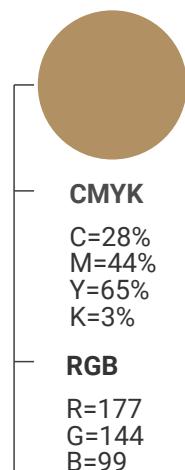
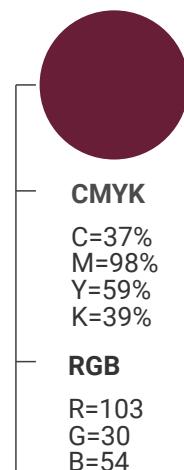
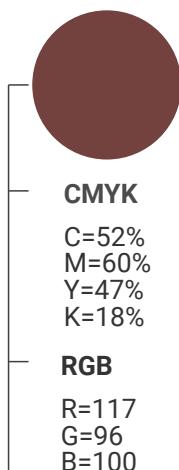
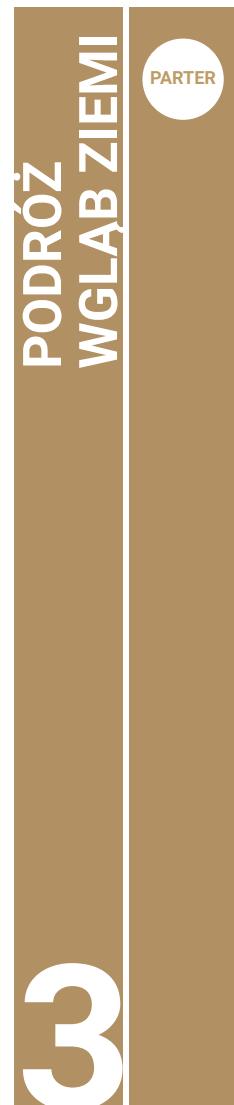
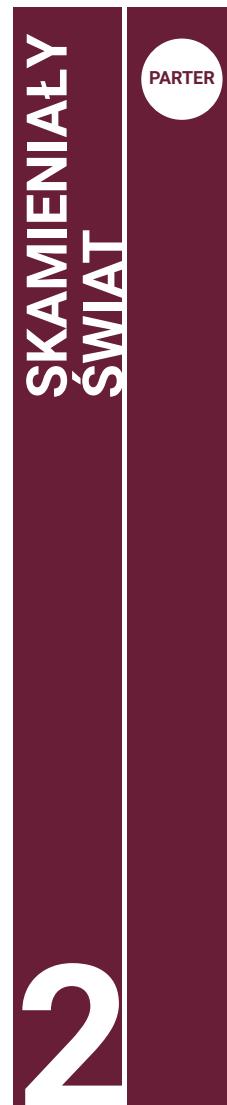
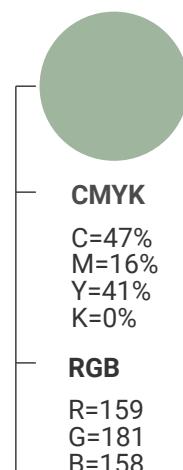
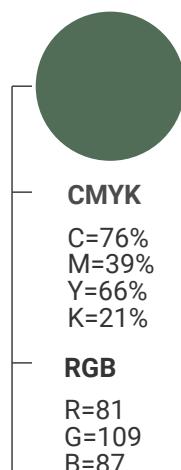
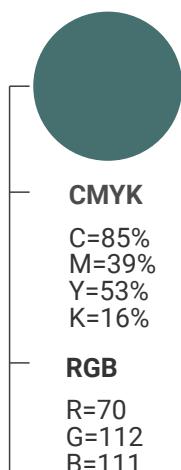
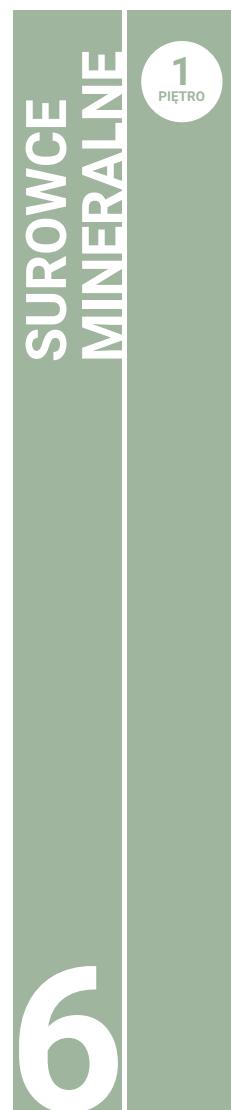
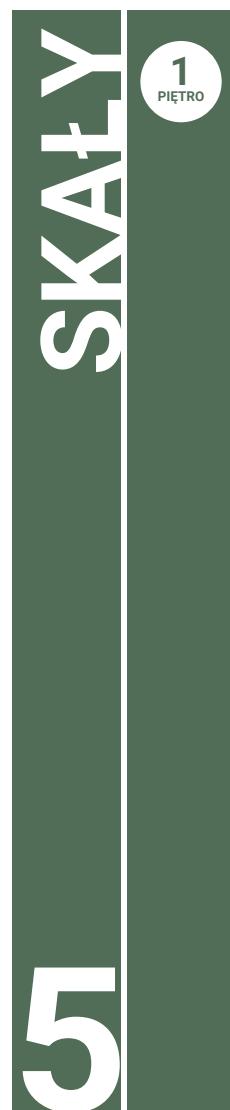


