

**A G O N**

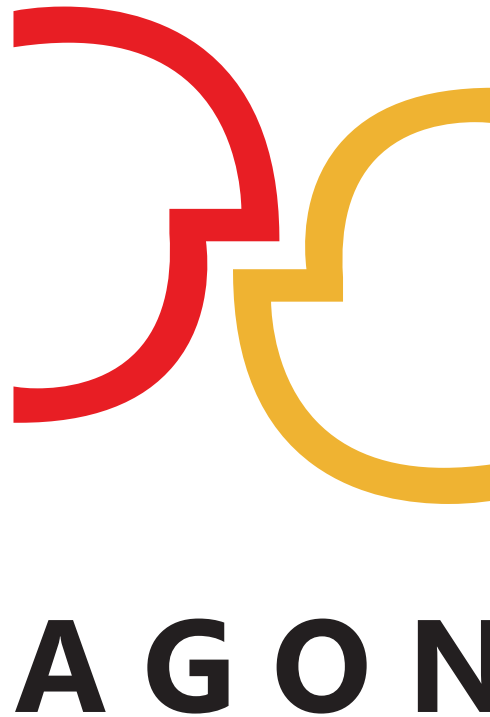
Brand Design for Contemporary Theater

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# LOGOTYPE

## ORIGINAL LOGOTYPE



The AGON theater logo consists of a two face figure icon and the tagline "A G O N".  
The definition of AGON is an ancient Greek term for a struggle or contest. In the Greek Theater,  
AGON is the structural element of the drama, debate or dispute between two figures. The icon is a representation of two figures.

## LOGO: HORIZONTAL DISPLAY



Logo in the horizontal version.

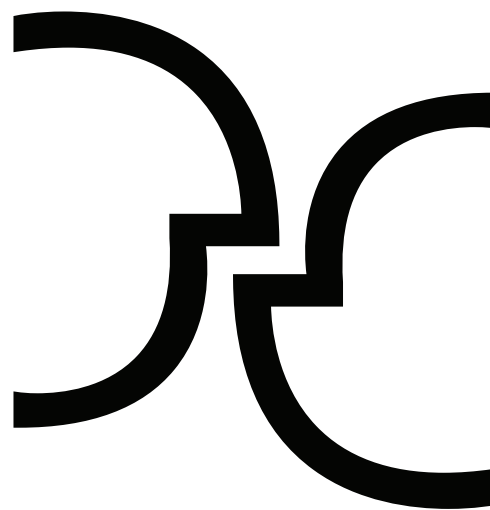
**LOGO: MONOCHROME**



**A G O N**

Monochrome version of the sign.

