

plac
STUDIO

Plac Studio
Medulićeva 24
Zagreb

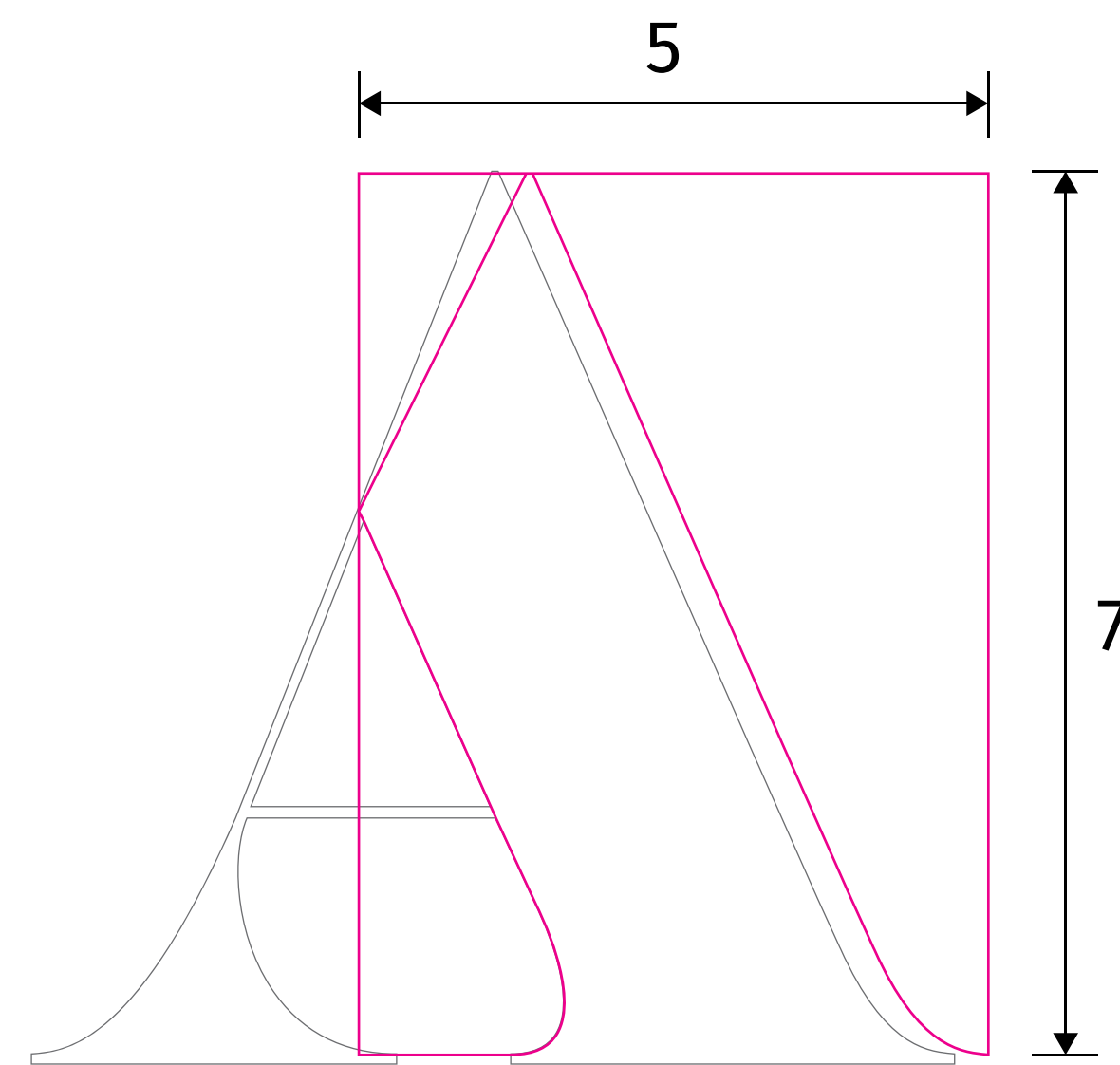
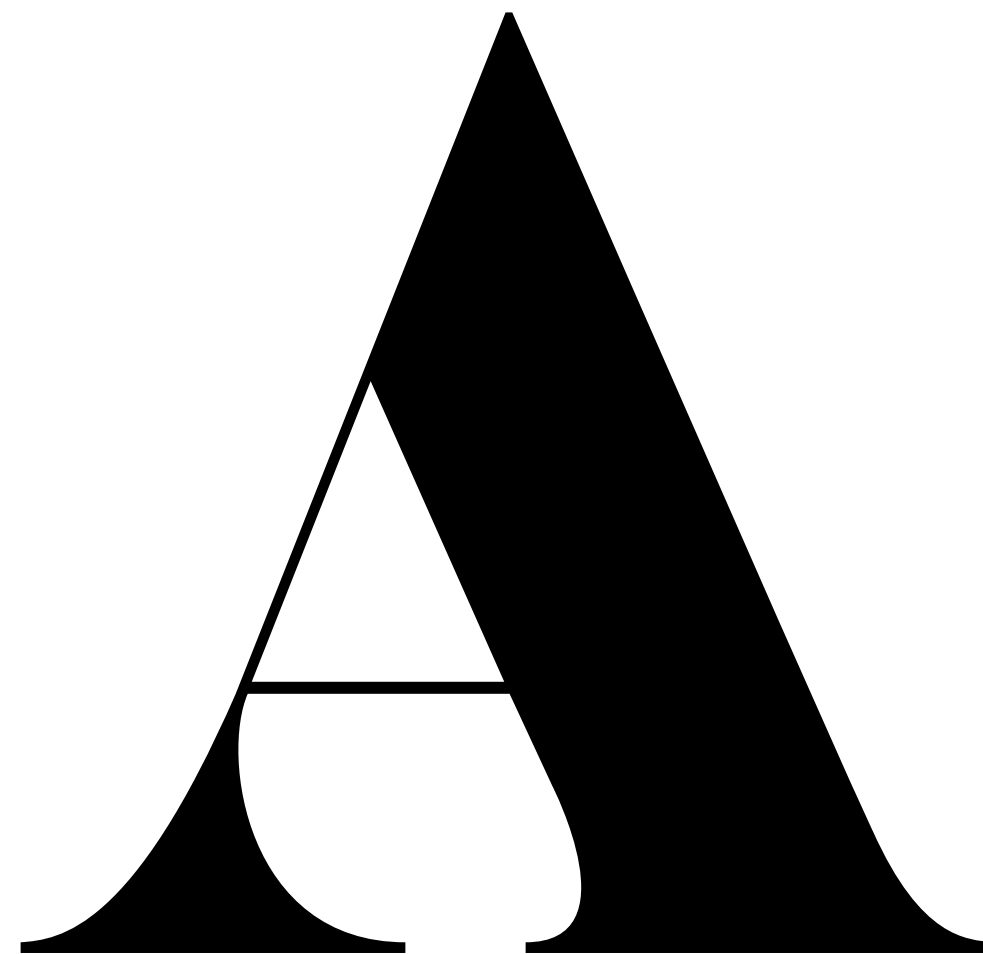
info@placstudio.com
+385 98 956 7015
+385 91 5169 224