# **IDENTYFIKACJA WIZUALNA**

partner





## Identyfikacja wizualna - obszar tematyczny Skamieniały świat

SKAMIEŃIAŁY  
ŚWIAT

PARTER

# 2

## SKAMIEŃIAŁY ŚWIAT

**LOREM IPSUM**

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

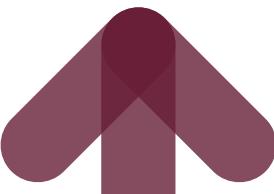
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2

2

SKAMIEŃIAŁY  
ŚWIAT



HISTORIA ZIEMI  
ZAPISANA W SKAŁACH

### SKAMIEŃIAŁY ŚWIAT

1

3

4

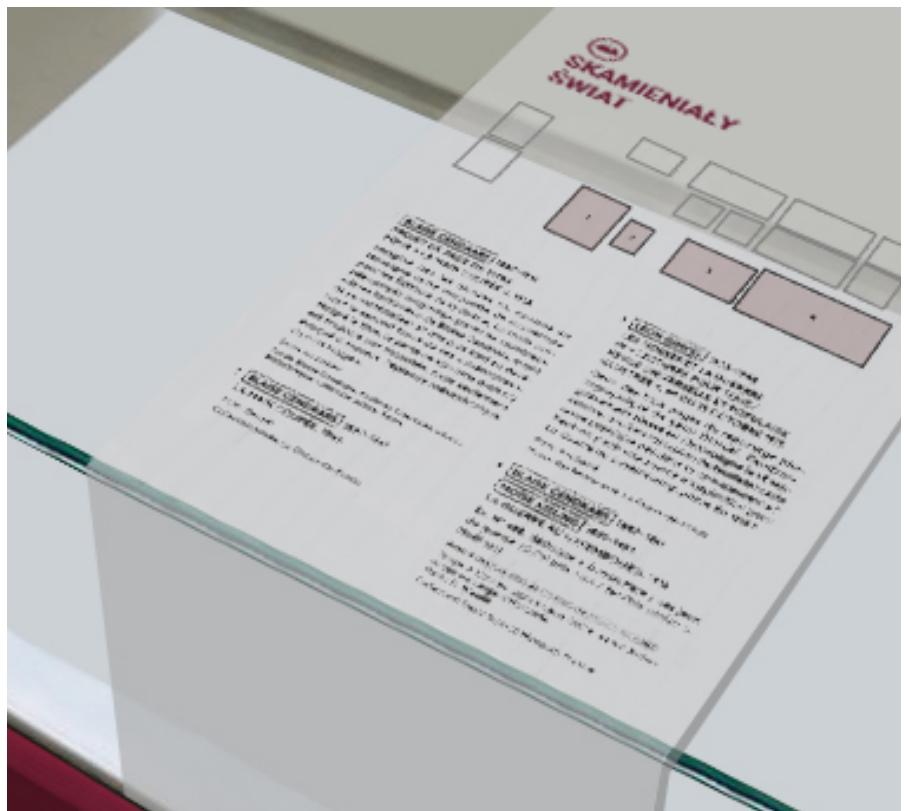
5

6

1. **LOREM IPSUM** - lorem ipsum 1919. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusatum doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 2. **LOREM IPSUM** - lorem ipsum 1919. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusatum doloremque laudantium, totam rem aperiam. 3. **LOREM IPSUM** - lorem ipsum 1919. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusatum doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 4. **LOREM IPSUM** - lorem ipsum 1919. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusatum doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 5. **LOREM IPSUM** - lorem ipsum 1919. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusatum doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 6. **LOREM IPSUM** - lorem ipsum 1919. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusatum doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.



## Identyfikacja wizualna - obszar tematyczny *Historia ziemi zapisana w skałach*



# MINERAŁY

1 PIĘTRO

## 4 MINERAŁY

Minerals are naturally occurring, inorganic solid substances with a definite chemical composition and an ordered internal structure.

Minerals are naturally occurring, inorganic solid substances with a definite chemical composition and an ordered internal structure.

Minerals are naturally occurring, inorganic solid substances with a definite chemical composition and an ordered internal structure.



