

Design manual for the visual identity of the **Adult Learning ROSK** brand



BASIC LOGOTYPE

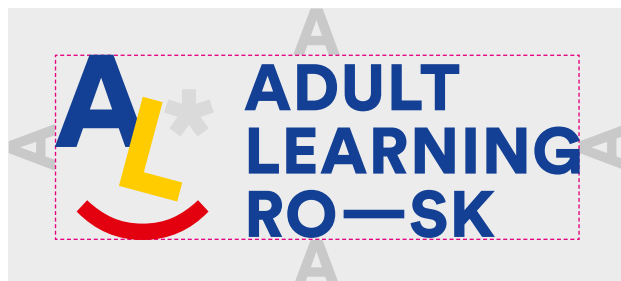
BASIC LOGOTYPE



BASIC LOGOTYPE – POZITÍV



LOGOTYPE - PROTECTED AREA



/ The protected area of the logotype is defined by the height of the letter A. No text or graphic element of any kind is allowed in the defined area. It provides an optimal perception of the logotype.

BASIC LOGOTYPE – NEGATÍV



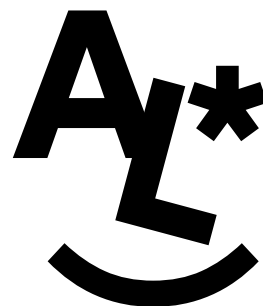
BASIC LOGOTYPE



MINIMUM SIZE OF THE BASIC LOGOTYPE



PICTOGRAM – COLOURS



The image features a large, stylized letter 'A' in a dark blue color, set against a lighter blue background. The 'A' is composed of thick, blocky strokes. To the right of the 'A' is a six-pointed star, also in dark blue, with rounded points. Below the 'A' and star is a thick, dark blue curved line that resembles a smile. The word 'COLOURS' is written in white, uppercase, sans-serif font across the middle of the 'A'.

COLOURS

COLOURS



BLUE

RGB 14-64-148
CMYK 100-80-0-0
PANTONE Reflex Blue



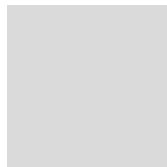
RED

RGB 227-0-15
CMYK 0-100-100-0
PANTONE 185



YELLOW

RGB 254-204-0
CMYK 0-20-100-0
PANTONE 123

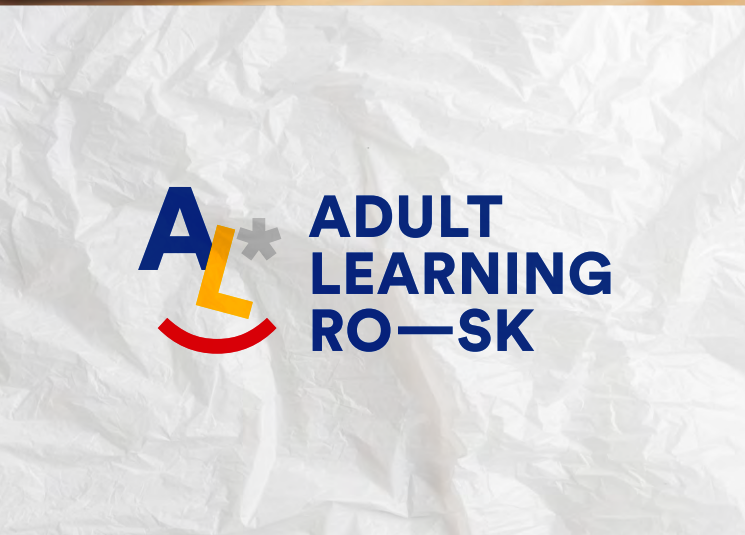


GREY

RGB 217-218-218
CMYK 0-0-0-20
PANTONE 427



LOGOTYPE DISPLAYED ON A COLOURFUL OR UNDEFINED BACKGROUND



The image features a dark blue background with large, light blue, stylized letters 'A' and 'L' positioned diagonally. To the right of the 'L' is a six-pointed star-like symbol. At the bottom, there is a thick, light blue curved line. The text 'PROHIBITED LOGOTYPE USAGE' is centered in white.

PROHIBITED LOGOTYPE USAGE

PROHIBITED LOGOTYPE USAGE





TYPOGRAPHY

TYPOGRAPHY

A a
City Text

Cy Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 (. , ; : ' „ “ ! ? ...)

Cy Text SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 (. , ; : ' „ “ ! ? ...)

