

# Arculati kézikönyvek logókhhoz

Brand books

# Egyszerű

## Arculati kézikönyv

Simple brand book

# Szőke és Társai Kft

## Arculati kézikönyv

2018

Logó

SZÖKE

ÉS TÁRSAI KFT.

alapítva: 1991

Pantone  
2935 C

Pantone  
7548 C

Pantone  
1495 C

Elsődleges betűkészlet



Noto Serif

A, Á, B, C, Cs, D, Dz, Dzs, E, É, F, G,  
Gy, H, I, Í, J, K, L, Ly, M, N, Ny, O, Ó,  
Ö, P, R, S, Sz, T, Ty, U, Ú, Ü, V, Z, Zs  
a, á, b, c, cs, d, dz, dzs, e, é, f, g, gy,  
h, i, í, j, k, l, ly, m, n, ny, o, ó, ö, ő, p, q, r,  
s, sz, t, ty, u, ú, ü, ű, v, w, x, y, z, zs

Másodlagos betűkészlet:

Georgia

A, Á, B, C, Cs, D, Dz, Dzs, E, É, F, G,  
Gy, H, I, Í, J, K, L, Ly, M, N, Ny, O, Ó,  
Ö, P, R, S, Sz, T, Ty, U, Ú, Ü, V, Z, Zs  
a, á, b, c, cs, d, dz, dzs, e, é, f, g, gy,  
h, i, í, j, k, l, ly, m, n, ny, o, ó, ö, ő, p, q, r,  
s, sz, t, ty, u, ú, ü, ű, v, w, x, y, z, zs

## Brand színek

### Pantone 2935 C



CMYK

C: 100%  
M: 50%  
Y: 00%  
K: 00%



RGB

R: 00  
G: 115  
B: 187



HEX color

#0073BB



### Pantone 7548 C



CMYK

C: 00%  
M: 24%  
Y: 100%  
K: 00%



RGB

R: 255  
G: 198  
B: 11



HEX color

#FFC60B



### Pantone 1495 C



CMYK

C: 00%  
M: 49%  
Y: 100%  
K: 00%



RGB

R: 246  
G: 142  
B: 40



HEX color

#F68E28



Színátmenetes logó



Egyszínű logó

100% Black



100% Pantone 2935 C



Nyomtatásnál, levélpapírnál és olcsóbb előállítási költség céljából ajánlott

Fekete háttér előtt



Egy színű háttér esetében a logó használható fehér színben is

Tilos így használni a logót:



A logót nem szabad eltorzítani semmilyen módon. Tilos nyújtani, széthúzni, az ebben a dokumentumban taglalt bármilyen más színvariációban használni. Tilos mintás háttér elé tenni, átrendezni vagy árnyékot adni a betűknek.

A logó elhelyezése



A képen látható szaggatott vonalon belül más objektum vagy szöveg nem kerülhet a logó mellé

## Facebook avatar variációk



Névjegykártya  
2 oldal, nem kerekített, 2 szín

**SZŐKE**  
ÉS TÁRSAI KFT.  
alapítva: 1991

**Szőke-Kiss László**  
Ügyvezető

+36 30 967 5775 | [szoke.laszlo@szokekft.eu](mailto:szoke.laszlo@szokekft.eu) | [szokekft.eu](http://szokekft.eu)

# Levélpapír

## A4 méret (210x297 mm), 1 szín



Dear Ronald McDonald,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Fed quia non numquam eius modi tnequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, ni?

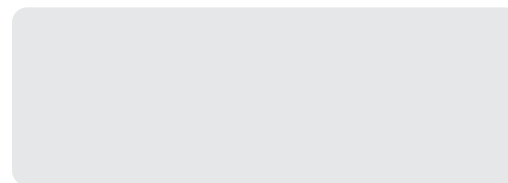
James McLamore

Boríték  
LA4 méret (110x220mm), 1 szín

**SZÓKE**  
ÉS TÁRSAI KFT.  
alapítva: 1991

**Szóke és Társai Kft**  
Békéscsaba  
Almáskerti Ipari Park 18.  
5600

DÍJ HITELEZVE



# Kisarculat elemek - névjegykártya, levélpapír, boríték



Dear Ronald McDonald,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magnam dolorem eos qui consequuntur magnam dolorem eos.

