



design manual

corporate identity VIS

VERSION 1.2



... more than 20 years of experience

Our wood, easy to remember...



since 1998

... impossible to forget

Our wood, easy to remember...



...impossible to forget

VERSION OF THE LOGO

FULL COLOUR VERSION



*Our wood, easy to remember,
impossible to forget*

BLACK & WHITE VERSION



*Our wood, easy to remember,
impossible to forget*

SIMPLE VERSION



SIMPLE „SINCE“ VERSION



Our wood, easy to remember...



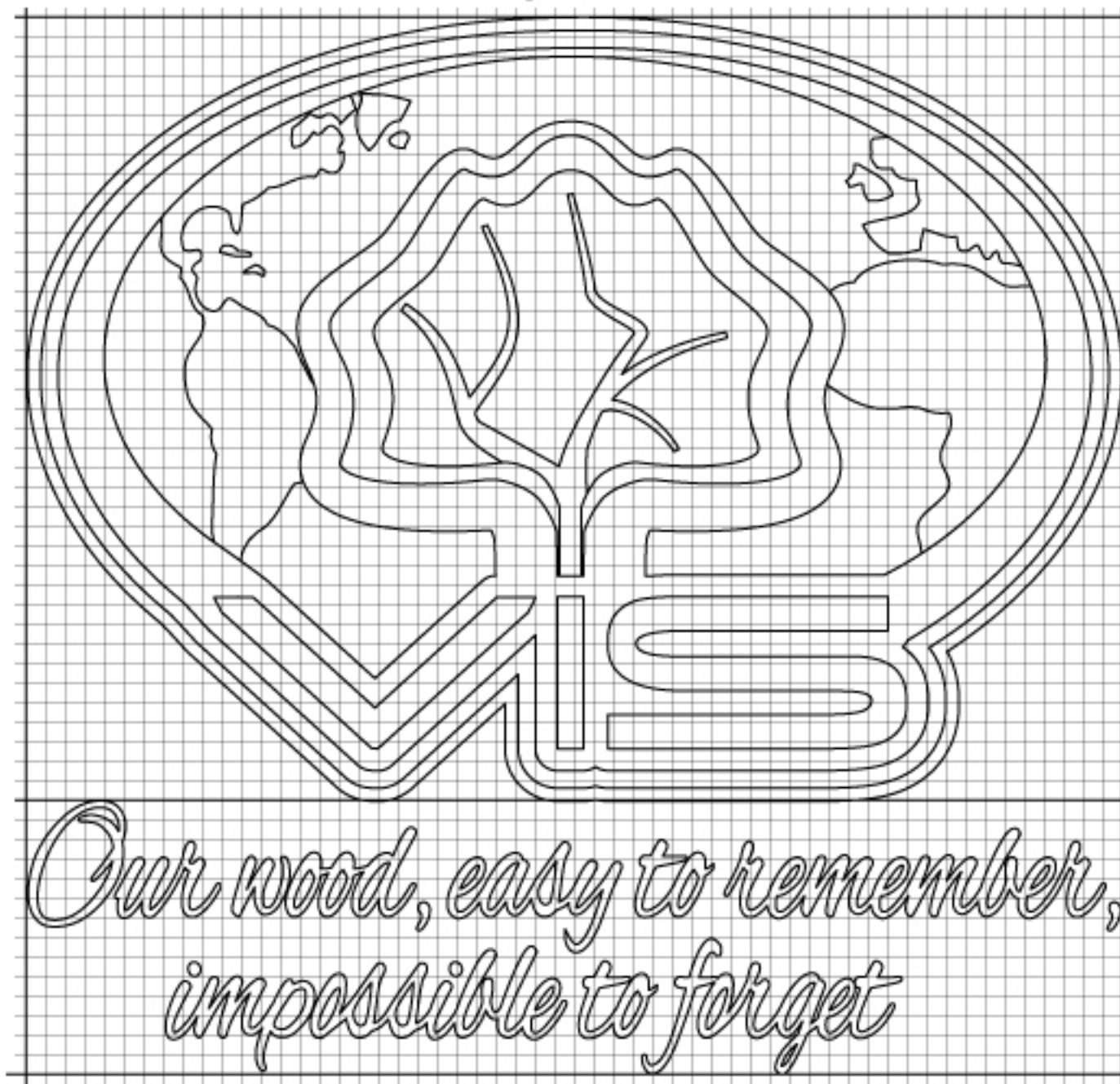
...impossible to forget

FULL COLOUR VERSION

1,4 x A



*Our wood, easy to remember,
impossible to forget*



aspect ratio: 1,4 x 1,35



*Our wood, easy to remember,
impossible to forget*

Our wood, easy to remember...



