



Vizuálna identita knižného  
vydavateľstva Konzept Verlag

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# Logo a jeho varianty









Značka + logotyp

negatív





Značka

farebné varianty



Značka



farebné varianty



Značka



Konzept Verlag

negatív



10

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Logotyp

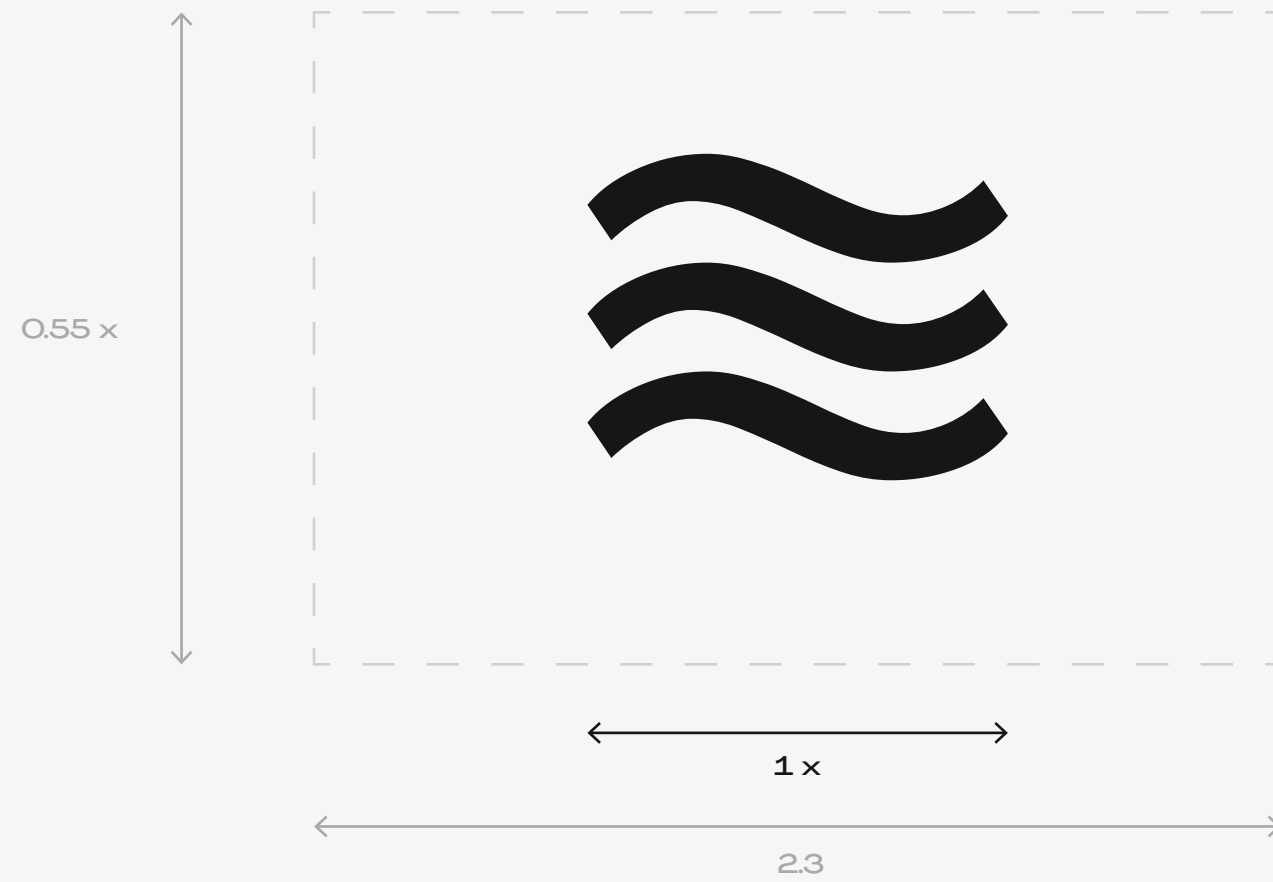
negatív

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# Konstrukcia a ochranná zóna