Cy Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 (. , ; : ' „ “ ! ? ...)

Cy Text ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 (. , ; : ' „ “ ! ? ...)

Font **Cy Text** is available at fonts.adobe.com.

TYPOGRAPHY - SUPPLEMENTARY FONT

A a
Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 (. , ; : ' „ “ ! ? ...)

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 (. , ; : ' „ “ ! ? ...)

Arial is freely available.

The background features large, dark blue, stylized letters 'A' and 'R' and a star symbol. The 'A' is on the left, the 'R' is on the right, and the star is positioned between them. The text 'OFFICIAL PRINTED MATERIALS' is centered horizontally and partially overlaid by the 'A' and 'R'.

OFFICIAL PRINTED MATERIALS

LETTERHEAD



DL ENVELOPE



BUSINESS CARD



From and back side of the business card.

BRANDING



NAVIGATION SYSTEM – FORMAT A3

Co-funded by the European Union



Discourse

 **ADULT LEARNING RO-SK** 22/03/2023 9.30–16.30

Challenges from the pandemics:
adult learning in Romania and Slovakia
– projekt AdultLearningROSK

Co-funded by the European Union



↑

Hall 01 Discourse


 **ADULT LEARNING RO-SK** Discourse 22/03/2023 9.30–16.30

Co-funded by the European Union



→

Hall 02 Lunch 11.30–13.30

 **ADULT LEARNING RO-SK** Discourse 22/03/2023 9.30–16.30

POWERPOINT – A



Cover



Partition sheet



Použitý font Arial.


POWERPOINT – A

Slide Title
Arial Bold 25/25 pt



Text Arial Bold 10/14 pt
Irit allit la commy nos et ulla con er sequip exeriuscipit auglamcon ute ent ip ent aut utpat allismod te magna feuguer ilisist.

— Text Arial Regular 10/14 pt enim adit vent wiat velent doloprent velossequo do odigna aut allit prat art, volentim verat for accp essesequis dolut nonulla feurmandit nullat utum doliquat nonulla conipugnat.


Irit allit la commy nos et ulla con er sequip exeriuscipit auglamcon ute ent ip ent aut utpat allismod te magna feuguer ilisist.





14 PRESENTATION TITLE


Slide Title
Arial Bold 25/25 pt



15 PRESENTATION TITLE


16 PRESENTATION TITLE


16 PRESENTATION TITLE




Thank you

Contact us
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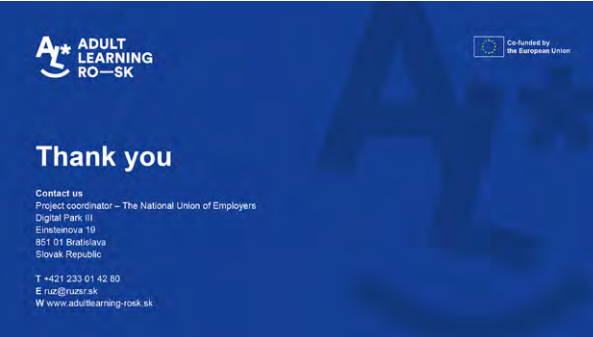






Thank you

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Back side

Použitý font Arial.

design manual **AdultLearningROSK 21**

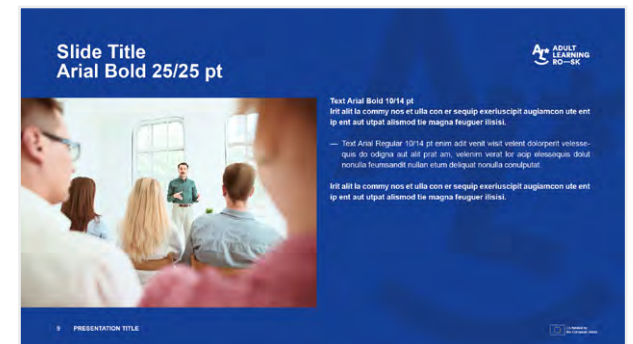
POWERPOINT – B



Cover



Partition sheet



Použitý font Arial.


POWERPOINT – B

Slide Title
Arial Bold 25/25 pt

Text Arial Bold 10/14 pt
 Iré ailt la commy nos et ullo con et sequip exeriscipit auglamcon ute ent
 ip ent aut utpat allismod te magna feuguee illisist.

— Text Arial Regular 10/14 pt enim adie vniat velent desicpente vellesse-
 quis do odigna aut aut prat iam, velentim vniat for accp eleesequis dolut
 nonulla feurmandi nullan etum eloliquat nonulla conipuliat.

