

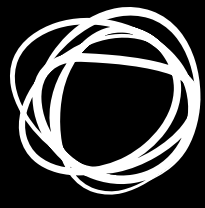
Propulsion

Brand

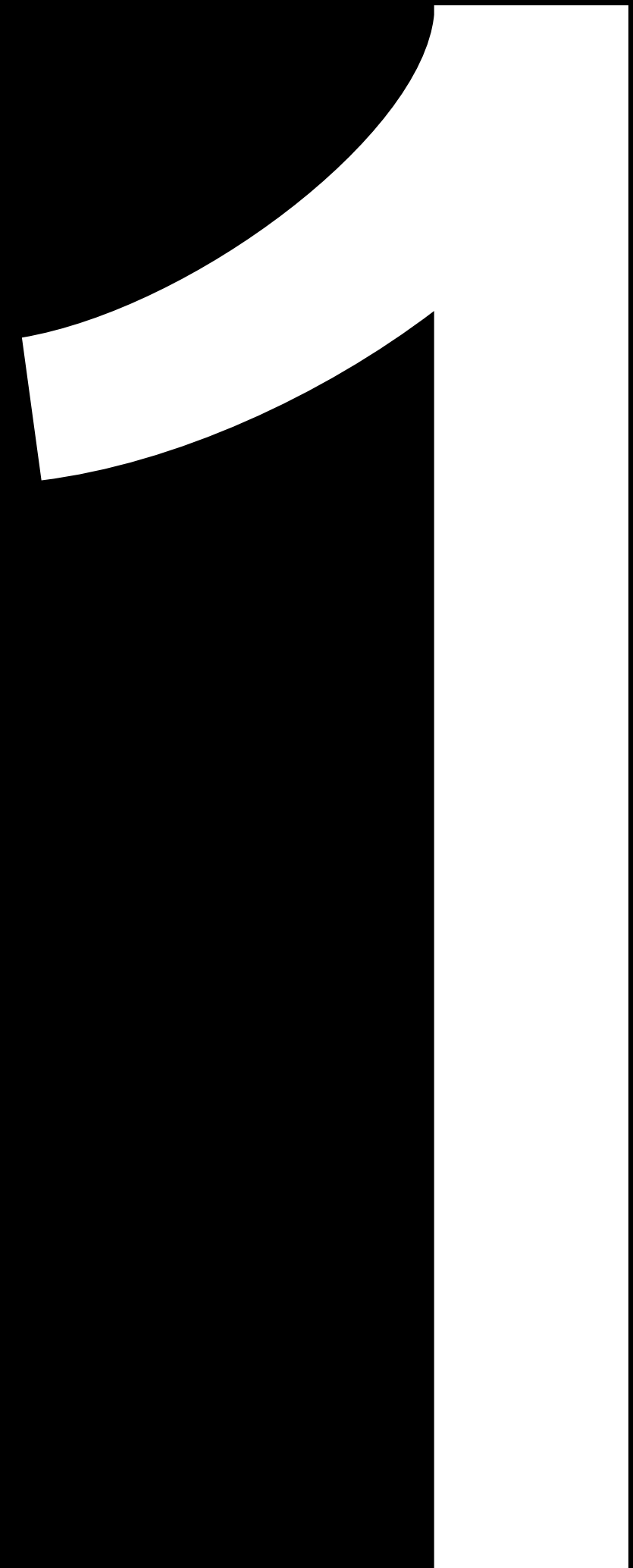
Guidelines

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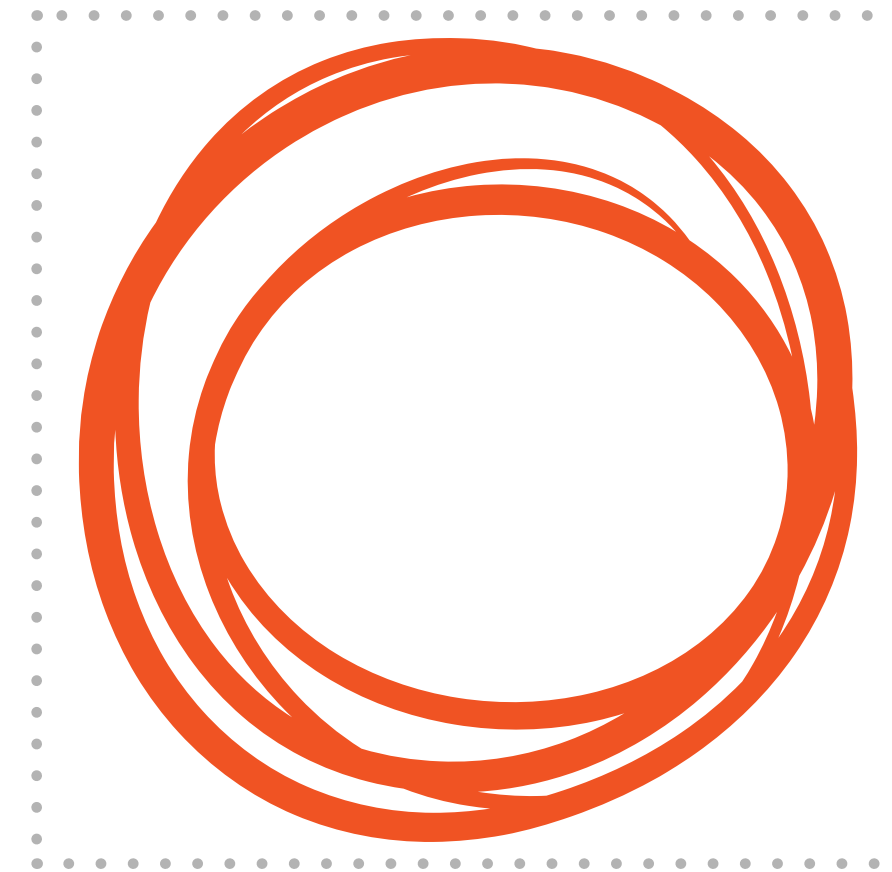


Logo



The Logomark

The logomark is constructed around the idea of a dynamic shape. The dynamic shape is an organic, closed form, ever-changing yet bound by an invisible square space. The logomark can be used as a stand-alone element, or in conjunction with the logotype (lowercase word “propulsion”, set in Osnova Pro Bold typeface).



Logo Construction



Logomark

propulsion

Logotype



propulsion

Recommended Scale



30 px



propulsion

30 px-500 px



500 px or more

Claim

The organizational claim is set in Osnova Pro and Skolar Pro typefaces. It is only used as shown here – it should never be set in different typefaces or styles.

We Design *Impact*



Color Palette



Logo colors

Pantone 021 C

C: 0
M: 83%
Y: 100%
K: 0

#E74A14

Black 100%

Black 70%

Black 50%

Black 30%

