



# MAI

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THE VINTAGE CLOTHING BOUTIQUE



# MAI

CORPORATE IDENTITY

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THE VINTAGE CLOTHING BOUTIQUE

## 01. LOGOTYPE

- a) základní barevná/černobílá varianta
- b) konstrukce a kodifikace
- c) ochranná zóna
- d) minimální velikost
- e) zakázané varianty

## 02. TYPEFACE

základní písmo a doplňkové písmo

## 03. COLOUR

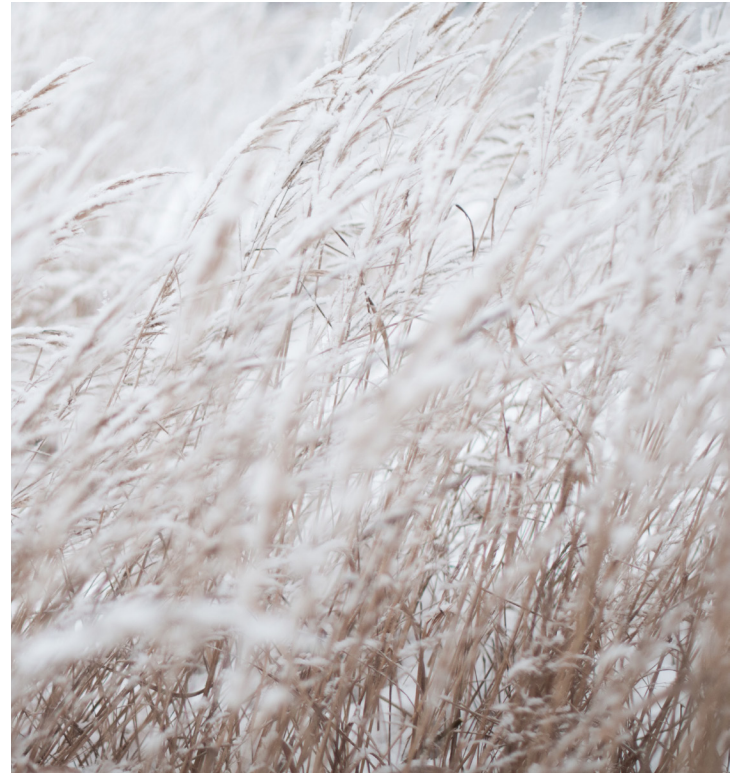
- a) CMYK
- b) RGB
- c) Pantone

## 04. BRAND PRESENTATION

- a) hlavičkový papír formát A4
- b) vizitka 90 × 50 mm (možný jiný formát)
- c) dopisní obálka
- d) obálka firemní brožury či výroční zprávy
- e) propagační předměty

## 05. WEBSITE PAGE LAYOUT

desktop and smartphone



LOGOTYPE



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# 01 základní barevná varianta



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základní černobílá

01



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01 písmová varianta



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doplňková varianta

01





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01





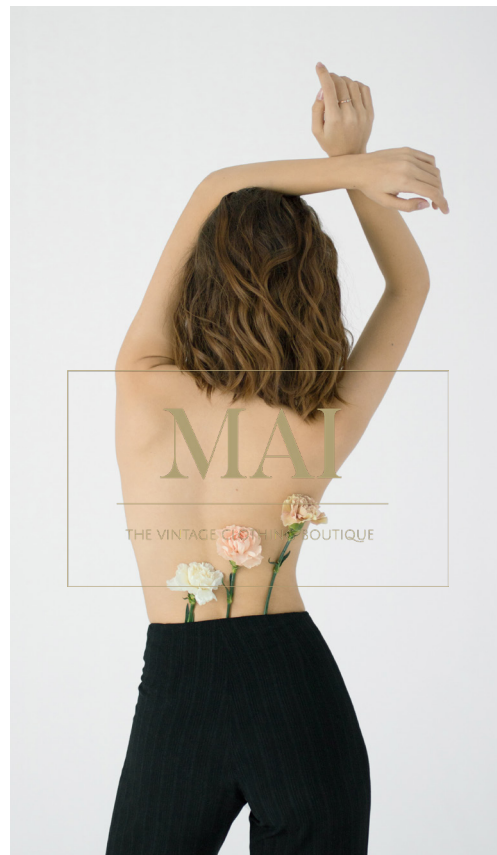
# 01 ochranná zóna minimální velikost



25



85



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the vintage clothing boutique

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# 01 zakázané varianty



## TYPEFACES

**Butler Bold**

**a b c d e**  
**f g h ij k**  
**l m n o p**  
**q r s t u**  
**v w x y z**

## Montserrat

ABCČĆDĐEFGHIJKLMNOPQR  
 SŠTUVWXYZŽabcčćdđefghijkl  
 mnopqrsštuvwxyzžАБВГГДЂЕ  
 ЁЄЖЗСИІЙЈКЛЉМНЊОПРСТ  
 ЂУЎФХЦЧЏШЩЪЫЬЭЮЯабвг  
 гдђеёежзсииійјклљмнњопрст  
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## JULIUS SANS ONE

ABCDEFGHIJKLMNOPSŠTUV  
 WXYZŽABCDEFGHIJKLMNOPS  
 ŠTUVWXYZŽ1234567890'?'!"(%)[  
 #]{@}/&\<-+÷×=>®©\$€£¥¢;:;.\*

## COLOURS



CMYK  
RGB  
Pantone

C34 M36 Y59 K0  
R184 G160 B117  
7503 C



CMYK  
RGB  
Pantone

C0 M0 Y0 K0  
R255 G255 B255  
White



CMYK  
RGB  
Pantone

C0 M0 Y0 K100  
R0 G0 B0  
Black

# BRAND IDENTITY PRESENTATION







(023) 456-7890  
CONTACT@MAISHOP  
69 BROADMEAD, BRISTOL, UK

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nunc scelerisque. Tincidunt arcu non sodales neque sodales ut etiam sit.

