



BRAND

Guidelines

B A L K N I . C Z



Business

Overview

Balkni.cz is family bussines. We love natural material, funcrional design and sports. Why not combine it then?

We created our first hangboard that is not like the others. We want to deliver products that are simple to use while still maintainig the key funcrionalities.



Table Of Contents

01. Main Logo

02. Logomark

03. Exclusion Zone

04. Favicon

05. App Icon

06. Logo Sizes

07. Color Palette

08. Typography

09. Logo Don't

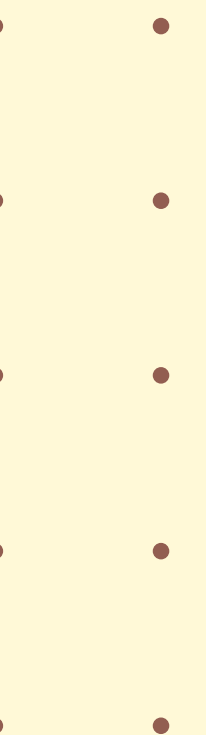
10. Mockups

01 MAIN LOGO

It is very important that the logo is always easy to see and read in all usage situations. According to needs and print method, the logo can be displayed in different color variations.

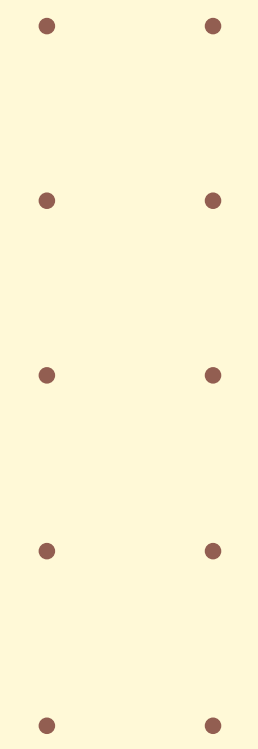
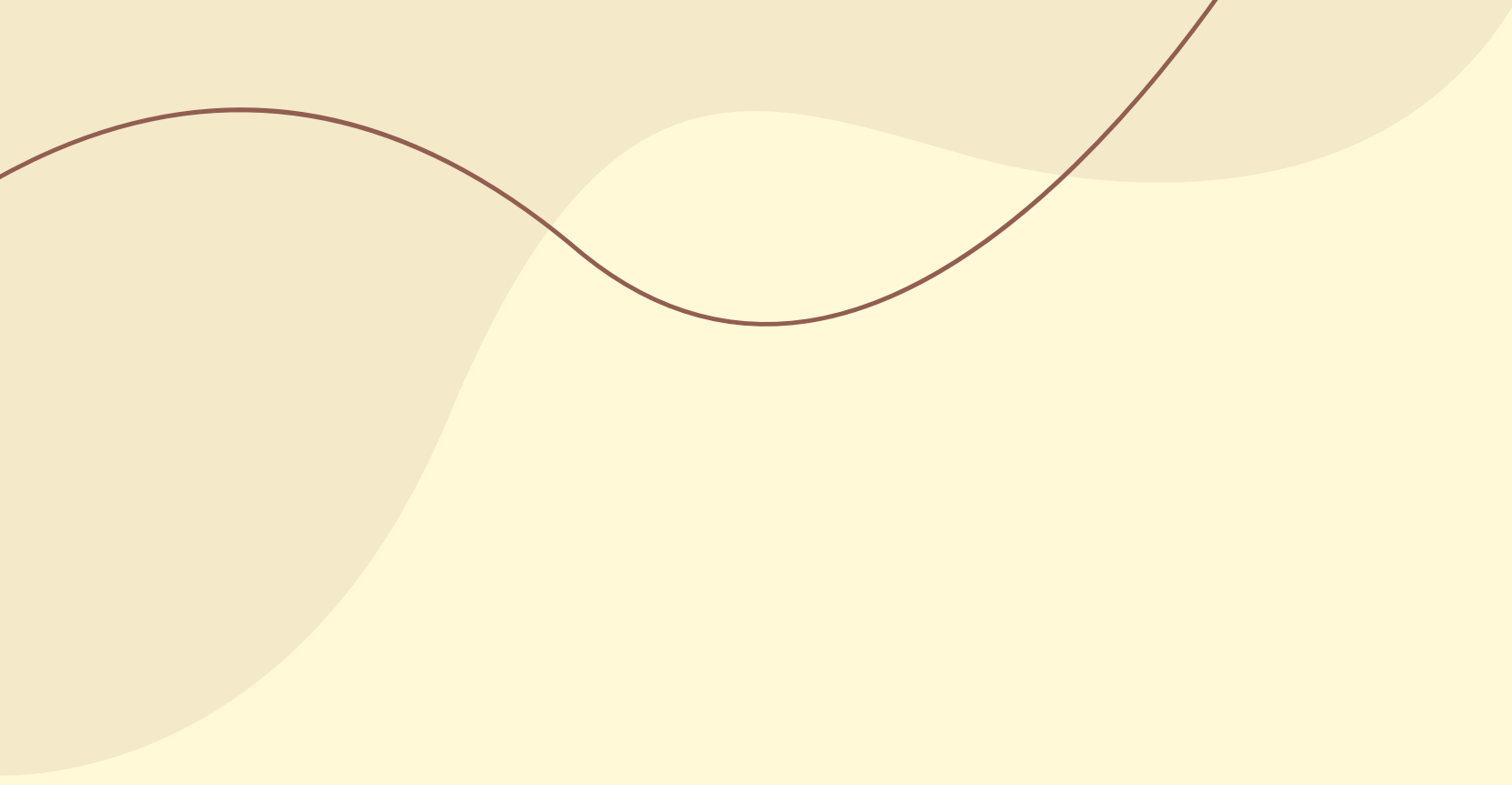


