

NW



DIZAJN ZA WEB 2.d 2024/2025

# ODRŽIVO ODIJEVANJE

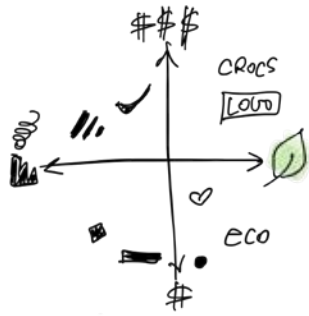
Projektni zadatak: Osmisliti i izraditi vizualni identitet brenda odjeće od liocelnih vlakana



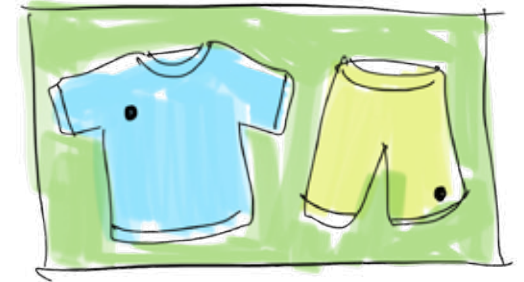
idealni kupac



analiza konkurencije



mockups!



moodboard!

klik klik logo





Noir & Nature



sportify



LioLife



*sen*



Stamina



Nature  
TREK



BioBalance



LIOMOTION

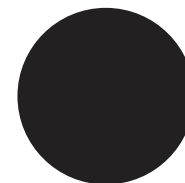


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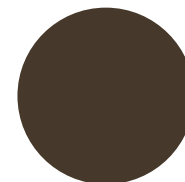
Noir & Nature

# NN

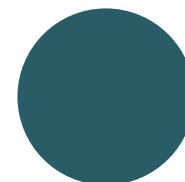
# Noir & Nature



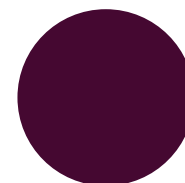
R 34	C 71
G 32	M 66
B 32	Y 65
#222020	K 74



R 70	C 56
G 56	M 62
B 42	Y 74
#46382a	K 56



R 40	C 85
G 92	M 51
B 103	Y 47
#285c67	K 23



R 69	C 59
G 8	M 96
B 49	Y 47
#450831	K 58

primarna tipografija MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()=?\*+





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Lorem ipsum dolor  
sit amet,  
consectetur  
adipiscing elit, sed  
do eiusmod tempor

NW



NN

Noir & Nature





**LIOMOTION**



# LIOMOTION



R 66    C 74  
G 102    M 38  
B 41    Y 100  
K 29



R 85    C 64  
G 96    M 46  
B 76    Y 69  
K 30



R 50    C 82  
G 101    M 46  
B 105    Y 51  
K 21

Primarna tipografija Ethnocentric

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

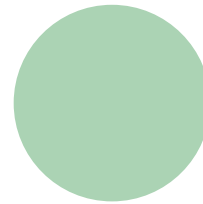
**! " # \$ % & ' ( ) = ? \***



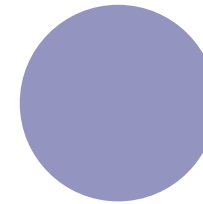
  
LIOMOTION



sportify



R 147    C 44  
G 148    M 40  
B 193    Y 4  
#abd3b4    K 0



R 171    C 34  
G 211    M 3  
B 180    Y 35  
#9394bf    K 0

Primarna tipografija Baloo 2 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&'()\*=?\*



sportify