

MARIA WERN

Graphic Identity
March 2011

BASIC COMPONENTS

The graphic identity is made up from these four elements.

LOGOTYPE

MARIA WERN

BACKGROUND IMAGE OF THE STONE WALL



BACKGROUND IMAGE OF HORIZON.



TYPEFACES

OL ROUND GOTHIC BOLD

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o
p q r s t u v w x y z å ä ö
1 2 3 4 5 6 7 8 9 0 & ! ? @

The main logotype is an adjusted version of OL Round Gothic Bold.

OL ROUND GOTHIC MEDIUM

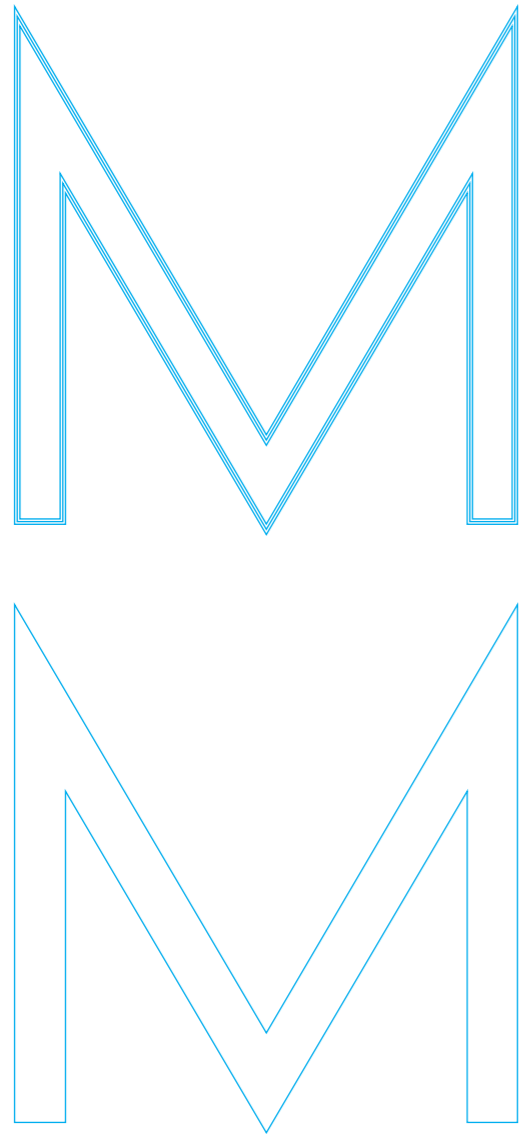
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o
p q r s t u v w x y z å ä ö
1 2 3 4 5 6 7 8 9 0 & ! ? @

When required, add the lighter version OL Round Gothic Medium.

TYPEFACES

The main logo is constructed from this formula:
at 120 pt an outline of 1 pt is added to the characters.

Use this recipe if new sub-lines /additions to the logo are required.



OL ROUND GOTHIC BOLD - 120 PT NORMAL

MARIA WERN

OUTLINE, 1 PT

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COMBINED, 120 PT PLUS OUTLINE 1 PT