BALKNI.CZ



02 LOGOMARK

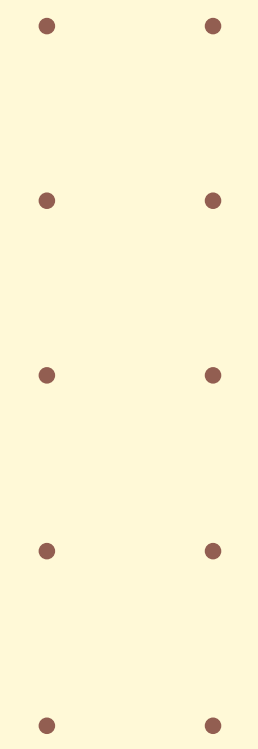
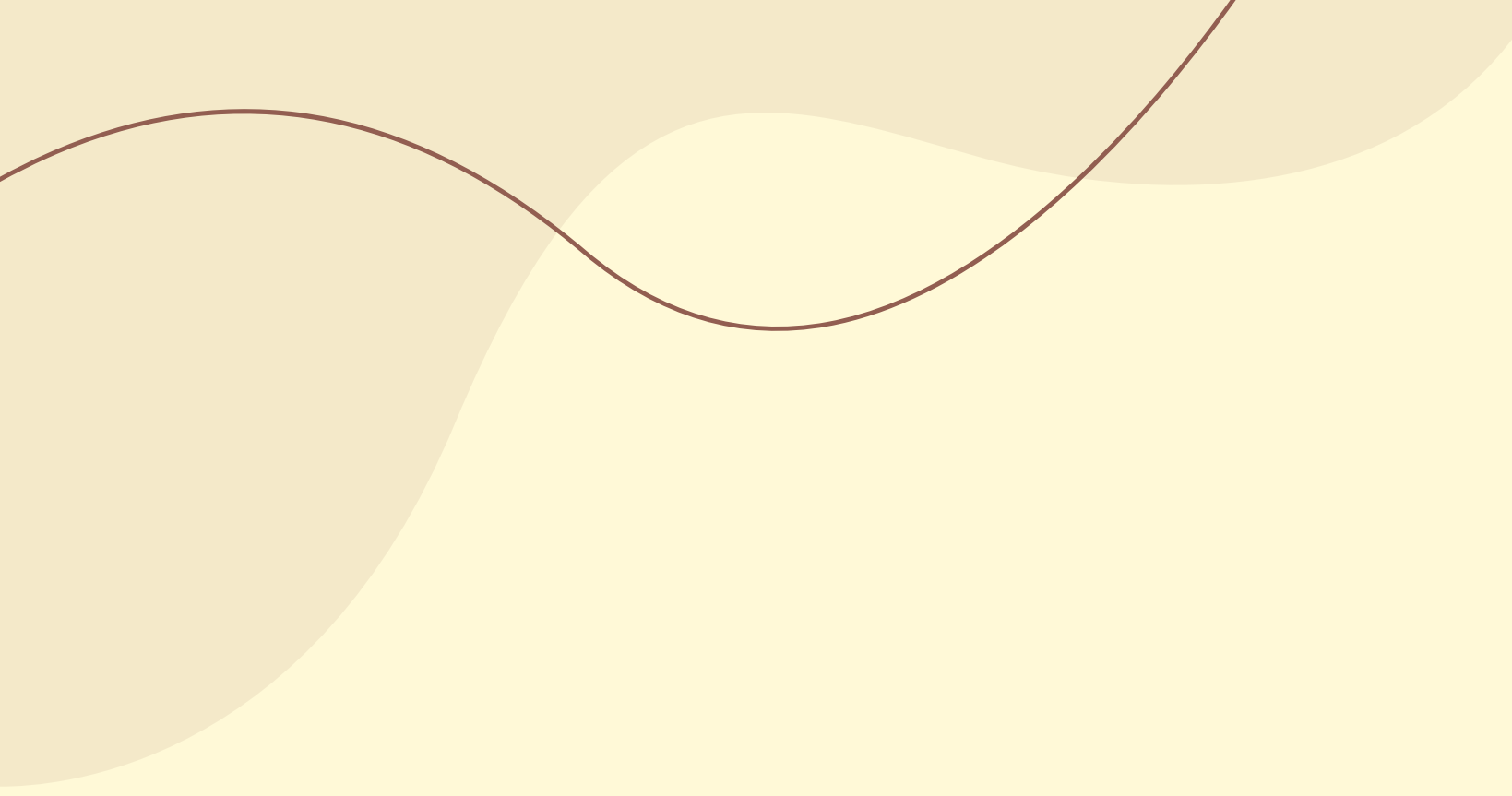
To be iconic, you first need an icon. Logomarks depict certain concepts or ideals in the same way a stick figure depicts a person. In the right hands, a logomark can be a powerfully influential tool capable of reversing how people view your entire brand identity.



03

EXCLUSION ZONE

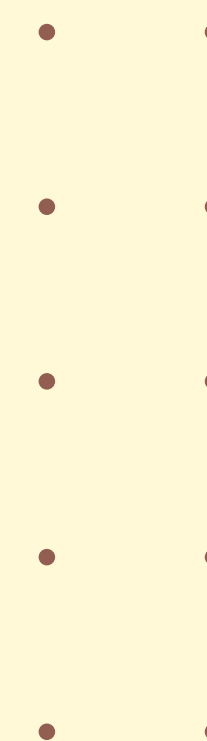
Give the exclusive zone. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.



