

# sporty, edgy, frash

### Logo

Main BW 0°

+ Description BW 0°

+ Description BW 90°

Main BW 90°

Main Color 90°

### Elements

BW 0°

### Colors

Main

K CMYK 0.0,0.0,0.0 / RGB #0,0,0 / PMS Black

B CMYK 100,100,0,0 / RGB #0,0,155 / PMS 672

R CMYK 0,100,0,0 / RGB #255,0,0 / PMS Warm Red

G CMYK 100,100,0,0 / RGB #0,150,50 / PMS 340

Prohibited color scheme

### Colors

Y CMYK 0,15,100,0 / RGB #255,200,0 / PMS 012

Gray CMYK 0,0,0,50 / RGB #165,165,165 / PMS Cool Gray 7

### Typeface

Main Unica 77 0°

Unica77Bold 0 1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Unica77 Regular 0 1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Unica 77 is the only digital version of Haas Unica (1980) authorized by the typeface's original designers, Team 77. It was re-mastered by team member Christian Mengotti from their own drawings. Unica has had a complicated history from the very beginning. After Linotype bought a license for Neus Haas Grotesk (1957) and developed it into Helvetica for worldwide use (1960), they presented Haas Type Foundry from adapting the typeface to the upcoming phototypesetting technology. Having waited for many years, Haas finally decided to develop a new typeface family in Team 77 (Andre Gürtler, Christian Mengotti, Erik Koch) in order to conduct a thorough analysis of four formerly related typefaces: Aldus Grotesk, Neus Haas Grotesk, Helvetica and Univers – as a basis for the new design.

–Lineto

Add Akz Futura Black/Black Cond 0°

0 1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Futura Futuris was designed at ParaType (ParaGraph) in 1991 by Vladimir Yefimov, basing on Futura of the Basler company, 1927, by Paul Renner. Futura is a registered trade mark of Neufville, SA. Condensed styles were added in 1993 by Vladimir Yefimov and Alexander Tarbener.

### Grid

5/4

Vert Hor 1 Hor 2

### Full Format Key Image Grid

Vert Hor 1 Hor 2

### Adding Elements

1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Samples

### Layering

Content Grid Logo

1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Images Montage

Vert Hor 1 Hor 2

### rodina-set'

СМ-ЕН-О.ОРГ

19 – 29 ноября

ФЕСТИВАЛЬ МУЗЫКИ И СОВРЕМЕННОГО ИСКУССТВА

rodina-set' ханнолейхманн

TRP 14.76 9

rodina-set' ханнолейхманн

rodina-set' ханнолейхманн

### Inner SubBranding

- Choose a beautiful typeface (in strong contrast to Unica77) Make simple typesetting for sub-brand's name Create Sub Logo Choose an image or make plain typesetting with details
- Choose an image or make plain content typesetting within same typometrics
- Add the grid
- Full hierarchy

rodina-set' Опасная Глюдка

lollapalooooooza

rodina-set'

Опасная Глюдка