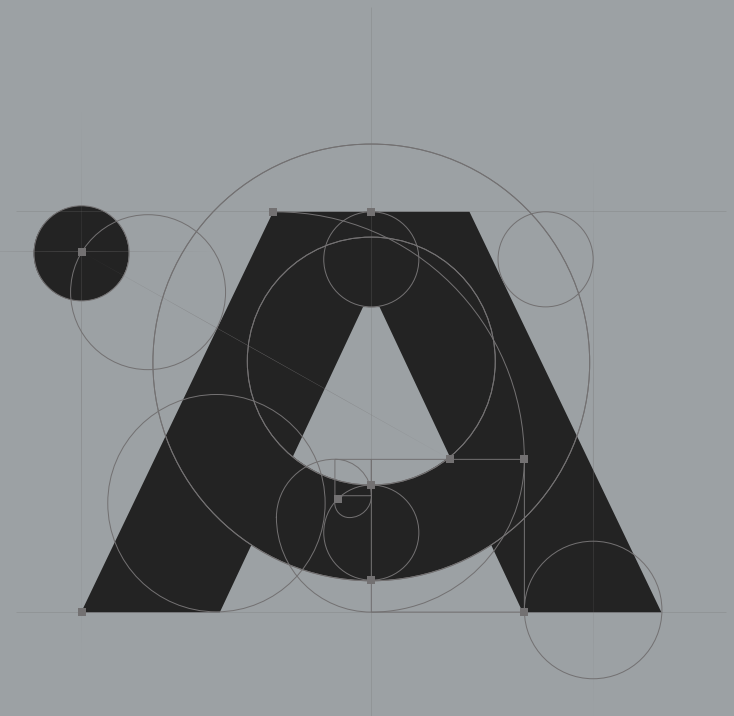


BRAND GUIDELINES BOOK





BRAND MARK



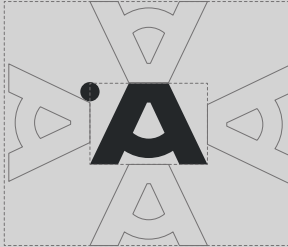
BRAND BLOCK FULL



BRAND BLOCK FOR SMALL SIZE USE



BRAND BLOCK SHORT



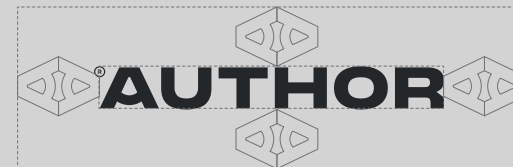
BRAND MARK



BRAND BLOCK FULL



BRAND BLOCK FOR SMALL SIZE USE



BRAND BLOCK SHORT

METALL PANTONE

PANTONE 877 C



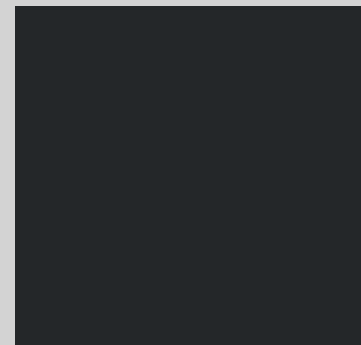
CONCRETE

PANTONE 429 C
RGB 182 186 188
HEX B6BABC



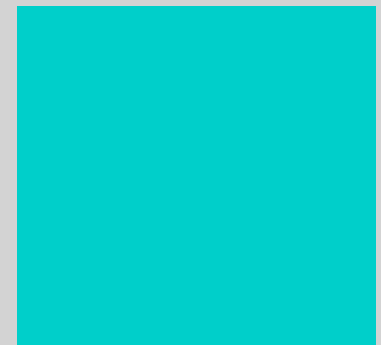
GRAPHITE

PANTONE 426 C
RGB 35 35 35
HEX 232323



ELECTRIC BLUE

PANTONE 3252 C
RGB 56 249 238
HEX 38F9EE



* - FONTS LICENSE PURCHASED
BY THE CUSTOMER

PRIMARY HEADER FONT*

HEADING PRO WIDE

Regular. All caps.

SECONDARY FONT

NEUE MACHINA

Regular. All caps.

