

TBILISI PHOTOGRAPHY & MULTIMEDIA MUSEUM.

IDENTITY BASIC RULES & GUIDELINES

CREATED BY **CONNECT** 2018



TBILISI
PHOTOGRAPHY
& MULTIMEDIA
MUSEUM.

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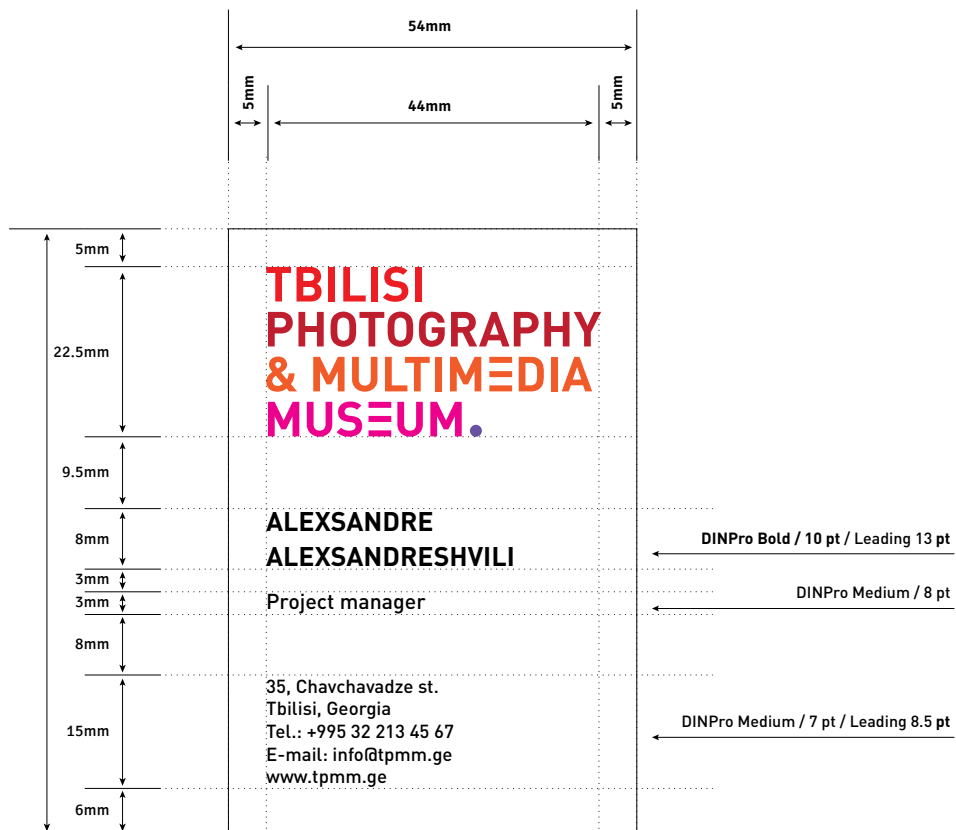
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PRIMARY FONT SIZES



