

# Czech Equestrian Team Logo Manual

## Basic designs

### Colour positive design

This variant is the default for all logo applications. The size ratios and composition of the logo elements are binding and may not be changed. No other colour design may be created.



### Colour negative design

The colour negative designed is used for logo applications where the colour positive design is not sufficiently legible on the given background.



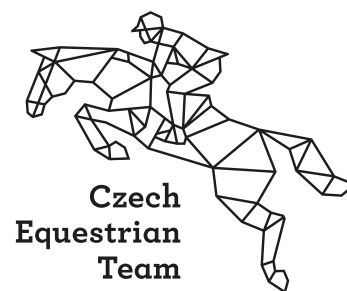
### Monochromatic negative design

This is used when the technology only enables the use of one colour and the background colour is darker than the printing colour.



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## Minimal logo size

The minimal size specifies the smallest size of the logo that can be flawlessly reproduced using printing techniques.



## Logo protection area

This is the minimal size of the area next to the logo, which must remain free of text, other logos and graphics.



## Logo on material

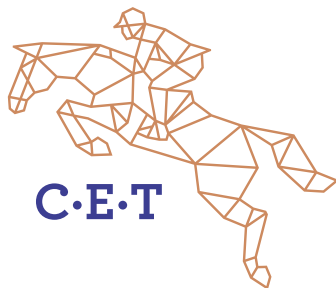
If the logo is stamped, engraved or etched onto material, all parts of the logo are recessed or raised on the same level.



## Designs with abbreviation

### Colour positive design

If the company's full name cannot be used, the design with the abbreviation may be used.



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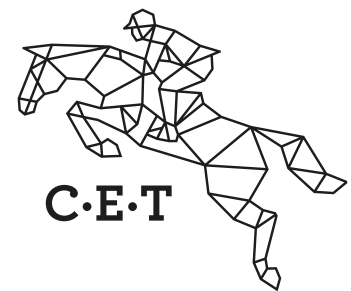
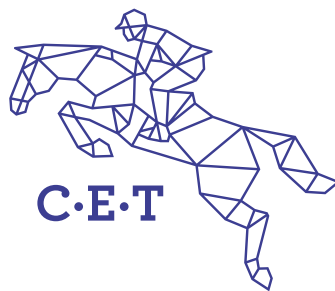
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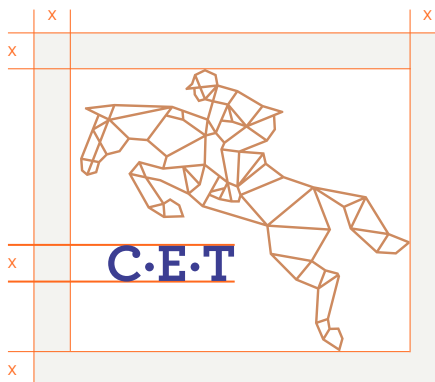
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## Use on a background

The combinations of colour logo designs on a background in the basic and additional colours as shown here are binding. These examples illustrate the following rule: if the colour background is optically lighter than 40 % black, the colour positive logo design is used. The monochromatic negative design is used on medium-saturation backgrounds and the colour negative design is used on dark backgrounds. The background should always be lightened or darkened to enable greater use of the colour positive or colour negative logo design.



## Basic colours



### CET blue

PANTONE® 2748 C/U  
 CMYK C100 M98 Y0 K0  
 RGB R50 G45 B129  
 HTML 001871  
 RAL 5002  
 Self-adhesive film, gloss Avery 792



### CET bronze

PANTONE Metallic® 876 C/U  
 PANTONE® 4645 C/U  
 CMYK C11 M46 Y64 K30  
 RGB R175 G121 B79  
 HTML AD7C59  
 RAL 8023  
 Self-adhesive film, gloss Avery 728-01

## Archer Equestrian

The base font for the product is Archer Equestrian. The font is one of the fundamental aspects of the uniform visual style of the product and should be used in all applications.

**A B C D Ě F G H I J K L M N**  
**Ó P Q R S T Ů V W X Y Z**  
**á b c d ě f g h i j k l m n o p q ř s t ů v w x ý z**  
**1 2 3 4 5 6 7 8 9 0 ^ / # \$ € £ ¥ ¤ § % & ( ) [ ] < > “ „ ! ? \***