




B R A N D M A N U A L

Unusual Look clothes store



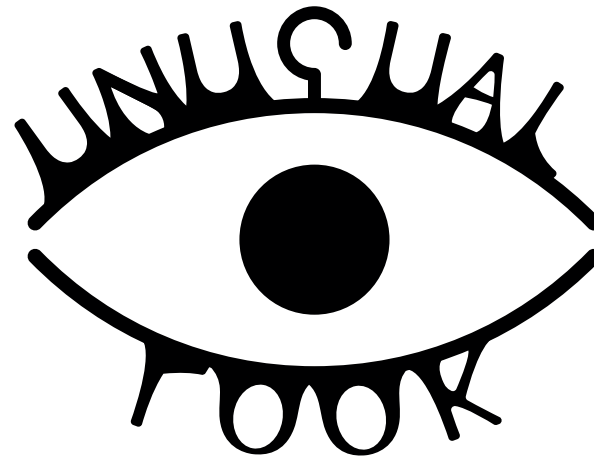
Unusual Look is a clothes store based in Romania. The store specializes in selling unworn and unseen clothes, not following the “main stream” fashion.

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logo philosophy

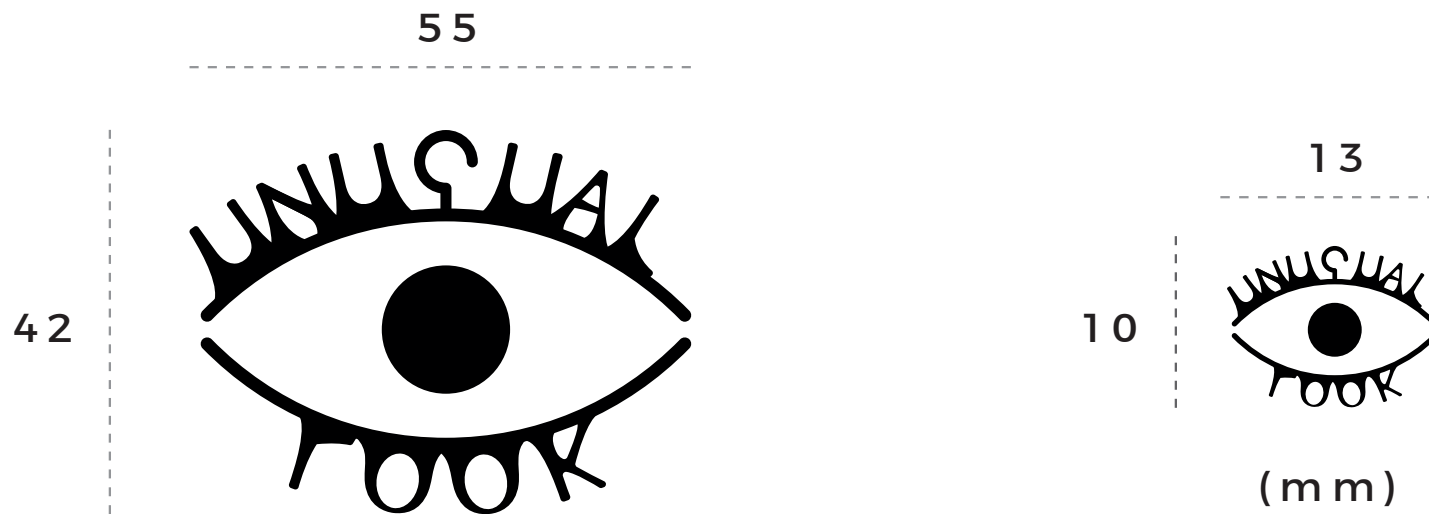


The logo represents an eye with the text “unusual look” as eyelashes with “s” as a clothes hanger, indicating that the store is specializing in clothes.

The name points at the store’s products, looking rather different and unusual.

