

A Mofém logó és arculat megújítása

2018

A megadott kritérium:

„megújult, letisztult és fiatalos legyen, ugyanakkor valamennyit meghagyjon a jelenlegiből is.”

A jelenlegi logó



○.....○ Szakmai vélemény:

A jelenlegi logó szabálytalansága gyakran nehezíti a felhasználást. Vékony vonalai miatt nem alkalmazható kellő pontossággal gravírozáskor, hímzéskor, szitázáskor... Színei és tipográfiája elavult, egy régi kort idéznek.

Megjelenése nem felel meg a 2018-as design trendeknek.



mofém

A thick blue horizontal line that is split into two segments by a small gap, positioned directly beneath the word 'mofém'.

mofém

A thick blue horizontal line that is split into two segments by a small gap, positioned directly beneath the word 'mofém'.

mofém

teljes színnel

mofém

monokróm

mofém

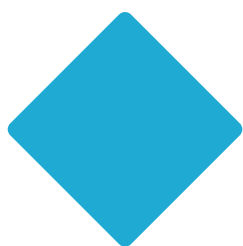
inverz, színes

mofém

inverz monokróm

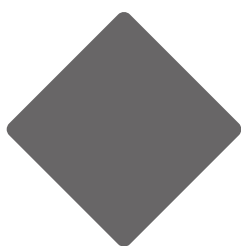
Arculati színek

Másodlagos színek

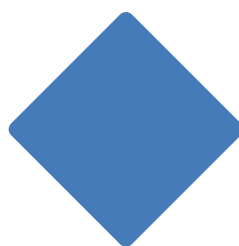


PANTONE

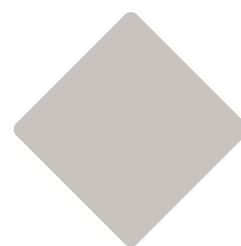
638 C



Cool Gray 10 C



660C



Cool Gray 4 C

CMYK

C: 82
M: 0
Y: 9
K: 0

C: 61
M: 53
Y: 48
K: 19
K: 77

C: 75
M: 46
Y: 0
K: 0

C: 26
M: 21
Y: 22
K: 0
K: 30

RGB

R: 0
G: 174
B: 216

R: 100
G: 101
B: 105

R: 64
G: 124
B: 202

R: 189
G: 187
B: 187

#00BFD6

#646569

#407CC9

#BCBBBA

Tipográfia

mofém

Teka Magyarország Zrt.

Teka Magyarország Zrt.

H-9201
Mosonmagyaróvár,
Terv u. 92. Pf.: 60

www.mofem.hu

Noto Sans Bold:

Dunt ut molupti que nonseque rempernam sunt et accus rati cuptam hillabo rendia ium fugiam quam faceded quidis ius.Mendus-cipsam reratiatem. Itatian ditectus id mod quatem rehentis quae.

Noto Sans Regular:

Itatur sae nonecae dollect emporere optam, voluptatae libus as explamuscita ius esto ipsa-pie ndaerum etur as aspic tem et voluptatibus eatur?Pitius es suntet estio cum untem facea sit fugitior aut quunt quidust.

Csapterlepen



Fotókon





Kisarculat





mofém





mořém

Junior Evo



Vízk6m6entes perlat6r
Speciális víz6k6m6entes perlat6r, mely
l6gy víz6raml6st 6s z6p6s6kk6nt6st
bizt6s6t.



Egyszer6 felszerel6s
A legt6bb modell felszerel6s6hez elegend6
6gy szabv6ny6s csavark6lcs.



5 6v garancia
A MOř6M 6s TEKA csapelepekre 5 6v
garanci6t 6s 10 6v alkatr6szell6t6st
v6llalunk.

