



SWA
TIM

BRAND STYLE BOOK

Identity

PRIMARY LOGO



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PRIMARY LOGO - Color



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RGB

■ 194 47 39 (#C22F27)

■ 133 132 131 (#858483)

■ 0 0 0 (#000000)



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CMYK

■ 30 95 95 0

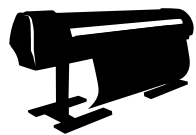
■ 55 45 45 5

■ 30 30 30 100

PRIMARY LOGO - Positive (dark background), negative & mono colour



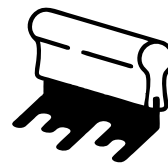
Graphic elements



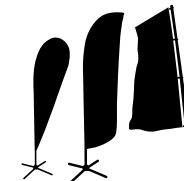
digitalna štampa



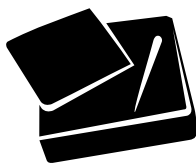
brendiranje vozila



sito štampa



zastave I jarboli



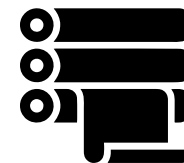
reklamni material



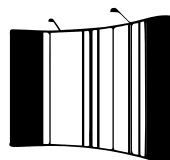
DTF štampa



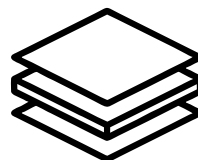
reklamni tekstil



offset štampa



promo oprema

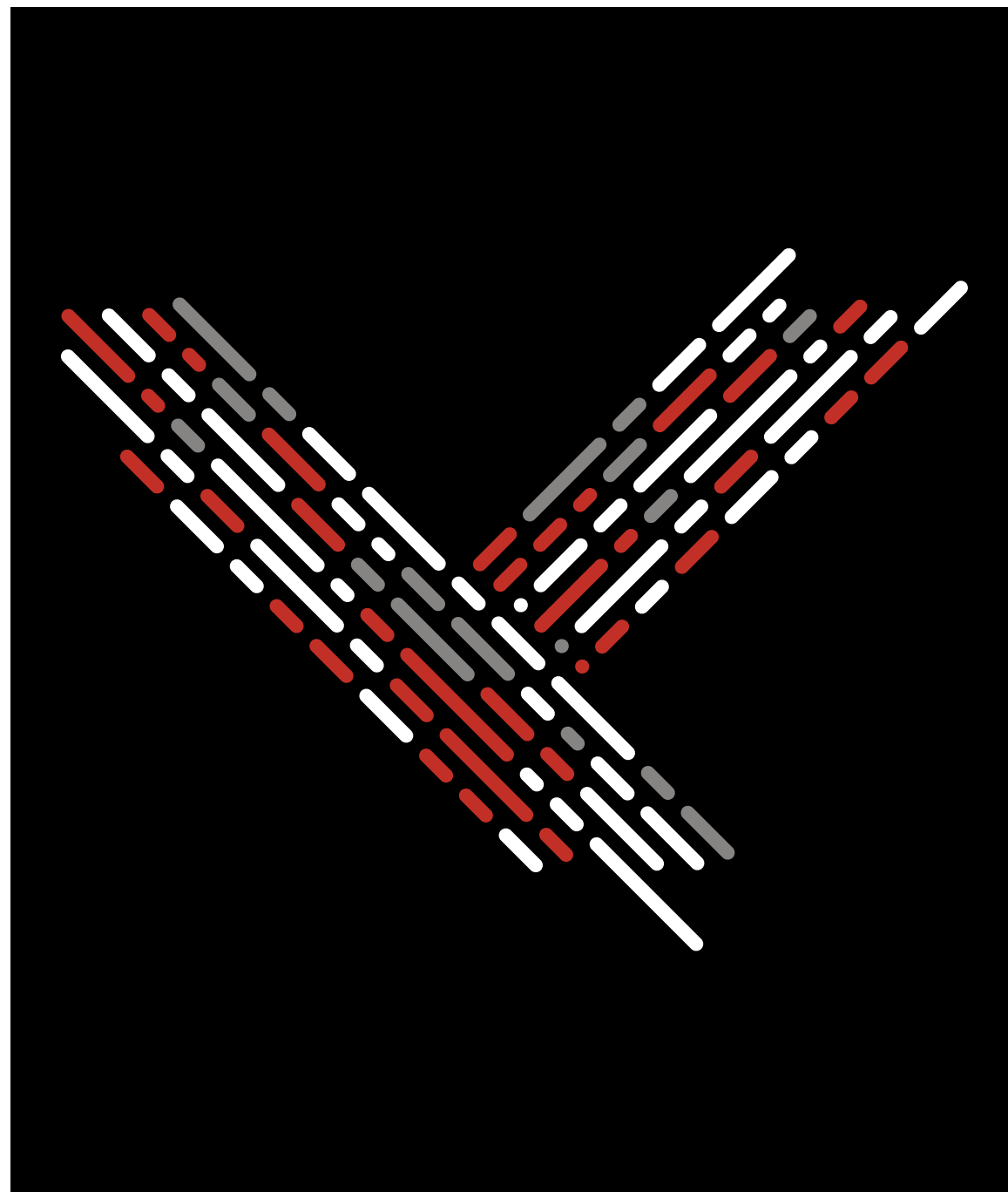


**štampa na
pločastim materialima**



proizvodi od klirita

Graphic elements - Pattern



SITE LOGO - Positive (dark background), negative & mono colour

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PRIMARY TYPE FAMILY - Montserrat

Montserrat **TYPFACE**
corporate font

We create your image...