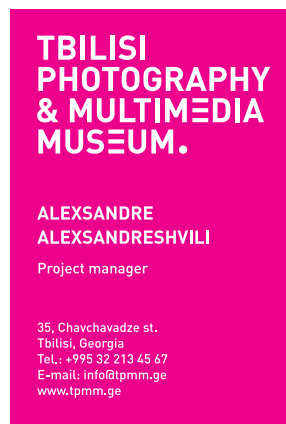
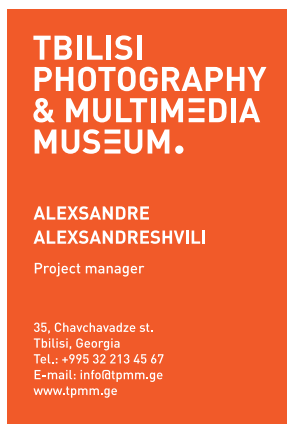
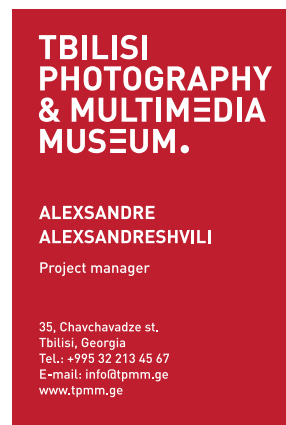
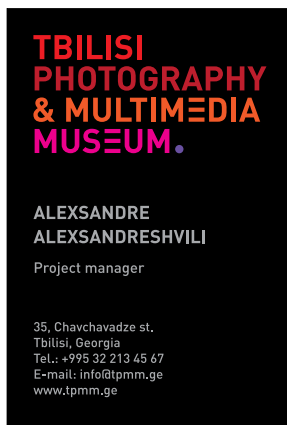
The best way of creating the right visual impression of the brand is the consistent use of the same well designed distinguishing features wherever they can appropriately be embodied. This gives cumulative impact to the features used, causes the organisation's facilities to be easily recognised, and produces an identity which reflects the unity of the organisation behind all our activities.

The way in which all the design features should be applied, to achieve consistency of effect over the whole brand, is set out in this manual.



