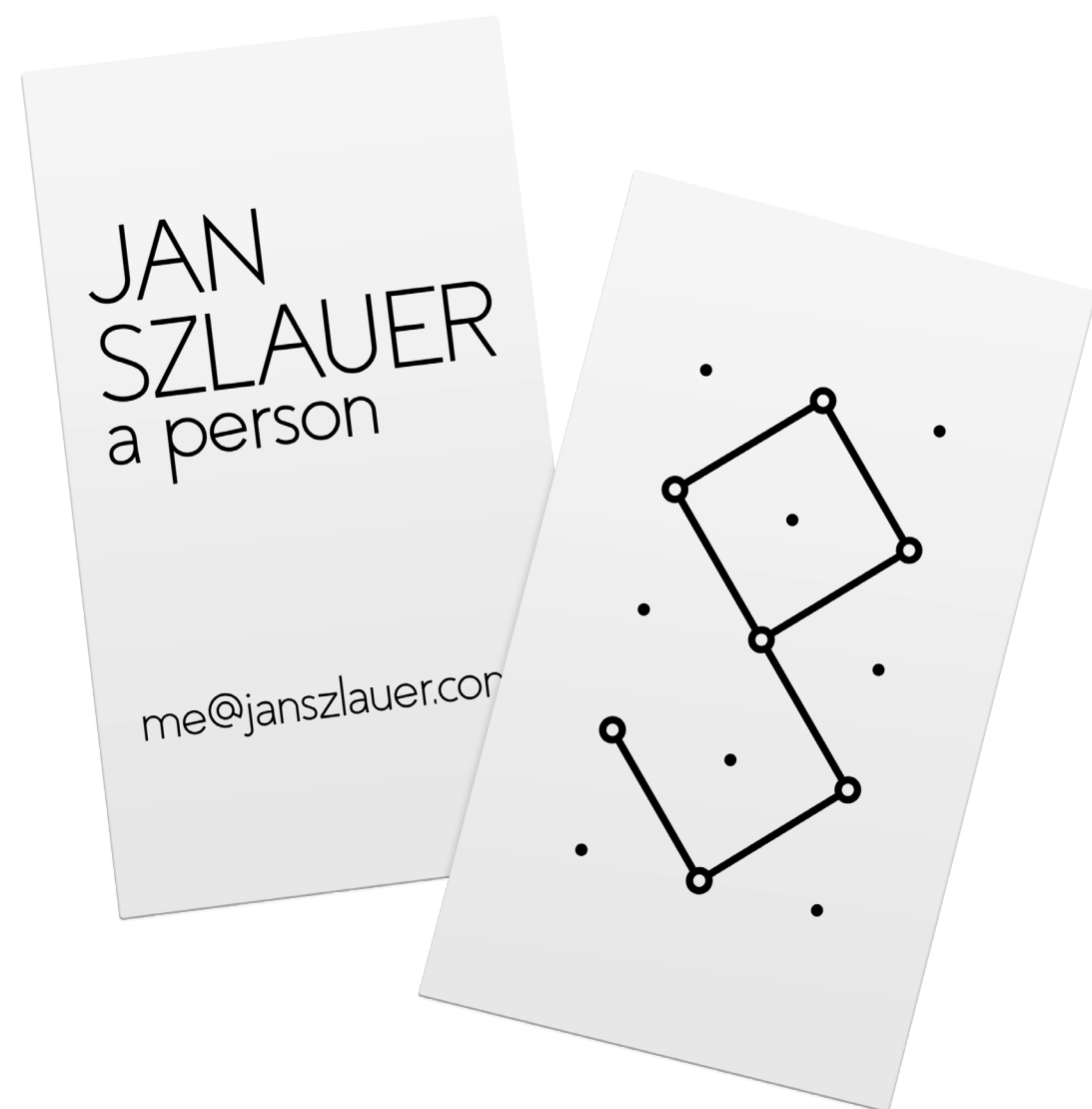
Dolum sendemposa que nisti dolor a nonet qui qui aditiat que senditati sequia nobist.

