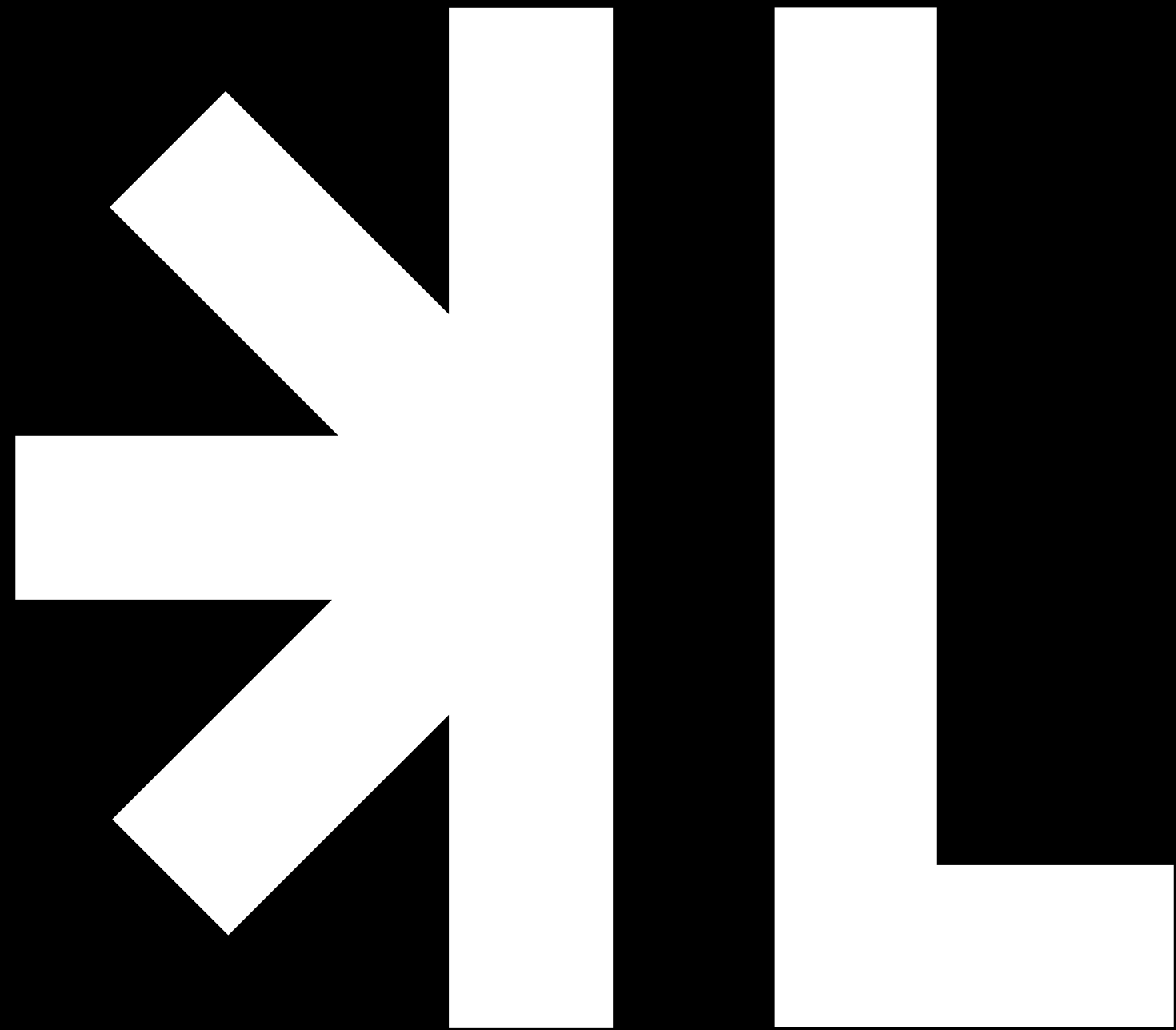




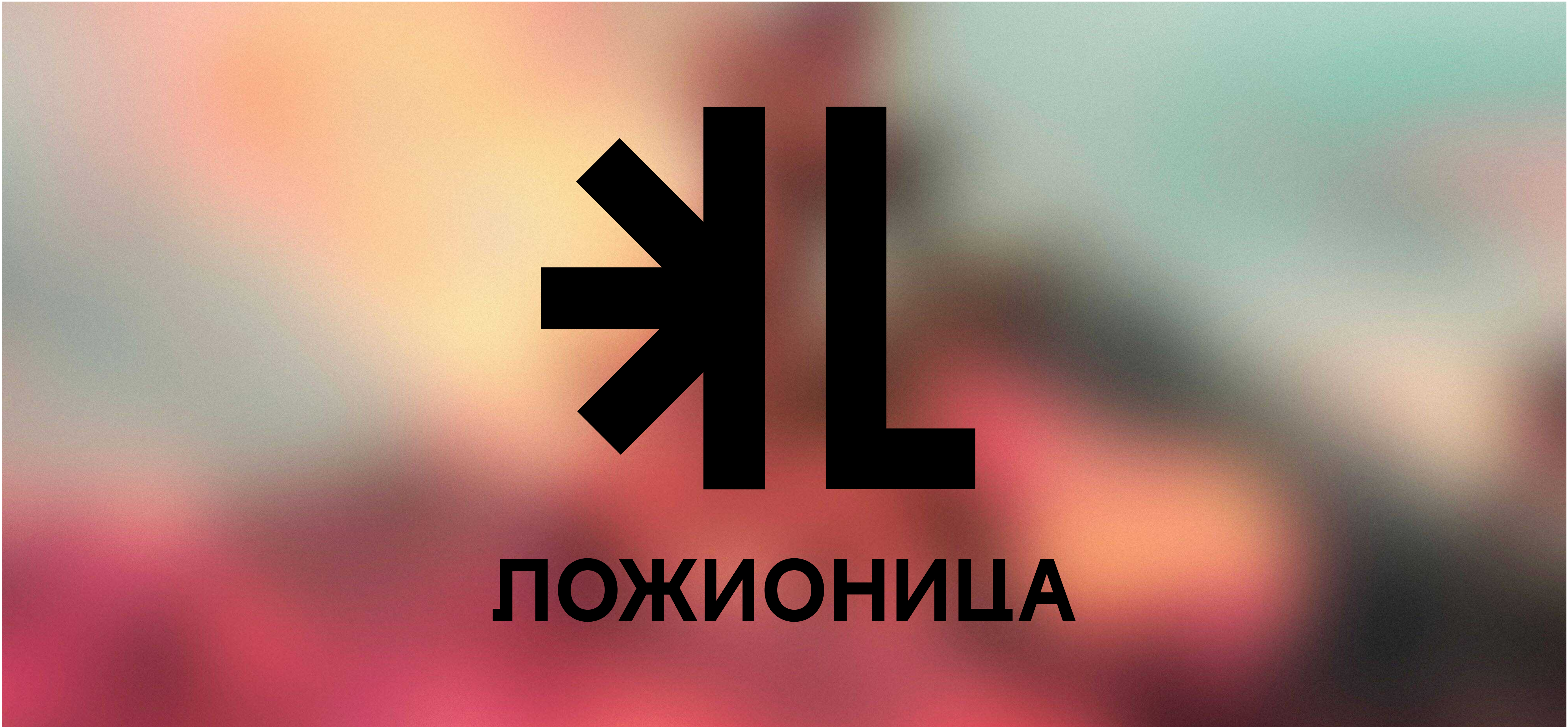
ЛОЖИОНИЦА

Knjiga grafičkih standarda definiše i standardizuje sve elemente vizuelnog identiteta Ložionice kako bi se osigurala doslednost u svakoj komunikaciji. Ovaj dokument služi kao vodič za dizajnere, marketing timove i partnere, pružajući jasna pravila