



# Style guide

# 01 LOGOTYPE

Basic

The default version of the logotype, which can be used in three variations: horizontal (basic), vertical and symbol only.



a) Horizontal use



b) Vertical use



c) Symbol only use





## 02 LOGOTYPE

Single color

The single-color version of the logotype is suitable for a less contrasting background and wherever two colors would be distracting.



a) Horizontal use



b) Vertical use



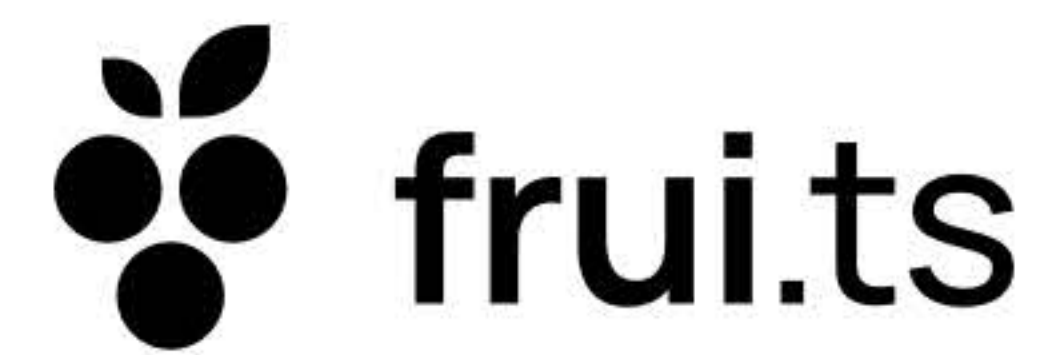
c) Symbol only use



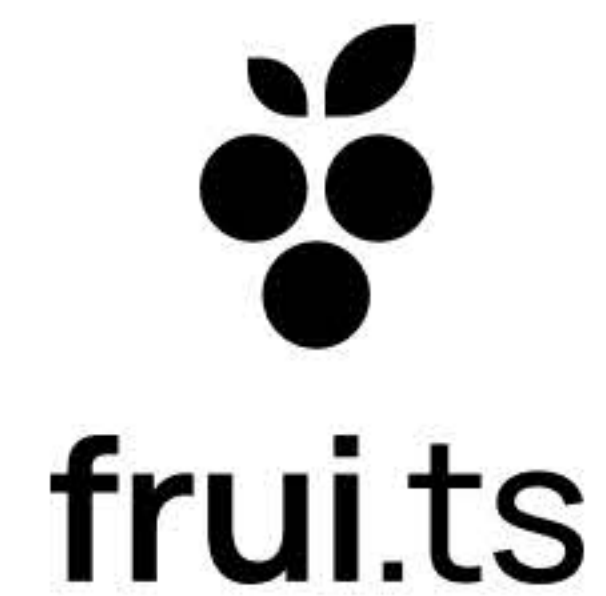
# 03 LOGOTYPE

Black & White

The black and white version is designed primarily for simple colorless printing. For standard use, the logotype should follow the colors of the brand (Basic version).



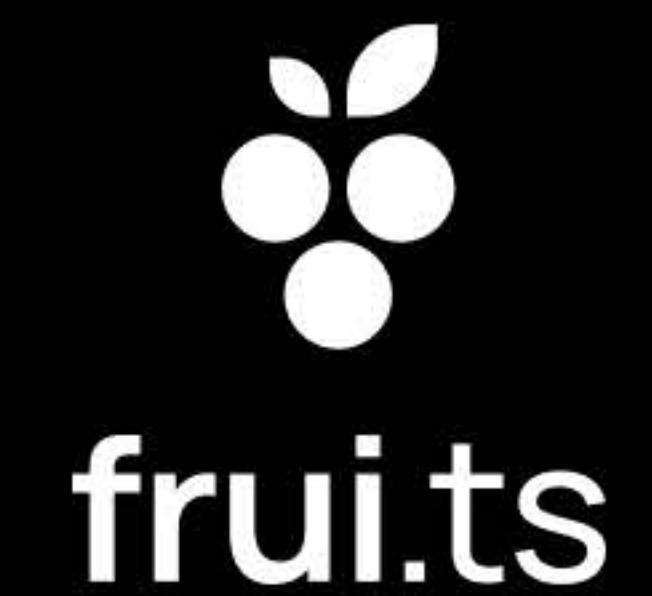
a) Horizontal use



b) Vertical use



c) Symbol only use





# 04 LOGOTYPE

Exclusion zone

The exclusion zone corresponds to 1 times the size of the circle in the symbol.