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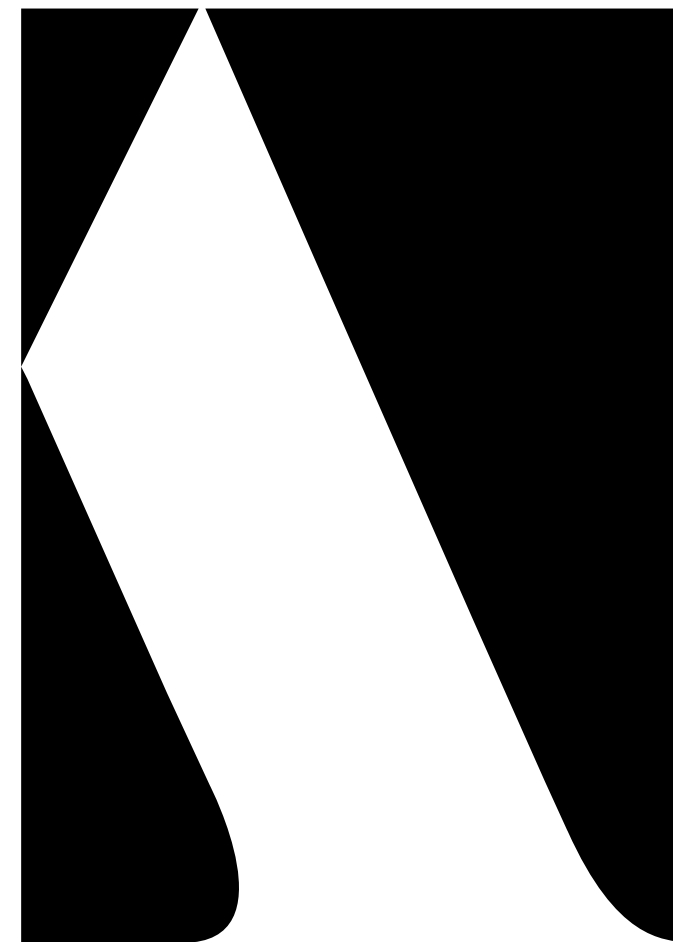
SADRŽAJ