# 4

## 4 MINERAŁY





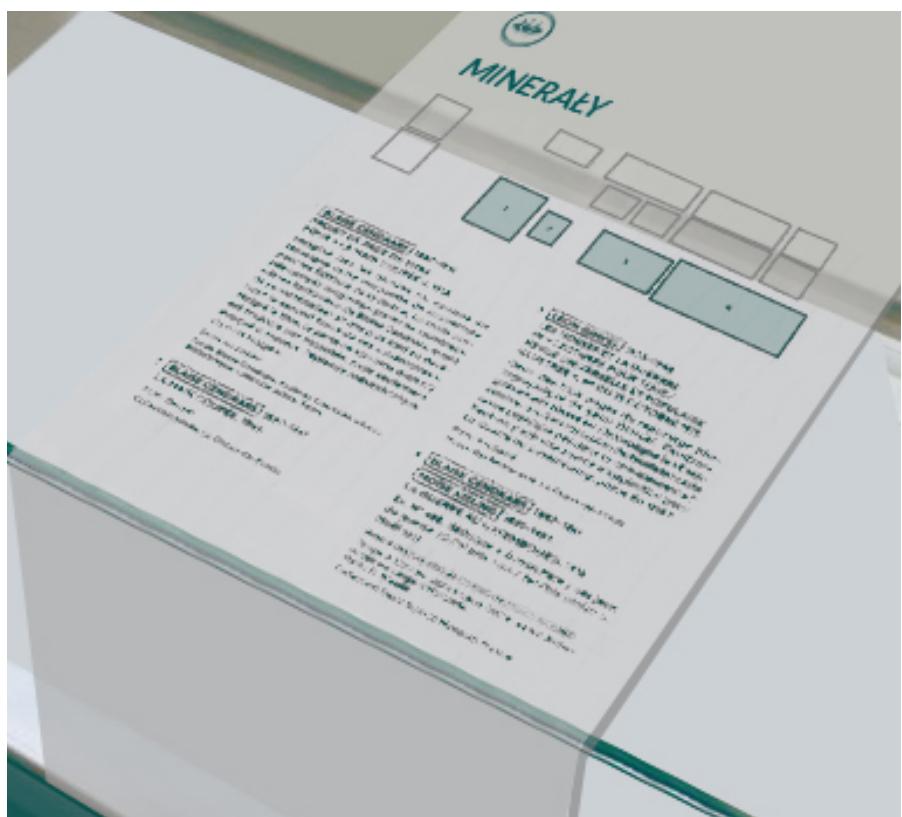
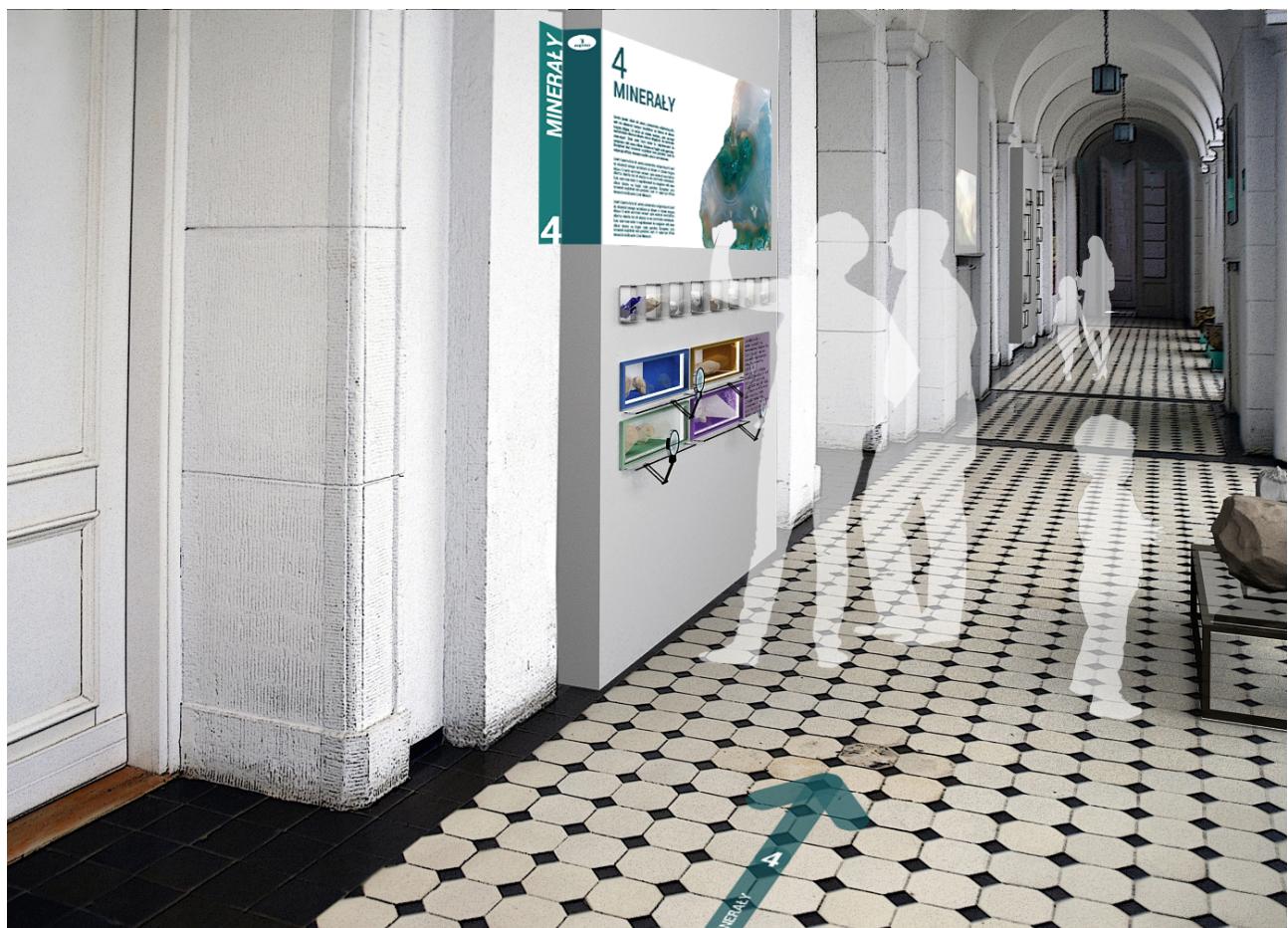
### MINERAŁY

1 3 5  
2 4 6

1. Lorem ipsum - lorem ipsum 1919r. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 2. Lorem ipsum - lorem ipsum 1919r. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam. 3. Lorem ipsum - lorem ipsum 1919r. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 4. Lorem ipsum - lorem ipsum 1919r. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 5. Lorem ipsum - lorem ipsum 1919r. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. 6. Lorem ipsum - lorem ipsum 1919r. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.