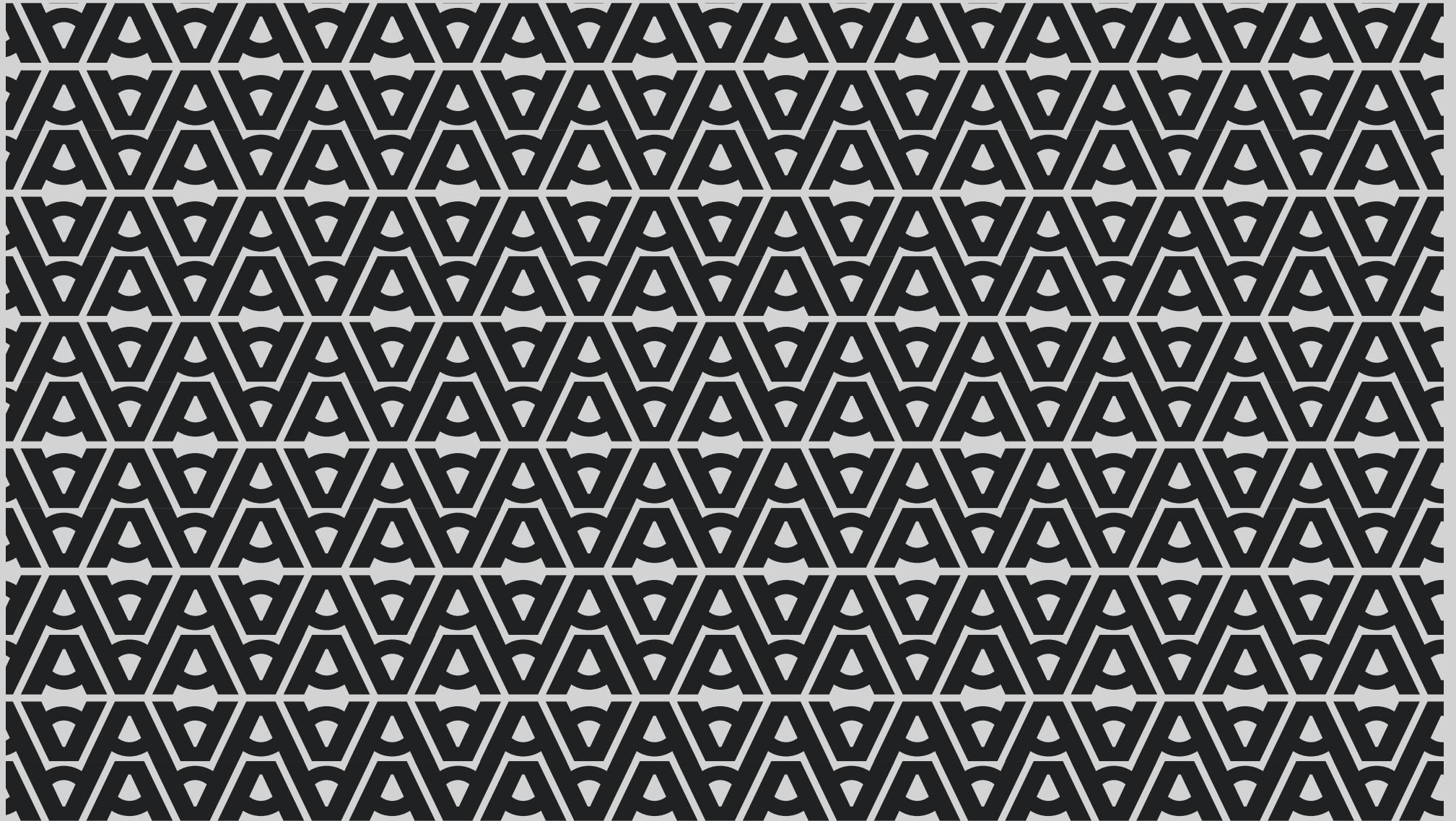
PROMO FONT*

The logo for the Hamilton font, featuring the word "Hamilton" written in a fluid, cursive script.

Hamilton font.

* - FONTS LICENSE PURCHASED
BY CLIENT.

PATTERN



CORPORATE
BRAND
IDENTITY



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ПРЕСНЕНСКАЯ НАБ.

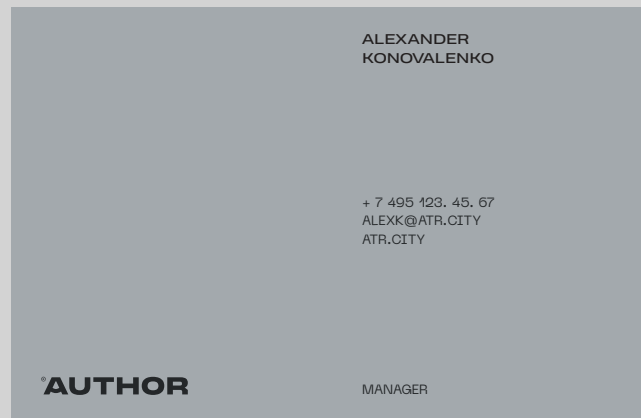
AUTHOR
DEVELOPMENT

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DEVELOPMENT

ALEXANDER
KONOVALENKO

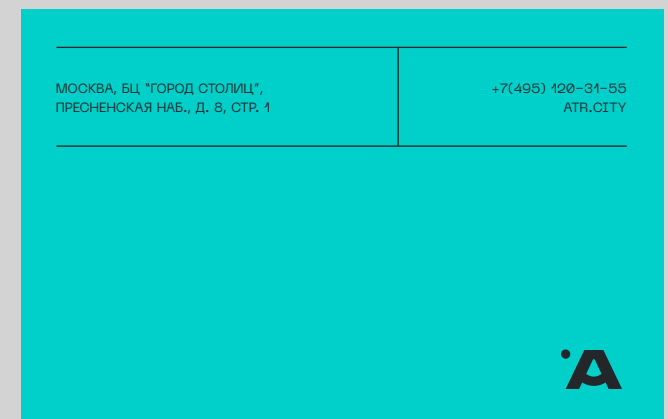
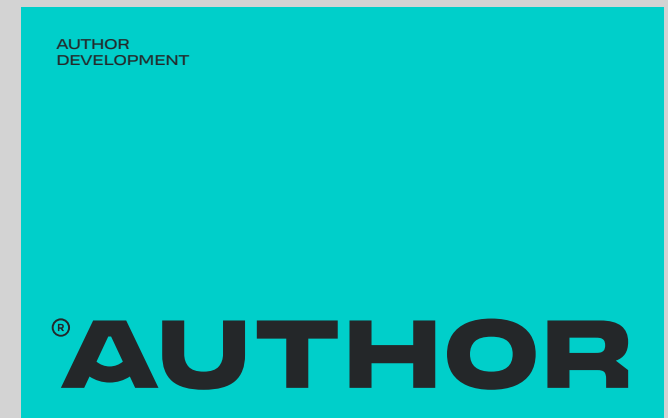
+ 7 495 123 45 67
ALEX@ATR.CITY
ATR.CITY

