

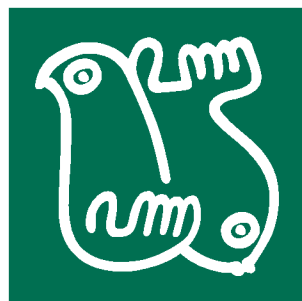


DESIGN MANUAL



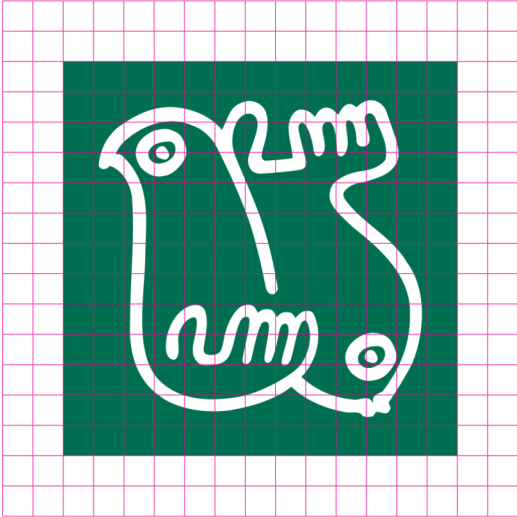


LOGO MANUAL

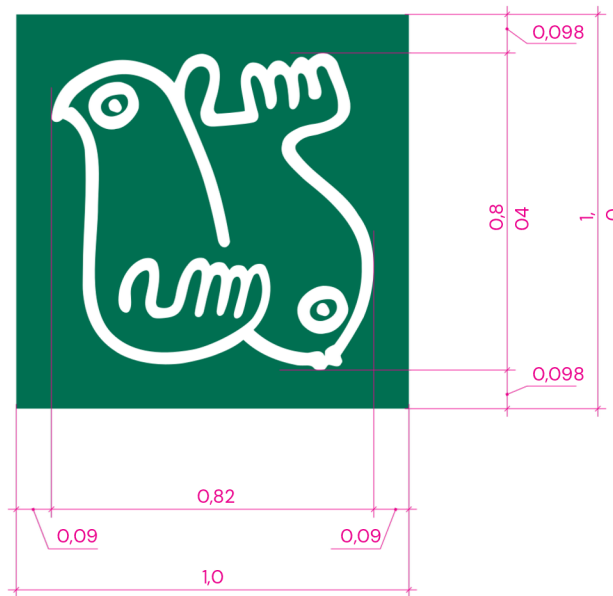




The logo has to be used only in color and shape defined by this manual. The logo must be used only in the color and shape defined by this manual. It is not possible to use the logo in any other modifications (in color or shape) to prevent any substitution or denigration. It is important to use the logo in such size and configuration to ensure sufficient readability.



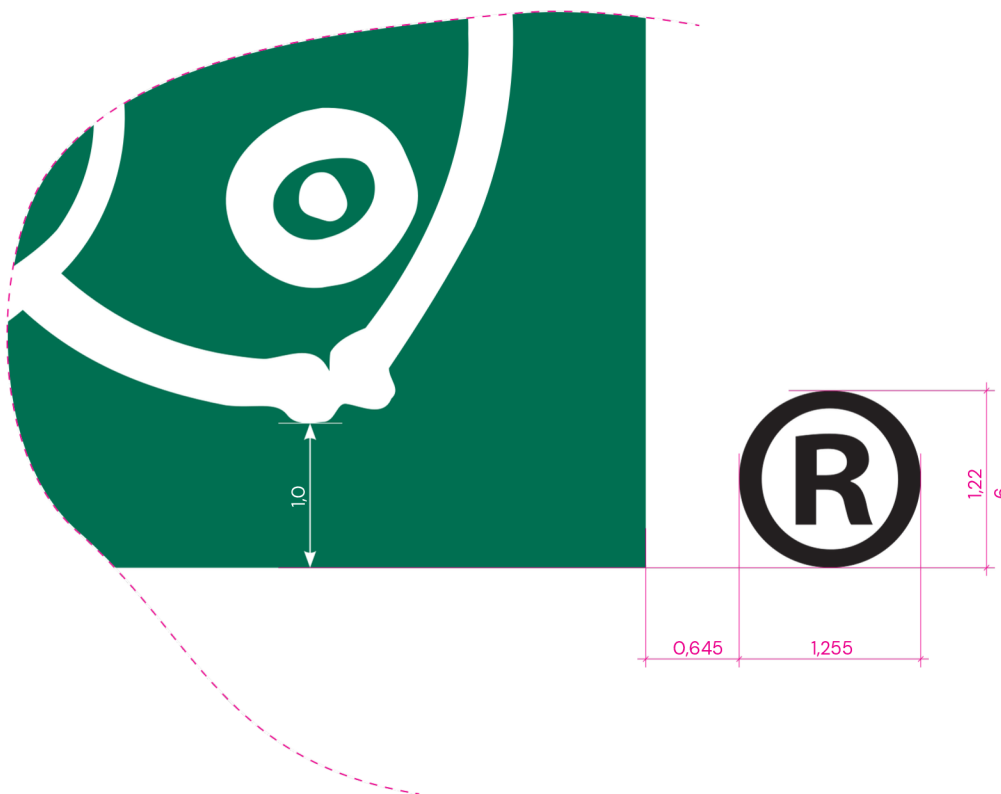
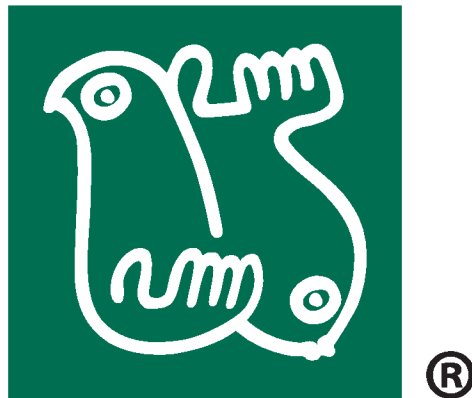
The grid definition of the logo allows manual creation of precise copies, especially in very large scales or outdated technologies



For the geometric definition relative units are used.

