

Vizuální styl



Veselá
u Zlína

BAREVNOST LOGOTYPU

Základní barevnost, v černé a v negativu.



DEFINICE BAREV

RGB:
49 / 39 / 131

CMYK:
100% / 100% / 0% / 0%

PANTONE:
2105 C

RGB:
60 / 60 / 59

CMYK:
0% / 0% / 0% / 90%

PANTONE:
4287 C



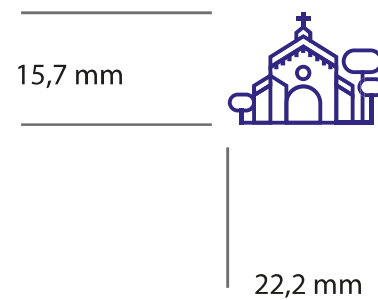
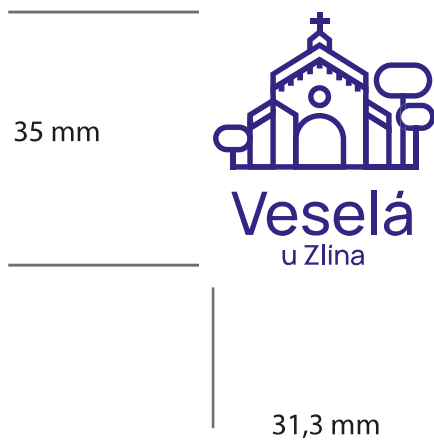
ZAKÁZANÉ VARIANTY

Značka nesmí být deformována, ani jinak znehodnocována.



MNIMÁLNÍ VELIKOST

Nezmenšujeme na méně než 35 mm výšky značky.



OCHRANNÁ ZÓNA

Od ostatních prvků sázíme minimálně na šířku koruny stromu.



FONT

Písmo pro titulky a zástupný text.

Manrope regular

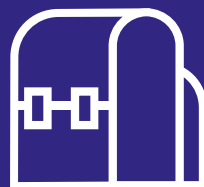
Manrope medium

Manrope semibold

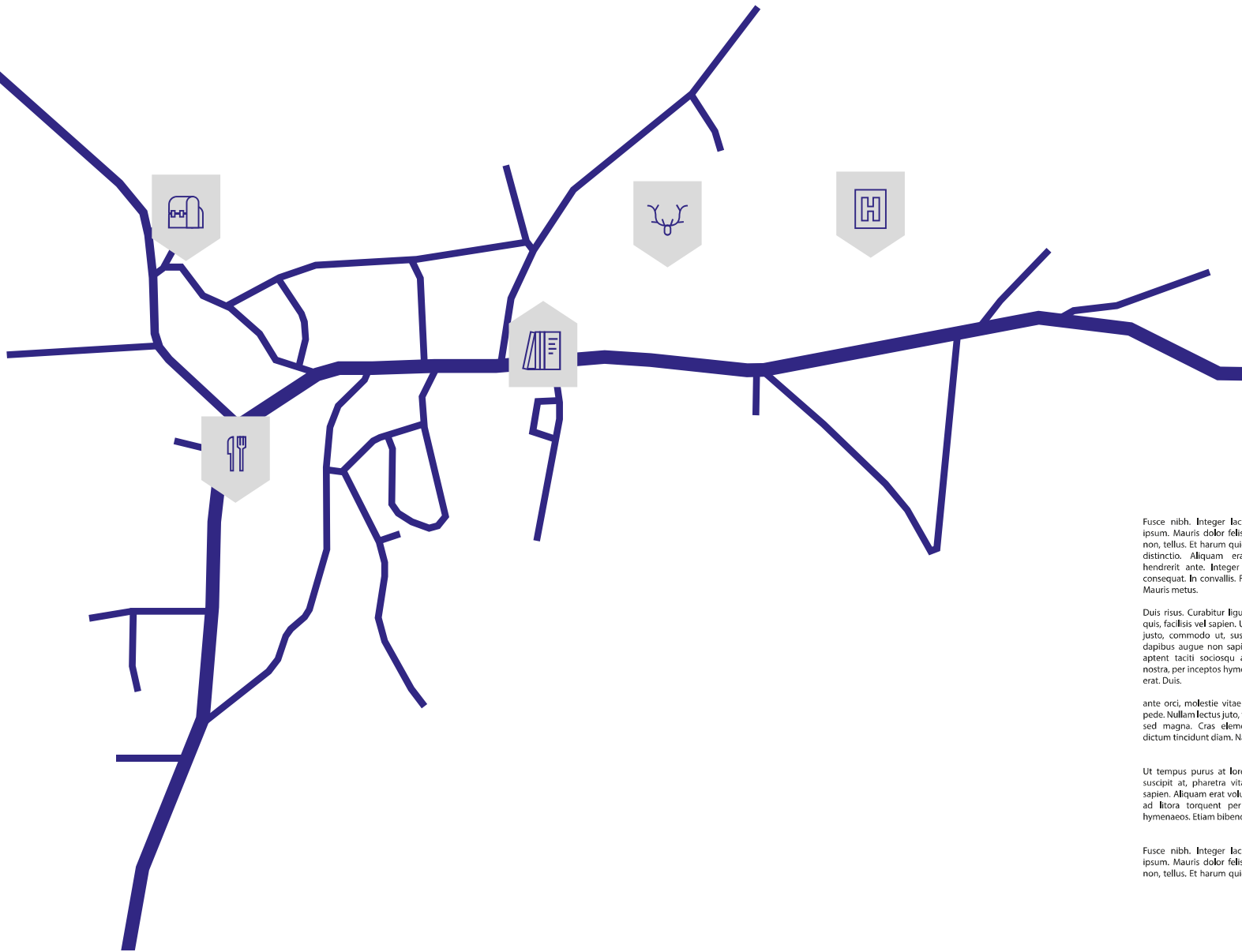
Manrope bold

PIKTOGRAMY

Znaky charakterizující obecní instituce a spolky.



MAPA



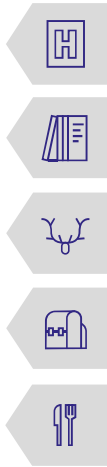
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UKÁZKY



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