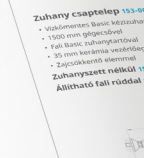
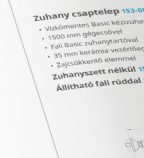
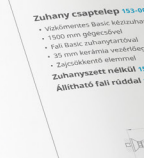
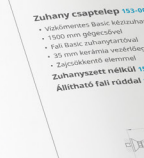
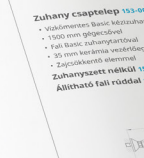
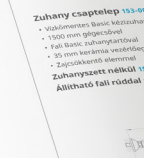
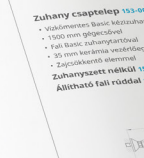
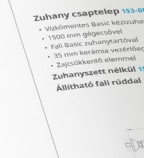
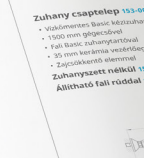
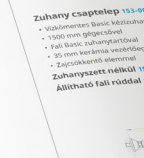
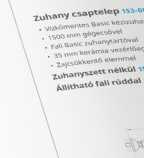
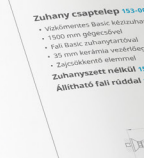
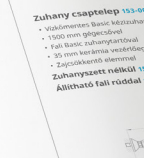
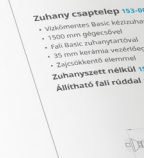
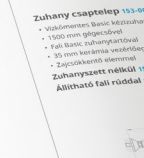
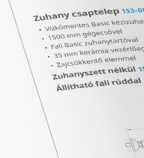
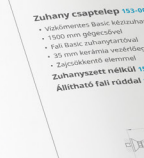
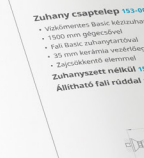
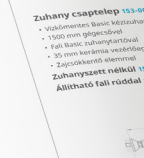
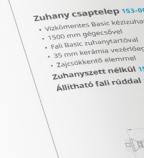
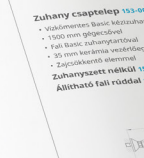
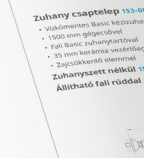
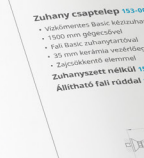
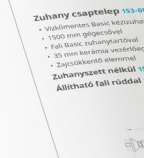
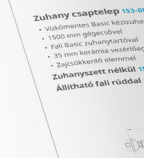
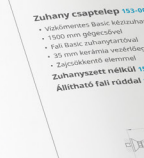
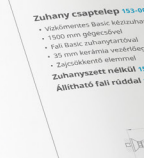
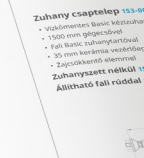
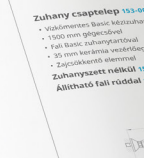
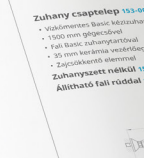
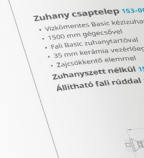
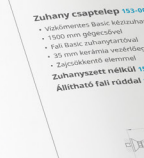
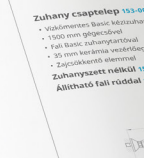
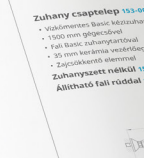
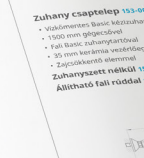
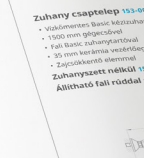
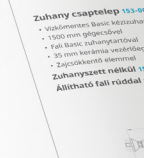
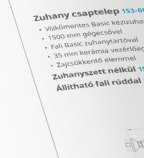
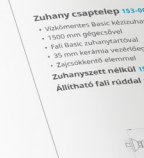
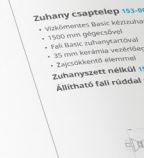
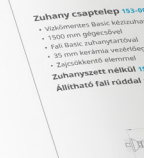
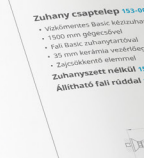
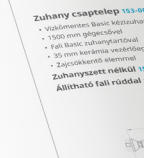
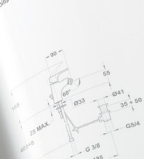
Junior Evo



Mosd6 csapelepe 150-0057-00
• V6zk6m6entes Basic k6t6zuhanyfal
• 1500 mm g6ge6cs6vel
• Fali Basic zuhanyfalant6r
• 35 mm ker6mia vezet66egys6g6l
• Z6p6s6k6nt6s 6lemmel
• Zuhanyzsett n6lk6l 153-0047-10
• All6that6 fali r6ddal 150-0057-00



Gr6t6 csapelepe 154-0047-00
• V6zk6m6entes Basic k6t6zuhanyfal
• 1500 mm g6ge6cs6vel
• Fali Basic zuhanyfalant6r
• 35 mm ker6mia vezet66egys6g6l
• Z6p6s6k6nt6s 6lemmel
• Zuhanyzsett n6lk6l 153-0047-10
• All6that6 fali r6ddal 150-0057-00





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