

**Graphic Manual**



**Czech Republic Development Cooperation – 17 August 2007**



**Logo with the Czech text**

Intended primarily for communication in the Czech Republic (for a Czech language environment).



**Logo with the English text**

Intended primarily for communication of the Czech foreign development cooperation at the international level.



**Graphic Manual of the Czech Republic's Foreign Development Cooperation**



This manual is used to ensure a uniform use of the logo. On its website you will find the basic rules for using the logo. Observe the prescribed colour and protection zone.

The CD-ROM in the appendix contains a manual in the PDF format and the logo in the Czech language "Česká republika pomáhá" in a horizontal and vertical version, as well as the logo in English "Czech Republic Development Cooperation"

The logos are saved in the **Office** folder (common formats for office use); the **Professional** folder includes a logo saved in a curved form and in formats standard for graphic use.

The appendix includes materials for the implementation of secondary graphic elements.

**Graphic Manual**

**Czech Republic Development Cooperation – 17 August 2007**



**Content of the Manual**

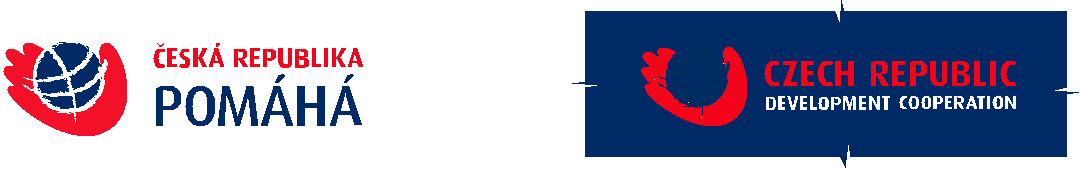
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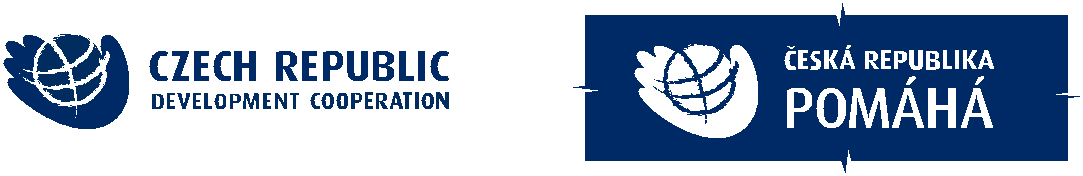


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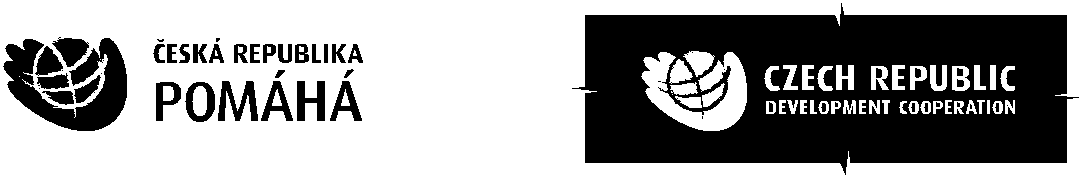
Colour variant Colour negative variant



Monochrome variant Monochrome negative variant



Black and white variant Black and white negative variant



**Logo appearance**



The logo is designed in several variants.

The basic variant of the logo is colour positive.

We prefer to use this variant.

The monochrome variant is intended for monochrome printing.

The black and white variant of the logo is used for black and white printing.

The box below the negative variant is only illustrative and is not part of the logo.

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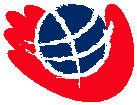
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Colour variant Colour negative variant



**Logo appearance**



Horizontal logo variants

The horizontal logo is a special additional variant designed primarily for very narrow formats.

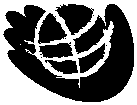


The logo with the English text does not have a vertical variant.

|  |  |  |
| --- | --- | --- |
| Monochrome variant | Monochrome negative variant |  |
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|  |  |  |
| --- | --- | --- |
| Black and white variant | Black and white negative variant |  |
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**Protection zone**

of the horizontal logo

The logo is located in the protection zone.



The protection zone clearly separates the logo

from the other text and graphic elements that would

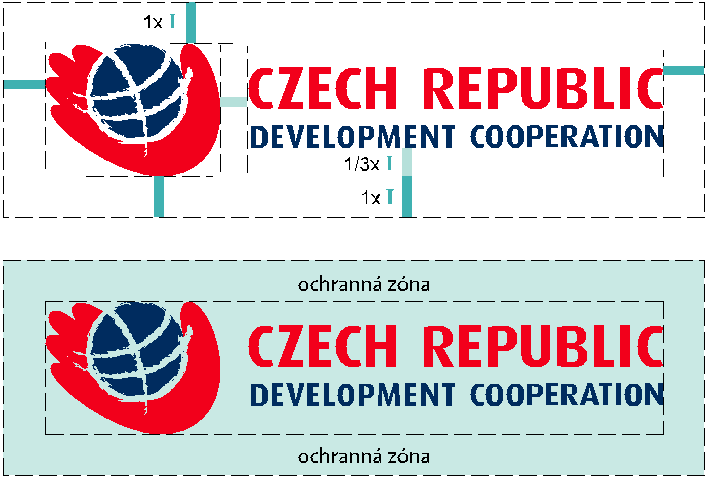
impair its legibility.

The protection zone of the logo with the Czech text is defined

by the height of the letter "H".

The protection zone of the logo with the English text is defined

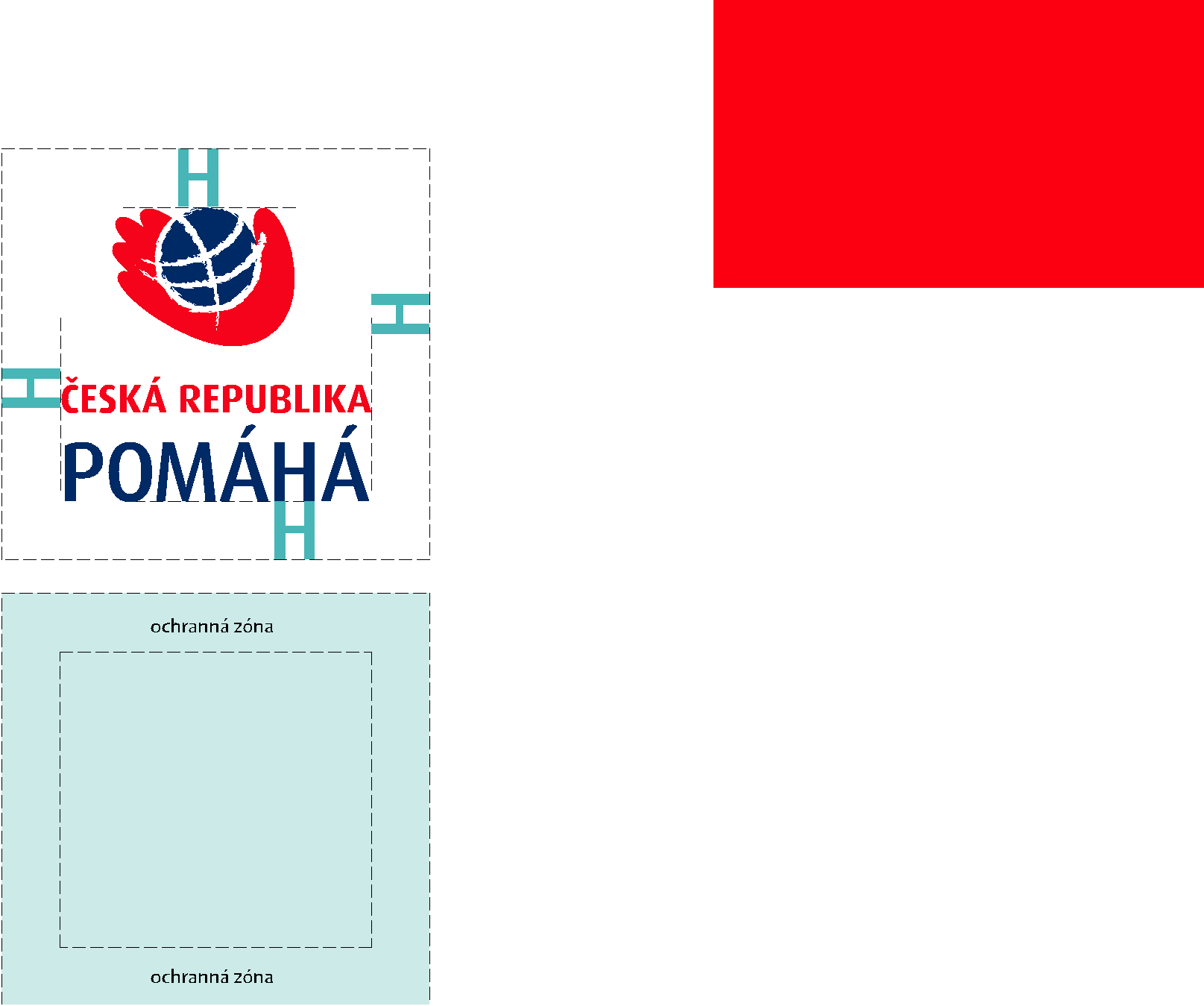
by the height of the letter "I".



