



# BRAND GUIDELINES

# 01

- 01 Typeface
- 02 Logo
- 02 Colors
- 02 Buttons
- 02 Iconography

# TYPEFACE

# Geologica

|             |  |
|-------------|--|
| Extra-light | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>XYZ abcdefghijklmnopqrstuvwxyz<br>1234567890&#\$€%@!?* |
| Regular     | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>XYZ abcdefghijklmnopqrstuvwxyz<br>1234567890&#\$€%@!?* |
| Semibold    | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>YZabcdefghijklmnopqrstuvwxy<br>1234567890&#\$€%@!?*    |
| Bold        | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>XYZ abcdefghijklmnopqrstuvwxyz<br>1234567890&#\$€%@!?* |

Typeface Hierarchy

H1 - 48px

Taxing Laughter: The  
Joke Tax Chronicles

H2 - 40px

Taxing Laughter: The Joke Tax  
Chronicles

H3 - 32px

Taxing Laughter: The Joke Tax  
Chronicles

H4 - 24px

Taxing Laughter: The Joke Tax Chronicles

Body 1 - 16px

Taxing Laughter: The Joke Tax Chronicles

Body 2 - 14px

Taxing Laughter: The Joke Tax Chronicles

Description 1 - 12px

Taxing Laughter: The Joke Tax Chronicles

Description 2 - 10px

Taxing Laughter: The Joke Tax Chronicles

Description 3 - 8px

Taxing Laughter: The Joke Tax Chronicles

# 02

01 Typeface

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# LOGO

Primary variants





Usage

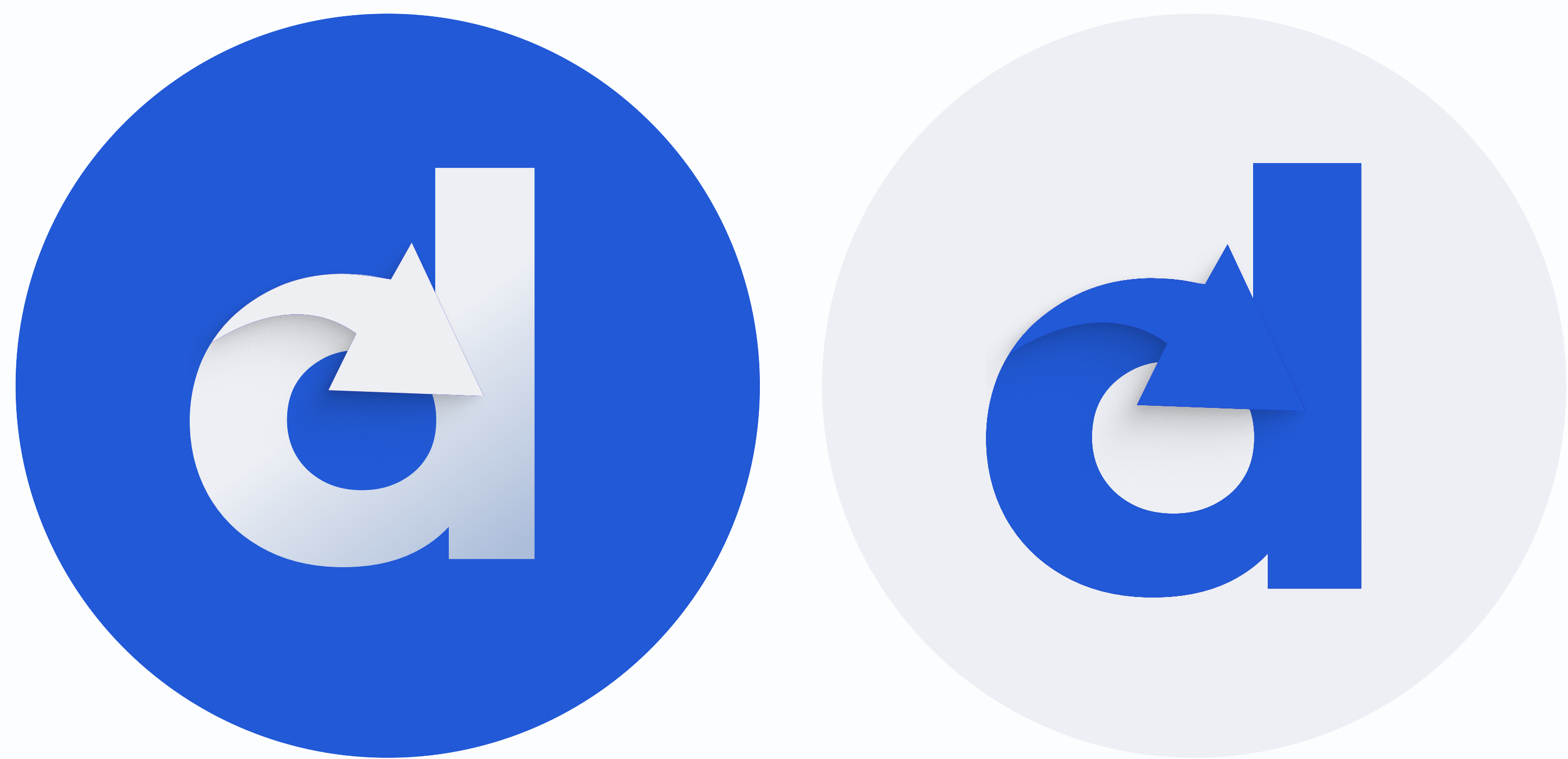


*\*Na fotkách používať len biele logo.*



*\*Najlepšie použiť pod tmavým podkladom.*









Safe Zone



Lorem Ipsum



Lorem Ipsum

# 03

- 01 Typeface
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- 02 Iconography

# COLORS

# Colour Palette

Blue

HEX: #225AD6

Grey

HEX: #F1F3F7

Night Forest

HEX: #25272B

White

HEX: #FCFDFD

# 04

- 01 Typeface
- 02 Logo
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# BUTTONS



Brand Buttons  
(not UI)

Primary

Default



Hover



Active



Secondary

Default



Hover



Active



# 05

- 01 Typeface
- 02 Logo
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- 02 Iconography

# ICONOGRAPHY

Iconography