za upotrebu logotipa, boja, tipografije, fotografije i tona komunikacije. Kroz ovaj dokument čuva se prepoznatljivost i integritet Ložionice kao brenda.



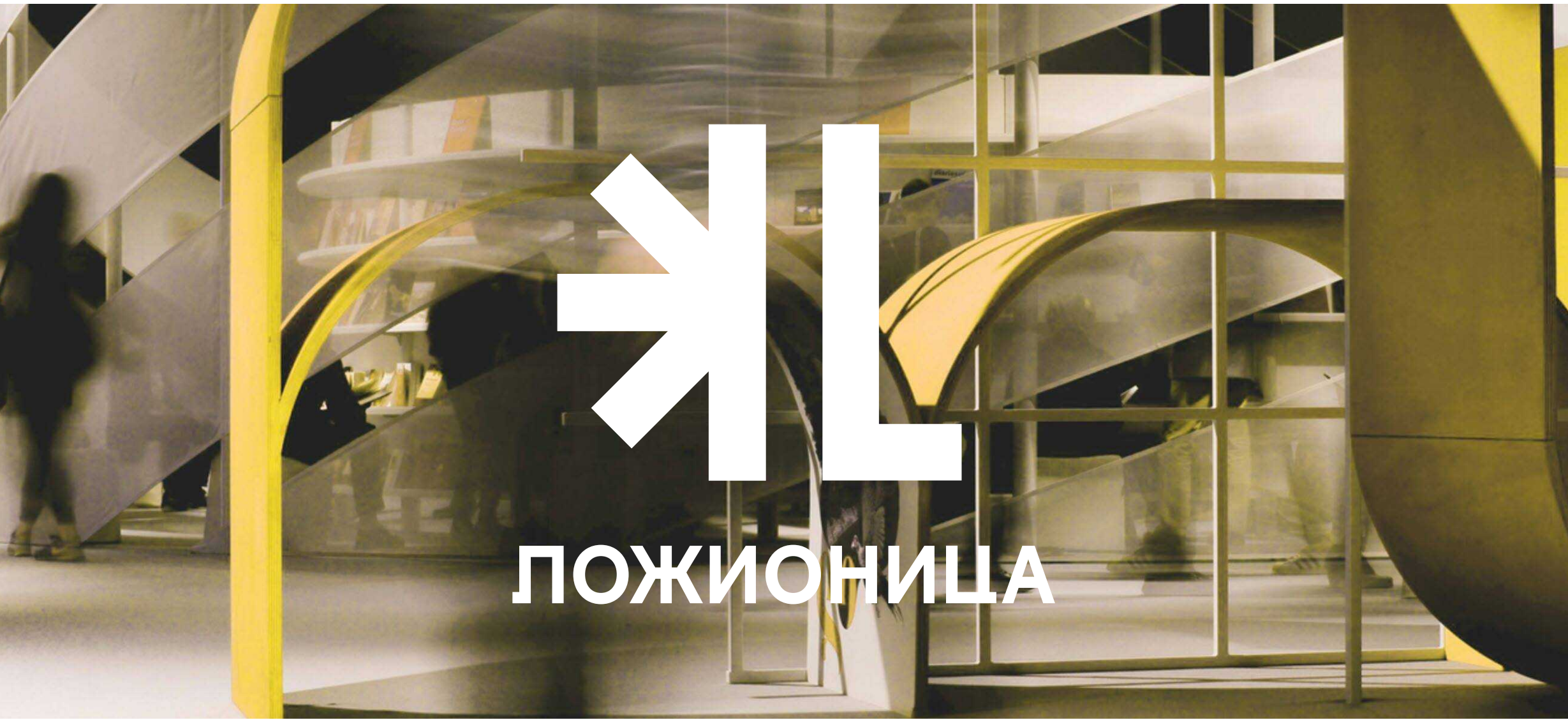
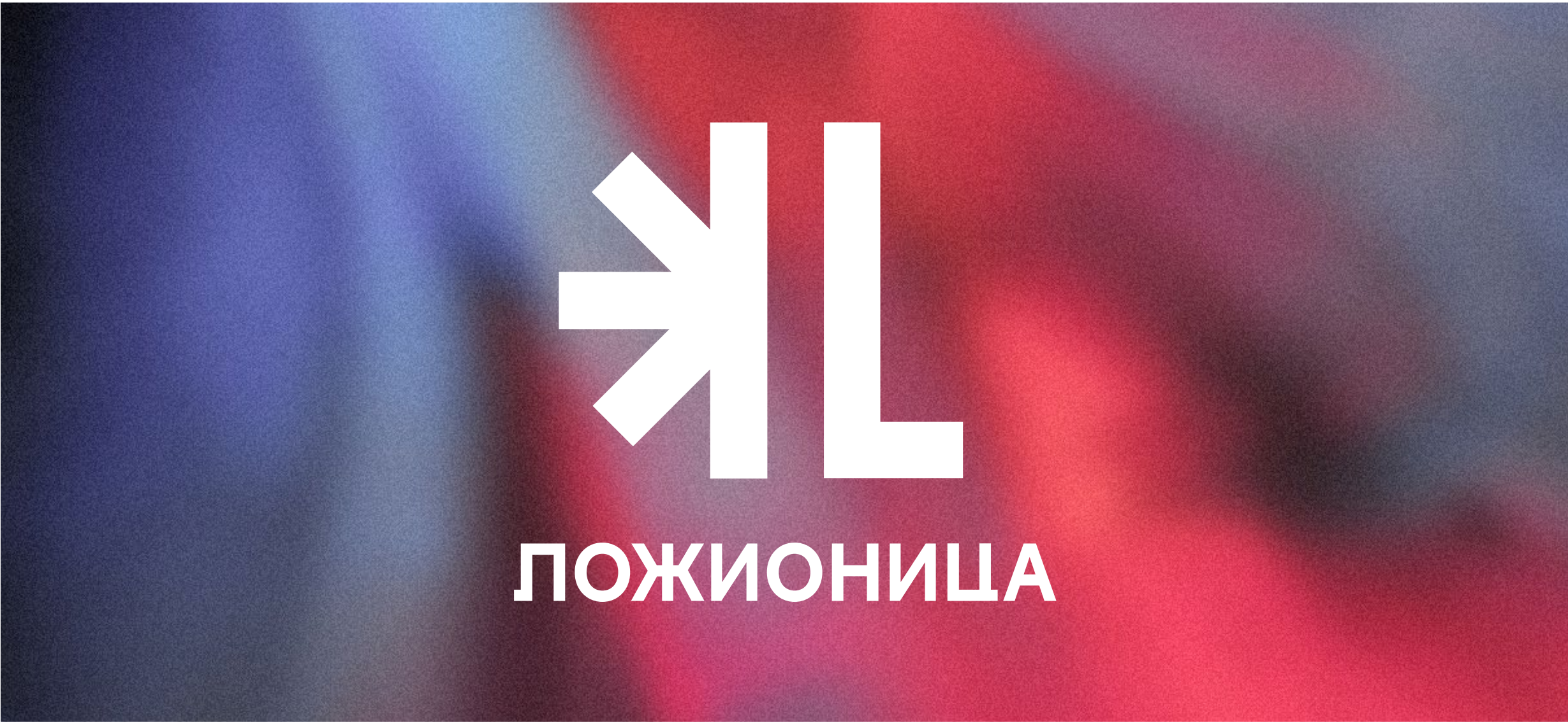
Grafički prikaz pokazuje kako je ovaj element logotipa nastao prateći arhitektonski oblik Ložionice.