SIMPLE ONE SIDE



FACE

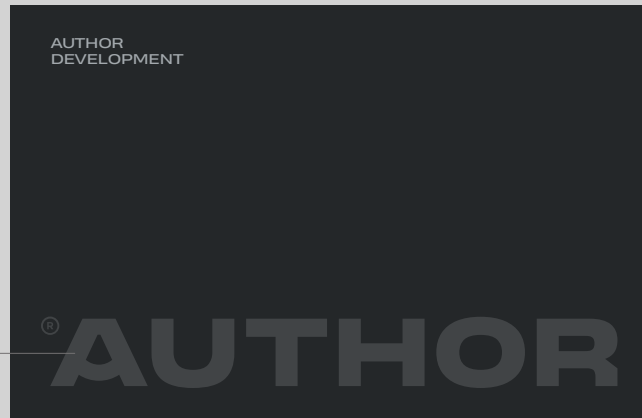
SIMPLE CORPORATE TWO SIDE



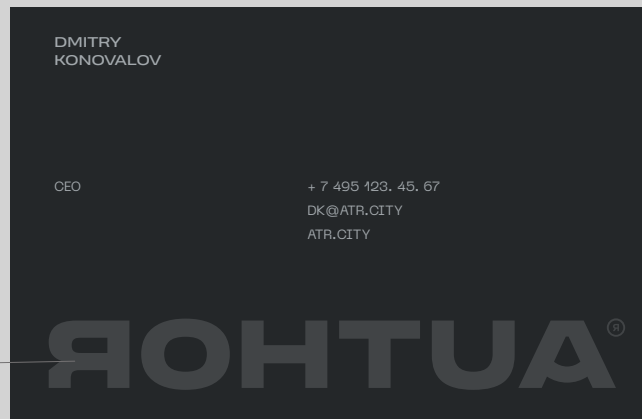
BACK

SPECIAL PERSONAL TWO SIDE

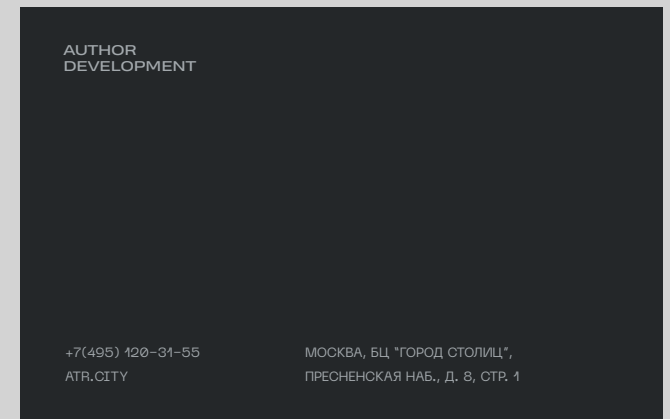
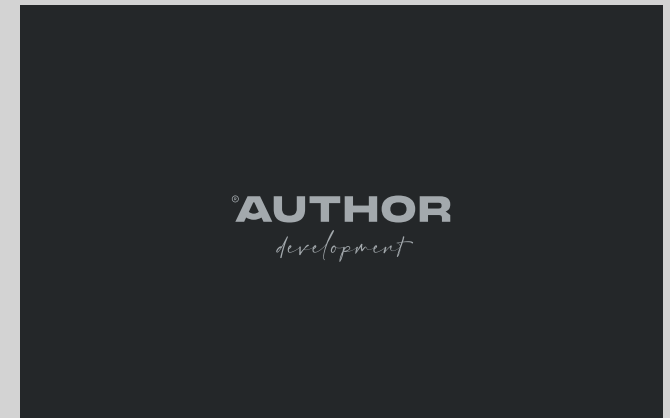
SPECIAL CORPORATE TWO SIDE