unusual look

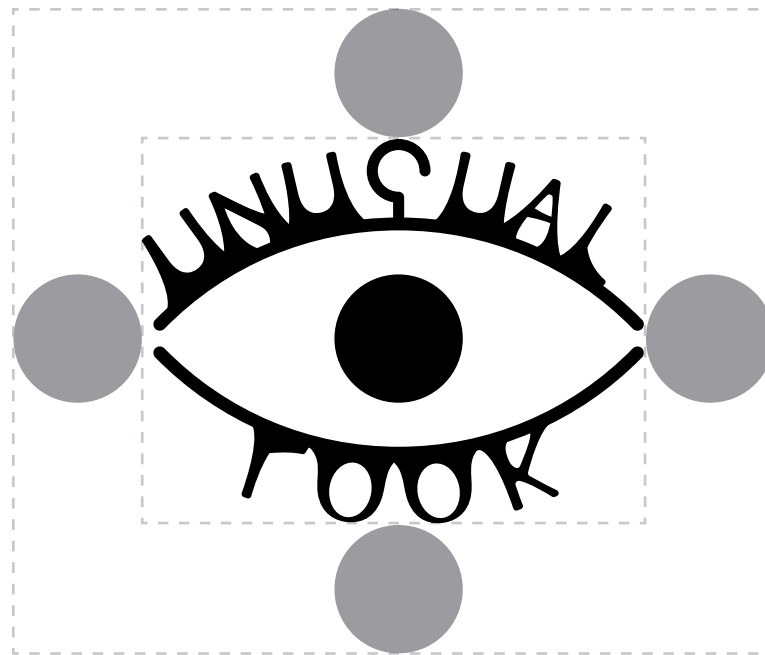
logo geometry



Aspect ratio of the logo is 55 × 42. Logo is landscape.

The logo should not be used in a size smaller than 13 mm × 10 mm.

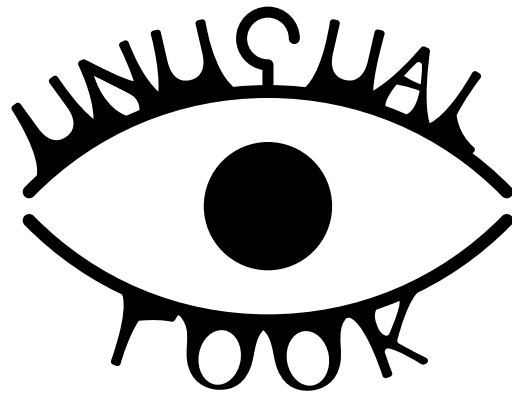
safe zone



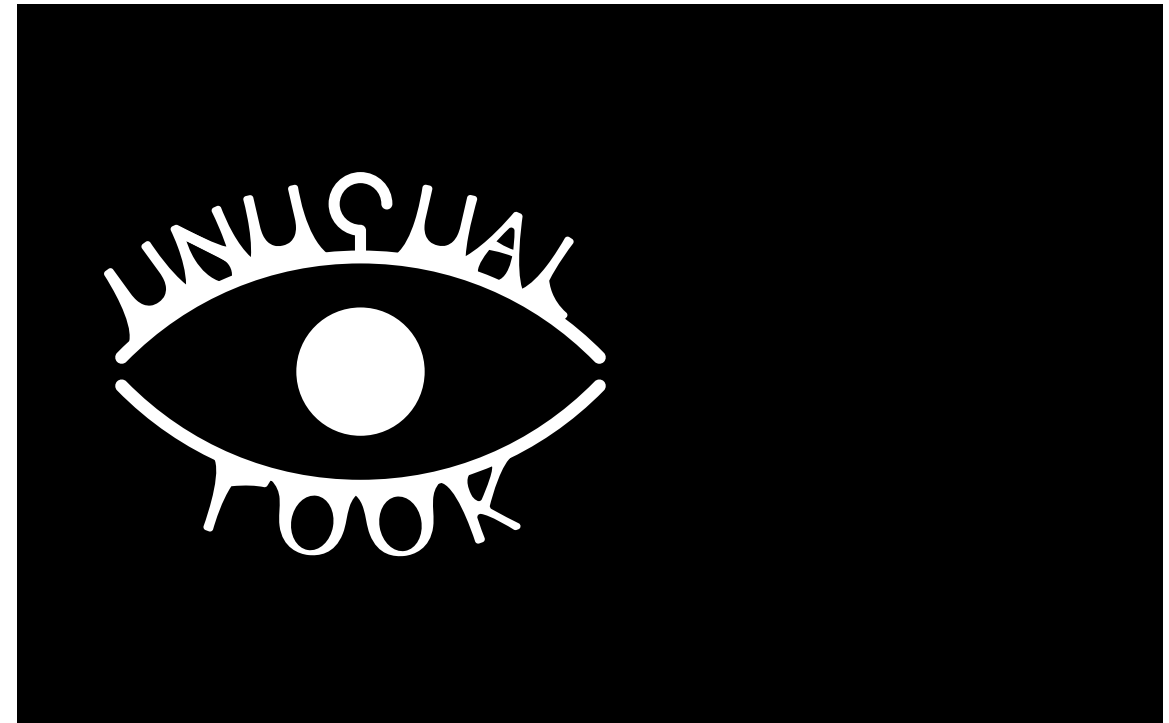
The logo's safe zone determines a zone, in which nothing should be placed.