B-CARD

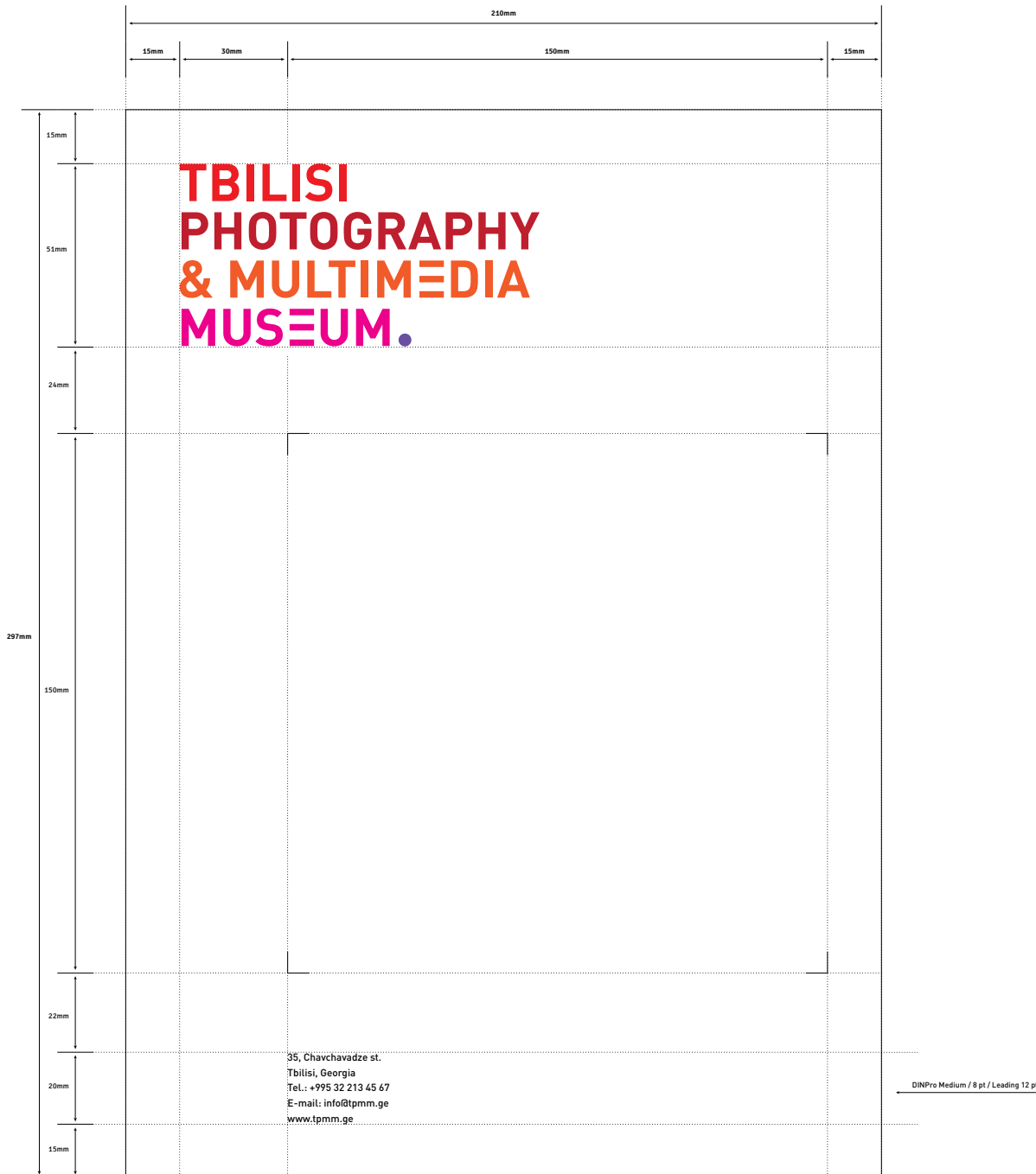
FULL COLORED / 80 X 54 /



B-CARDS

COLORED / 80 X 54 /





LETTERHEAD

/ A4 / 297 X 210 /

TBILISI PHOTOGRAPHY & MULTIMEDIA MUSEUM.

Dear Lorem