BASIC CONFIGURATION OF THE LOGO WITH REGISTERED TRADEMARK

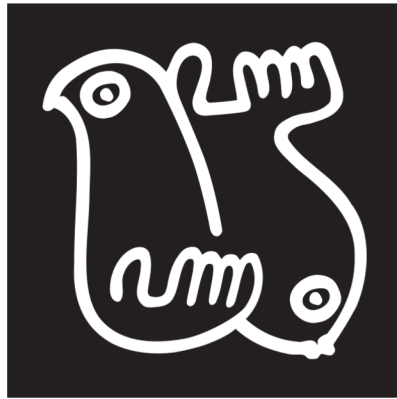
–geometric definition of placement



**SINGLE COLOR
CONFIGURATION OF THE LOGO**
– grayscale variant



The logo in this color can be used only in case of a grayscale printing.



This color configuration can be used in case of single color print, non-process color print (one or more solid color printing) or any technology requiring single color use (e. g. foil stamping, screen printing, pad printing).



Basic color



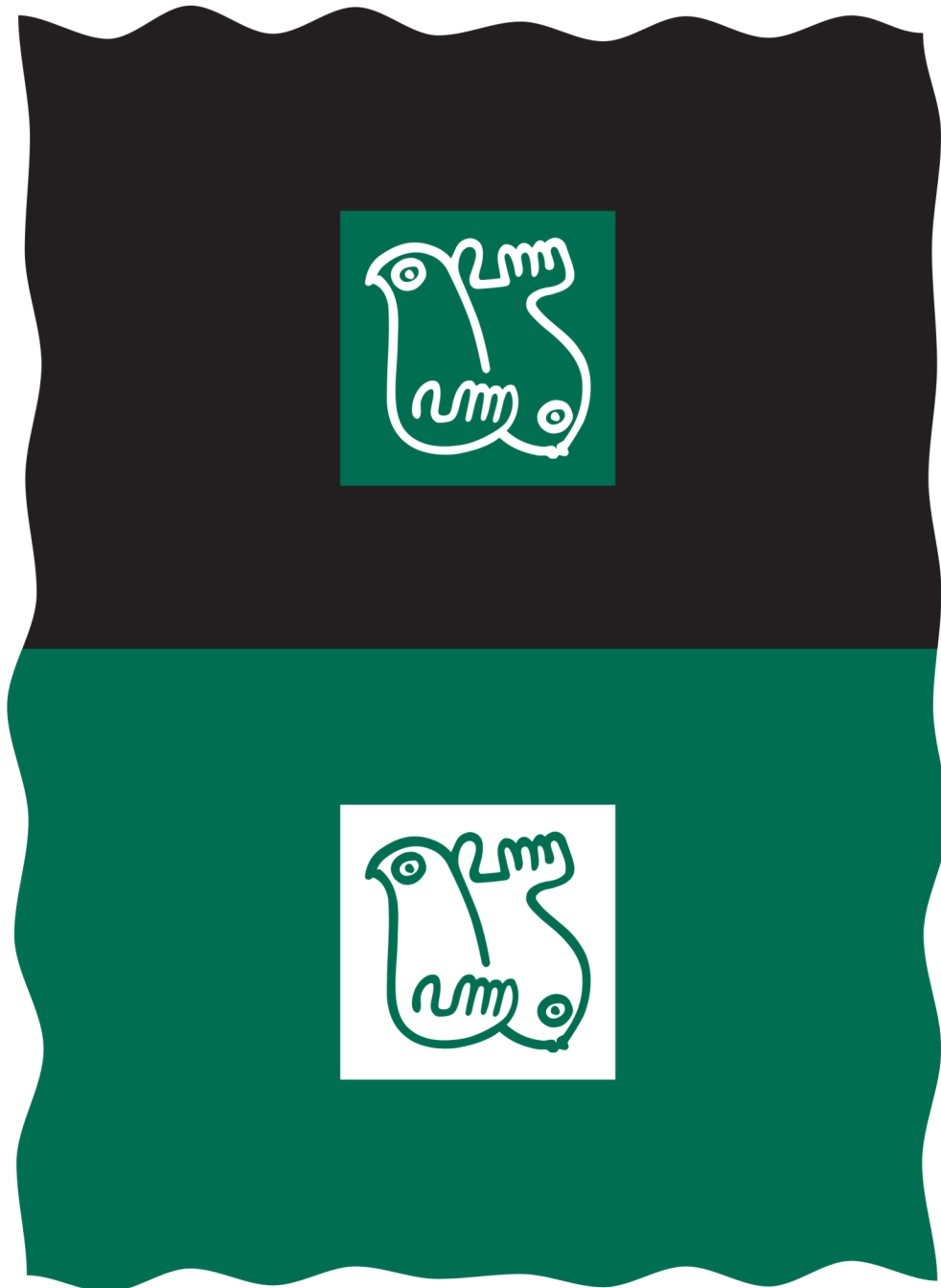
Gold



Silver



Bronze





NADÁCIA EKOPOLIS – LOGOTYPE MANUAL





The logotype must be used only in the color and shape defined by this manual. It is not possible to use the logo in any other modifications (in color or shape) to prevent any substitution or denigration. It is important to use the logo in such size and configuration to ensure sufficient readability.

