



Problem definition

CBL Graphic Design, 2021-2022




Introduction of the company

Krka, d. d., Novo mesto is an international pharmaceutical company founded on 23 April 1954 in Novo Mesto, Slovenia. Krka has production and distribution centers in Russia, Poland, Croatia, and Germany and sells products to more than 70 countries. Krka's business is founded on pharmaceutical and chemical activities. Prescription pharmaceuticals remain its main product group, they are followed by non-prescription products and animal health products.

Logo applications





 <p>Logotype with symbol</p>	1.- Graphic quality (Yes) The typography style does match the logo.	8.- Reproducibility (Yes) The design is small and simplistic.
	2.- Typological adjustment The logotype could work without the symbol.	9.- Legibility (Yes) The logotype and symbol are in the same size, easily readable and in striking green colour.
	3.- Stylistic correctness (Yes) Follows the sector conventions.	10.- Understandability (No) The symbol alone does not give you enough information.
	4.- Semantic compatibility (Yes) Represent the place of origin Krka.	11.- Recordability (Yes) The design is simplistic, thus memorable.
	5.- Sufficiency (Yes) Simplistic, easy to read.	12.- Eye-catching ability (No) The design is in striking green colour, yet the design is too basic and simple.
	6.- Versatility (Yes) it gets its job done	13.- Singularity (No) It is not distinguished from other competitors.
	7.- Validity (Yes) The design looks modern and simplistic.	14.- Clonality (Yes) The design is not restricted to only one product.