



corporate identity

2015-01

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PRIMARY / PREFERRED VERSION

GOLD SQUARE VERSION
GOLD-SQR-01



GOLD 4:3 VERSION
GOLD-4:3-01



GOLD HORIZONTAL VERSION
GOLD-HRT-01

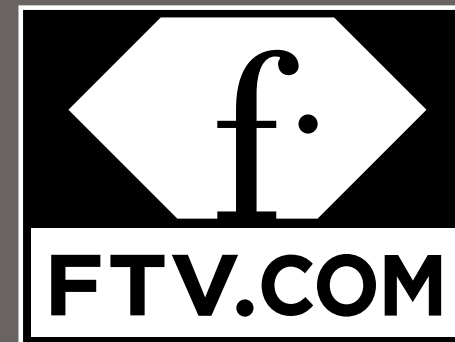


SECONDARY VERSION

B&W SQUARE VERSION
BW-SQR-01



B&W 4:3 VERSION
BW-4:3-01



B&W HORIZONTAL VERSION
BW-HRT-01



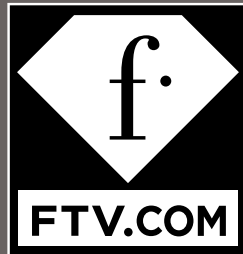
how use the logos?

2015-01

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SQUARE VERSION:



- for print
- for web
- for online applications

4:3 VERSION:



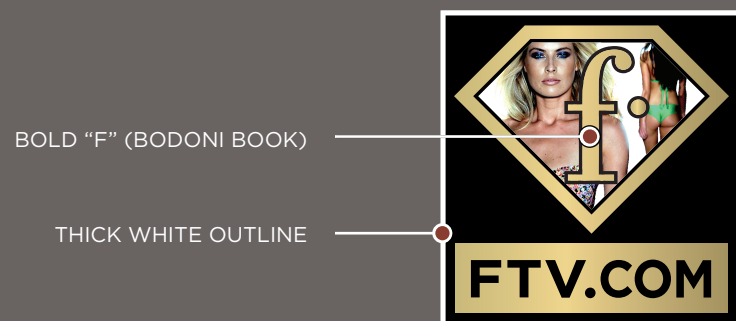
- for online applications
- for smart tv application
- for online

HORIZONTAL VERSION:

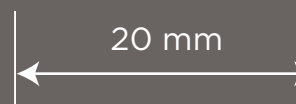
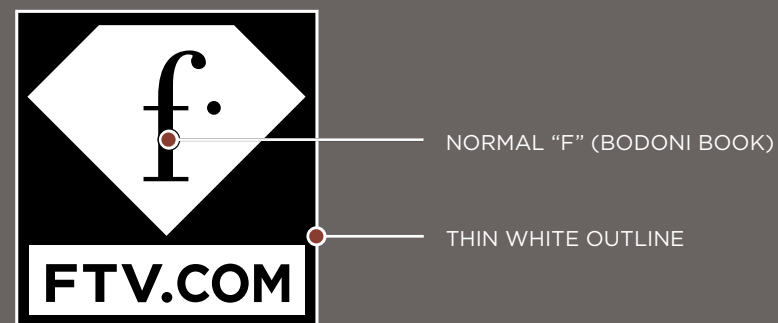
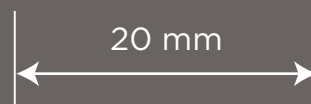
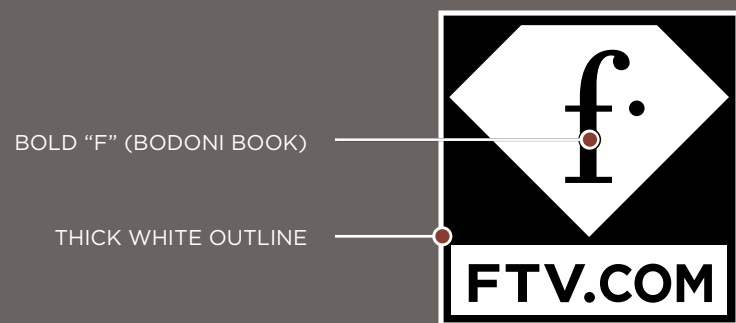
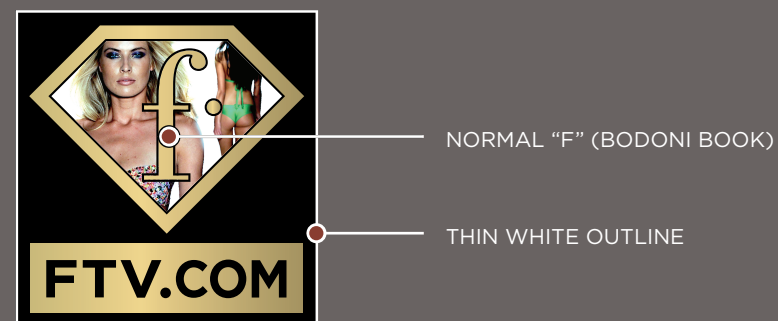