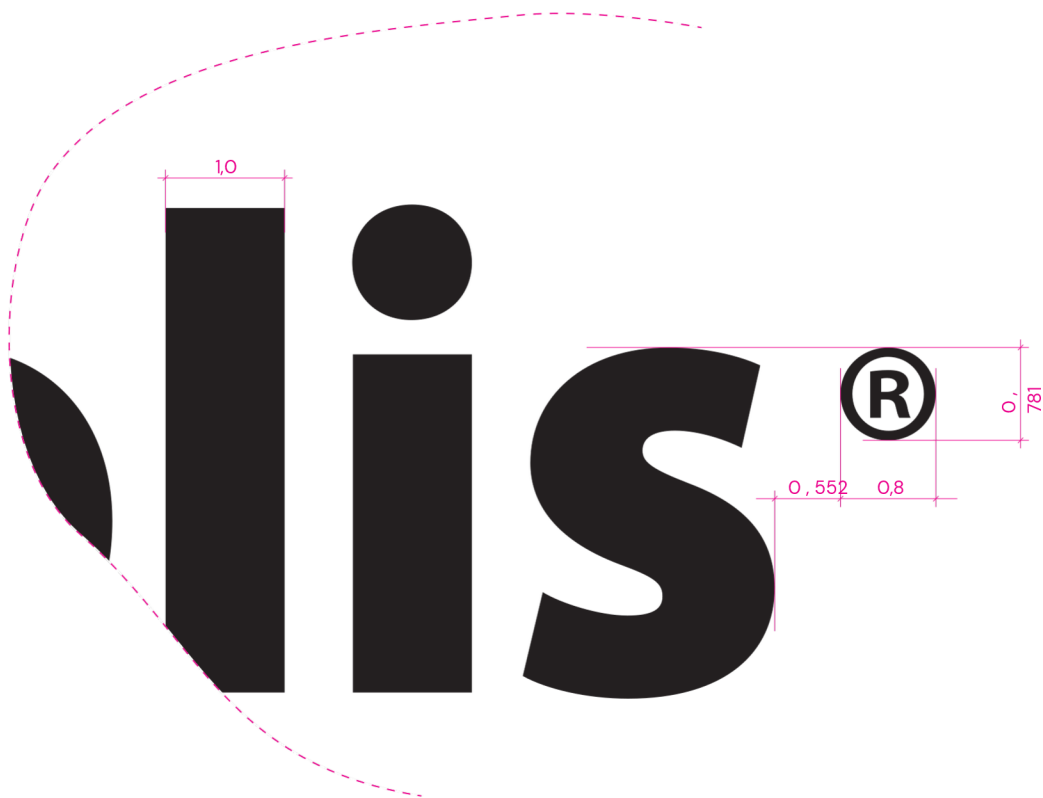


The grid definition of the logo allows manual creation of precise copies, especially in very large scales or outdated technologies



For the geometric definition relative units are used.

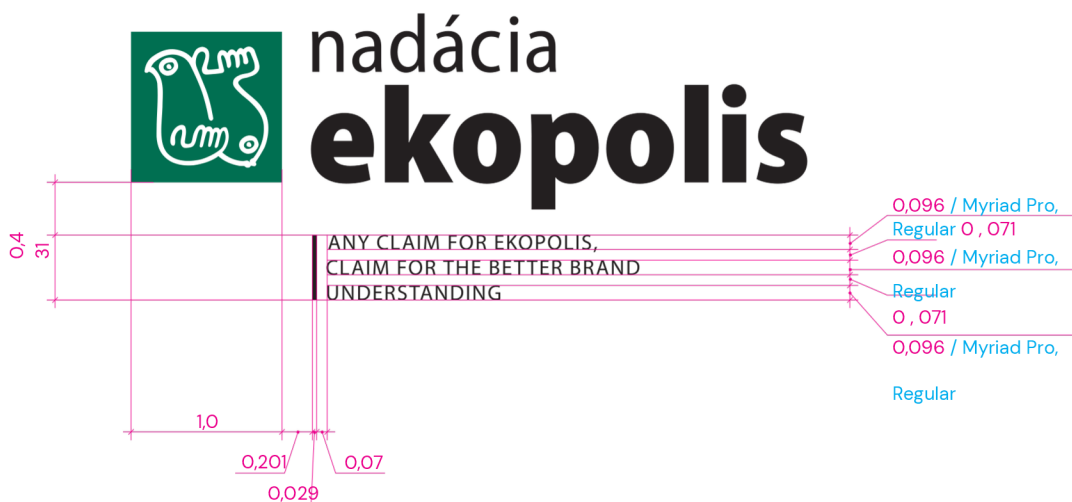
BASIC CONFIGURATION OF THE LOGOTYPE
WITH REGISTERED TRADEMARK
–geometric definition of placement



BASIC CONFIGURATION
OF THE LOGOTYPE WITH TAGLINE
– geometric definition of placement



ANY CLAIM FOR EKOPOLIS,
CLAIM FOR THE BETTER BRAND
UNDERSTANDING





The logotype in this color can be used only in case of a grayscale printing.



This color configuration can be used in case of single color print, non-process color print (one or more solid color printing) or any technology requiring single color use. (e. g. foil stamping, screen printing, pad printing).