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Fed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

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quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

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Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?



**Szőke és Társai Kft**  
Békéscsaba  
Almás kertei Ipari Park 18.  
5600

DÚ HITELEZVE



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Ügyvezető

+36 30 967 5775 | szoke.laszlo@szokekft.eu | szokekft.eu

James McLamore

# Összetett

## Arculati kézikönyv

Brand book



Chongqing Craffe  
Industrial Design Co., Ltd.

Brand Book

# Table of content

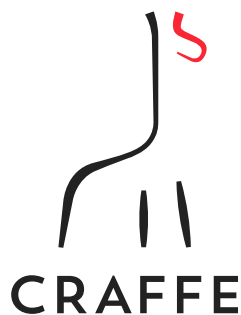
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Visual identity	01
Key visual elements	03
Logo	07
Colors	09
Layouts	10

# Visual identity

## Logo

The primary **Chongqing Craffe Industrial Design Co., Ltd.** (from now "CCID") logo is the black and red version. This should only be used on any kind of white surfaces.



The logo can be used in a full white, and a black and white format on permanent color surfaces or on specified pictures. You can learn more about the visual rules of the logo in the **Logo, Color** and the **Layouts** sections.



white version



black and white version

## Typography

The main CCID font is the **Campton** font family, which contains many mutations of the font from the thinnest version to the boldest. This font family fits perfectly for the **Trend Sans** type which is being used in the logo.

Thin

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Thin italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Extralight

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Extralight italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Light italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Book italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Medium italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Semibold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Semibold italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Bold italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*

Extrabold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

*Extrabold italic*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ*



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## Color

There are four primary colors in the CCID brand (including the red and the black in the logo), and two secondary colors which are designed to make a perfect match with any of the primary colors. Each color has a strong character and should be combined with major white and grey elements.

## Primary



Pantone Neutral Black C  
CMYK 74/64/59/78  
RGB 34/34/34  
HEX 222222



Pantone 1945 C  
CMYK 22/100/60/17  
RGB 172/16/61  
HEX AC103D



Pantone 193 C  
CMYK 15/100/67/06  
RGB 196/17/60  
HEX C4113C



Pantone 1788 C  
CMYK 00/92/74/00  
RGB 241/37/53  
HEX F12535

## Secondary



Pantone Medium Blue C  
CMYK 100/28/05/01  
RGB 0/130/204  
HEX 0082CC

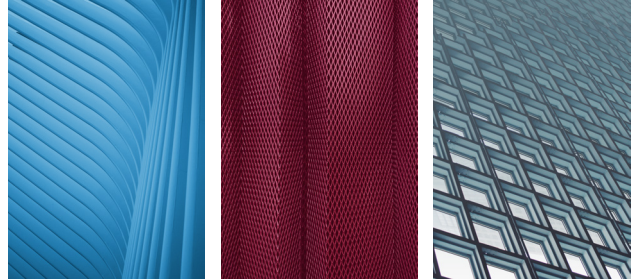


Pantone 299 C  
CMYK 81/15/00/00  
RGB 0/160/224  
HEX 00A0E0

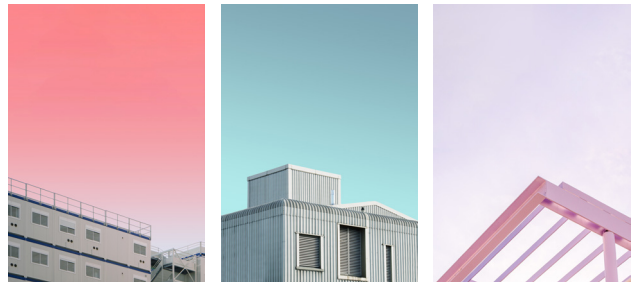
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## Photography

Two types of pictures can be used as a background in any printed or digital media. One is a repetitive pattern or a collection of geometrical forms. The other one has the focus on the bottom.



repetitive geometrical pattern

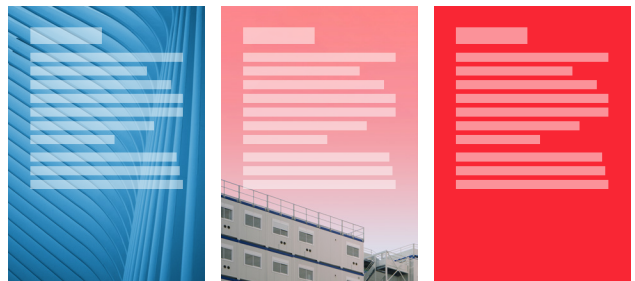


focus on the bottom

---

## Layouts

On the layouts we always put the content on the top 2/3 of the page. Whether it is a pattern, a clear area of a picture or a single color.



