



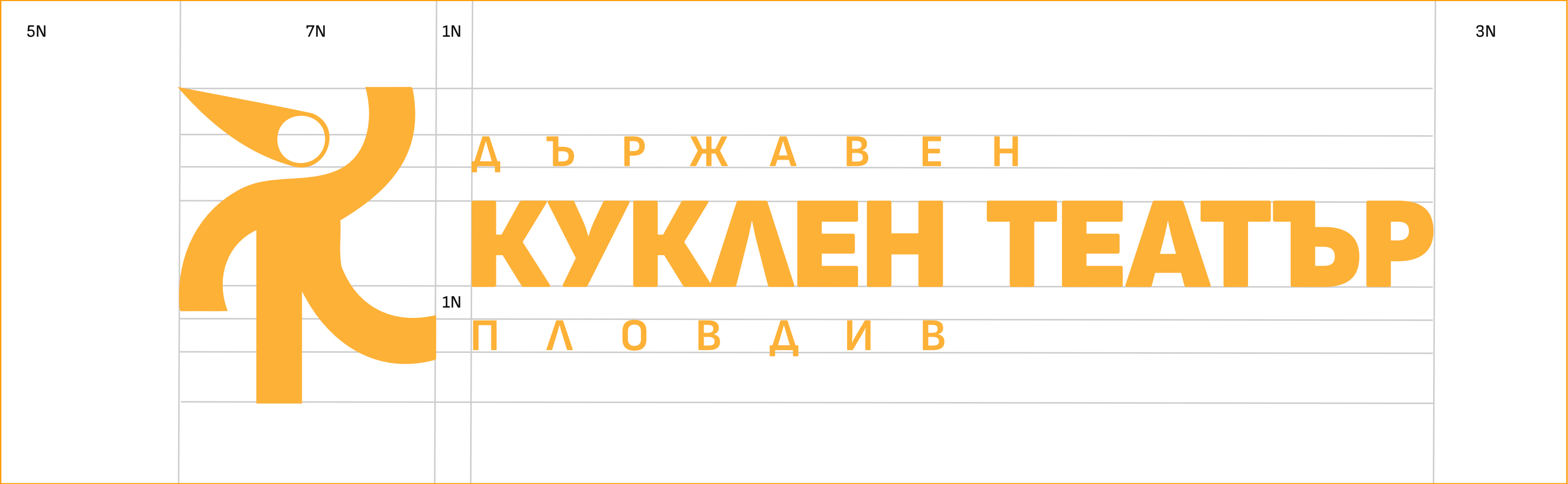
BRAND BOOK IDENTITY GUIDELINES

made by i-creativ studio <https://i-creativ.net>

ELEMENTS:
LOGO

PRIMARY LOGO – BULGARIAN

PROPORTION GRID



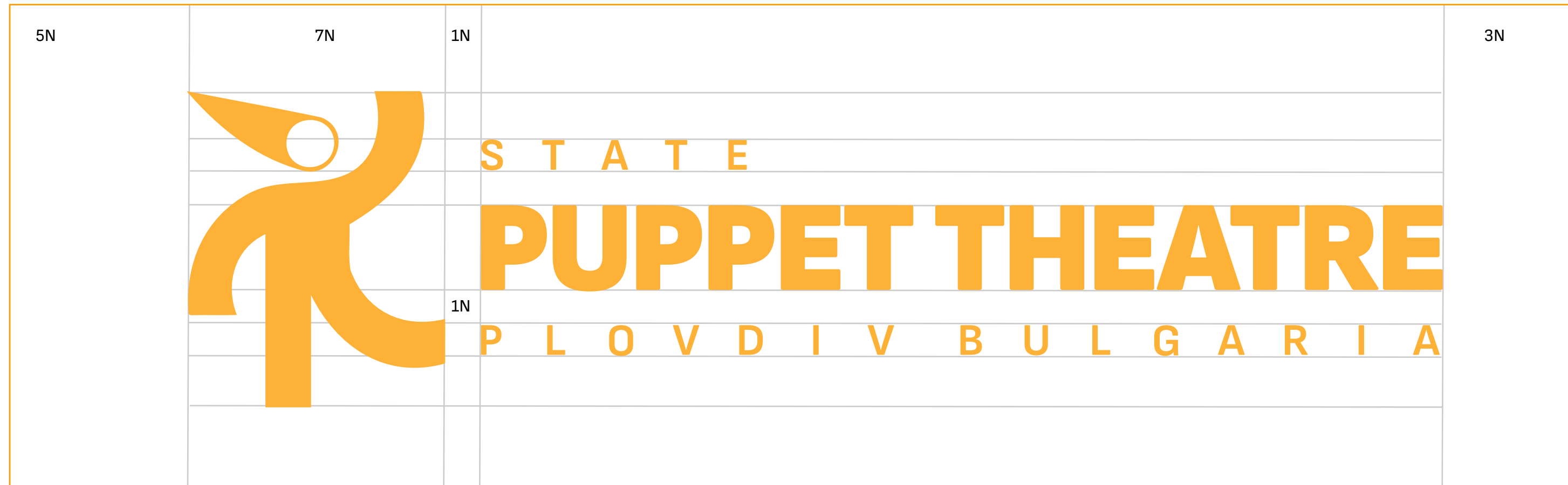
SAFE AREA – GAP



ELEMENTS:
LOGO

PRIMARY LOGO - ENGLISH

PROPORTION GRID



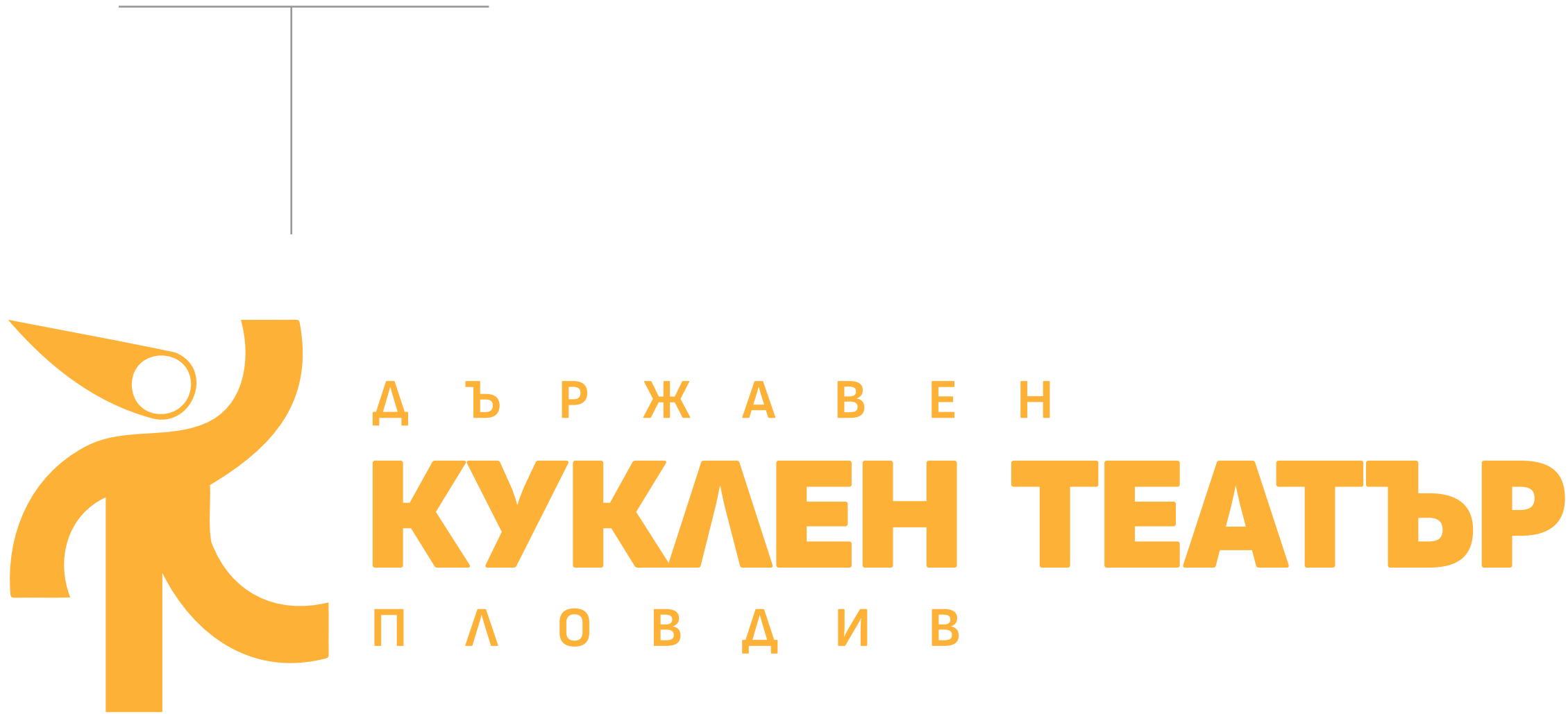
SAFE AREA – GAP



ELEMENTS:
LOGO

ORIENTATION | BULGARIAN

HORIZONTAL - PRIMARY



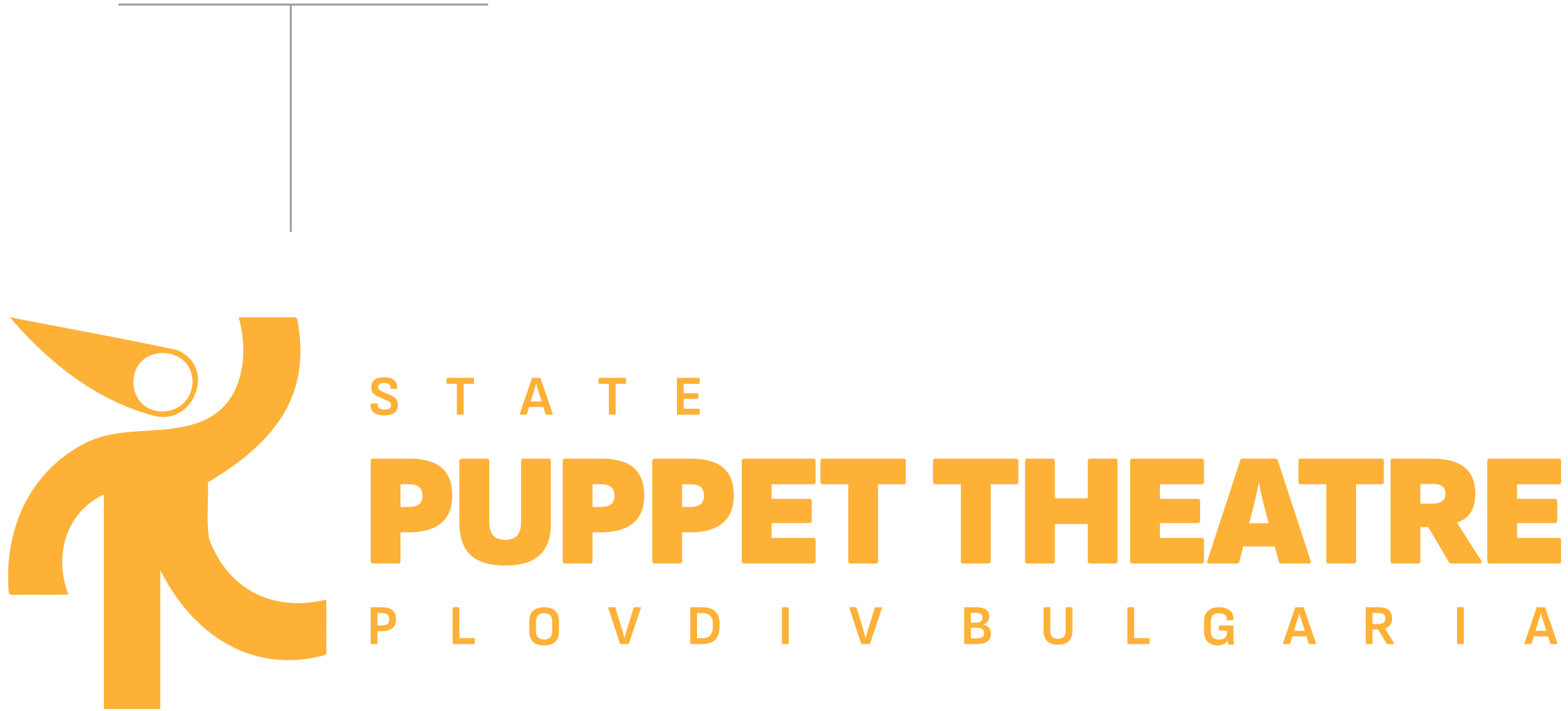