Basic color



Gold



Silver



Bronze



nadácia
ekopolis

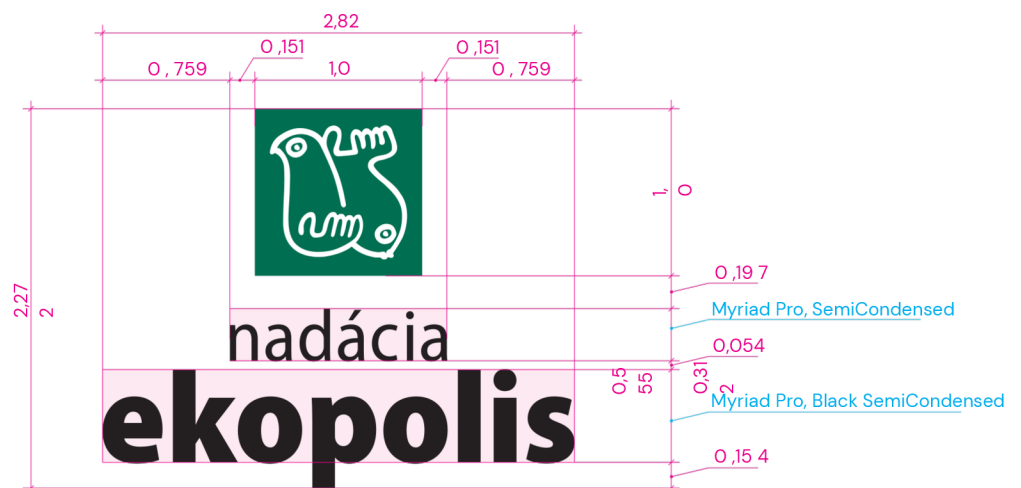


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VERTICAL
CONFIGURATION OF THE
LOGOTYPE
– geometric definition



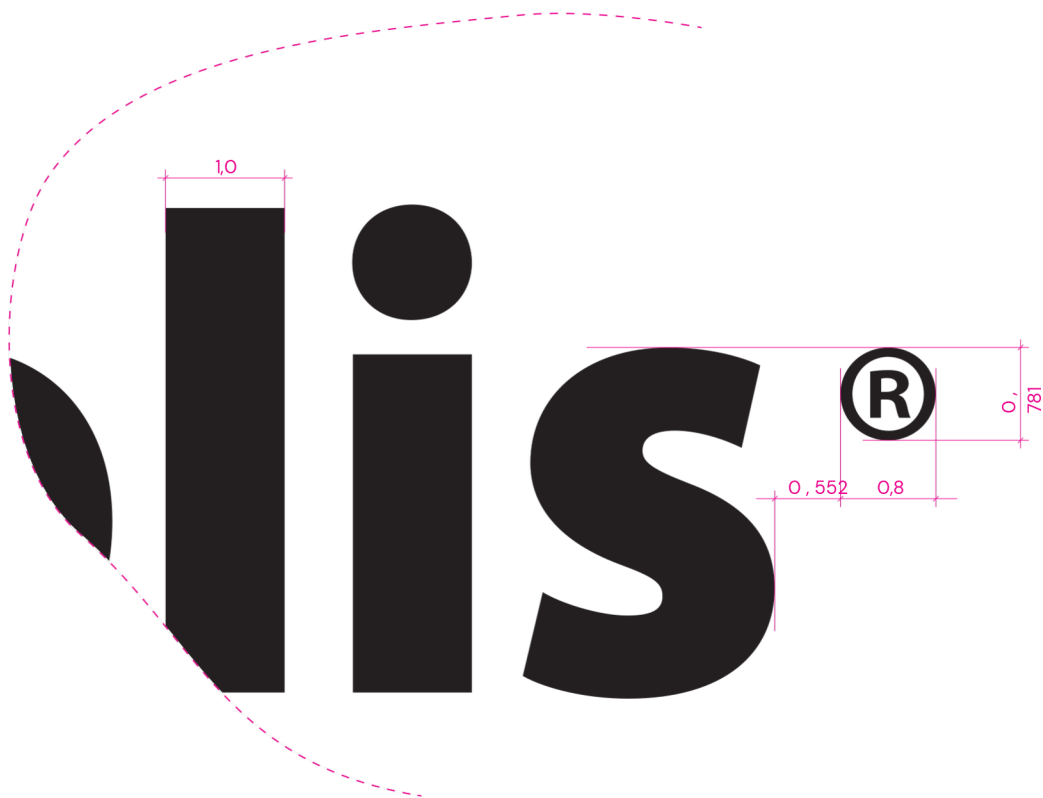
nadácia
ekopolis



VERTICAL CONFIGURATION
OF THE LOGOTYPE WITH REGISTERED TRADEMARK
–geometric definition of placement



nadácia
ekopolis[®]



VERTICAL CONFIGURATION
OF THE LOGOTYPE WITH TAGLINE
– geometric definition of placement



