



KREPYSHI
SWIM

BRANDBOOK

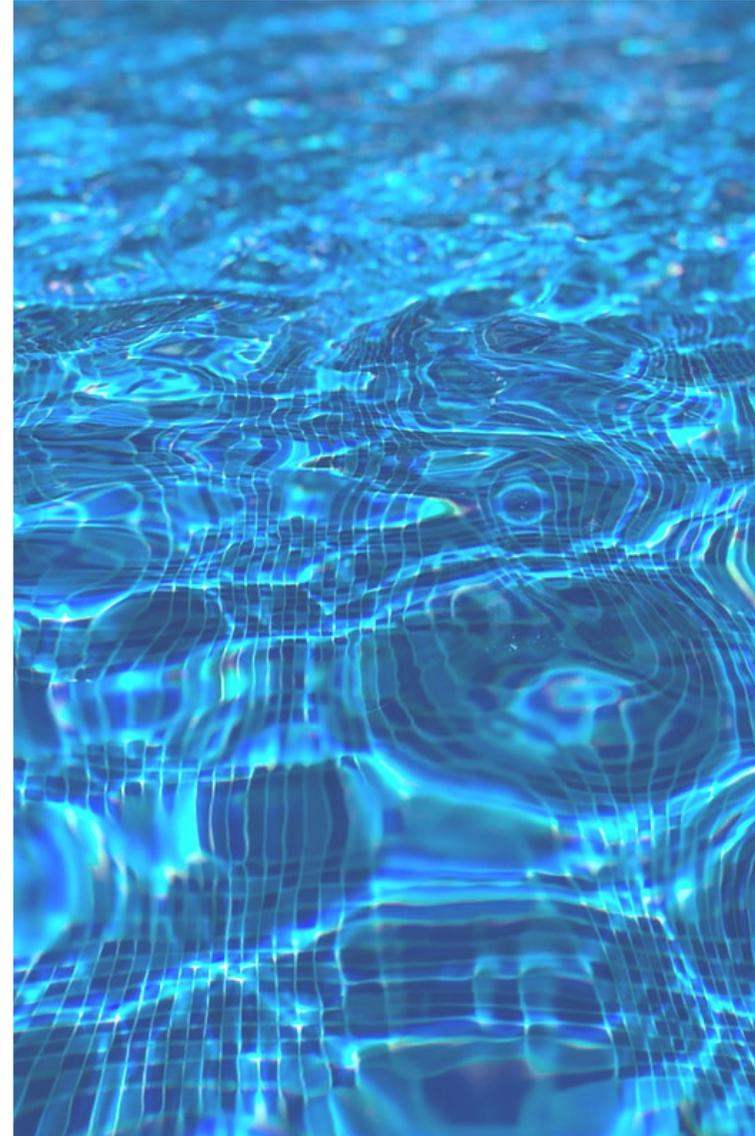
Healthy future for children





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Infants Swimming Club



Infants swimming club «KREPYSHII" was created in 2012 in Astana. The club appeared after working at the National Center for Maternity and Childhood, a physiotherapy rehabilitation department. All exercises are aimed at strengthening muscles and teaching swimming infants. The goal of the team is to build a healthy future for children! We do everything only the best for children. We guarantee:

Professionalism



Certified Trainers
professionals

Safety



Working with children is
our specialization

Health



Based on many years
doctor experience

01
About us



Logotype

The company logo is used in the form of a trademark and is the only true symbol of the company. It can only be used in the following variations. Dimensions and proportions should always be respected.

There are 3 logo variations:

- The main (large) logo;
- Wide logo;
- Small logo (favicon).

In cases where the name is not enough big to read use need a small logo.

Main logotype



Wide logotype



Favicon



02
Logotype



Logotype colors

Color

Monochrome

Neutral

On the white
background



On the black
background





Rules for using the logo

The examples on the right show how the logo cannot be used. Changes to the font, color, size of elements are not allowed. Do not stretch the logo or its elements.