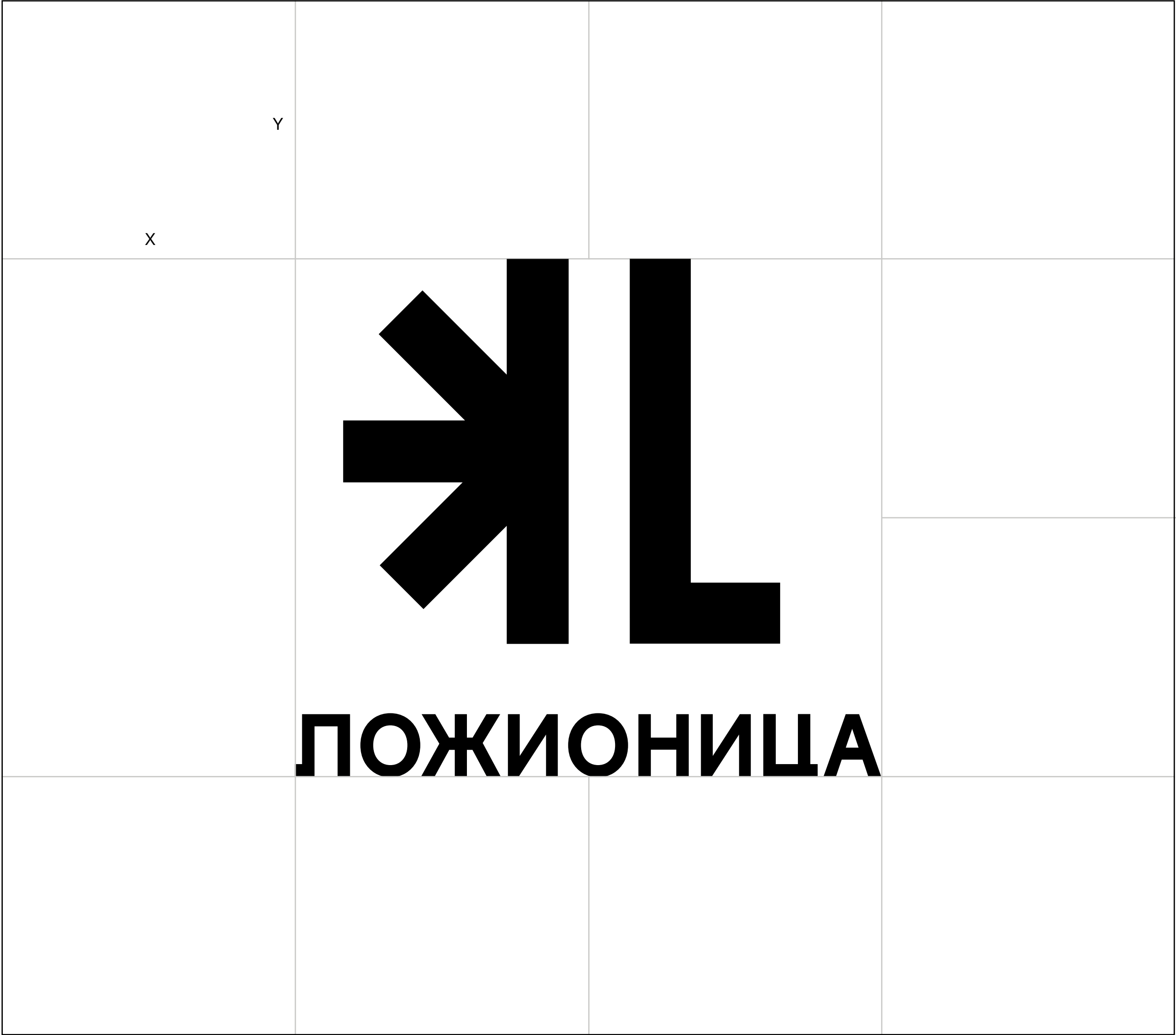












LOŽIONICA logotip i partnerski logotip
(horizontalno pozicioniranje)

Odnos kombinovanja i pozicioniranja sa partnerskim logotipom, ili nekim drugim, je bitno definisati da se ne bi dva logotipa čitala kao jedan logotip. Zbog toga je bitno da razmak između njih bude u vrednosti dve visine logotipa. Osim toga definisana je i sigurnosna zona oko logotipa, takođe bitna za sitniju upotrebu.