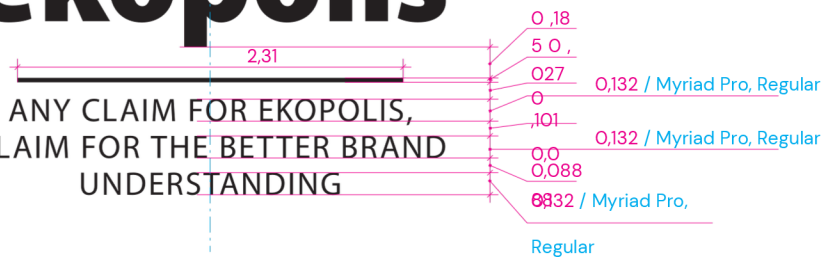
nadácia
ekopolis

ANY CLAIM FOR EKOPOLIS,
CLAIM FOR THE BETTER BRAND
UNDERSTANDING



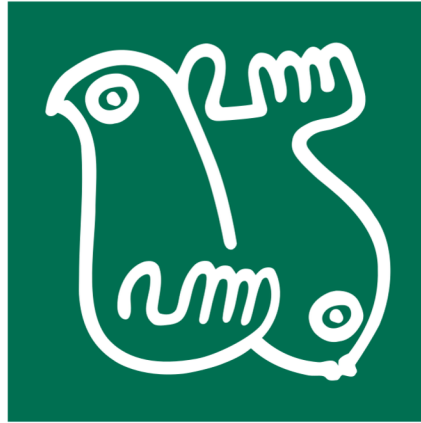
nadácia
ekopolis

ANY CLAIM FOR EKOPOLIS,
CLAIM FOR THE BETTER BRAND
UNDERSTANDING

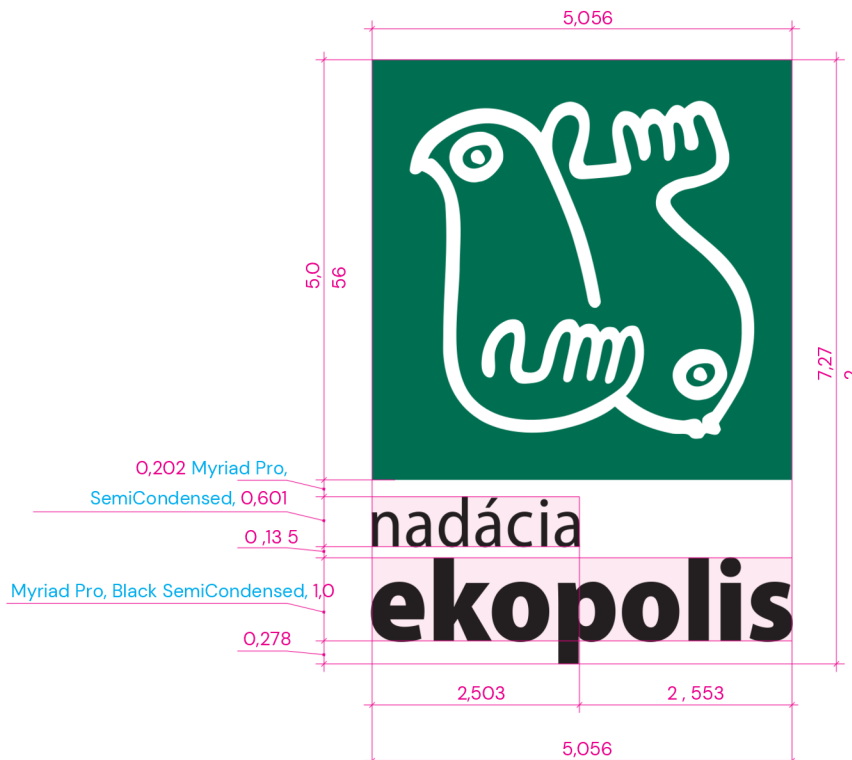


COMPLEMENTARY
CONFIGURATION OF THE
LOGOTYPE

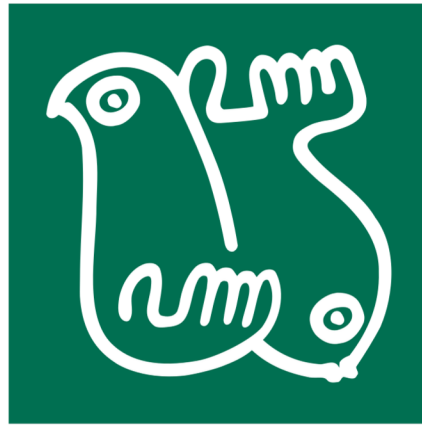
–geometric definition



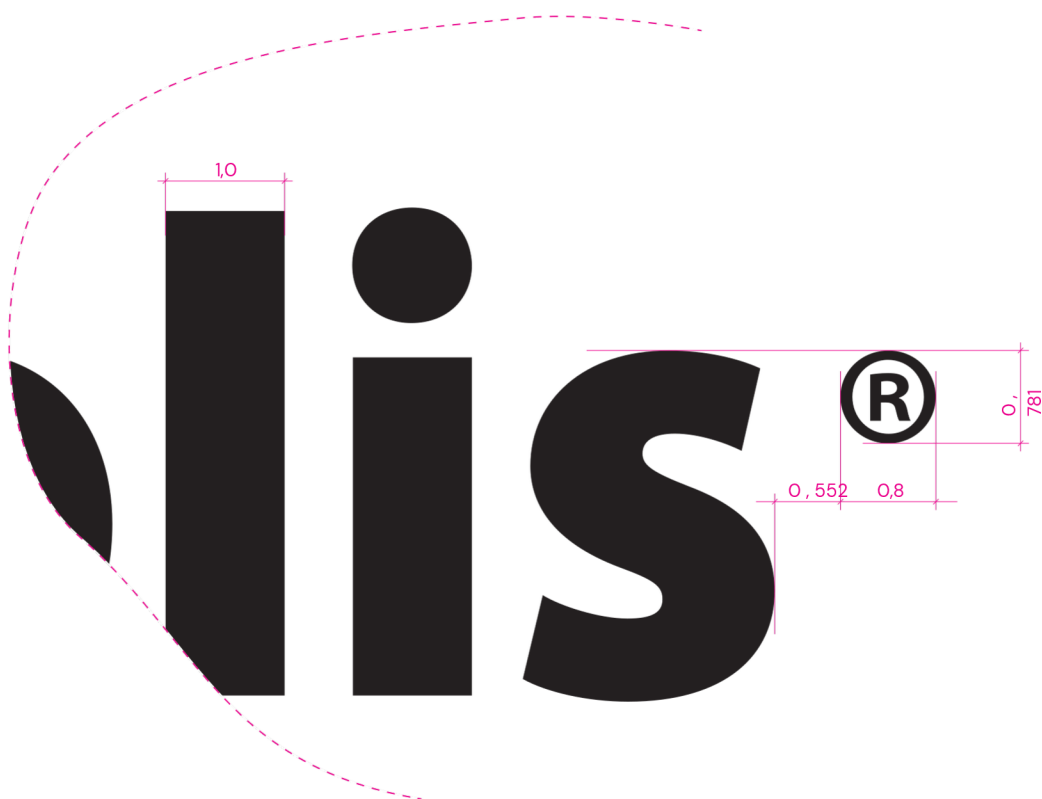
nadácia
ekopolis



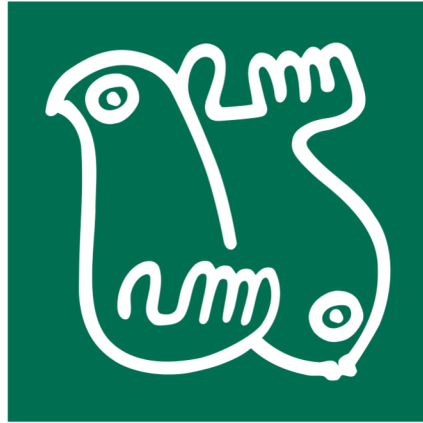
COMPLEMENTARY CONFIGURATION
OF THE LOGOTYPE WITH REGISTERED TRADEMARK
–geometric definition of placement



nadácia
ekopolis®

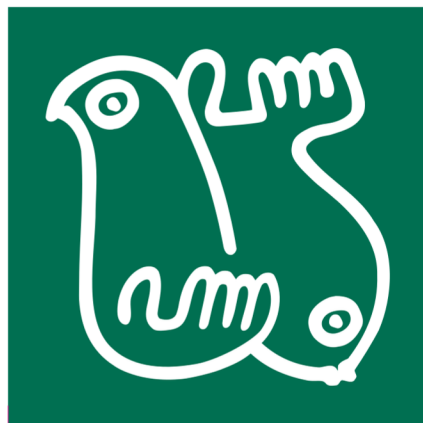


COMPLEMENTARY CONFIGURATION
OF THE LOGOTYPE WITH TAGLINE