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**Protection zone**

of the vertical logo

The logo is located in the protection zone.

The protection zone clearly separates the logo

from the other text and graphic elements that would

impair its legibility.

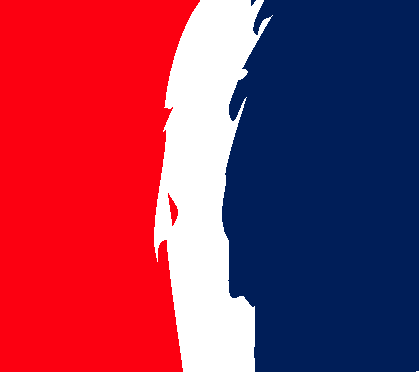
The protection zone is defined by the height of the letter "H".

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**Blue**



CMYK

100/40/0/40

PANTONE Solid Coated

PANTONE 302 C

RGB

0/85/128

HTML

# 005580

**Red**

CMYK

0/100/100/0

PANTONE Solid Coated

PANTONE 1795 C

RGB

234/33/39

HTML

# EA2127



**Definition of the basic colours**



The conversion table lists the colour specifications for different methods of use:

Direct colours Pantone C (Solid Coated) for printing on coated papers (matt and glossy chalk), registration inks CMYK, RGB for electronic imaging, HTML inks for use in Internet applications.

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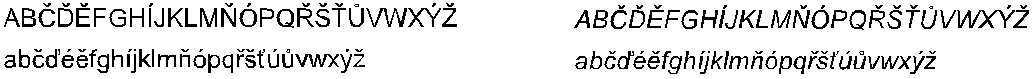


**Basic fonts of communication**

**Arial**

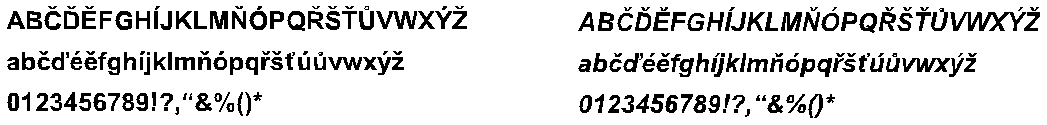


Typeface © The Monotype Company



This font is suitable for subtitles, larger headings

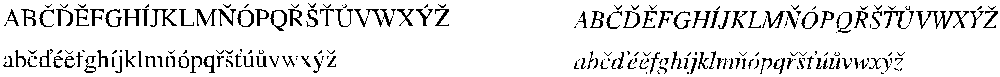
and highlighting.



**Times New Roman**

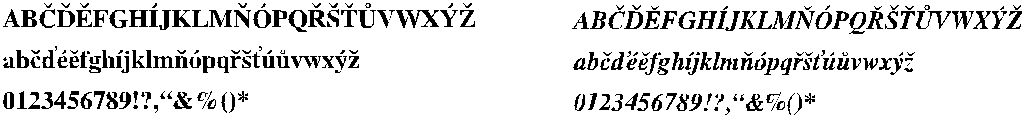


Typeface © The Monotype Company



This font is suitable for "smooth" typesetting

(long texts).



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| 0 mm | 20 mm | 50 mm | 75 mm | 100 mm | **Basic and minimum size**  **of a logo with the Czech text** |
|  |  |  |  |  |  |
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The basic size of the horizontal logo is 100 mm / 100 %.

|  |  |
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| 100 % | In this size, the logo is stored on the enclosed CD. |

The minimum size of the horizontal logo is 20 mm / 20 %.

|  |  |  |  |
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|  |  | The basic size of the vertical logo is derived from the graphic part. |  |
|  |  | The graphic part is of the same size in both variants. |  |
| 75 % |  |  |  |
|  |  |
|  |  | The minimum size of the vertical logo is 11,5 mm / 20 %. |  |

50 %

|  |  |
| --- | --- |
| 20 % | 20 mm = minimum size |

20 %

11.5 mm = minimum size

|  |  |  |  |
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**Basic and minimum size**

**of a logo with the English text** 

The basic size of the logo is 100 mm / 100 %.

**In this size, the logo is stored on the enclosed CD.**



The minimum size of the logo is 25 mm / 25 %.

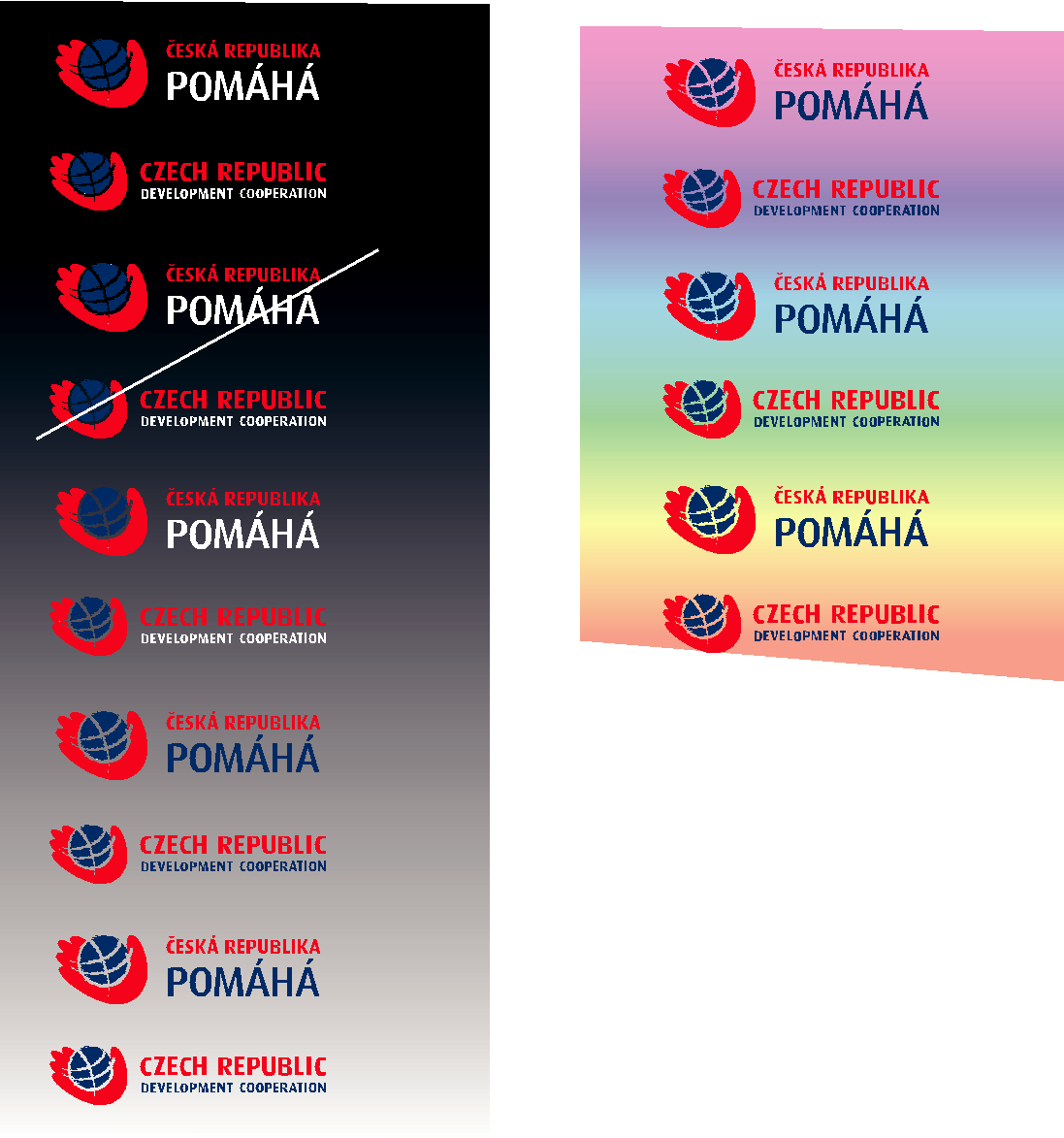


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1. Application on a calm background (grey scale) 2. Application on a calm background (colourful light)



3. Application on a calm background (colourful dark)





**Logo on the background**



Logo on a calm background – different background colour shades require the selection of the corresponding logo from the stored data.

