



POREČ OPEN AIR
FESTIVAL OF LIFE

BRANDBOOK **V1**

LOGO 1 - PRIMARNI
BOJA



POREČ
OPEN AIR
FESTIVAL
OF LIFE

Poreč Red



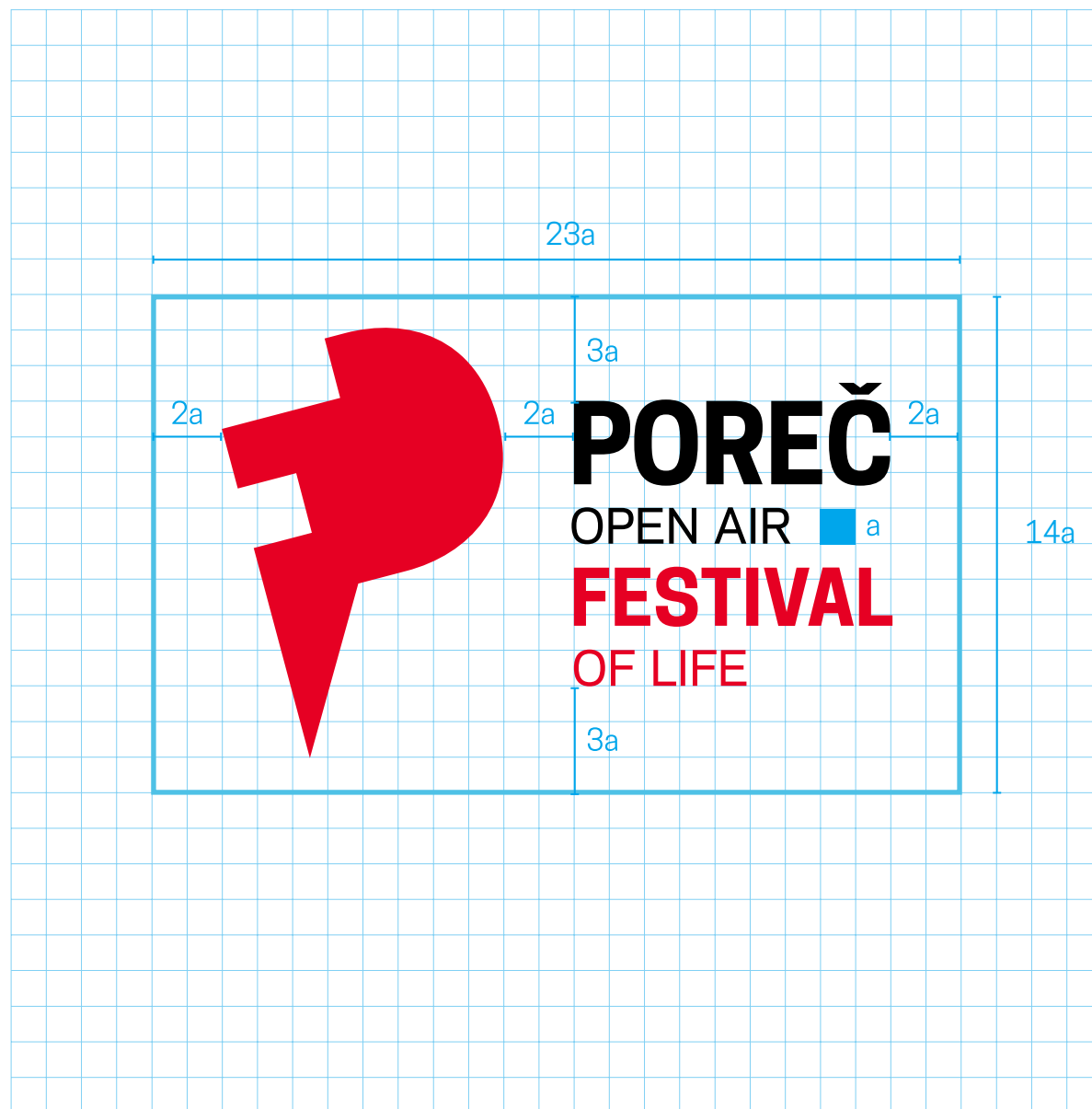
C:0 M:100 Y:85 K:0
R:230 B:0 G:35

Poreč Black



C:50 M:40 Y:40 K:100
R:0 B:0 G:0

LOGO 1
ZAŠTITNI PROSTOR



LOGO 1
POZITIV - NEGATIV



Kolor pozitiv



Pozitiv



Kolor negativ



Negativ

LOGO 2 - SEKUNDARNI
BOJA



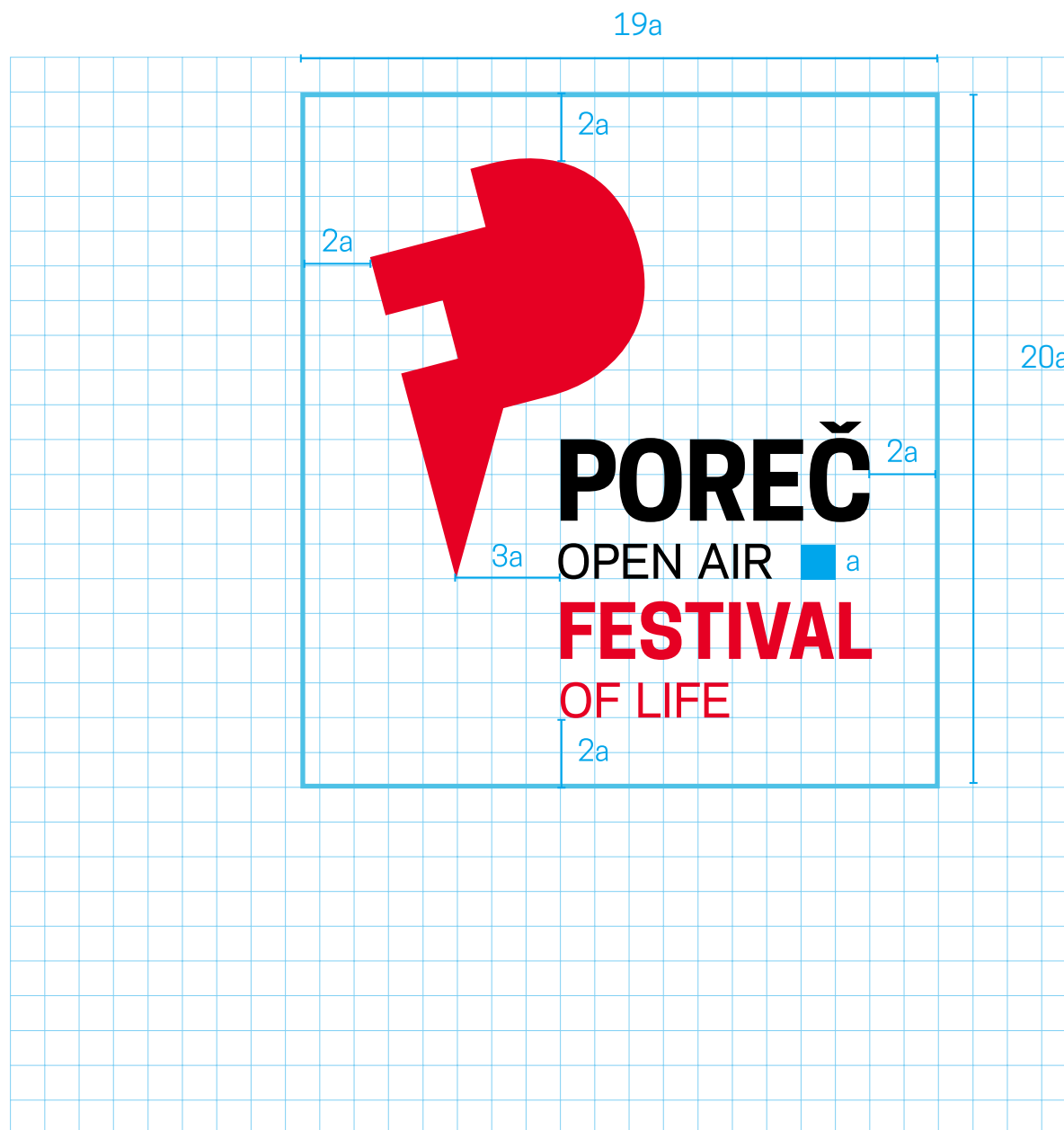
LOGO 2
ZAŠTITNI PROSTOR



LOGO 3 - TERCIJARNI
BOJA



LOGO 3
ZAŠTITNI PROSTOR



LOGO 1
+ DATUM



POREČ
OPEN AIR
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| 9/6 - 10/9
| 2016

LOGO 1
+ DATUM + EVENTI



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STREET PERFORMANCE

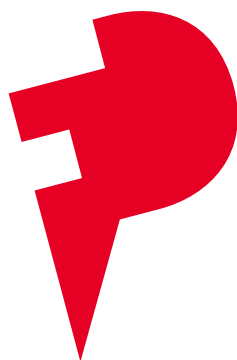
MUSIC NIGHTS

CINEMA AND THEATER

SPECIAL EVENTS

Vodoravno

LOGO 1
+ DATUM + EVENTI



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STREET PERFORMANCE

MUSIC NIGHTS

CINEMA AND THEATER

SPECIAL EVENTS

Okomito

FONT

Cooper Hewitt is a contemporary sans serif, with characters composed of modified geometric curves and arches. Initially commissioned by **PENTAGRAM** to evolve his Polaris Condensed typeface, **Chester Jenkins** created a new digital form to support the newly transformed museum.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

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Thin Book Medium **Semibold Bold**

<http://www.fontsquirrel.com/fonts/cooper-hewitt>