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.

Brand Book by Florin Chitic

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Brand introduction
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Final comments

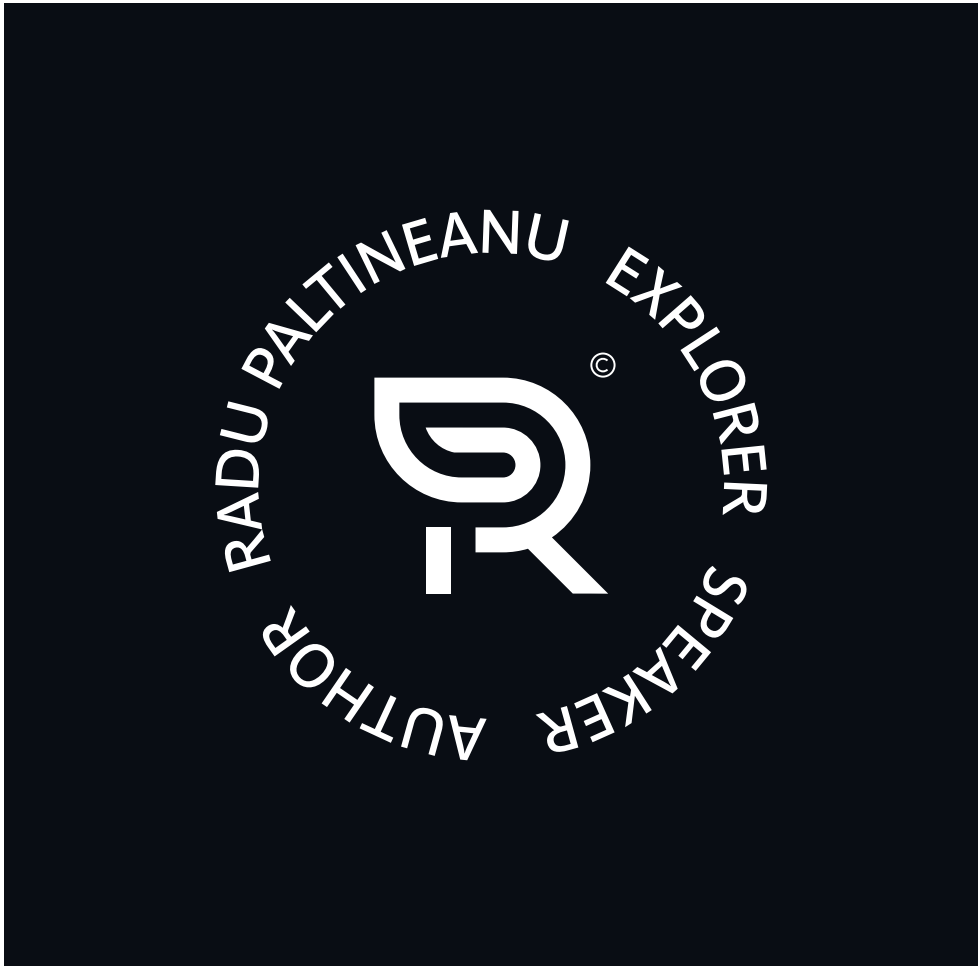
Brand story...

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.





This is the primary logo mark for Radu Paltineanu Brand.
Brand created by Florin Chitic - office@florinchitic.com