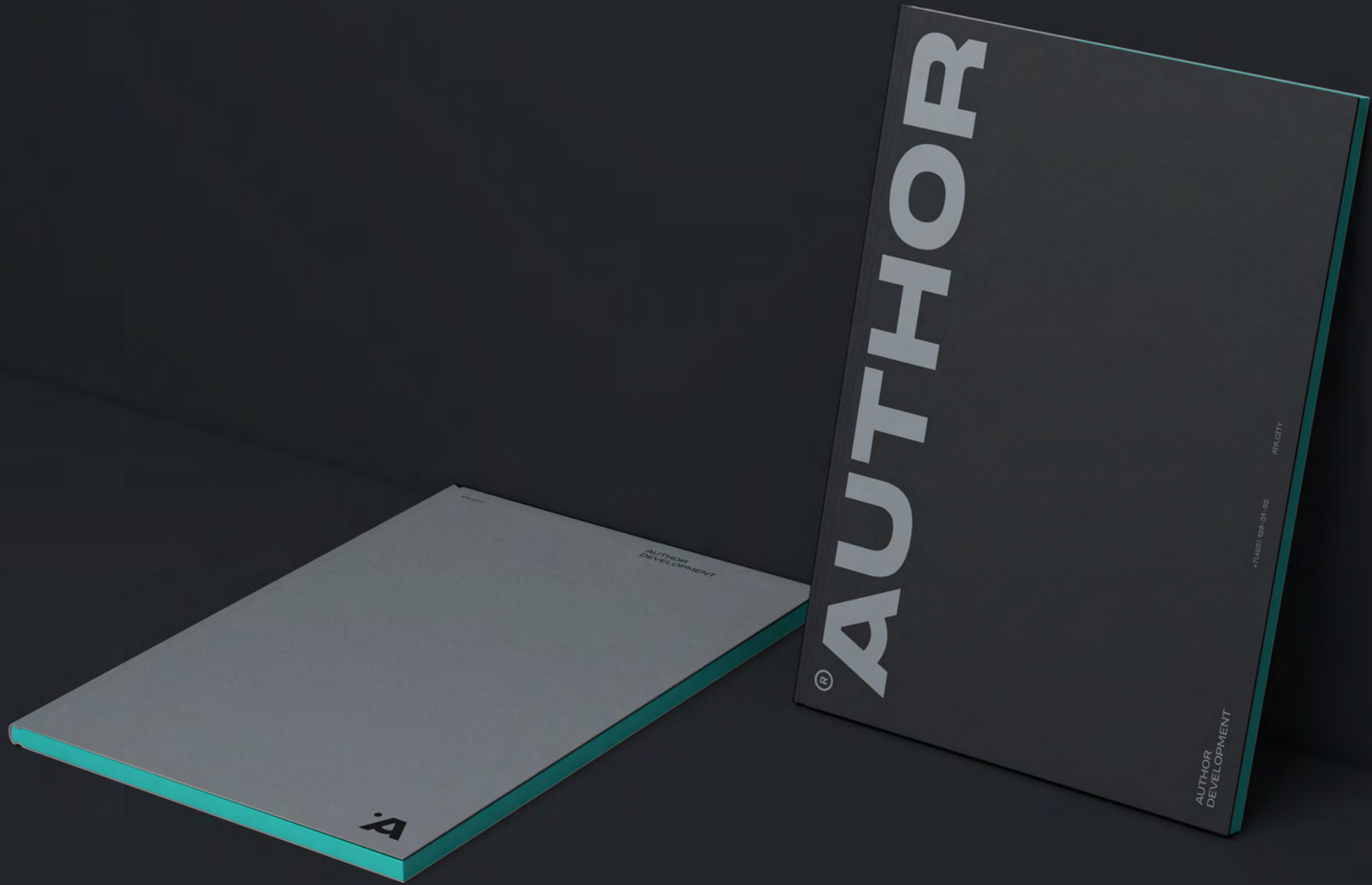
FACE

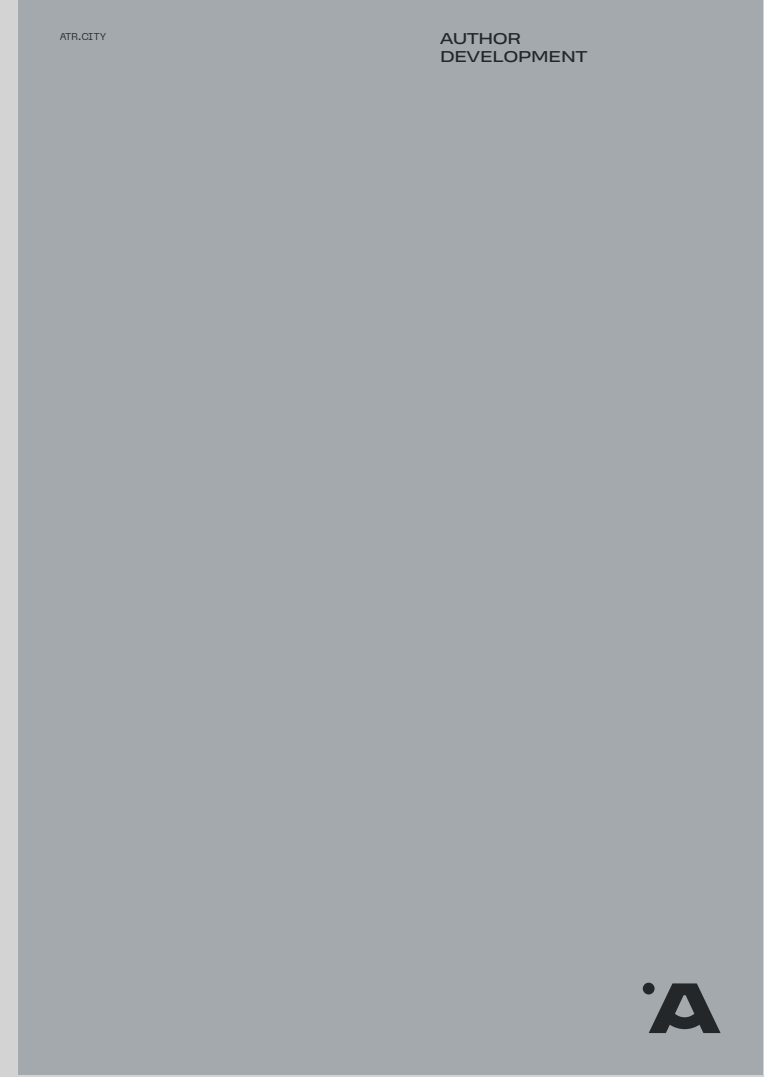


BACK



FOLDERS





LETTERHEAD



OFFICIAL DOCS

AUTHOR

CORPORATE
LETTER HEADER

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AUTHOR
DEVELOPMENT

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SPECIAL DOC

AUTHOR

CORPORATE
LETTER HEADER