04

FAVICON

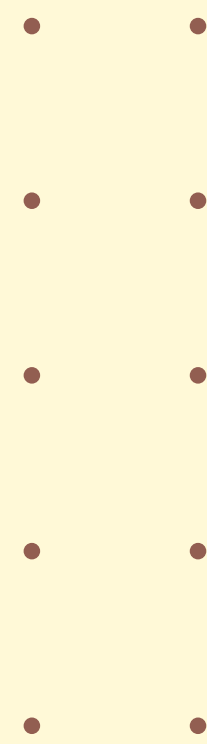
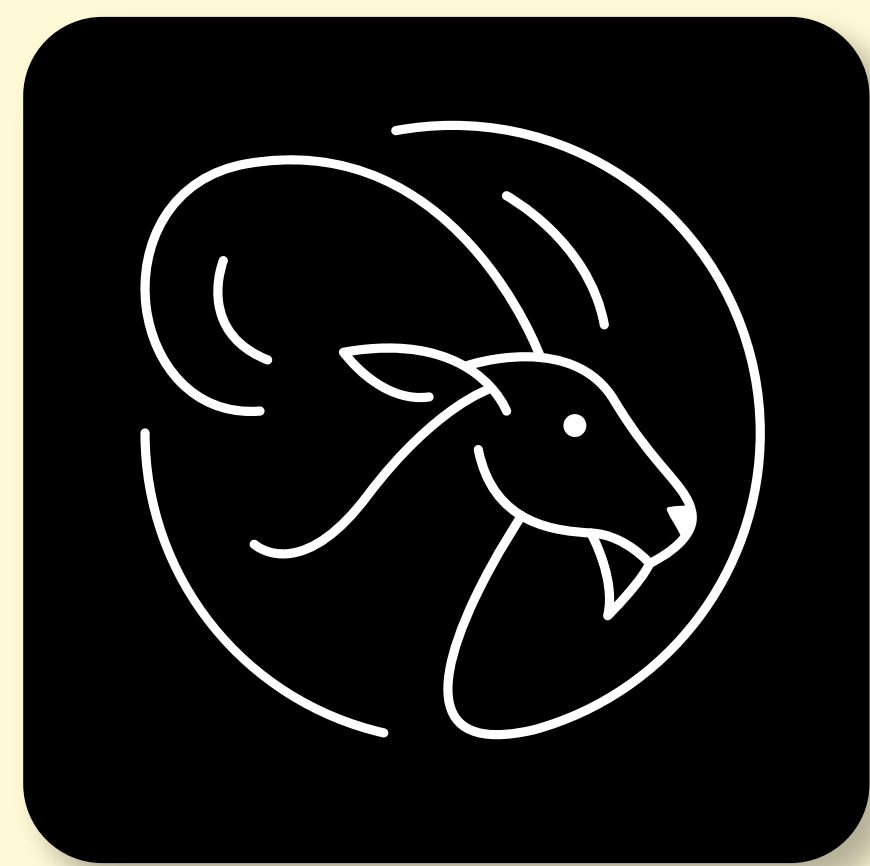
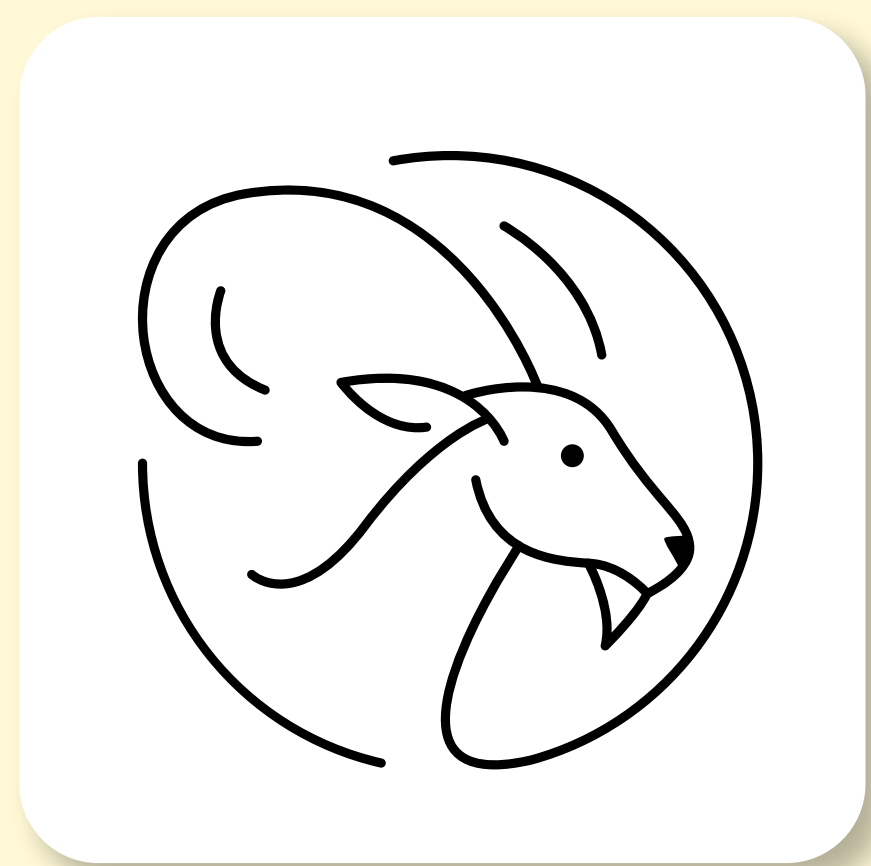
Fav icon is plays a big role in digital brand recognition. Appearing in browser tabs, bookmarks, and search results, it's a constant visual touchpoint.