Ebis inis aceatur? Ficiendam faccaec aecatem oluptatque laccum venis re sed quam dolescit voluptius.

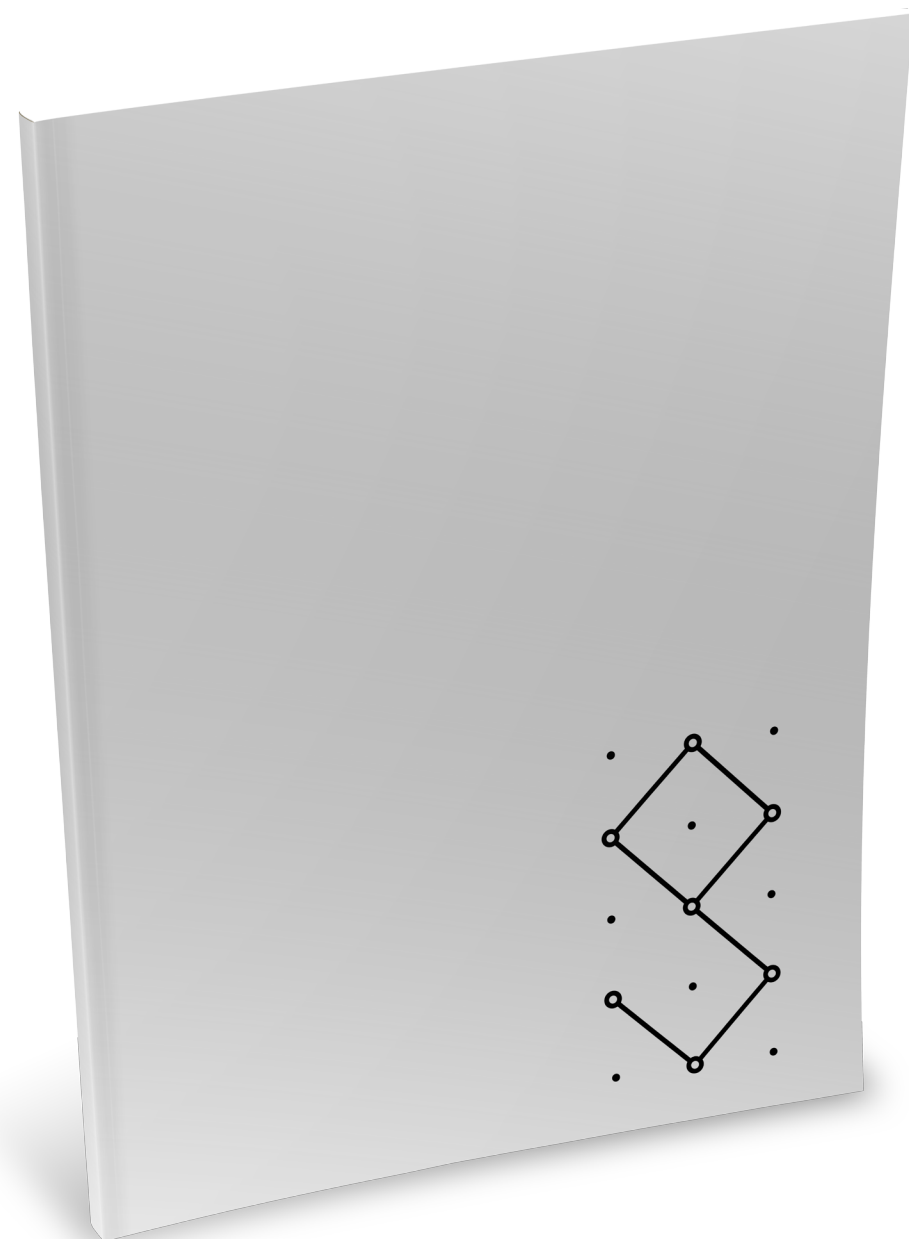
S pozdravem,

Jan Szlauer
email@adresa.com