Oblikovanje vizualnog identiteta

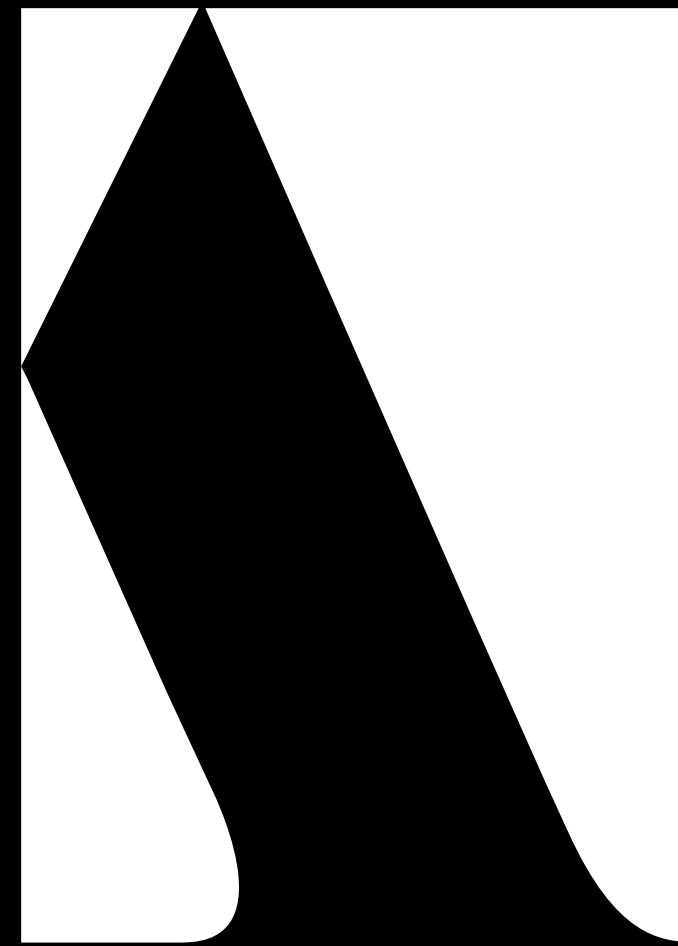
Proces	3
Pozitiv	4
Negativ	5
Prioriteti korištenja	6
Usporedba veličine	7
Tipografija	8
Boje	9
Oblikovanje plakata	10
Vizualizacije vizualnog identiteta	14
Tekstulano obrazloženje	18



Kuća
umjetnosti
Arsen



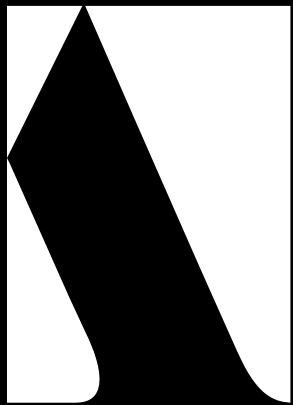
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1. PRIORITET
Česta uporaba

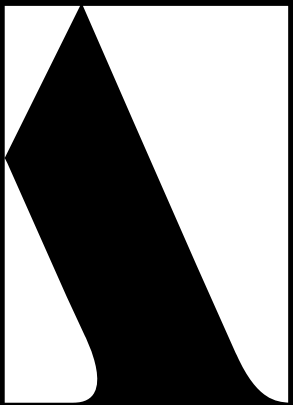
HRV

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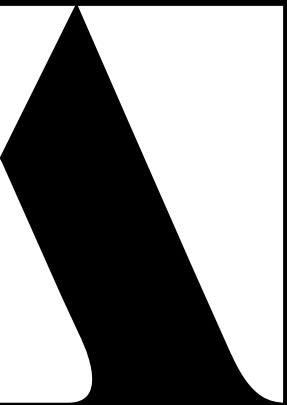


ENG

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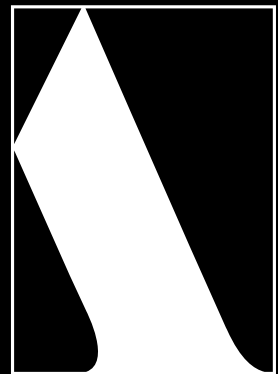


