



BRAND MANUAL

Czech Aid

Czech Aid is the visual brand of Czech humanitarian, development, and other assistance in the international context. Czech Aid symbolizes the Czech Republic's contribution to a dignified and sustainable life on our planet, as well as the promotion of Czechia's good reputation worldwide.

This Manual of Unified Visual Style defines mandatory rules for the use of the Czech Aid logo. Handling of the logo and its usage are strictly regulated by this manual. The depictions provided in this manual may not be used as templates for printing or electronic outputs. Templates in formats such as ai, eps, indd, psd, and others serve this purpose.



Ministry of Foreign Affairs
of the Czech Republic

LOGO Czech Aid

BASIC VARIANT OF THE LOGO

The Czech Aid logo utilizes the national colours and the state symbol of the flag to support the unique identity of Czech assistance in an international context.

The flag is not merely a visual element but represents the expression of national identity connected with the mission of providing assistance on a global scale. This symbolism carries the strength, cohesion, and pride of the Czech Republic.

The use of a simple graphic format and an easily readable font ensures clarity across all types of outputs and applications.



LOGO Czech Aid

LOGO CONSTRUCTION

The construction of the logo is derived from the graphic representation of the Czech flag, one of the legally defined state symbols.

The state flag consists of an upper white stripe, a lower red stripe, and a blue wedge. The flag is always displayed in a ratio of 3:2 and complemented by stylized text "CZECH AID" rendered in uppercase letters, where the word "CZECH" is in basic blue colour and the word "AID" is in red. The colours on the flag and the text are identical.

The unit "x" represents half the height of the flag (logo). The text is offset from the flag at a distance of one half "x".



LOGO Czech Aid

MINIMUM CLEAR SPACE

No additional graphic elements may be present within the clear space of the logo. The purpose is to ensure adequate space and visibility for the logo.

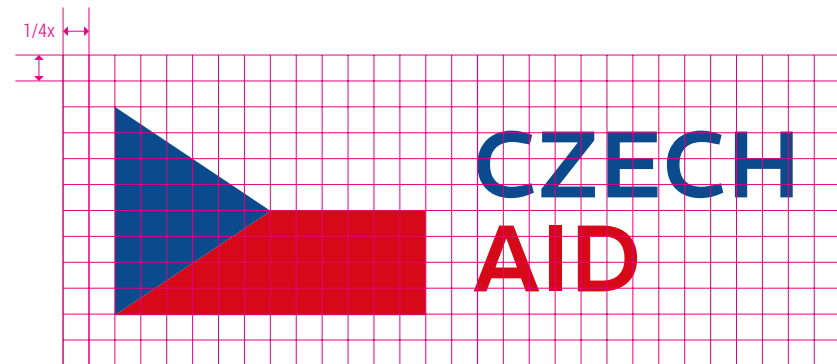
The clear space is defined as one quarter of the height of the flag, thus one half "x". This constitutes the minimum clear space. If possible, a larger space around the logo is maintained.



LOGO Czech Aid

GRID DRAWING

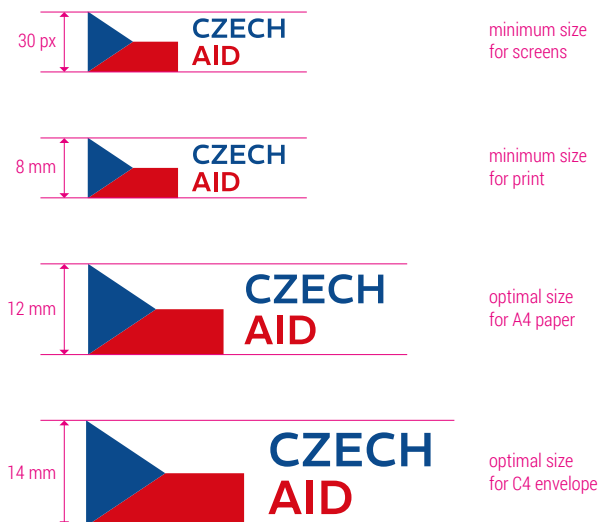
The grid drawing serves to facilitate understanding of the logo's proportions and for potential large-format applications. Precise proportions of the logo are important for maintaining its balance relative to the format onto which it is applied. As the logo is scaled up or down, the size of the grid construction changes proportionally. The basic unit of the grid is a square with edges of one quarter "x".



LOGO Czech Aid

MINIMUM AND OPTIMAL SIZES

When working with the logo, it is necessary to adhere to minimum dimensions to ensure its readability. Minimum dimensions are defined for both print (mm) and electronic communication (px) usage. The minimum size for all formats is defined by the height of the logo, which is 8 mm for print and 30 px for screens. The optimal height of the logo is 12 mm for A4 paper and 14 mm for C4 envelopes.



