

LOGO MANUAL

DEPARTMENT OF PHYSICAL EDUCATION AND SPORT FP TU OF LIBEREC

5a` fWfe

KTV	Logo - Main coloring	4
KTV	Logo - Greyscale	5
KTV	Font - Standard font	7
KTV	Colors - Standard colors	9
KTV	Application - Safe zone	11
KTV	Application - Modification	12
KTV	Application - Minimum size	13
KTV	Mercantile prints - Letterhead	15
KTV	Mercantile prints - Business cards	16
ASC	Main coloring	18
ASC	Greyscale	19
ASC	Standard colors	20
CVM	Main coloring	22
CVM	Greyscale	23
CVM	Standard colors	24

>A9A

Logo

Main coloring

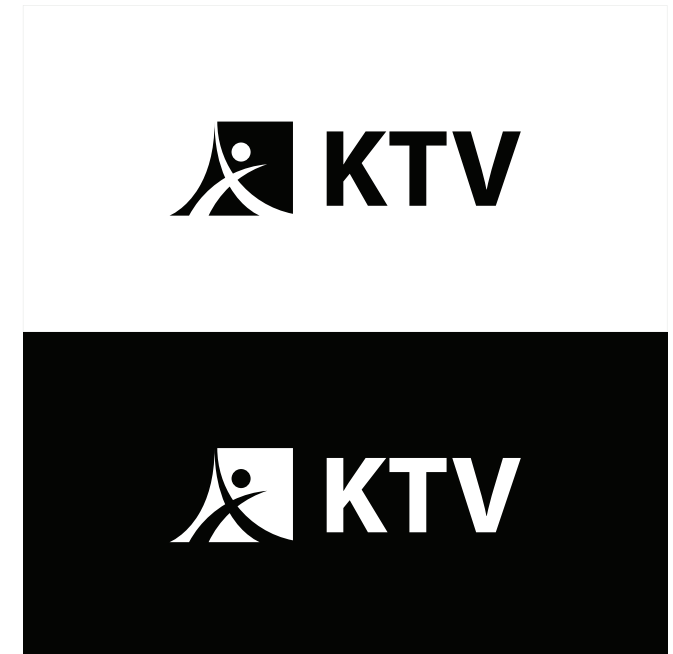
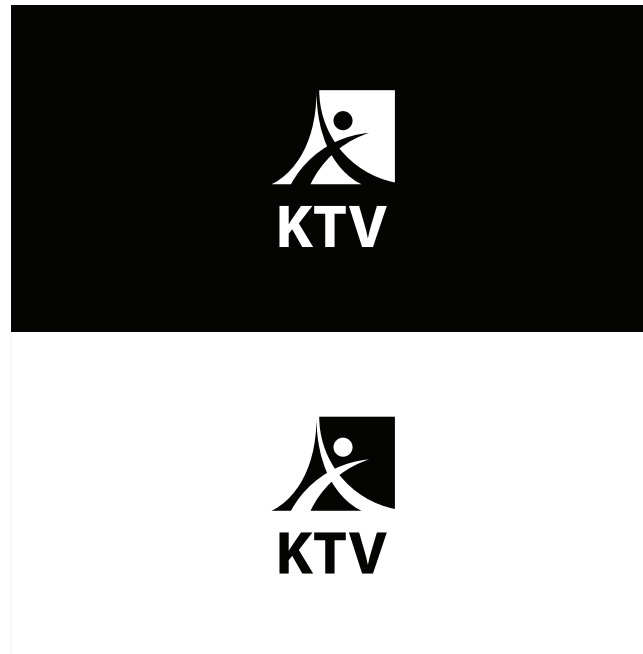


Logo

Greyscale

In cases where it is necessary to apply the logotype to special surfaces (glass, stamp, engraving, foil, etc.), we use this variant of the logotype.

This alternative is also permitted where the full-color logotype cannot be used or in cases where it is more appropriate to use the black-and-white variant.



FONT

Font

Standard font

The standard font with unified visual style is Myriad Pro. It is a linear sans-serif antiqua, characterized by easy readability. Six basic font types were selected from this font family. Myriad will be used wherever it is available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Myriad Pro Semibold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Myriad Pro Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Myriad Pro Bold Italic

COLORS

Colors

Standard colors

The face of the department is significantly strengthened if the standard colors are used. The standard colors are part of a unified visual style and thus represent an important tool for influencing the positive perception of the brand, that is the image of the department.