– geometric definition of placement



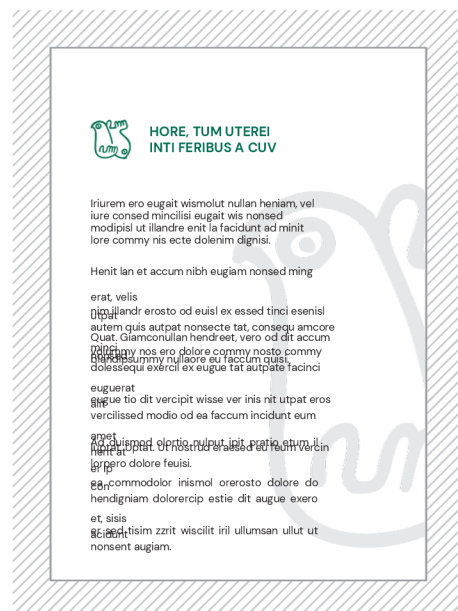
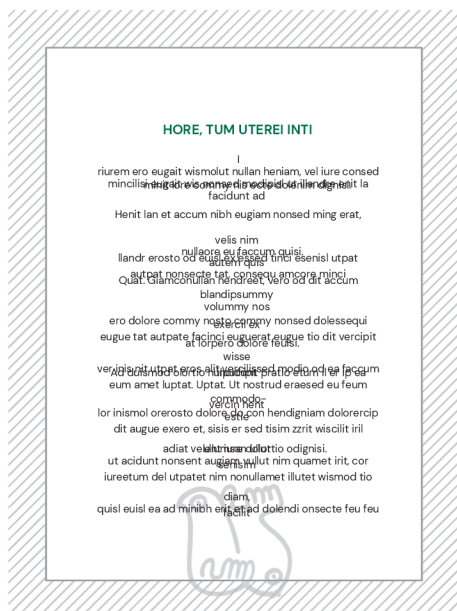
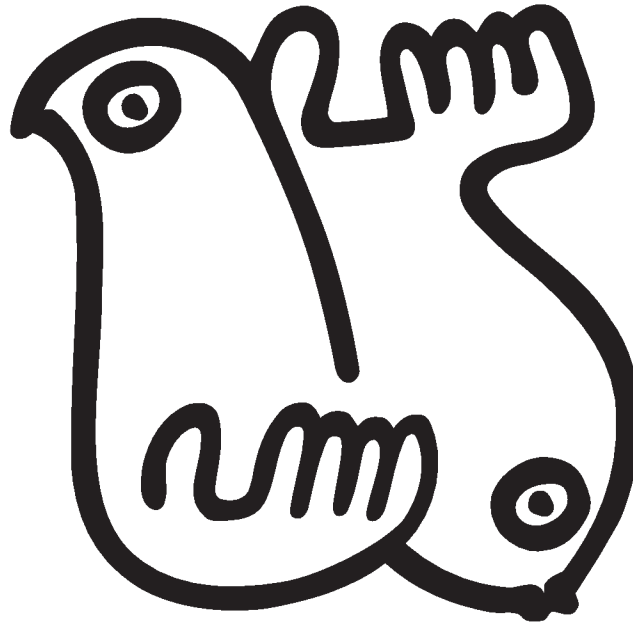
nadácia
ekopolis

ANY CLAIM FOR EKOPOLIS,
CLAIM FOR THE BETTER BRAND
UNDERSTANDING



nadácia
ekopolis





The graphic element can only be used as defined by this manual. The graphic element can be cut, parts of it may be used, or it may be placed on or over the edge of the page. Modification of the color, color elements and transparency of the graphic element is possible. When using the graphic element, it is necessary to take into account that its use is subject to individual graphic design or logo type as well as the desired graphic feeling or emotions.



