

Celostna grafična podoba Zavoda Maribor 2012

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# 1. Tipografsko okolje

Berlinsans Light

qwertyuiopš  
asdfghjklĐĐž  
zxcvbnm

QWERTYUIOPŠ  
ASDFGHJKLĐĐŽ  
ZXCVBNM

1234567890/+,-  
“”!“#\$%&’()=?\*<:;\_>

Berlinsans Roman

qwertyuiopš  
asdfghjklĐĐž  
zxcvbnm

QWERTYUIOPŠ  
ASDFGHJKLĐĐŽ  
ZXCVBNM

1234567890/+,-  
“”!“#\$%&’()=?\*<:;\_>

Berlinsans Bold

**qwertyuiopš  
a\$dfghjklĐĐž  
zxcvbnm**

**QWERTYUIOPŠ  
A\$DFGHJKLĐĐŽ  
ZXCVBNM**

**1234567890/+,-  
“”!“#\$%&’()=?\*<:;\_>**

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## 2. Barvno okolje



**PROCESS**

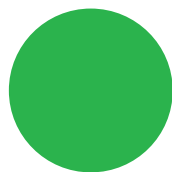
**C0 M90 Y90 K0**

**RGB**

**R239 G65 B48**

**PANTONE**

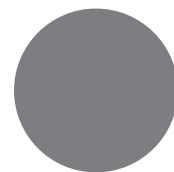
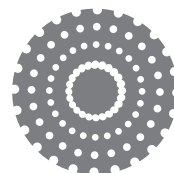
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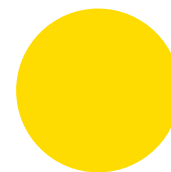
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**C0 M0 Y0 K62**

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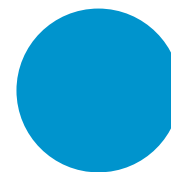
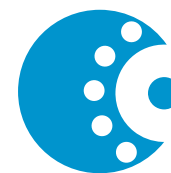
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**R255 G221 B0**

**PAN 108 C**



**C100 M20 Y7 K0**

**R0 G149 B205**

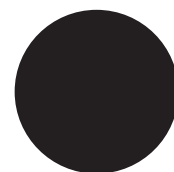
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**C0 M64 Y90 K0**

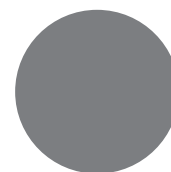
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**PAN 1595 C**



