LOGO MANUAL

Computer Graphics
Charles University
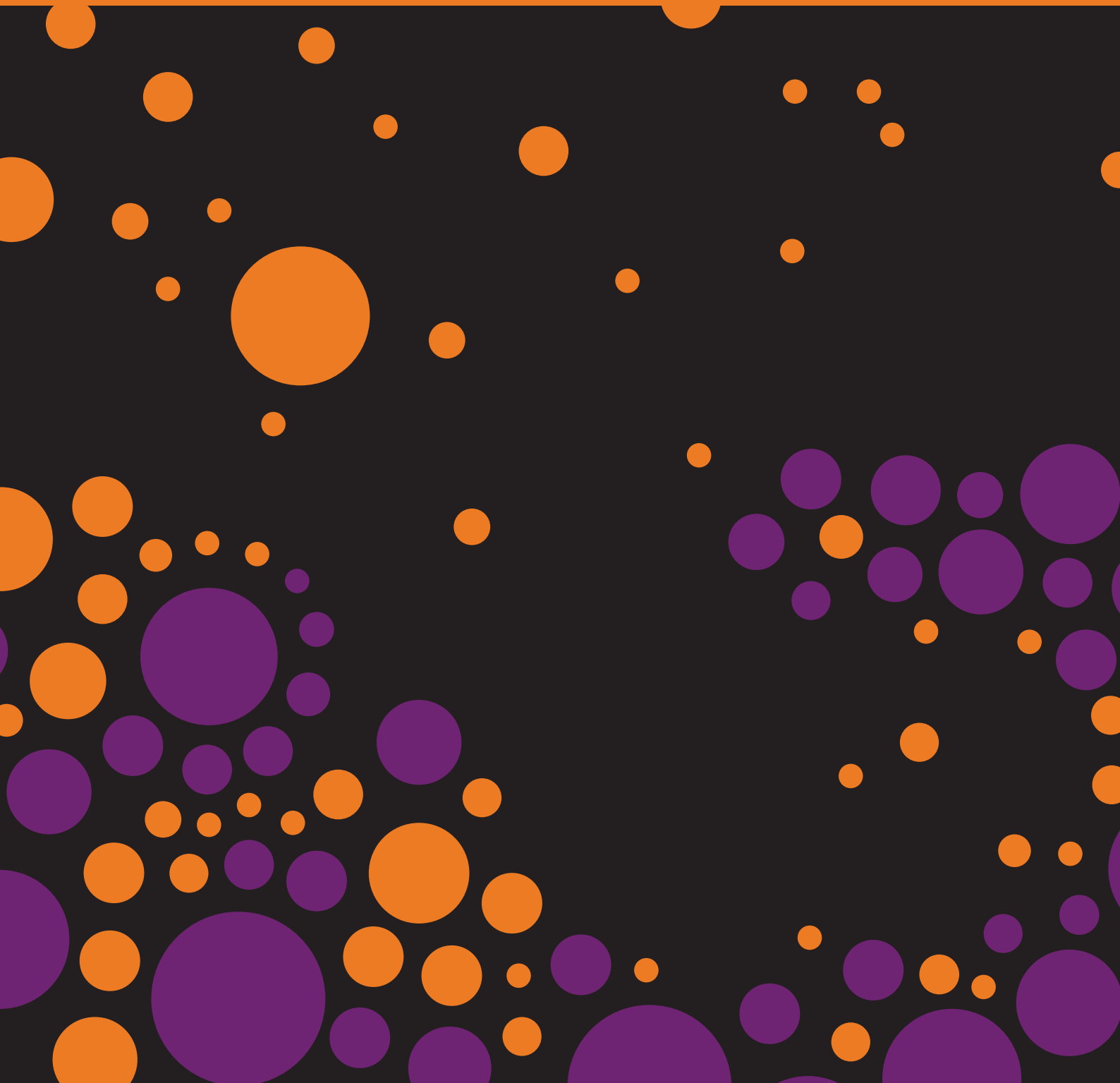
CONTENT