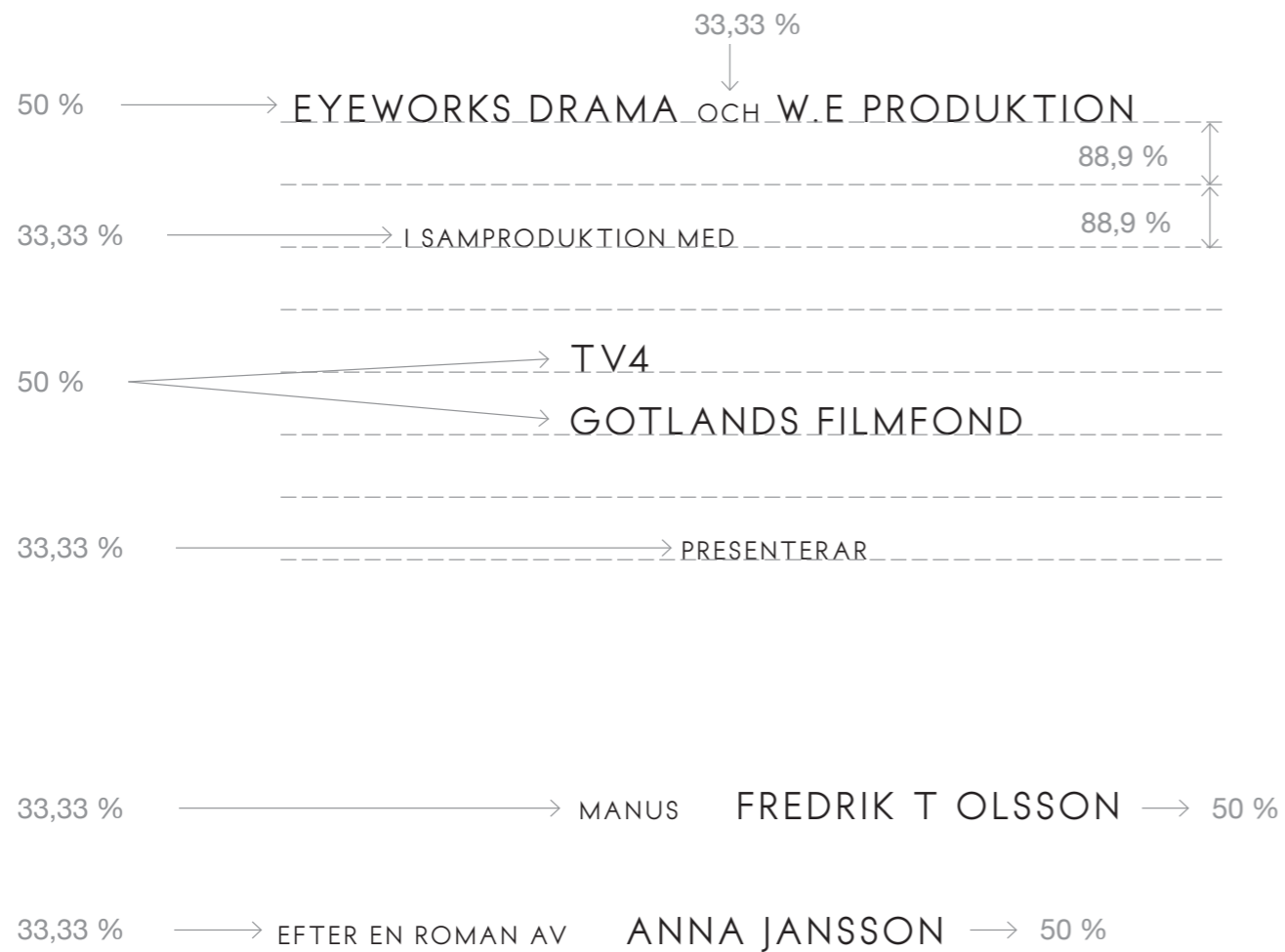
MARIA WERN

MW_LOGO_POS_DISTANCE.EPS

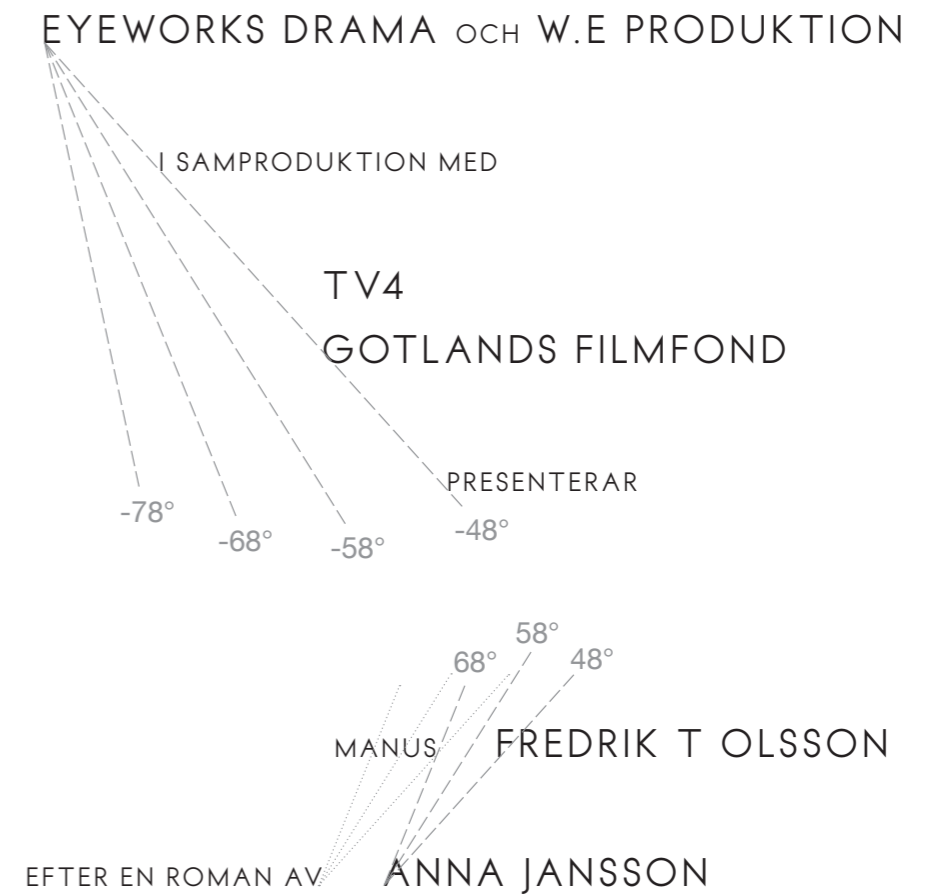


METHOD FOR ANIMATION

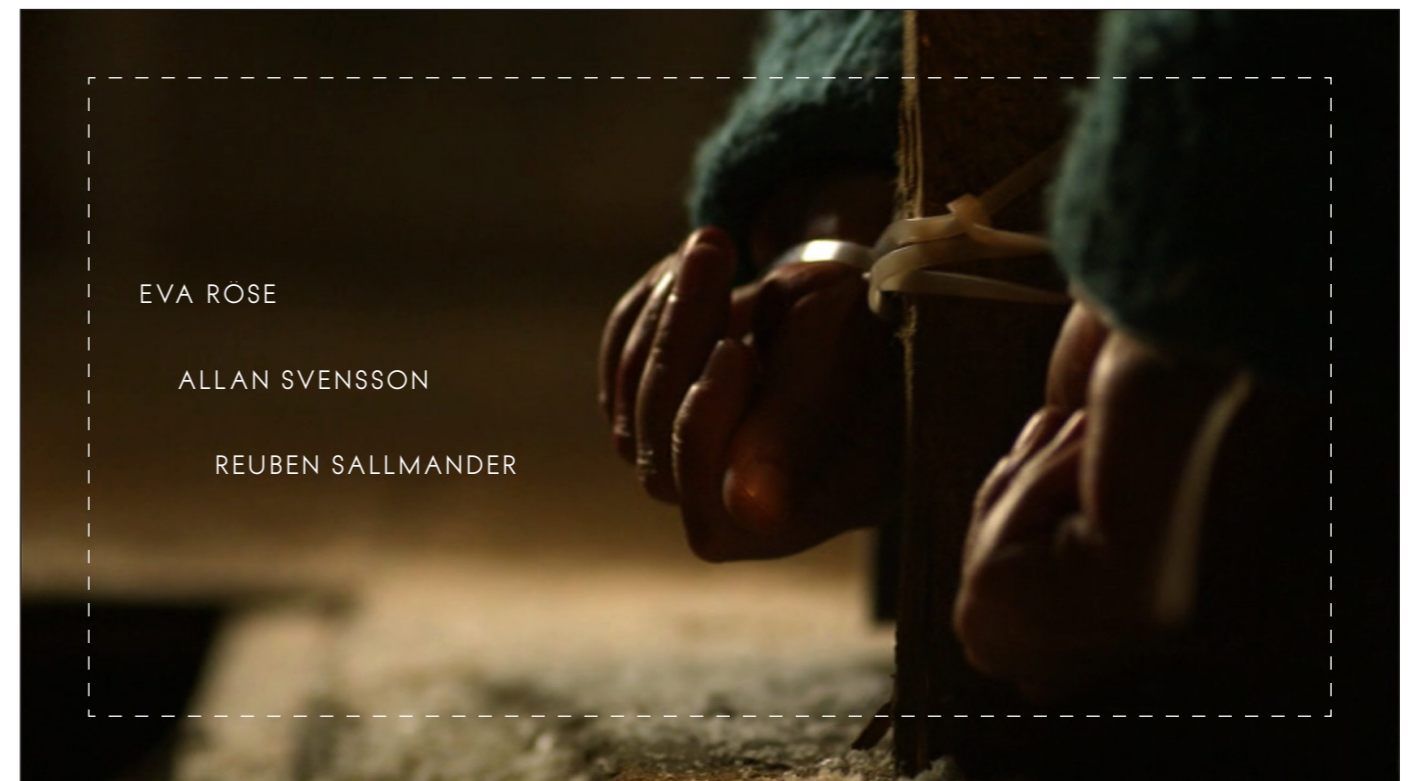
Typsnitt: OL Round Gothic Bold
Storlek: Huvudtitel=100 % på det större och 50 % på det mindre
Radavstånd: 130 % utifrån storlek
Spärning: 200
Knipning: Optisk



Förskjutning i sidled på credits.
Följ en tänkt enslinje som har en negativ eller positiv vinkel.

