



ČESKOMORAVSKÁ NEMOVITOSTNÍ

BRANDING RULES

BRANDING RULES

OBSAH



1. PÍSMO	3
2. LOGO	4
3. BARVY	7

BRANDING RULES

PÍSMO

GOTHAM THIN

GOTHAM EXTRA LIGHT

GOTHAM LIGHT

GOTHAM BOOK

GOTHAM MEDIUM

GOTHAM BOLD

GOTHAM BLACK

GOTHAM ULTRA

ROBOTO THIN

ROBOTO NORMAL

ROBOTO MEDIUM

ROBOTO BOLD

ROBOTO BLACK

BRANDING RULES

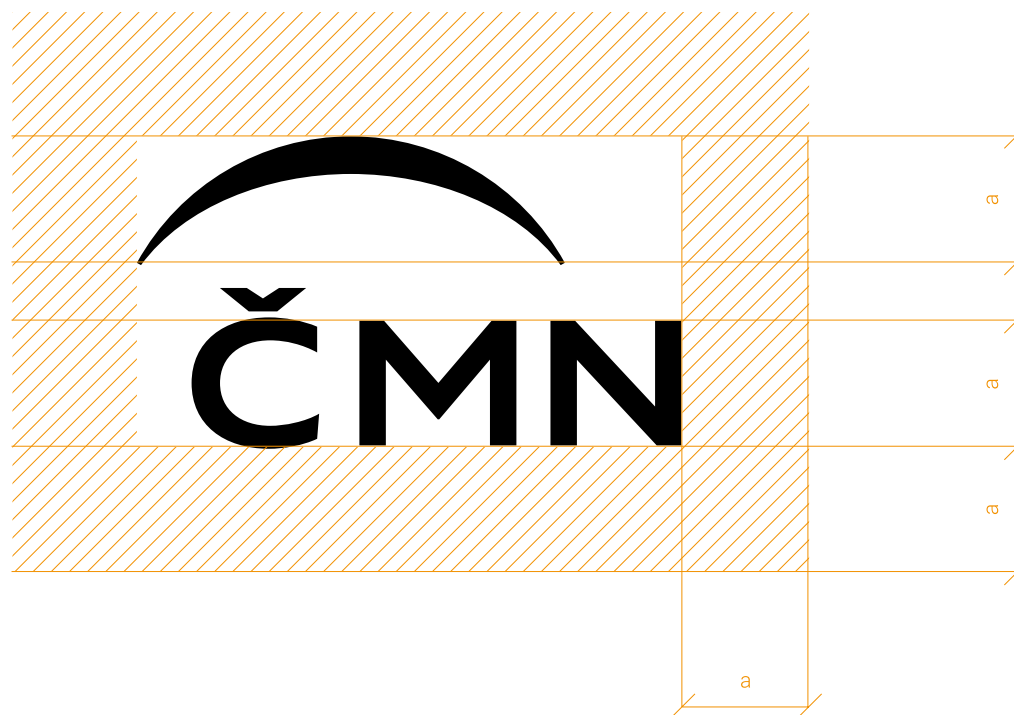
LOGO + TONALITA PODKLADU



	90%
	80%
	70%
	60%
	50%
	40%
	30%
	20%
	10%

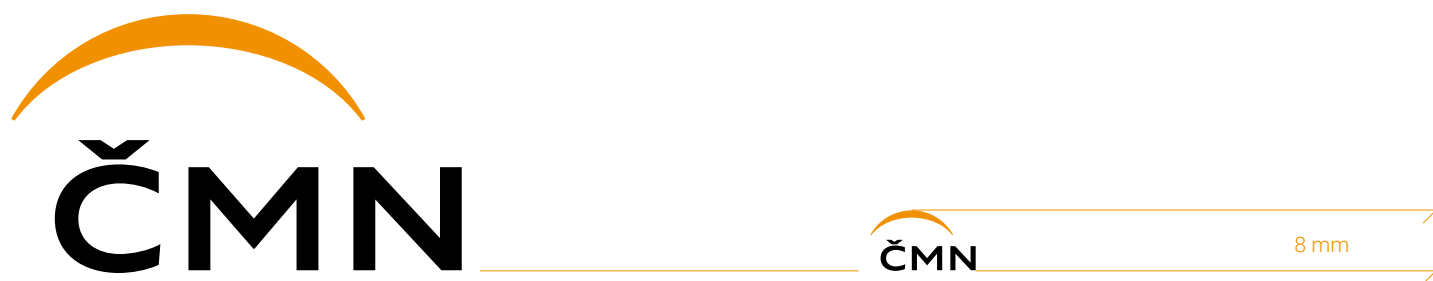
BRANDING RULES

LOGO - OCHRANNÁ ZÓNA



BRANDING RULES

LOGO - MINIMÁLNÍ VÝŠKA



BRANDING RULES

BARVY



F39200

R243 G146 B0

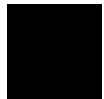
CO M50 Y100 K0 100%



3E3A3B

R62 G58 B59

CO M0 Y0 K100 88%



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R0 G0 B0

CO M0 Y0 K100 100%