		x					
x	x						





Minimalna visina logotipa:
50px / 0,8 cm

Paleta boja

Roza

C	7	R	223
M	88	G	70
Y	51	B	97
K	0	#	df4661

PANTONE 198

Ljubicasta

C	49	R	00
M	47	G	137
Y	00	B	134
K	00	#	8986ca

PANTONE 7446

Signal žuta

C	06	R	246
M	00	G	237
Y	84	B	71
K	00	#	f6ed47

PANTONE 101

Sekundarna

C	47	R	128
M	00	G	224
Y	47	B	167
K	00	#	80e0a7

PANTONE 353 C
PANTONE 353 U

Siva

C	20	R	202
M	16	G	202
Y	18	B	200
K	00	#	cacac8

PANTONE COOL GRAY 2

Crna

C	00	R	224
M	00	G	213
Y	00	B	205
K	00	#	000000

Bela

C	11	R	255
M	14	G	255
Y	16	B	255
K	00	#	FFFFFF

Kombinacije boje logotipa i pozadine
(Sve kombinacije)

Na ovom i sledećem slajdu su navedene sve dozvoljene verzije korišćenja logotipa i boja.
Preporuka je korišćenje crne verzije logotipa i tipografije kao primarnog identiteta.
Korišćenje bele verzije logotipa (ili njegovog dela) je preporučena više kao dekorativni momenat ili pri upotrebi fotografija.
Ne koristiti logo u bojama.

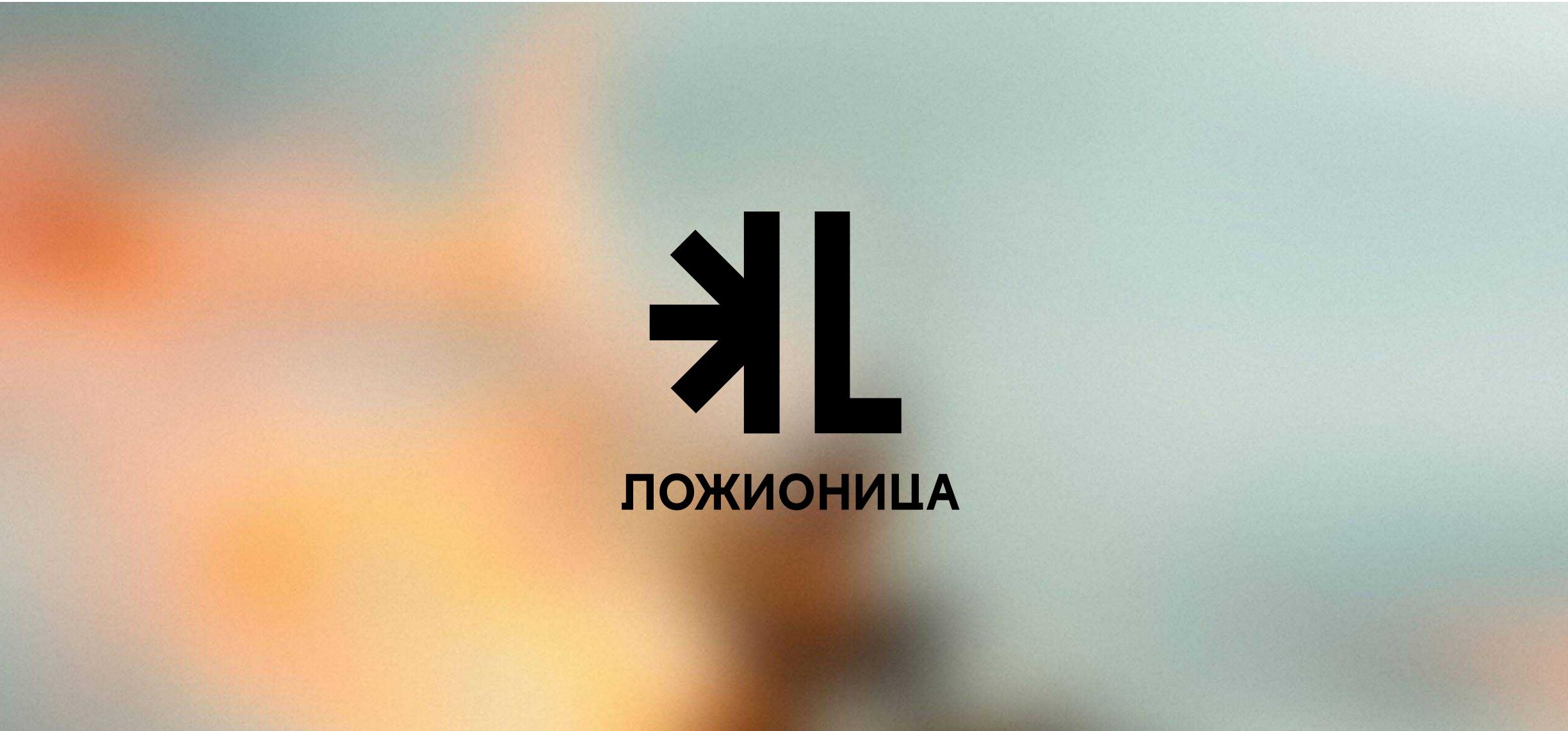


Kombinacije boje grafičkih elemnata i pozadine (Sve kombinacije)



Primena logotipa i grafičkih elemenata treba uvek da obezbedi dobar kontrast i čitljivost. Logotip se može koristiti u crnoj ili beloj varijanti, u zavisnosti od tonova pozadine i količine kontrasta.

Pozadine mogu biti fotografske, apstraktne ili video kadrovi, pod uslovom da ne narušavaju prepoznatljivost brenda.



Tipografija

AaBbCc

Light

We are dedicated to producing modern high-quality furniture which imbues space with a touch of warmth and comfort.

AaBbCc

Regular

We are dedicated to producing modern high-quality furniture which imbues space with a touch of warmth and comfort.

AaBbCc

Medium

We are dedicated to producing modern high-quality furniture which imbues space with a touch of warmth and comfort.

AaBbCc

SemiB.

We are dedicated to producing modern high-quality furniture which imbues space with a touch of warmth and comfort.

AaBbCc

Bold

We are dedicated to producing modern high-quality furniture which imbues space with a touch of warmth and comfort.

Inter Regular

MODERNI
NAMESTAJ
KARAKTERIŠE
MINIMALISTIČKI
DIZAJN.

Inter Regular

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 0

Inter Regular

1t

Modern furniture features minimalist design, clean lines, and functional materials like metal, glass, and wood for contemporary, practical living spaces.