LOGO Czech Aid

PRIMARY AND SECONDARY COLOURS

For printing, colours in CMYK or spot colours are intended; for electronic use, colours in RGB or HEX formats, and for surface coverings, foil from the RAL colour chart is used. The Czech Aid logo contains blue, red, and white colours. These are the basic colours of the Czech flag and other national symbols. The supplementary colour is black. The use of colours other than those specified is not permissible when applying the logo. For printing with spot colour, it is recommended to perform a check proof before the actual production / for surface coverings, choose directly from the colour chart with consideration for the final application method.



CMYK **0/100/96/8**
RGB **213/9/23**
HEX **#D50917**
Pantone **2035 C**
RAL **2009**



CMYK **99/74/14/2**
RGB **17/73/140**
HEX **#11498C**
Pantone **2388 C**
RAL **5017**



CMYK **0:0:0:90**
RGB **60:60:59**
HEX **#3c3c3b**
Pantone **Black 6 C**
RAL **8022**

LOGO Czech Aid

LOGO COLOR WHEN PLACED ON A NEUTRAL BACKGROUND

The basic version of the logo is intended for use on backgrounds with neutral colours, such as shades of white, grey, and black. The basic version is optimized for backgrounds where no specific colour is present, ensuring maximum contrast and legibility of the logo regardless of the background. The basic colour scheme is used on lighter backgrounds (grey up to 35%). When used on a darker background, the text "CZECH" is in white.



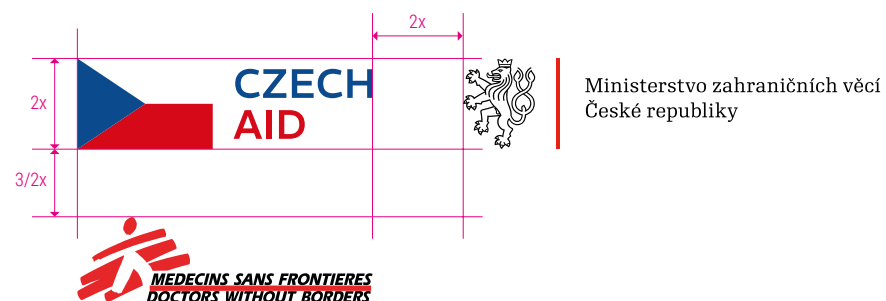
LOGO Czech Aid

USE WITH OTHER LOGOS

Using the Czech Aid logo with other logos is possible provided that sufficient space between the logos is maintained and that a suitable ratio of sizes for each logo is preserved. When the Czech Aid logo is the main logo, it should always be placed in the primary position (usually top left) and its size should be at least 150% compared to other logos. When the Czech Aid logo is one of several logos in a row, its size should correspond to the size of the other logos.

A specific case is the use of the Czech Aid logo together with the logo of the Ministry of Foreign Affairs of the Czech Republic. In this case, the height of the Ministry of Foreign Affairs logo matches the height of the Czech Aid logo.

The minimum horizontal distance to other logos is twice the "x" (height of the logo), and the minimum vertical distance is $3/2$ "x".



LOGO Czech Aid

BASIC LOGO VARIANT WITH WHITE FRAME

Due to the colour scheme of the Czech flag, the basic version of the logo is only placed on a neutral background. If the logo is placed on a coloured background or on a photograph, the logo version supplemented with a frame with rounded corners is always used.

This version is based entirely on the basic variant and is complemented by a white frame. The size of the frame corresponds to the size of the logo's safety zone, which is $1/2$ "x". The radius of the rounded corners is 1 mm for a logo height of 12 mm (the radius change is proportional to the logo size change).

The same principles apply to the supplementary variant - size of the clear space, minimum size, and construction.



LOGO Czech Aid

BASIC LOGO VARIANT WITH GREY FRAME

A distinctive version of the logo features a light grey frame. This variation is specifically designed for utilization on a white background, aiming to enhance the visibility of all the colours present in the Czech flag.



LOGO Czech Aid

THE COLOUR OF THE LOGO WHEN PLACED ON A COLOURED BACKGROUND

For usage on coloured backgrounds, a logo variant with a frame is designated. This frame serves to maintain clear legibility of the logo and uphold the dignity of the Czech flag symbol.

Placement is recommended only on backgrounds in shades of red and blue. Placement on subtle gradients within these shades is also possible. Placement on other coloured backgrounds should be avoided.



LOGO Czech Aid

THE COLOUR OF THE LOGO WHEN PLACED ON A COLOUR PHOTOGRAPH

For usage on colour photographs, a logo variant with a frame is designated. This frame serves to maintain clear legibility of the logo and uphold the dignity of the Czech flag symbol.