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# 04

## Business Card



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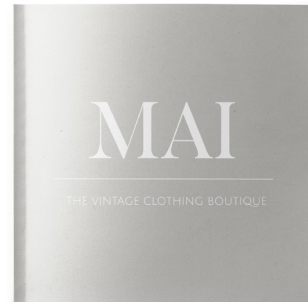
# 04

## Business Card



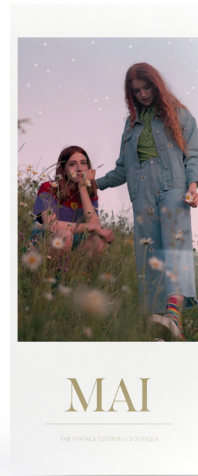


04



# Brochure presentation









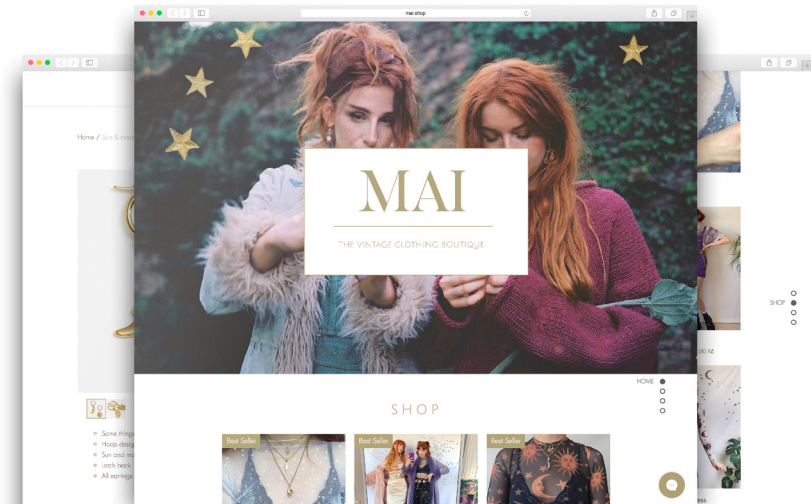


# WEBSITE PAGE LAYOUT



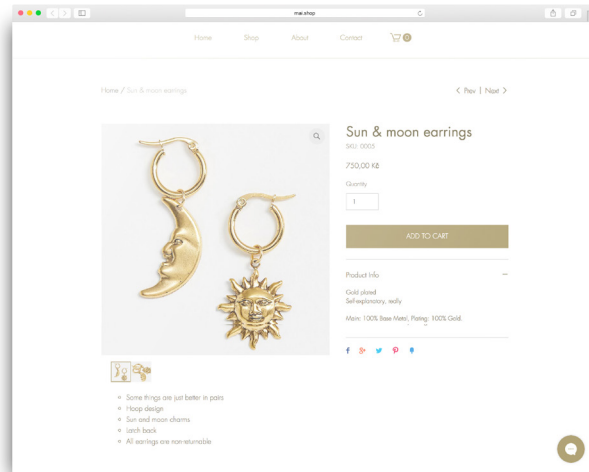
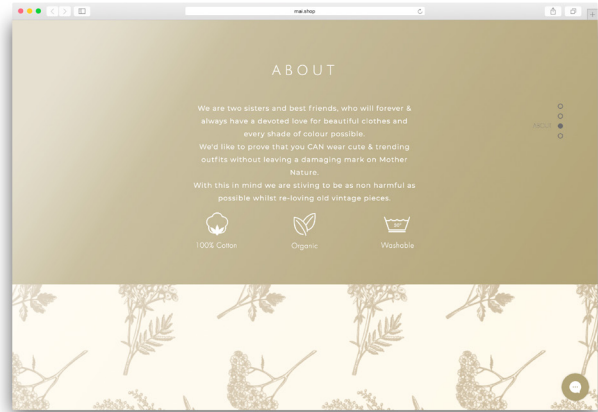
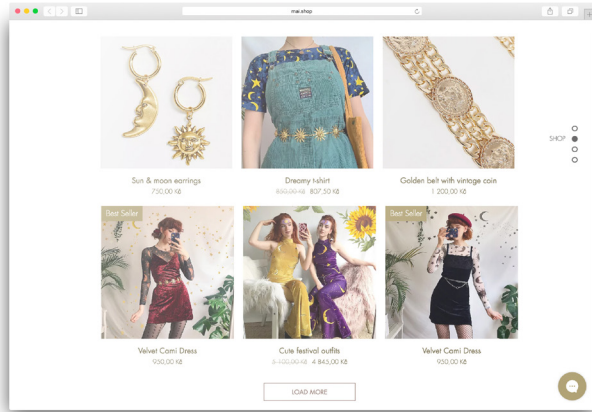
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Desktop



Mobile









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