

expats_cz

LOGO &
CORPORATE
IDENTITY
MANUAL

INTRODUCTION

The new identity reflects Expats.cz. It is challenging, distinctive and innovative. However, the new identity can only make a positive impact if it is used consistently and correctly.

The Identity Style Guide has been developed to provide a comprehensive understanding of the new Expats.cz identity. It shows how to correctly implement the new design elements offline and online.

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01

LOGO

1. Logo Variation
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1.0 LOGO



This logo is the central element in Expats.cz's visual communications system.

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Through consistent and repetitive use as a signature device and design element in all of Expats.cz's visual communications, the logo becomes a visual shorthand which identifies and symbolically embodies its activities, achievements and goals.

In the logo, the "smile" fills the space between "expats" and "cz" linking the two words, both written in modern, low contrast and lower case typeface.

It is a visual representation of the "bridge" that the website provides to people living in Prague and the Czech Republic.

The logo should never be altered or distorted in any way that is not mentioned in this manual.

1.1 LOGO

Logo Variation

The logo consists of the word "expats" in a dark blue sans-serif font, followed by a teal-colored smiley face icon, and then the letters "cz" in the same dark blue font.

Every application of the Expats.cz brand identity should strengthen and reinforce the organisation's positive image.

Development of the identity should be done with care and with the highest quality standards possible.

The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

The logo consists of the word "expats" in a black sans-serif font, followed by a black smiley face icon, and then the letters "cz" in the same black font.

Grayscale presentation

The color logotype should be used whenever possible.

Use only when budget does not allow for three-color printing or the color logotype isn't legible on the used background.

1.2 LOGO

Exclusion Area



The Expats.cz logo must stand out in all uses. Maintain clear space on all sides of the logo. The exclusion area stops the logo competing with other elements and graphic expressions.

The exclusion area around the logo is equal to the Smile's width (proportional to the logo in use)



Exceptions:

The logo placement depends on the type of communication and use. Examples are signage where visibility of our logo is key, Vertical narrow banners where maximum visibility of the logo is required, and branding of small Collaterals with limited space. In this situation, the exclusion area can be reduced.

In other situations, the alternative is to use the Brandmark alone as will be demonstrated in this Manual.

Any diversion from the manual needs to be cleared by the brand team.

1.3 LOGO

Scale



Our logo is designed to scale to small sizes on print and screen.

Smallest size: 15 mm / 25 pixels wide

1.4 LOGO

Incorrect uses



To ensure that our logo is always recognisable, it must be used consistently, with discipline, and with precision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.

1. do not place the logo on a green or blue background, use the black or white logo instead.
2. Do not place the logo on the busy part of an image.
3. Always keep the logo in its intended horizontal position.
4. Do not distort the logo in any way, keep the proportions set by this manual.
5. Do not alter any part of the Logo.
6. do not use a font version of the logo.
7. do not use any other colors for the logo, than the ones mentioned in this manual
8. do not use a Grayscale version of the logo. Instead use the approved versions.
9. Do not flip the primary colors in the Logo.
10. Do not use Drop Shadow or any other effect on the logo.

1.5 LOGO

Correct use on colored backgrounds

Ideally the logo should be placed on a white background. In case of a colored background, the right logo should be used to insure maximum visibility and contrast.



If the background color matches one of our main colors the white logo can be used. Choosing the black or the white version will depend on the background color.

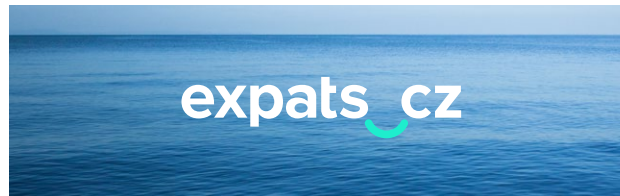


Certain exceptions like a bright red or pink might clash with a black logo, so we use the white logo instead.

1.6 LOGO

Correct use on images

When placed over a photograph or illustration, using the right logo is key to achieving maximum visibility and contrast.



Ideally the full color logo should be placed on a low contrast area in the image. In case the background image is blue, the white and Turquoise logo can be used instead.