TYPOGRAPHY

ABCDE
MNOPQ
WXYZ
abcdef



BASIC TYPEFACE

DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz
1234567890 ĽŠČŤŽÝÁÍÉÚÄÖĐŇ
ĺščťžýáíéúäöďň

TYPEFACE FOR BOLDFACING AND HEAD-LINES

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
1234567890 ĽŠČŤŽÝÁÍÉÚÄÖĐŇ
ĺščťžýáíéúäöďň

TYPEFACE FOR DIFFERENTIATING WORDS

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz
1234567890 ĽŠČŤŽÝÁÍÉÚÄÖĐŇ
ĺščťžýáíéúäöďň

COMPLEMENTARY FONT

Arial Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ĽŠČŤŽÝÁÍÉÚÄÖĐŇ
ĺščťžýáíéúäöďň



COLOR DEFINITION





BASIC COLORS

Green: CMYK: 100%, 0%, 71%,
43% PANTONE: 342 C RGB: 0,
111, 81 RAL: 6016 Cast Films: 613
forest green / Oracal



Black: CMYK: 0%, 0%,
0%, 100% PANTONE:
Black C RGB: 0, 0, 0 RAL:
9005 Cast Films: 070
black / Oracal



COMPLEMENTARY COLORS:

Olive Gold:
CMYK: 0%, 65%, 20%, 20%
PANTONE: 118 C
RGB: 203, 193, 72
RAL: 1024
#CBC148



Red brown:
CMYK: 0%, 58%, 69%, 46%
PANTONE: 19-1250 TCX RGB:
54, 22, 17 RAL: 3009
#89392b





