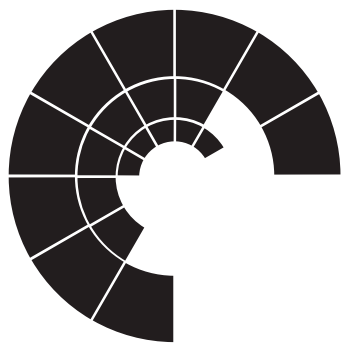
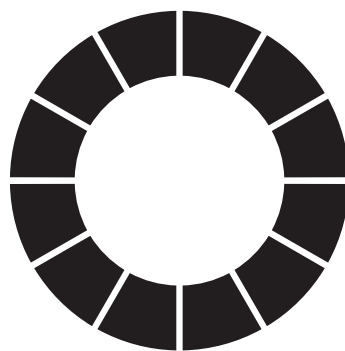
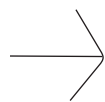




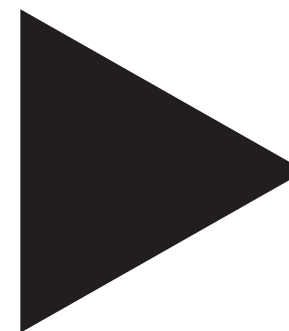
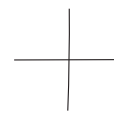
FILM
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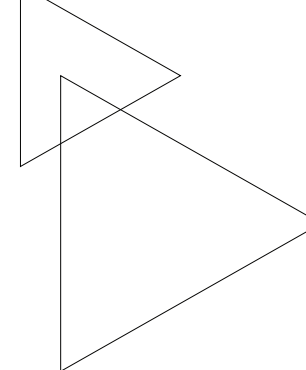
Základní vizuální
prvek MSK



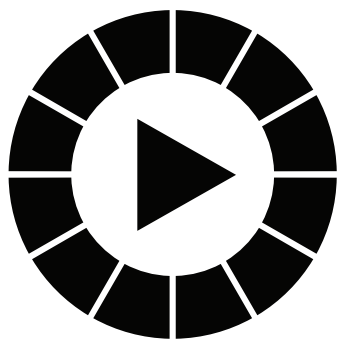
Stylizované
písmeno „O“



Symbol pro
spuštění videa



Ideový koncept vizuálního stylu projektu



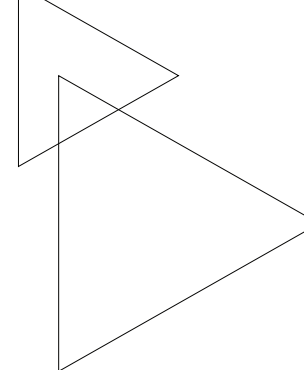
logo projektu

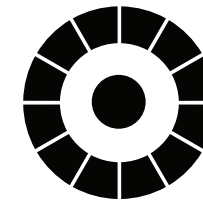
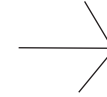
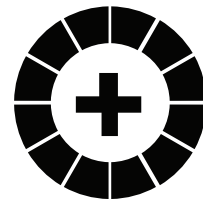
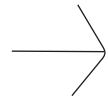


logotyp projektu



Logo a logotyp projektu

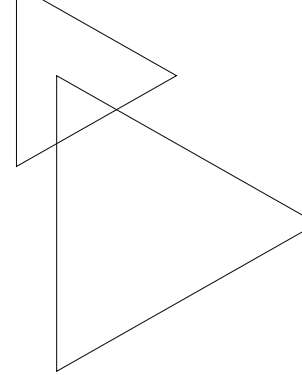




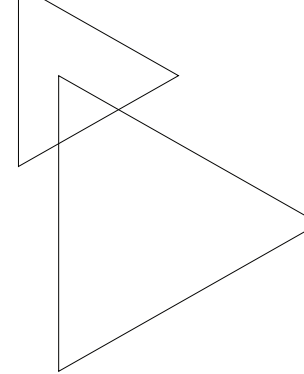
OFFICE

CONVENTION

TOURISM



Možné rozšíření vizuální podoby projektu i na jiné aktivity Moravian-Silesian Tourism