**C0 M0 Y0 K100**

**R0 G0 B0**

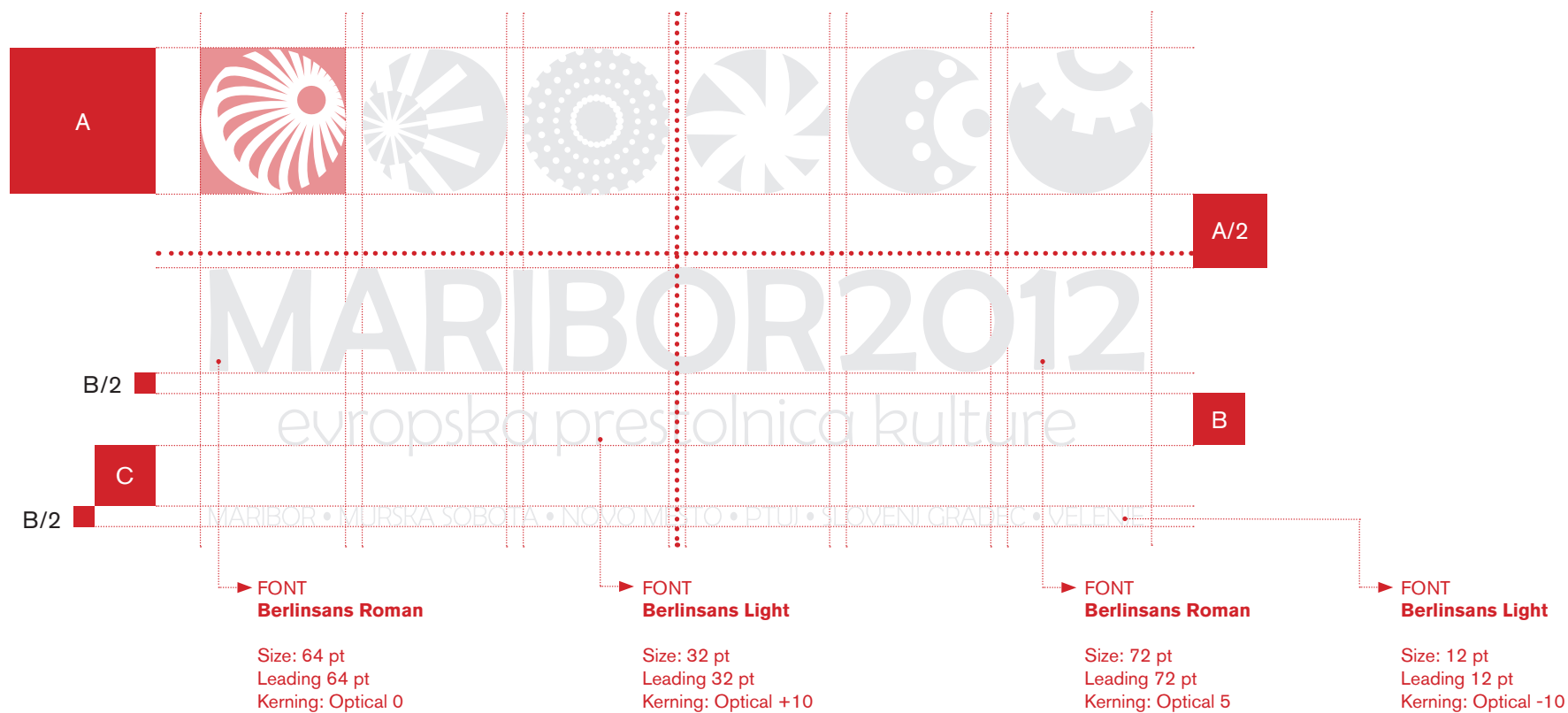


**C0 M0 Y0 K62**

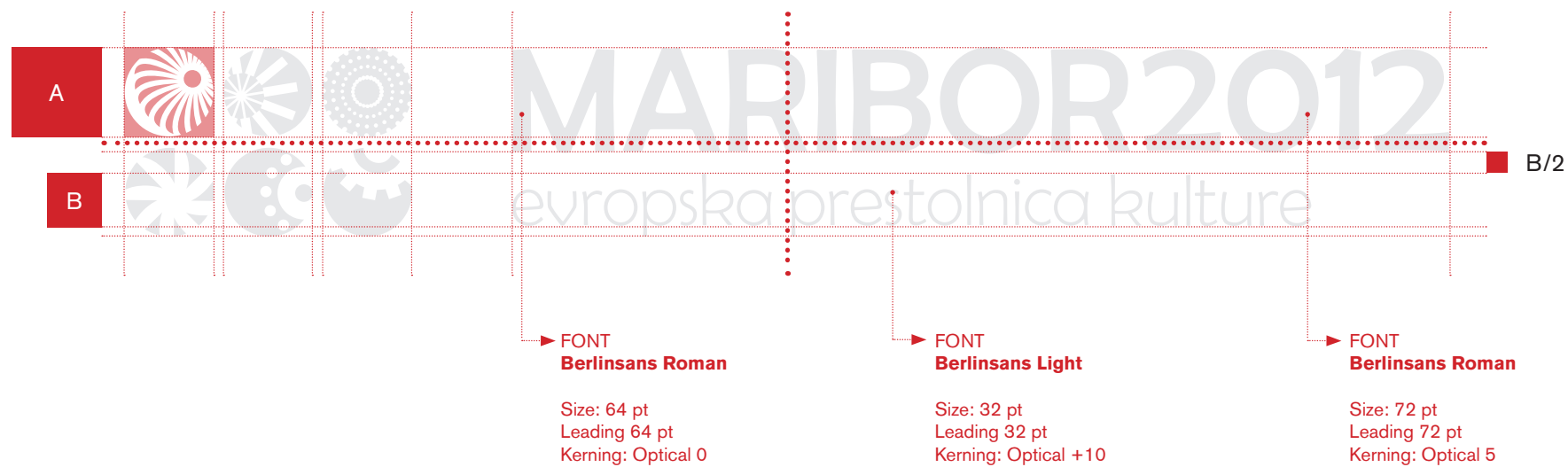
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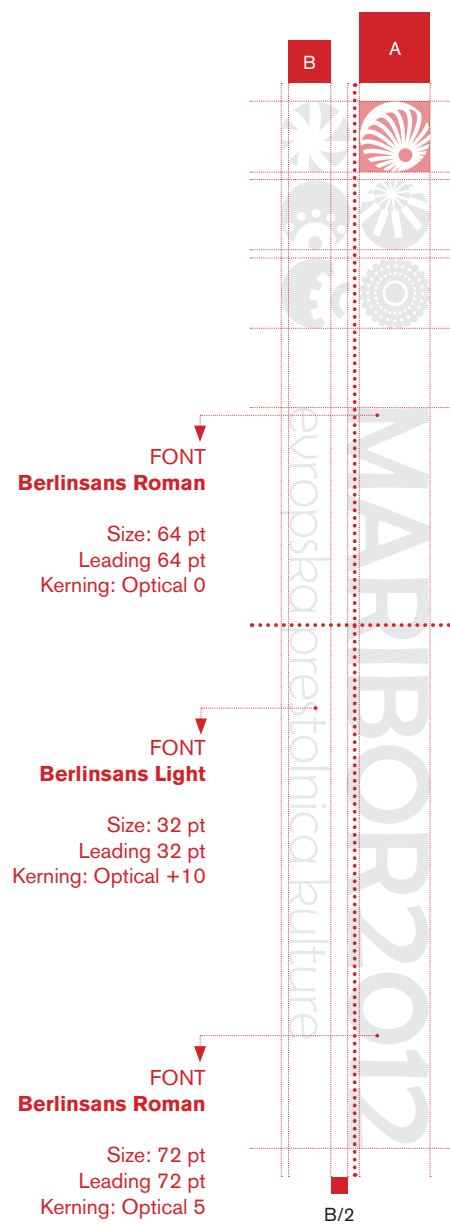
# 3. Logotip













