

# Logomanuál



ARCHA  
POMOCI  
nebýt na to sám



# Logodesign

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x = ochranná zóna výšky písmene l

1. Logo



2. Vertical



3. Simple



4. Symbol



1. Logo - w



2. Vertical - w



3. Simple - w



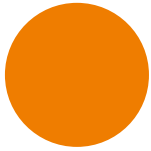
4. Symbol - w



# Barevnost a font

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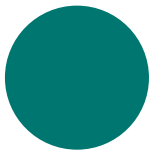
## 1. Primární barvy



**Oranžová**

**RGB** 239 | 125 | 0

**CMYK** 0 | 60 | 100 | 0

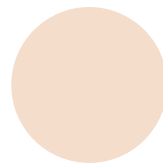
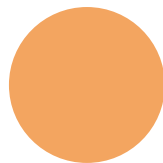
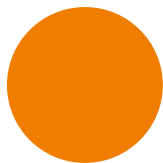
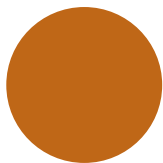
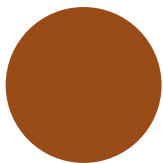
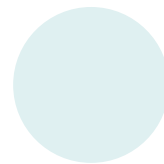
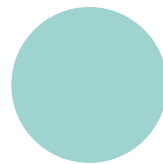
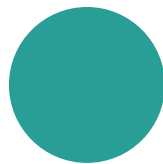
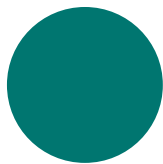
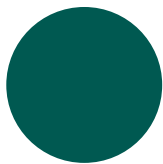


**Zelená**

**RGB** 0 | 118 | 112

**CMYK** 86 | 30 | 54 | 17

## 2. Sekundární barvy



## 3. Font

**Century Gothic Regular**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Century Gothic Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**Century Gothic Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

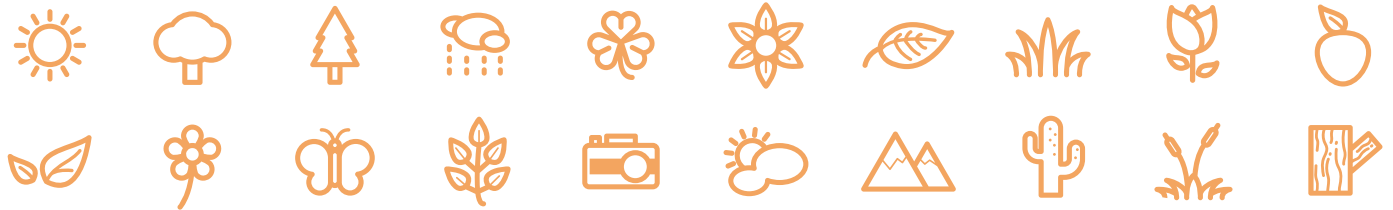
**Century Gothic Bold Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

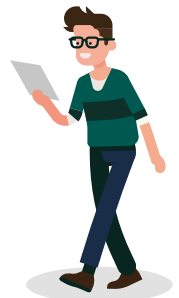
# Ilustrace a ikony

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## 1. Ikony



## 2. Ilustrace



# Použití

## 1. Vizitky



## 2. Propisky



## 3. Další použití loga