The size of the safe zone on each side is equal to the size of the eyeball.

colour variations



The logo should be used primarily in the black color variant.



In case the background or the surrounding elements don't allow the logo to be used in the black variant, a white variant of the logo should be used instead.

definition of colours

W H I T E

#ffffff

B L A C K

#000000

| The logo uses only two simple colors, black and white, to keep the look minimalistic and elegant.

unusual look

supplementary colours

J A M B A L A Y A

#603813 HEX

(198, 156, 109) RGB

(42%, 70%, 97%, 49%) CMYK

T W I N E

HEX #C69C6D

RGB (198, 156, 109)

CMYK (42%, 70%, 97%, 49%)

Colours Jambalaya and Twine supplement the company's primary colours well and can be used to support the brand's style.

colour palette

B L A C K

#000000

W H I T E

#ffffff

J A M B A L A Y A

#603813

T W I N E

#C69C6D

l o g o r e l a t e d f o n t

Argentum Sans Black
Argentum Sans Black Italic
Argentum Sans Bold
Argentum Sans Bold Italic
Argentum Sans Medium
Argentum Sans Medium Italic
Argentum Sans Regular
Argentum Sans Italic
Argentum Sans Light
Argentum Sans Light Italic
Argentum Sans Thin
Argentum Sans Thin Italic

a á b c č d d' e é ě f g h c h i í j k l m n ň o ó p q r
ř s š t ť u ú ů v w x y ý z ž
A Á B C Č D Ď E É Ě F G H C H I Í J K L M N Ň
O Ó P Q R Ř S Š T Ť U Ú Ů V W X Y Ý Z Ž
'?'"!(%)[#{@}/&\<--+÷x=>

The logo itself doesn't use any fonts. A font that is well used with the logo is Argentum Sans. It features a wide range of styles and supports multiple language character sets.

secondary font

Roboto Black

Roboto Bold Italic

Roboto Bold Bold

Roboto Medium Italic

Roboto Medium

Roboto Italic

Roboto Regular

Roboto light Italic

Roboto Light

Roboto Thin Italic

Roboto Thin

a á b c č d d' e é ě f g h c h i í j k l m n ň o ó p q r
ř s š t ť u ú ů v w x y ý z ž
A Á B C Č D Ď E É Ě F G H C H I Í J K L M N Ň
O Ó P Q R Ř S Š T Ť U Ú Ů V W X Y Ý Z Ž
' ? " ! " (%) [#] { @ } / & \ < - + ÷ × = >

The secondary font is Roboto. It should be used as the body text on web page or as the addition to the main font. Roboto is free on Googl Fonts.

typography styles on web

H1 - main heading

Argentum Sans 54px SemiBold

H2 - secondary heading

Argentum Sans 32px Medium

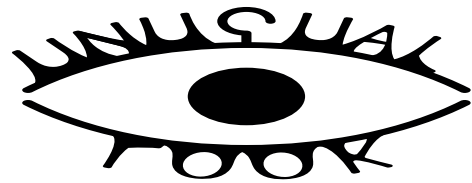
P - body text

Roboto 18px Regular

Button text

Argentum Sans 18px Medium

forbidden use of the logo



| Stretching or any other deformation



| Changing colors



| Using the logo on a background with the same or similar color



| Overlaying the logo with text

| These rules determine the forbidden uses of the logo to prevent incorrect uses of the logo and to maintain visibility on different media.

examples of correct logo use



examples of correct logo use



unusual look

examples of correct logo use



examples of correct logo use



unusual look

examples of correct logo use



Jiří Pavlíček
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unusual look

Návrh webové stránky pro
Villa Alto Boutique Hotel

Webová stránka dostupná na adrese:

<http://www.villaaltoboutiquehotel.com/>



VILLA ALTO
A cozy way to meet Madeira

Villa Alto Boutique Hotel is a traditional Madeiran manor house from the late 19th century. Restored and preserved to its original architectural flair, the accommodation features a decor reminiscent of traditional Madeiran farm homes.