www.adresa.com

LETTER



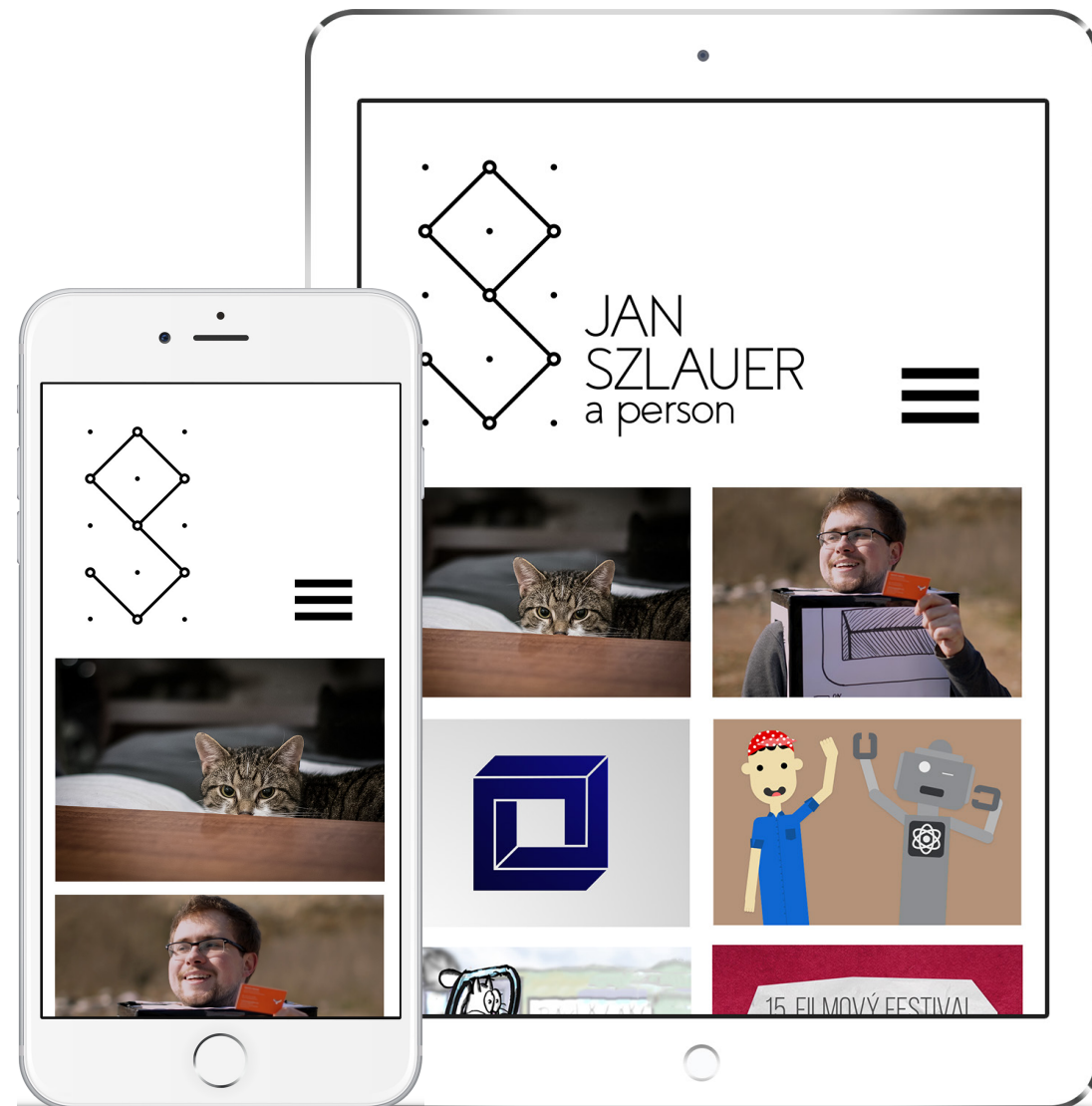
BUSINESS
CARD



BROCHURE



WWW



WWW



T-SHIRT



MUG

I appreciate that you took the time to look at this.

THANK YOU