

Brand-identity Guidelines

Client:

www.eStránky.cz
(Websitemaster a.s.)

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1.0

Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

2.0

The Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo - in colour



Primary logo - alternative background

2.1

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.




3.0

Colour Scheme

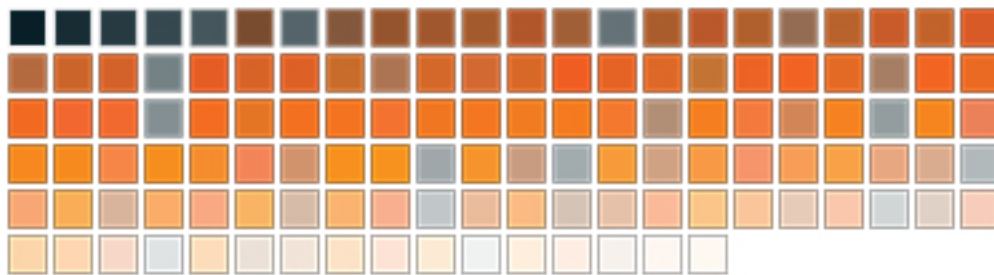
Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		RGB	CMYK
Primary Color		214,143,30	0,50,100,0
Secondary Color		4,30,39	90,70,60,70
Third Color		255,255,255	0,0,0,0

Logo Color guide



4.0

Typography

Primary Typeface

FF Cocon Pro Bold
Font contain extended characters

36 pt

**PROIDENT, SUNT I
Sunt in culpa qui**

24 pt

**IN CULPA QUI OFFICIA DESE
Culpa qui officia deserunt
mollit anim id est laboru**

18 pt

**QUI OFFICIA DESERUNT MOLLIT ANIM
Officia deserunt mollit anim id est la
borum. Lorem ipsum dolor sit amet,**

14 pt

**Deserunt mollit anim id est laborum. Lorem ips
um dolor sit amet, consectetur adipisicing elit,
sed do eiusmod tempor incididunt ut labore e
t dolore magna aliqua. Ut enim ad minim venia**

12 pt

**Mollit anim id est laborum. Lorem ipsum dolor sit amet
, consectetur adipisicing elit, sed do eiusmod tempor i
ncidunt ut labore et dolore magna aliqua. Ut enim ad
minim veniam, quis nostrud exercitation ullamco labor
is nisi ut aliquip ex ea commodo consequat. Duis aute i**

10 pt

**Anim id est laborum. Lorem ipsum dolor sit amet, consectetur adi
pisicing elit, sed do eiusmod tempor incididunt ut labore et dolo
re magna aliqua. Ut enim ad minim veniam, quis nostrud exercita
tion ullamco laboris nisi ut aliquip ex ea commodo consequat. D
uis aute irure dolor in reprehenderit in voluptate velit esse cillu**

5.0

5.0

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