/

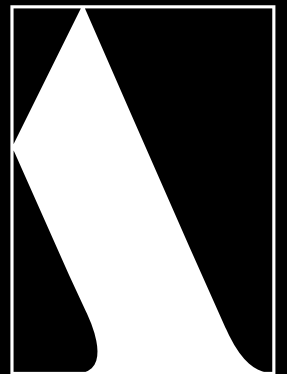
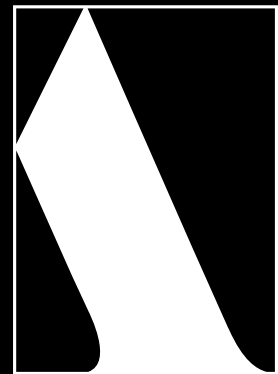


2. PRIORITET
Rijetka uporaba

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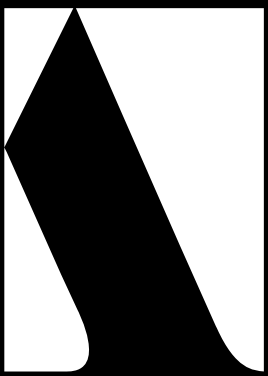


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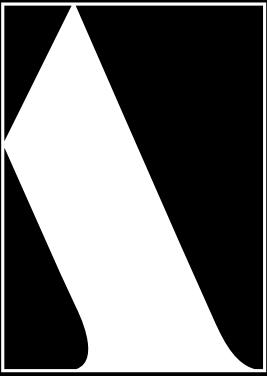
3. PRIORITET
Rijedka uporaba

a)



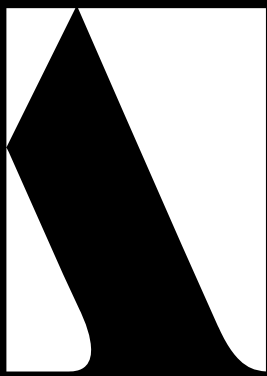
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b)



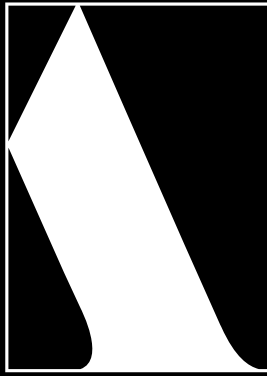
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a)



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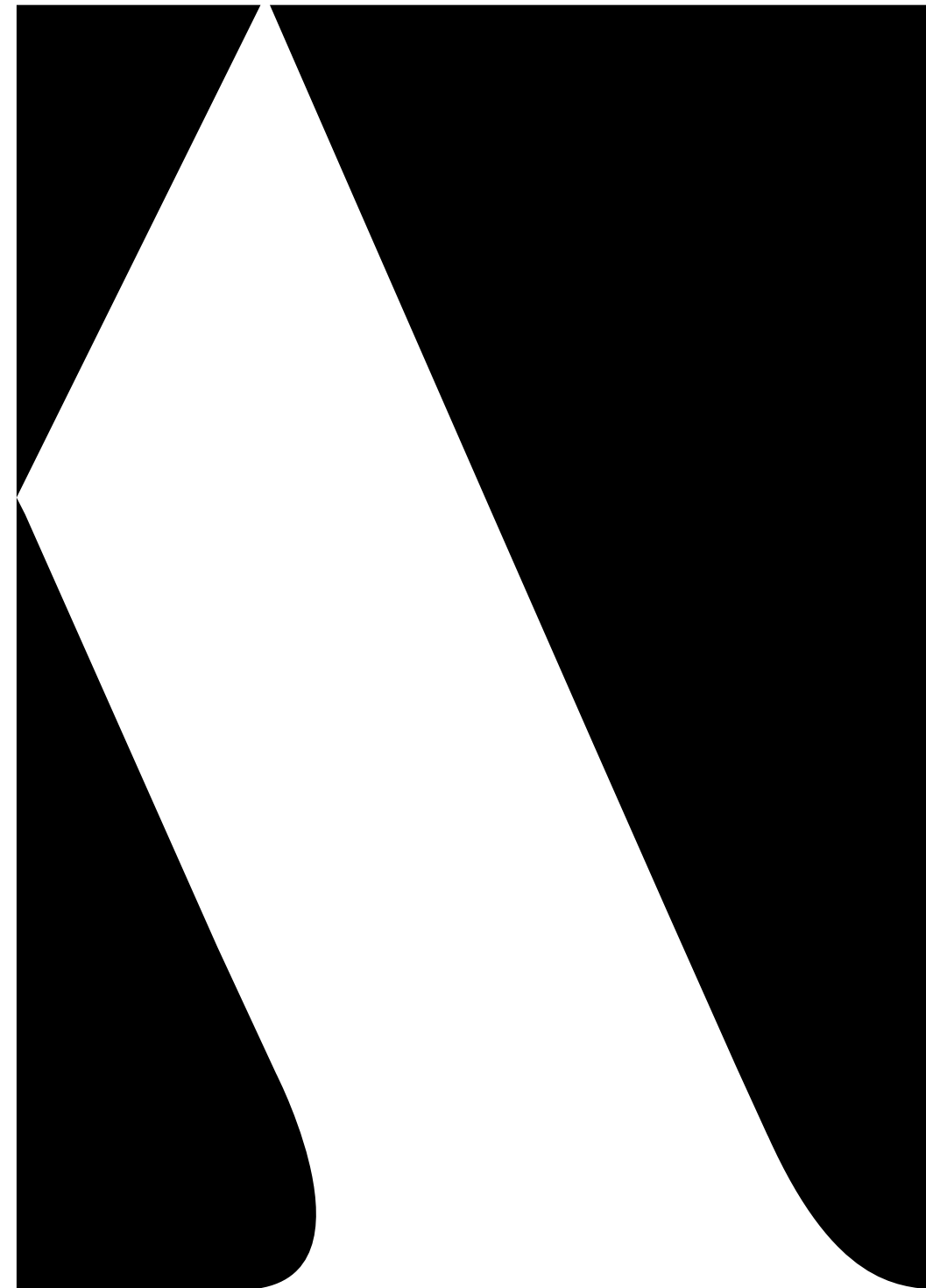
b)



