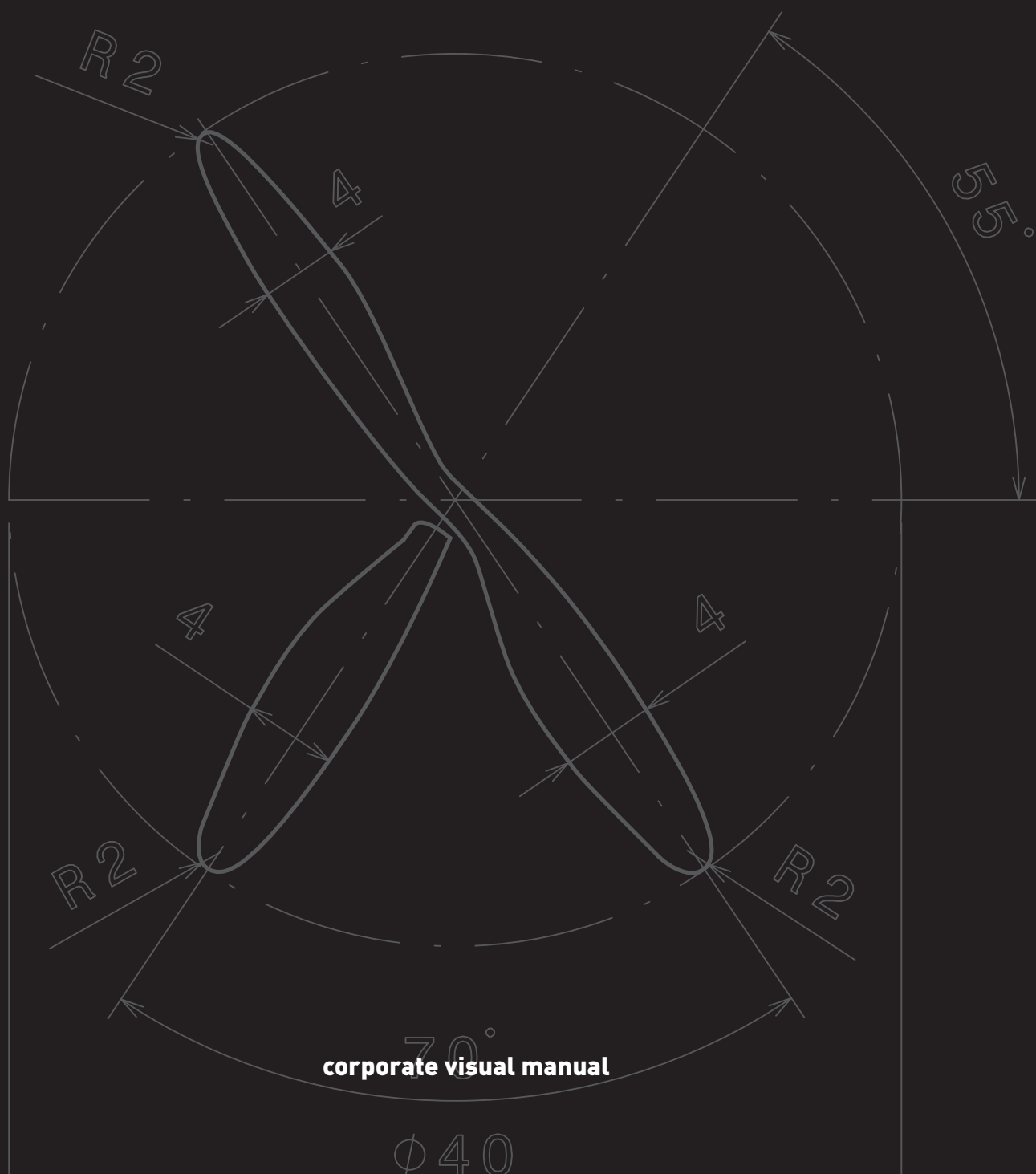




solutions



corporate visual manual

Prelude

The graphic manual serves as a basic source of information about the brand.
The basic element of the visual style is the **lambda solutions s.r.o.**
The use of individual elements is only possible in accordance with this manual.
When designing the logo, emphasis was placed on simplicity, memorability, readability, and a wide range of uses in a variety of printed materials and electronic media.