Ipsum,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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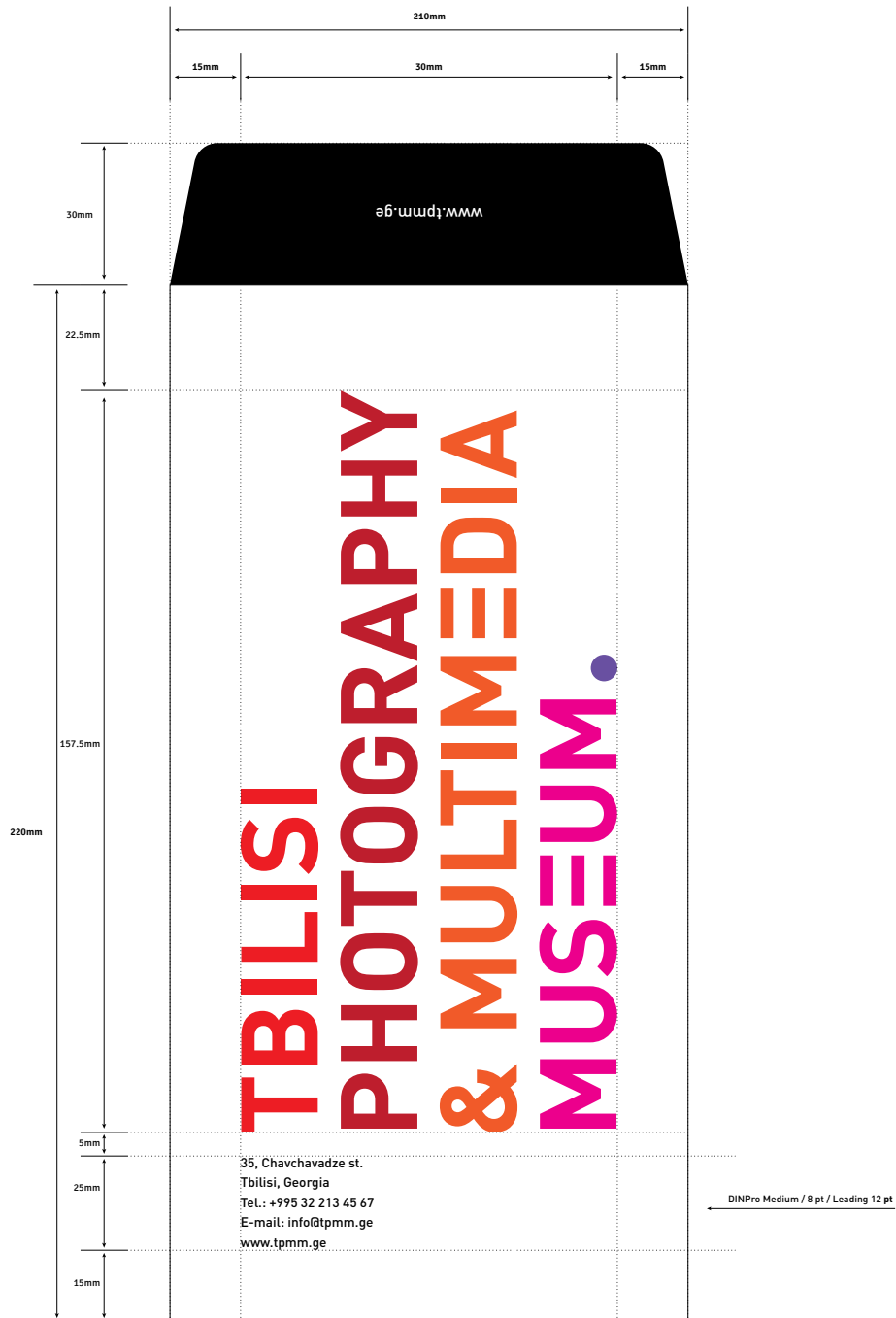
Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet...", comes from a line in section 1.10.32.