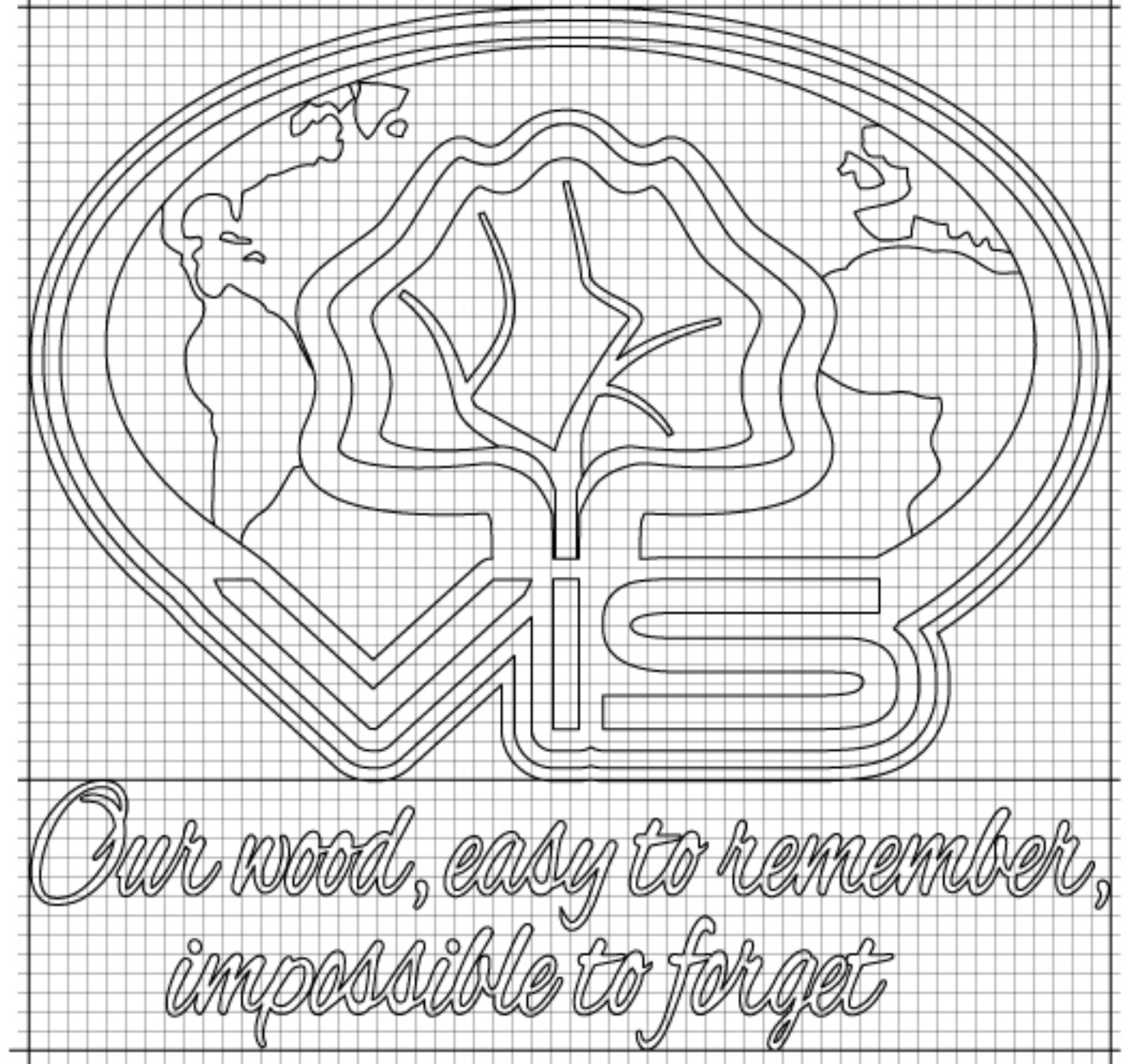
...impossible to forget

BLACK & WHITE VERSION

1,4 x A



*Our wood, easy to remember,
impossible to forget*



A