VERTICAL SECONDARY



ELEMENTS:
LOGO

ORIENTATION | ENGLISH

HORIZONTAL - PRIMARY



VERTICAL SECONDARY



ELEMENTS:
LOGO

ALTERNATIVE USAGE | BULGARIAN

TEXT IN SIRCLE



TEXT IN TOP



TEXT IN BOTTOM RIGHT



ELEMENTS:
LOGO

ALTERNATIVE USAGE | ENGLISH

TEXT IN SIRCLE



TEXT IN TOP

STATE
PUPPET THEATRE
PLOVDIV BULGARIA



TEXT IN BOTTOM RIGHT



STATE
PUPPET THEATRE
PLOVDIV BULGARIA



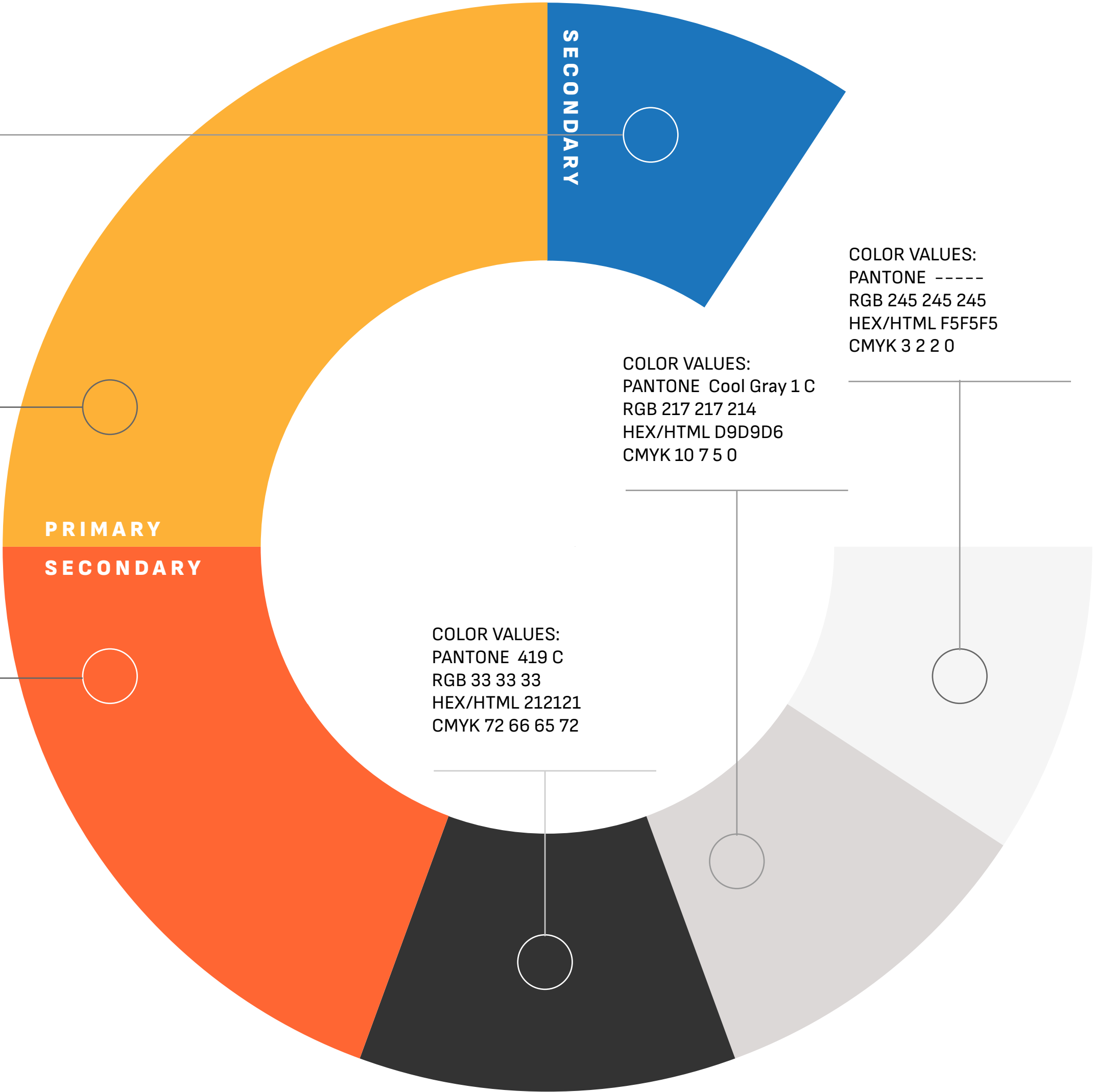
CORPORATE COLOR SCHEME



COLOR VALUES:
RGB 28 117 188
HEX/HTML 1C75BC
CMYK 85 50 0 0

COLOR VALUES:
RGB 253 177 0
HEX/HTML fdb137
CMYK 0 35 90 0
PANTON 143 C

COLOR VALUES:
RGB 255 102 51
HEX/HTML FF6633
CMYK 0 75 85 0



FONTS

Headline font Sofia Sans bold – 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?

SOFIA

EXTRA BOLD – 800 & BLACK – 900



Sofia Sans is a sans serif font family. It comes in 4 widths: Normal, Condensed, Extra Condensed and Semi Condensed. Each style includes 13 weights from Hairline to Heavy, totally 104 fonts.

Specific in the nature of the Sofia Sans is that it is subordinated to the technical style of the early 20th century, but combined with a humanistic flavor.

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LINK : <https://fonts.google.com/specimen/Sofia+Sans>

Body font Sofia Sans Regular – 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?

BODY