BOOK NOW

WE HAVE
a lot to offer



Activities



Pool Area

Whether sunbathing or dipping in the pool, enjoy the singing of the birds, **let yourself flow and relax.**



Restaurant

In our restaurant **there is no menu.** Our dishes are made with fruit and vegetables from our garden and, therefore, we guarantee that you will taste something that makes you feel at home!



Wi-Fi

As part of our concept, wi-fi access was purposely removed from our rooms. Even so, **internet access is available in our common rooms.**



Tours

If you are interested in exploring Madeira Island, contact us. We want to make sure you have **unforgettable experiences!**



"We loved it and felt like home! Perfect view!
The best chef in Madeira! Andre, Samantha and the rest of the Team are just the best...so kind, friendly and helpful!
We Hope to be back soon 😊"

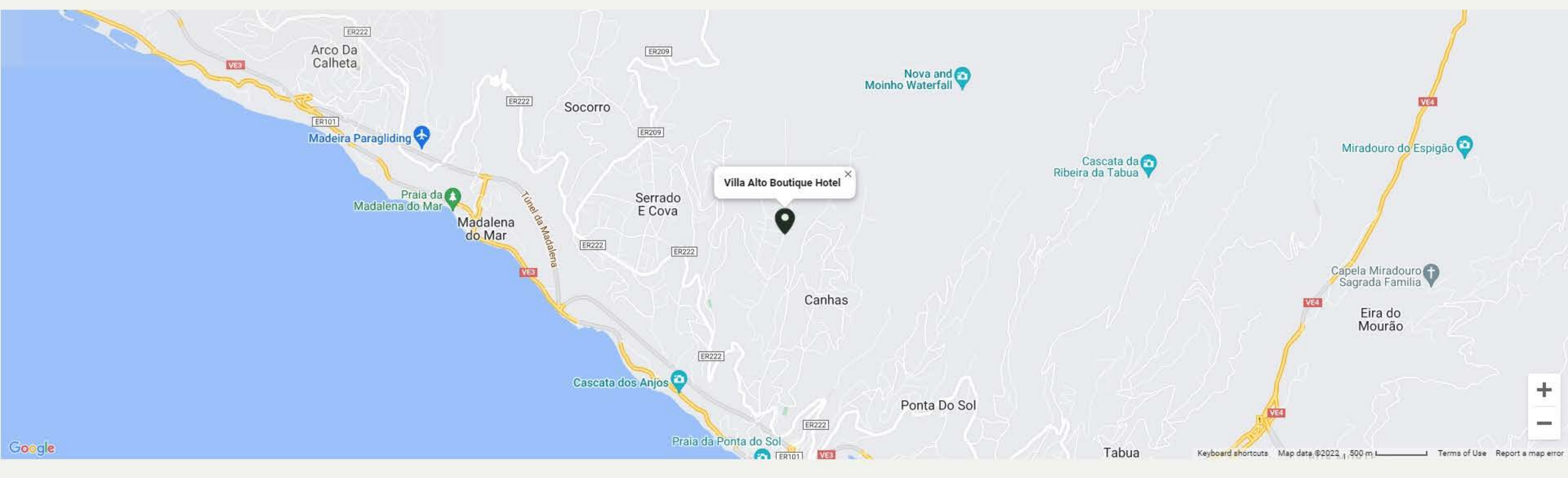
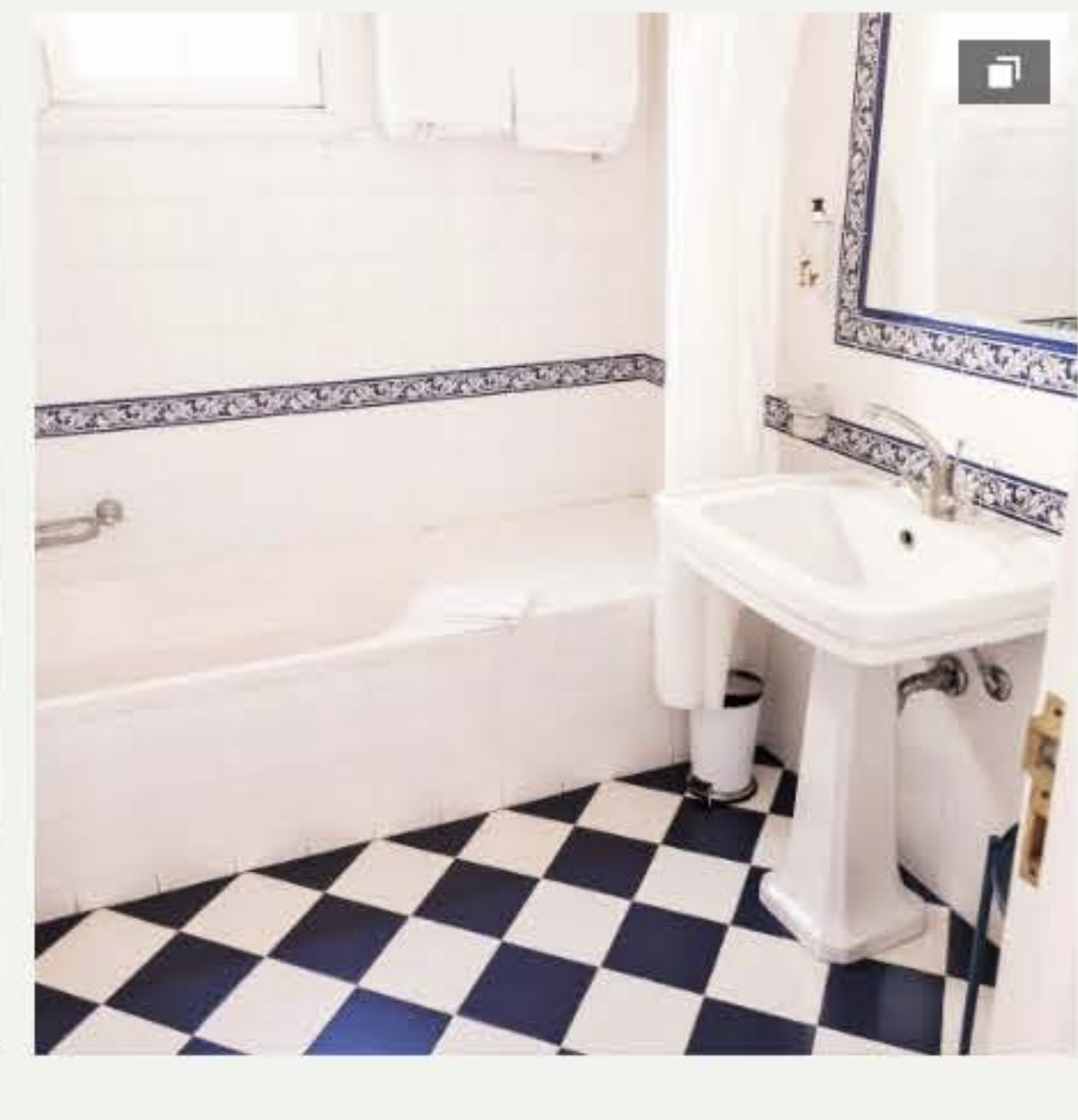
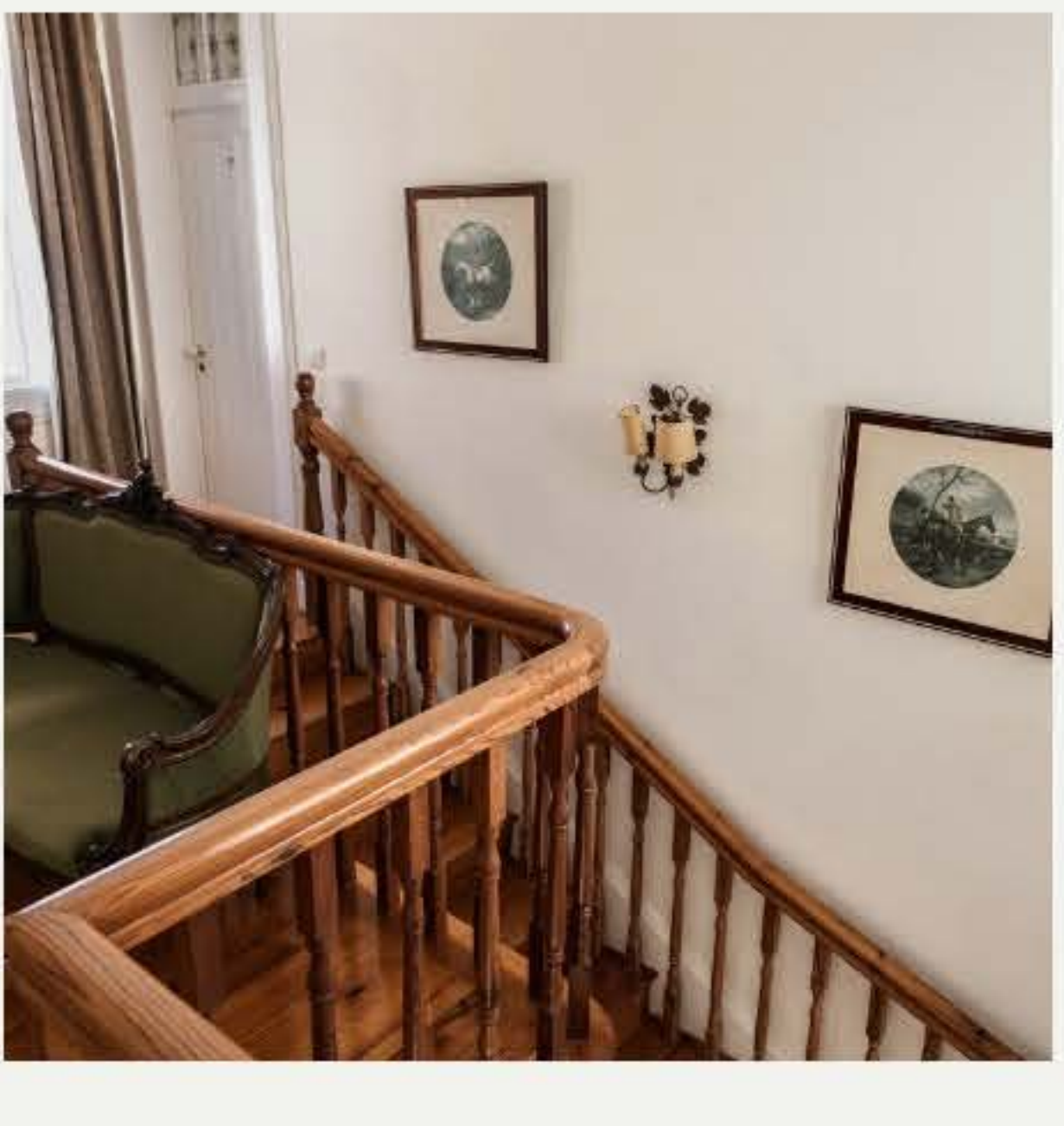
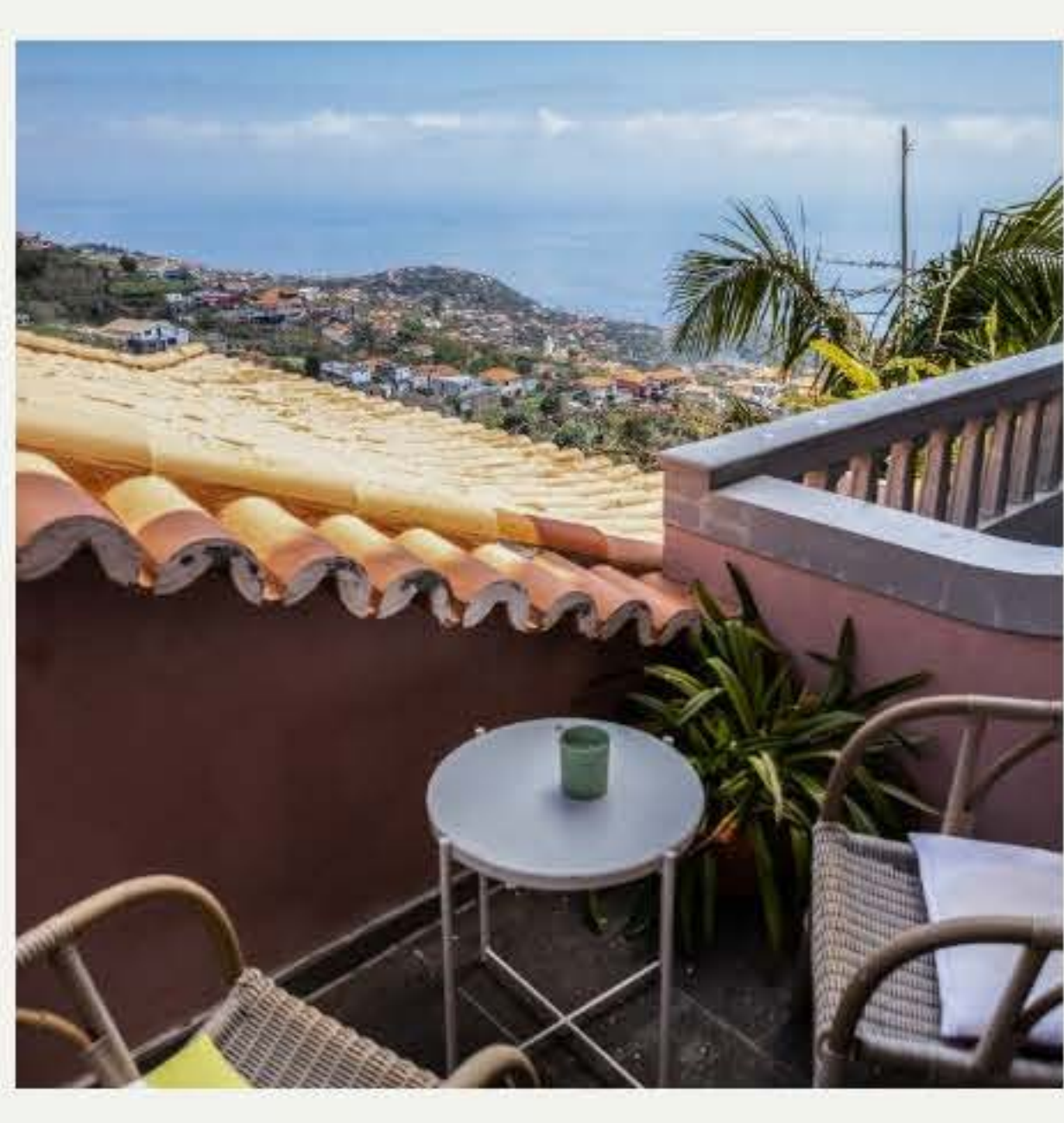
Larissa Sutter



