



# **PRAGUE CONGRESS CENTRE**

Logotype Manual

Prague Congress Centre

Foreword

Dear Colleagues,

You are holding in your hands material that is designed to work in both our interests through additional strengthening of the identity and the good name of the Prague Congress Centre, in this case in the form of graphic visual presentation. The rules contained in this manual for the use of the registered trademark of PCC must be considered binding, because they standardise a single, unified style for the company, and as such belong among the elements defining the character of the company in the awareness of the whole of society, government administration, co-workers, commercial and non-commercial partners. The unified graphic style of the Prague Congress Centre is part of its overall corporate identity. It is a graphic and invariable expression of the uniqueness and character of this important institution, a sign of its solidity, stability and personal integrity. Internally, therefore, it reinforces the reputation of the company as an employer and stimulates a feeling of belonging among employees, while in the outside world it reinforces its protection against possible attack.

The most important part of the manual is the definition of the trademark – logotype – in its basic shape and in all kinds of use, as well as the prescribed styles and applications of the typeface, and standard implementation of business stationery. Only those entitled to do so can work with the manual, and it is their duty to take care to see how the rules and the regulations connected to them in the manual are applied in practice.

Not respecting the rules in the manual will damage the interests and the good name of our company. I ask you therefore to approach the following information with all the seriousness it deserves.

I trust that this manual for the use of the Prague Congress Centre trademark will become a dependable and user-friendly aid to you.

1/7/2006

For the Prague Congress Centre

Ing. Michá

General M

A handwritten signature in blue ink, appearing to be 'Michá', written in a cursive style.

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## LOGO

### Czech and English version of the logotype



The trademark of the Prague Congress Centre is a logotype consisting of a graphic symbol and the official name of the company in Czech and English.

Individual components of the logotype (symbol and company name) are set on the central optical axis. The graphic part (symbol) of the logotype is formed by three stylized stripes representing the rows of the seats in the main hall of the Congress Centre, and their number corresponds to the number of buildings of the Congress Centre.

This CD contains composite versions of the logotype of the Prague Congress Centre required for processing by any of the current digital technologies, and readable on PC or Macintosh platforms. The typeface for the name of the company is created from a style of Gill Sans Roman. For any subsequent application this CD contains all composite versions of the complete logotype, so it is not necessary to create or construct this name in any way.

**The colour version** is compiled in vector and bitmap variants. Use of individual variants is determined by the specific needs of the digital version of the prepared documents.

**It is explicitly forbidden to modify, change or in any way correct, the specified colour value of the logotype and its colour variations.**



**The monochrome version** of the logotype is used in all cases where the pictures and text of the printed or audiovisual material are composed in a single colour. The colour shown is only an example and is certainly not binding. This version of the logotype derives from the black and white positive or negative versions.

**The greyscale logotype** in both positive and negative versions is only used in cases where the resulting material is reproduced in black and white, and it is necessary to illustrate the colour contrast between the symbol and the name of the company.

**The black and white version** of the logotype is possible only in the full black (positive) or full white (negative) options. These versions are used mainly where it is not possible to use the colour version of the logotype. It is possible in extreme cases to use the negative version as transparent. This option is used in various sign-making applications.

**Minimum size and white space** The minimum size of the logotype is set according to values that guarantee the readability of the name of the company and guarantee production by printing technologies (offset, book printing, screen printing, flexoprint and pad printing). The minimum size of the logotype is determined by a minimum height of 7mm.



The white space of the logotype is the space bordered by the minimum permitted distance of the logotype from the rest of the text, pictures or other graphics, i.e. the edge of the format into which the logotype is set. The borders of the white space of the logotype are expressed in terms of a basic unit of measurement  $x$ . This unit is based on the size of the frame of the symbol whose height is  $2x$ . Each use of the logotype of the company must respect its white space.



## Corporate colours – logo

The individual components of the Prague Congress Centre logotype in the basic version have explicitly defined colour values. The logotype symbol and the dot in the name of the company are in blue, the name of the company is in black. Where the greyscale version is to be used, the logotype symbol and the dot in the name are to be done in grey. Where a negative black and white version of the logotype is used, the whole logotype is to be white, transparent or see-through. Where the black and white version of the logotype is to be used, the whole logotype is to be composed in black. If trapping is used for production (not direct colour), we recommend under-printing the black with blue at 30% of the thickness of the screen to achieve greater depth of the resulting black.

