

Logo Manual

THE NEW LOGO MANUAL GUIDELINES FOR CRE8

Socialpark
U Průhonu 799/3
170 00 Praha 7-Holešovice
patrik.gemes@socialpark.cz

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COLOUR VARIANTS OF THE LOGOTYPE

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TECHNICAL LAYOUT OF THE LOGO

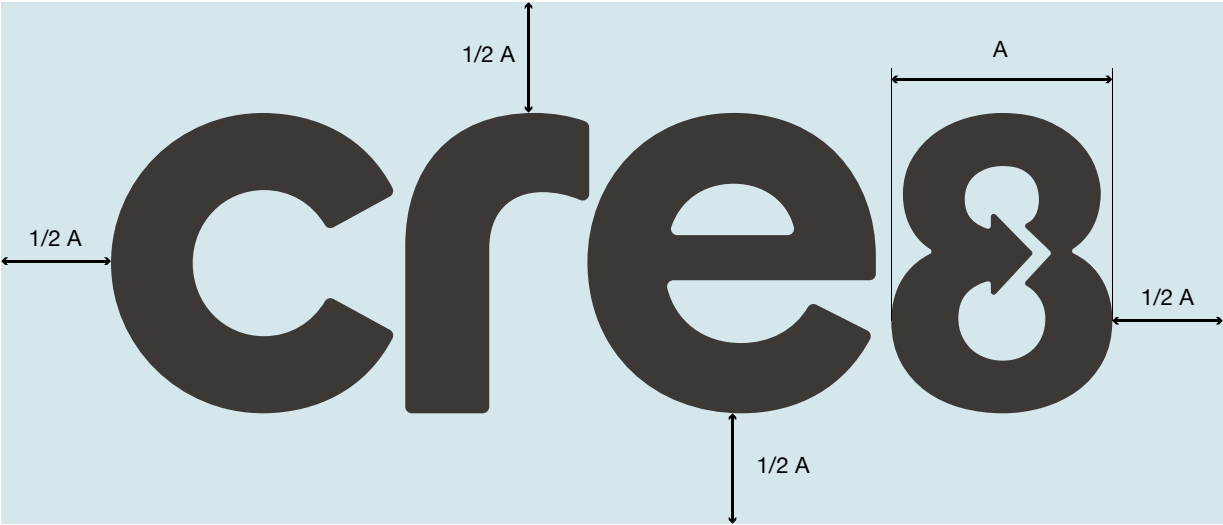


$$B = 3,3 \times A$$

TECHNICAL LAYOUT OF THE LOGOTYPE - drawing in square grid



TECHNICAL LAYOUT OF THE LOGOTYPE - definition of the minimum protection zone



TECHNICAL LAYOUT OF THE LOGOTYPE - definition of the minimum protection zone

MINIMUM LOGO SIZES

Full Logo
Minimum Size: wide 10mm



Logo Symbol
Minimum Size: hveight 5 mm



cre8 | **shop**



TOP výrobky skladem
Vybrané výrobky držíme skladem.

Certifikovaná distribuce
Oficiální zastoupení v ČR a SR.

Doprava ZDARMA
Při nákupu nad 10.000 Kč po ČR doprava zdarma.

Rychlé doručení
Skladové výrobky expedujeme do 48 hodin.

← **Doporučujeme** →

ZDARMA
ROZBALENO



ZDARMA
ROZBALENO



ZDARMA
ROZBALENO



ZDARMA
ROZBALENO



Technical layout of the logotype - definition of the minimum protection zonezone

PRIMARY COLOR GREY

-

COLOR CODES

CMYK : C067 M057 Y058 K064

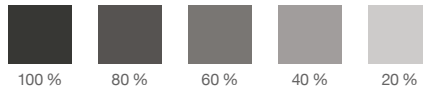
Pantone : 447C

RGB : R056 G056 B053

Web : #383835



COLOR TONES



THE GRADIENT



PRIMARY COLOR RED

-

COLOR CODES

CMYK : C000 M093 Y100 K000

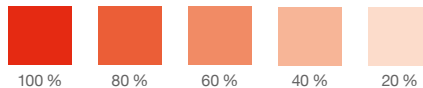
Pantone : 2028C

RGB : R226 G045 B000

Web : #E22D00



COLOR TONES



THE GRADIENT



CMYK :



RGB :



Grayscale :



Explanation:

Cre8 company has two official colours: red and grey. These colours have become the company's identifying feature.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

Type for PRINT and WEB (all typefaces can be used)

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony. We have selected Source Sans Pro, which helps inject energy and enthusiasm into the entire Cre8 communications, as the primary and secondary corporate typefaces.

CORPORATE FONT SOURCE SANS PRO

DESIGNER :
PAUL D. HUNT

THE FONT

Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

TYPE EXAMPLES SOURCE SANS PRO

SOURCE SANS PRO

Bold

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | F | G | H | I | J | K | L | M |
| N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

Regular

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| A | B | C | D | E | F | G | H | I | J | K | L | M |
| N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m |
| n | o | p | q | r | s | t | u | v | w | x | y | z |

Figures

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
|---|---|---|---|---|---|---|---|---|---|---|

Special Characters

| | | | | | | | | | | | | | |
|---|---|---|---|-----|---|-----|-----|---|---|---|---|---|---|
| ! | “ | § | § | % | & | / | () | = | ? | ` | ; | : | |
| ¡ | “ | ¶ | ¢ | [] | | { } | ≠ | ¿ | ‘ | | | | |
| « | Σ | € | ® | † | Ω | “ | / | ø | π | • | ± | ‘ | |
| æ | œ | @ | Δ | ° | ª | © | f | ð | , | å | ¥ | ≈ | ç |
| √ | ~ | μ | ∞ | ... | - | ≤ | < | > | ≥ | ˘ | > | < | ◊ |



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Thank you.

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