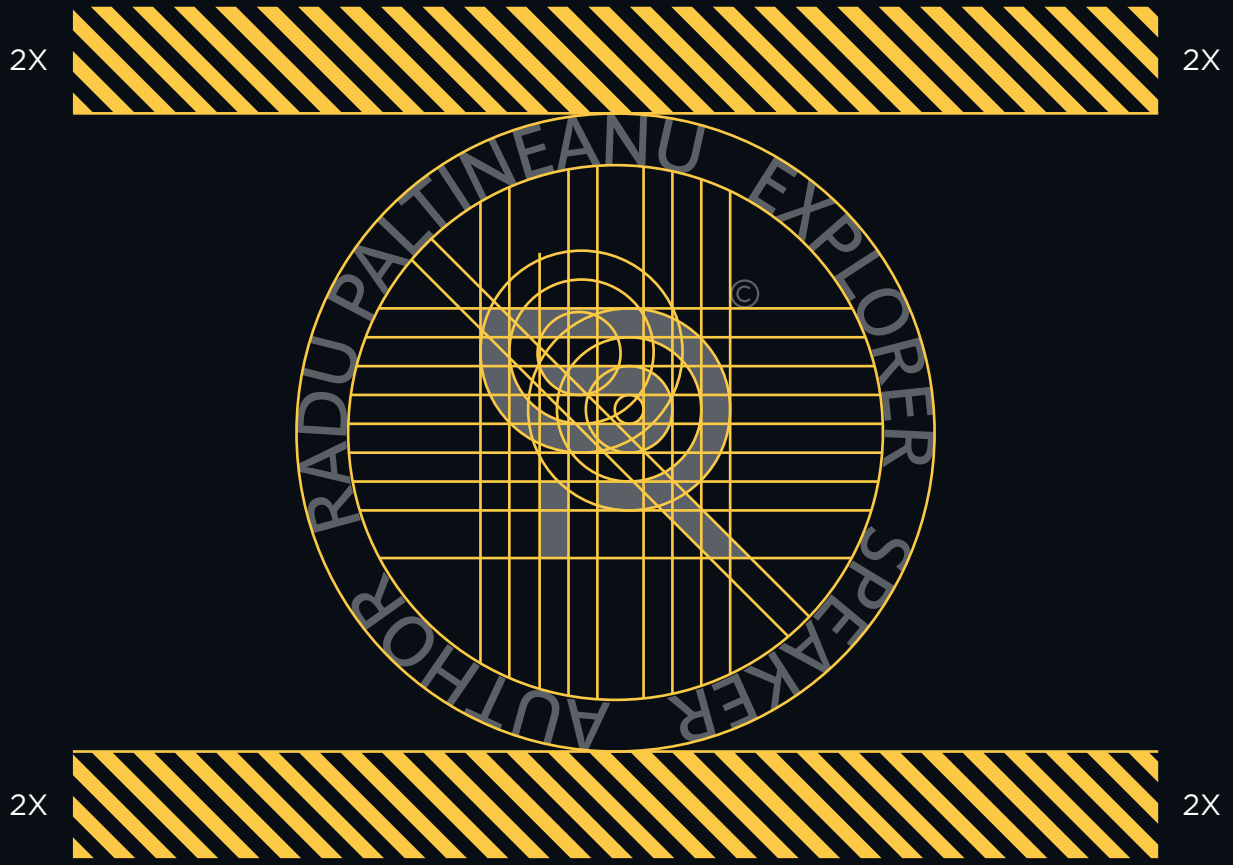
This is the primary logo mark for Radu Paltineanu Brand.
Brand created by Florin Chitic - office@florinchitic.com

YEAR 2019



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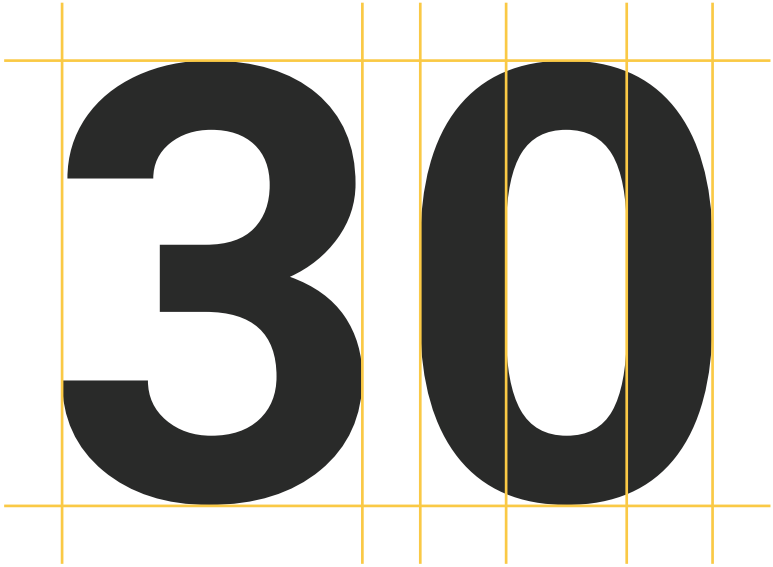
YEAR 2019