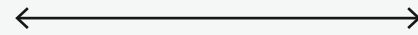




Agrandir Variable Grand Medium  
12pt → leading 2.5pt



Minimálna veľkosť



10 mm



5 mm

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20 mm



Zakázané verianty



Použitie iného fontu  
ako Monument Extended



Zmena rozloženia prvkov



Použitie obťahových liniek



Neproporcionálna zmena veľkosti



Neproporcionálna zmena veľkosti



Porušenie predpísanej vzialenosti  
logotypu od značky



Použitie dvoch rôznych farieb

# Písmo a farby



Farby

#e05d58

R: 224

G: 93

B: 88

C: 7

M: 78

Y: 64

K: 0

PANTONE 2032 CP

Farby

#181818

R: 24

G: 24

B: 24

C: 73

M: 67

Y: 65

K: 79

PANTONE 419 C

Farby

#f4f4f5

R: 244

G: 244

B: 245

C: 3


M: 2


Y: 2

K: 0

PANTONE P 134-9 C

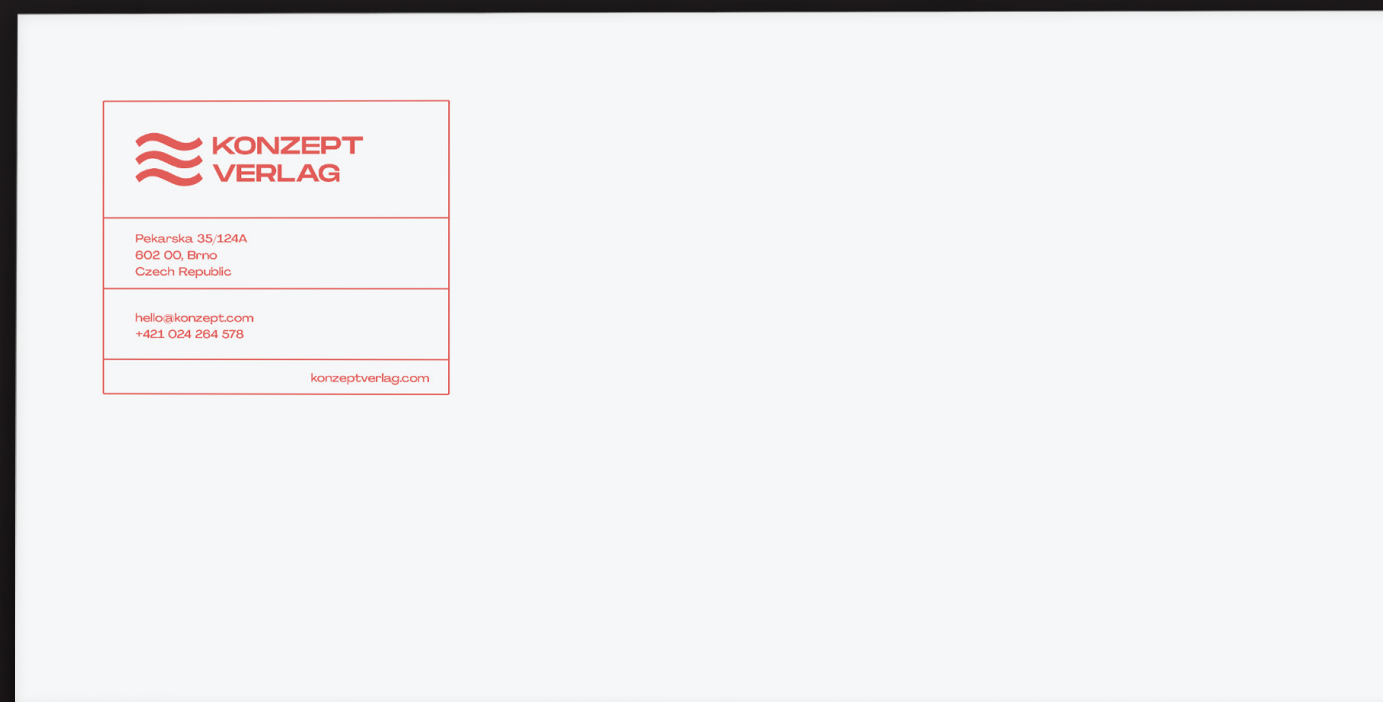
# Merkantilné tlačoviny a propagačné predmety