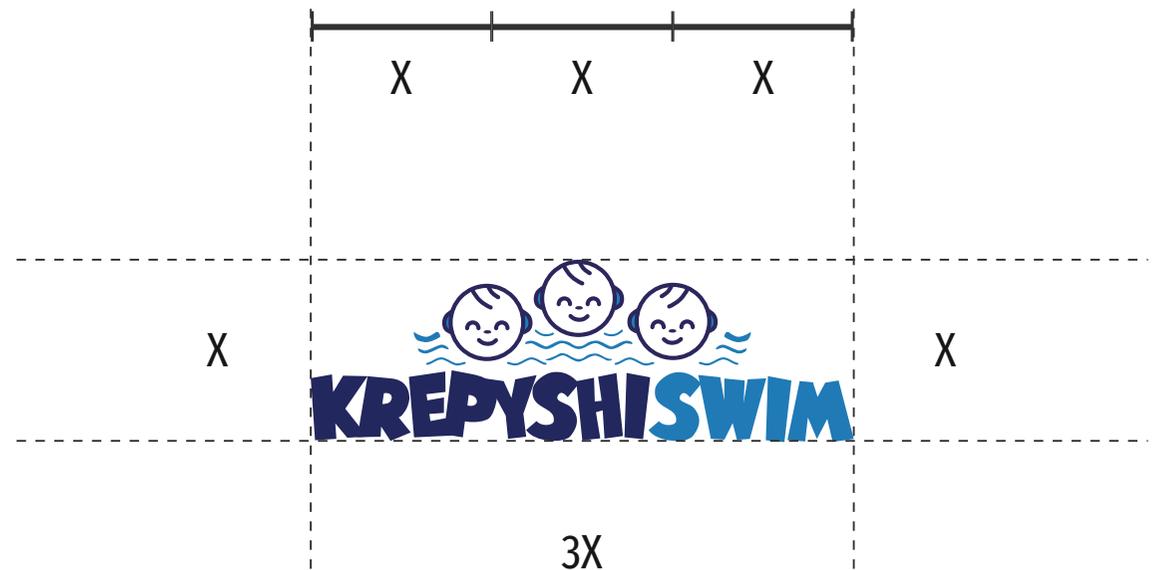
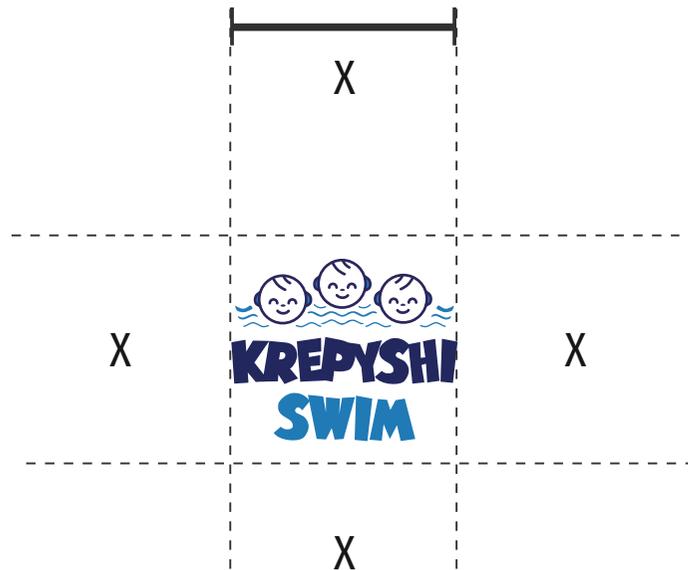




Rules for using the company logo

All logos are scalable. The proportions of the main logo are 100% in width and 80% in height. When displaying the main logo, you need to leave additional indents at the top and bottom for 10% (total 20%).

The width of the wide logo is 3 heights. Unlike the main logo, when displaying a wide logo, the indentation is equal on all sides. Vertical logo is a wide logo at an angle of 90 ° degrees.

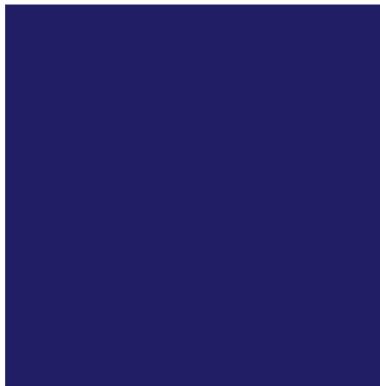




Corporate colors and terms of use

There are 3 primary brand colors used to design any design. Presence of all colors is desirable. The background color is mostly white, but navy can also be used. When using a white background, you need to try to maintain a balance between navy blue and blue. Does not fall use blue on navy or vice versa.

Navy blue



CMYC: 100 96 8 40

RGB: 34 39 94

HEX: #22275E

Blue



CMYC: 84 42 4 5

RGB: 32 122 182

HEX: #207AB6

White



CMYC: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF



Corporate fonts and their use

Fira Sans Extra Condensed

Header font

Kurale

Main font

Pangolin

Additional decorative font



Corporate subscription for customers



 **Subscription to the Infant Swimming Club**

FULL NAME.: _____

Lesson time: _____

Validity: _____

Subscription: standard in lesson 5

It is not subject to return, exchange, transfer for use to other persons.

The subscription is designed for five classes. The validity of the subscription is indicated manually. With an increase in the number of lessons, you can easily redo the number of cells to mark the visit.

08
Subscription



Company business cards



Business cards of standard size 86x54 mm. Conveniently stored, due to the size of a conventional plastic bank card. Printing should be color and double-sided, on thick paper.



Letterhead for non-state documents



Infant Swimming Club

Company Name LLP
Tel : +7 123 456 7890 +7 123 456 7890
Schedule: 00:00 - 00:00
Email: info@krepyski.com
website: www.krepyski.com

Address: Republic of Kazakhstan, Almaty
Infant Swimming Club
BIN: 123456789012
Bank: JSC "Name of the Bank"
BIC: Kz12345678901234567890

Commercial offer

Almaty city

01/01/2020

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet.", comes from a line in section 1.10.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Best regards,
CEO
John doe

(signature)
print place

Letterhead must be used in all cases. This will create a stable brand image in the head of customers. You need to print letterheads only in color and on thick paper. To highlight official documents, you must sign documents.

10 Letterhead



Contacts



Our address:

Republic of Kazakhstan, Almaty,
Sanatoriums, LOC "Okzhetpes»



Call the phones:

Tel .: +7 777 191 7232

daily from 09:00 - to 18:00 (UTC +6)

