



Martin Klíma

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[www.martynkli.cz](http://www.martynkli.cz)

Brand Identity  
Guidelines

Logo

# Construction

The logo consists of three parts.  
The shape – called aperture,  
the typeface and the line  
between textlines.



# Logo versions

## Primary logo



Different versions of the logo are required to ensure consistency. Whenever possible you should always use our primary logo on the white background. When production restrictions impair our logo's quality refer to one of our secondary variants shown here.

## Exceptional cases

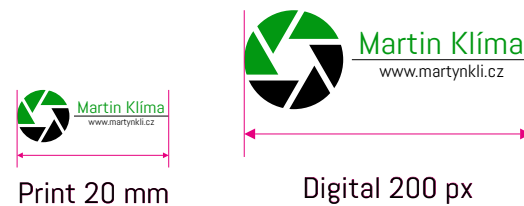


# Scale and clear space

To ensure the integrity and impact of the logo we need to keep a clear space around it but also ensure a minimum size.



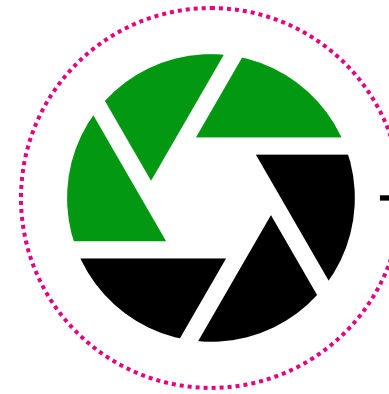
## Minimum size



Brand Icon

# Signature

The brand icon comes from the shape of lens aperture. It stands for shooting and recording.



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