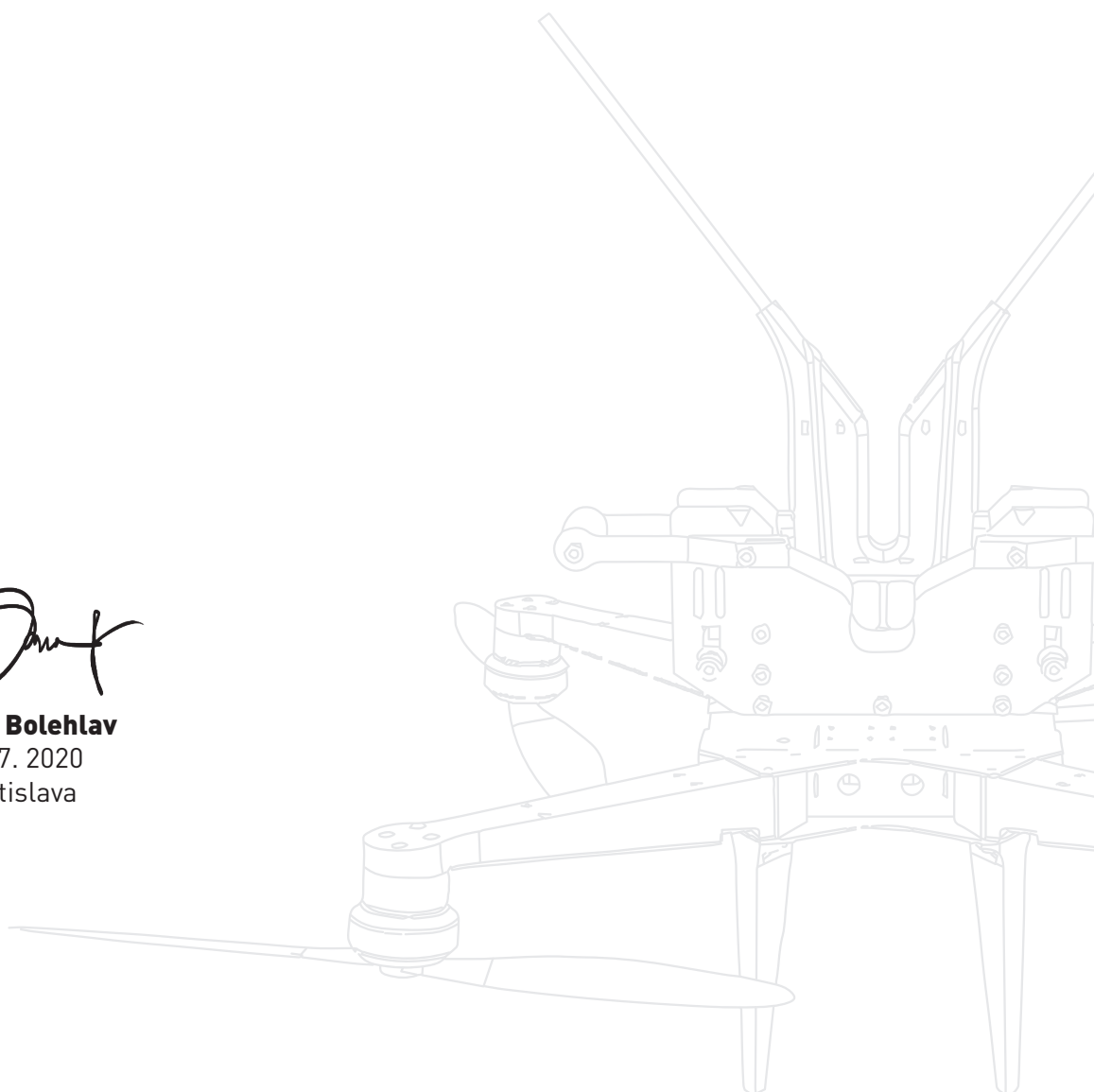
The content of the manual will be further supplemented and expanded according to current needs.



