

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

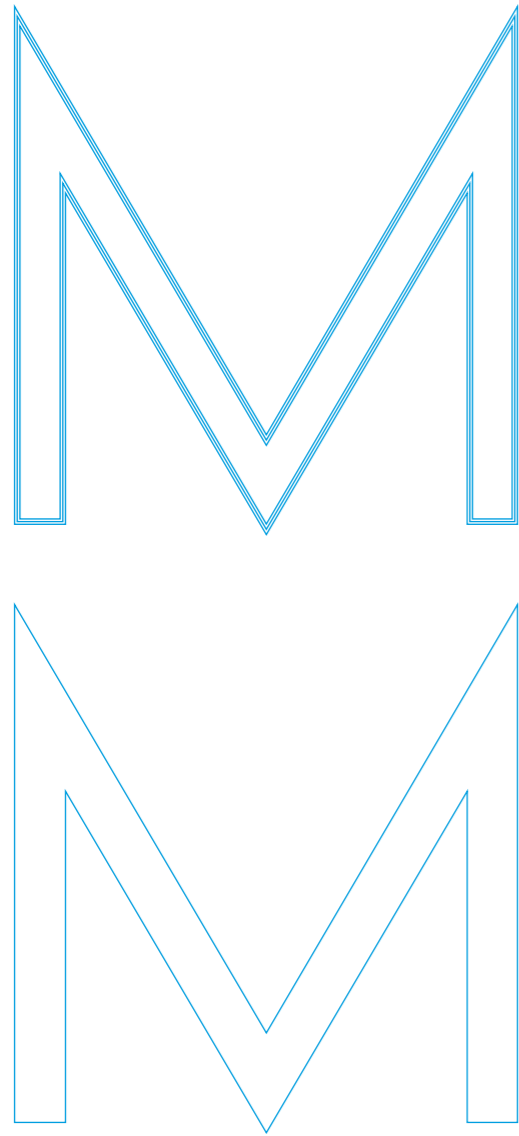
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o
p q r s t u v w x y z å ä ö
1 2 3 4 5 6 7 8 9 0 & ! ? @

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

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OUTLINE, 1 PT

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COMBINED, 120 PT PLUS OUTLINE 1 PT

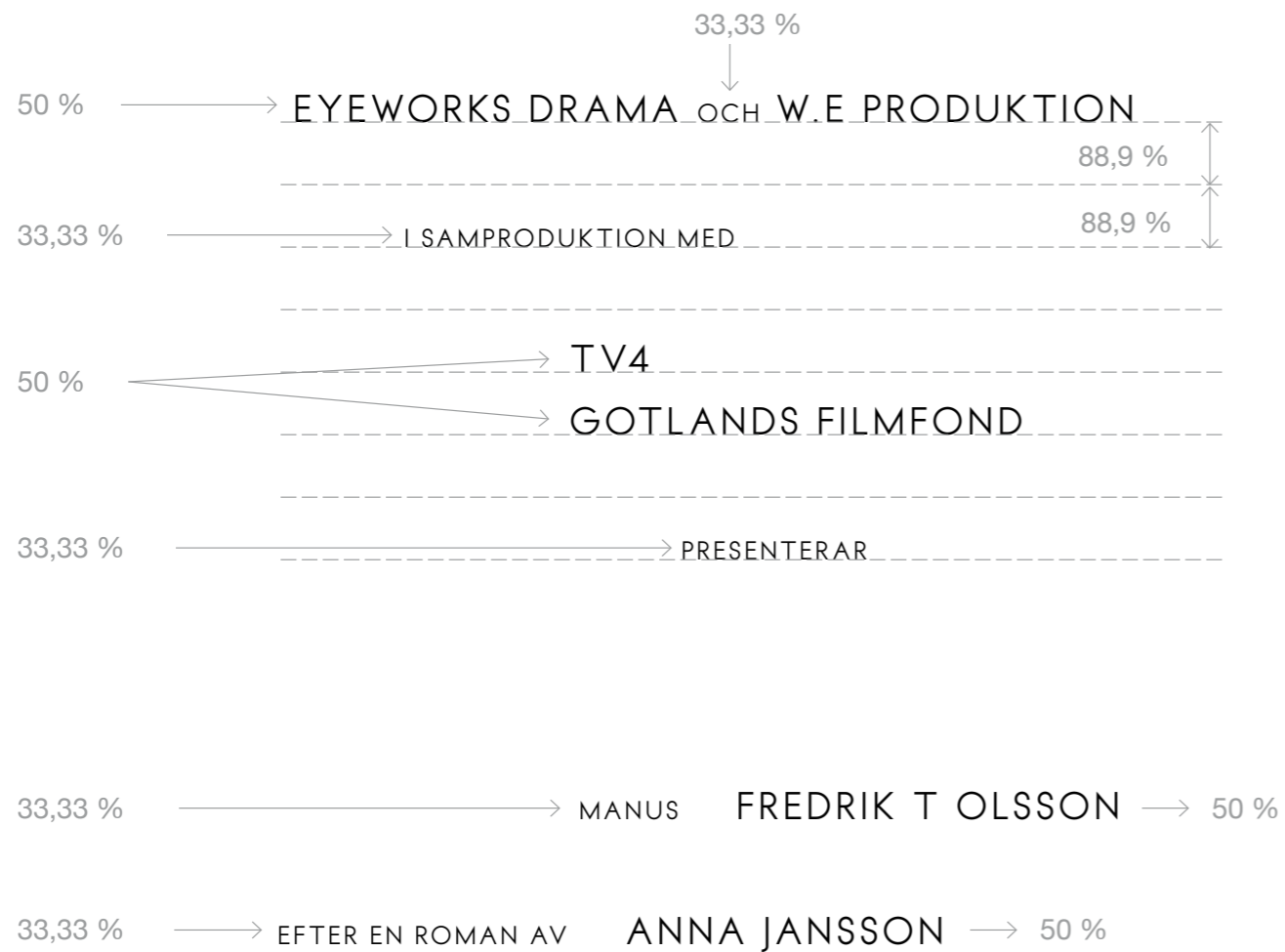
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MW_LOGO_POS_DISTANCE.EPS

