

**PI** **sro  
zu  
mom**

**www.pisrozumom.sk**

★ **Logomanual**



**www.pisrozumom.sk**

★ Construction

Logo consist of 3 parts, which are insparable.  
As the logo represents a web project, it is not possible to use logo without www tag.

Is is possible to use star from P letter as an additional design component.



★ Rotation

To attract young people, logo may be rotated of 5° Counter-Clockwise in layout.



## ★ Logo Clearspace

Do not place any object closer to logo as the clearspace defines.

Do not place logo closer to document edge as clearspace allows.

When using logo in white box (eg. on dark background), clearspace defines minimal size of the box.



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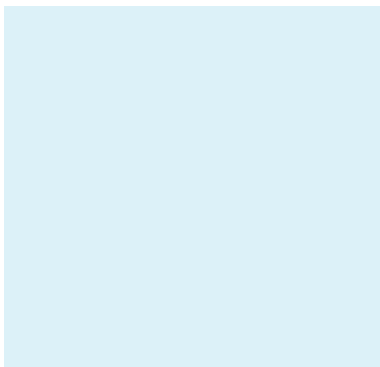
★ **Black**  
C0 M0 Y0 K100  
Pan Process Black  
#000000



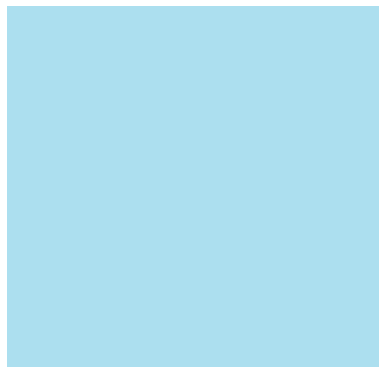
★ **Lime Green**  
C29 M0 Y100 K0  
Pantone 382 C  
#BED600



★ **Ice blue**  
C63 M0Y12 K0  
Pantone 311 C  
#00C4DF



★ **Steam Blue**  
C12 M0 Y2 K0  
Pantone 7457 C  
#C8E2EA



★ **Water Blue**  
C30 M0 Y5 K0  
Pantone 2975 C  
#A0DAE8



★ **Sky Blue**  
C100 M0 Y8 K13  
Pantone 313 C  
#0095C3

# ★ BACKGROUNDS

- ★ Logo is designed to be placed on light colors and backgrounds



- ★ When placed on dark background or on green similar to primary lime green color, use logo within a white box.

Minimal size of box is defined by Logo Clearance, other dimensions may be adjusted to layout.



★ Two special color versions of logo are available.



★ **Black Negative**  
Negative version of logo may be used when placed on black background.



★ **Green Negative**  
Green Negative logo may be placed on primary Lime Green background only.

Serifa DCE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Serifa DCE Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Serifa DCE Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**