Ján Bolehlav

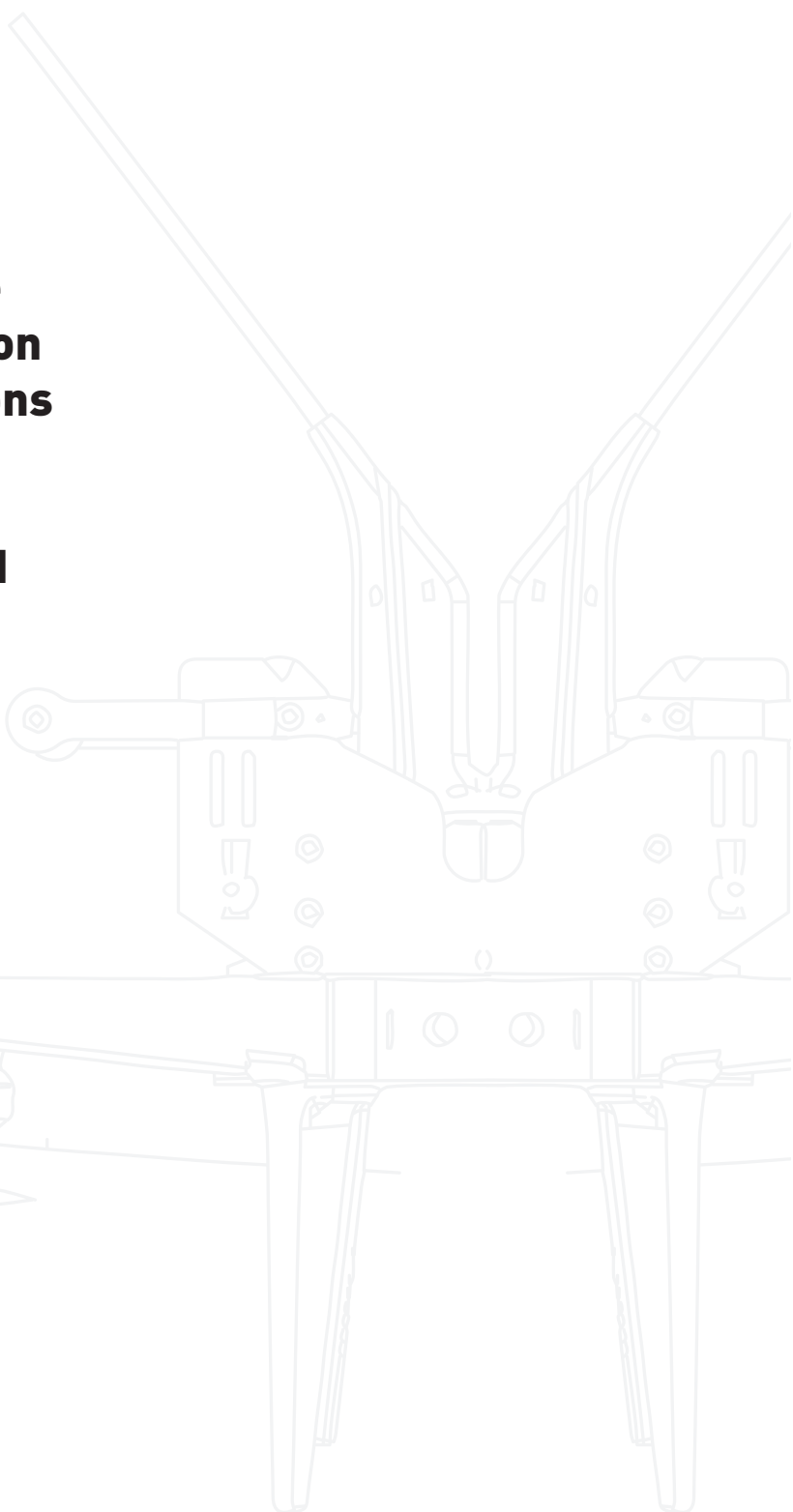
12. 7. 2020

Bratislava



Content

- 04_ **Logotype**
- 05_ **Safe area**
- 06_ **Placements**
- 07_ **Color scheme**
- 08_ **Color definition**
- 09_ **Color variations**
- 10_ **Typography**
- 11_ **Hierarchy**
- 12_ **Business card**
- 13_ **Letterhead**
- 14_ **Stamp**
- 15_ **Silhouettes**
- 16_ **Outlines**