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.
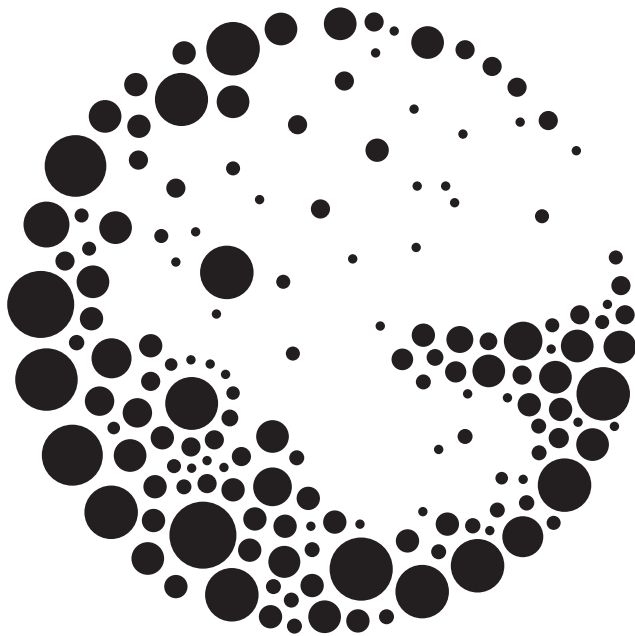We called this logo The Outer Space.

**Computer
Graphics**
Charles
University

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Computer Graphics Charles University
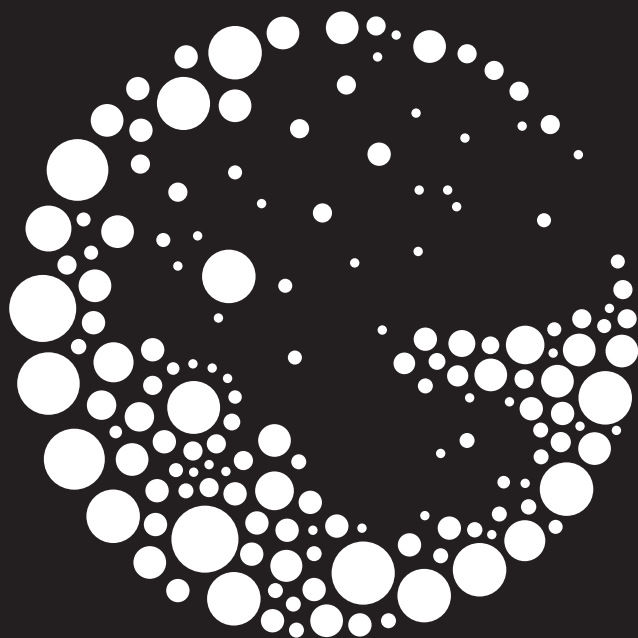
Computer
Graphics
Charles
University

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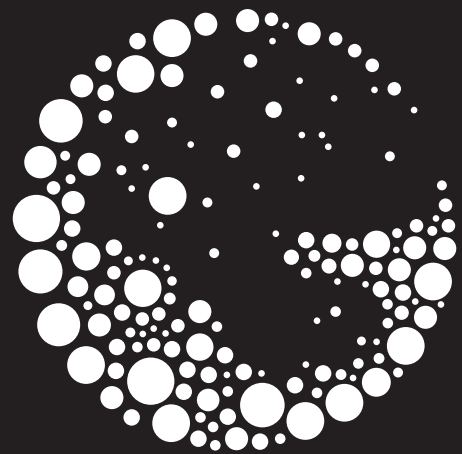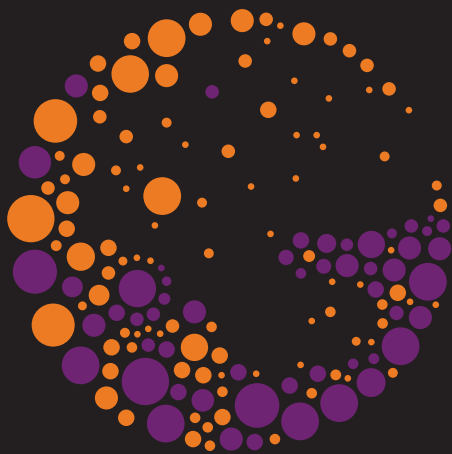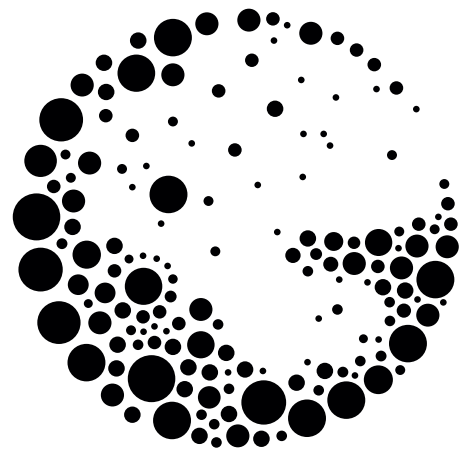
COLORS