0,35 x A

*Our wood, easy to remember,
impossible to forget*

aspect ratio: 1,4 x 1,35

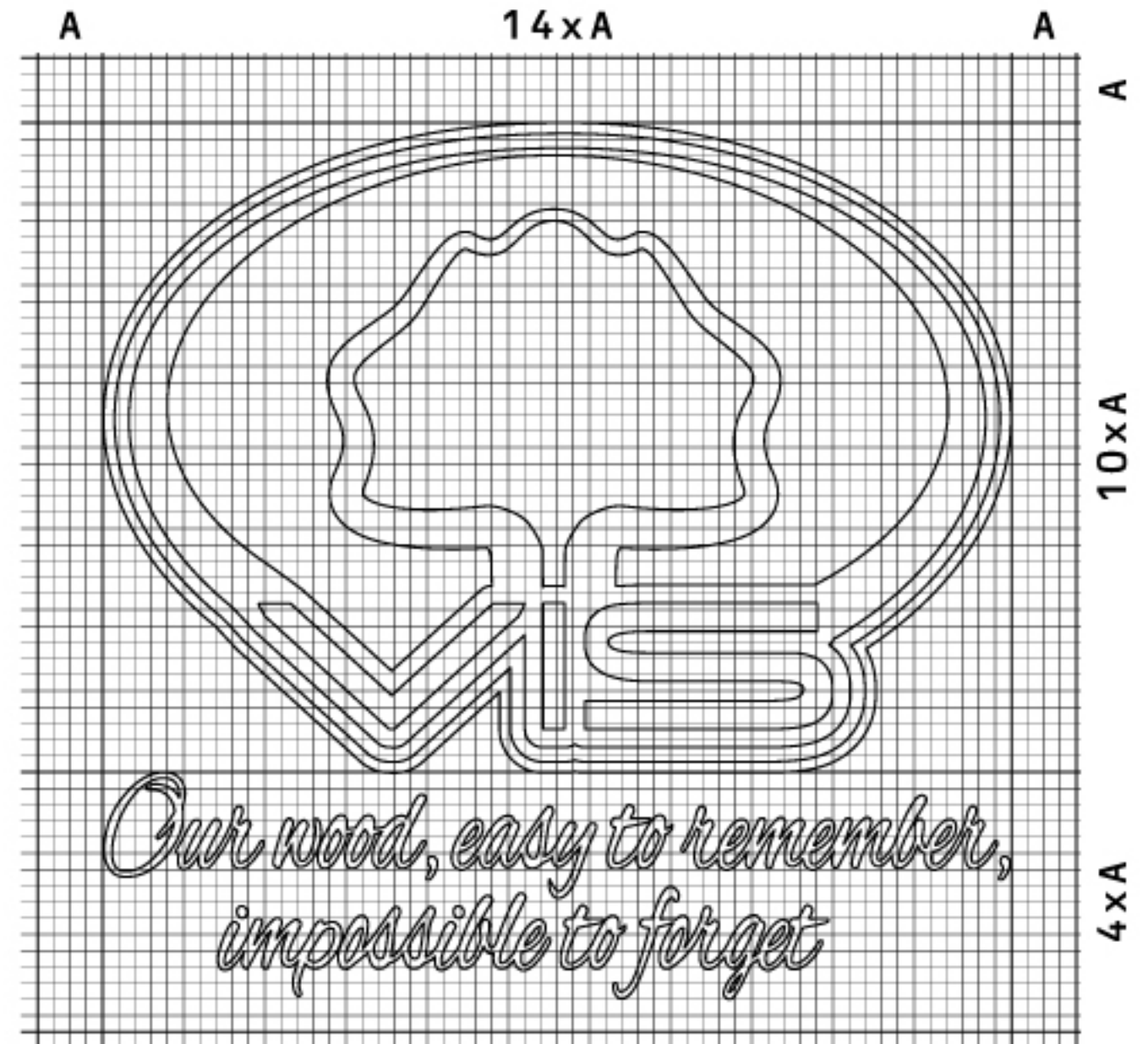


Our wood, easy to remember...