Sincerely yours,



27.12.2017

35, Chavchavadze st.
Tbilisi, Georgia
Tel.: +995 32 213 45 57
E-mail: info@tpmm.ge
www.tpmm.ge



ENVELOPE

/ 220 X 110 /



ENVELOPE

/ 320 X 230 /



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Alexandre

27.12.2017

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FOLDER

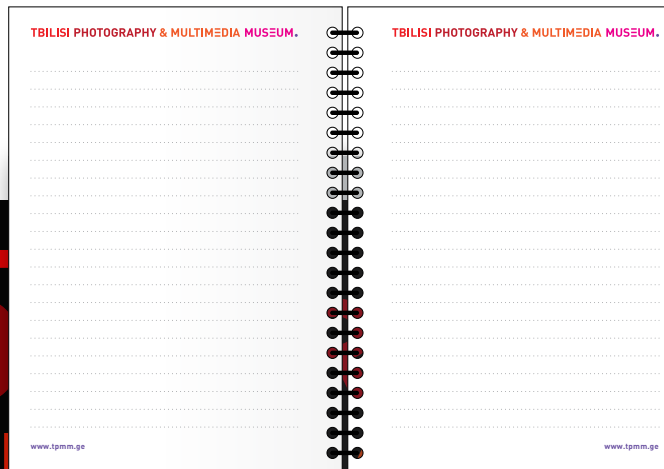
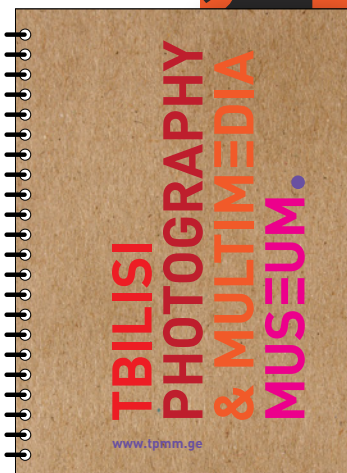
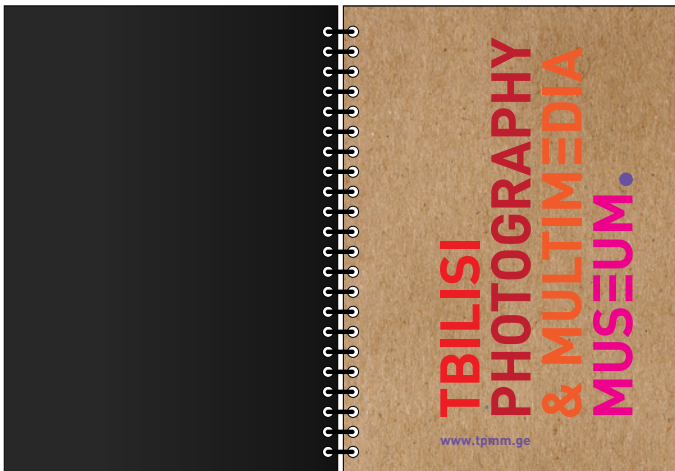
/ 320 X 230 / OUTSIDE