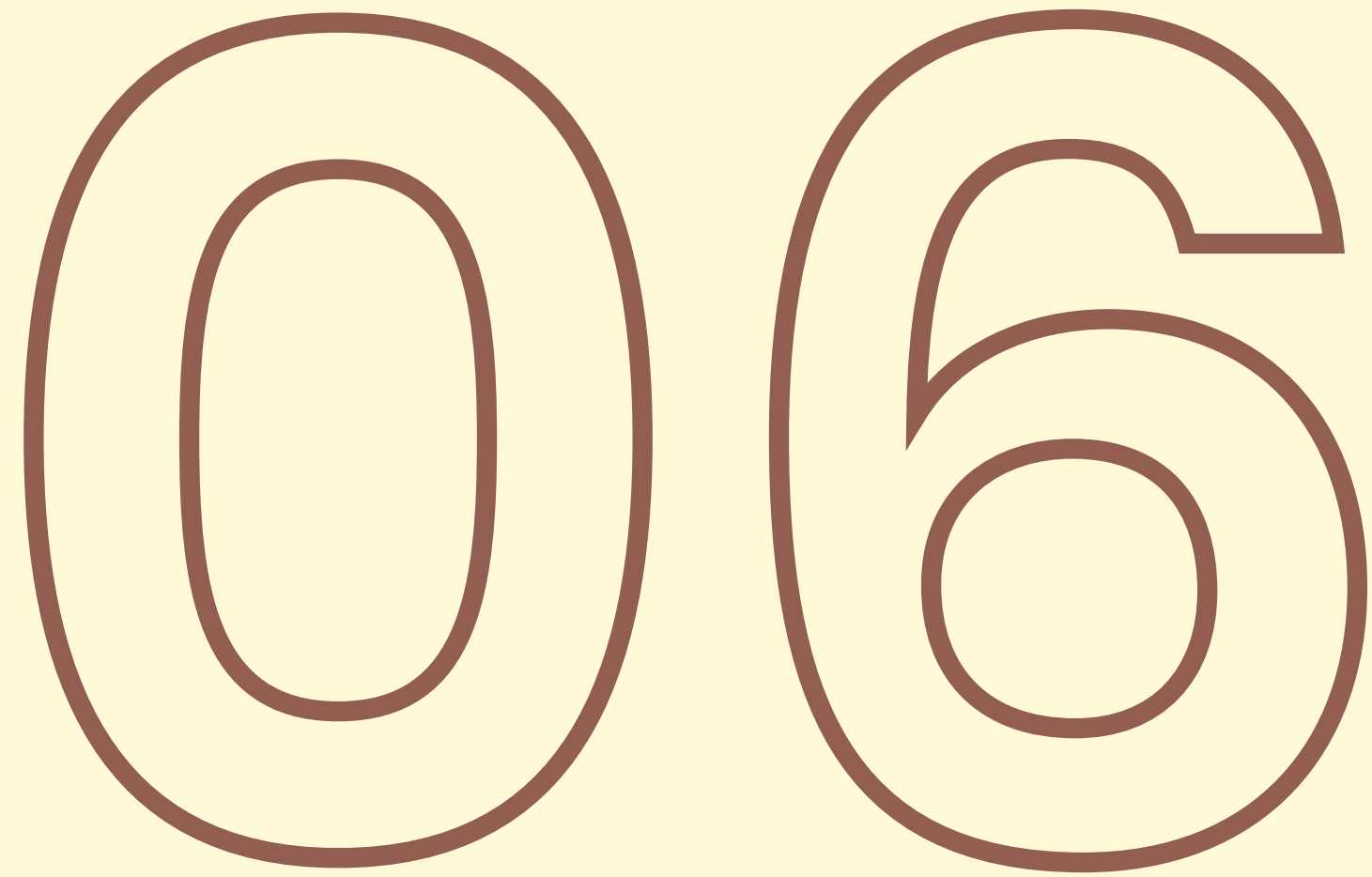


05

APPICON

The app icon plays crucial role of brand identity on mobile devices. It's the first impression users have on their home screen and in app stores. It serves as the first point of contact for users on their home screens and app stores.





LOGO SIZES

For the logo to be reproduced as clearly as possible do not use the logo in less than 20 mm for printed media and 60 px for digital interfaces.



BALKNI.CZ

70mm | A2



BALKNI.CZ

45mm | A3



BALKNI.CZ

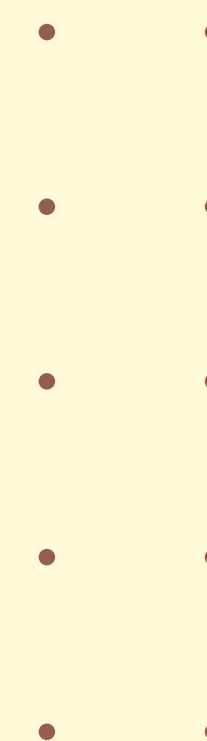
30mm | A4/A5

Minimum Size



BALKNI.CZ

20mm | 60px



07

COLOR PALETTE

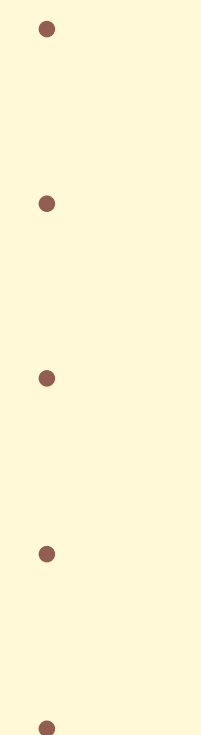
Color provides a strong visual link to our brand Identity across a wide range of applications. It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one color system to another.

RGB: 255, 249, 215
CMYK: 00%, 01%, 18%, 00%

#fff9d7

RGB: 146, 94, 81
CMYK: 35%, 64%, 64%, 19%

#925e51



08

TYPOGRAPHY

Our main font is Poppins this strong and versatile font perfectly reflects the style of our brand. The fonts which have been used for heading are Poppins Bold, General text is Poppins Light.