## Identyfikacja wizualna - obszar tematyczny Mineraty



## Identyfikacja wizualna - typografia, kroje pisma

### 01. Tytuły, numeracja działów, akapity wprowadzające

Roboto Bold

AABCCDEFGHIJKLŁMNNOÓPQRSSTUVWXYZZZ  
aabccdeefghijklłmnnoópqrsstuvwxyzzz  
0123456789

### 02. Teksty, podpisy eksponatów, numeracja plansz

Roboto Regular

AABCCDEFGHIJKLŁMNNOÓPQRSSTUVWXYZZZ  
aabccdeefghijklłmnnoópqrsstuvwxyzzz  
0123456789

### 03. Teksty uzupełniające, tłumaczenia w aplikacjach

Roboto Light

AABCCDEFGHIJKLŁMNNOÓPQRSSTUVWXYZZZ  
aabccdeefghijklłmnnoópqrsstuvwxyzzz  
0123456789

### Przykładowe zastosowanie:

Numeracja plansz

Roboto Regular

Nagłówek

Roboto Bold

Akapit

wprowadzający

Roboto Bold

Tekst

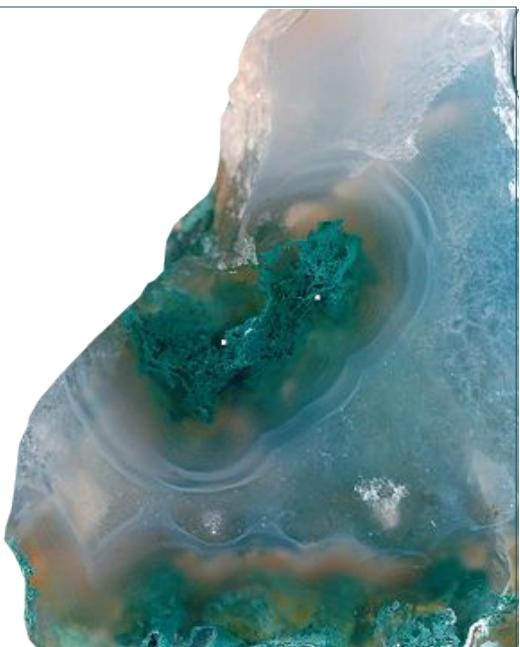
Roboto Regular

# 4 MINERAŁY

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Tytuł,  
numeracja działu

Roboto Bold

4

# MINERAŁY

## Identyfikacja wizualna - oznaczenia na posadzce i planszach zgodne z tabelą stratygraficzną

<b>CMYK</b> C=53% M=0% Y=55% K=0%	<b>CMYK</b> C=64% M=16% Y=82% K=1%	<b>CMYK</b> C=99% M=3% Y=68% K=0%	<b>CMYK</b> C=42% M=0% Y=38% K=0%
<b>RGB</b> R=153 G=192 B=141	<b>RGB</b> R=126 G=159 B=85	<b>RGB</b> R=0 G=145 B=111	<b>RGB</b> R=176 G=207 B=175

PALEOZOIK

SYLUR

ORDOWNIK

KAMBR

PALEOZOIK

ORDOWNIK

SYLUR

Geological Period	Percentage (%)
Paleozoik	60%
Ordownik	70%
Sylur	70%
Kambr	60%
Others	60%

Legend:

- Yellow: Paleozoik
- Green: Ordownik
- Blue: Sylur
- Red: Kambr
- Grey: Others

Text content (Placeholder text):