**FILM
OFFICE**

Moravskoslezská
filmová kancelář



FILM OFFICE Moravskoslezská
filmová kancelář

**FILM
OFFICE**

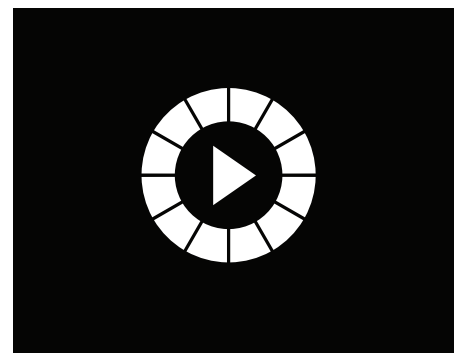
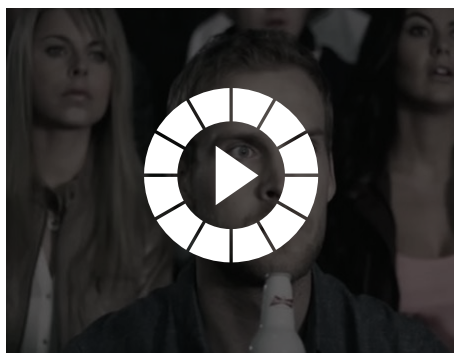
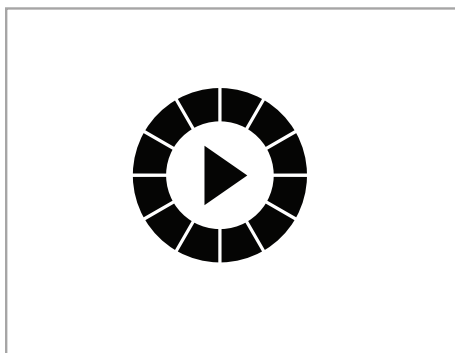
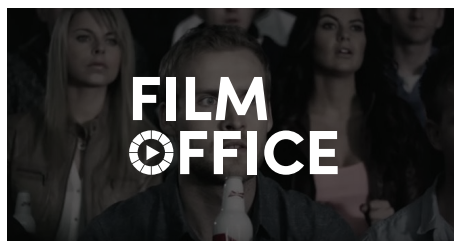
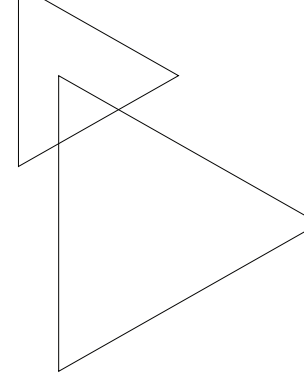
Moravian-Silesian
Film Office



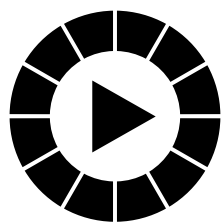
FILM OFFICE Moravian-Silesian
Film Office



Rozšířená podoba logotypu a jeho jazykové mutace



Inverzní podoba logotypu na tmavém pozadí (foto/barva)



ČERNÁ BARVA
RGB: 0/0/0
CMYK: 100/100/100/100
#000000



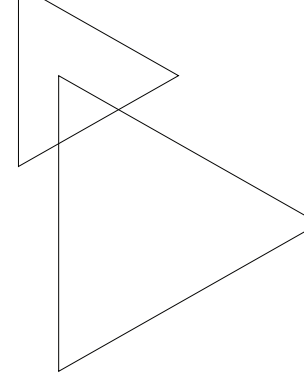
minimální velikost
loga 7,5 x 7,5 mm

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minimální velikost
logotypu 21 x 10 mm