Iré ailt la commy nos et ullo con et sequip exeriscipit auglamcon ute ent
 ip ent aut utpat allismod te magna feuguee illisist.



19 PRESENTATION TITLE

Slide Title
Arial Bold 25/25 pt



15 PRESENTATION TITLE



16 PRESENTATION TITLE



16 PRESENTATION TITLE

ADULT LEARNING RO-SK

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Thank you

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Back side

Použitý font Arial.

A large, stylized letter 'A' is positioned on the left side of the page. To its right is a graphic element consisting of a central vertical bar with six horizontal bars extending outwards, resembling a stylized asterisk or a snowflake. The entire graphic is rendered in a dark blue color against a lighter blue background.

MERCHANDISING

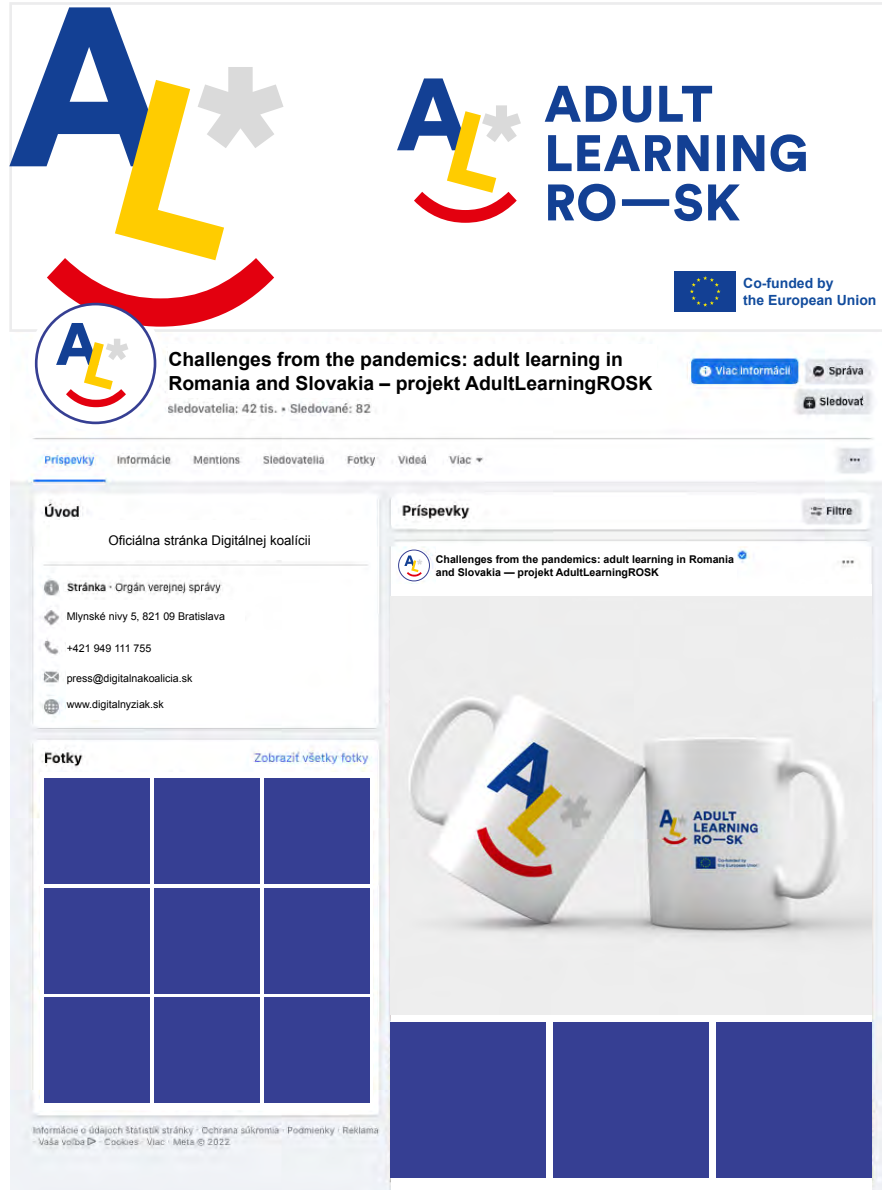
BRANDING





SOCIAL MEDIA

FACEBOOK



Favicon



A^{*}L **ADULT
LEARNING
RO—SK**



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