

DESIGNER: FLORIN CHITIC
CLIENT: RADU PALTINEANU
COMPANY: RADU PALTINEANU
DATE: 2019



BRAND GUIDLINE



Every brand has a purpose. Let's build up your brand. Get in touch.



Menu

Brand introduction

Logo

Logo variation

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Logo construction

Typography

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Brand story...

Radu Păltineanu is known for his unique way of exploring the wildest corners of the planet by non-motorized means. For his first national expedition to cross the two Americas by bicycle, he was named European Adventurer of the Year 2018 and is currently exploring Oceania.

Explorer and Inspirational Speaker , Radu Păltineanu was born in Iași but grew up in Piatra Neamț. At the age of 15, he emigrated with his parents to Canada where he graduated in Software Engineering at McGill University, one of the most prestigious universities in Canada.

Radu is currently exploring the wildest corners of the Earth by non-motorized means, whether cycling, walking, kayaking / canoeing or skiing.

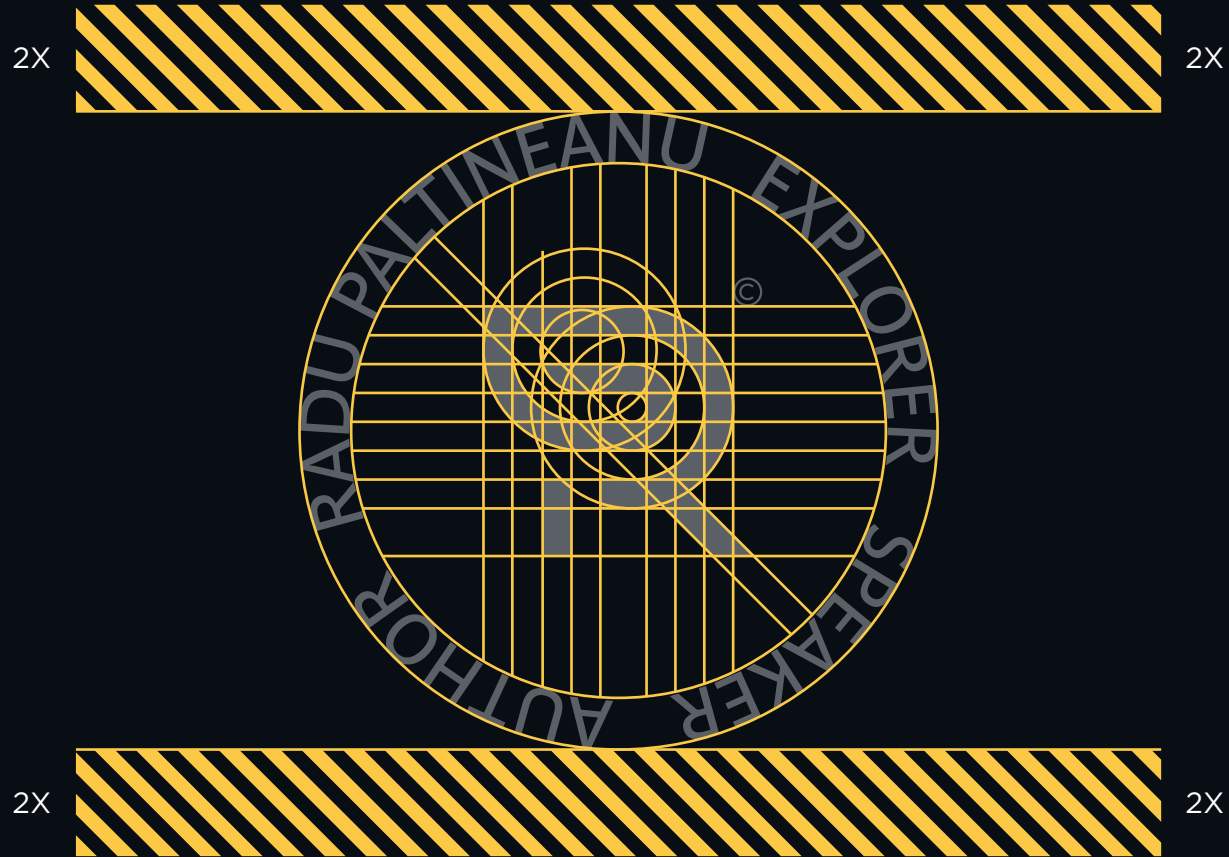
For his first national expedition to cross the two Americas by bicycle, he was named European Adventurer of the Year 2018 and is currently exploring Oceania.



