# LOGO MANUAL 

## Computer Graphics <br> Charles University



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This logo represents a universal creativity and the physical powers, forming our universe.
Members of Computer Graphics Group at Charles University are trying to simulate theese powers in digital form to display virtual reality.
Logo may remind a group of clusters in space as well as little cell. We called this logo The Outer Space.


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## COLOR TYPES / color, positive



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## COLOR TYPES / black and white, positive



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## COLOR TYPES / color, negative



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## COLOR TYPES / black and white, negative



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## LOGO SIGN

You can use also only logo sign without text, when presented as visual object.


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## COLORS

Used colors: (exept black and white)
orange:
C: 3
M: 63
Y: 100
K: 1

violet:
C: 65
M: 100
Y: 17
K: 10
grey:
C: 70
M: 60
Y: 60
K: 70
green background:
C: 85
M: 60
Y: 60
K: 80

## BACKGROUNDS, basic combinations



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## BACKGROUNDS, other

Other colors: black or white logo


Black background: 0-50 \%= black logo, 51-100\% = white


## SAFETY ZONE, MINIMAL SIZE, FONT

Safety zone shows where around the logo shlould not be any text or other graphic element. It also shows the minimal distance from the edge of a paper or other background on which it is aplicated.

The value of the distance if $1 / 3$ of the height of the logo


The minimal height of the logotype, which is readable on printed medium is 10 mm .
If it needs to be smaller, you can use the picture logo without text (height min. 5 mm .)

10 mm


5 mm $\square$

Basic font of a CG logo is Myriad Pro, REGULAR and SEMIBOLD.
You should use the same font family for your other presentation, where the logo is used as well.