When applied to a coloured background, the main criterion for selecting a logo is its good visibility and legibility. Do not use a logo on the background that reduces visibility.



When the logo is applied on a monochrome

background, the colour must be converted into

the grey scale and compared with table 1.

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| Application on a calm background (grey scale) | | | | |  |  |  |  |  |  |  |
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**Black and white logo on**

**the background**

If the colour on the background is less than 50 % of the grey shade, use the black and white logo in the positive variant.

If the colour on the background is more than 50 % of the grey shade, use the black and white logo in the negative variant.

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Incorrect use, wrong choice of logo variant for the given background, legibility is impaired.

Incorrect use, the logo is disturbed by a restless background.



**Preferred solution:** locate the colour negative logo in the picture so that it was on a calm part of the background.

The application of the logo disturbs the legibility of the background. The rectangle is too dominant.

Wrong use. The logo is disturbed by a restless background.



**Preferred solution:** locate the colour positive logo in the picture so that it was on a calm part of the background.



**Logo on a different**

**background**



The variant of the logo must be chosen with consideration. Different background colour shades require careful selection of the appropriate logo from the stored data. Do not use the logo on a restless background, as its character and thus the legibility could be impaired.

This page shows unsuitable and suitable handling

of the logo. If the selection of the logo variant is not

suitable for the background, the background or

the location of the logo on it changes or is modified.

The same rules apply to the use of the black and white logo.

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Do not change the given colour.

Do not change the mutual proportions

and location of individual elements.

Do not change the mutual proportions

and location of individual elements.

Do not deform the logo.



Do not use the logo in the shades of grey.

Do not use the basis colour variant of the logo for black and white printing.

Do not change the drawing of the logo.



Do not change the location of individual elements.

Do not replace the font in the logo.



Observe the protection zone of the logo.

Do not disturb the logo with other elements.

**Prohibited logo variants**



The logo may only be used in the form specified

by the Graphic Manual.

This page shows several cases of prohibited use.

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**Horizontal logo in conjunction**

**with another logo**

To maintain the dominance of the logo in combination

with another logo, insert a vertical line in red colour

between the logos.



For the logo with the Czech text, the line has the same

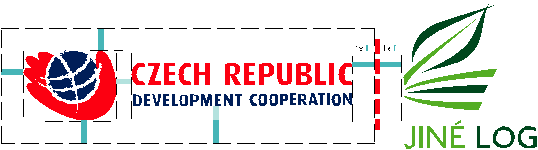
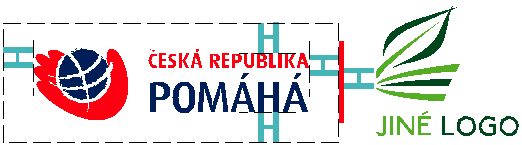
thickness as the shaft of the "H" letter and its height

is equal to one half the height of the lines of the title,

i.e. 1.5y.

For the logo with the English text, the line has the same

thickness as the "I" letter and its height is equal twice

the height of the lines of the title, i.e. 2y.

The line is located in the centre of the horizontal

axis with the logo.

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**Horizontal logo in conjunction**

**with another logo**



**ve spojení s jiným logem**



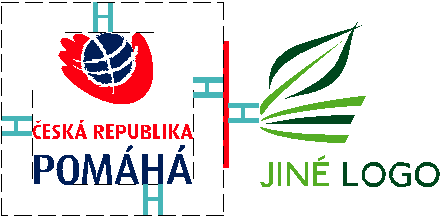
To maintain the dominance of the logo in combination

with another logo, insert a vertical line in red colour

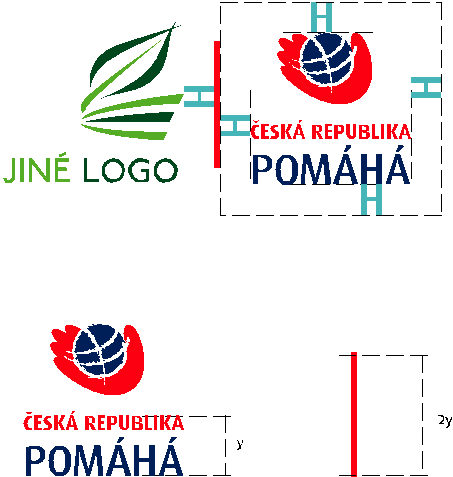
between the logos. The line has the same

thickness as the shaft of the "H" letter and its height

is equal twice the height of the lines of the title, i.e. 2y.



The line is located in the centre of the horizontal

axis with the logo.

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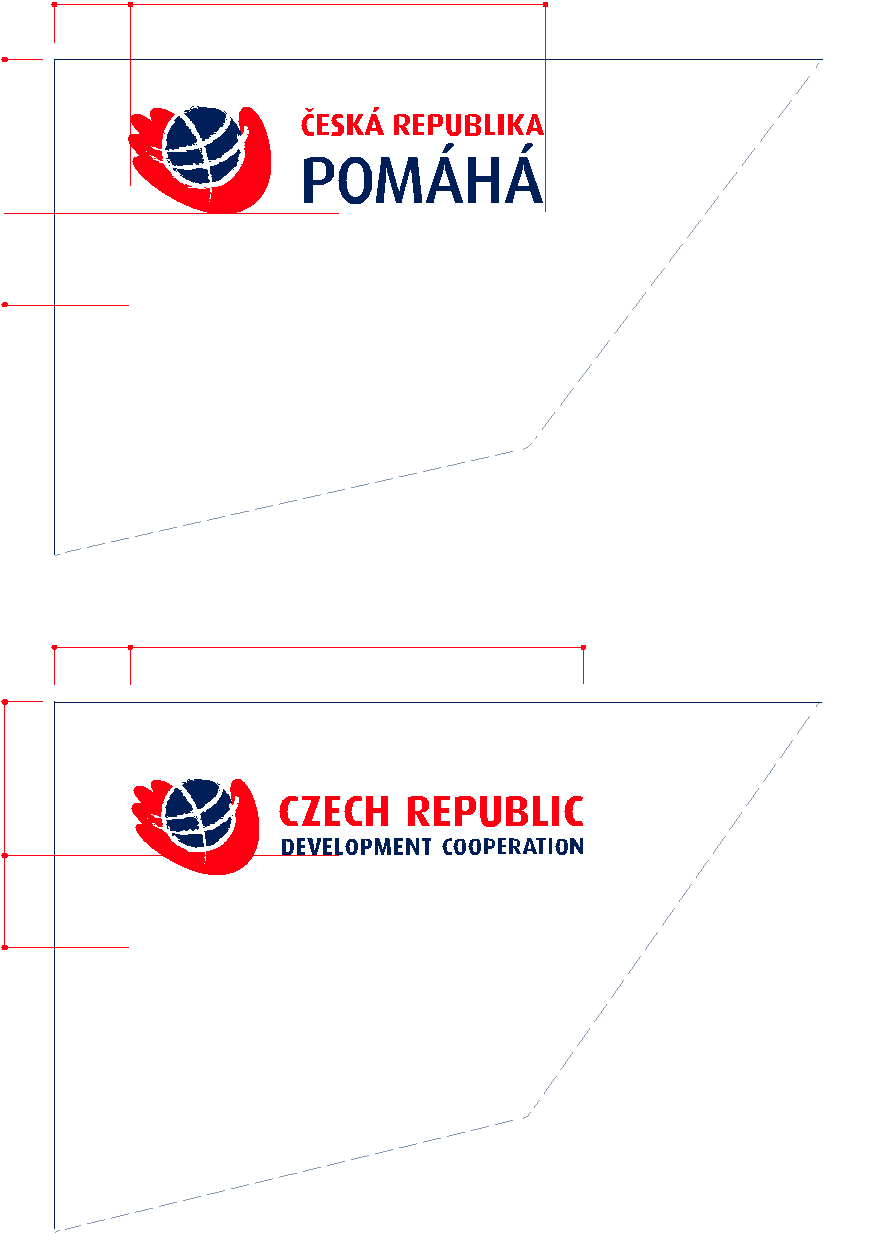


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| 10 | 55 |
|  | Ministry of Foreign Affairs of the Czech Republic |
|  | Loretánské náměstí 5 |
|  | 118 00 Prague 1-Hradčany |
|  | Phone: (+420) 224 182 720 |
|  | Fax: (+420) 224 182 491 |
|  | E-mail: mzv@mzv.cz |
|  | **DL envelope** |
|  | Dimensions: 110 x 220 mm |
|  | Format use: 1/3 A4 |
| 10 | 60 |
|  | **C5 envelope** |
|  | Dimensions: 162 x 229 mm |
|  | Format use: A5 |



**C4 envelope**

Dimensions: 229 x 324 mm

Format use: A4

Ministry of Foreign Affairs of the Czech Republic

Loretánské náměstí 5

118 00 Prague 1-Hradčany

Phone: (+420) 224 182 720

Fax: (+420) 224 182 491

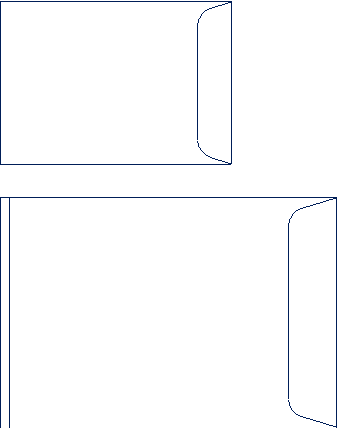
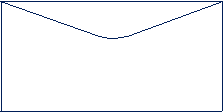
E-mail: mzv@mzv.cz

**Envelope (left upper corner)**



There is a logo in the basic colour variant with the size of 60 mm on the envelope. Below the logo there is the return address and other information.

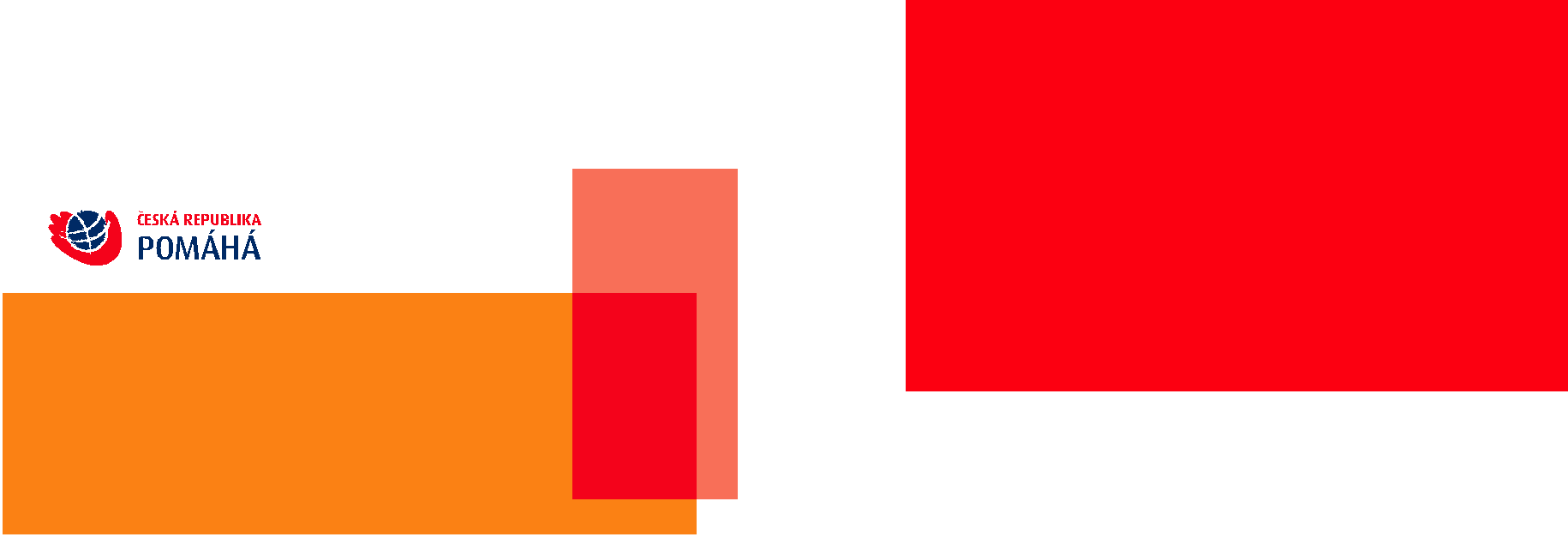
The font used is Arial CE Regular, with the size of 8/10 b.



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**Additional graphic elements –**

**basic three variants of logo**

**compositions and new graphic**

**elements**

Additional graphic elements are part of the visual

communication of the Czech foreign aid. Together

with the logo, they are present on all communication

media and ensure fast and unmistakable

identification of the project.



The composition of the shapes represents two worlds

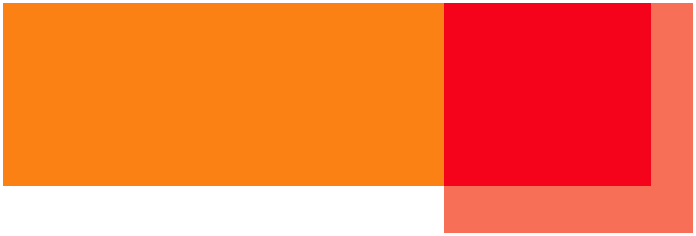
connected to each other. The orange area with the

motif of the globe symbolises third world countries.

The area in the shade of red then symbolises the Czech

Republic and the merging of both areas creates an

area of assistance (solid red colour).



When creating all graphic communication, use these

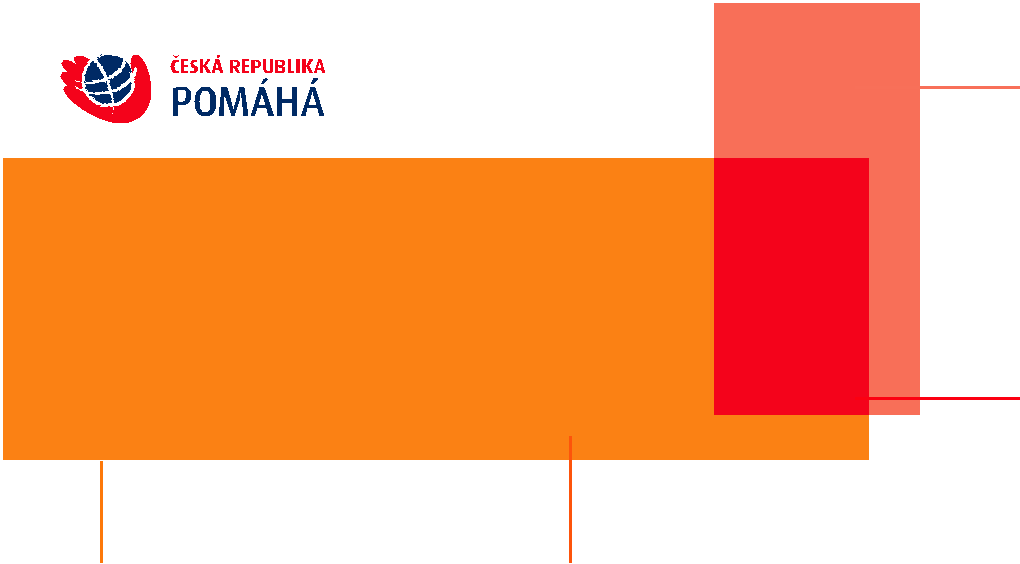
three basic shape compositions as the basis (underlying

materials in the Ai and Psd format on the enclosed CD-ROM).

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**orange** **orange-brown**

CMYK CMYK

0/53/100/0 0/67/100/0

PANTONE Solid Coated PANTONE Solid Coated

PANTONE 144 C PANTONE 158 C

RGB RGB

217 / 141 / 27 209 / 112 / 29

HTML HTML

#D98D1B #D1701D



**Additional graphic elements –**



**definition of colours**

The red colour is identical to the red colour in the logo.

**66 % red**

RGB

210 / 116 / 85

HTML

# D27455

**red**

CMYK

0/100/100/0

PANTONE Solid Coated

PANTONE 1795 C

RGB

234/33/39

HTML

# EA2127

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**Printed matter**

**Example of a cover page layout**

Applies to brochures, leaflets, folders, magazines, etc.

**Cover page in the 1/3 A4 format (footnote)**

Variant with a photo



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**Covere page in the A4 format**

**Cover page in the A4 format**

**1/2 A4 "narrow format"**

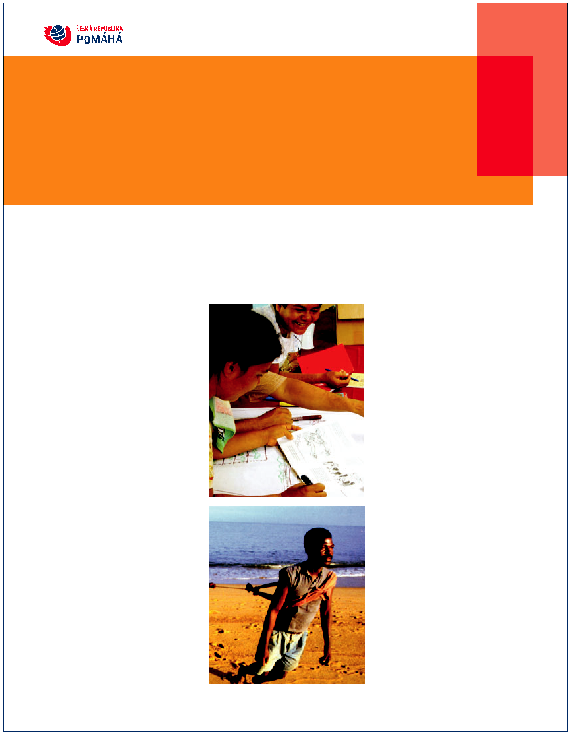
Variant with a photo

Variant without a photo

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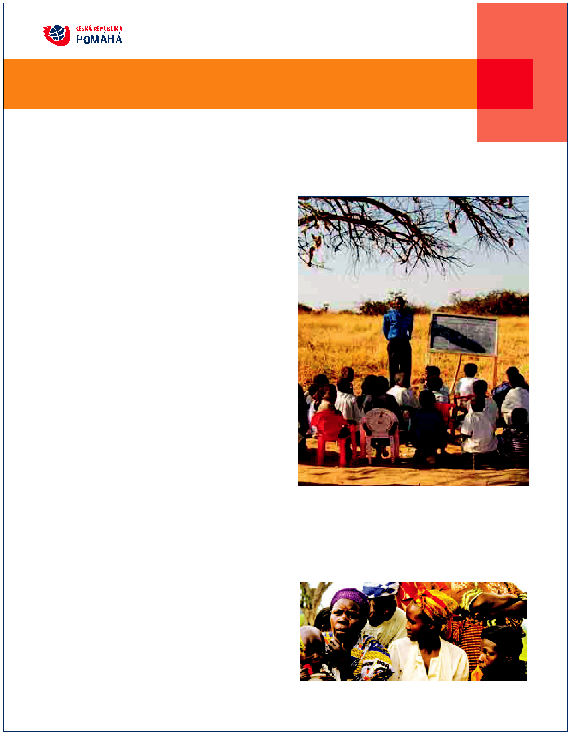
Headline Lorem ipsum Donec Luctus

**Na non nulla. Aenean pede ligula, elementum vitae,**

**dapibus eget, ermentum at, mauris. Nunc convallis**

**diam eget urna. In eros odio, scelerisque ut, sagittis**

Headline Lorem



**Na non nulla. Aenean pede ligula, elementum vitae**

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**Printed matter**



**Example of a layout of the inner sides**

The text of printed matter is blue for a small amount of text,

or black for more text.

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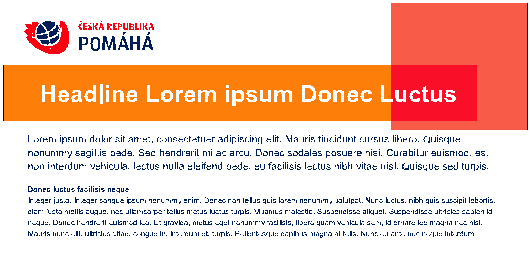
dui consectetuer blandit. Sed at nisl. Donec

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Headline Lorem

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**Inner side of the A4 format** **Inner side of the A4 format**

Variant with a three-column composition of a photo Variant with a two-column composition of a photo

in the middle column in the right column



**Cover page of the 1/3 A4 format (footnote)**

Variant with a two-column composition – photo in the right column

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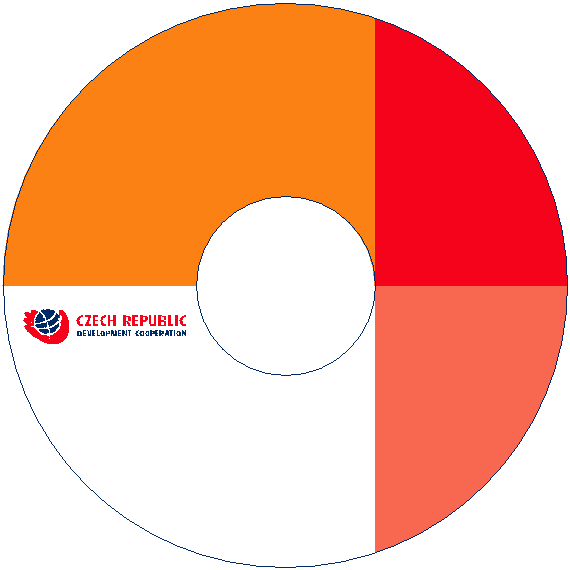
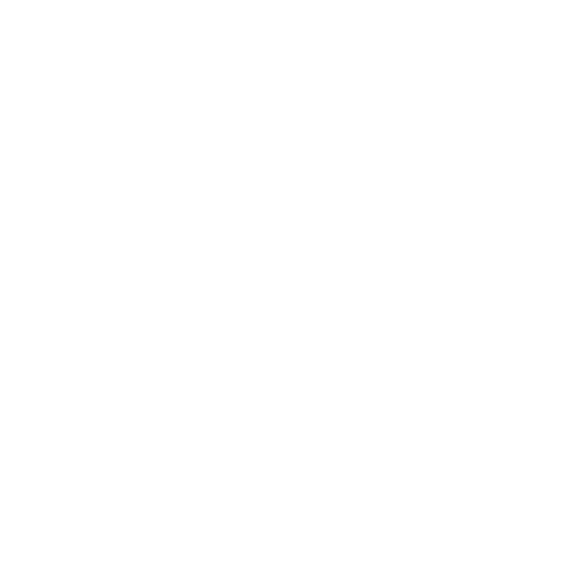


**CD label and booklet**

The external version is used to identify CD-ROMs

intended for official presentation outside the Ministry of Foreign Affairs and transmission of official data.

Booklet dimensions are 119 x 120.6 mm.



**Presentation title**

**Presentation title**

**More information**

**Text**

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| **Graphic Manual** |  |  |  |
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**Poster**

The poster is divided into the upper image part

and the text part in the lower white bar. An additional graphic element is located between these parts.

The main text message is located in this graphic element - document name, title, heading, slogan. The height of the white bar, including the graphic element, is approximately 1/3rd of the height of the poster. The coloured positive logo is located on the left side of the white bar and is aligned to the bottom of the text pattern. The bodycopy font is Arial CE.



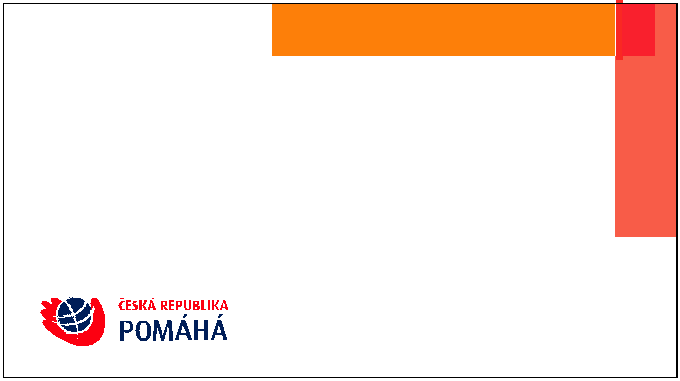
Use of the logo with the English or Czech text according to the specifications on page 1.

**Headline Lorem ipsum Donec Luctus**

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**Czech Republic Development Cooperation – 17 August 2007**



**PhDr. Jan Novák**

Deputy Director of the Development

Cooperation and Humanitarian Aid

Department

Ministry of Foreign Affairs of the Czech Republic

Loretánské náměstí 5

118 00 Prague 1-Hradčany

Phone: (+420) 224 181 111

Fax: (+420) 224 181 111

E-mail: jan\_novak@mzv.cz

**Business card**



The business card dimensions are 90 x 50 mm.

The 28 mm-wide logo is made in the basic colour variant

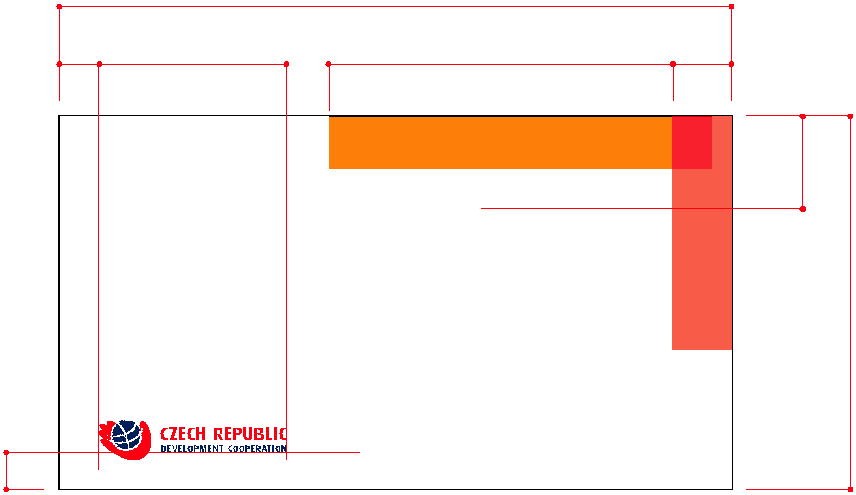
and is located in the lower left corner.

Title, name, surname, designation and description

of the function and contact information are located

on the right half of the business card.

90



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**PhDr. Jan Novák**

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The font used is Arial CE Bold 10/12 b for the title,

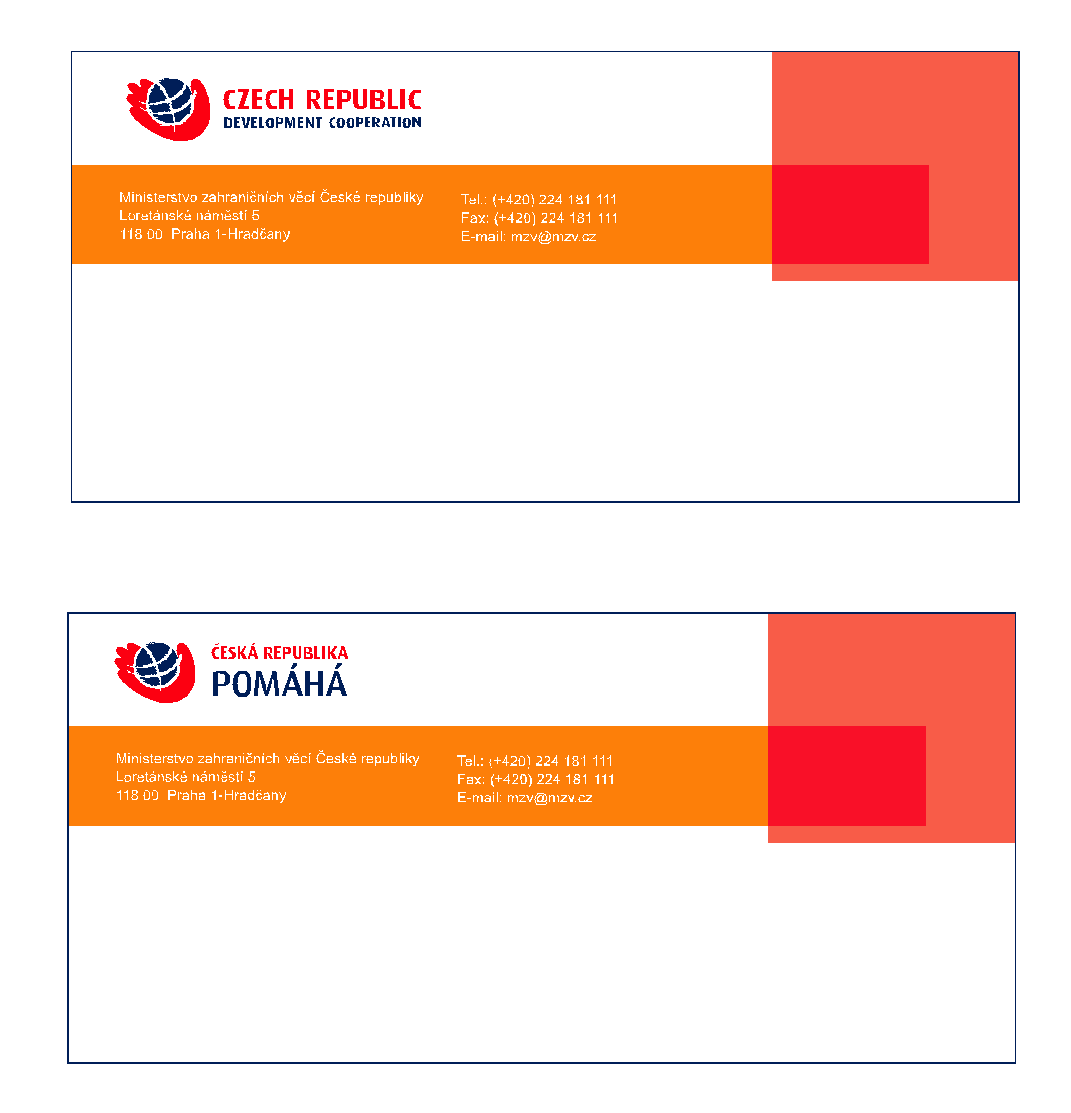
name and surname. For the other text, Arial CE

Regular 7/8,4 b in black is used.

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| **Graphic Manual** |  |  |  |
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**With compliments**

**Best regards**

**Thank you card**



The thank you card dimensions are 99 x 210 mm.

The logo is in the basic colour variant.

The space above the "With Compliments" text can

be used for handwritten short messages or

for signature. Use the "S pozdravem" equivalent

for the Czech version of the thank you card.

The font used for the contact information is Arial

CE Regular with the size of 7/9 b. For "With

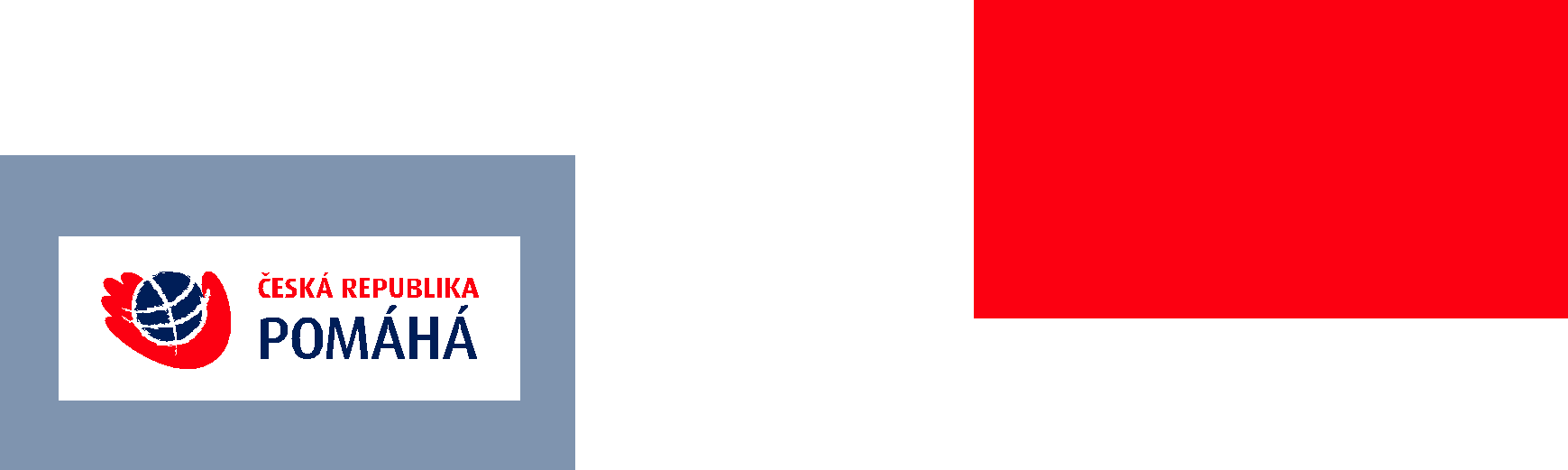
Compliments" or "S pozdravem", Times New Roman

CE Italic with the size of 21 b is used.

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| **Graphic Manual** |  |  |
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**Self-adhesive label**

**Horizontal:**

The label width is 20 cm = logo size

with protection zone.

**Vertical:**



The label width is 11 cm = logo size

with protection zone.



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| **Graphic Manual** |  |  |  |
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**Czech Republic Development Cooperation – 17 August 2007**

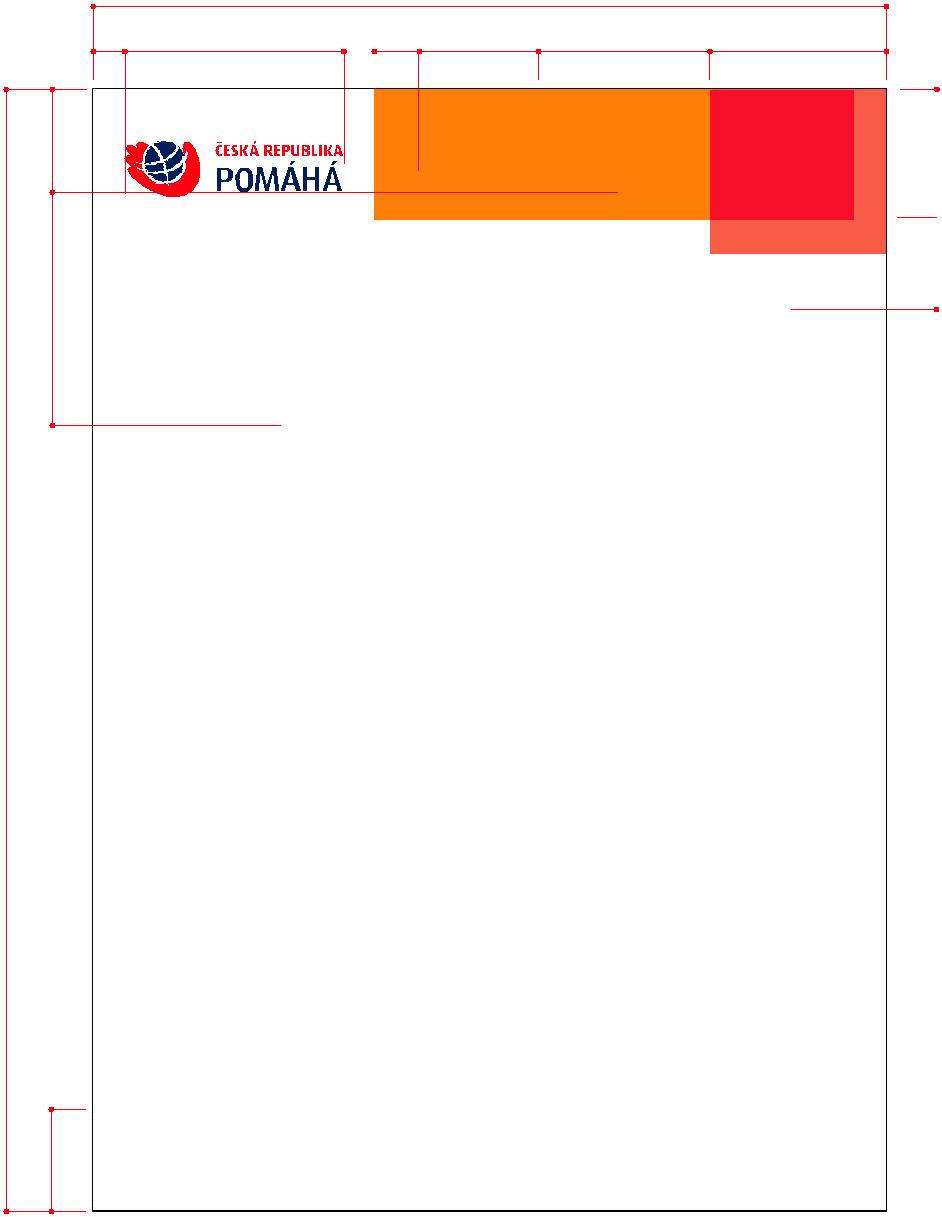
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210



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Název společnosti Tel.: (+000) 123 456 789

adresa Fax: (+000) 123 456 789

000 00 město E-mail: jmeno@domena.cz

Člověk v tísni – společnost při ČT, o. p. s.

Sokolská 18

120 00 Praha 2

Egerit noximus cludet?

Egerit noximus cludet?

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Cas viri sidicis?

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**Letterhead**



The paper is of the A4 format.

The logo is in the basic colour variant.

The contact address and other information are located

in the upper part of the letterhead in the additional

graphic element.

The recipient field is 46 mm from the top edge and 20 mm from the right edge of the paper. The size of the field is 80 x 35 mm. In the example, it is marked with a purple dashed line. This line is for illustrative purposes only and is not part of the letterhead printing. The size and location of the text box are shown in the example.

For a regular correspondence, use a Microsoft Word

template with default styles and formatting.



Use of the logo with the English or Czech text according

to the specifications on page 1.

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**This is a title of an article, this is a**

**title of an article.**

This is a subtitle of an article, this is a subtitle of an article,

this is a subtitle of an article, this is a subtitle of an article,

this is a subtitle of an article.

Other text, other text.

**Cover page of a brochure**



**of a Microsoft Word document**

To create a brochure, use a Microsoft Word template

with default styles and formatting.

Note: the cover page of a brochure has a default cover

(first) page different from the following pages.