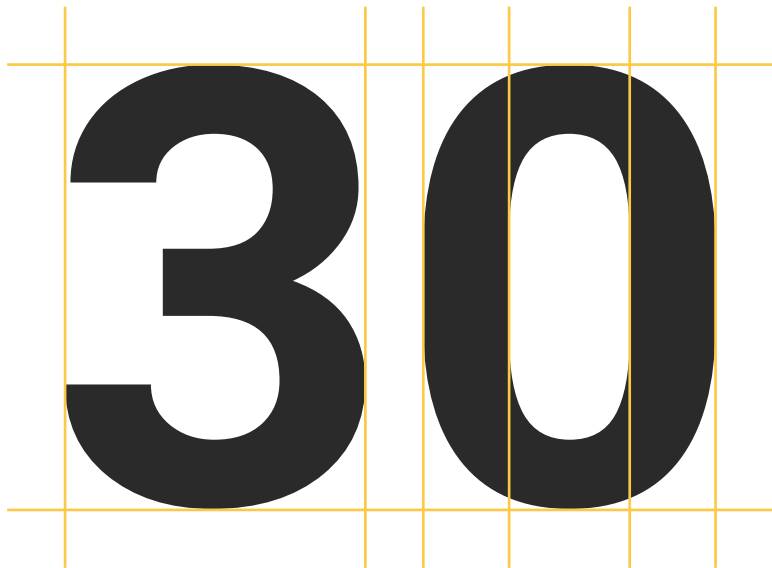








PRIMARY DISPLAY TYPEFACE



CUSTOM

Parisine Std Radu P.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

At vero eos et accusamus et iusto odio dign
ducimus qui blanditiis praesentium voluptat
i atque corrupti quos dolores et quas moles
sint occaecati cupiditate non provident, sim
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i atque corrupti quos dolores et quas moles
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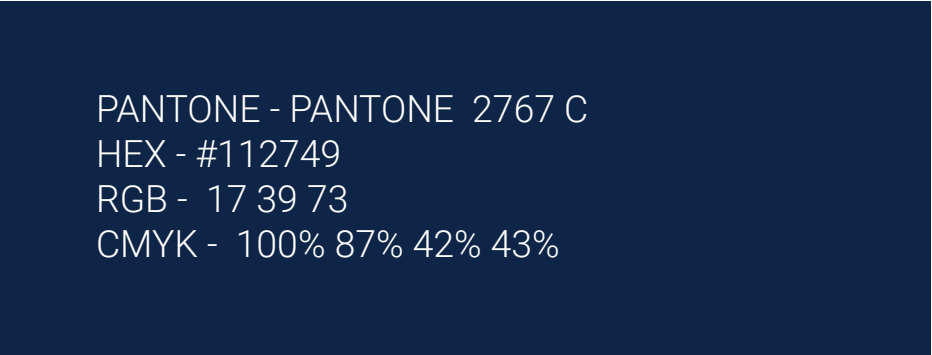
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

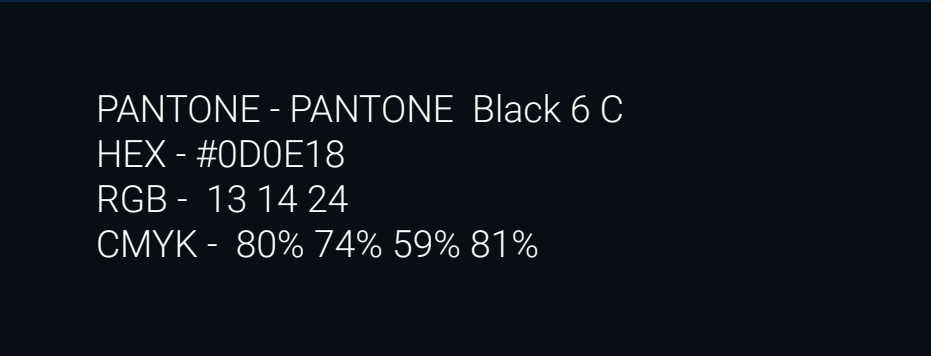
**At vero eos et accusamus et iusto odio dign
ducimus qui blanditiis praesentium voluptat
i atque corrupti quos dolores et quas moles
sint occaecati cupiditate non provident, sim
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quo minus id quod maxime placeat facere
ducimus qui blanditiis praesentium voluptat
i atque corrupti quos dolores et quas moles
sint occaecati cupiditate non provident.**