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100%

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umjetnosti
Arsen



50%

Kuća
umjetnosti
Arsen



25%

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umjetnosti
Arsen



10%



Kuća umjetnosti **Arsen**

Work sans Light/Medium

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz
1234567890

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz
1234567890

Glazba



	C: 73%	R: 68
	M: 100%	G: 26
	Y: 37%	B: 73
	K: 37%	

Film



	C: 0%	R: 252
	M: 39%	G: 174
	Y: 100%	B: 36
	K: 0%	

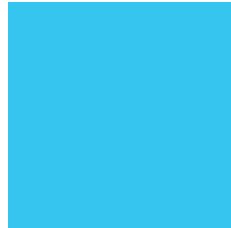
Kazališne
i plesne
umjetnosti



	C: 6%	R: 206
	M: 99%	G: 55
	Y: 51%	B: 92
	K: 0%	

Vizualne
i multimedijske
umjetnosti



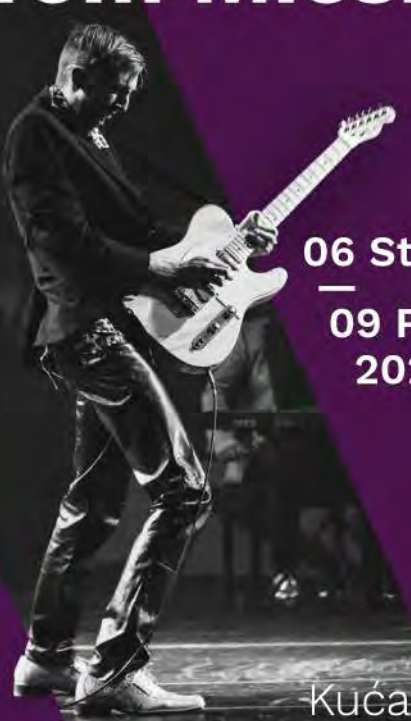
	C: 63%	R: 64
	M: 0%	G: 195
	Y: 2%	B: 235
	K: 0%	

Programi
razvoja publike



	C: 74%	R: 75
	M: 0%	G: 179
	Y: 70%	B: 129
	K: 0%	

KONCERT /
Tom Micsh



06 Studeni
—
09 Prosinac
2020.

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**Projekcije
kultnih filmova**