A = 5mm



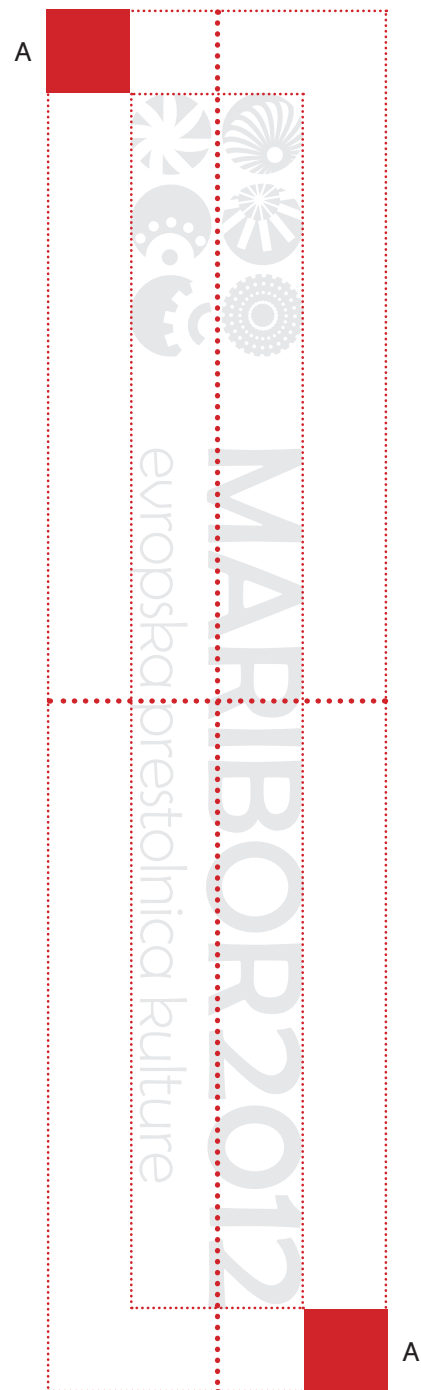
A = 5mm

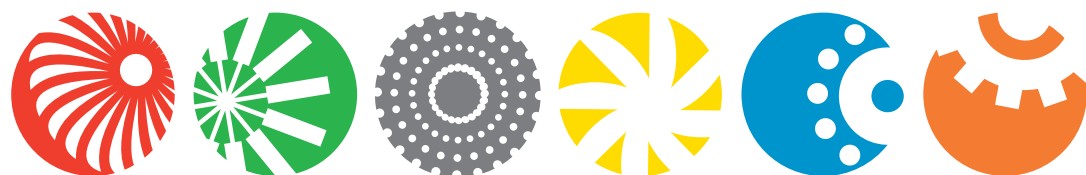


A= 5mm



A = 5mm





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partnersko mesto **Slovenj Gradec**



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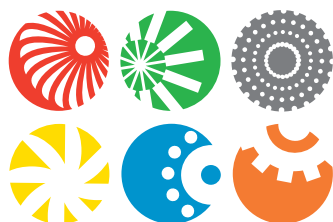
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partnersko mesto **Velenje**



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partnersko mesto **Murska Sobota**



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partnersko mesto **Novo Mesto**



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BARVA  
K40%

Uporaba višje  
nasičenosti barve  
kot 40% črne ni  
dovoljena



BARVA  
K100%



BARVA  
K62%

Uporaba nižje  
nasičenosti barve  
kot 62% črne ni  
dovoljena



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### 3. LOGOTIP - Pozicija in odnos logotipa na barvnih in fotografskih podlagah







\* DETAILS  
See page from  
5 to 16 for details



\* DETAILS  
See page from  
5 to 16 for details



\* DETAILS  
See page from  
5 to 16 for details



\* DETAILS  
See page from  
5 to 16 for details



\* DETAILS  
See page from  
5 to 16 for details



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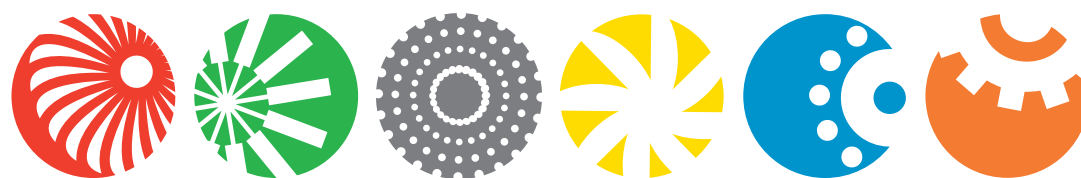
European Capital of Culture



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European Capital of Culture

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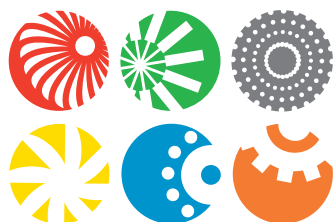


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