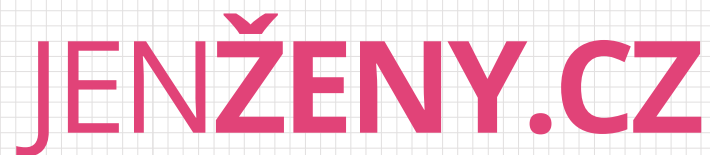




Brand Design Manual

JENŽENY.CZ

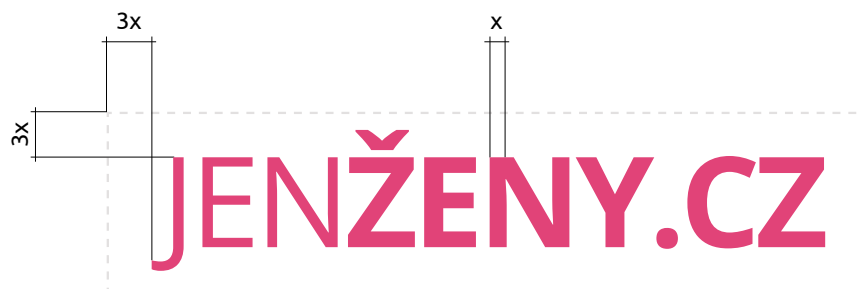


JENŽENY.CZ

1.1

LOGOTYPE

This logotype forms the basis of the unitary graphic presentation of Jenženy. Its form and colours are mandatory and invariable. Complete usage follows the regulations mentioned in this manual.



1.2

PROTECTION AREA

The protection area of the logotype specifies the minimal distance of the label from the margin of a page, text or a picture (or other motive).

JENŽENY.CZ

JENŽENY.CZ

PINK

PANTONE 213 C

CMYK 5 / 85 / 25 / 0

RGB 222 / 59 / 114

1.3

COLOURS

The logotype is available in two color versions — positive and negative. The used colours are always white and pink.

JENŽENY.CZ

JENŽENY.CZ

BLACK

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

1.3

COLOURS (B/W VARIANT)

The logotype is available in two color versions — positive and negative. The used colours are always white and black.

Recommended size



Minimal size



1.4

MINIMAL LOGO SIZE

The minimal size specifies the smallest size of the logo that can be flawlessly reproduced using printing techniques.

Do not change the format unproportionally.

~~JENŽENY.CZ~~

Do not change the colour of the logo.

~~JENŽENY.CZ~~

Do not change the logo to outlines.

~~JENŽENY.CZ~~

Do not change the format of the logo.

~~JENŽENY.CZ~~

1.5

PROHIBITED VARIANTS

The logotype must not be formally deformed, shaded or filled with different colours, colour grid or colour transitions other than specified in this manual.

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

[illegible]

abcdefghijklmnopqrstuvwxyz

[illegible]

0123456789#\$%&' : ; , . < = > ? @ \$ % ± + - ([{ | }]) ~ ¡ ¢ £ / ¥ ¤ ¨ « ‹ › » − † ‡ ¼ ½ ¾ − × © ®

1.6

MAIN FONT

The typography of the logotype is created by using the logotype font Open Sans.



UBUNTU

| | | |
|---------|-----------------------------------|-----------------------------------|
| Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz |
| Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz |

ARIAL

| | | |
|--------------------|--|--|
| Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz |
| Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz |
| <i>Italic</i> | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> | <i>abcdefghijklmnopqrstuvwxyz</i> |
| Bold Italic | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> | <i>abcdefghijklmnopqrstuvwxyz</i> |

1.6

ADDITIONAL FONTS

The typography of the logotype is created by using the logotype font Open Sans.

A group of five young women are smiling and posing together. One woman in the center holds a dark circular sign with white text that reads "#MILUJI BYT MODELKOU". The image has a blue tint and the text "Print Design" is overlaid in white.

Print Design



**První skutečně
komunitní
Facebook-friendly
influencer
pro segment ženy
18+ na českém
internetu**



2.1

ROLL UP