FOLDER

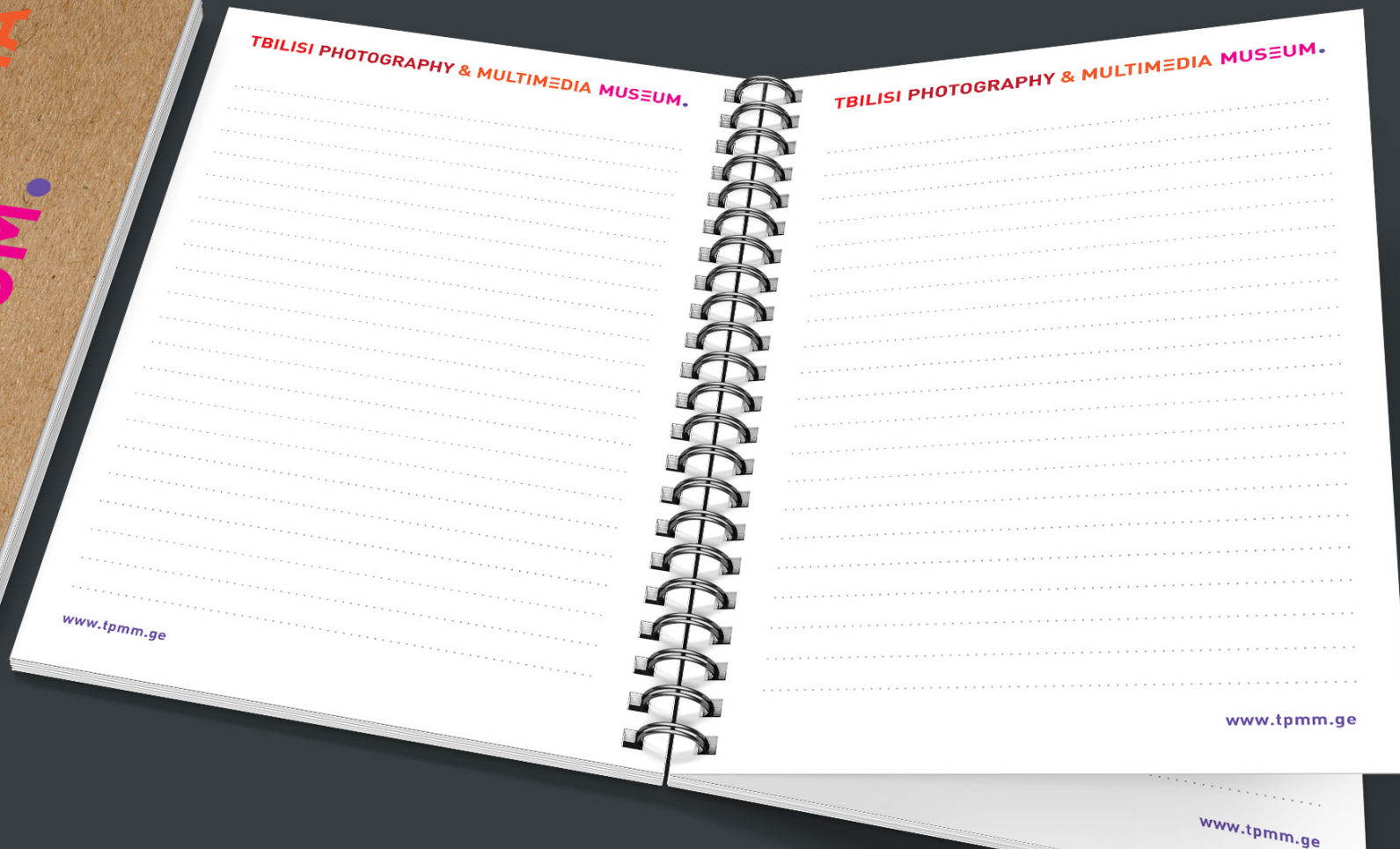
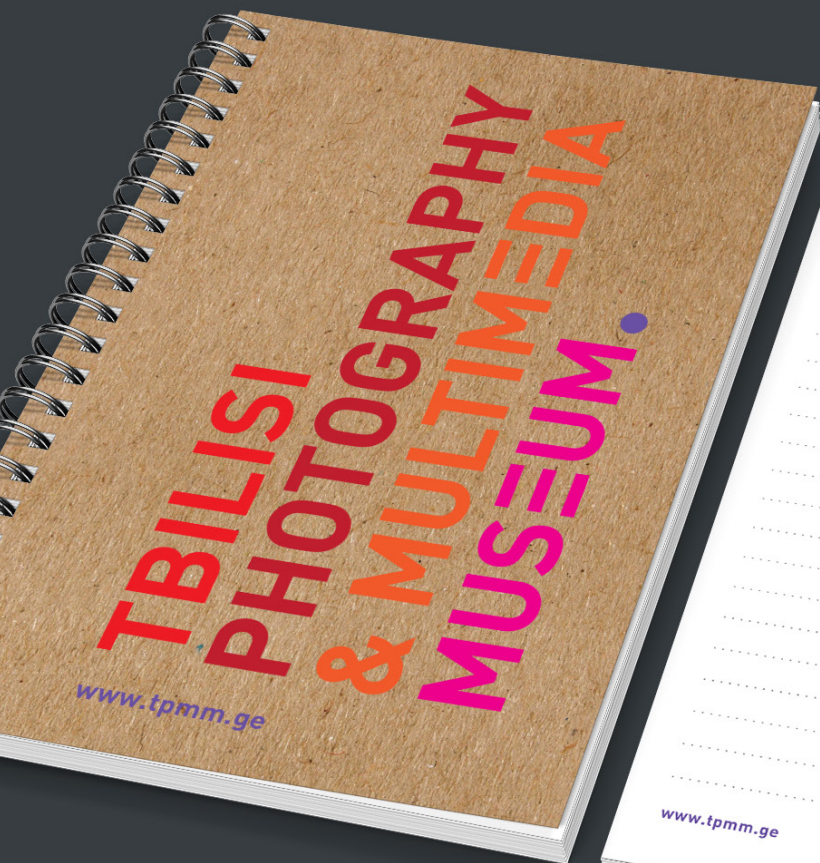
/ 320 X 230 / INSIDE