Pantone 300 C

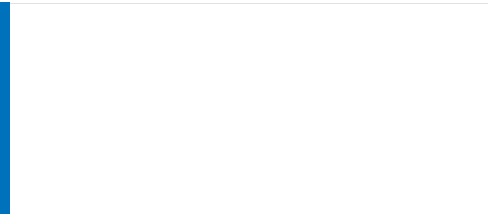


CMYK
100/50/0/0

RGB
0/106/179

HEX
#0072BC

Pantone Process White



CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

Pantone Process Black



CMYK
0/0/0/100

RGB
0/0/0

HEX
#231F20

APPLICATION

Application

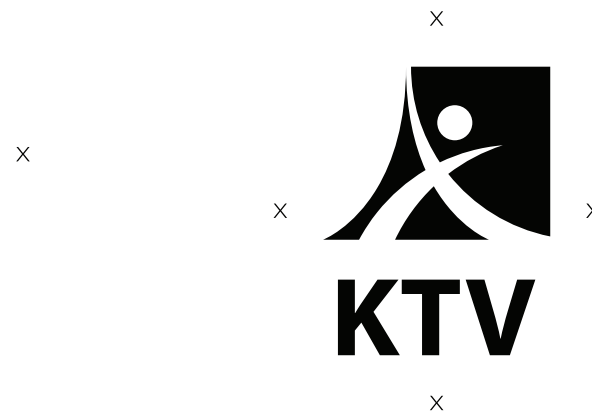
Safe zone

The safe zone is the minimum size of the area around the logotype, where a text or other graphic elements, illustrations etc. must not interfere. Respecting this zone guarantees the readability of the logotype.



Values

The safe zone is defined proportionally by the variable X. The value of X corresponds to 50% (one half) of the height of the logotype.



Application Modification

Examples of forbidden shape and color variants of the logo. The use of a different logotype composition may result in a misidentification of the department, inconsistency with other visual presentations and possible confusion with another entity.

Any modification of the logo is prohibited.



Application

Minimum size

The minimum size of the brand guaranteeing its legibility on small formats is based on the minimum size of the logo width (30 mm). When using smaller size of the brand, it is not sufficient readability and impressiveness is guaranteed.



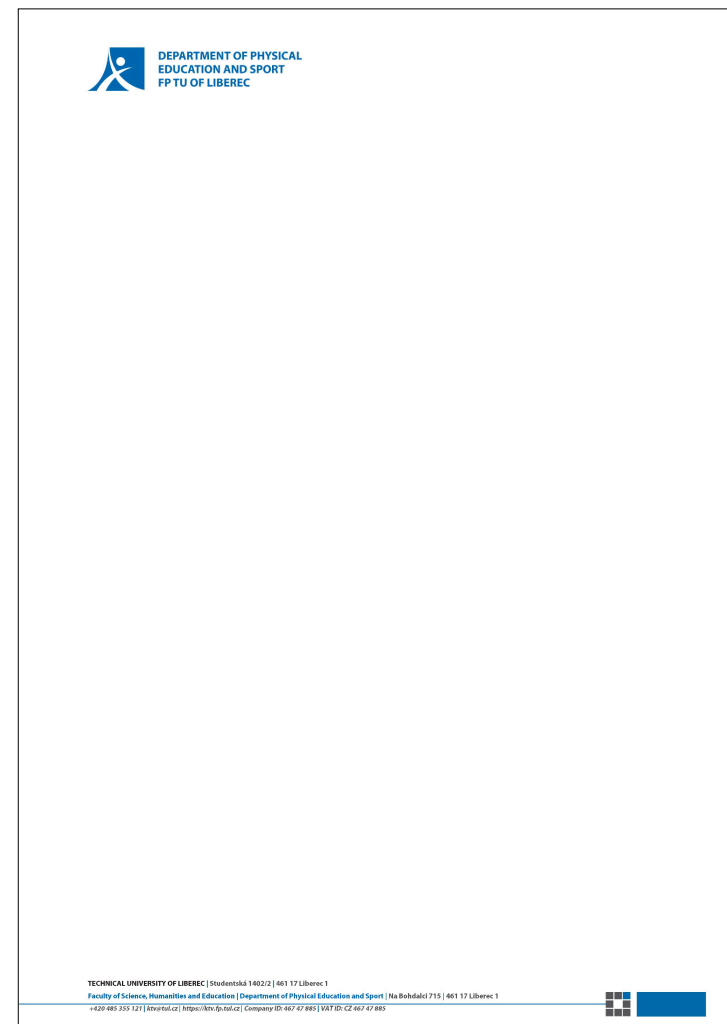
MERCANTILE PRINTS

Mercantile prints

Letterhead

Letterhead is used for ordinary public correspondence in English.

Use of this letterhead for official communication (business, operational and other purposes) is obligatory, it is not possible to use other variant of letterhead than those contained in this manual.



