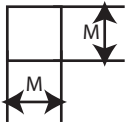
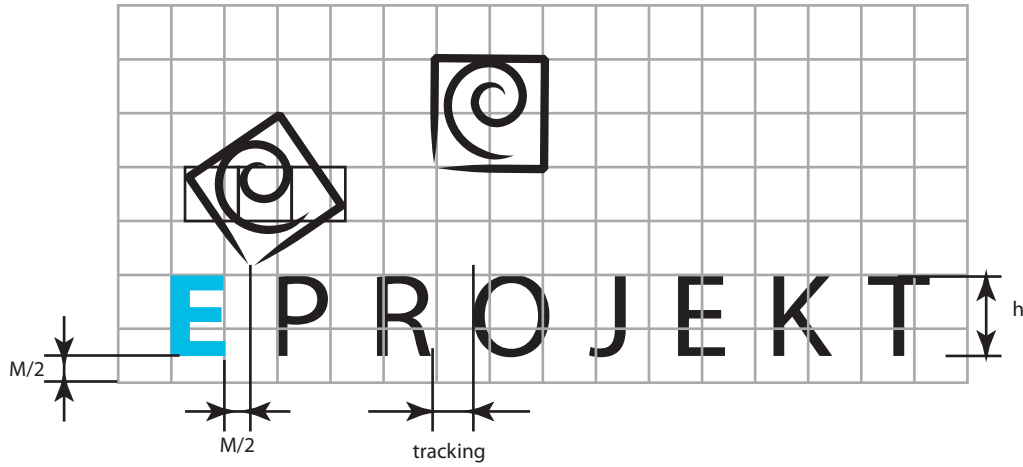




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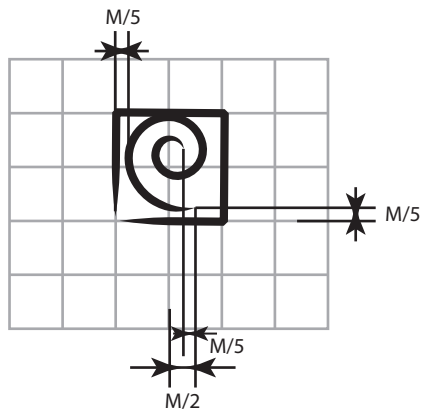
Konstrukcija



modul

tracking=280

h = Horizontal scale 93%





Pismo

Myriad Pro Regular

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Light

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Bold

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Condensed

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Bold Condensed

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Semibold

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Black

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Italic

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/-+=(!?)*

Myriad Pro Light Italic

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/-+=(!?)*

Myriad Pro Bold Italic

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Condensed Italic

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/-+=(!?)*

Myriad Pro Bold Condensed Italic


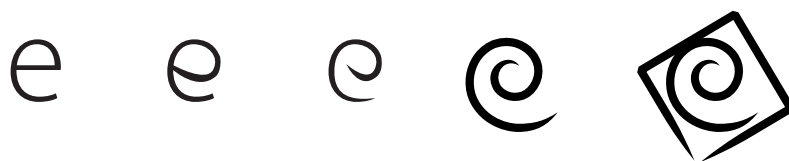
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%&@1234567890.;;'"/*-+=(!?)

Myriad Pro Semibold Italic

ABCČĎĎEFGHIJKLMNOPQRŠTUXYZ
abcčĎĎefghijklmnopqrsštuxyz
%&@1234567890.;;'"/-+=(!?)*



E P R O J E K T



Znak je nastao iz raspoznatljive forme malog slova "e", svedene u spiralu. Za logotip je upotrebljeno pismo Myriad Pro. Za slovo "E" upotrebljena je Black varijanta pisma, a za "PROJEKT" Regular. Ovo pismo spada u porodicu helvetskih pisma i zbog svojih strogih linija dodatno asocira na tehničku delatnost.

