

MUNI SILK SCARF GRAPHIC DESIGN

- scarf size **88 × 88 cm**
 - **use MUNI brand colour blue** (RGB: 0/0/220, CMYK: 100/75/0/0)
 - additional color: black (RGB: 0/0/0, CMYK: 0/0/0/100)
 - additional color: white (RGB: 255/255/255, CMYK: 0/0/0/0)
 - + **preparation of mock-ups in JPG**
 - **submit** PDF size 88 × 88 cm / 300 dpi
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**BRAND OR LOGOTYPE GRAPHIC DESIGN
AND A CORPORATE MANUAL**

- **research** of brands and logotypes of similar area

00 / COVER of the Corporate Manual

01 / CONTENTS

02 / BRAND

- **basic color brand** (positive and negative version)
- **basic black and white brand** (positive and negative version)
- **logotype / combined brand with type** (color + black and white)
- brand **construction and codification**
- brand **safe zone**
- brand **minimal size**
- brand **prohibited variants**

03 / FONT / definition

- **basic font** (used on brand or logotype)
- **additional font** (use on mercantile printed matter)

04 / COLOR / definition

- **CMYK**
- **RGB**
- **Pantone** (eg PANTONE 286 C)

05 / MERCANTILE PRINTED MATERIALS AND PROMOTIONAL ITEMS

- A4 **letterhead**
- **business card** 90 × 50 mm (other formats possible)
- **envelope**
- **promotional items** / brand application on any promotional items (5 pcs)

06 / SIMPLE GRAPHIC WEBSITE DESIGN

- **website** layout
- responsive website **layout for smartphone**
- **only statically on mock-ups**

07 / MOTION GRAPHICS / ANIMATION OF THE BRAND OR LOGOTYPE

- **animated GIF**
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Submit your work to the **Homework Vaults** of the subject PV083 in the period Autumn 2020 / create a folder with your name and insert a printable PDF (300 dpi, CMYK) or JPG with mock-ups in high quality + animated logo in GIF