Inter Regular

Inter Regular

Modern furniture is a broad and dynamic category that emphasizes clean lines, functionality, and simplicity. It's heavily influenced by the principles of modernism, a design movement that began in the early 20th century, with a focus on minimalism, industrial materials, and open spaces. Over time, modern furniture has evolved, absorbing influences from mid-century design, Scandinavian minimalism, and contemporary trends.

Inter Regular

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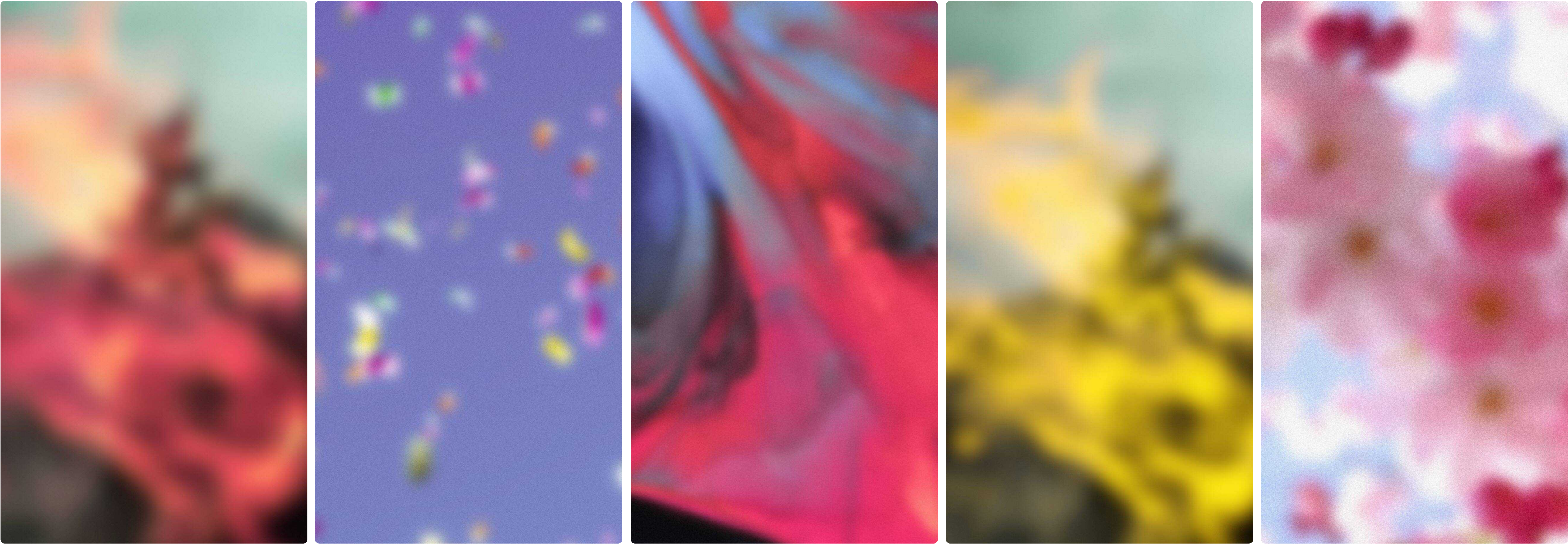
Inter Regular

Modern furniture is a broad and dynamic category that emphasizes clean lines, functionality, and simplicity. It's heavily influenced by the principles of modernism, a design movement that began in the early 20th century, with a focus on minimalism, industrial materials, and open spaces. Over time, modern furniture has evolved, absorbing influences from mid-century design, Scandinavian minimalism, and contemporary trends.

Inter Regular

Kvalitetno

Grafički elementi







Primena u štampi







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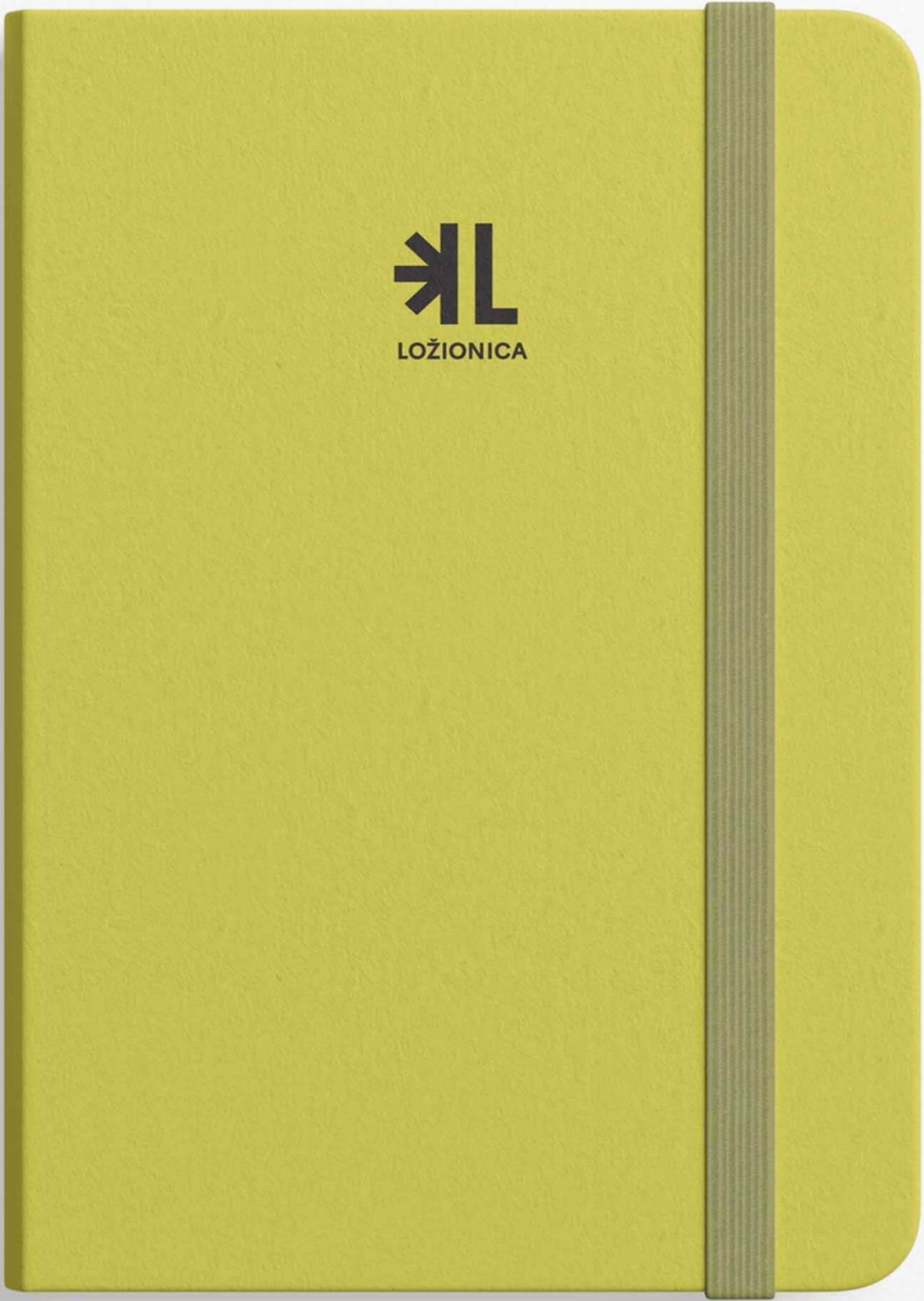
