Definicija boje u CMYK i PANTONE SKALI



E P R O J E K T

PLAVA

| | |
|-------------|-----|
| Cyan | 75% |
| Magenta | 0 |
| Yellow | 7% |
| Key (Black) | 0% |

CRNA

| | |
|-------------|------|
| Cyan | 50% |
| Magenta | 50% |
| Yellow | 50% |
| Key (Black) | 100% |

PANTONE(R) COATED 306C

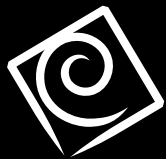


PANTONE(R) UNCOATED 306U



Ovde su definisane zaštitne boje znaka i logotipa. Dat je odnos iz CMYK -a kada se štampa iz kolora. I data je definicija plave boje iz PANTONE skale kada se štampa iz tona.

Negativ



E P R O J E K T



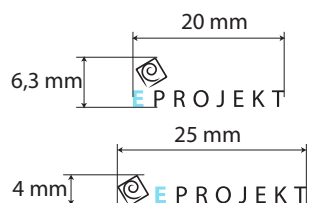
Kada to zahtevaju okolnosti i tehničke (ne)mogućnosti ovim standardom predviđena je varijanta negativa. U ovoj varijanti, znak i logotip se daju jednobojno iz bele (tj iz boje podloge)

Monohromna varijanta
znaka i logotipa



Monohromna tj jednobojna
varijanta znaka se primen-
juje uvek kada je nemoguće
obezbediti boje koje su
propisane ovim standar-
dom.

Maksimalno umanjeње i primena



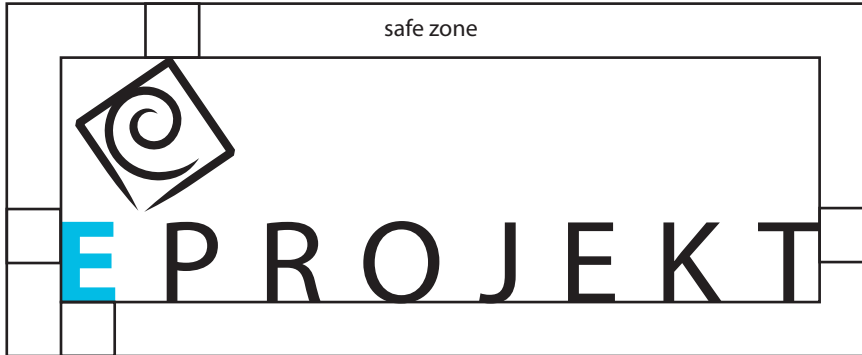
E P R O J E K T

Kod primene znaka i logotipa na promotivnom materijalu a kada to zahteva prostor za apliciranje istog, moguće je primeniti varijantu gde su i znak i logotip u istoj liniji.

Znak je praktičan za reljefnu primenu.

Logotip se samostalno primenjuje kada zbog tehničkih mogućnosti nije moguće dati varijantu propisanu ovim standardom.





Elektronika (Russian: Электроника) is the brand name used for many different electronic products such as calculators, electronic watches, portable games and radios in the Soviet Union and, nowadays, in Russia. Many Elektronika designs were the result of dedicated reverse engineering efforts by Soviet engineers, who were working for the Soviet military-industrial complex but were challenged with producing consumer goods which were in great shortage in the Soviet Union.



EPROJEKT

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Safe zone- je definisan prostor znaka i logotipa koji ne sme da se naruši drugim grafičkim elementom.



E P R O J E K T

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Ovaj tekst je dat da bi se na primeru objasnila primena znaka i logotipa kada se nalazi u naslovu.



E P R O J E K T

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Ovo je primer kako se primenjuje znak i logotip u tekstu (između dva paragrafa).



E P R O J E K T



Kada je podloga u boji, znak može da bude dat i iz bele boje a slovo "E" zadržava plavu PANTONE (R) 306C

Memorandum i koverta



E-PROJEKT

E-PROJECTING MM.
PREDUZEĆE ZA PROJEKTOVANJE I INŽENJERING
MOKRANJEVA 16, 34000 KRAGUJEVAC
TELEFON 034/300140



E-PROJEKT

E-PROJECTING MM.
PREDUZEĆE ZA PROJEKTOVANJE I INŽENJERING
MOKRANJEVA 16, 34000 KRAGUJEVAC
TELEFON 034/300140
064/1412 646
FAXS 034/300141
e-mail: office@e-projekt.co.rs
www.e-projekt.co.rs



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TELEFON 034/300140,
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FAXS 034/300141
e-mail: office@e-projekt.co.rs
www.e-projekt.co.rs



Vizit karta



Vizit karte mogu biti odvojene po bojama zavisno od namene i funkcije.