Used colors: (exept black and white)

orange:
C: 3
M: 63
Y: 100
K: 1

violet:
C: 65
M: 100
Y: 17
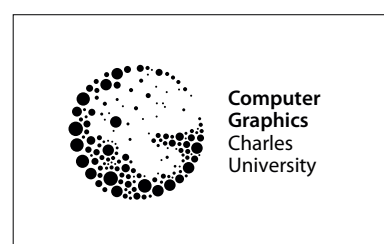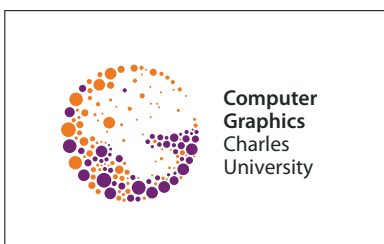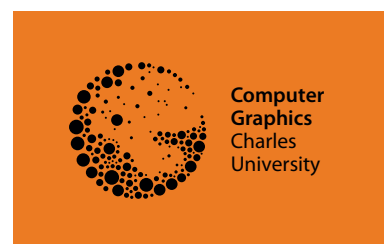K: 10
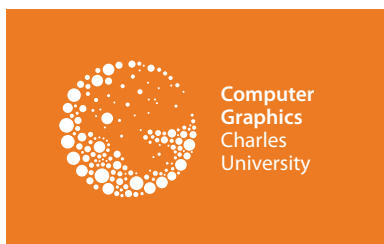
grey:
C: 70
M: 60
Y: 60
K: 70