Mercantile prints

Business cards

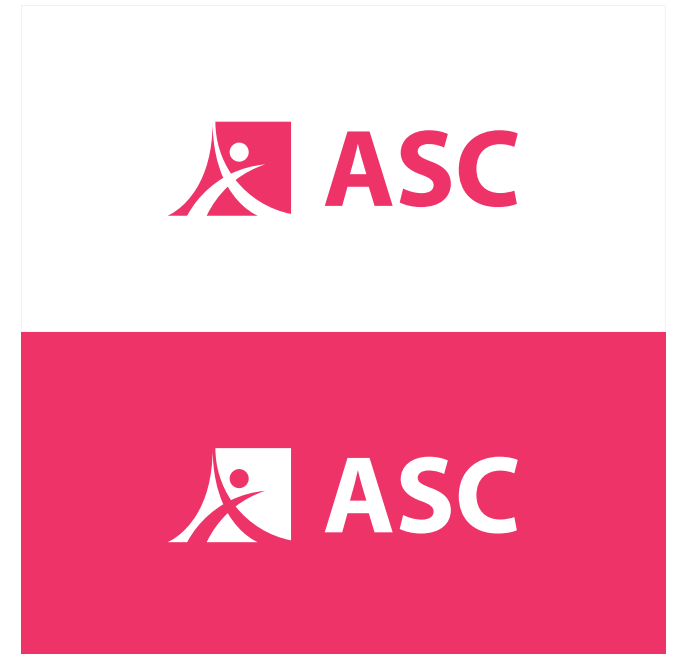
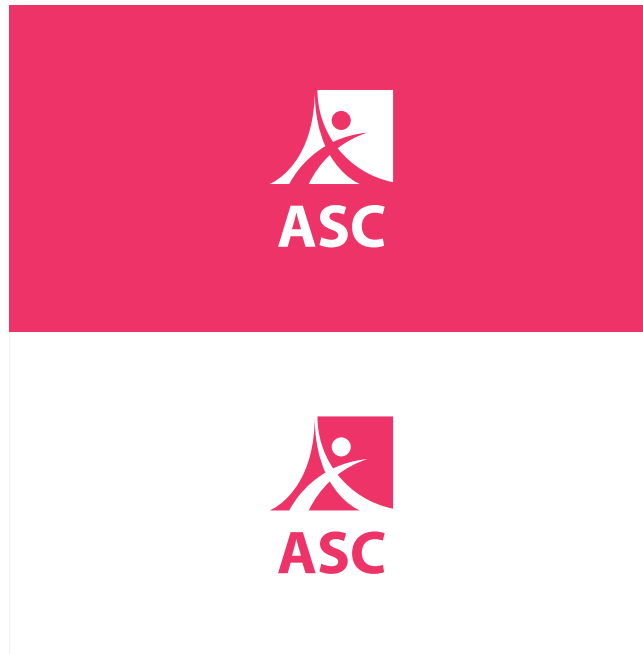
	DEPARTMENT OF PHYSICAL EDUCATION AND SPORT FP TU OF LIBEREC	<i>https://ktv.fp.tul.cz</i>
Name Surname position		
KTV Na Bohdalci 715 460 15 Liberec 15		
Phone: +420 485 355 121 E-mail: <i>name.surname@tul.cz</i>		

ASC

ACADEMIC SPORTS CENTER

Logo

Main coloring

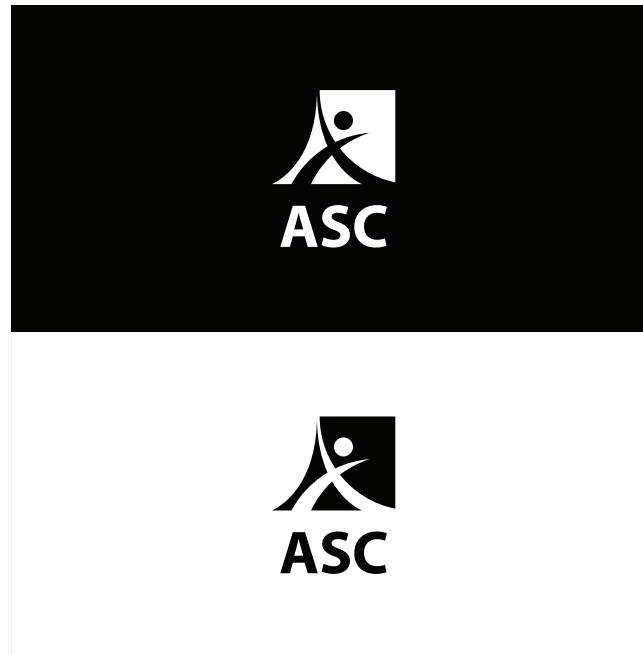


Logo

Greyscale

In cases where it is necessary to apply the logotype to special surfaces (glass, stamp, engraving, foil, etc.), we use this variant of the logotype.

This alternative is also permitted where the full-color logotype cannot be used or in cases where it is more appropriate to use the black-and-white variant.


