



BIOEAST
uninet

GRAPHIC
mini MANUAL

INTRODUCTION

This graphic mini-manual serves as a binding standard for the use of the logotype and the creation of a unified visual style for the BIOEAST uninet project.

It is essential to follow it to the letter, thus avoiding possible damage to the brand.

LOGO CONSTRUCTION

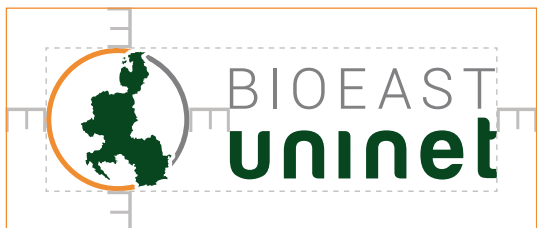
A logo is the basic element of a unified visual style of any brand.

The BIOEAST uninet logo contains a graphic symbol and a text part consisting of the project name.



LOGO PROTECTION ZONE

Defines the minimum distance allowed between the logo and the edge of the page or other elements of the logo.



ALTERNATIVE OF LOGO USE

The basic form of the logo consists of the symbol and the project name arranged horizontally. The additional vertical version contains the symbol vertically and the project name below it.

No other arrangement of the individual parts of the logo is allowed.



horizontal version



vertical version

LOGO COLOUR VARIANTS

When using a logotype, we always ensure good legibility.

Permissible colour variants of the logotype according to the place of use and technological possibilities:



colourful version

LIGHT AND WHITE BACKGROUND
(prints, etc.)



one color version

GREEN BACKGROUND, FOR
EMBROIDERY, LASER ENGRAVING...



inverted version

DIVERSE BACKGROUND (except
green) AND PHOTOS

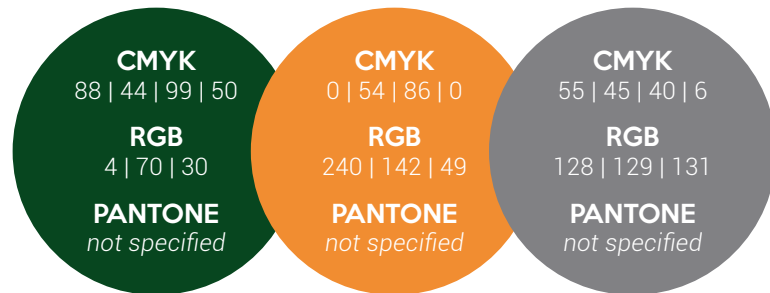


inverted version

DIVERSE BACKGROUND (except
green) AND PHOTOS

COLOUR CODES

The basic colours that are included in the logo and blend across a unified visual style:



FONT

basic font

Roboto Light

ábčďéěfghijklmňópqrřšťúůvwxyž
1234567890?!@*

additional font (headings, etc.)

Keep Calm

ábčďéěfghijklmňópqrřšťúůvwxyž
1234567890?!@*

CORPORATE IDENTITY

business cards



CORPORATE IDENTITY

headed paper



CORPORATE IDENTITY

promotional items





BIOEAST
uninet

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DesignKM.cz

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www.bio-hub.cz