### BLUE

#### Pantone blue

Pantone	300
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#### CMYK blue

C – cyan	100
M – magenta	44
Y – yellow	0
K – black	0

#### RBG blue

R – red	9
G – green	90
B – blue	166

#### Film blue

JAC Serisign	Duro-AL 204	89775
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### GREY

#### Pantone grey

Pantone Cool Gray 5
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#### CMYK grey

C – cyan	0
M – magenta	0
Y – yellow	0
K – black	29

#### RGB grey

R – red	181
G – green	181
B – blue	181

## Corporate colours – logo

### ORANGE

#### Pantone orange

Pantone 144

#### CMYK orange

C – cyan 0

M – magenta 48

Y – yellow 100

K – black 0

#### RBG orange

R – red 255

G – green 133

B – blue 0

#### Film orange

JAC Serilux

Duro-AL 204 79080

**It is forbidden to modify, change, or in any way correct, the stated colour values of the logotype or its colour variations.**

## Corporate colours – symbol



If it should be necessary to use a linking communication element in the graphic communications of the company, in order to preserve the corporate identity of the company the symbol of the logotype should be used independently. This symbol is to be an exact reproduction, and its shape not modified in any way. However, it can be flipped horizontally 180°. For subsequent use on this CD only one style / element of the logotype has been used in its digitised form.

Unlike the logotype, it can be produced in another colour – light – which nonetheless derives from the basic colour scheme.

### BLUE

#### Pantone blue

15%	Pantone	300
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#### CMYK blue

C – cyan	15
M – magenta	6.6
Y – yellow	0
K – black	0

#### RGB blue

R – red	217
G – green	225
B – blue	238

#### Film blue

JAC Serisign	Duro-AL 204	89775
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### GREY

#### Pantone grey

Pantone	Cool Gray 5
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#### CMYK grey

C – cyan	0
M – magenta	0
Y – yellow	0
K – black	29

#### RBG grey

R – red	181
G – green	181
B – blue	181



## Corporate colours – symbol

### ORANGE

#### Pantone orange

Pantone	144
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#### CMYK orange

C – blue	0
M – purple	48
Y – yellow	100
K – black	0

#### RBG orange

R – red	255
G – green	133
B – blue	0

#### Film orange

JAC Serilux	Duro-AL 204	79080
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***It is forbidden to modify, change or in any way correct, the stated colour values of the logotype or its colour variations.***

## Typeface Guide

Gill Sans CE Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ěščřžýáíé,..?!\$@&úů()

Gill Sans CE Light Italic  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ěščřžýáíé,..?!\$@&úů()

Gill Sans CE Roman  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ěščřžýáíé,..?!\$@&úů()

Gill Sans CE Bold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ěščřžýáíé,..?!\$@&úů()

To meet our fundamental need for a dynamic and modern look, we have chosen Gill Sans in the styles of Light, Light italic, Roman and Bold as the basic typeface for the Prague Congress Centre's printed text communications.

**Gill Sans Light** and **Italic** is used for printing continuous text, **Gill Sans Roman** is used for titles and headings and everywhere there is a need to accentuate the text message. **Gill Sans Bold** is the typeface for the message to be delivered with maximum impact.

The modern, dynamic Gill Sans typeface design meets the demand for straightforward and serious communication, reinforcing the Prague Congress Centre's modern, dynamic personality. As one of the most widespread and best formulated typefaces in electronic form, this typeface is very readily available for general use.

**It is forbidden to use any other than the styles of typeface shown.**

## Typeface Guide

**Arial Narrow**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,.:?!\$@&()

As a supplementary typeface, we have chosen Arial Narrow in Regular, Italic, Bold and Bold Italic styles.

This typeface is to be used for company correspondence.

*Arial Narrow Italic*  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,.:?!\$@&()

**Arial Narrow Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,.:?!\$@&()

***Arial Narrow Bold Italic***  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789,.:?!\$@&()

# Corporate Stationery – Letterhead



The finished digital version of the corporate letterhead contains final data for the print version and polygraphic processing.