Materijal >
Mat kunstdruck 350 gr/m²
Mat plastifikacija

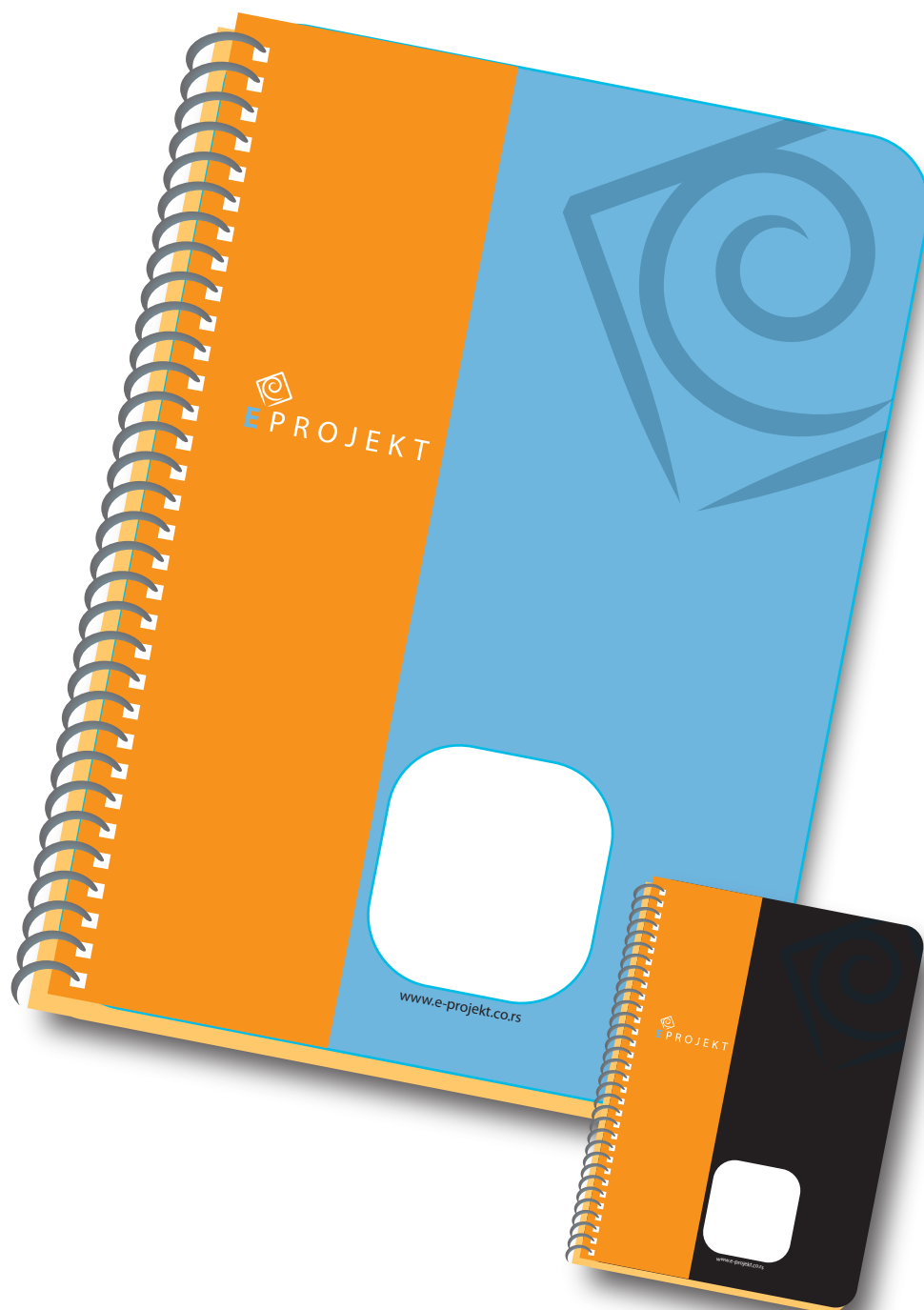
 PANTONE(R) 2745 C

 PANTONE(R) 138 C

 PANTONE(R) 376 C

 PANTONE(R) 306 C

Omotnica za projekte



Omotnice za projekte mogu biti odvojene po bojama zavisno od namene i funkcije.

