



Churchle
A R E N A • P R A H A

2019 LOGO MANUAL



Primary logo – negative – for use on dark blue background



Primary logo – positive – for use on white or beige backgrounds

STRUCTURE

The logo maintains a centered alignment. Typographic elements maintain a justified center alignment. The laurel is made with a subtle oval with the ratio 10:10.0468.



PROTECTIVE FIELD

A protective field around the logo should always be followed. It defines the space in which no other graphic elements may enter that could disrupt the brand readability.

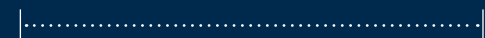


MINIMUM SIZE

Minimum size of the logo ensures its readability. This size is determined by a width of 25 mm for both positive and negative brand versions. For use online, the minimum size is set to 90 px.



Churchle
ARENA • PRAHA



25 mm
90 px



Churchle
ARENA • PRAHA

25 mm (actual size)

COLORS

Dark Blue
Pantone 540 C

Gold
Pantone 7407 C

Grey
CMYK 0 | 0 | 0 | 60
RGB 124 | 124 | 124

Black
CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0

CMYK 100 | 57 | 12 | 66

CMYK 19 | 36 | 74 | 6

RGB 0 | 48 | 87

RGB 203 | 160 | 82

LOGO VARIATIONS



Primary logo - positive - English



Primary logo - negative - English

LOGO VARIATIONS



Secondary logo - positive



Secondary logo - positive - greyscale



Secondary logo - negative



Primary logo - negative - greyscale

LOGO VARIATIONS



Secondary logo - English - positive



Secondary logo - English - positive - greyscale



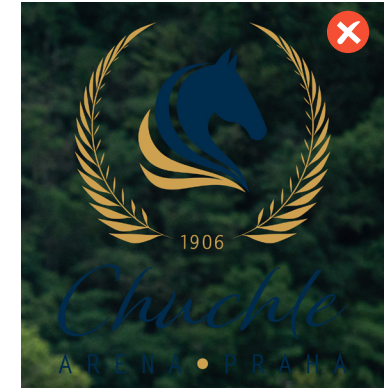
Secondary logo - English - negative



Primary logo - English - negative - greyscale

LOGO ON VARIOUS BACKGROUNDS

Exercise caution when using the transparent logos on photographic backgrounds ensuring everything remains readable.



Using the logo inside of its own protective box is the safest application on a photograph.