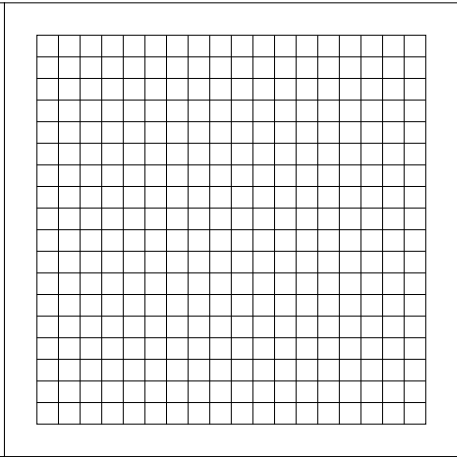
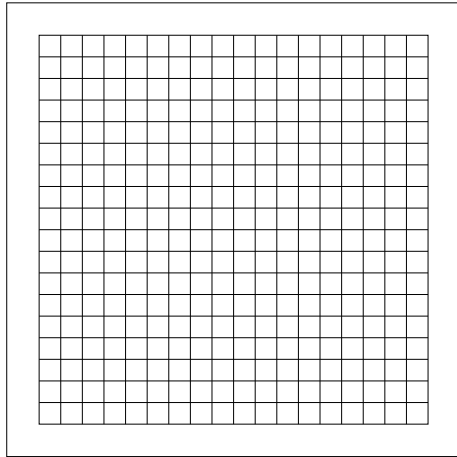
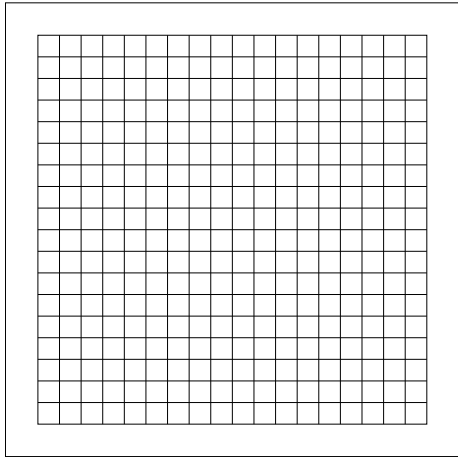




NOTEBOOK

/ 210 X 150 /

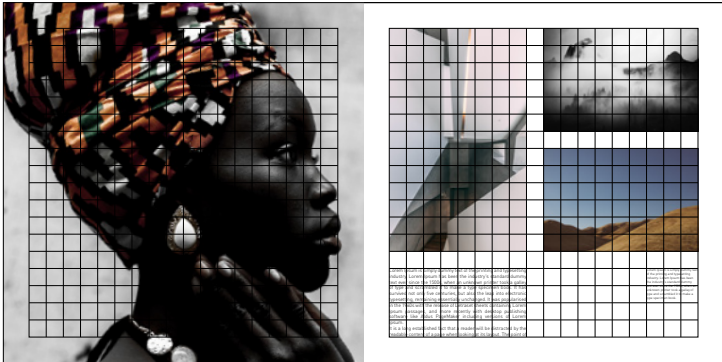
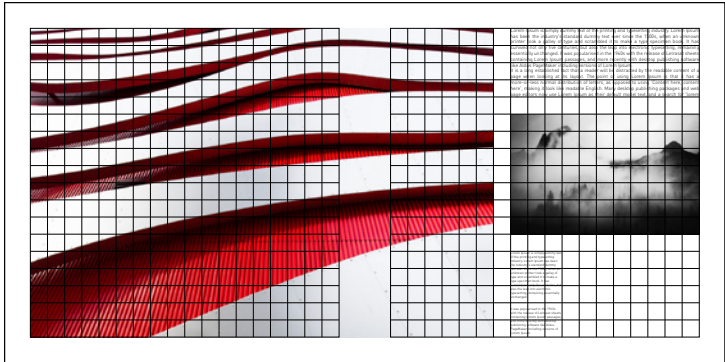
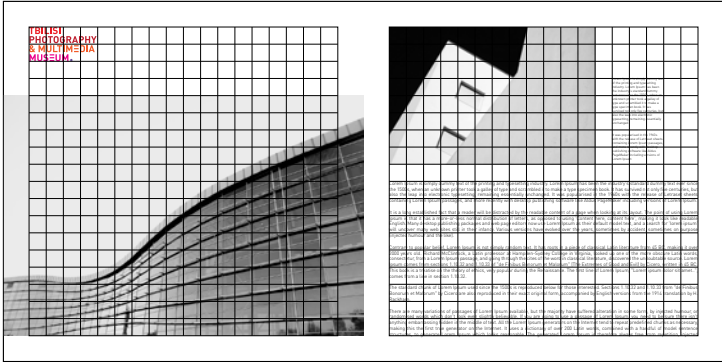
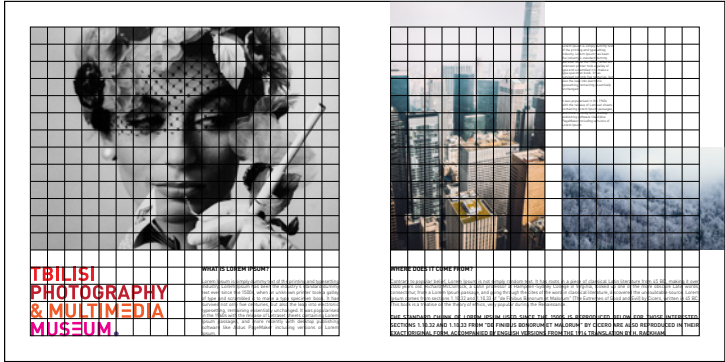