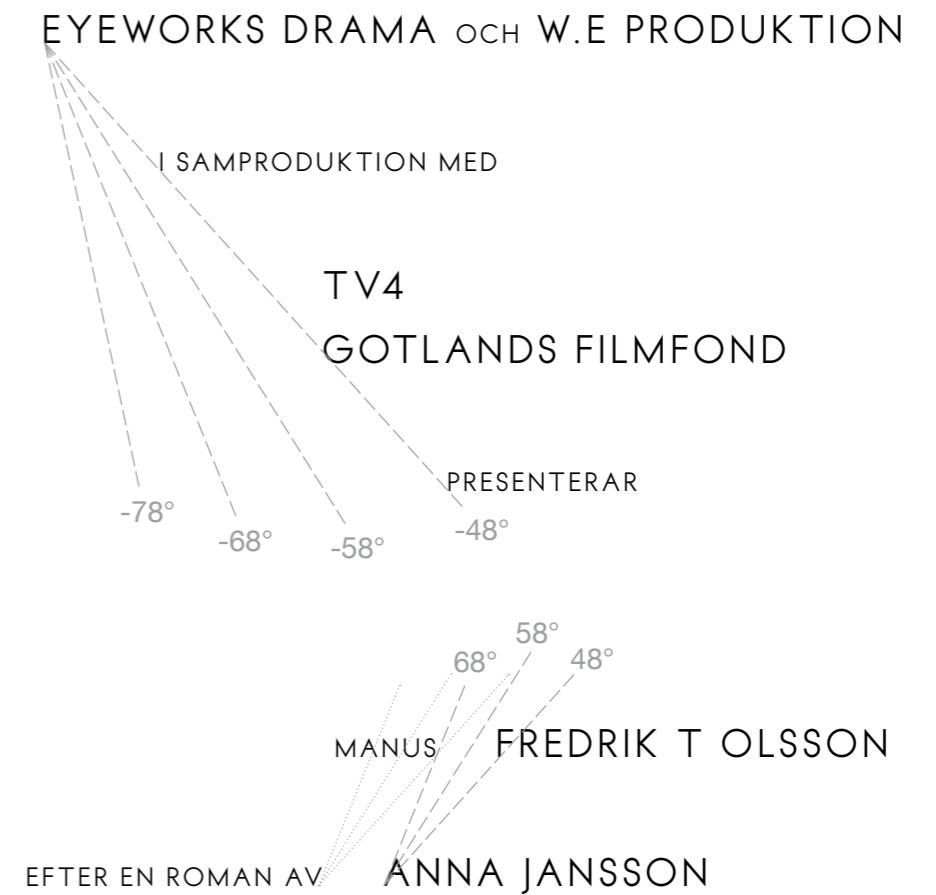


METHOD FOR ANIMATION

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



MW_logo_pos.eps

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MW_logo_neg.eps



Johner_NAT74692.jpg



MW_logo_pos.jpg

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