

**KSIĘGA ZNAKU**  
**LOGO**  
IDENTYFIKACJA WIZUALNA

dla firm

**HOMER**  
**HOME BUILD**

13-07-2016

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# LOGO

wersja barwna z daszkiem



**Homer**

complete building services



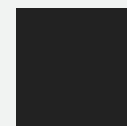
**Homer**



Pantone Coated 188C  
R 118 G 35 B 47



Pantone Coated 424 C  
R 112 G 115 B 114



Pantone Coated Neutral Black C  
R 34 G 34 B 35



**Home**Build

complete building services



**Home**Build

# LOGO

wersja barwna bez daszka (wersja docelowa)

The logo symbol consists of the letters 'H' and 'R' in a stylized, blocky font. The 'H' is white with a dark red outline, and the 'R' is solid dark red.

**Homer**

complete building services

The logo symbol consists of the letters 'H' and 'R' in a stylized, blocky font. The 'H' is white with a dark red outline, and the 'R' is solid dark red.

**Homer**



Pantone Coated 188C  
R 118 G 35 B 47



Pantone Coated 424 C  
R 112 G 115 B 114

The logo symbol consists of the letters 'H' and '3' in a stylized, blocky font. The 'H' is white with a dark red outline, and the '3' is solid dark red.

**HomeBuild**

complete building services

The logo symbol consists of the letters 'H' and '3' in a stylized, blocky font. The 'H' is white with a dark red outline, and the '3' is solid dark red.

**HomeBuild**



Pantone Coated Neutral Black C  
R 34 G 34 B 35

# LOGO

wersja w skali szarości z daszkiem

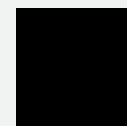


**Homer**

complete building services



**Homer**



Pantone Coated Black 6C  
RGB 0



Pantone Coated 424 C  
R 112 G 115 B 114



**HomeBuild**

complete building services



**HomeBuild**

# LOGO

wersja w skali szarości bez daszka

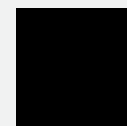
The logo symbol consists of the letters 'H' and 'R' in a stylized, bold, sans-serif font. The 'H' is formed by two vertical bars connected at the top and bottom, with a horizontal bar in the middle. The 'R' is a solid, bold letter.

**Homer**

complete building services

The logo symbol consists of the letters 'H' and 'R' in a stylized, bold, sans-serif font. The 'H' is formed by two vertical bars connected at the top and bottom, with a horizontal bar in the middle. The 'R' is a solid, bold letter.

**Homer**



Pantone Coated Black 6C  
RGB 0



Pantone Coated 424 C  
R 112 G 115 B 114

The logo symbol consists of the letters 'H' and 'B' in a stylized, bold, sans-serif font. The 'H' is formed by two vertical bars connected at the top and bottom, with a horizontal bar in the middle. The 'B' is a solid, bold letter.

**HomeBuild**

complete building services

The logo symbol consists of the letters 'H' and 'B' in a stylized, bold, sans-serif font. The 'H' is formed by two vertical bars connected at the top and bottom, with a horizontal bar in the middle. The 'B' is a solid, bold letter.

**HomeBuild**

# LOGO

wersja odwrócona z daszkiem



**Homer**

complete building services



**Homer**

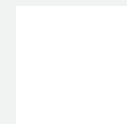


**HomeBuild**

complete building services



**HomeBuild**



RGB 255 (biały)



Pantone Coated Cool Gray 4C  
R 187 G 188 B 188

# LOGO

*wersja odwrócona bez daszka*

The logo symbol consists of the letters 'H' and 'R' in a stylized, outlined font. The 'H' has a vertical bar on its left side, and the 'R' has a vertical bar on its right side. The letters are white and set against a black background.

**Homer**

complete building services

The logo symbol consists of the letters 'H' and 'R' in a stylized, outlined font. The 'H' has a vertical bar on its left side, and the 'R' has a vertical bar on its right side. The letters are white and set against a black background.

**Homer**

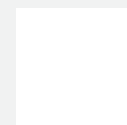
The logo symbol consists of the letters 'H' and 'B' in a stylized, outlined font. The 'H' has a vertical bar on its left side, and the 'B' has a vertical bar on its right side. The letters are white and set against a black background.

**HomeBuild**

complete building services

The logo symbol consists of the letters 'H' and 'B' in a stylized, outlined font. The 'H' has a vertical bar on its left side, and the 'B' has a vertical bar on its right side. The letters are white and set against a black background.

**HomeBuild**



RGB 255 (biały)



Pantone Coated Cool Gray 4C  
R 187 G 188 B 188

# LOGO

*minimalne wielkości znaku*



20 mm



7 mm



## FONT DO KOMUNIKACJI

# Lorem ipsum et dolor

Lorem ipsum et dolor  
Lorem ipsum et dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

### Wybrany font:

Poppins (Google Fonts,  
dostępny z aplikacji Sky Fonts)

### Nagłówki:

Poppins Semi Bold  
światło pomiędzy znakami - 100

### Nagłówki II-rzętu:

Poppins Semi Bold lub Poppins Medium  
światło pomiędzy znakami - 100

### Tekst:

Poppins Regular  
światło pomiędzy znakami - 50

### UWAGA:

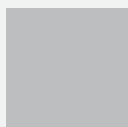
kolorystyka treści w komunikacji powinna być  
dobierana indywidualnie do każdego projektu

# KOLORYSTYKA DOPEŁNIAJĄCA

## Kolory występujące w logo:



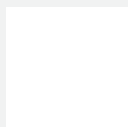
Pantone Coated 188C  
R 118 G 35 B 47



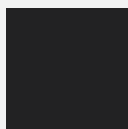
Pantone Coated Cool Gray 4C  
R 187 G 188 B 188



Pantone Coated 424 C  
R 112 G 115 B 114



RGB 255 (biały)



Pantone Coated Neutral Black C  
R 34 G 34 B 35

## Kolory dopełniające rekomendowane do użytku w komunikacji wizualnej:

### PALETA 1



### PALETA 2



### PALETA 3

