



# Graphic manual

06.2017

# Basic informations



The logotype is used only in two colour variants, specifically blue and white.



# Colours



The vast majority of utilised colours are shown here. Individual colours are sorted according to use. If different colours are needed, it is necessary to discuss that with the relevant person!



## PRINT

C 100 / M 16 / Y 0 / K 85  
Pantone 302

## PC, WEB

R 0 / G 39 / B 62  
#00273E

## PLOTTERS

875 standard BLUE

## VEHICLE COATINGS

067 BLUE (7-year ORACAL)  
505 EG BLUE (5-year AVERY)

# Usage specifications



Usage of individual colours of the logotype on various backgrounds is described here.



It is permitted to use the blue variant only on a white background.

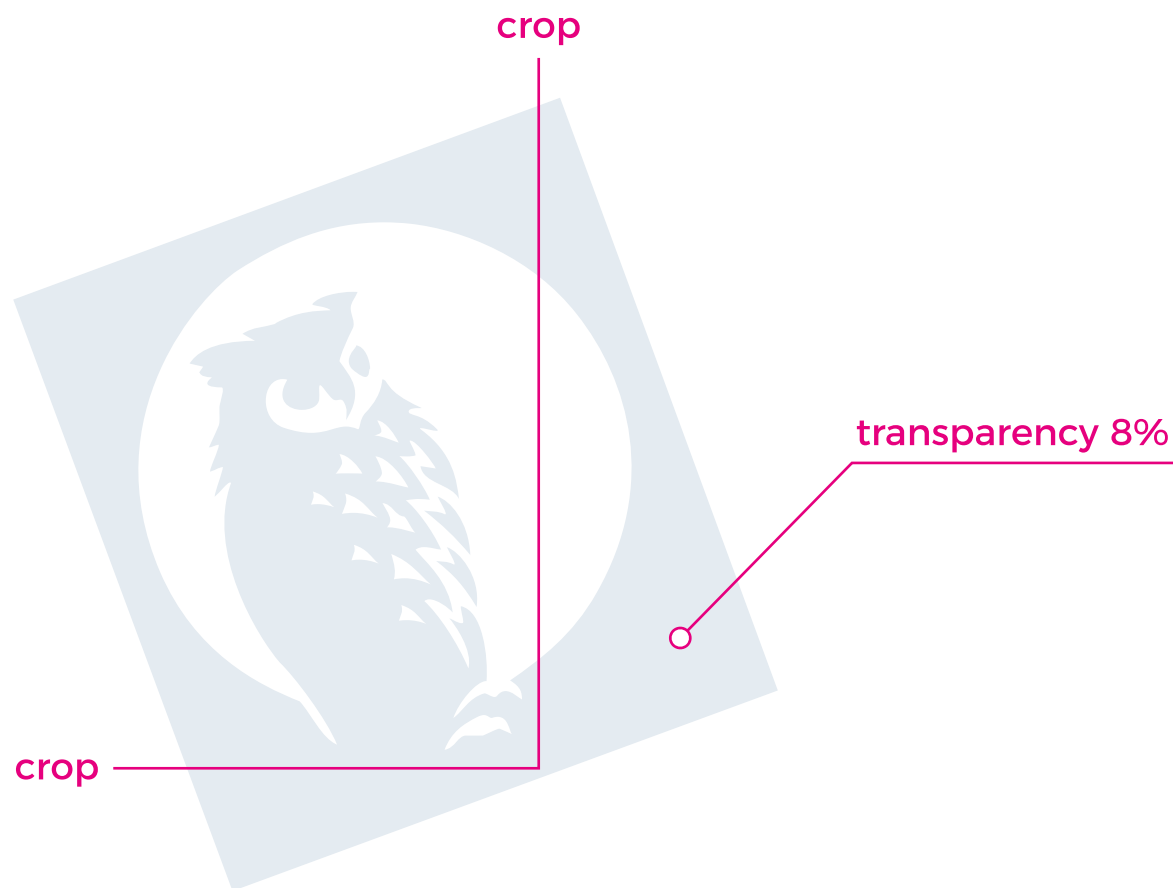


The white variant is used on backgrounds other than white. If a background is very light, it is possible to use darkening under the logotype.

If it is not possible to use any of the given possibilities, it is possible to underlay the blue logotype with a white background without transparency. This solution shall be used only in an emergency!

# Watermark

In certain cases, part of the logotype in the form of a watermark can be used for supplementation of materials. Here it is necessary to maintain precise cropping and coverage.



# Fonts



Separation of fonts according to use.

## PRINT, PC

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main font

**Montserrat**

additional font

**Open Sans**

emergency font

**Arial**

## WEB

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menu, description of sections, headers

**Montserrat**

other texts

**Open Sans**

<https://fonts.google.com/specimen/Montserrat>

<https://fonts.google.com/specimen/Open+Sans>



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Company entered in the Commercial Register administered  
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