12 Studeni
—
18 Prosinac
2020.

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PLES:
Anna Kist



18. Svibanj
—
25 Lipanj
2020.

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PREDAVANJE /
Ivan Kiš



16 Lipanj
—
22 Srpanj
2020.

Kuća
umjetnosti
Arsen

**“Projekcije
secesije”**



13. Siječnja
—
25. Veljače
2020.

Kuća
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PLES /

Anna Kist

18. Svibanj
—
25 Lipanj
2020.



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Tom Micsh



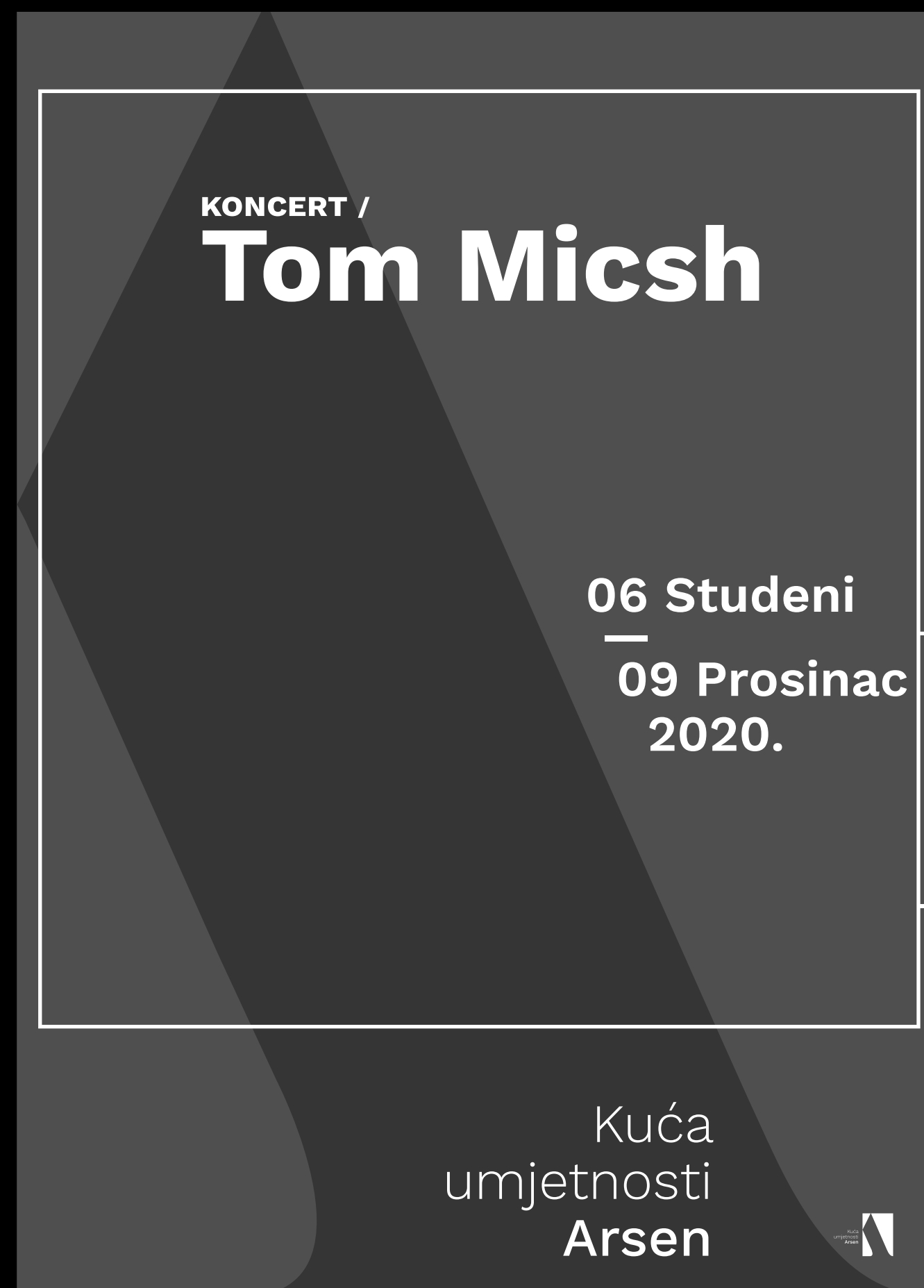
06 Studeni

—

**09 Prosinac
2020.**

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Works sans Light / Regular / **Bold** / **Black**

