COMPANY LOGO

Logotype – Basic Variant

This logo variant can be used for jobbing prints including spatial application such as information system, identification of buildings, vehicles, advertising articles, etc.

Logotype – protective zone, basic logotype

The protective zone means delimited minimal area surrounding logotype. No text or other logotypes or graphic elements are allowed to be placed in this area.

This protective zone must be unconditionally respected and under no circumstances can be modified or altered in any way whatsoever.

Logotype – minimum size

The minimum size of the logotype for the use in print is specified to be 33 mm, so that all logotype’s elements legibility is maintained.

Scaling must be performed in a uniform proportion. Horizontal only or vertical only scaling is not permitted in any instance.

Logotype – basic color and black and white variant

The basic colour variant of this logotype is a combination of Pantone 872 C and 80% of black colors. The colors for print applications are defined in conformity with Pantone and CMYK standards.

Corporate Colors – Composition

The essential feature of visual communication is a uniform use of colors. In order to achieve color cohesion it is necessary to prefer the print with the use of Pantone scale of colors. If the technology used is incapable to print with the Pantone scale it is necessary to print using color register scale of CMYK with the provision that the colors are maximally adapted to the Pantone colors.

- Process black
  CMYK 0/0/0/100
  RGB 0/0/0

- CMYK 0/0/0/90
  RGB 42/42/42

- Pantone 872 C
  CMYK 20/30/71/15
  RGB 175/157/91

Minimum white space to be maintained.
Logotype
– on the color background

The logo application used on the color background is possible only on the "weak tone", 5% of contrasting color of the background. The case when the higher contrasting color than 5% is used necessitates the use of negative variant, i.e. black and white negative variant, or positive variant on the white pre-printed background prepared at the size of the logotype protective zone. It is possible to place the logo near other colour area provided that the protective zone is observed.
Logotype usage for CZ-USA supporting brands.

Spacing between logos to remain constant. The grey boxes below show relational white space to be maintained.
Optional logotype usage for CZ-USA supporting brands.

Use this style when CZ-USA logo is not present in the same panel or page.

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Application of logotype