# Key visual elements

## A4 size application

In this chapter you can observe the structure of an A4 size application.

A secondary one-line content can be applied to the right corner of the page.

The logo is on the top of the page.

The main content is being focused on the top 2/3 of the page

Every main content should be aligned to the left side of the page. Not to the center and not to the right side. This gives a strong presence to the cover

The bottom 1/3 of the page is always text free. It is either empty or contains only the picture or illustration.



---

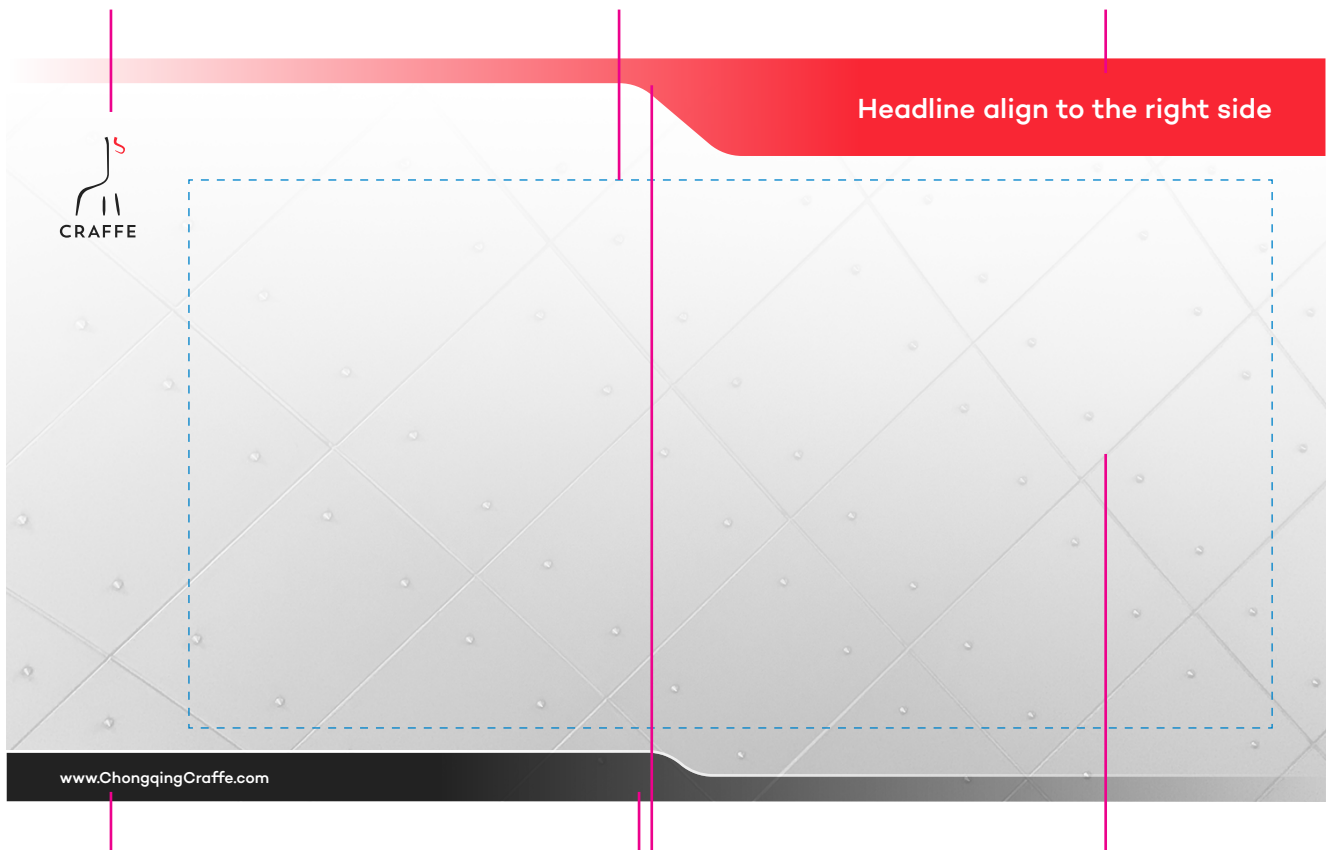
## Standard PTT template

In this chapter you can observe the structure of a regular PPT file.