Logotype



solutions

Main preferred version - CMYK w Gradiet

Safe area



Placements



1:1 Minimum print size



1:1 Minimum graphics element print size

Alternative logotype case specific



1:1 Minimum alternative version print size - for specific usecases, source file on request

Color detail



solutions

Main preferred version - CMYK w Gradient



solutions

Main preferred version - CMYK

Color definition



solutions



solutions



solutions



RGB: **0 0 0**
CMYK: **0 0 0 100**
HEX: **#000**
PANTONE: **PANTONE 2336 C**



RGB: **255 0 0**
CMYK: **0 100 100 0**
HEX: **#ff0000**
PANTONE: **PANTONE 2035 C**



RGB: **0 0 0 >> 255 255 255 opacity: 15%**
CMYK: **0 0 0 100 >> 0 0 0 opacity: 15%**
HEX: **#000 >> #fff opacity: 15%**
PANTONE: **PANTONE 2336 C >> PANTONE 2035 C opacity: 15%**



RGB: **255 255 255**
CMYK: **0 0 0 0**
HEX: **#fff**
PANTONE: **PANTONE 663 C**

Color variations



solutions



solutions



solutions



solutions



solutions



solutions

Typography

DIN Pro BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternative substitute typography

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Hierarchy

Subheadline 21pt

SUPER HEADLINE 48pt

Headline main 48pt

Headline secondary 36pt

Headline terciary 24pt

Accent_ ABCDEFGHIJKLMNOPQRSTUVWXYZ 14pt
abcdefghijklmnopqrstuvwxyz
0123456789

Paragraph_ ABCDEFGHIJKLMNOPQRSTUVWXYZ 11pt
abcdefghijklmnopqrstuvwxyz
0123456789

Disclamer_ ABCDEFGHIJKLMNOPQRSTUVWXYZ 8pt
abcdefghijklmnopqrstuvwxyz
0123456789

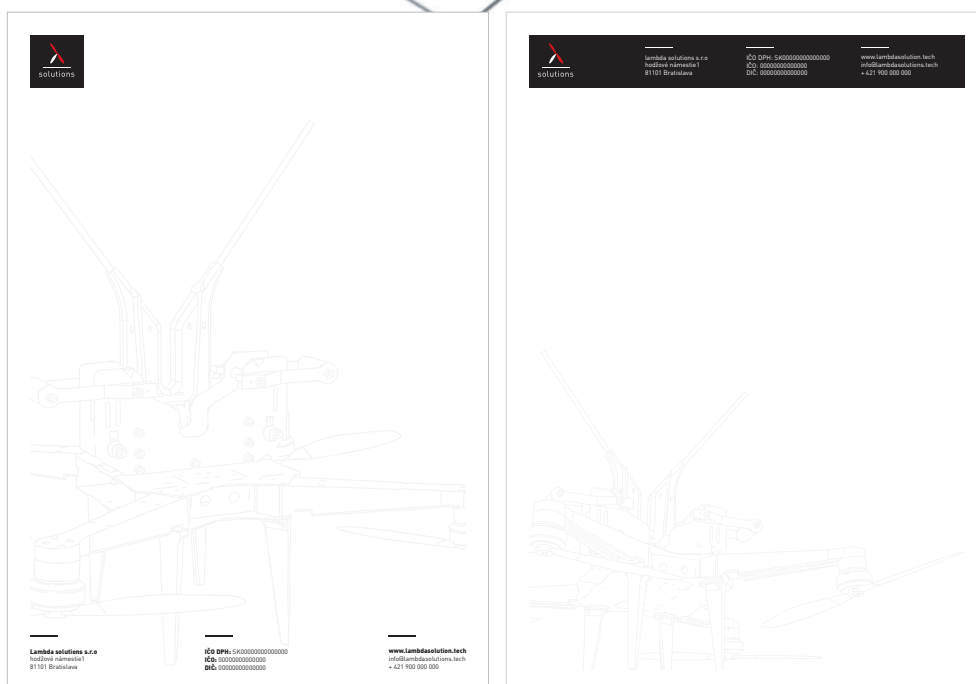
Paragraph_ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Business card