**LOGO: SINGLE COLOR**



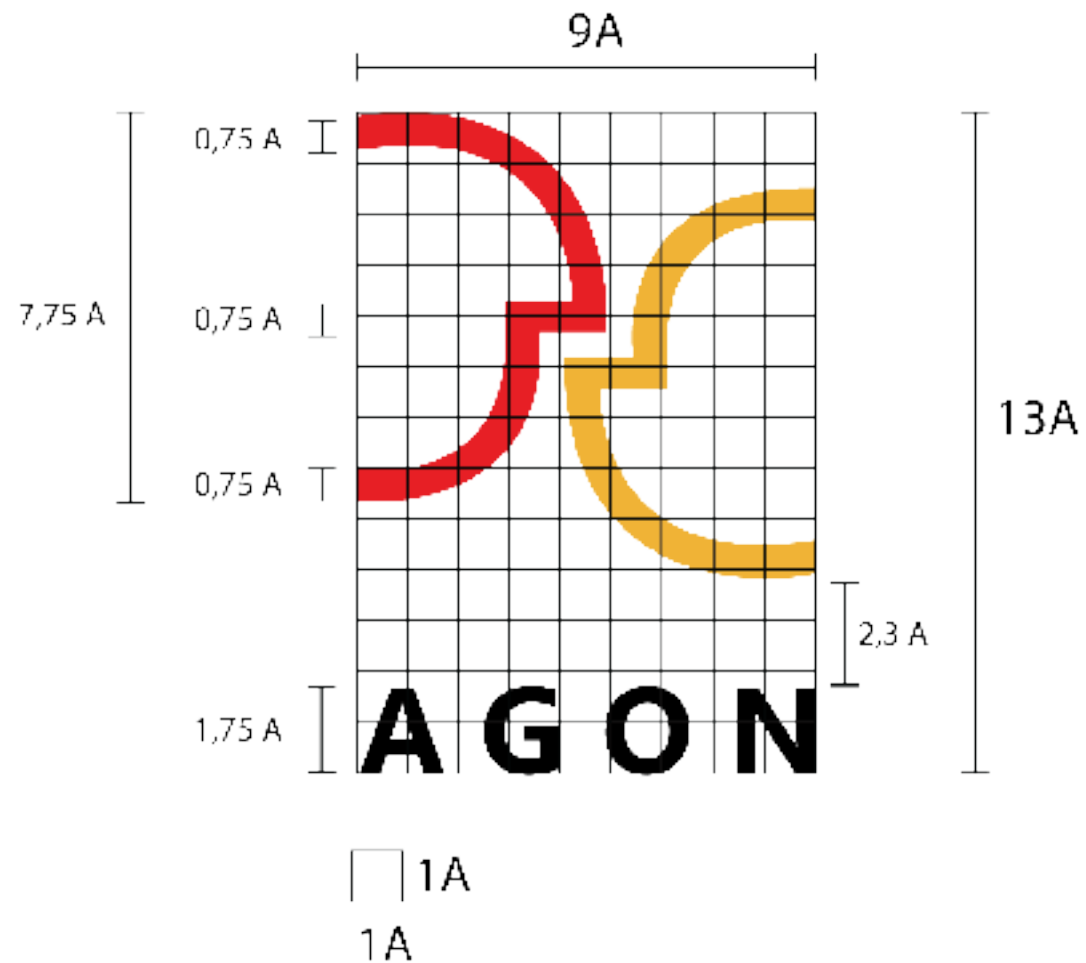
**A G O N**

Single color version of the sign.

