Logotype
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 30 mm, so that all logotype’s elements legibility is maintained. In case of necessity to use a smaller dimension of logo, or according to its processing (e.g. needlework), the logo is used without “SINCE 1936”; see the first illustration.

Logotype – basic colour and black and white variant

The basic colour variant of this logotype is a combination of Pantone 872 C and 90% of black colours. The colours for print applications are defined in conformity with Pantone and CMYK standards.

Corporate Colours – Composition

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

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

CMYK 0/0/0/90
RGB 42/42/42
Pantone 872 C
CMYK 20/71/15
RGB 175/157/91

Base element for the protective zone definition is the letter height of the name “x”
Logotype
– on the colour background

The logo application used on the colour background is possible only on the “weak tone”, 5% of contrasting colour of the background. The case when the higher contrasting colour 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.

Application of logotype on the colour backgrounds of 5% contrasting colour.

Logotype variants which can be used on the background with the contrasting colour higher than 5%.