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ENVELOPES



ENVELOPES

AUTHOR DEVELOPMENT

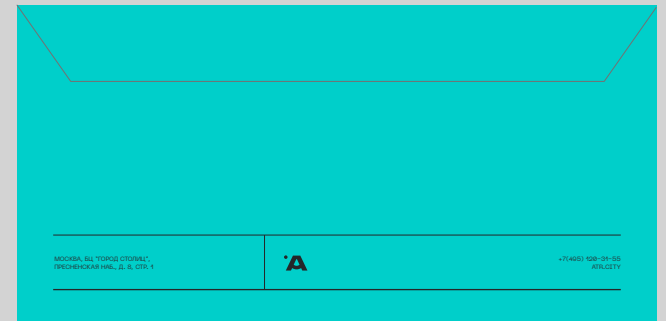
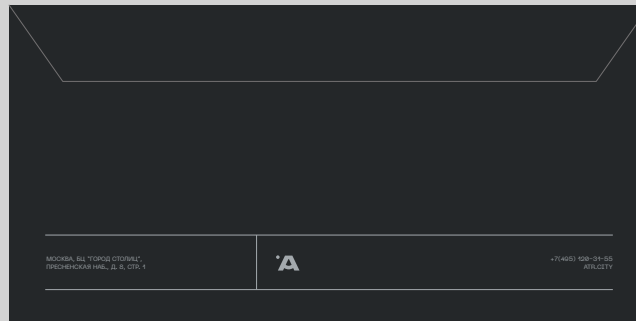
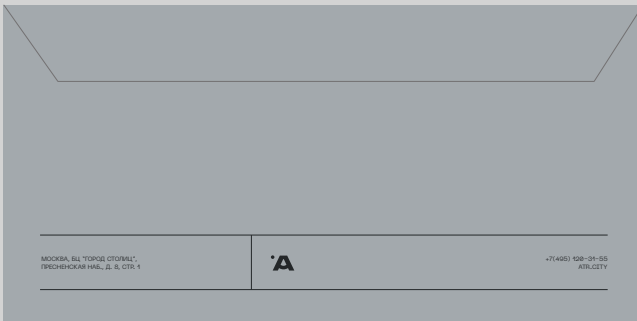
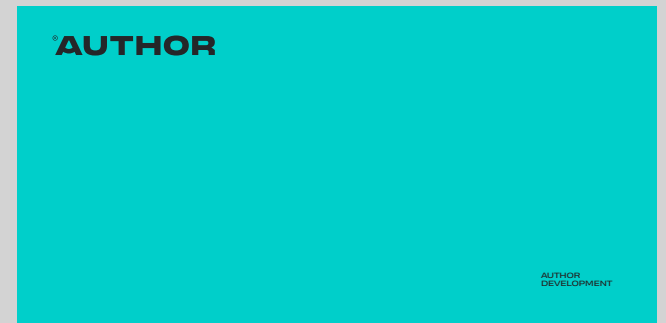
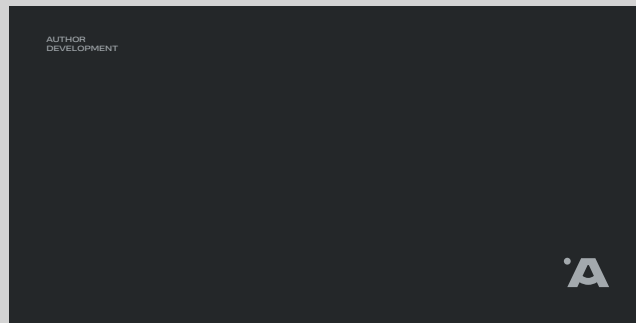
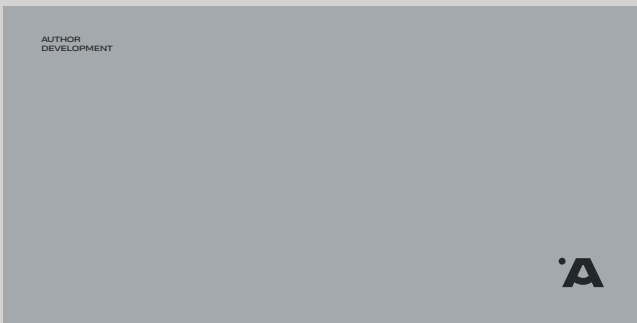
1 - 2