- for print
- for web
- for online applications

SMALL VARIATION

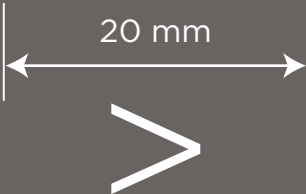
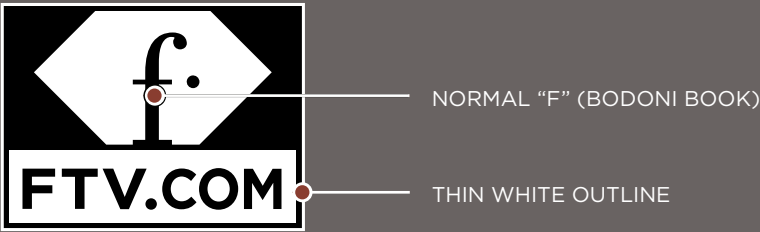
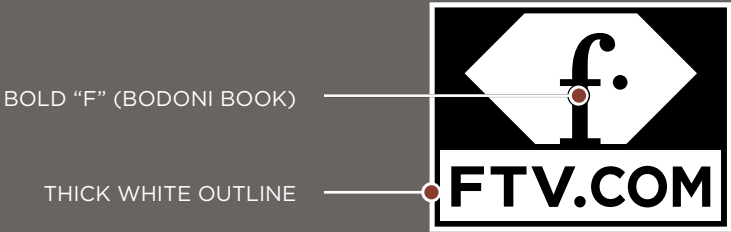
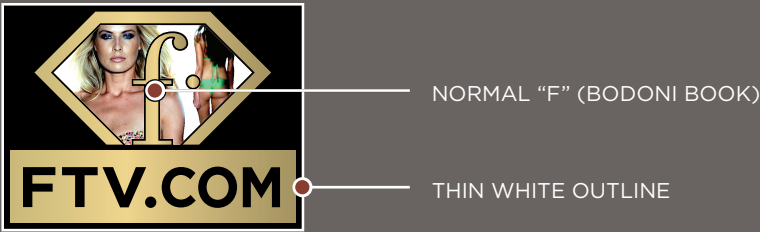
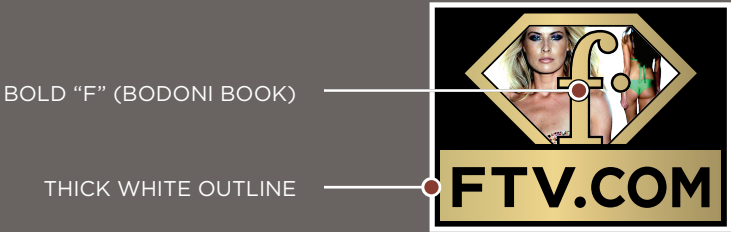


BIG VARIATION



SMALL VARIATION

BIG VARIATION



SMALL VARIATION

BIG VARIATION

BOLD "F" (BODONI BOOK)

THICK WHITE OUTLINE



NORMAL "F" (BODONI BOOK)

THIN WHITE OUTLINE



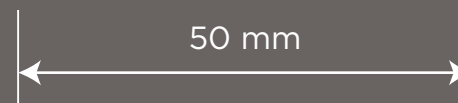
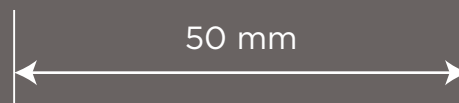
BOLD "F" (BODONI BOOK)

THICK WHITE OUTLINE

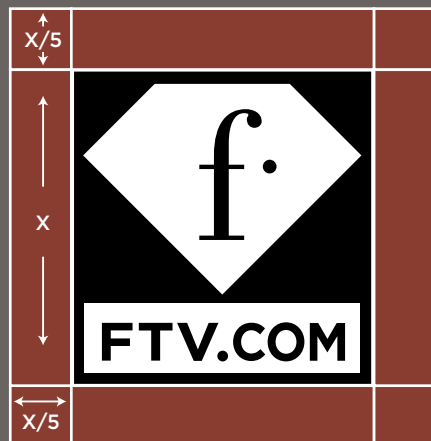


NORMAL "F" (BODONI BOOK)