files: business_card_type-A.pdf,
business_card_type-B.pdf

Letterhead



files: letterhead_type-A.pdf,
letterhead_type-B.pdf

Presentations

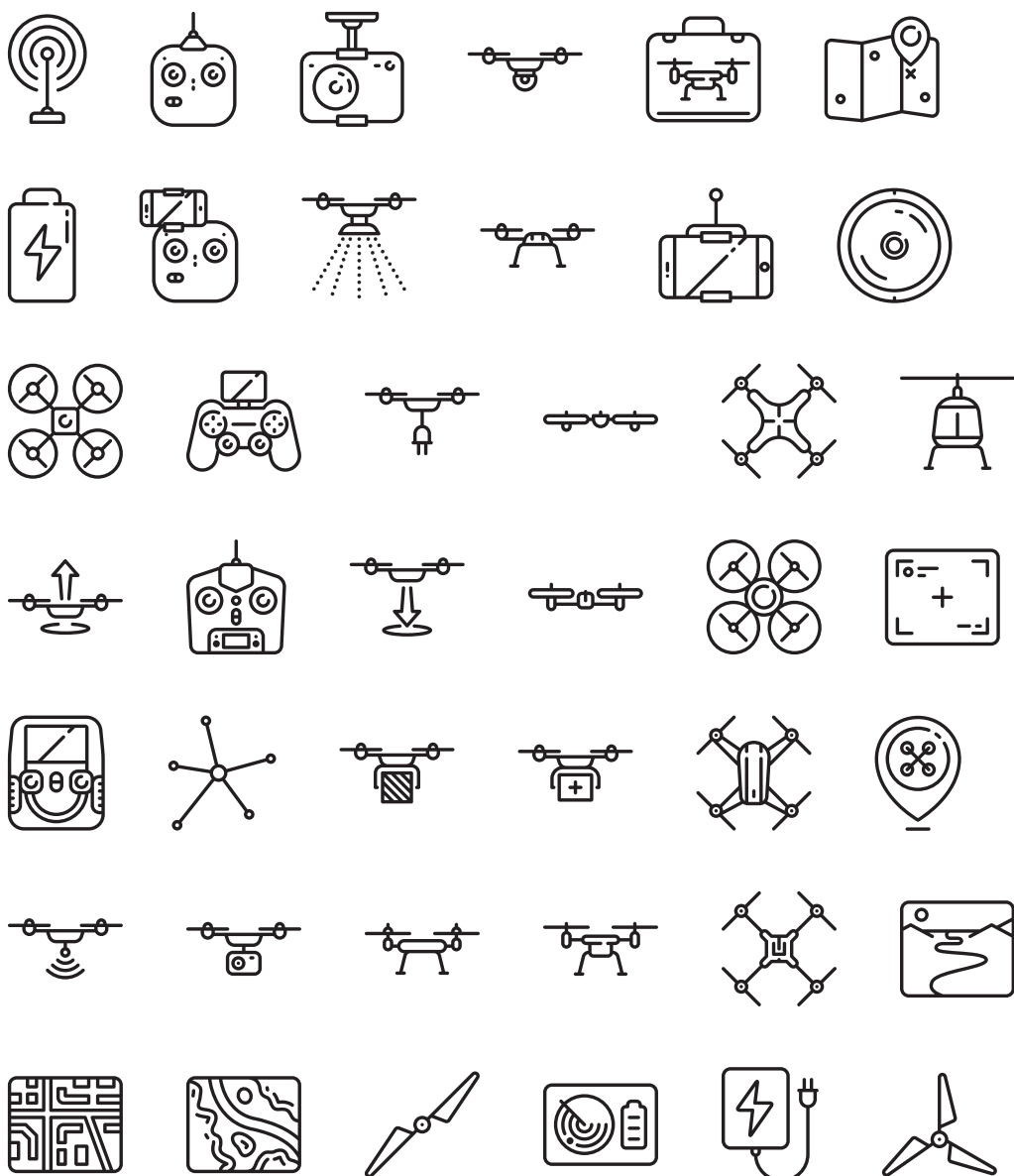


files: lambda.fig

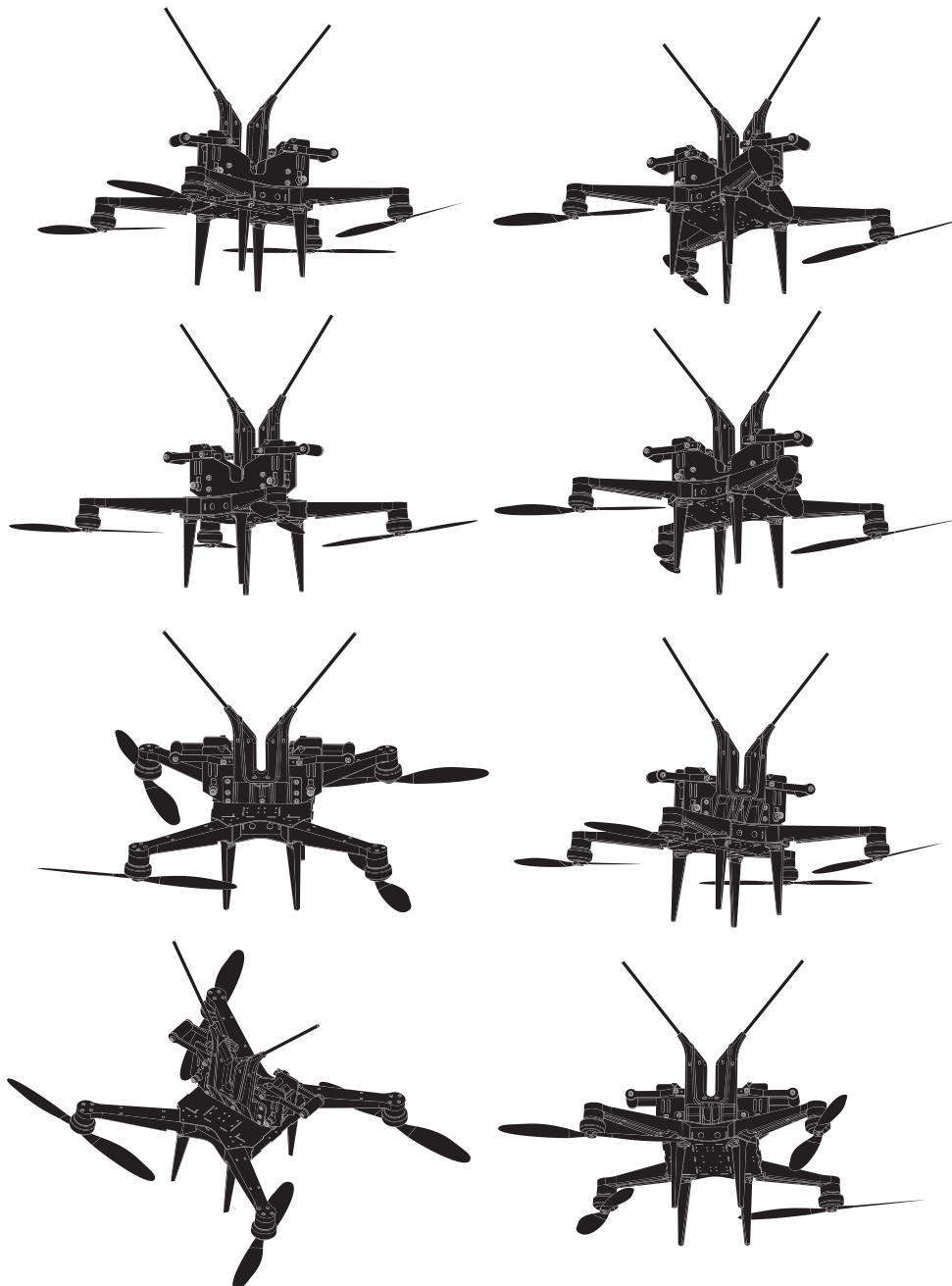
Signature Stamp