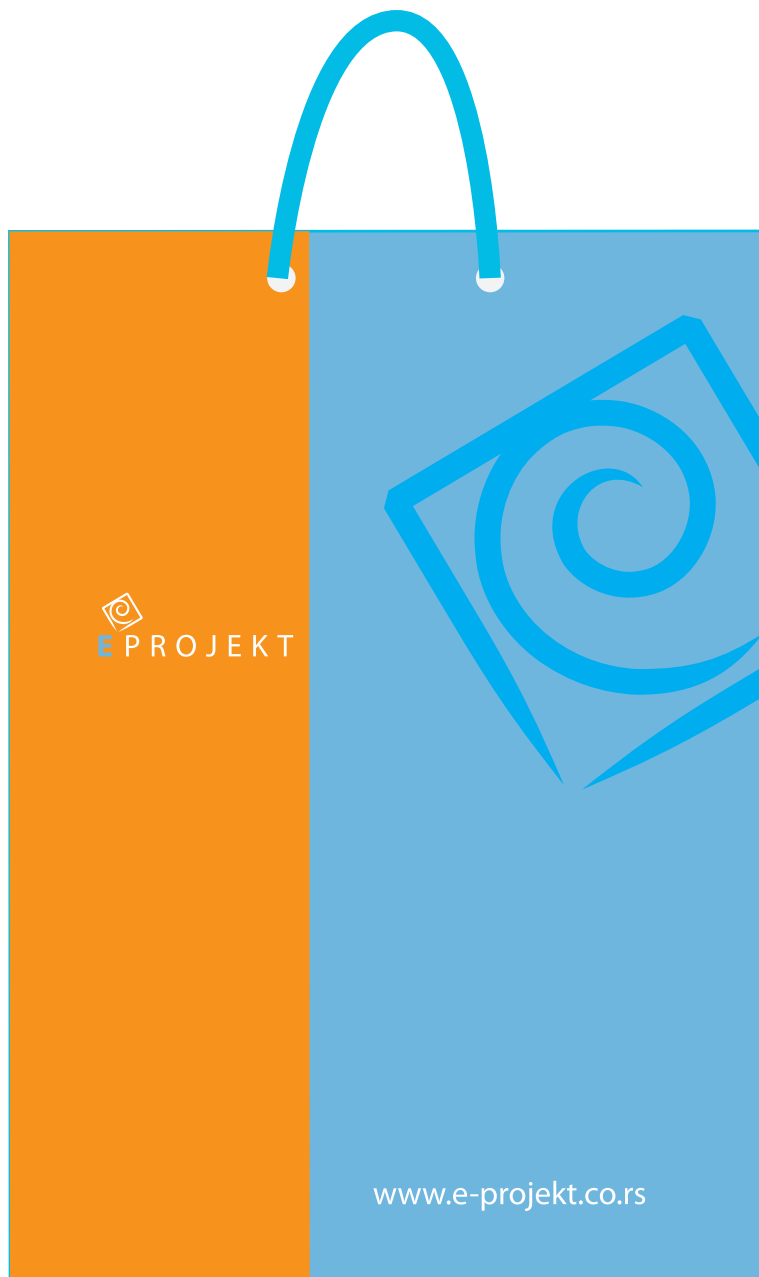
Materijal>
Mat kunstdruck 350 gr/m²
Mat plastifikacija

donja podloga:
lepenka 1,8 mm

 PANTONE(R) 138 C

 PANTONE(R) 306 C

Kesa



 PANTONE(R) 138 C

 PANTONE(R) 306 C