Digitalna primena

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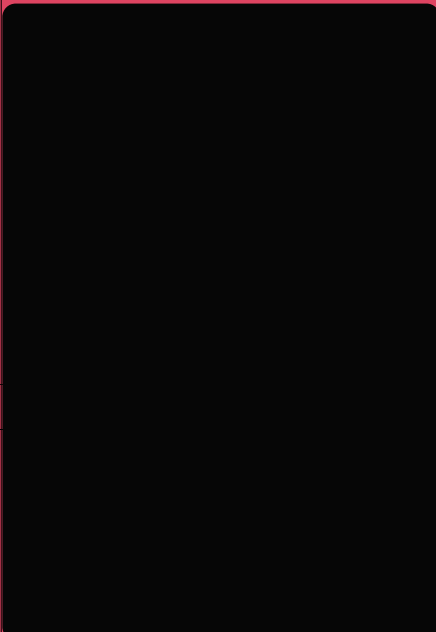
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Instagram vrste postova

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LOŽIONICA + jedan producent/sponzor

LOŽIONICA +mnogi producenti/sponzori

LOŽIONICA +mnogi producenti/sponzori
uz zahtev da se delom uvaži identitet projekta
ogranceno samo slikom i nazivom projekta

LOŽIONICA +mnogi producenti/sponzori
uz zahtev da se identitet projekta u
potpunosti uvaži uz zadrzan okvir da bi
ostali dosledni grafičkom identitetu



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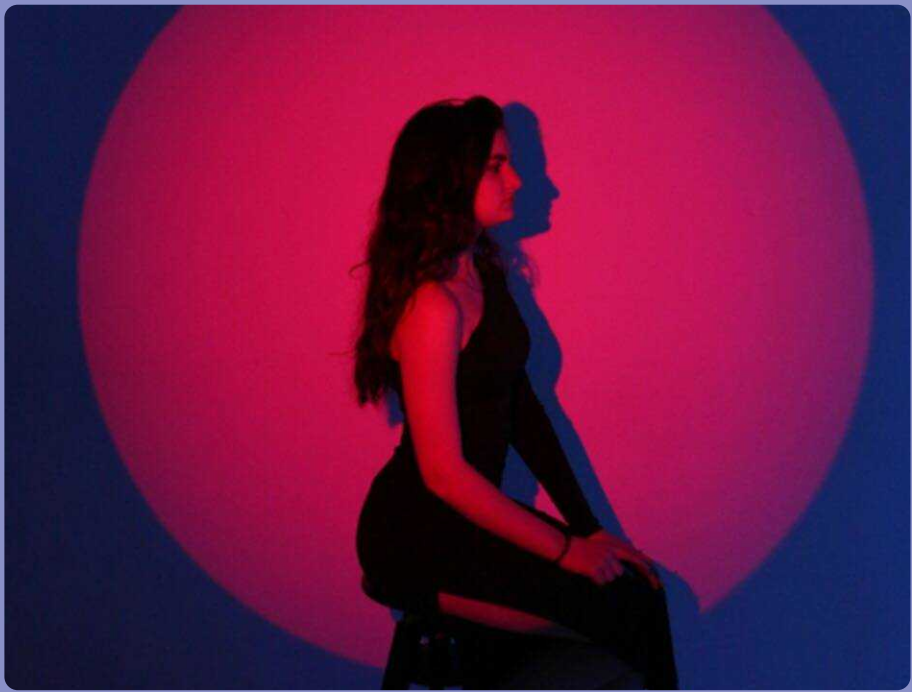




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Possibilities

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10.000m²

Za događaje na otvorenom



Outdoor kapacitet

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12.000 ljudi

Za događaje na otvorenom

18.12.2025.

19.00

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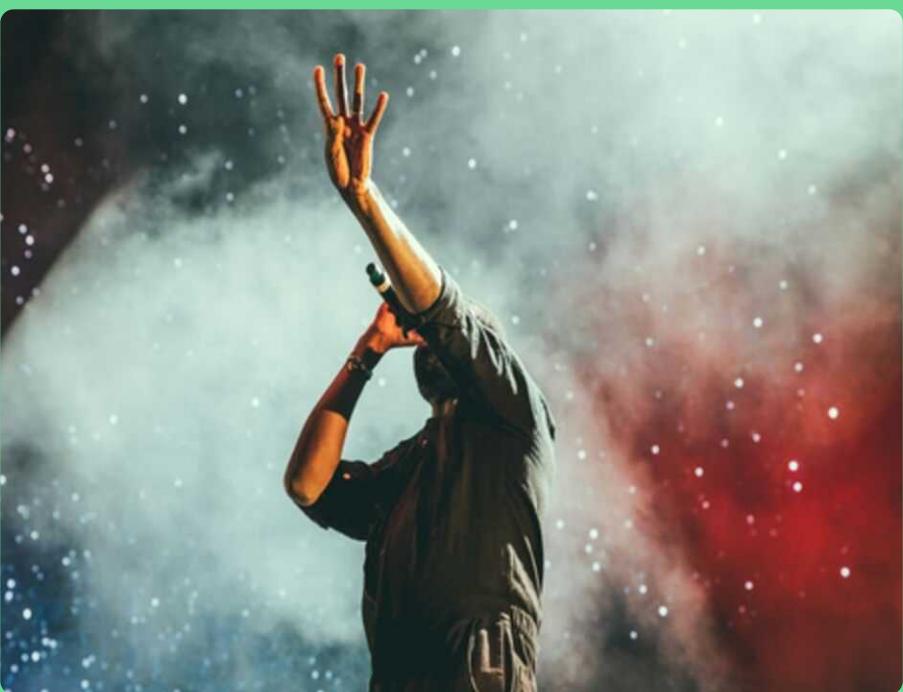