Logo in the upper left corner

Safe space for the content

Headline space



Space for additional information

The two lines imitate the the emblem's body-neck curve  
The top line is red, and the bottom line is black. This leads the view into the headline

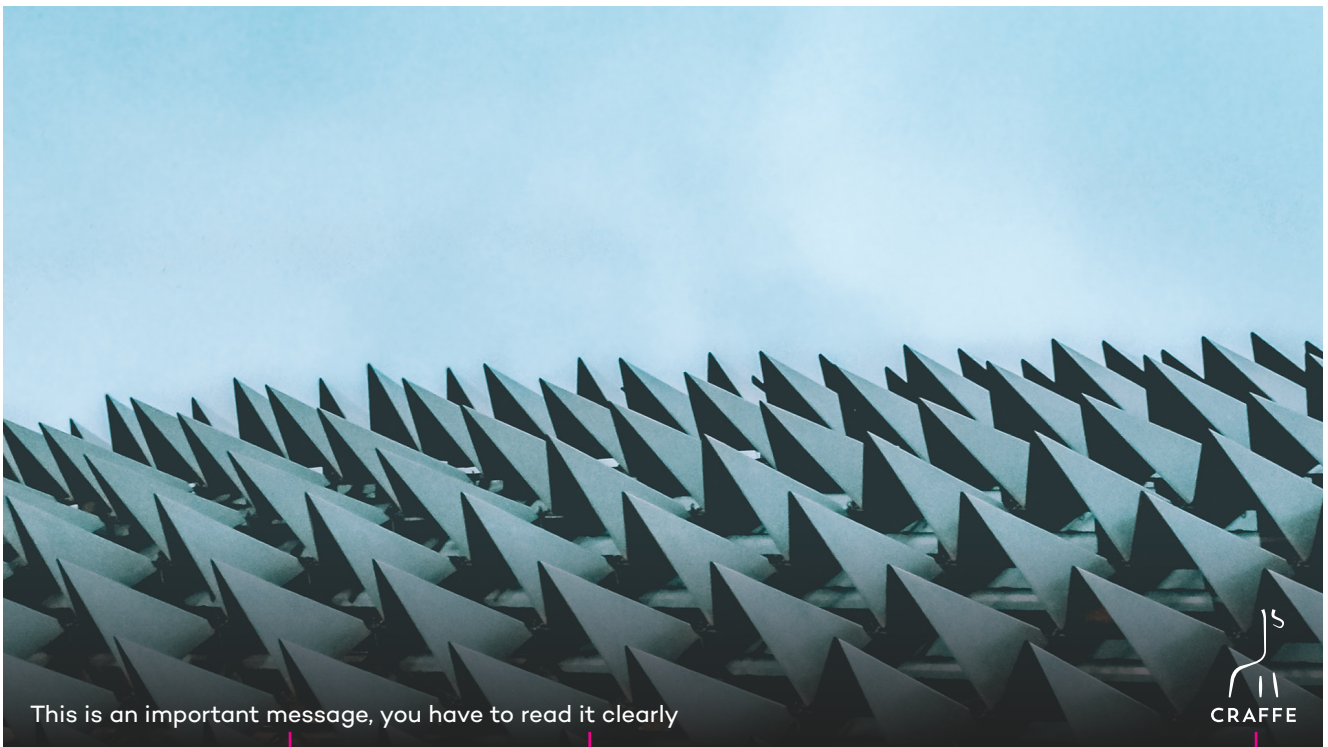
Black and white, geometrical pattern background. The top is brighter than the bottom. The whole image is pale, therefore it won't bother the typography.



---

## Standard product presentation template

This part shows the standard way to put the logo and the typography elements on any picture or visual part.



