



The purpose of these guidelines is to explain the use of the new brand style and reinforce consistent application of the visual elements in all communications. This includes publications, presentations and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



Color variations



The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Main Colors



HEX: **F7941D**
RGB: **247/148/29**
CMYK: **0/49/99/0**

HEX: **091E26**
RGB: **9/30/38**
CMYK: **87/69/60/72**

HEX: **F15A22**
RGB: **241/90/34**
CMYK: **0/80/98/0**

Main Gradient





The safe zone is equidistant to the space denoted by 'x' in the layout. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

Poppins Bold

Aa Áá Bb Cc Čč Dd Ďď Ee Éé Ěě Ff Gg Hh Ch Ii Íí Jj Kk Ll Mm
Nn Ňň Oo Óó Pp Qq Rr Řř Ss Šš Tt Ťť Uu Úú Ůů Vv Ww Xx Yy Ýý Zz Žž

Cocon Pro Bold

Aa Áá Bb Cc Čč Dd Ďď Ee Éé Ěě Ff Gg Hh Ch Ii Íí Jj Kk Ll Mm
Nn Ňň Oo Óó Pp Qq Rr Řř Ss Šš Tt Ťť Uu Úú Ůů Vv Ww Xx Yy Ýý Zz Žž

Montserrat Regular

Aa Áá Bb Cc Čč Dd Ďď Ee Éé Ěě Ff Gg Hh Ch Ii Íí Jj Kk Ll Mm
Nn Ňň Oo Óó Pp Qq Rr Řř Ss Šš Tt Ťť Uu Úú Ůů Vv Ww Xx Yy Ýý Zz Žž

Primary Font

Aa 1 2 3 4

LogoType

Aa 1 2 3 4

Secondary Font

Aa 1 2 3 4