Barevnost je omezena na černobílou a velikost loga omezena na min 0,75 x 0,75 cm



ABCDEFGHIJ
 KLMNOPQRS
 TUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 0123456789
 áčéëíóřšž
 ^/#\$€£¥¢§%&
 ()[]{}<>«»+=x±
 @©®™†‡°!!!?*"

ABCDEFGHIJ
 KLMNOPQRS
 TUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 0123456789
 áčéëíóřšž
 ^/#\$€£¥¢§%&
 ()[]{}<>«»+=x±
 @©®™†‡°!!!?*"

ABCDEFGHIJ
 KLMNOPQRS
 TUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 0123456789
 áčéëíóřšž
 ^/#\$€£¥¢§%&
 ()[]{}<>«»+=x±
 @©®™†‡°!!!?*"

**ABCDEFGHIJ
 KLMNOPQRS
 TUVWXYZ
 abcdefghijklmn
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 ^/#\$€£¥¢§%&
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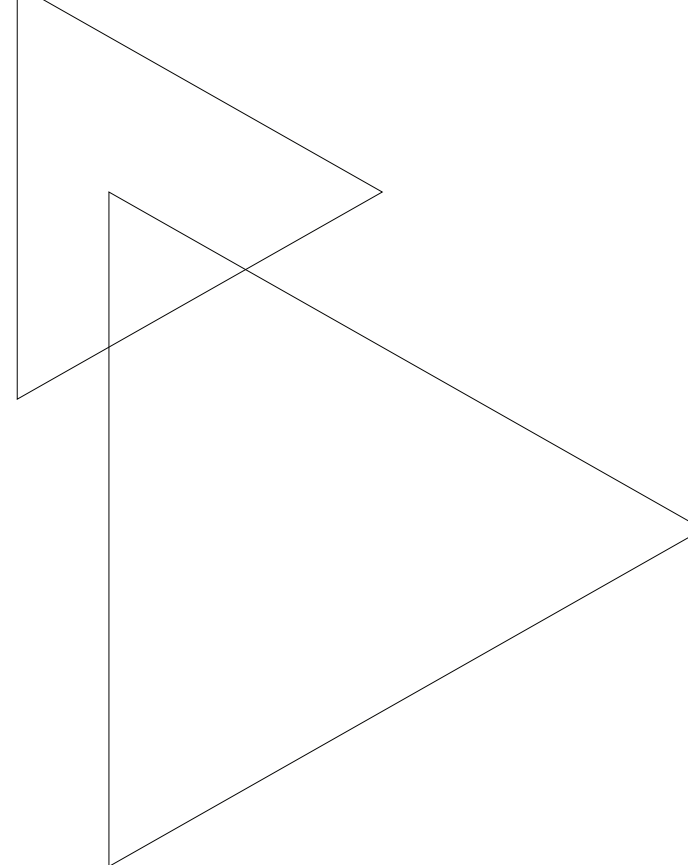
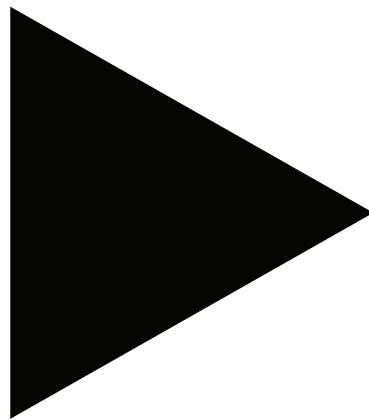
Sofia Pro
 ultra light
 14 pt
 prostrkání 0
 sazba delších textů

Sofia Pro
 light
 14 pt
 prostrkání 0
 sazba delších textů

Sofia Pro
 medium
 14 pt
 prostrkání 0
 sazba delších textů

**Sofia Pro
 bold
 14 pt
 prostrkání 0
 nadpisový font**





Doprovodné prvky lze libovolně kombinovat mezi sebou

A
I
S

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www.atelierstefkova.cz

Silvie Štefková