In case of a Black and White image the Black or White version of the logo may be used, insuring maximum legibility and contrast.



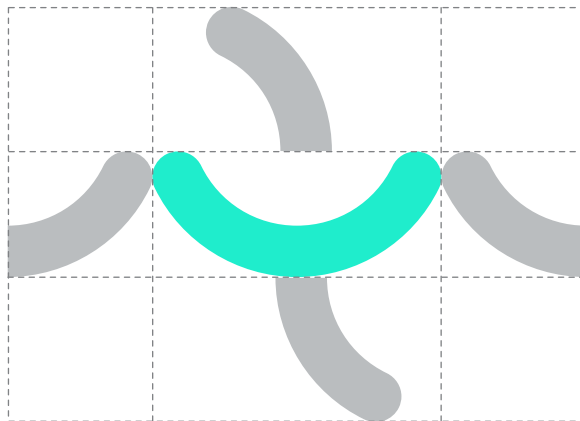
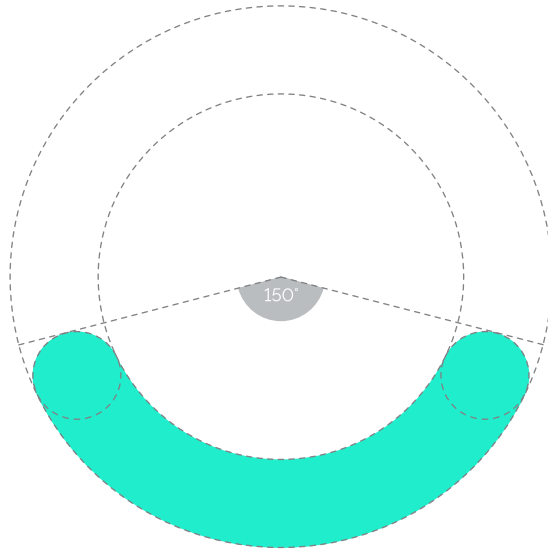
In case of a light colored background image, the black logo may be used.

BRANDMARK

1. Dimensions
2. Graphics

2.1 BRANDMARK

Dimensions



Our **Brandmark** is a simple geometric smile always displayed in our corporate turquoise color. It is usually used withn our logo as indicated in this manual.

We can however use the brandmark alone when the branding space is too small for the whole logo, and only when the Logo is present within the same channel, for example:

