

GRAFICKÝ NÁVRH LOGOTYPU MCB

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01

LOGOTYP MCB

01

logotyp
MCB



Základní barevné
provedení



Čb provedení



Inverzní provedení

01

logotyp
MCB



50 mm



40 mm



30 mm



Min. velikost 20 mm

5 / Ochranná zóna

Rozměrová řada / 6

01 logotyp MCB



MORAVIA
CONVENTION
BUREAU

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02

TYPOGRAFIE MCB

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MONTserrat - LIGHT ITALIC, VELIKOST 9/12 BODÙ

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MONTserrat - ITALIC, VELIKOST 11/14 BODŮ

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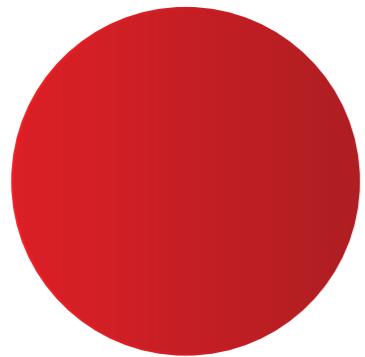
METROPOLIS – BLACK, VELIKOST 11/14 BODŮ

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03

DEFINICE BAREV MCB

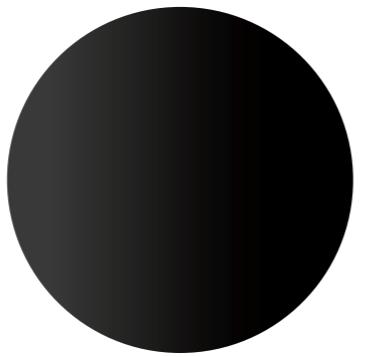
03 definice barev MCB



Pantone 2347 C
CMYK 15/100/100/0
RGB 217/0/0
web #d90000



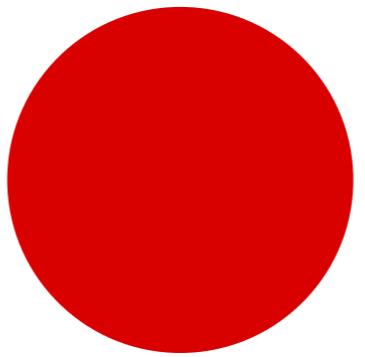
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RGB 175/30/35
web #af1e23



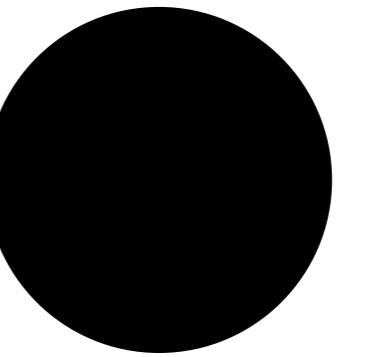
Pantone Black 7 C
CMYK 0/0/0/78
RGB 57/57/57
web #393939



Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
web #000000



Pantone 2347 C
CMYK 15/100/100/0
RGB 217/0/0
web #d90000



Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
web #000000



doplňková
barva

Pantone 2736 C
CMYK 100/88/11/1
RGB 0/30/225
web #001ee1

04

TIŠTĚNÉ

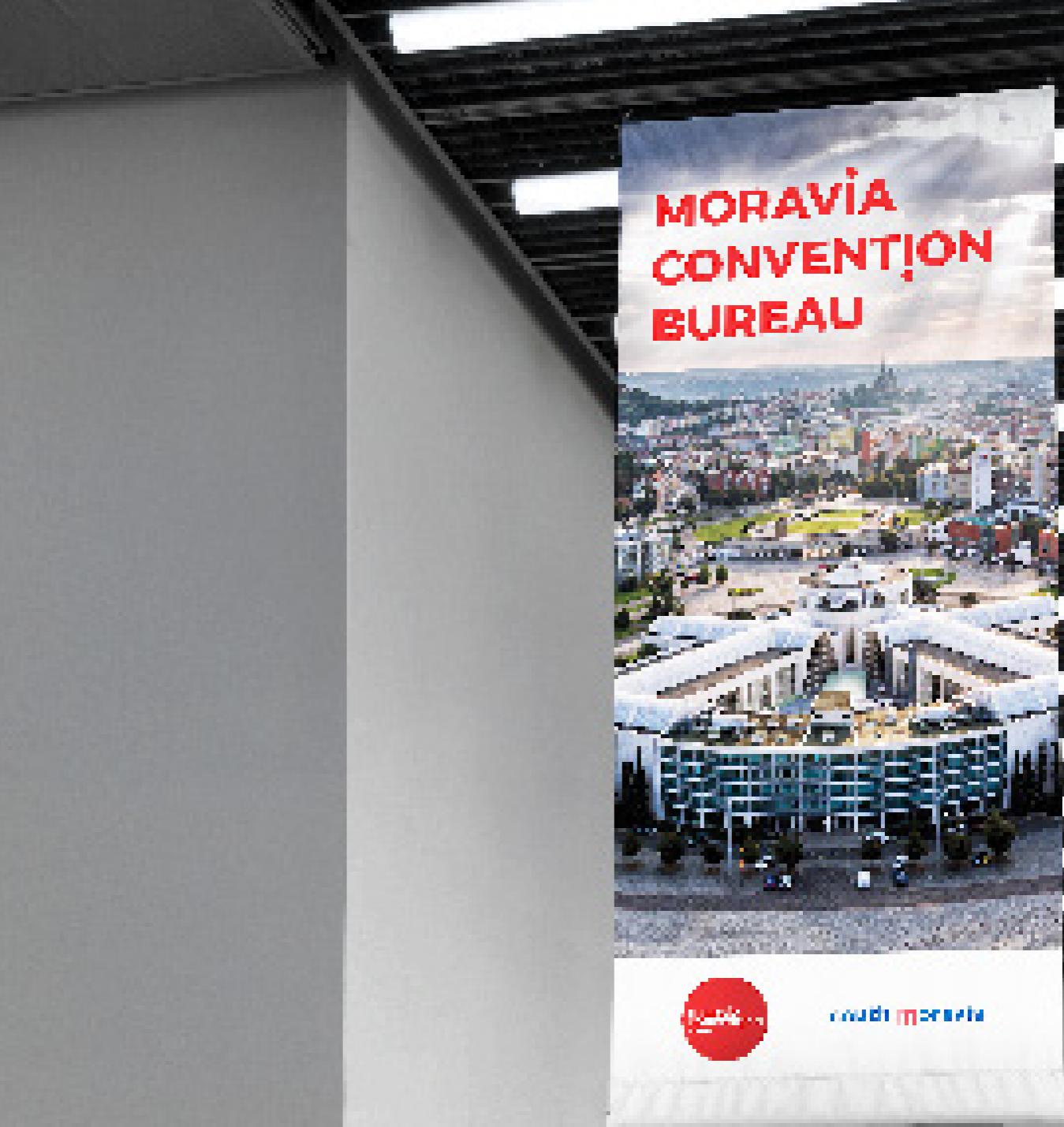
MATERIÁLY

MCB

04 tištěné materiály
MCB



27 / A4 plakát, leták



Roll up / 28

04 tištěné materiály MCB

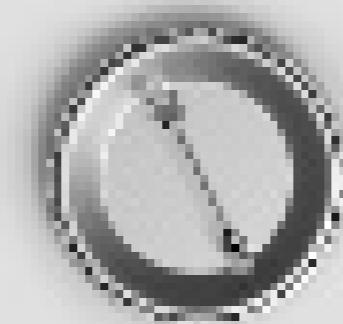


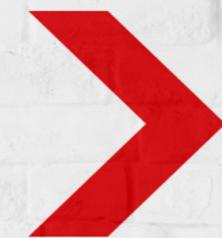
29 / Dopis, DL obálka



Vizitky / 30

04 tištěné materiály MCB





1ST FLOOR

05

DIGITÁLNÍ

FORMÁTY

MCB

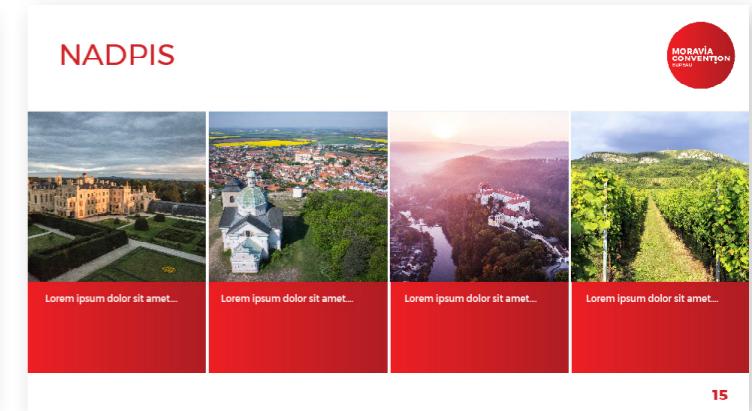
05 digitální formáty MCB



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Radnická 2, Brno, Czech Republic



06

**PROPAGAČNÍ
PŘEDMĚTY
MCB**



41 / Propiska



Notýsek / 42



43 / Kosmetická cestovní taška



Krém na ruce, vlhčené ubrousny / 44



45 / Hrnek



Plechové krabičky s bonbóny / 46



47 / Čokoládky na stůl



Papírové tašky / 48

