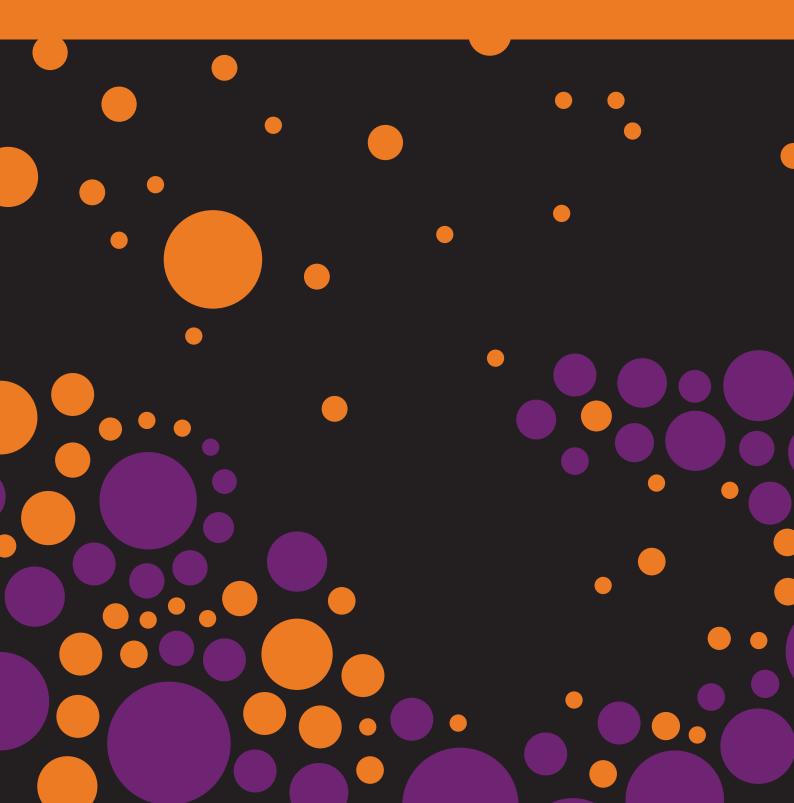
# LOGO MANUAL



Logo manual for Computer Graphics - Charles University

# CONTENT

## 1) Concept

- 2) Color types
  - Logo in color positive
  - Logo in color negative
  - Logo in black and white positive
  - Logo in black and white negative
  - Used colors in numbers
- 3) Logo sign
- 4) Backgrounds
  - Basic
  - Other
- 5) Safety zone
- 6) minimal size
- 7) Font family

#### Logo manual for Computer Graphics - Charles University

# CONCEPT

This logo represents a universal creativity and the physical powers, forming our universe.

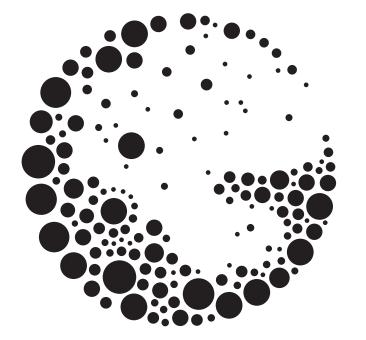
Members of Computer Graphics Group at Charles University are trying to simulate theese powers in digital form to display virtual reality. Logo may remind a group of clusters in space as well as little cell. We called this logo The Outer Space.



Logo manual for Computer Graphics - Charles University COLOR TYPES / color, positive



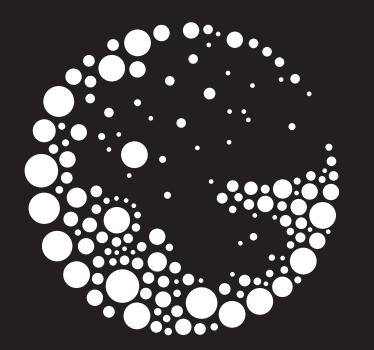
Logo manual for Computer Graphics - Charles University
COLOR TYPES / black and white, positive



Logo manual for Computer Graphics - Charles University COLOR TYPES / color, negative



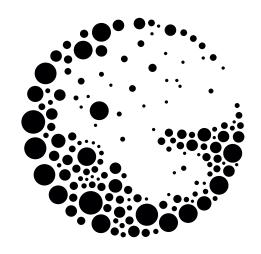
Logo manual for Computer Graphics - Charles University COLOR TYPES / black and white, negative

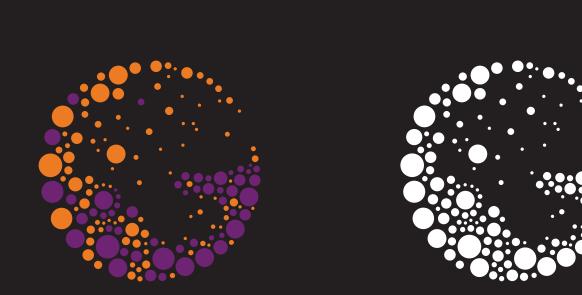


# LOGO SIGN

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







# 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	

## Logo manual for Computer Graphics - Charles University BACKGROUNDS, basic combinations







Computer Graphics Charles University



Computer Graphics Charles University



**Computer Graphics** Charles University



Computer Graphics Charles University



**Computer** Graphics Charles University



Computer Graphics Charles University





## Logo manual for Computer Graphics - Charles University BACKGROUNDS, other

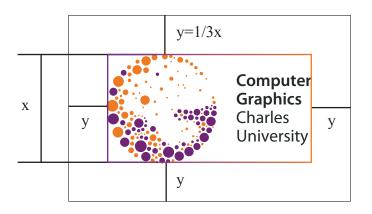
### Other colors: black or white logo



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



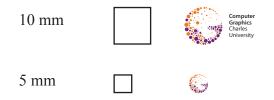
**Safety zone** shows where around the logo shlould not be any text or other graphic element. It also shows the minimal distance from the edge of a paper or other background on which it is aplicated.



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. 5mm.)



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.