EURO ENVELOPE E65
220X110

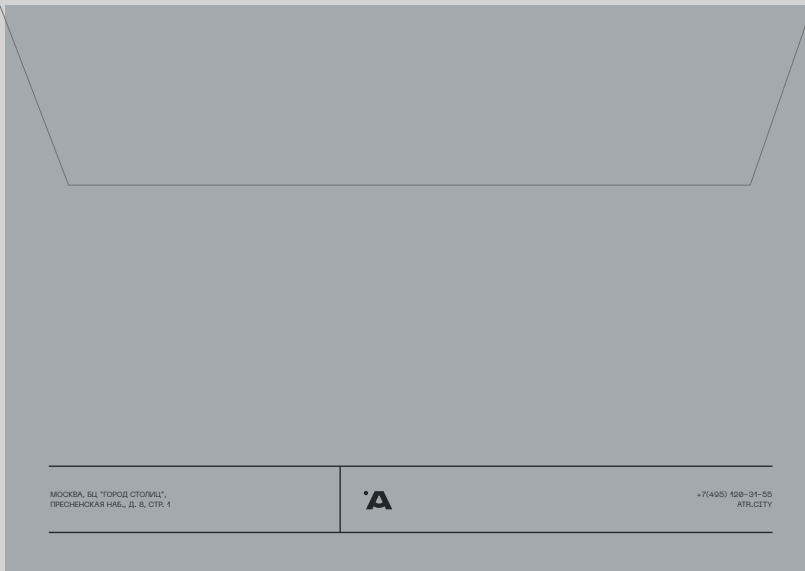
STYLE 1

STYLE 2

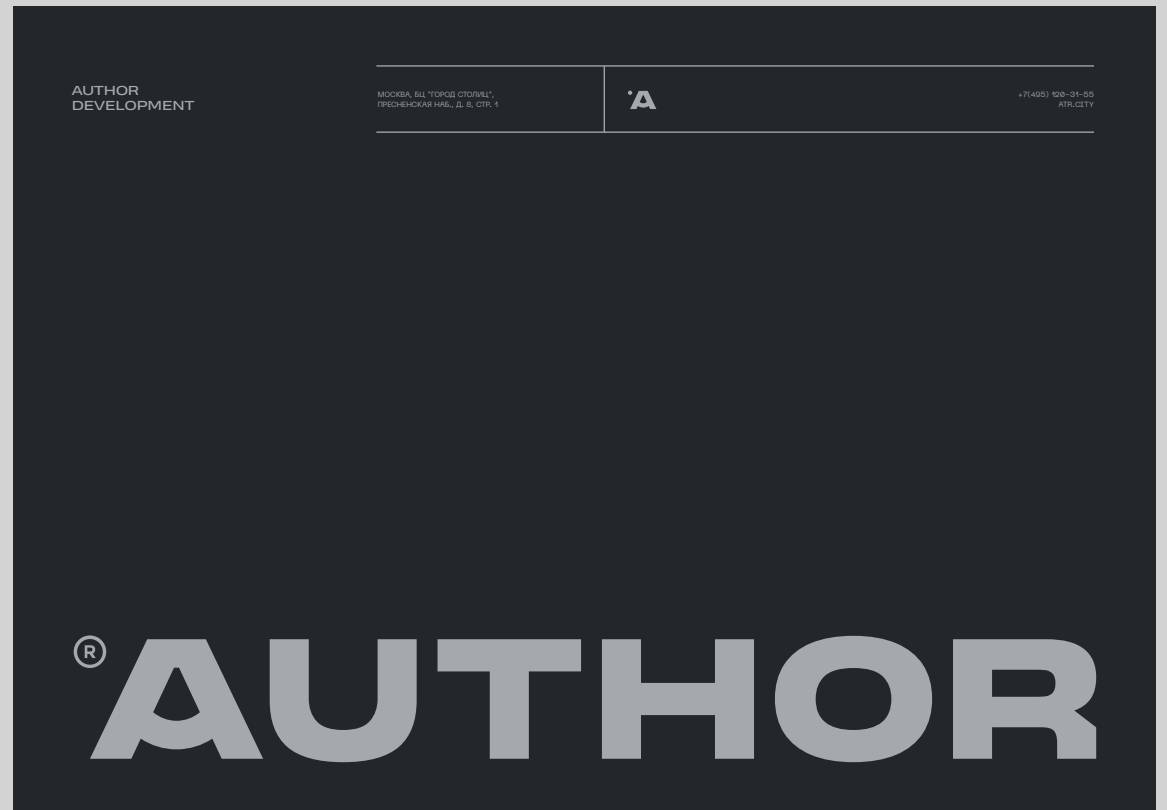
STYLE 3



A5 ENVELOPE C5
229X162



A4 ENVELOPE C4
324X229



TEA CUPS



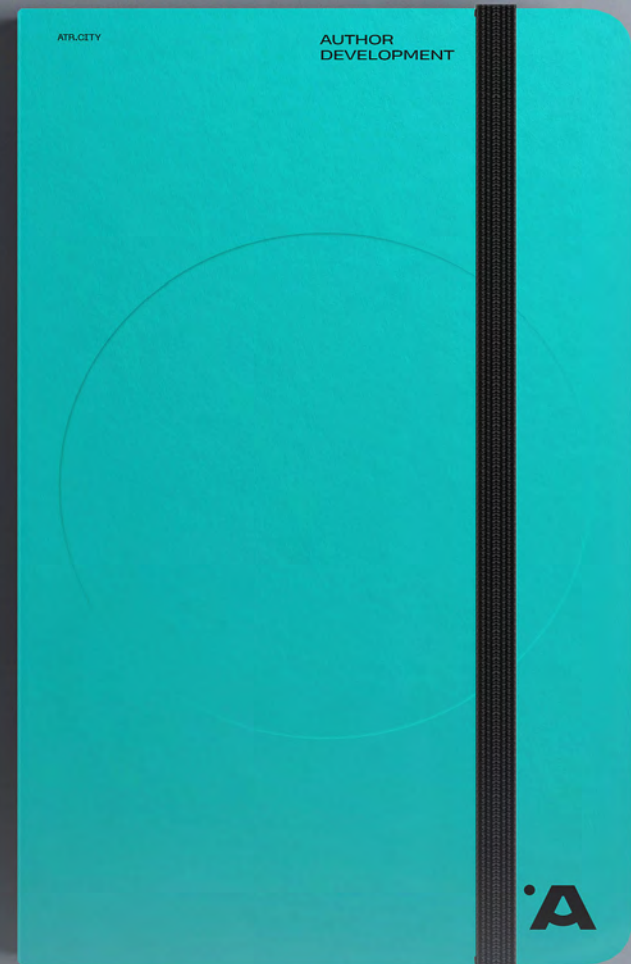
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STYLE ONE