**PALEOZOIK**

**ORDOWNIK**

**SYLUR**

**KAMBR**

**PALEOZOIK**

**ORDOWNIK**

**SYLUR**

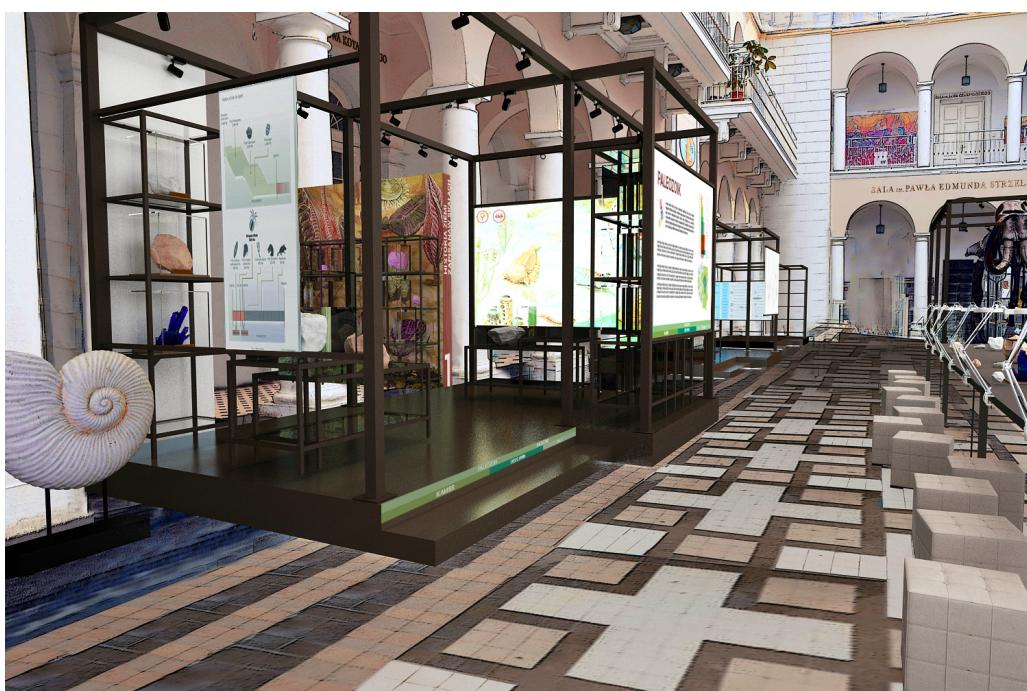
**KAMBR**

**PALEOZOIK**

**ORDOWNIK**

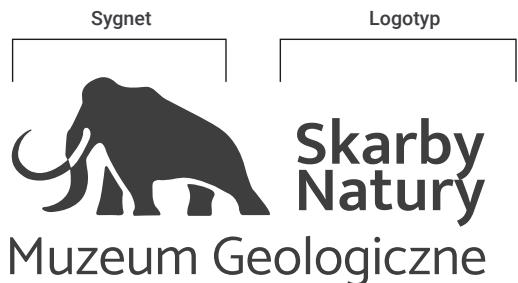
**SYLUR**

**KAMBR**

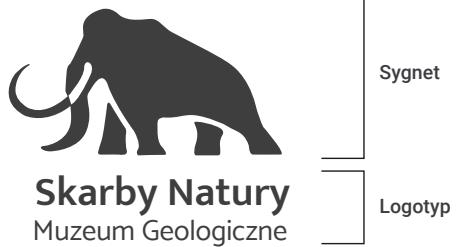


## Identyfikacja wizualna - logo

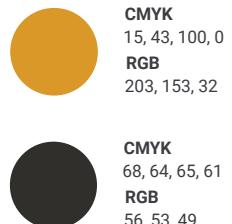
Konstrukcja logo - wersja pozioma



Konstrukcja logo - wersja pionowa



Wersje kolorystyczne



Wersje alternatywne



Wersja monochromatyczna



Minimalny rozmiar wersji poziomej



Minimalny rozmiar wersji pionowej



Przykładowe zastosowanie

