



**Arculati kézikönyv**

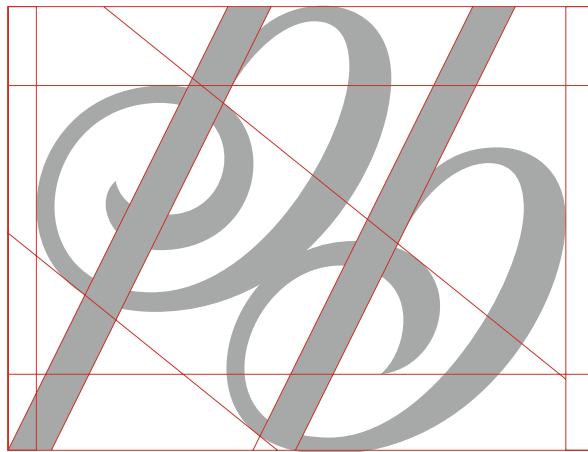


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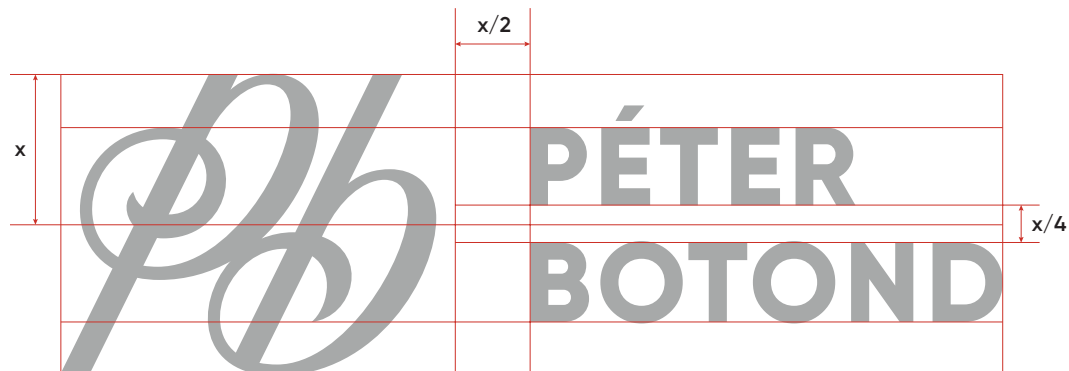
# Logó

Szimbólum felépítése



# Logó

Szimbólum + Wordmark felépítése



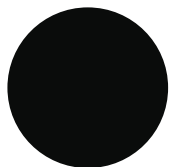
# Logó

Biztonsági zónák

x – a logó magasságának fele



# Színek



**Woodsmoke**

CMYK

74% 67% 66% 85%

RGB

13 14 14

WEB

#0D0E0E

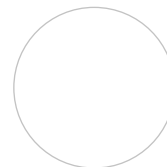


**Persian Red**

14% 95% 100% 4%

202 50 39

#CA3227



**White**

0% 0% 0% 0%

255 255 255

#FFFFFF

# Betűkészlet

## Címsór

### Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZÁÉÍÓŐÚŰ

abcdefghijklmnopqrstuvwxyz  
xyzáéíóőúű

0123456789&@%?!:;()\*

## Alcim

### Gilroy Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZÁÉÍÓŐÚŰ

abcdefghijklmnopqrstuvwxyz  
xyzáéíóőúű

0123456789&@%?!:;()\*

## Paragrafus

### Gilroy Regular

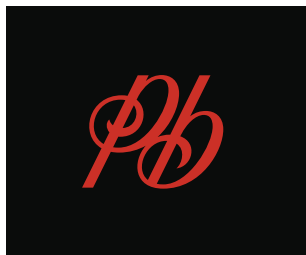
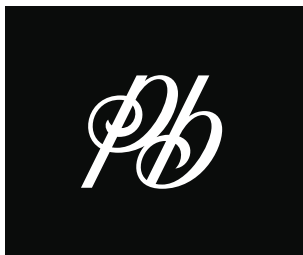
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZÁÉÍÓŐÚŰ

abcdefghijklmnopqrstuvwxyz  
xyzáéíóőúű

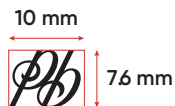
0123456789&@%?!:;()\*



## Logó használata

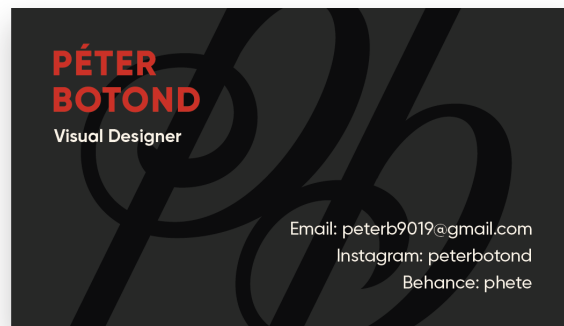
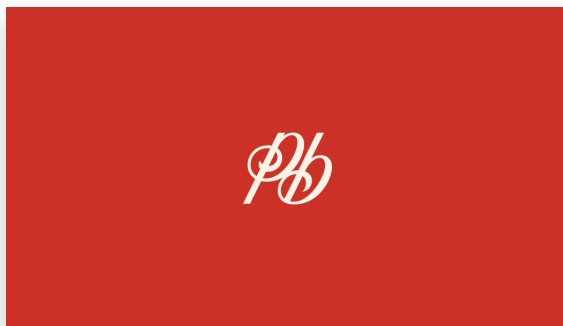


Legkisebb méret:



# Arculati elemek

Névjegykártya



# Arculati elemek

## Fejléces papír és pecsét



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### Tisztelt Kiss Miklós,

Since 2008 Kiss has established himself as a visual artist and graphic designer integrating graphics, design and interior design in his projects. In 2009 he completed the overall graphic design of the signage for the Budapest Liszt Ferenc International Airport. In 2011 the Museum of Applied Arts purchased his furniture collection made of recycled trees. Collaborating with Heineken from 2012 to 2014, Kiss created a limited edition of bottle designs and two large installations.

Over time Miklós Kiss has developed a comprehensive design practice. These design projects encompass all facets of design from graphic and web design to packaging and interior design. His unique and recognizable style in typography and logo design reveal his fascination for ligatures and playing with letters.

2013 to 2018 he designed the identity and packaging for the first Hungarian perfume line Viktoria Minya. In 2018 Kiss was commissioned by Budapest Central European Fashion Week to create a new identity and rebranding the Retail Design Blog.

From 2016 to 2019 Kiss was invited to work on an overall branding project for the City of Kaposvár. In 2019 Kiss was commissioned with design projects for Lincoln Center (New York), Four Seasons (Budapest) and had remarkable rebranding concepts for the Guggenheim Museums and Foundation, the Daily Mirror and the New York Magazine.

Kiss' designs, typographic works and interior designs are featured on countless international design blogs, in design books and publications.

Tisztelettel,  
Péter Botond  
2020. 02. 21.





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PB

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BOTOND













Péter Botond, Kalot 2020