MASTER GRID MISUREMENTS

/ 210 X 210 /

/ 210 X 210 / SPREAD



MASTER GRID MISUREMENTS

/ 420 X 210 / SAMPLES





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WHAT IS LOREM IPSUM?

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WHERE DOES IT COME FROM?

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20 | IDENTITY BASIC RULES & GUIDELINES

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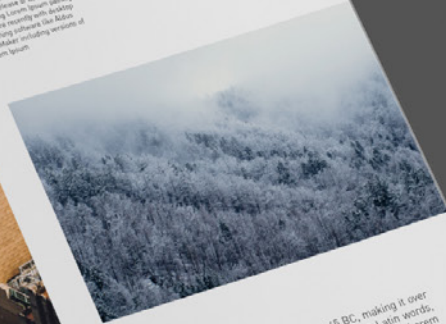
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CD & CD PACK

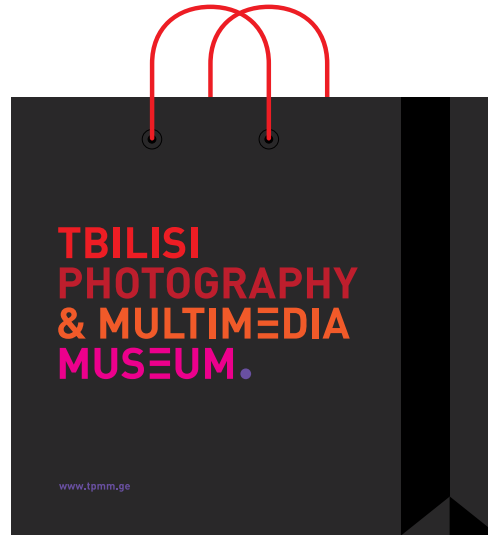
/ 125 X 125 /



**TBILISI
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& MULTIMEDIA
MUSEUM.**

CD & CD PACK

/ 125 X 125 /



BAG SAMPLES





DINPro / 38pt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

DINPro / 38pt Bold

**abcdefghijklmnopqrstu
vwxyz**

PRIMARY FONT SIZES

DIN Pro Bold

Typography is a strong expression of our brand and plays a major role in creating a consistent look for across all communications and promotional materials.

DINPro family has been selected for its distinctive modern appearance, versatility and legibility for large amounts of body copy. It should be used for all purposes. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

DINPro / 38pt Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

DINPro / 38pt Medium

abcdefghijklmnopqrstu
vwxyz

PRIMARY FONT SIZES

DIN Pro Medium

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DINPro / 38pt Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

DINPro / 38pt Regular

abcdefghijklmnopqrstu
vwxyz

PRIMARY FONT SIZES

DIN Pro Regular

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DINPro / 38pt Light

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

DINPro / 38pt Light

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

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Created by **CONNECT**

C color has no mean. be connected _

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