Structure



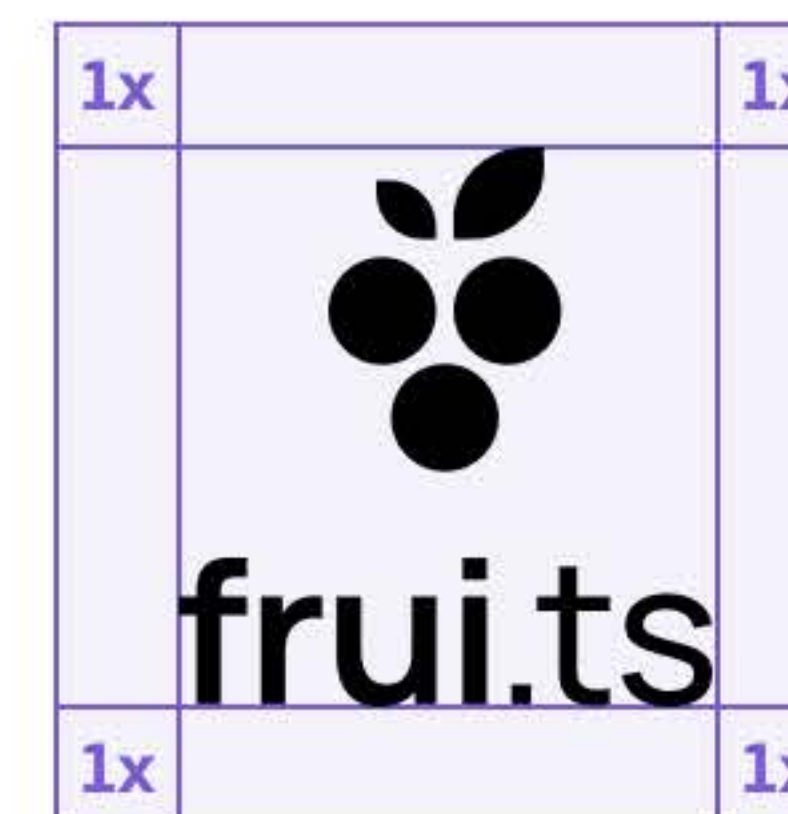
Symbol

Logotype

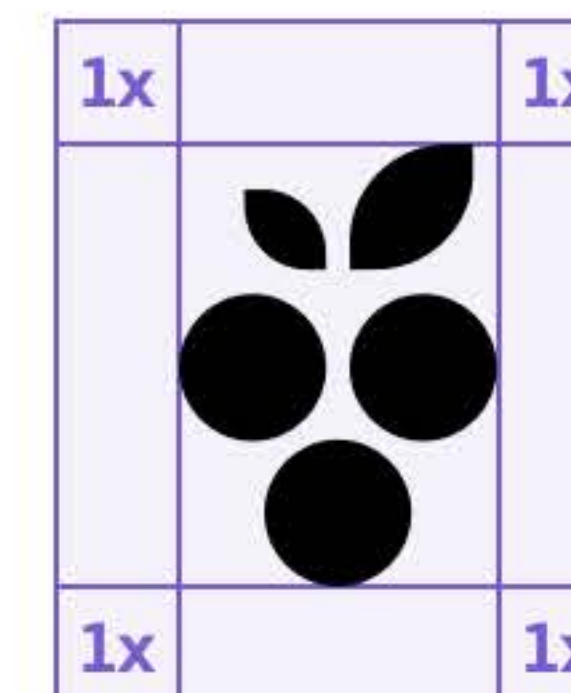
a) Horizontal use



b) Vertical use



c) Symbol only use





# 05

## LOGOTYPE

Minimum sizes

It is important to establish a minimum size to ensure the logotype or symbol are not only visible, but also easily readable and recognizable.

a) Horizontal use



Minimum digital size 120 px wide  
Minimum print size 30 mm wide

b) Vertical use



Minimum digital size 90 px wide  
Minimum print size 23 mm wide

c) Symbol only use



Minimum digital size 24 px wide  
Minimum print size 6 mm wide

06

COLORS

Color system

Scalable color palette using [www.hsluv.org](http://www.hsluv.org) model. Each color is scaled by lightness (L) according to all other colors.

Basic colors





# 07

## COLORS

Main colors

The main colors of the brand based on the color system.

### Berry purple (47)

CMYK 63, 72, 0, 0

RGB 121, 91, 207

HEX #795BCF

### Leaf green (L47)

CMYK 97, 21, 100, 9

RGB 0, 129, 56

HEX #008138

### Leaf green (L59)

CMYK 93, 1, 100, 0

RGB 0, 164, 73

HEX #00A449

### Berry purple (L7)

CMYK 94, 99, 40, 54

RGB 25, 13, 56

HEX #190D38

### Grey (L96)

CMYK 3, 3, 1, 0

RGB 244, 243, 245

HEX #F4F3F5



# 08

## TYPOGRAPHY

Main font

The basic font of the brand is Manrope. Simple and clean cuts ensure perfect readability.

Font is available for personal and commercial use under SIL Open Font License.

<https://manropefont.com>

Manrope Regular

abcdefghijklmnopqrstuvwxyzěščřžýáíéů  
ABCDEFGHIJKLMNOPQRSTUVWXYZĚŠČŘŽÝÁÍÉŮ  
0123456789

Manrope SemiBold

abcdefghijklmnopqrstuvwxyzěščřžýáíéů  
ABCDEFGHIJKLMNOPQRSTUVWXYZĚŠČŘŽÝÁÍÉŮ  
0123456789

Manrope Bold

abcdefghijklmnopqrstuvwxyzěščřžýáíéů  
ABCDEFGHIJKLMNOPQRSTUVWXYZĚŠČŘŽÝÁÍÉŮ  
0123456789

Mr



# 09

## TYPOGRAPHY

Back-up font

The backup font for digital use (newsletter etc.) is Arial.

Arial Regular

abcdefghijklmnopqrstuvwxyzěščřžýáíéů  
ABCDEFGHIJKLMNOPQRSTUVWXYZĚŠČŘŽÝÁÍÉŮ  
0123456789

Arial Bold

**abcdefghijklmnopqrstuvwxyzěščřžýáíéů**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZĚŠČŘŽÝÁÍÉŮ**  
**0123456789**