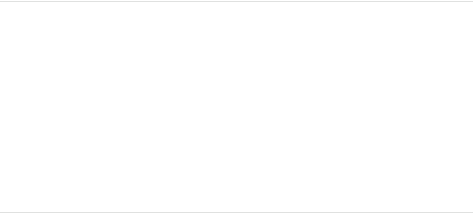



Colors

Standard colors

The face of the center is significantly strengthened if the standard colors are used.

The standard colors are part of a unified visual style and thus represent an important tool for influencing the positive perception of the brand, that is the image of the center.

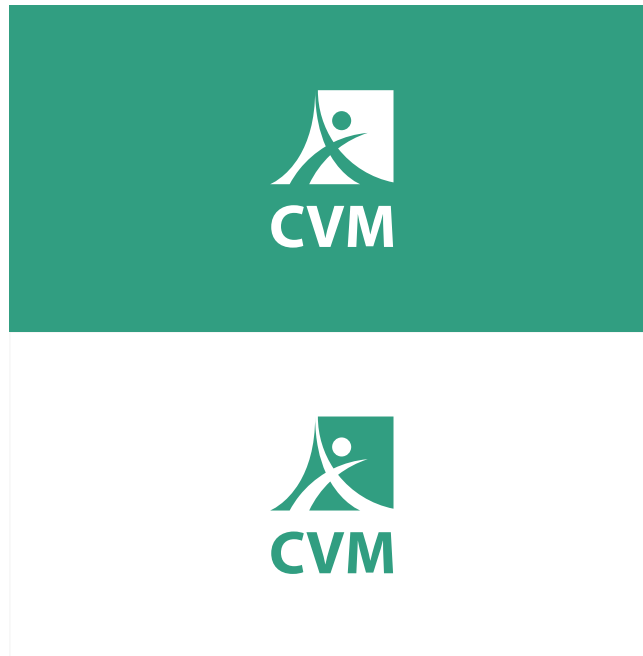
Pantone	Pantone Process White	Pantone Process Black
		
CMYK 0/92/42/0	CMYK 0/0/0/0	CMYK 0/0/0/100
RGB 238/56/104	RGB 255/255/255	RGB 0/0/0
HEX #EE3868	HEX #FFFFFF	HEX #231F20

CVM

RESEARCH CENTER FOR HUMAN MOVEMENT

Logo

Main coloring

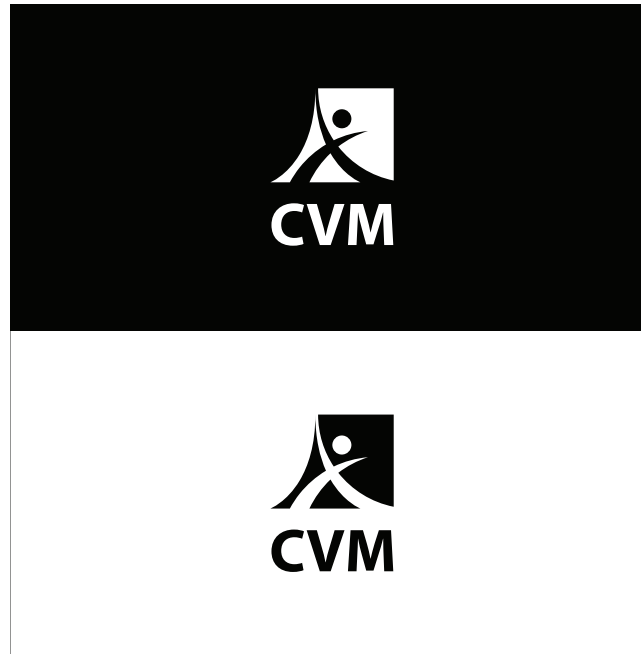


Logo

Greyscale

In cases where it is necessary to apply the logotype to special surfaces (glass, stamp, engraving, foil, etc.), we use this variant of the logotype.

This alternative is also permitted where the full-color logotype cannot be used or in cases where it is more appropriate to use the black-and-white variant.



Colors

Standard colors

The face of the center is significantly strengthened if the standard colors are used.

The standard colors are part of a unified visual style and thus represent an important tool for influencing the positive perception of the brand, that is the image of the center.

Pantone 368 C



CMYK

77/16/60/1

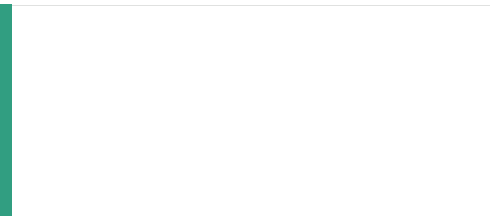
RGB

45/154/124

HEX

#2D9A7C

Pantone Process White



CMYK

0/0/0/0

RGB

255/255/255

HEX

#FFFFFF

Pantone Process Black



CMYK

0/0/0/100

RGB

0/0/0

HEX

#231F20

END