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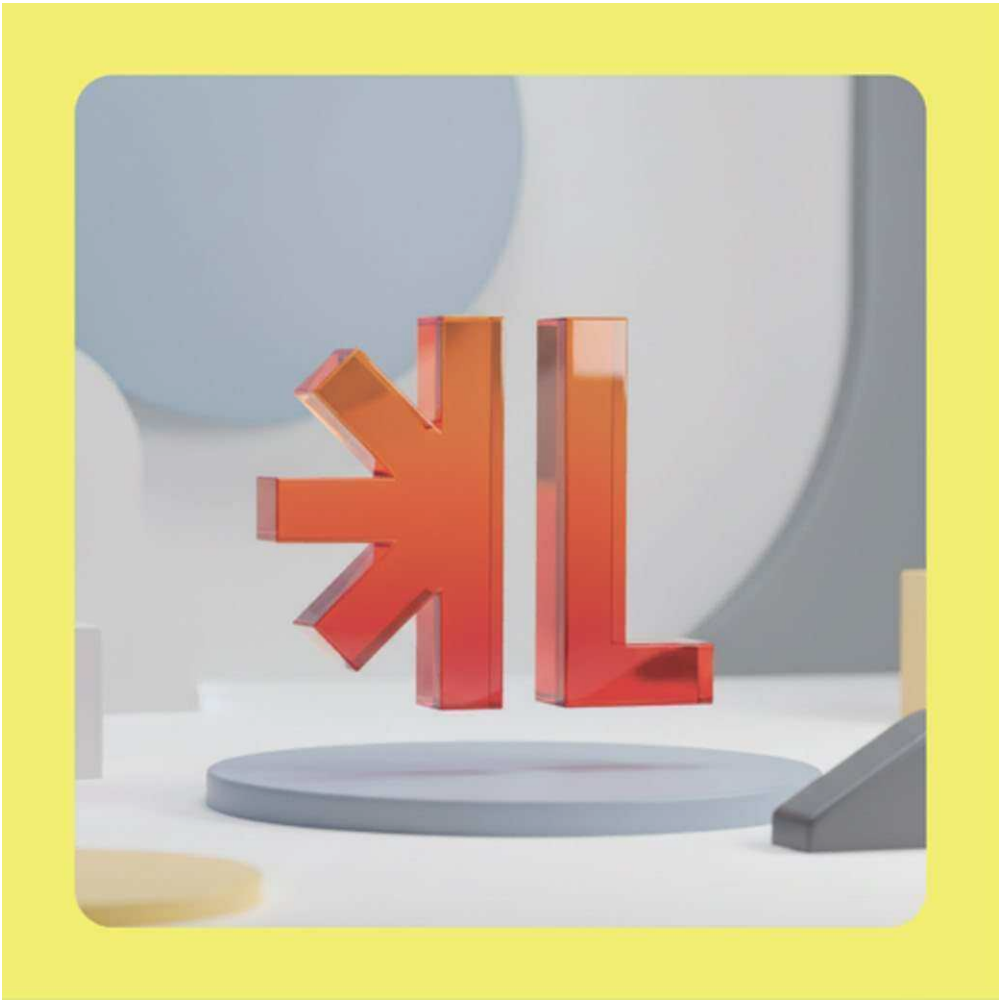
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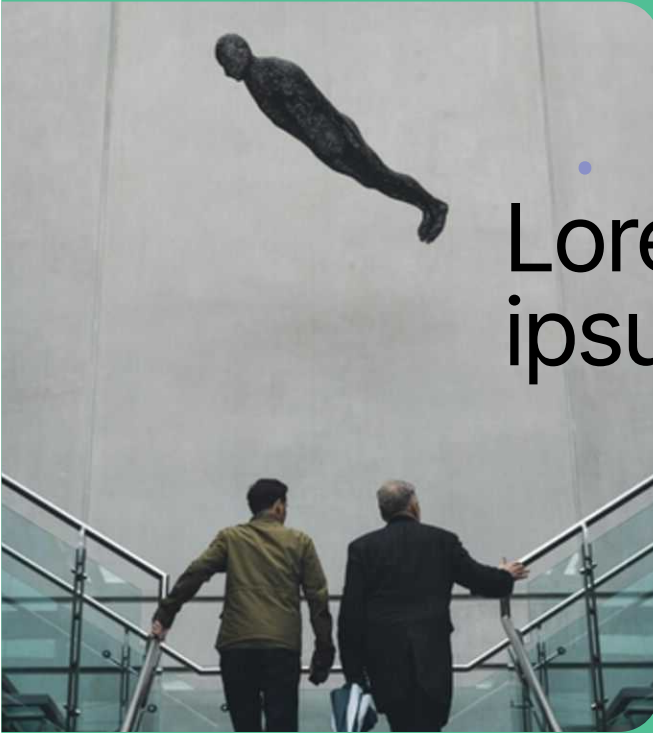
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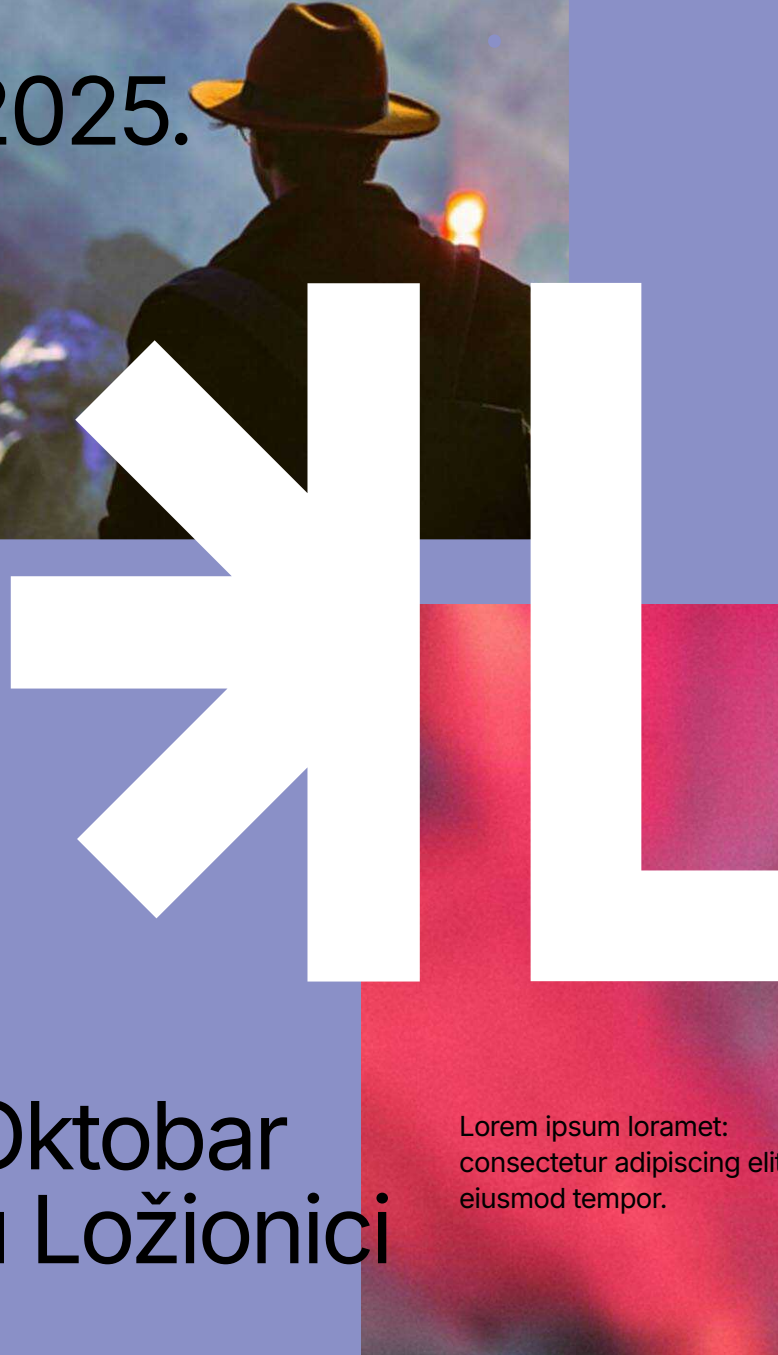
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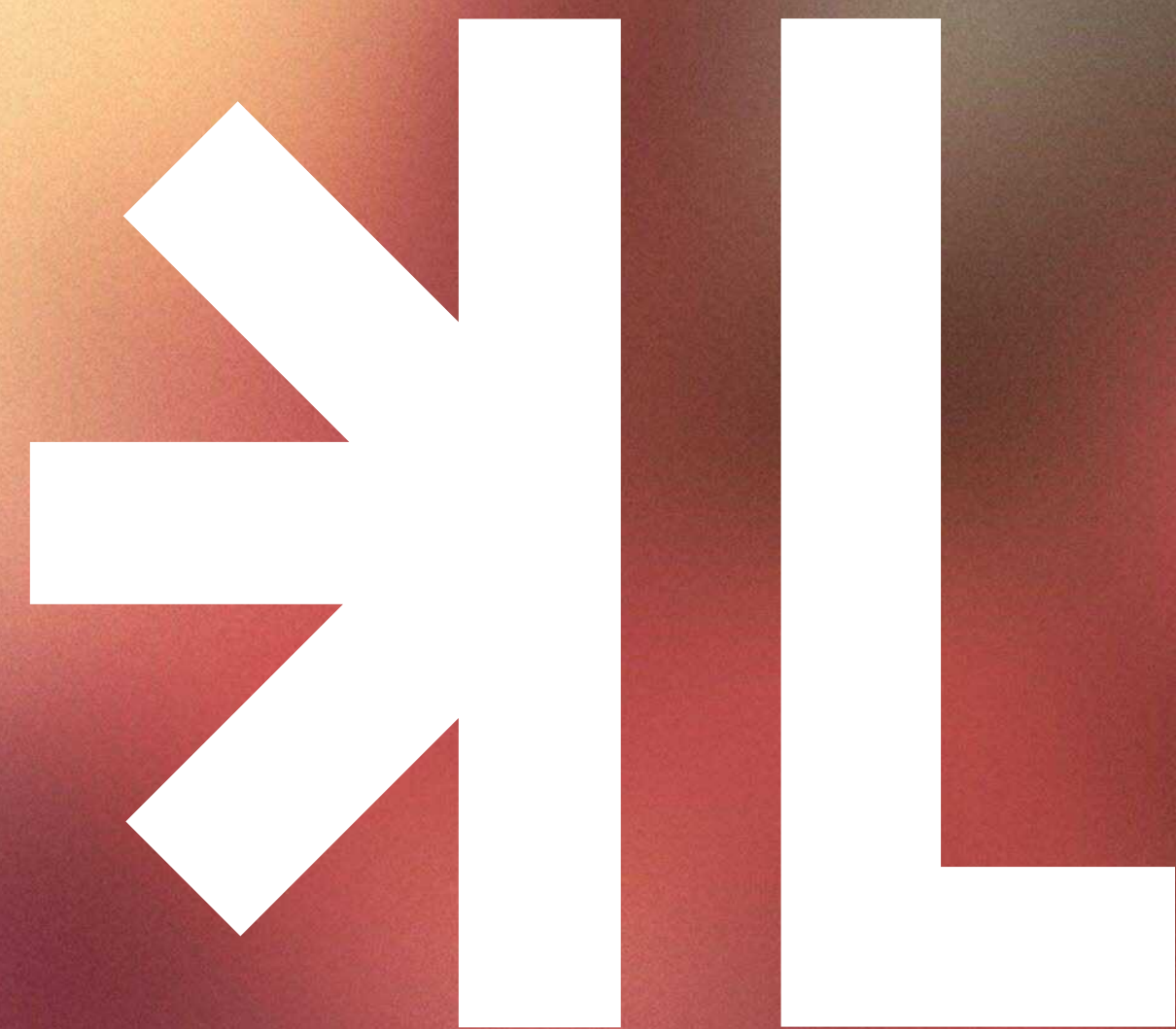
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A collage of three images. The top image shows a man in a dark suit floating in the air against a light background. The middle image shows two men walking up a staircase with glass railings. The bottom image shows a woman in a blue sweater talking on a phone, with a large hall and many people in the background.

A collage of three images. The top-left image shows a musician in a black outfit playing a stringed instrument on a stage with a green hill in the background. The top-right image shows a modern building with a blue glass facade and a large green lawn in the foreground. The bottom image shows a large green lawn with people sitting on it, with a building and trees in the background.

A collage of four images. The top-left image shows a woman in a brown coat standing in a white gallery, looking at a glowing oval light on the wall. The top-right image shows a DJ wearing headphones and sunglasses behind a turntable. The bottom-left image shows a modern building with a large, angular, metallic structure. The bottom-right image is a close-up of a person's face with a glowing blue light effect.

A collage of three images. The top image shows a pink alien head with two large, dark, circular eyes, holding a small, green, planet-like object with white spots in its mouth. The middle image shows a lecture hall with rows of yellow seats, looking towards a stage with a white wall and a small window. The bottom image is a close-up of a pink flower with yellow stamens.



ПОЖИОНИЦА