When selecting a photograph for logo placement, the purpose of communication shall be considered. The photograph should allow for sufficiently contrasting depiction of the logo to ensure its visibility.



LOGO Czech Aid

THE COLOUR OF THE LOGO WHEN PLACED ON A BLACK AND WHITE PHOTOGRAPH

In the specific case of placing the logo on a black and white photograph, it is permitted to use the basic logo without a frame, provided that sufficient contrast is maintained. In such cases, the text in the logo is rendered in white.



LOGO Czech Aid

MONOCHROME LOGO VARIANT

In the case of single-color printing, the use of a monochrome variant of the logo is permissible. However, due to the fact that the Czech flag as a national symbol does not exist in a monochrome version, the use of this variant is limited to exceptional cases, particularly where technology constraints prevent multicolour printing.



LOGO Czech Aid

COLOR SCHEME OF MONOCHROME LOGO VERSION

The monochrome variant can only be used in the primary blue or red colour, or in inverse, with the white logo variant on a blue or red background. If colour printing is not feasible, the use of the black logo variant on a white or very light background, and inversely, is permissible.



LOGO Czech Aid

PROHIBITED WAYS OF USING THE LOGO

To maintain a consistent visual style, it is prohibited, in particular, to place the logo on coloured backgrounds and colour gradients (in colours other than those defined). The logo should not be placed on images with insufficient contrast. The aspect ratio of the logo cannot be altered or deformed in any way, and it is not permitted to use shadows, outlines, or change the colour. Similarly, changing the text style or font, its size, and cut is not allowed.

Common examples of incorrect usage (from top, left): Deformation of the flag and changing the font colour; changing the font and style; using the logo without a frame on a colour photograph, using the logo without a frame on a coloured background and changing the colour of the text; using shadows and other effects on the logo; changing the colour of the logo.



TYPOGRAPHY Czech Aid

BASIC FONT

The font used in the logo is “REM” from the Google Fonts database. Within a unified visual style, the font can be used for headings or prominent messages. Its use in paragraph text and regular outputs is not recommended. The OFL license allows unlimited use of the font for commercial purposes (excluding sales to third parties).

REM Light (300)

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
0 1 2 3 4 5 6 7 8 9 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 (! @ € % & . , ? ;)

REM Medium (500)

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
0 1 2 3 4 5 6 7 8 9 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 (! @ € % & . , ? ;)

REM Bold (700)

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
0 1 2 3 4 5 6 7 8 9 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 (! @ € % & . , ? ;)

TYPOGRAPHY Czech Aid

ALTERNATIVE FONT

The font designated for general graphic outputs and other uses is Figtree. Characterized by good readability and a modern appearance, it's also a freely available font from the Google Fonts database, suitable for both print and electronic communication. The OFL license allows unlimited use of the font for commercial purposes (excluding sales to third parties).

Figtree Light (300)

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
0 1 2 3 4 5 6 7 8 9 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 (! @ € % & , ? ;)

Figtree SemiBold (600)

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
0 1 2 3 4 5 6 7 8 9 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 (! @ € % & , ? ;)

Figtree Bold (700)

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
0 1 2 3 4 5 6 7 8 9 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 (! @ € % & , ? ;)

TYPOGRAPHY Czech Aid

SUPPLEMENTARY FONT

For non-graphic and other common outputs (office communication), the supplementary font Arial can be used. It is a font from the basic MS Office (Windows) set and ensures consistent display across devices. Arial font can be used in Regular and Bold cuts.

Arial 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 0 1 2 3 4 5 6 7 8 9 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 (! @ € % & . , ? ;)

Arial 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 0 1 2 3 4 5 6 7 8 9 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 (! @ € % & . , ? ;)**



LOGO APPLICATION

The Czech Aid logo can be applied to various print materials and electronic outputs, as well as gifts and small items, and can be utilized in other ways. By adhering to the principles outlined in this manual, various outputs can be prepared, and the use of the Czech Aid logo can be further developed in a creative manner.

Option A

A graphic element used with the logo is a pattern resembling a stylized tricolour. The pattern consists of slanted lines and wedges (in the same proportions as on the flag). The pattern is stylized, and its use is possible in various scales (as an infinite pattern or as individual elements). The presented examples of logo application are illustrative.

ROLL-UP

Design proposal for a roll-up in the form of an invitation and an image presentation.



POWERPOINT PRESENTATION

Slide design for PowerPoint presentation.



SMALL ITEMS

Pencil with the text "Czech Aid" and a stylized tricolour.



SMALL ITEMS

Mobile phone case.



SMALL ITEMS

T-shirt with a print.



SMALL ITEMS

Fabric shopping bag



[] ADDU

Author of the logomanual: Ing. Adam Duchač
www.addu.cz