White

Supporting color palette

C: 87%
M: 48%
Y: 4%
K: 0

#0074B3

C: 72%
M: 0
Y: 65%
K: 0

#44AE76



Type

5

Typefaces

for Headings

Osnova Pro
Bold

Aa

Aa Bb Cc Čč Ćć Dd
Ee Ff Gg Hh Ii Jj Kk
Ll Llj Mm Nn Njnj
Oo Pp Rr Ss Tt Uu
Vv Ww Xx Yy Zz

for Subheadings

Osnova Pro
Regular

Aa

Aa Bb Cc Čč Ćć Dd
Ee Ff Gg Hh Ii Jj Kk
Ll Llj Mm Nn Njnj
Oo Pp Rr Ss Tt Uu
Vv Ww Xx Yy Zz

for Body text

Skolar
Regular

Aa

Aa Bb Cc Čč Ćć Dd
Ee Ff Gg Hh Ii Jj Kk
Ll Llj Mm Nn Njnj
Oo Pp Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Hi, I am a Heading!

And I am a Subheading!

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Brand (Hi)story



Brand (Hi)story



Dokumentarischer
Kinoquadrant (DQK)
founded in Belgrade,
Serbia.



2007



DKQ changes name
to Center for New
Communications
Dokukino.



2008



Foundation
Dokukino

Foundation Dokukino
Belgrade and Foundation
Dokukino Sarajevo
founded.



2012



propulsion

Foundation Dokukino
changes name to
Propulsion Fund.
Propulsion Ltd. founded.



2018