Icons

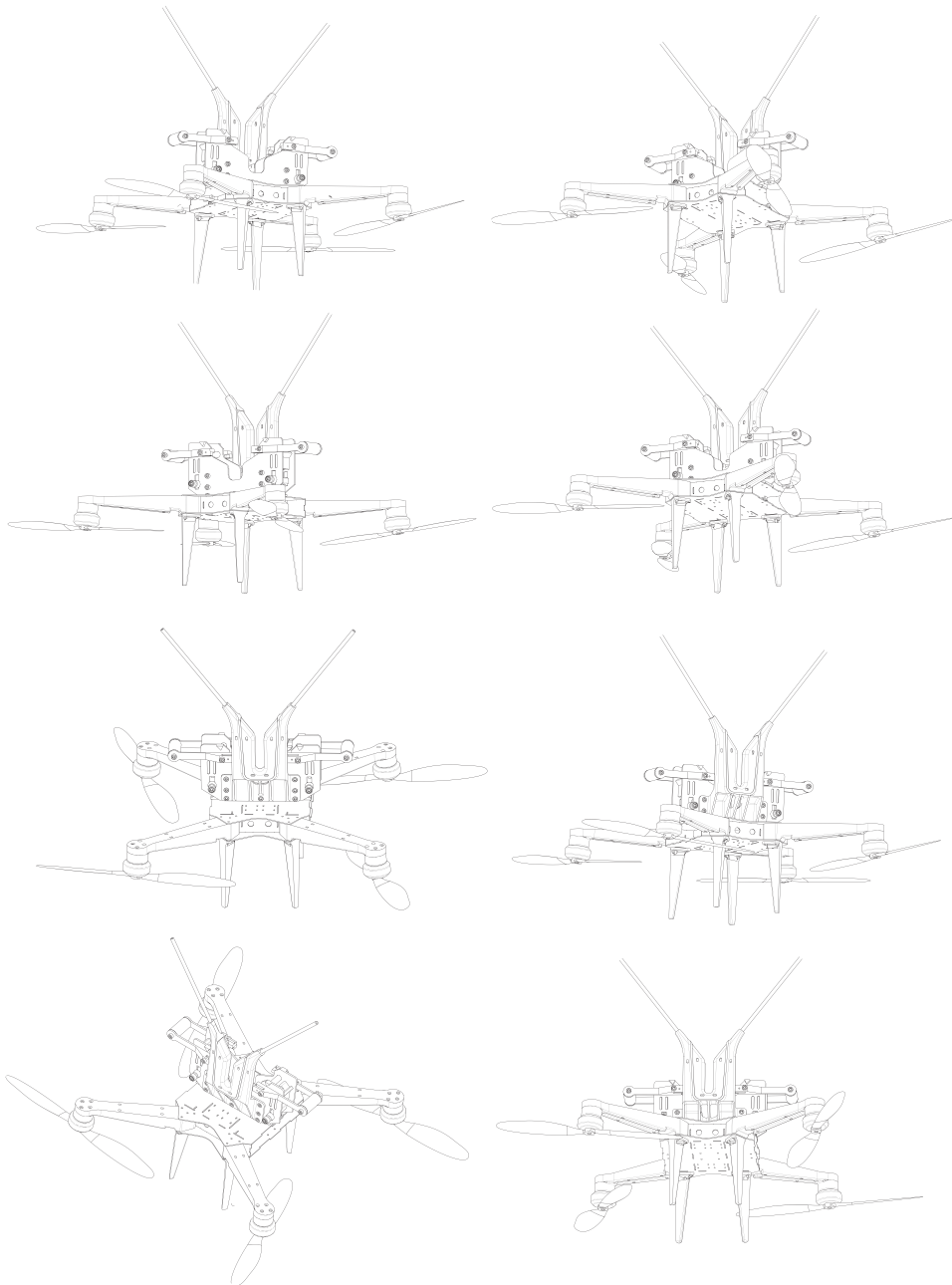


Silhouettes

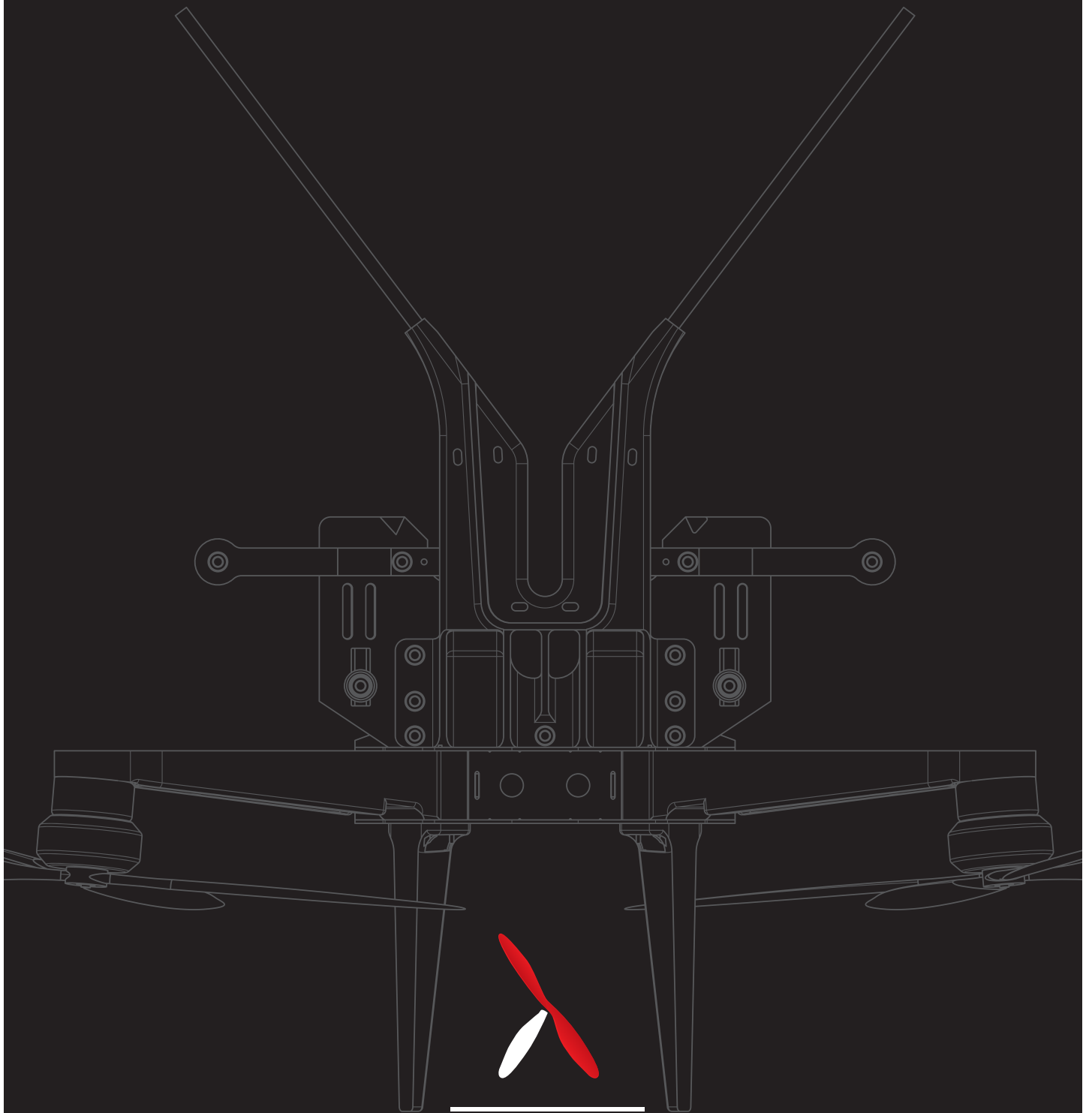


files: silhouette.pdf, silhouette.eps, silhouette.ai,

Outlines



files: outline.pdf, outline.eps, outline.ai,



solutions

Thank you for your time