...impossible to forget

SIMPLE VERSION



aspect ratio: 16 x 15



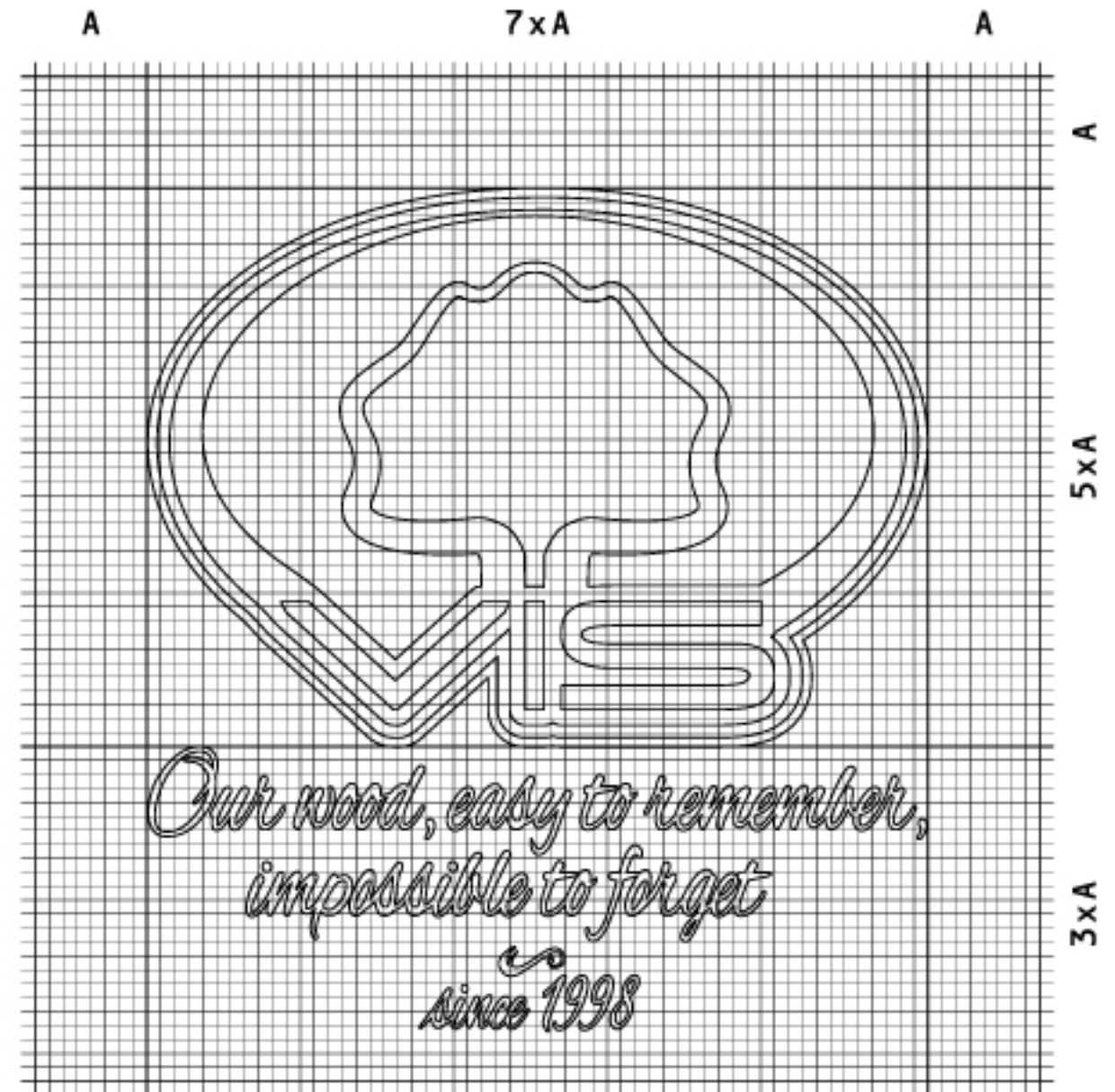
*Our wood, easy to remember,
impossible to forget*

Our wood, easy to remember...



...impossible to forget

SIMPLE „SINCE“ VERSION



aspect ratio: 1 x 1



Our wood, easy to remember...



...impossible to forget

B-CARD - RICH COLOUR VERSION



Our wood, easy to remember...



...impossible to forget

B-CARD - DUPLEX PRINT VERSION



www.visei.sk

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...impossible to forget

B-CARD - EMBOSSED VERSION

... more than 20 years of experience



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...impossible to forget

STAMP/PEČIATKA



Our wood, easy to remember...



...impossible to forget

USED FONTS/POUŽITÉ FONTY

ZÁKLADNÉ FONTY

Myriad Pro Bold :

VIS export-Import, spol. s r.o.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

řščťžýáíéäňôĽŠČŤŽÝÁÍÉÚÄŇÔ

Myriad Pro Regular:

VIS Export-Import, spol. s r.o.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

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DOPLNKOVÉ FONTY:

Myriad Pro Bold Italic

VIS Export-Import, spol. s r.o.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

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Myriad Pro Italic :

VIS Export-Import, spol. s r.o.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

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Myriad Pro Semibold:

VIS Export-Import, spol. s r.o.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

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Myriad Pro Condensed:

VIS Export-Import, spol. s r.o.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

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USED COLOURS/POUŽITÉ FARBY



PANTONE 350 C
CMYK c 079 m 000 y 100 k 075
RGB r 000 g 068 b 019
WEB 336633



PANTONE 2985 C
CMYK c 060 m 000 y 003 k 000
RGB r 095 g 179 b 232
WEB 3399CC



PANTONE 360 C
CMYK c 058 m 000 y 080 k 000
RGB r 125 g 185 b 086
WEB 339966



PANTONE HEXACHROME BLACK C
CMYK c 000 m 000 y 000 k 100
RGB r 033 g 033 b 033
WEB 000000



PANTONE TRANSPARENT WHITE
CMYK c 000 m 000 y 000 k 000
RGB r 255 g 255 b 255
WEB FFFFFFFF



Lvolen
2015