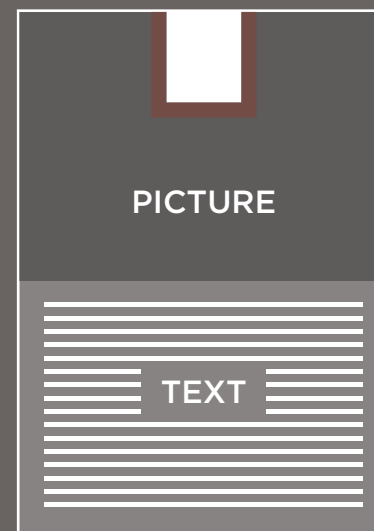
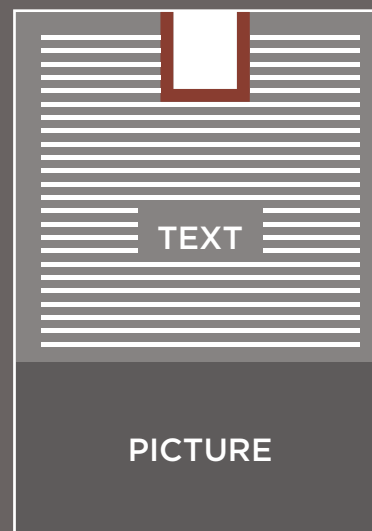
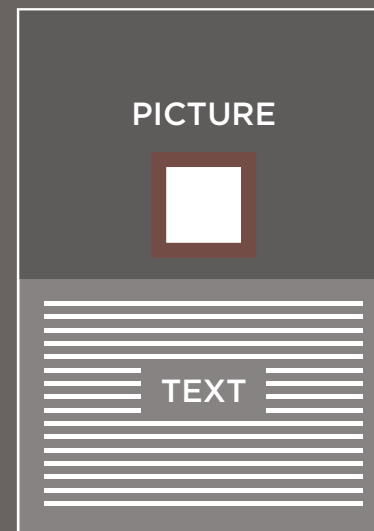
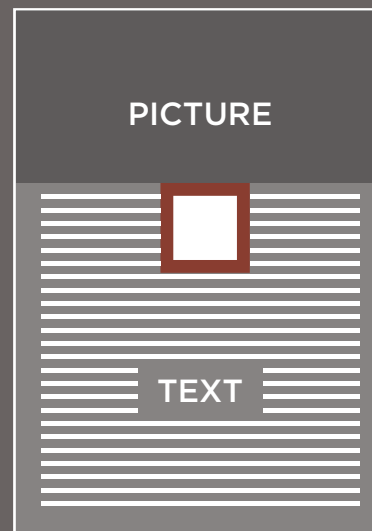
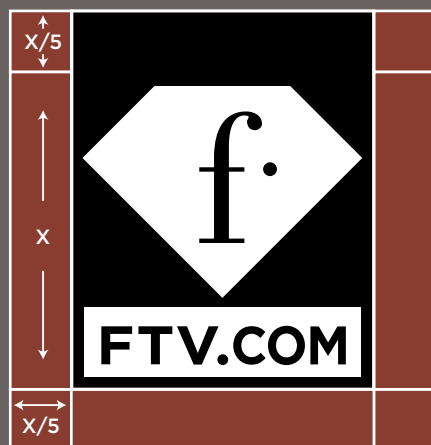
THIN WHITE OUTLINE

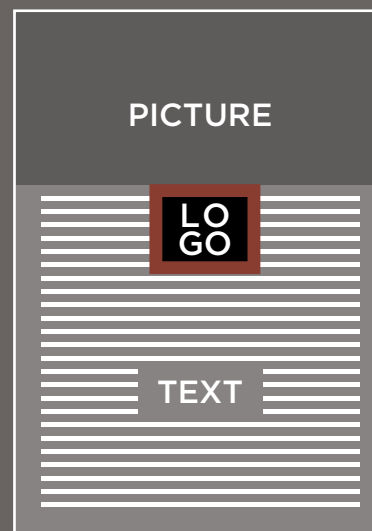
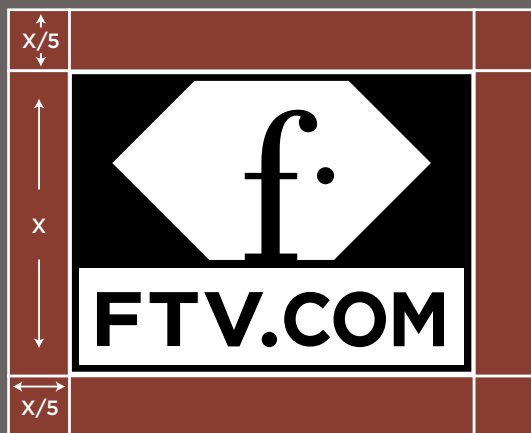