STATIONERY



graphic

element web

page

text

01

text

02

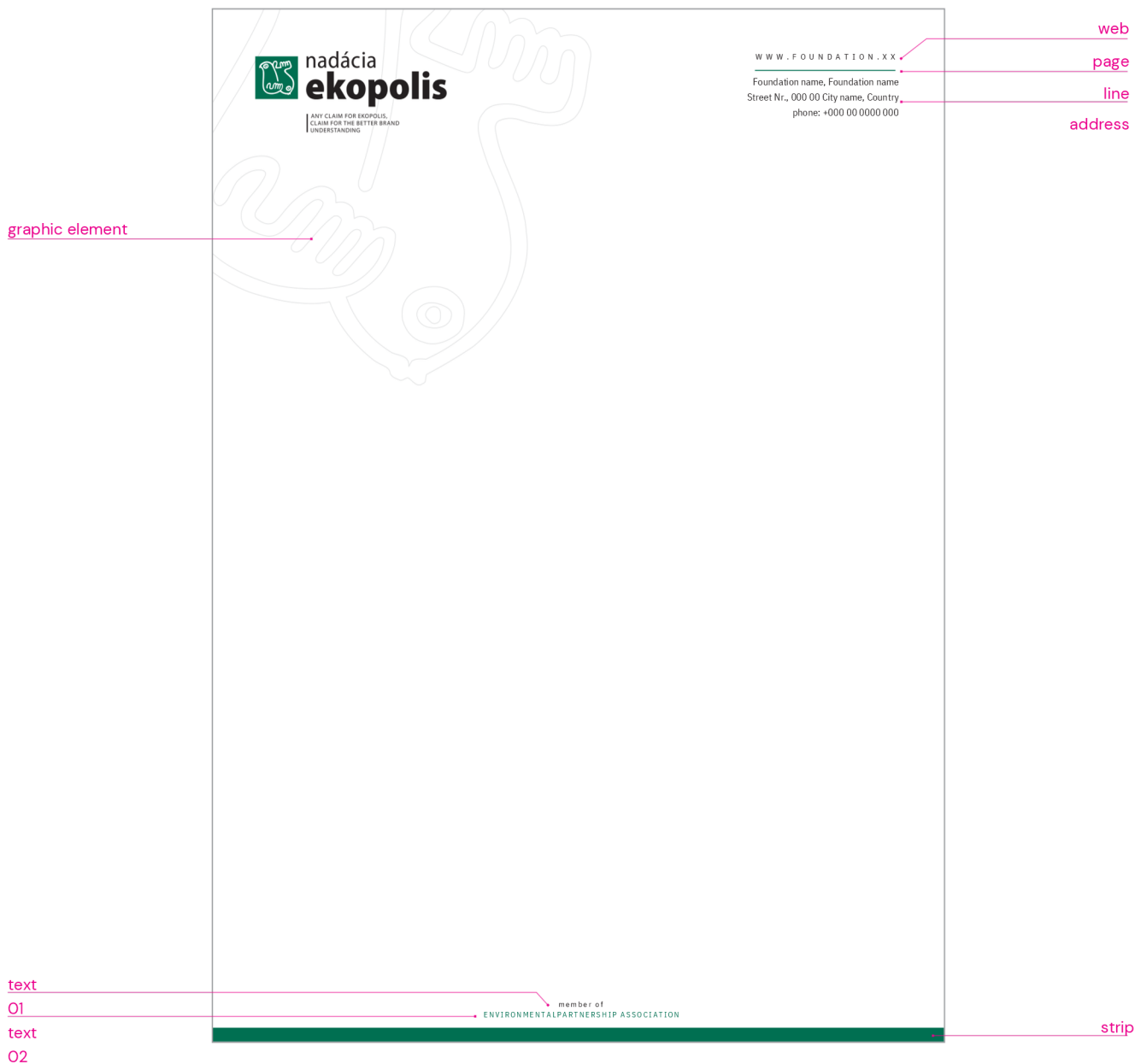
Name,

Surname

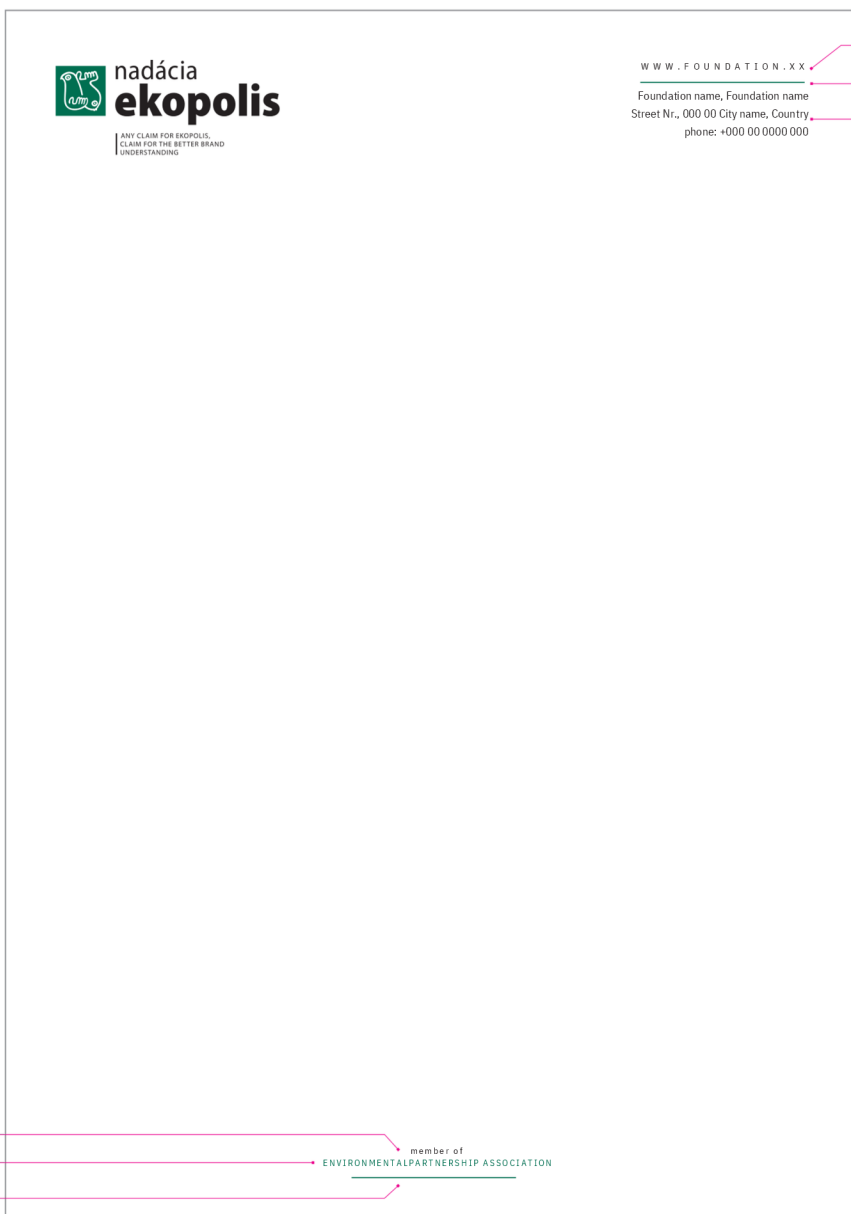
position
address lines

Typefaces and sizes: name, surname: Ronnia Extrabold, 9,2 pt, 100% Pantone 342 C position: Ronnia Light, 6,5 pt, 100% Pantone Black C address lines: Ronnia Light, 6,4 pt, 100% Pantone Black C web page: Ronnia Light, 4,8 pt, 100% Pantone Black C text 01: Ronnia Light, 5 pt, 100% Pantone Black C text 02: Ronnia, 5 pt, 100% Pantone 342 C

graphic element: 0,3 pt, 15% Pantone Black C



Typefaces and sizes: address: Ronnia Light, 8 pt, 100% Pantone Black C
web page: Ronnia, 6,7 pt, 100% Pantone Black C
text O1: Ronnia Light, 6,2 pt, 100% Pantone Black C
text O2: Ronnia, 6,2 pt, 100% Pantone Black C
graphic element: 0,3 pt, 15% Pantone Black C
strip: 100% Pantone 342 C
line: 0,75 pt, 100% Pantone 342 C



web

page

line

address

text

O1

text

O2

line

Typefaces and sizes: address: Ronnia Light,
8 pt, 100% Pantone Black C web page:

Ronnia, 6,7 pt, 100% Pantone Black C text

O1: Ronnia Light, 6,2 pt, 100% Pantone Black

C text O2: Ronnia, 6,2 pt, 100% Pantone 342

C

line: 0,75 pt, 100% Pantone 342 C



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