In every case when the photo hasn't got a full one-color, not detailed bottom, you have to use a black (or one of the primary or secondary color) gradient to make the message stand out.

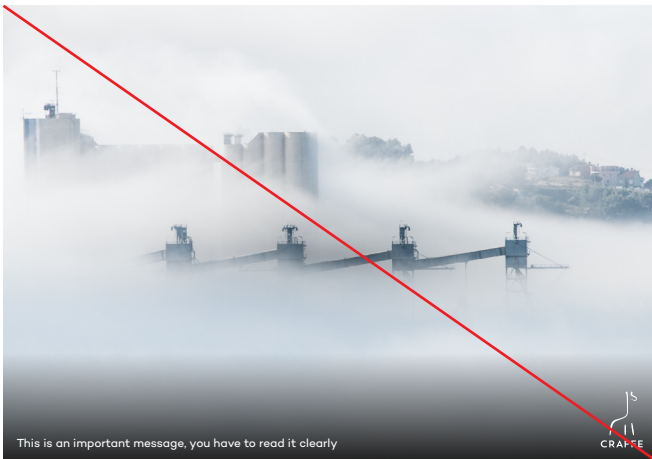
You can use this exact gradient with its adjustments.

When we use the color gradient the font type and the logo shall always be white.



---

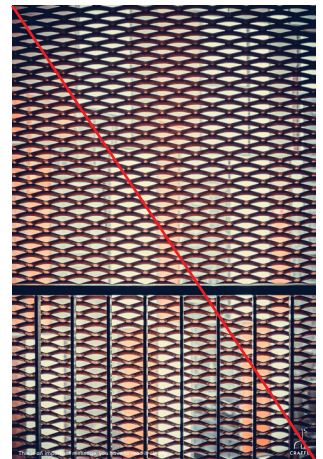
## DO NOT DO



DO NOT use the gradient when the bottom of the picture is nearly one-colored and lacks contrast.

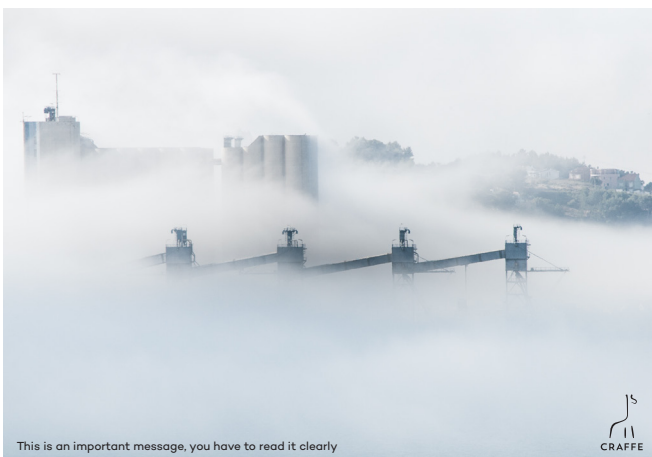


DO NOT use black typography on dark surfaces (not even if it is nearly one-colored and lacks contrast)

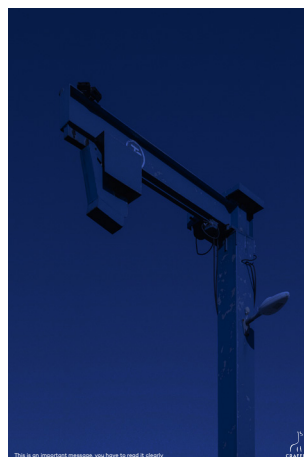


DO NOT put the content on a detailed background without the gradient

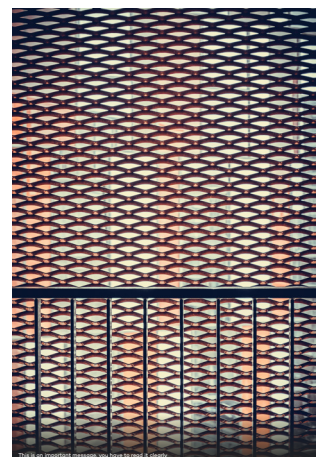
## DO



Use black typography and logo on a bright, nearly one-colored surface



Use white typography on dark surfaces (if it is nearly one-colored and lacks contrast)



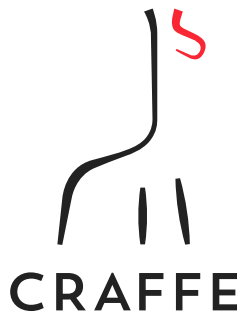
Use the gradient if the background is too detailed

# Logo

## Logo

The primary **CCID** logo is the black and red version. This should be the one used on any white surface.