# LOGO LAYOUT



## LOGO LAYOUT : SIZE AND DIMENSION



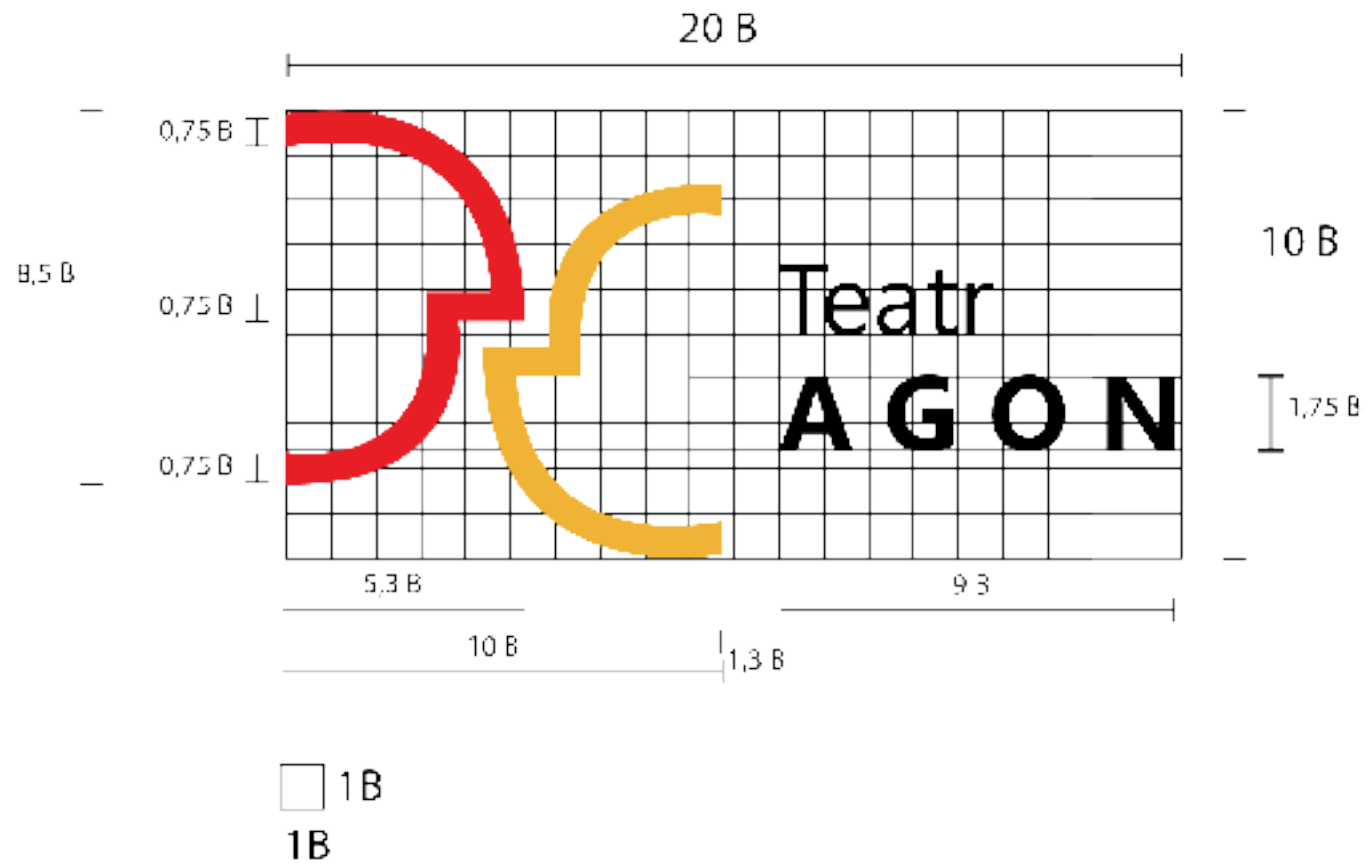


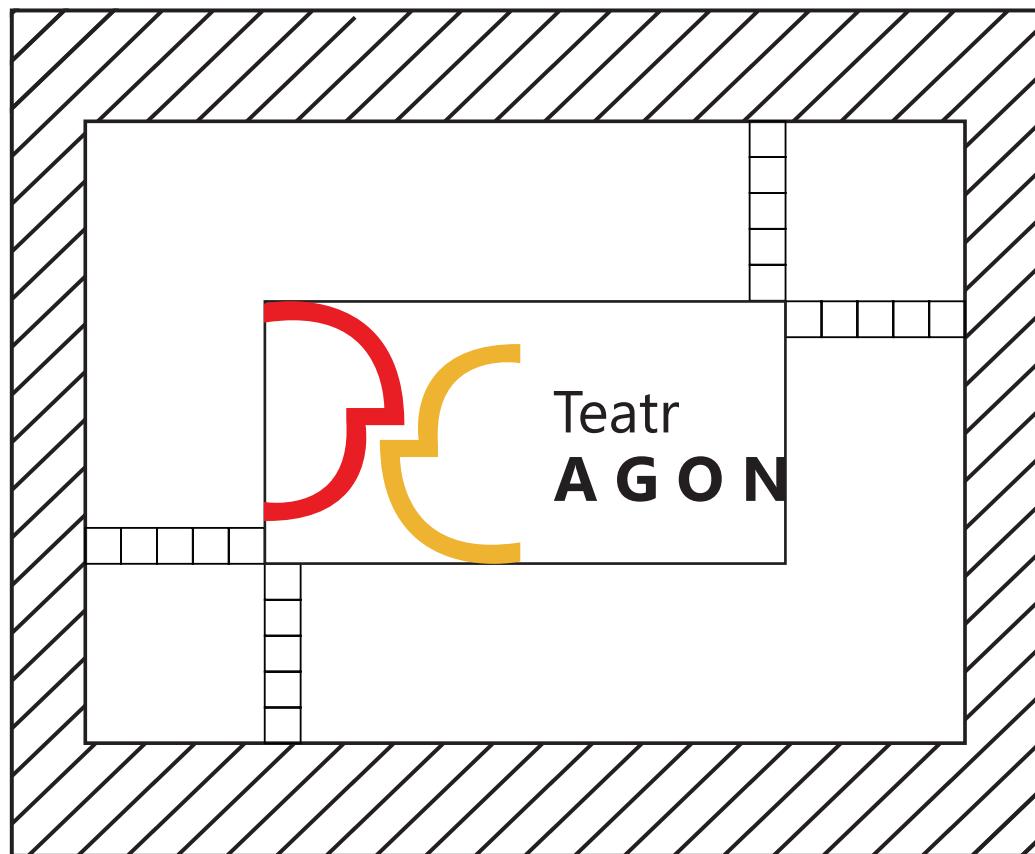
1 A


1 A

AGON logo clear spaces

## LOGO LAYOUT : HORIZONTAL SIZE AND DIMENSION





 1 B  
 1 B

AGON Logo horizontal clear space.

# COLOR PALETTE

## LOGO : PRIMARY COLOR PALETTE



C 3 M 100 Y 100 K 0  
R 230 G 31 B 37  
# E61F25  
PANTONE 485 C



C 6 M 31 Y 91 K 0  
R 238 G 178 B 53  
# EEB235  
PANTONE 143 C



C 0 M 0 Y 0 K 100  
R 35 G 31 B 32  
# 231F20  
PANTONE 415 C

The AGON theater logo has a strictly defined color scheme.