CENTERED VARIATION

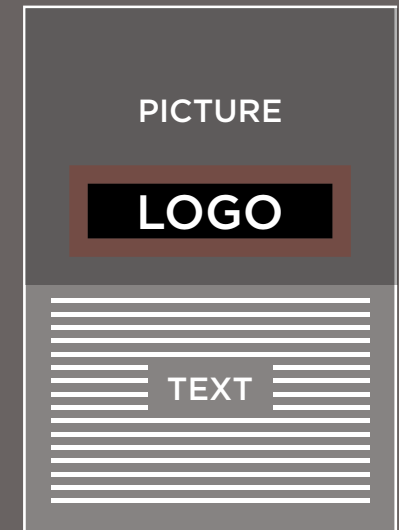
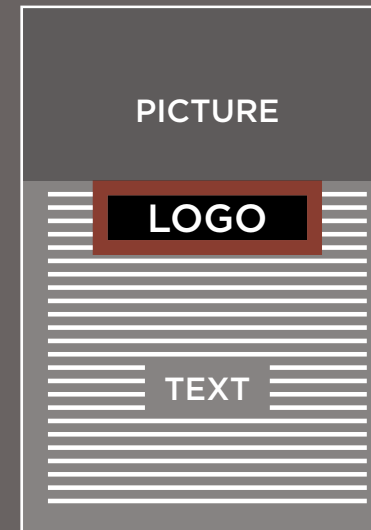


TOP VARIATION

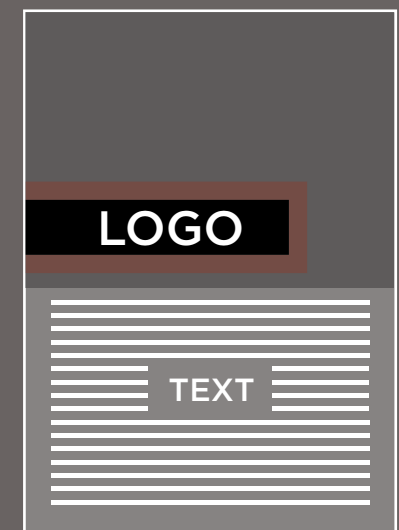
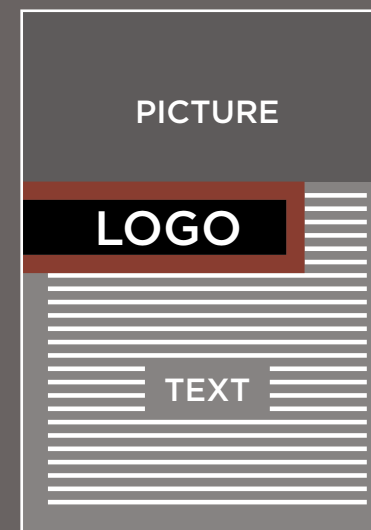