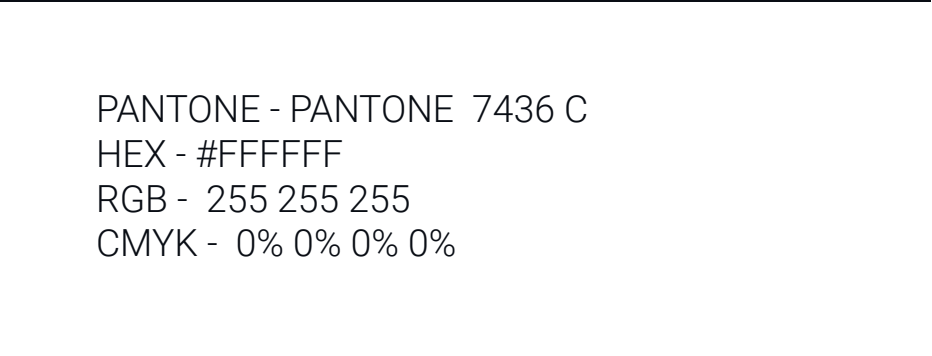
PANTONE - PANTONE 179 C
HEX - #E73F34
RGB - 231 63 52
CMYK - 3% 91% 88% 0%



PANTONE - PANTONE 2767 C
HEX - #112749
RGB - 17 39 73
CMYK - 100% 87% 42% 43%



PANTONE - PANTONE Black 6 C
HEX - #0D0E18
RGB - 13 14 24
CMYK - 80% 74% 59% 81%



PANTONE - PANTONE 7436 C
HEX - #FFFFFF
RGB - 255 255 255
CMYK - 0% 0% 0% 0%

Social media

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore verita tecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos tatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum consetetur, adipisci velit, sed quia non numquam eius modi tempora et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

LINKEDIN SIZES

Profile photo - 300PX x 300PX

Cover photo - 1128PX x 191PX

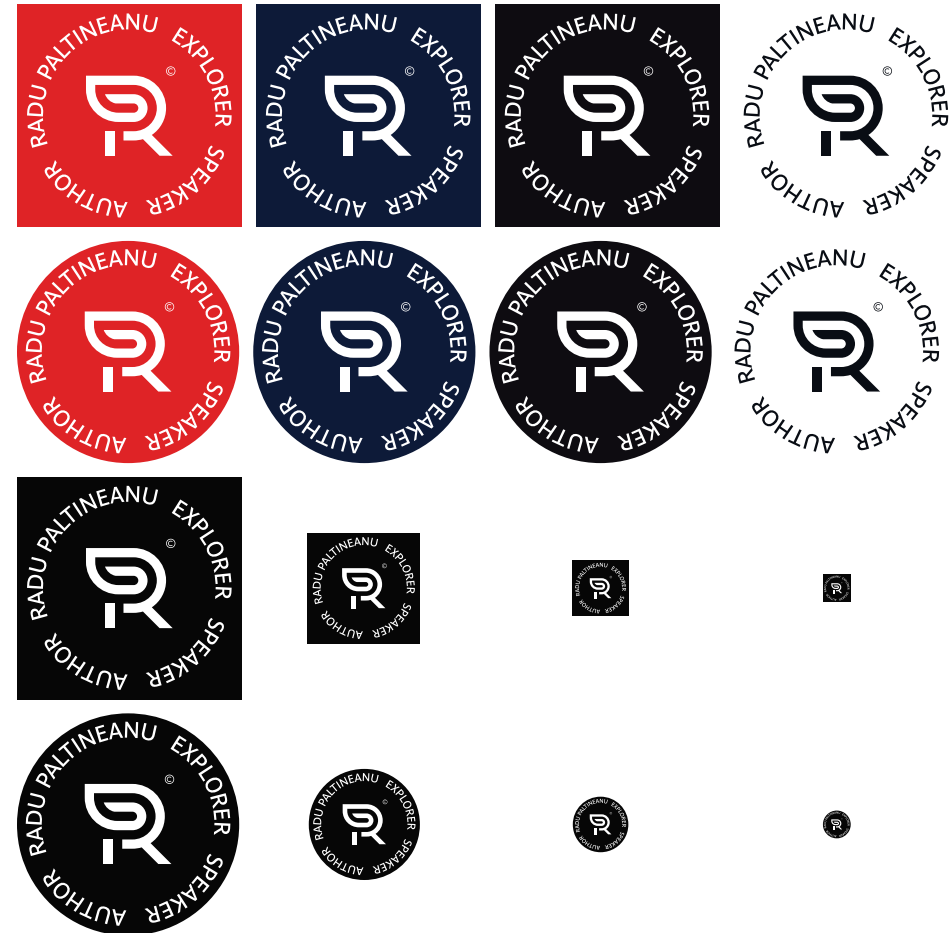
FACEBOOK SIZES

Profile photo - 2048PX x 2048PX

Cover photo - 2037PX x 754PX

INSTAGRAM SIZES

Profile photo - 400PX x 400PX



FINAL COMMENTS

If in doubt of how to use this logo, check the guidelines here or feel free to contact me at office@florinchitic.com for more.

This guidelines are flexible enough and will allow enough creative freedom to use the logo as you see fit while making sure the brand looks best across all media it is used.

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