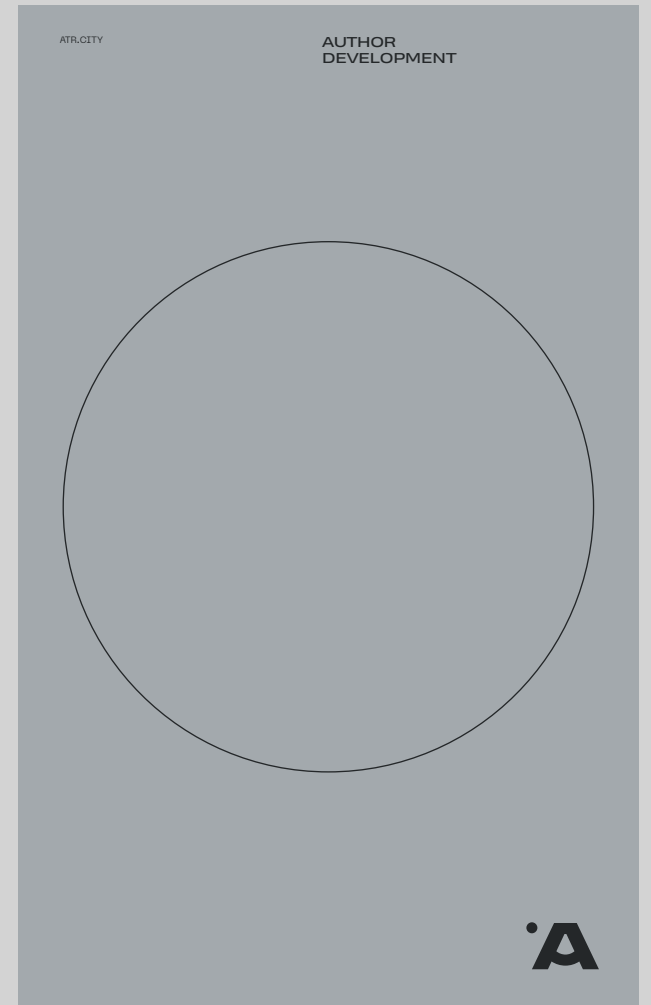
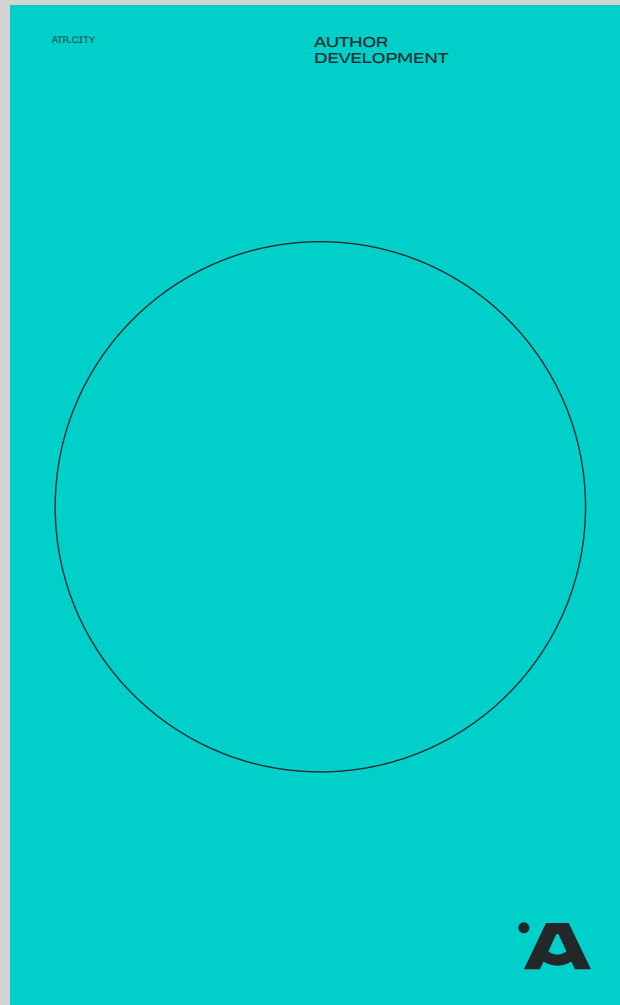
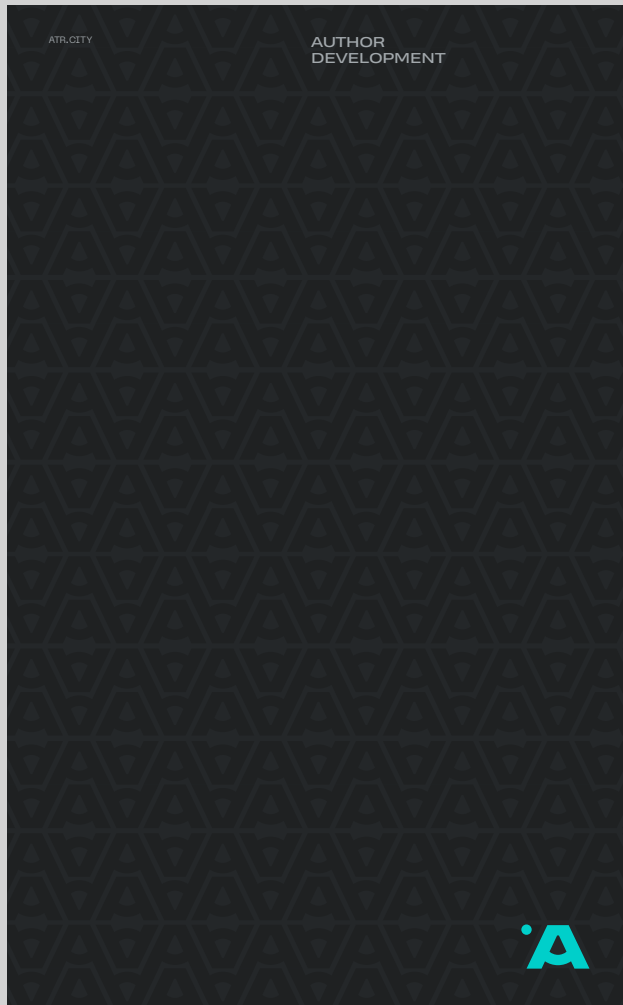