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz
1234567890

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz
1234567890

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz
1234567890

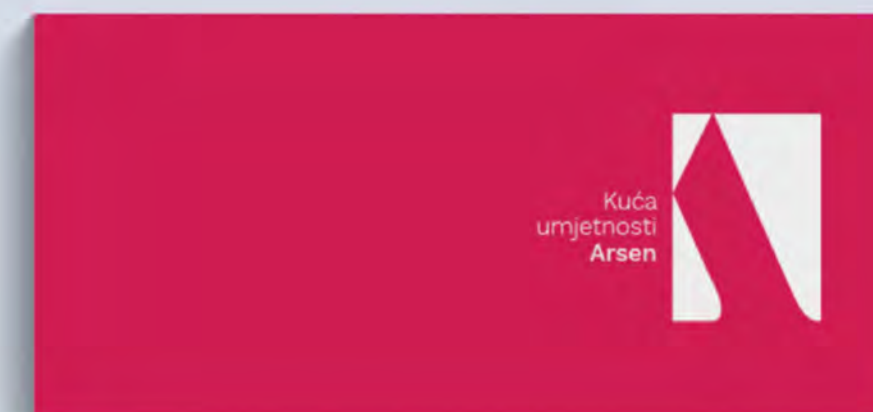
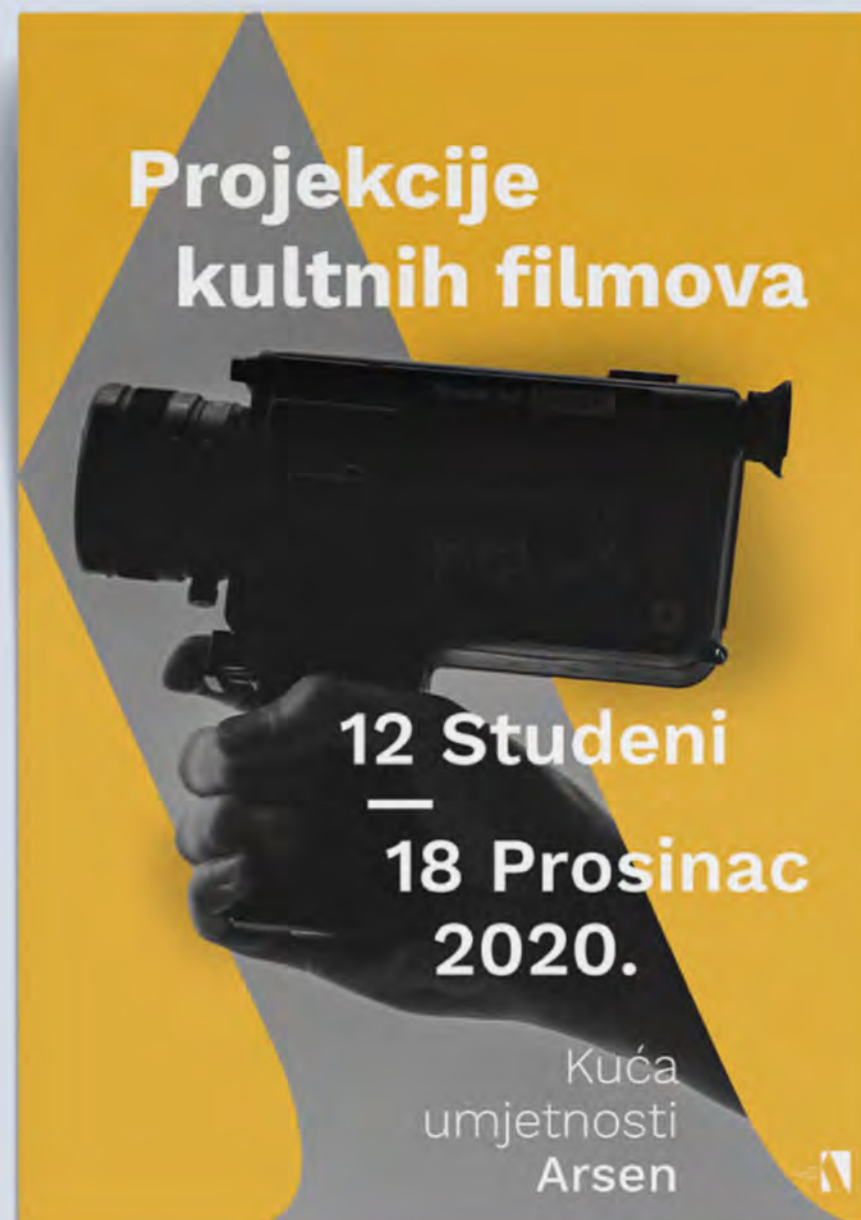
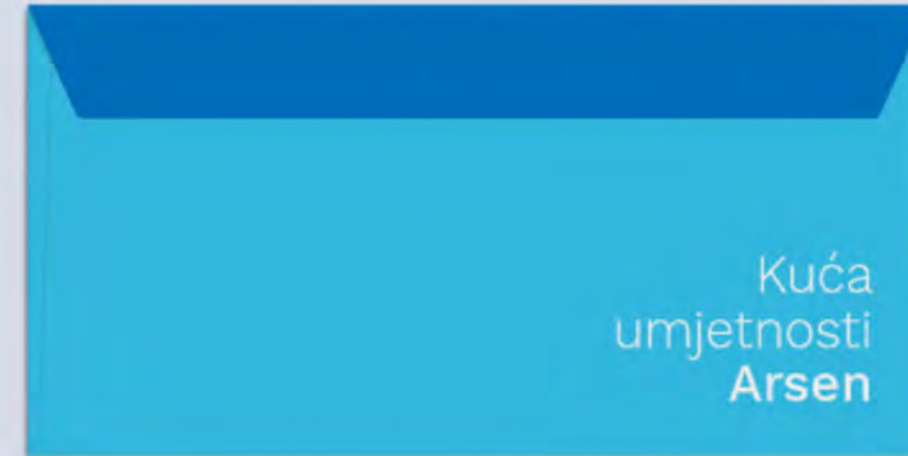
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Vv Xx Yy Zz
1234567890