green background:
C: 85
M: 60
Y: 60
K: 80

BACKGROUNDS, basic combinations
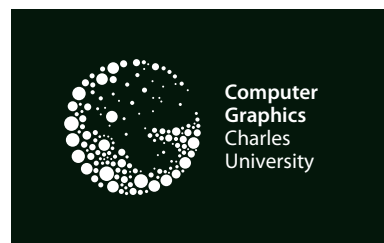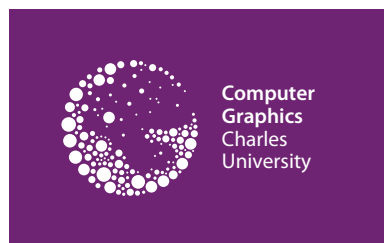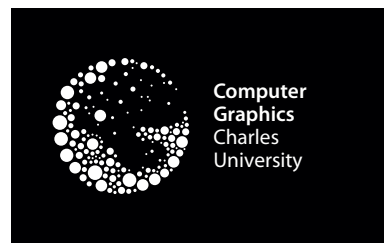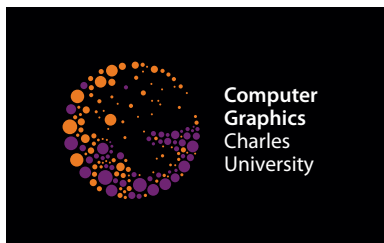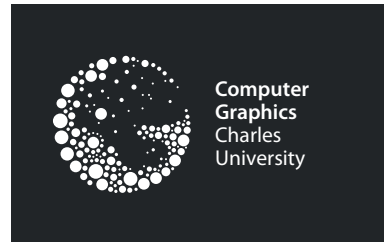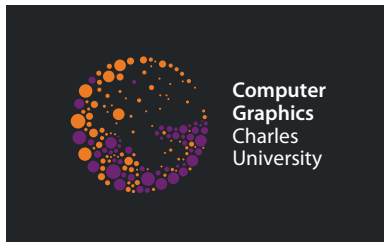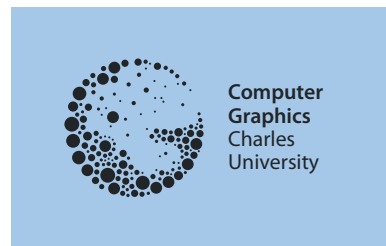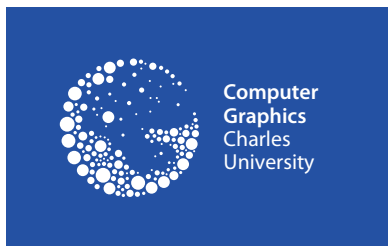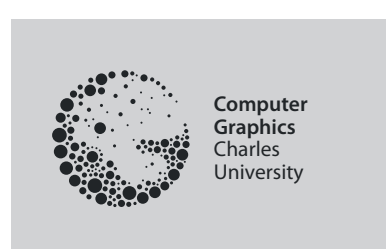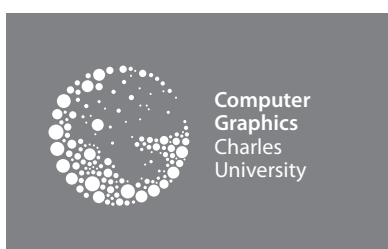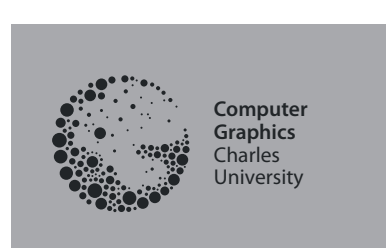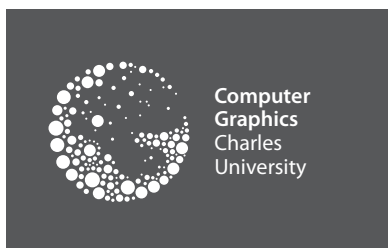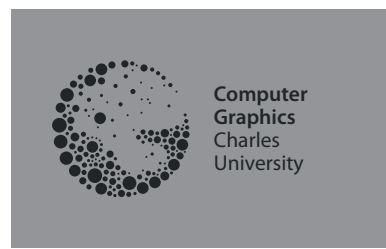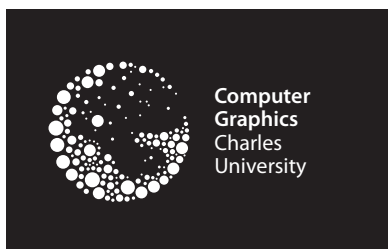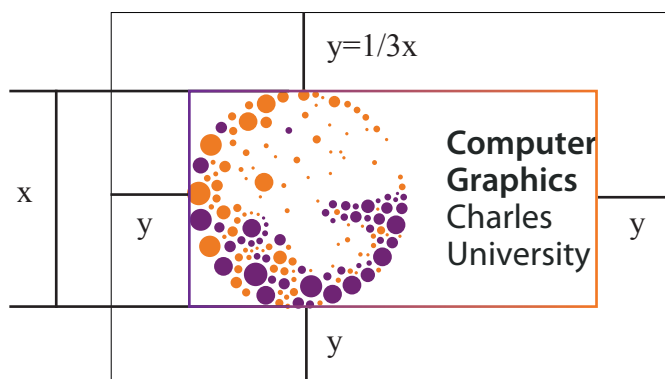
BACKGROUNDS, other

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.