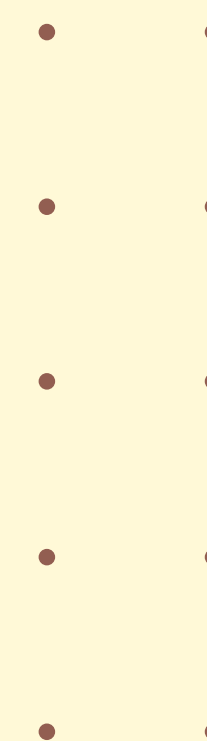


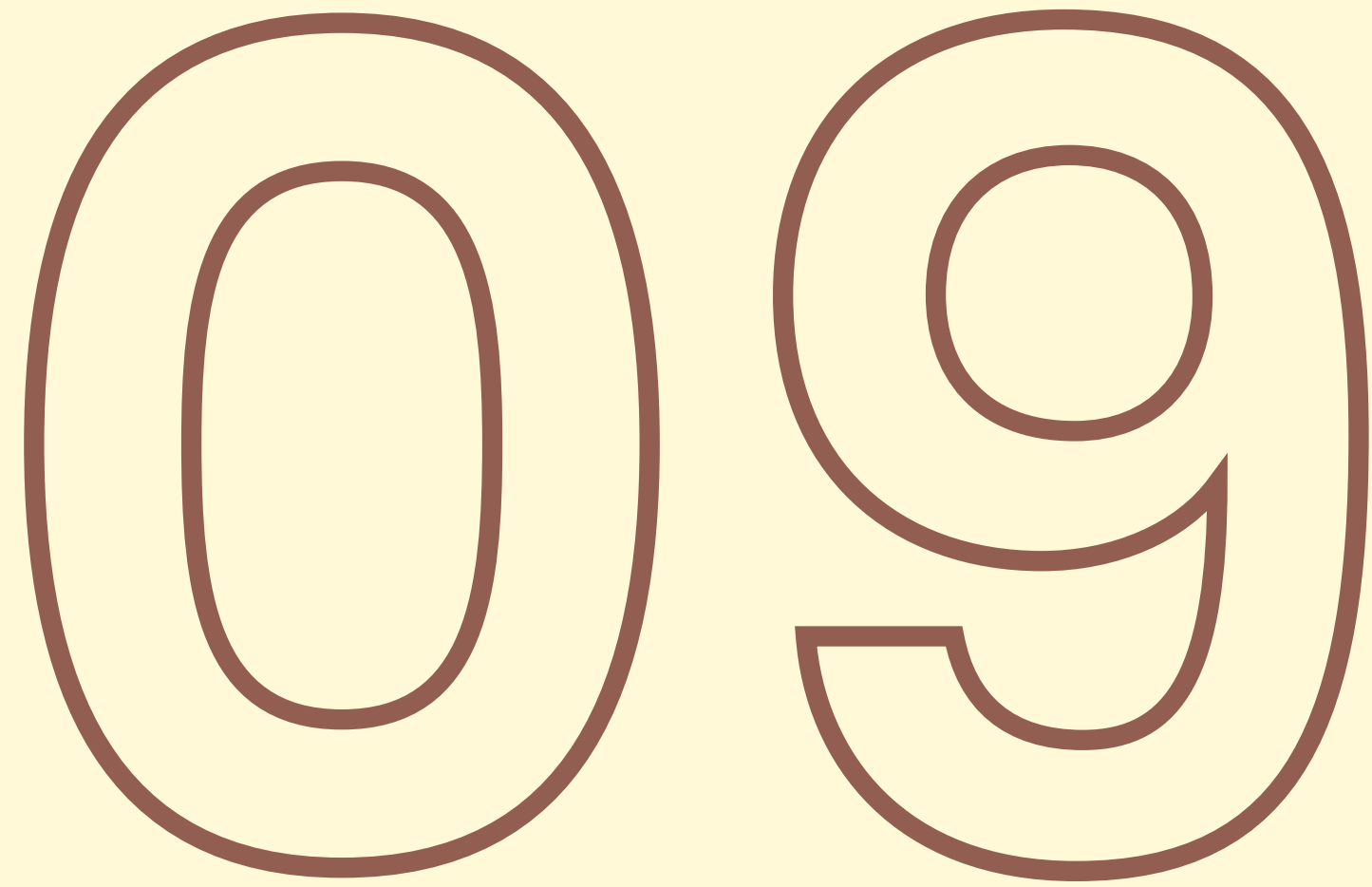
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *!@#\$%^&*()_+}{|":

Aa

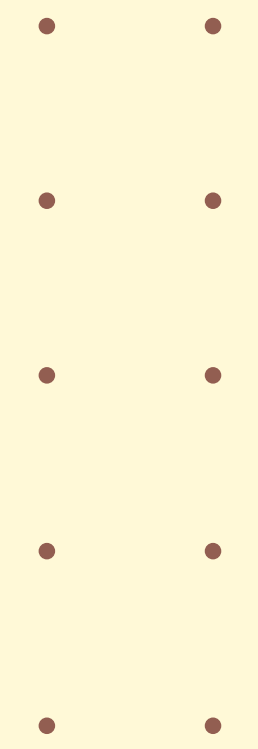
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *!@#\$%^&*()_+}{|":





LOGO DON'T

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document.



10

MOCKUPS

Mockups are for the better representation of the logos used for demonstration, education or promotion



BALKNI.CZ





BALKNI.CZ