Color



The black and white logo can either be a solid black color or a black color combined with an 50% black (grey) color.

Black



Black and grey



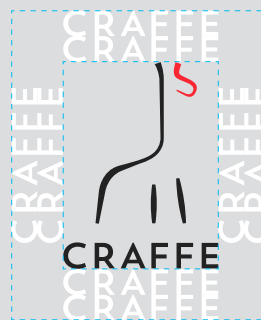
Besides the colored logo, we can always use the white version. The recommended background color is the logo's own red color, or any other primary or secondary or tertiary color.

Clear space around the logo helps to ensure that it is not compromised by other elements. The minimum clear space is the amount of space what you always have to keep clear. Although it is better if you can use the recommended version.

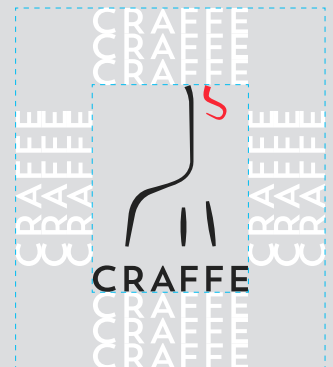
White



Minimum clear space



Recommended clear space

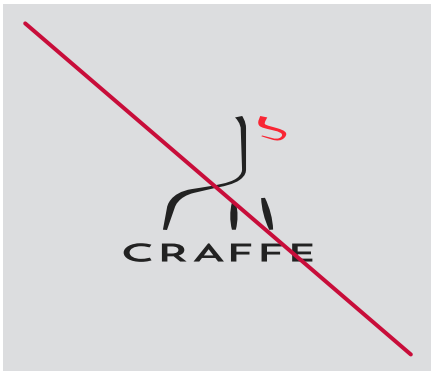


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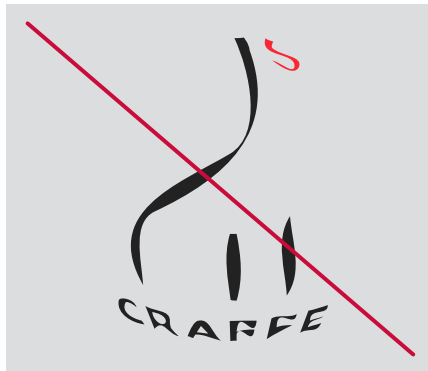
## What not to do

The schematics below illustrate incorrect ways of using our logo.