Informacije se mogu svaki slijedeći put mogu repositionirati i promijeniti veličina i s time se daje na dinamici svakog plakata



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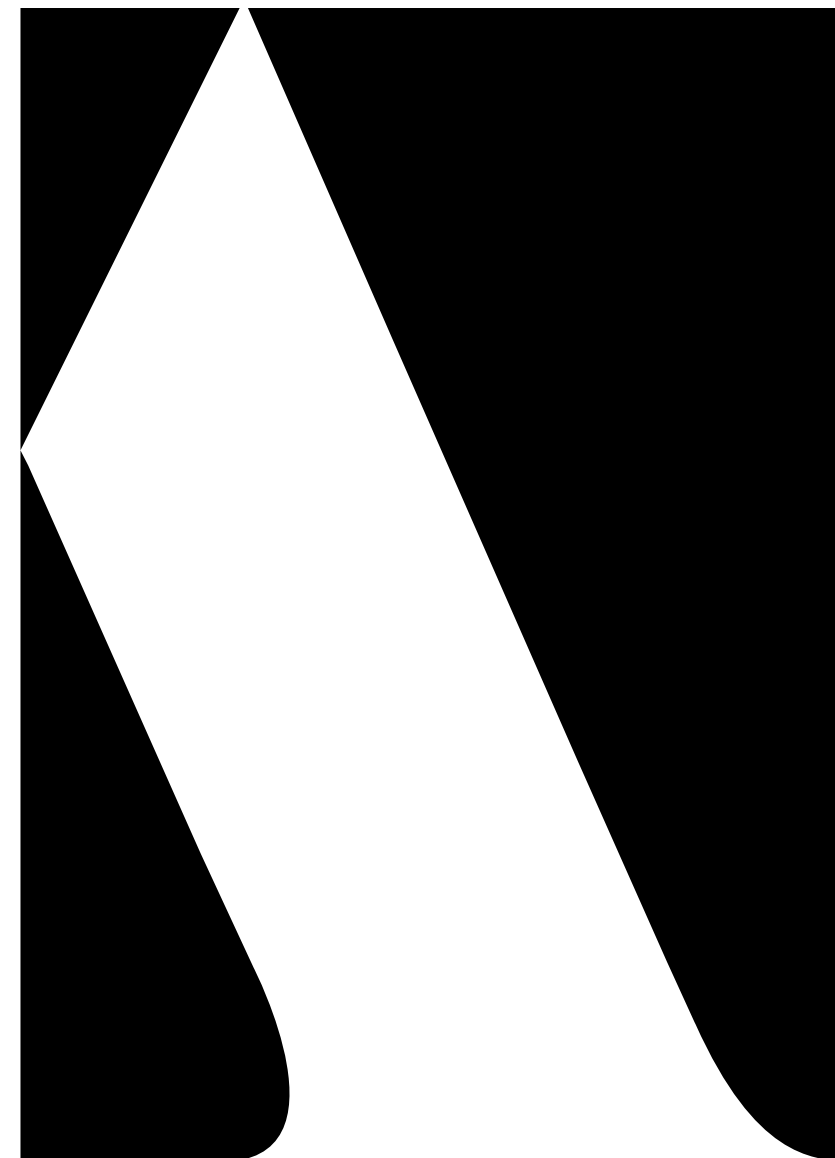






Kuća
umjetnosti
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Kuća
umjetnosti
Arsen



Koncept vizualnog identiteta nastaje od samog slova A. Sastoji se od jednostavnog geometrijskog oblika (pravokutnika), okvira iz kojeg izlazi dio slova A kojim se dobiva jaki vizualni element. Sam okvir (pravokutnik) simbolizira “prozor” ili “vrata” kuće umjetnosti te sa izlaskom slova A prenosi značenje pokreta i slobode (slobode umjetnosti, slobode uma). Ulaskom u Kuću umjetnosti posjetitelji nakon aktivnog sudjelovanja u programima izlaze u svijet s novim znanjem, novim pogledom i nekim drugim promišljanjem.