CHECK OUT
our Instagram

@villaaaltoboutiquehotel

FOLLOW US





Rooms



Standard Room

Simple rooms with a cozy atmosphere, perfect for a rest at the end of the day. The balcony – overlooking the pool and the ocean – allows you to enjoy what you were really looking for on our island: the breathtaking views and the immense blue of the ocean. These rooms have a double bed, a plasma TV and a heater. They also have a private bathroom with individual shower.

Guests: 1-2 **Bed:** Double

[BOOK NOW](#)

Superior Room

Located in the heart of the house and characterized by their versatility, these rooms will grant you your wishes- Double or twin bed, at your discretion. Carefully orchestrated so that when you look out the window, you can always catch a glimpse of the vast countryside.

Guests: 1-2 **Bed:** Double/Twins

[BOOK NOW](#)

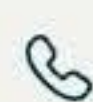


Junior Suite

The true apex of what represents a mansion dating back to the end of the 19th century, with a classic, romantic style. Our rooms are generously sized and our guests can choose between double or twin beds. Combining past with present, the rooms have at their disposal a television and a heater.

Guests: 1-2 **Bed:** Double/Twins

[BOOK NOW](#)





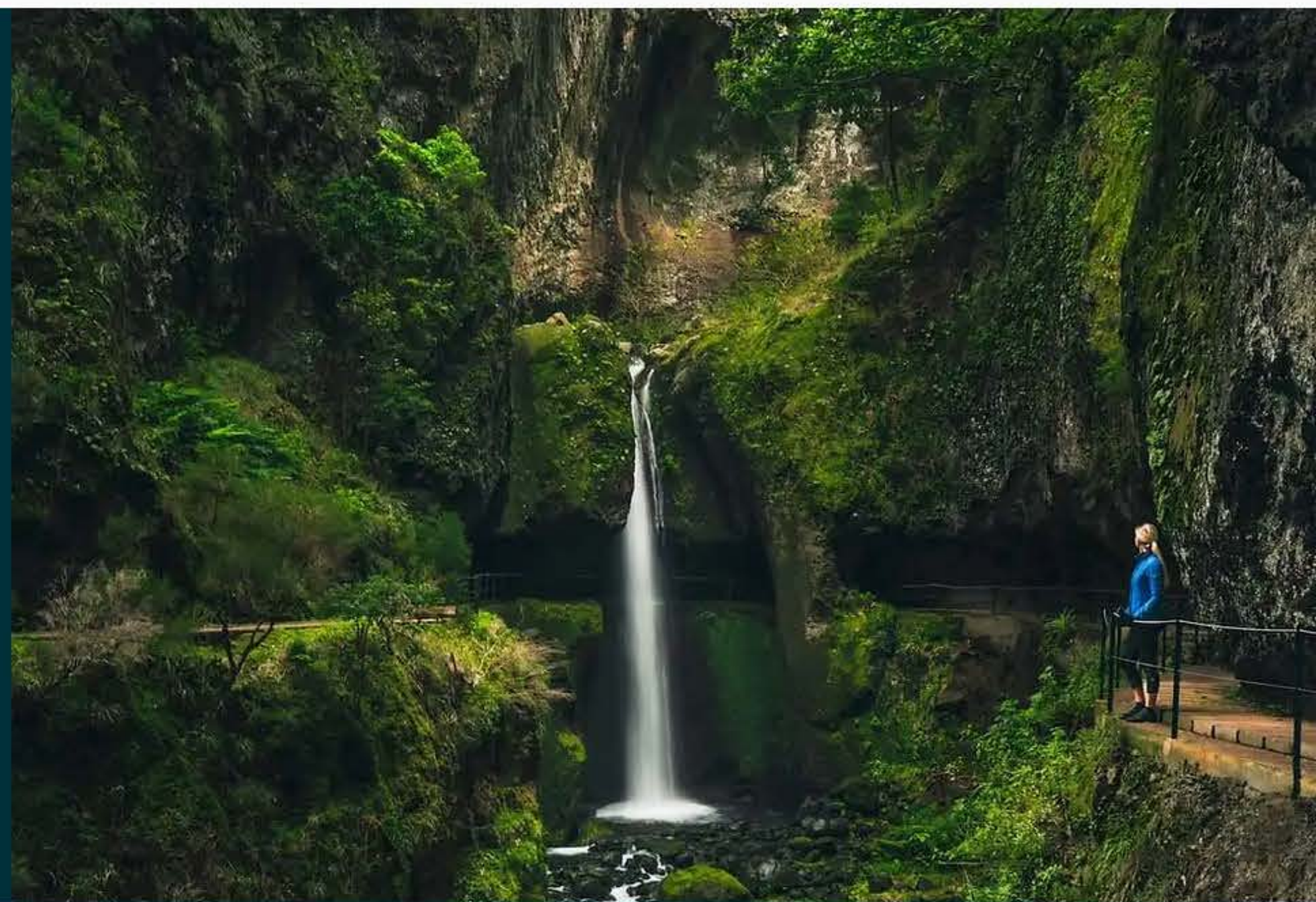
DISCOVER MADEIRA

VISIT UNIQUE PLACES

Experience Madeira

Levada do Moinho & Levada Nova

The Levada do Moinho is located 5km away from Villa Alto. Within 10 minutes by car, you will reach the beginning of this trail. The well-cultivated farmland, the fantastic panoramic views of the valley and the beautiful village of Ponta do Sol are some of the many things that stand out on this trail.



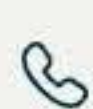
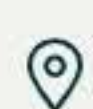
Fanal