HELMET
STYLE TWO



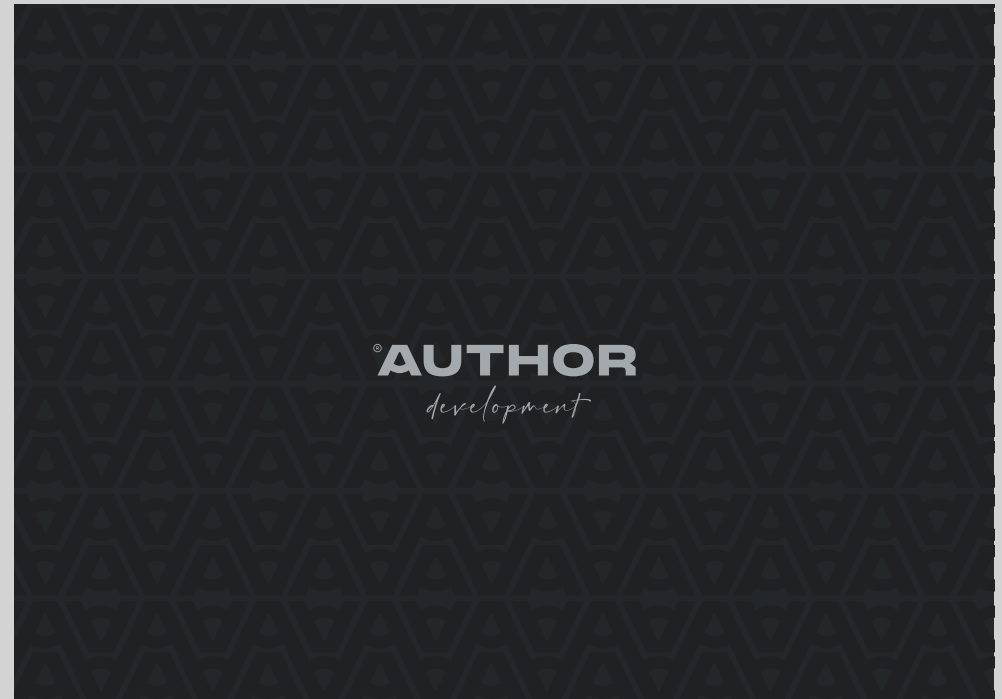
NOTES





BAGS





HOODY
DESIGN



AUTHOR
DEVELOPMENT



STICKER
AND TAPE



GLASS WATER
BOTTLE



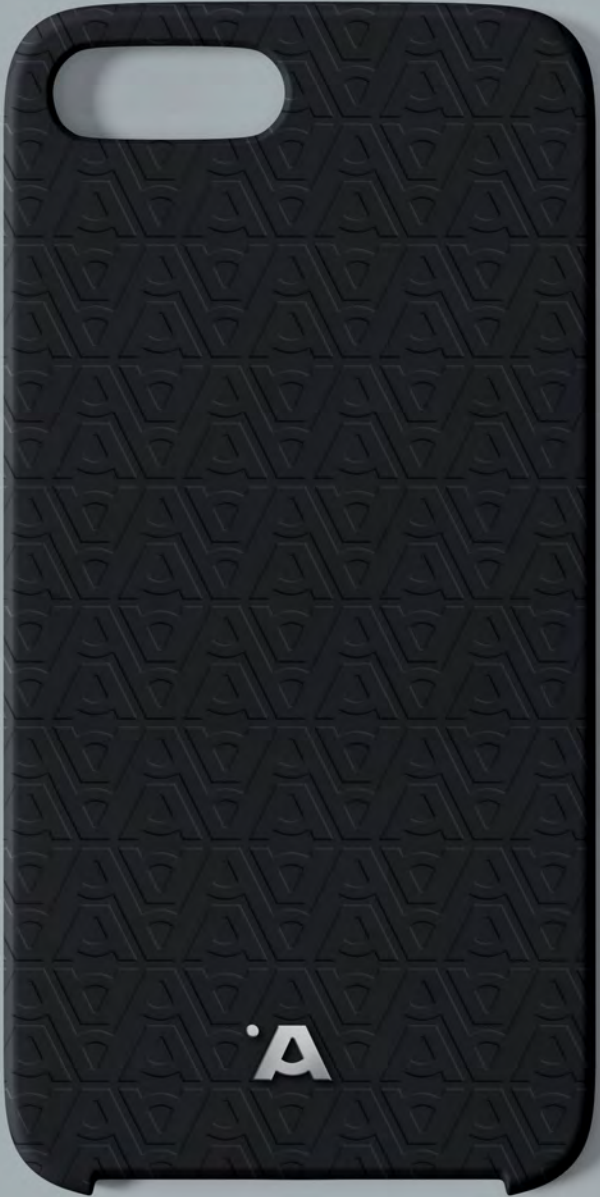
ID CARDS



COFFEE
CUPS



PHONE
COVER



MOSCOW. 2022

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