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YEAR 2019

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 id est laborum et dolorum fuga. Et harum um soluta nobis est eligendi optio cumque 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.

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 id est laborum et dolorum fuga. Et harum um soluta nobis est eligendi optio cumque 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%

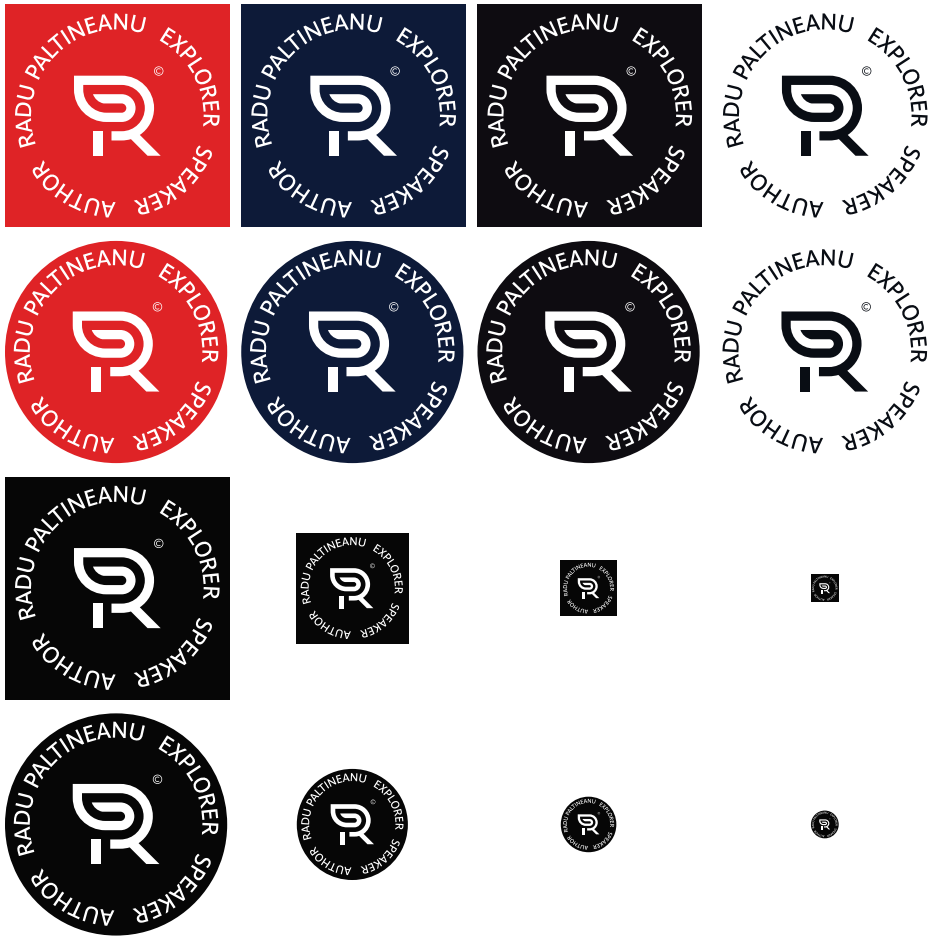
Social media

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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 acros all media it is used.

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