



**VÁPENKA
VITOUL s.r.o.**

Logo guideline



Specifications of the logotype colours

The logo uses a palette of primary colours and can be used in following colour variations which allow it to be used on any background colour. Creation of any other colour variation is prohibited.



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CMYK: C: 1%, M: 1%, Y: 100%, K: 0%
RGB: R: 254, G: 241, B: 0
HEX: FEF100



CMYK: C: 87%, M: 54%, Y: 0%, K: 0%
RGB: R: 45, G: 104, B: 204
HEX: 2D68CC



CMYK: C: 100%, M: 100%, Y: 100%, K: 100%
RGB: R: 0, G: 0, B: 0
HEX: 000000

Possible variations in positioning of the symbol and the text

The logo can be used in two variations of size relation of the symbol and the text. These two variations are basic for all the uses of the logo. They consist of the symbol and the text. The proportions of size and arrangement of the logo elements are mandatory and must not be changed.



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Possible colour variations of the logotype



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Protection zone of the logotype

Protection zone is a minimum clearance in close proximity of the logo or the symbol which has to be maintained and no other text, logo or graphic element can enter it. Protection zone also determines a minimum clearance from the edge of the format to which the logo or the symbol is applied. Protection zone is indicated by the half of the cap height of the “V” in the logo. In case the symbol is used only, a minimum clearance is the same as if the logo is used with the text.



Incorrect usage of the logotype

Following changes are forbidden for all the logotype possible variations.

Any changes in aspect ratio or original size relationship of the symbol and the logotype are forbidden.



Any other font for the text in the logotype than the original one is forbidden.



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Any other colour variation or any colour gradient is forbidden.



Usage of the logotype on materials

The logotype can be used without background only in single colour variation. The logotype colour shall be chosen with respect to the colours and combinations used in a particular case. Possible variations are black-yellow, black-white, blue-yellow, blue-white. If the material is of different colour than those mentioned earlier, only white or black variation can be chosen and the decision must respect the fact the logo should be in the highest possible contrast to the colour of the material.



Link for logo download:

www.vitoul.cz/logomanual.zip