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? / +

ONLY **one** FONT

SWA
T:m

SWA
T:m



We create your image...

Collateral - Logo Applications




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PRINTING&PROMOTION
MATERIALS



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Matični broj: 20405023 Šifra delatnosti: 7311 PIB: 105545491
Žiro račun: 325-9500500096473-31, 170-30024928000-51, 220-126113-53



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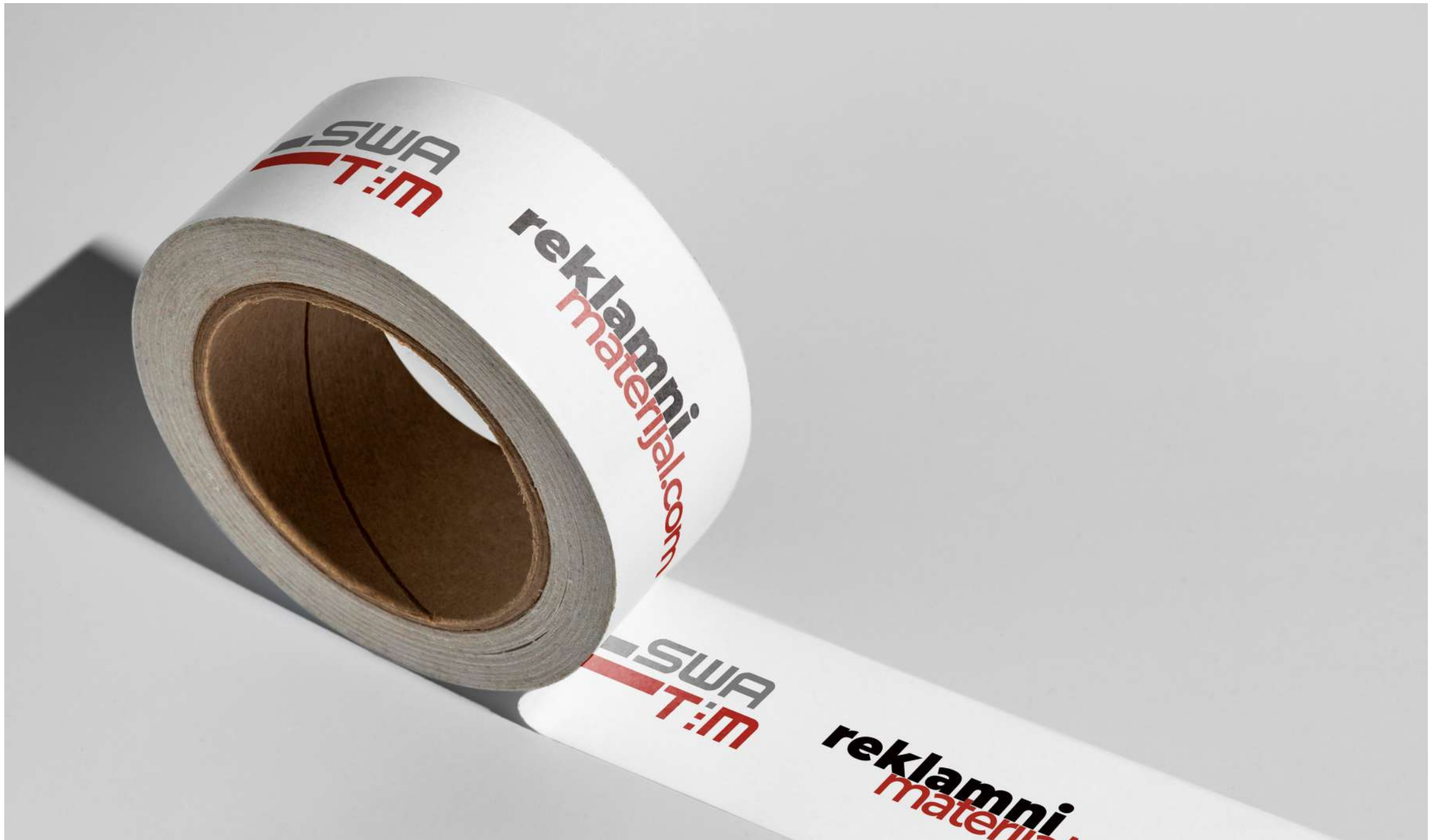


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Signage

The logo consists of the letters 'SWA' in a bold, grey, sans-serif font. To the left of 'SWA' is a grey horizontal bar. Below 'SWA' is a red horizontal bar, followed by the letters 'T:M' in a bold, red, sans-serif font.

SWA
T:M

Dobanovački put 66a, Zemun (Altina)

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