## LOGO: MONOCHROME PALETTE



C 0 M 0 Y 0 K 77  
R 107 G 108 B 111  
# 6B6C6F  
PANTONE 424 C



C 0 M 0 Y 0 K 30  
R 187 G 189 B 191  
# BBBDBF  
PANTONE Cool Gray 4 C



C 0 M 0 Y 0 K 100  
R 35 G 31 B 32  
# 231F20  
PANTONE Neutral Black C



**AGON**

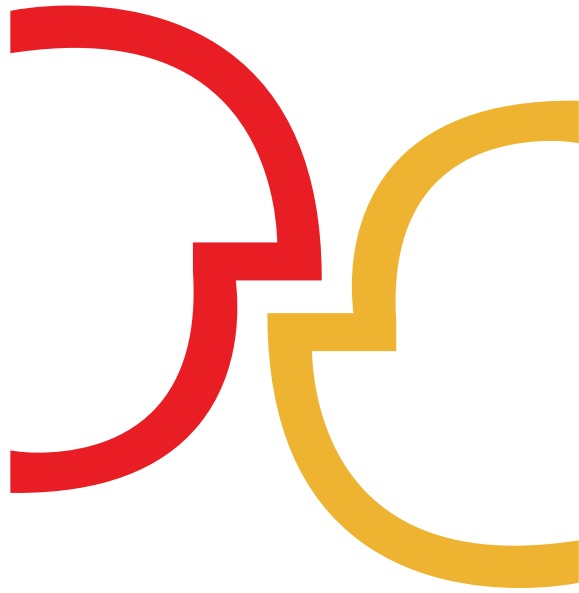


**C 0 M 0 Y 0 K 100**  
**R 35 G 31 B 32**

**# 231F20**  
PANTONE Neutral Black C



# **TYPOGRAPHY**



**AGON**

**LEELAWADEE UI**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpRrSsTtUuVvWwYyZz 1234567890**

The logo of the AGON theater uses Leelawadee typeface in Bold.

# **INCORRECT USAGE OF LOGO**

## SCALING AND MINIMUM SIZE

### BASIC VERSION OF THE AGON LOGO

min. 1,1 x 1,6 cm    43 px x 63 px



### HORIZONTAL VERSION OF THE AGON LOGO

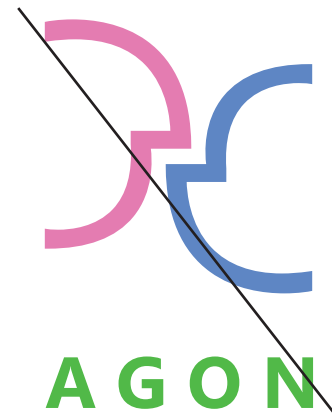
min. 3,1 cm x 1,6 cm    122 px x 65 px



You can scale the mark only while maintaining its proportions.

The minimum size of the sign is the smallest size at which the mark does not lose its readability, and where its mapping in implementation techniques is optimal.

## INCORRECT COLOR PALETTE



The user cannot change the color of the logo , name of brand, or tagline.

## INCORRECT USAGE OF TYPOGRAPHY



DISPROPORTIONATE SIZING



CHANGE OF SIZE OF ELEMENT



SHADOW EFFECTS



TYPOGRAPHY CHANGE

# **BRANDING STATIONARY**



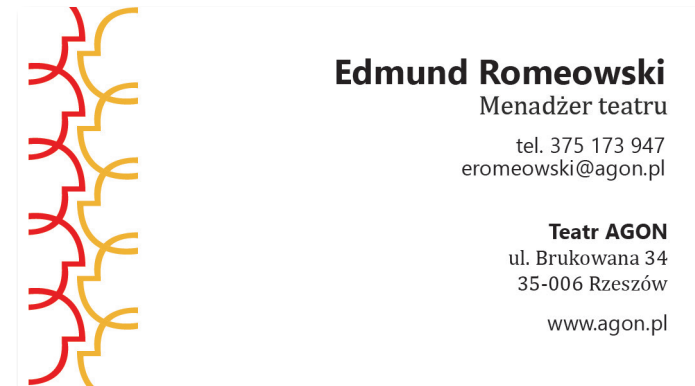




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35-006 Rzeszów  
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## BUSINESS CARD



# LETTERHEAD



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sekretariat@agon.pl  
www.agon.pl  
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REGON: 086764321

Miasto, Data

**Pan**  
**imię i nazwisko**  
**adres**  
**adres**

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podpis



## PRESENTATION FOLDER



# ENVELOPE



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