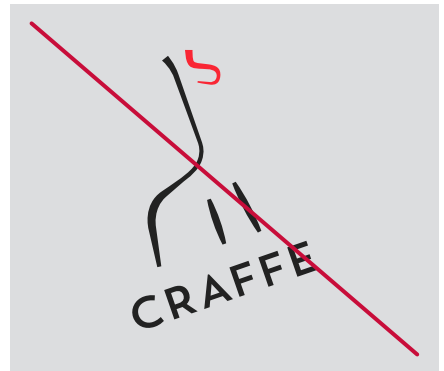
Do not stretch the logo



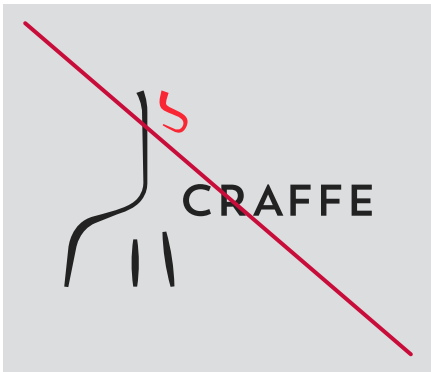
Do not distort it in any way



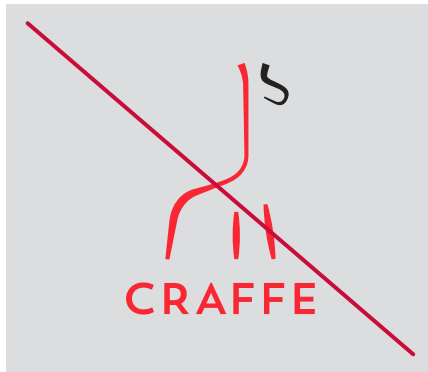
Do not rotate it



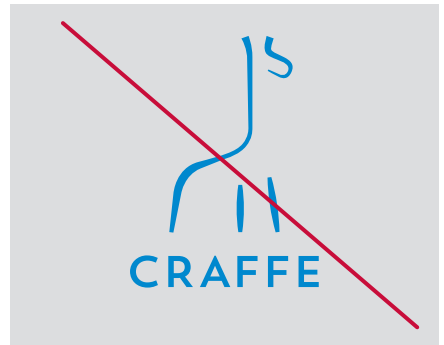
Do not reposition the text



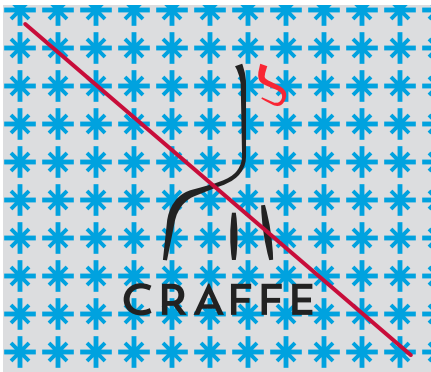
Do not switch the colors



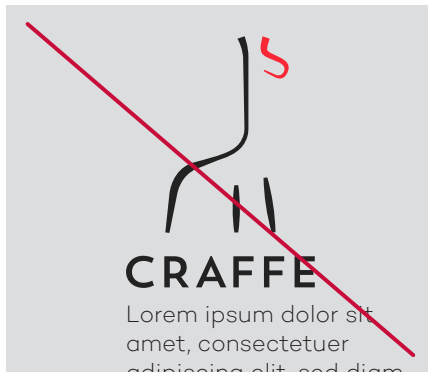
Do not use any new colors which are not included on page 4



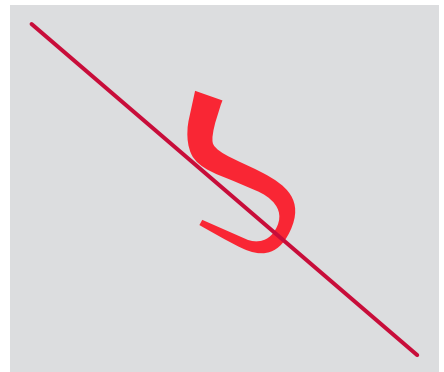
Do not use it on patterned background



Do not use it too close to any content



Do not use only a part of the logo



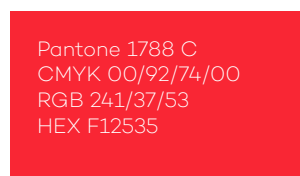
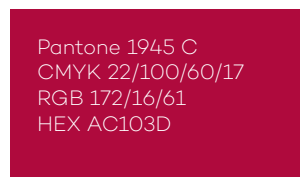
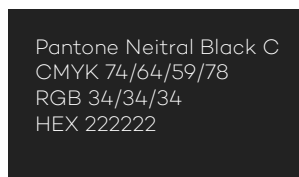
# Colors

The main idea behind the CCID colors is that the brand clearly communicates a reliable, 'standing on stable legs', professional firm. Therefore we avoid too vivid colors as well as the pastel and any too pale palettes.

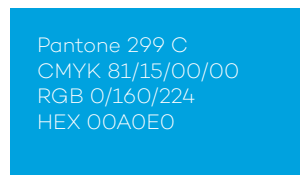
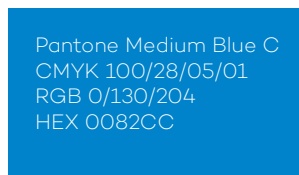
The primary colors are the best choice for extensive usage. With the secondary colors, we can easily create an exciting vibe. These are elegant and strong colors.

The Tertiary colors match excellently with both of the color families. They are recommended if we want to communicate in a low-key way.