**Plain corporate letterhead** is the most common letterhead used in the company. Printing is done using offset technology on to wood-free offset smooth ultra white 80g paper. It can have an electrostatic finish.

**Personal corporate letterhead** is offset printed on identical material to the plain stationery.

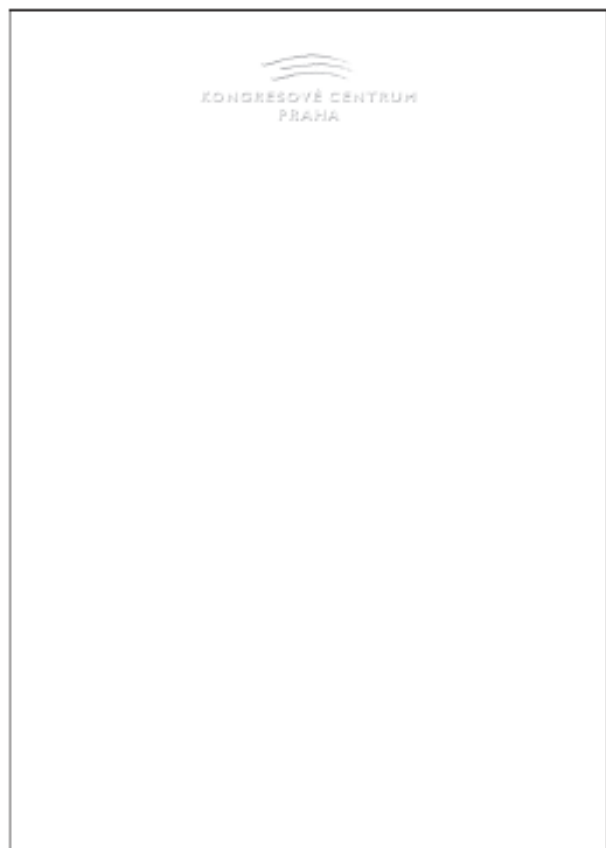
**Corporate letterhead second sheets** are used where the first sheet of plain or personal letterhead is not sufficient. It is printed using offset technology in the specified colour scheme onto the same material as the rest of the company stationery.



# Corporate Stationery – Letterhead (Cont.)



De luxe corporate letterhead is intended for use by the company's senior management. It is produced on different material (e.g. Rives Tradition Elfenbain 100g). The colour is the same as other company stationery. It can be printed using offset or technologies like die stamping or screen print. To reinforce the prestige of this company material we recommend the use of the logotype in the form of embossed print (the print is raised). For such cases this CD ROM contains a visual illustration of the logotype done this way, but it is not a stencil for manufacture of the die.



## Corporate Stationery – Business Cards



The **corporate business card** is printed using offset or screen printing onto ultra white smooth 300g card.



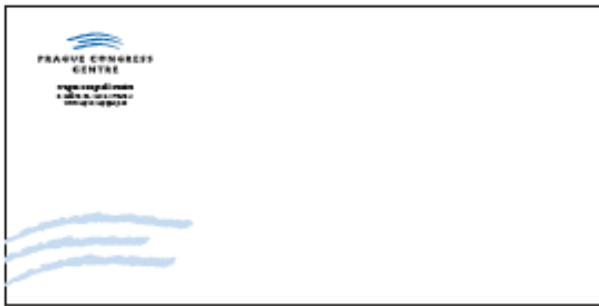
The **de luxe business card** can be printed using the same technologies as de luxe letterhead on 250g paper which must be similar in character to the de luxe letterhead. In case of this company material.

## Corporate Stationery – Envelopes



**Company envelopes** in the colour version are to be offset printed on white paper.

**De luxe company envelopes** must be printed on paper that is similar to the paper used for the de luxe stationery and business cards. Printing techniques in this case are offset or screen printing. Die stamping and embossing can only be used when the envelopes will be formed from already printed or embossed material.



## Corporate Stationery – Remainder

The **compliments slip** is to be printed on identical material to the company business card.

The standards shown are identical for the Czech and English versions of the Prague Congress Centre's corporate printed materials.

The data files provided cannot be used as templates for direct print from the computer.

The above data files are meant only for subsequent polygraphic processing.

The size, typeface, colour and its value, and the placement of the individual text and picture elements of the print materials are final and cannot be changed.