	
<p>Bc. Marek Migas CEO, Founder migas@konzept.com +421 954 123 686</p> <p>Mgr. Veronika Feuer Office Manager office@konzept.com +421 965 789 456</p>	<p>Dear Mr. Ing. Peter Smith</p> <p>A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.</p> <p>I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now. When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath of that universal love which bears and sustains us, as it floats around us in an eternity of bliss; and then, would I could describe these conceptions, could impress upon paper all that is living so full and warm within my soul is the mirror of the infinite God.</p>
	<p>Pekarska 35/124A    konzeptverlag.com    DIC: 2002451875 602 00, Brno        hello@konzept.com    IC DPH: SK2002451875 Czech Republic    +421 024 264 578</p>

	
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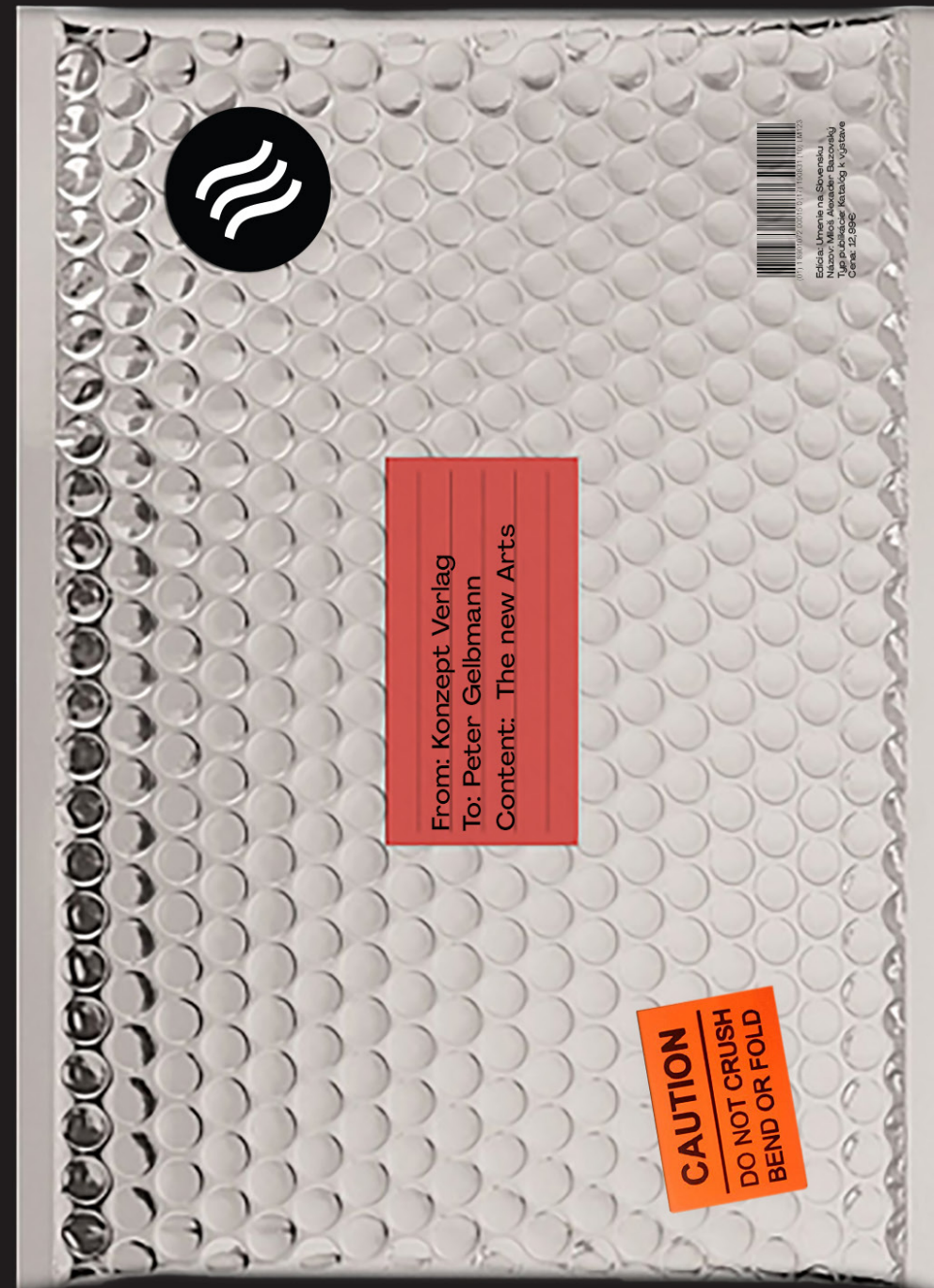


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Annual report	2018



















# Webdesign





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