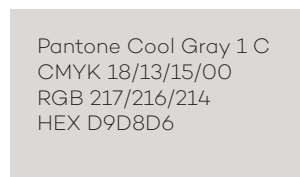
## Primary



## Secondary



## Tertiary

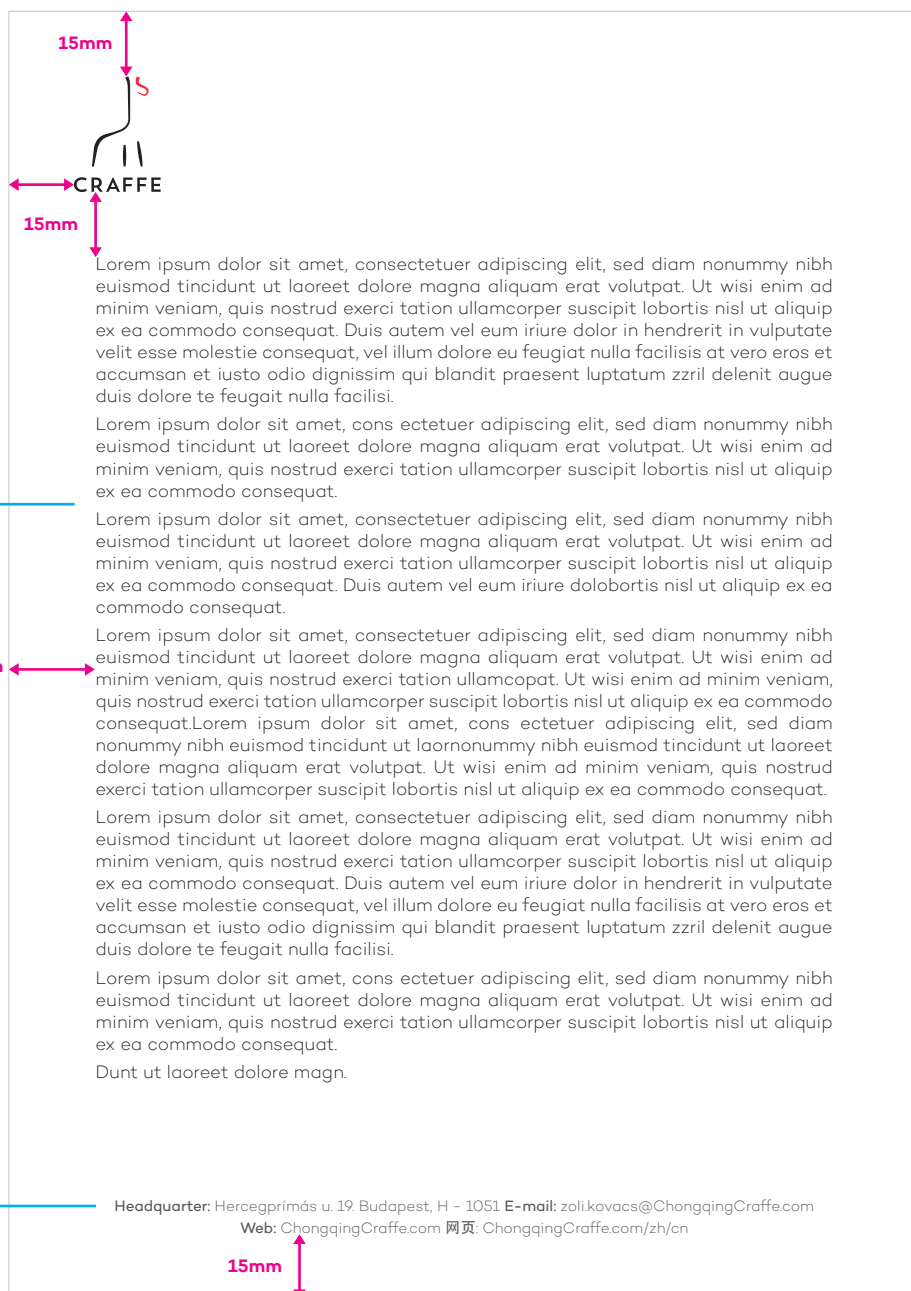


# Layouts

Here you can find the basic elements and measurements of a regular layout.

Campton ExtraLight  
12pt

Campton ExtraLight  
10pt



Business cards layouts

Colors:

