

CORPORATE IDENTITY

LOGO MANUAL DESIGN MANUAL

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1. LOGO

1.1. Logo definition

1.1.1. Basic variant - horizontal



The basic element of a unified visual style is the DENEVY logo. The use of individual elements is only possible in accordance with this manual. Any other changes in color, proportions or font are not permitted.



1.1.2. Basic variant - vertical



Vertical variant of logo





1.1.3. *Basic variant - horizontal without subheadline*



Basic horizontal variant without additional text (slogan)



1.1.4. *Basic variant - vertical without subheadline*



Basic horizontal variant without additional text (slogan)





1.2. Logo protection zone

1.2.1. Protection zone - horizontal variant



The protection zone defines the space in which no graphic elements other than the background may be located. The graphic element means a different logo, text, texture, photo, etc. This zone is minimal and can be enlarged.

The gray frame is not part of the logo, it is used only to show the proportions of the protection zone. X = distance between pictogram and inscription

1.2.2. Protection zone - vertical variant



The protection zone defines the space in which no graphic elements other than the background may be located. The graphic element means a different logo, text, texture, photo, etc. This zone is minimal and can be enlarged.

The gray frame is not part of the logo, it is used only to show the proportions of the protection zone. X = distance between pictogram and inscription



1.2.3. Protection zone - horizontal variant without additional text



The protection zone defines the space in which no graphic elements other than the background may be located. The graphic element means a different logo, text, texture, photo, etc. This zone is minimal and can be enlarged.

The gray frame is not part of the logo, it is used only to show the proportions of the protection zone. X = distance between pictogram and inscription.

1.2.4. Protection zone - vertical variant without subheadline



The protection zone defines the space in which no graphic elements other than the background may be located. The graphic element means a different logo, text, texture, photo, etc. This zone is minimal and can be enlarged.

The gray frame is not part of the logo, it is used only to show the proportions of the protection zone. X = distance between pictogram and inscription.



1.3. Minimum logo size

1.3.1. Horizontal variant



The minimum width of the horizontal variant of the logo with additional text is 40 mm and without text 20 mm. This minimum width is necessary to maintain the legibility of the logo.



1.3.2. Vertical variant



The minimum width of the vertical variant of the logo with additional text is 40 mm and without text 20 mm. This minimum width is necessary to maintain the legibility of the logo.





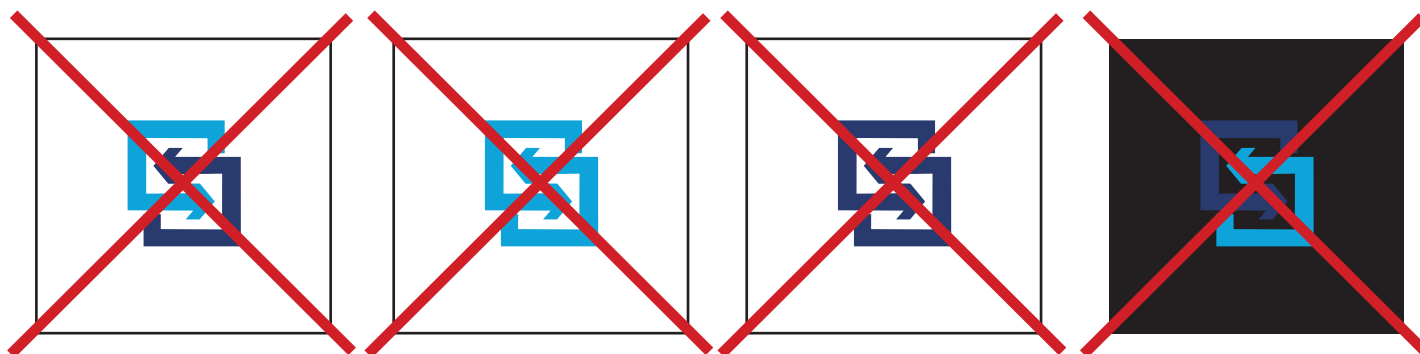
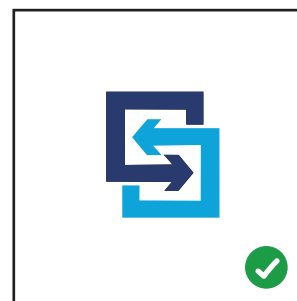
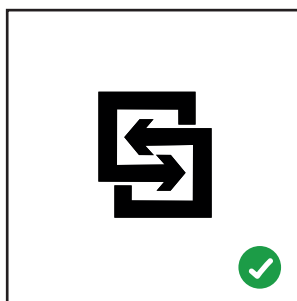
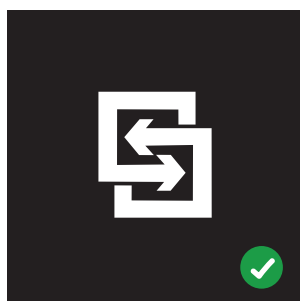
1.4. Pictogram

1.4.1. Basic variant of the pictogram



The pictogram can be used separately as a graphic element in the promotion of the company.

1.4.2. Color alternatives and possibilities of their use



When using the pictogram, it is necessary to keep the defined proportions and colors, or only the permissible color alternatives.



1.5. Definition of colors

1.5.1. Basic variant of the logo



1.5.2. Negative variant of the logo



1.5.3. Black and white variant of the logo





1.5.4. Black and white negative variant of the logo



The only colors allowed are the colors defined above. No other colors or shades are allowed.



1.6. Font definition

1.6.1. Used fonts

LOGO

Humanst 521 BT Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

ADDITIONAL TEXT

Gotham Narrow - Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Gotham Narrow - Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Gotham Narrow - Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890

Gotham Narrow - Thin

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890



Gotham Narrow - Medium Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Gotham Narrow - Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

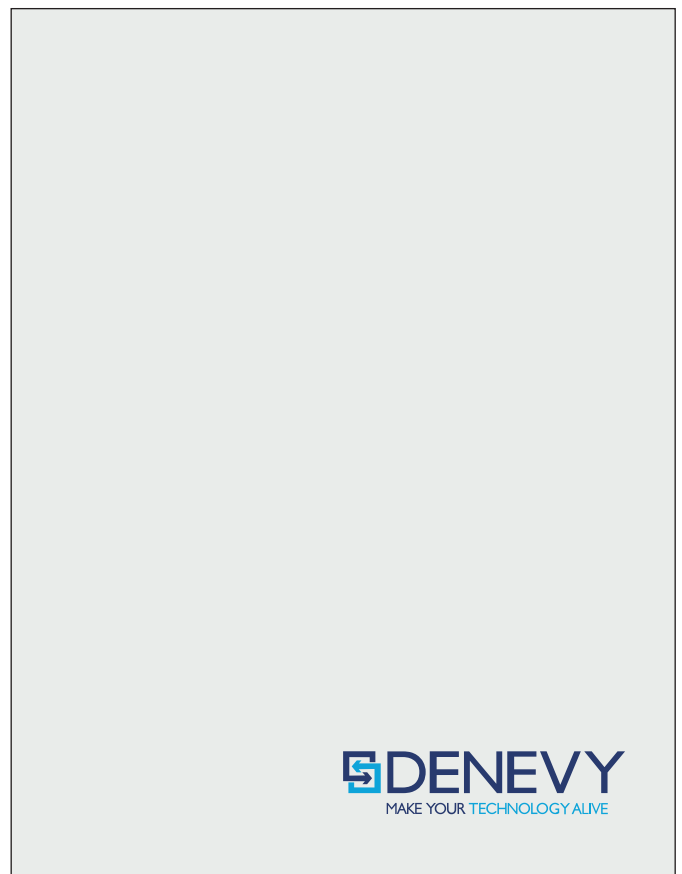
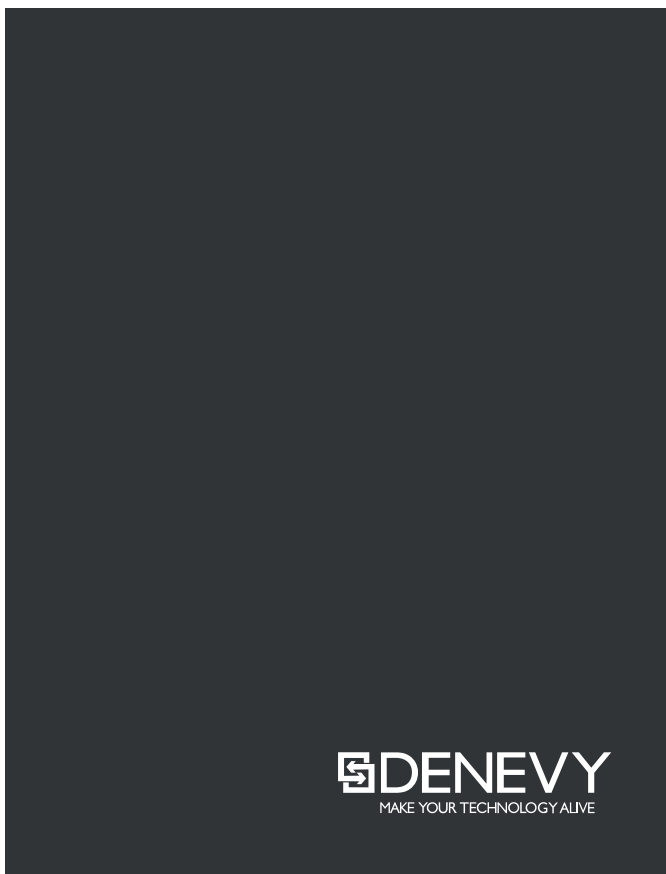
Gotham Narrow - Ultra

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

Gotham Narrow - Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890

1.7. Application on a monochrome background



Example of applying a logo to a uniform background. It is always necessary to take into account the saturation of the substrate and then consider whether it is appropriate to use a full-color or one-color variant or a negative variant.





1.8. Application on photography



Example of using a logo on a photo. It is always necessary to evaluate the saturation of the substrate and then consider whether it is appropriate to use a one-color variant or a negative variant.



1.9. Prohibited logo variants



It is not allowed to change and adapt individual parts or the whole logo in any way. For example, a change in the pictogram, color, total or partial deformation of the logo, rotation of individual parts and other changes are considered unauthorized adaptations.