CENTERED VARIATION



LEFT SIDE VARIATION





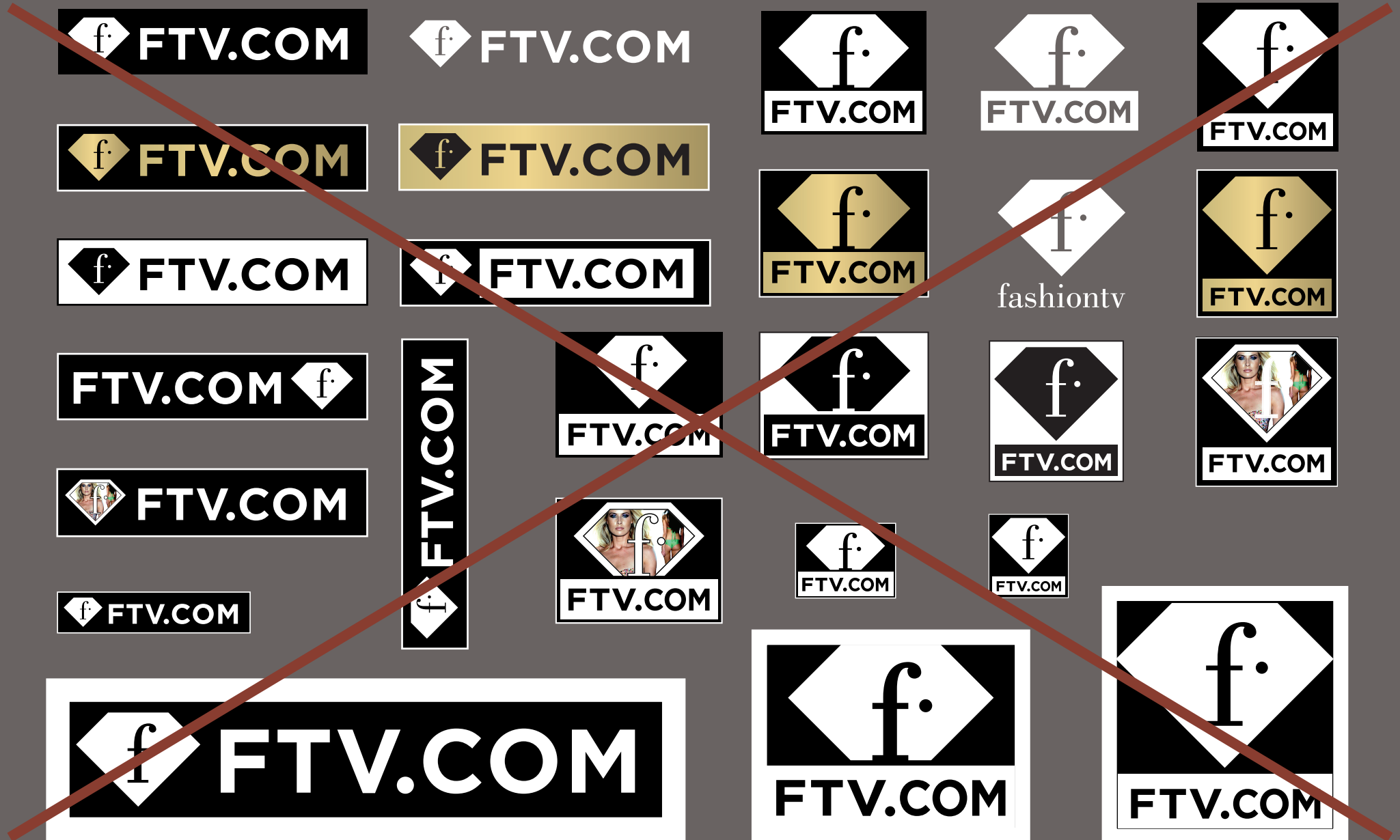
BLACK
CMYK:50,50,50,100
RGB:000000
PANTONE BLACK C



GOLD GRADIENT
1.: CMYK:22,21,61,0
2.: CMYK:7,13,52,0
3.: CMYK:36,36,70,6



WHITE
CMYK:0,0,0,0
RGB:FFFFFF





50 mm



50 mm



wing logo - incorrect use

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i love fashiontv

i love fashion

i see it first in fashiontv

A good slogan is hard to forget - it adheres to one's memory.

BODONI BOOK, OUR
PRIMARY TYPEFACE, SETS
A STYLISH, CONTEMPORARY
TONE FOR ALL FASHIONTV
COMMUNICATIONS.
USE BODONI BOOK
IN CONTINUOUS TEXT FOR
ALL COMMUNICATIONS.

Bodoni Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USE FANWOOD TEXT
- GOOGLE FONT INSTEAD
OF BODONI IN THE WEBSITE.

Fanwood Text (Google font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fanwood Text (Google font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

THE GOTHAM IS OUR
SECONDARY TYPEFACE.
USE GOTHAM IN HEADLINES
AND FOR HIGHLIGHTS IN ALL
COMMUNICATIONS.

Gotham Light

ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gotham Book

ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gotham Medium

ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gotham Bold

ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gotham Black

ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gotham Ultra

ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

USE MONTERRAT
- GOOGLE FONT INSTEAD
OF GOTHAM IN THE WEBSITE.

Montserrat Regular (Google font) ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Montserrat Bold (Google font) ONLY CAPITAL!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890