Use of the logo with the English or Czech text according

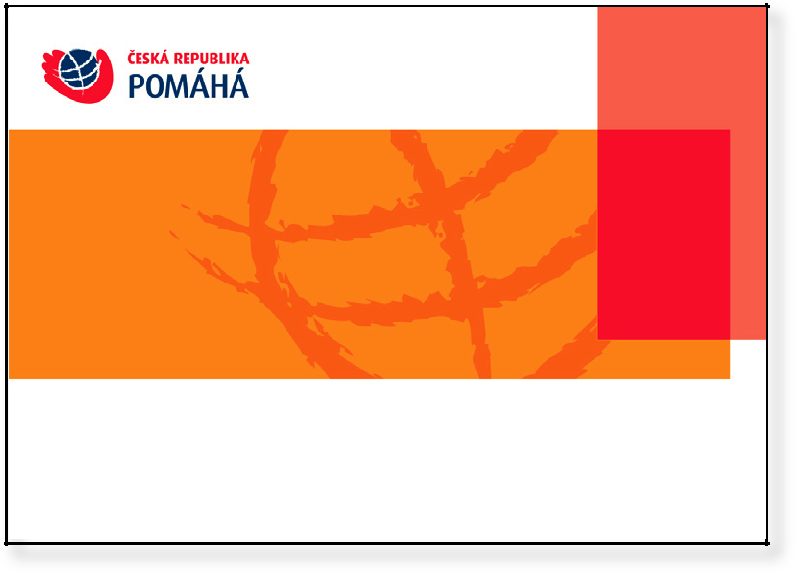
to the specifications on page 1.

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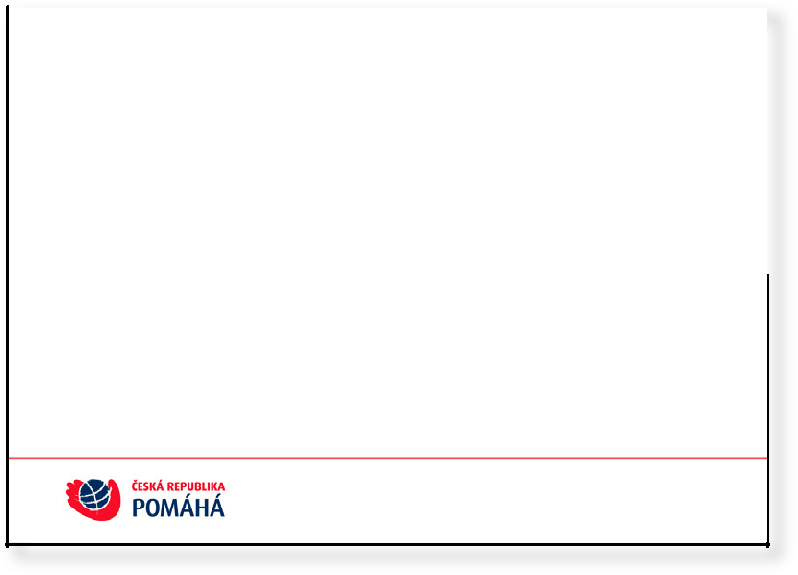


**Czech Republic Development Cooperation – 17 August 2007**

Front page



Example of the next page



18.5.2007

2



**PowerPoint presentations**



The PowerPoint presentation template includes

master slides with a preset graphic layout

and patterns of titles with default font parameters.

On the front page, the logo is used in a colour positive

variant. On the next pages, it is located in the lower

white bar on the left.

The font used is Arial CE.



Use of the logo with the English or Czech text according

to the specifications on page 1.

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| **Graphic Manual** |  |  |
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**Czech Republic Development Cooperation – 17 August 2007**



**Identification card**

Example of a use of additional graphic elements.



**NAME AND SURNAME ORGANISATION SECTION**

**DELEGATION**

**DATE**



**JMÉNO PRIJMENI**

**ORGANIZECE**

**SEKCE**

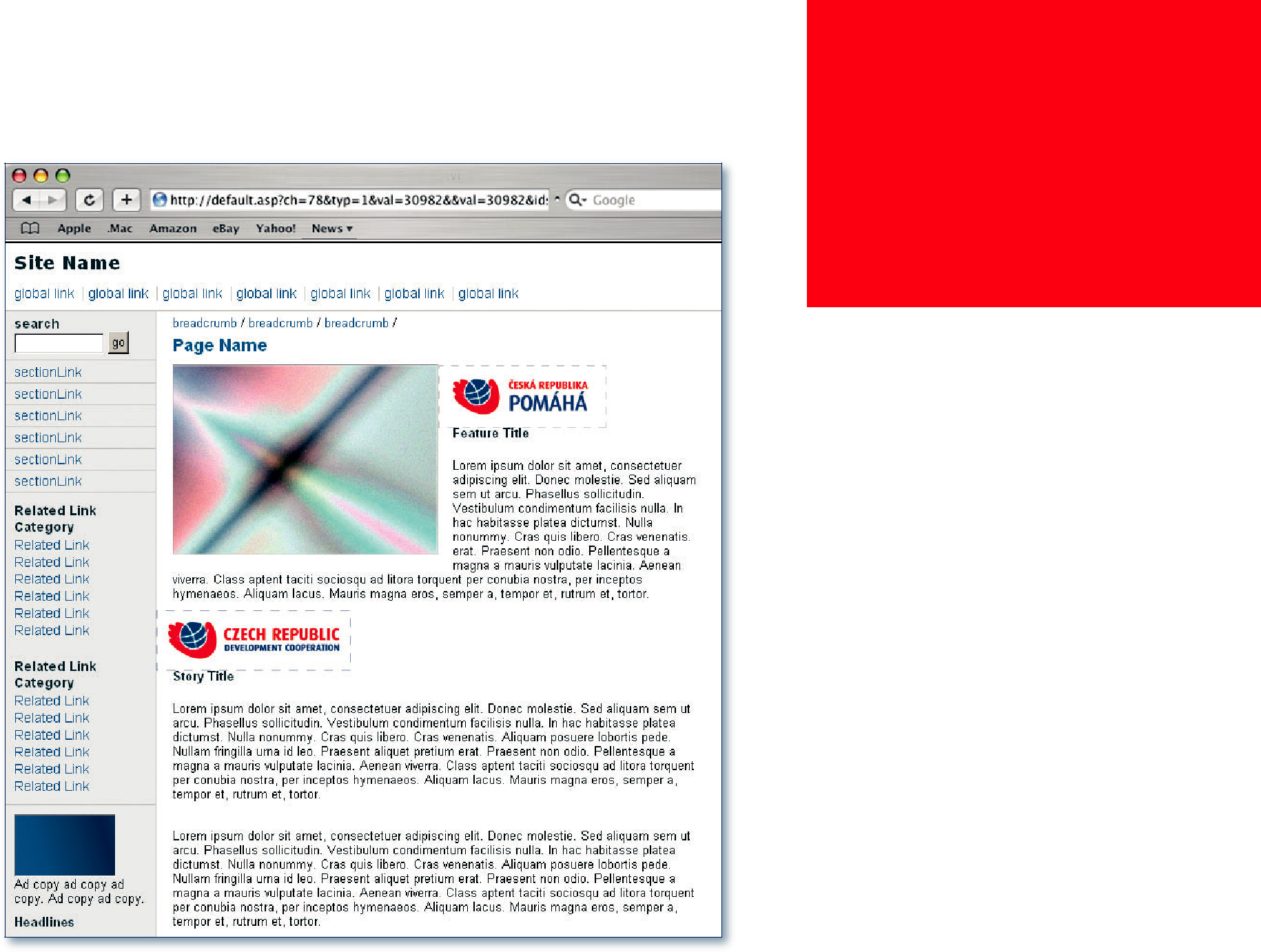
**DELAGACE**

**DATUM**

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| **Graphic Manual** |  |  |  |
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**Czech Republic Development Cooperation – 17 August 2007**



**General rules for locating a logo on web presentation pages**

Locating a logo on web presentation pages is subject to the rules set out in this manual. Above all, observe the protection zone and the correct colour.

Examples show several suitable methods of locating a logo in the text part of online presentations.

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| **Graphic Manual** |  |  |  |
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**Czech Republic Development Cooperation – 17 August 2007**

The ČR Pomáhá Logo Manual was prepared under the

leadership of the Ministry of Foreign Affairs of the Czech Republic, Development Cooperation and Humanitarian Aid Department.

Prepared by: Studio Motor, s. r. o.

www.studiomotor.cz

**Graphic Manual**



**Czech Republic Development Cooperation – 17 August 2007**