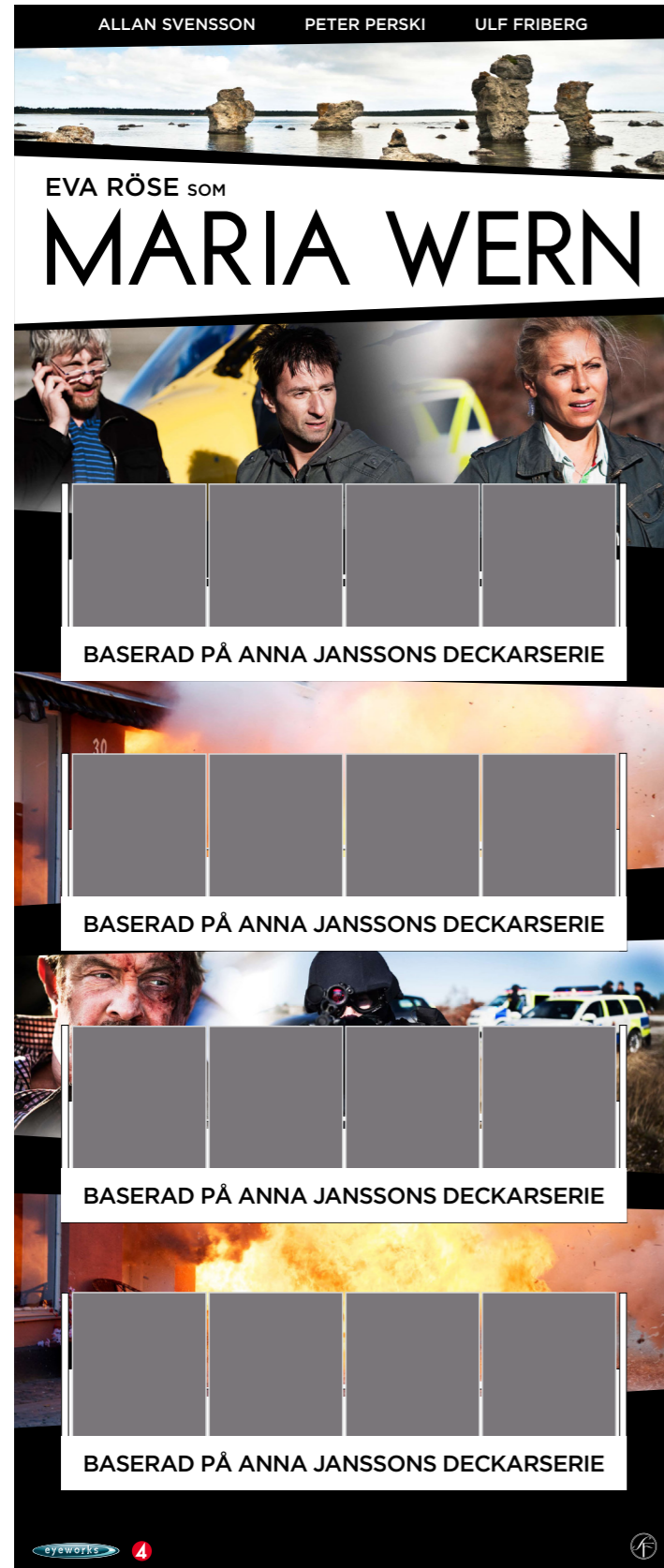


ANIMATIONS: TITLE SEQUENCE AND CREDITS



DVD COVER AND POINT OF SALES MATERIAL

STANDEE



POSTER



DVD SLEEVE



DVD DISC



GRAPHIC ARCHIVE

GettyImages_92538574



Johner_NAT74692.jpg



MW_logo_pos.eps

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MW_logo_neg.eps

MARIA WERN

MW_logo_pos.jpg

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CONTACT

EYWORKS SWEDEN
Gävlegatan 12A, 5tr
113 30 Stockholm, Sweden
T: +46 8 522 166 00
F: +46 8 522 166 99
E: sweden@eyeworks.tv

BRAND FAMILY AB
Repslagargatan 17B, 3tr
118 46 Stockholm, Sweden

Michael "Mix" Hagman Eller
T: 070 – 257 69 21
E: mix@brandfamily.se