It is in the northern part of Paul da Serra that you will find this magical place, which will surround you with our Laurissilva. Located 22 km from Villa Alto Boutique Hotel, the car journey takes approximately thirty minutes to reach Paul da Serra. Lose yourself in the characteristic fog of Fanal, and let yourself be enveloped by the existing trees - which all have their own personality, characterized by their curvature and inclination.

Best viewpoints

Madeira offers places with breathtaking views all over the island, and we have selected a few out of the beaten places:

- [Miradouro Raposeira](#)
- [Miradouro Garganta Funda](#)
- [Miradouro Boa Morte](#)
- [Farol da Ponta do Pargo](#)
- [Miradouro da Bica da Cana](#)



Slow down, relax and
stay with us for a while.

Enjoy our fresh and mouth watering dishes. Here, we work for excellence and consistency.
Everything is carefully hand-picked from our farm right to your table.
Our concept revolves around plant-based, vegetarian cuisine, giving you the opportunity
to experience a variety of flavors.



RESTAURANT

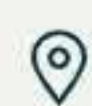
Homemade and regional flavors are on display, for the exclusive delight of your taste buds. We have homemade cakes at your disposal, to supply those sugar crises that we all have, but that we choose to keep secret.

*reservations only - [+351 969 899 725](tel:+351969899725)



WE WANT YOU TO HAVE
an incredible
experience

There is no menu available – we just need to know about any dietary restrictions you may have and we will provide you with a comforting dinner.
Dinner orders must be placed with a member of our team no later than 11am.



Contact

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-  **+351 969 899 725**
-  **+351 969 899 725**

First Name

Last Name

Email *

Write a message

SUBMIT