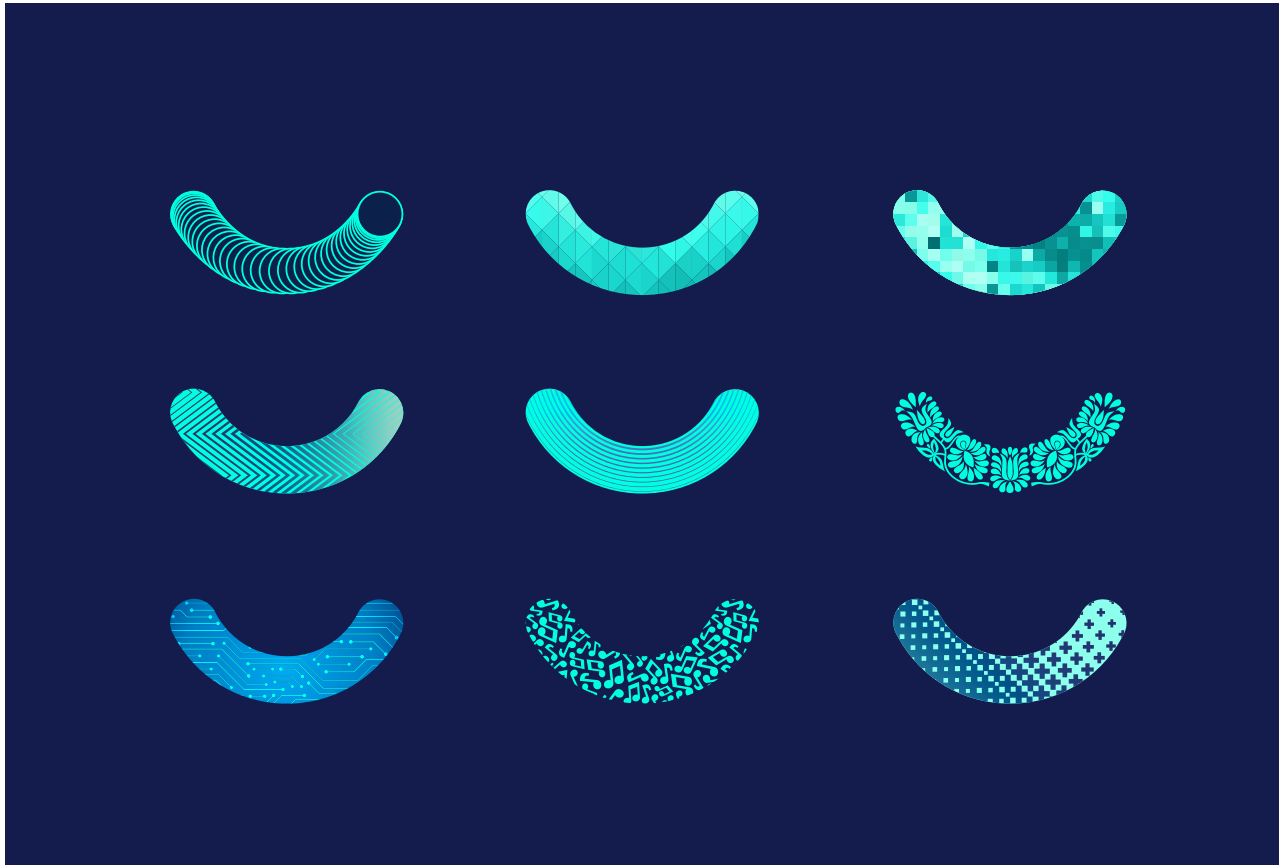
- As a social media profile image on Facebook, Instagram and Twitter. With our full logo used in the cover image.
- as a Favicon on our Website.
- As a branding element on small surfaces, when our smallest Logo size cannot fit, and ideally with our full logo present on the same item.
- Use the below holding shapes and proportions for the brandmark.

Note: social media icons usually appear on posts in very small sizes, so the exclusion area can be smaller.



2.2 BRANDMARK

Graphics



Our Brandmark shape allows for some creative interpretation when it comes creating graphics for collaterals and branding material.

You can create any kind of graphics while keeping the following rules:

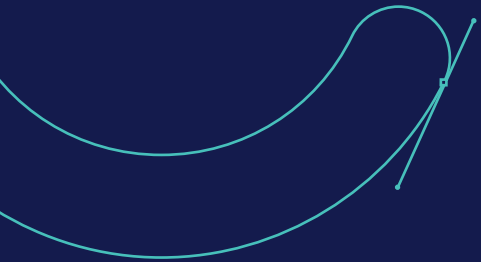
1. The graphics used are relevant to the communication medium, and within topic.
2. The shape of the brandmark cannot be distorted in any way.
3. The colors used are our corporate primary and secondary color palette.
4. The graphics used are compliant with the Brand Guidelines and Tone of voice.

Any Graphic Brandmark created is subject to approval by the Brand Team.

COLORS

CZ

1. Primary colors
2. Secondary colors



3.1 COLORS

Primary Colors



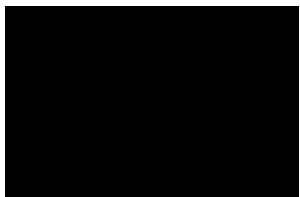
2766 C

C 100 M 100 Y 6 K 60
R 20 G 27 B 77
HEX 141B4D

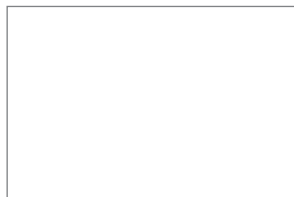


3255 C

C 57 M 0 Y 27 K 0
R 30 G 237 B 205
HEX 2CD5C4



C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX 000000



C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX FFFFFFFF

The following colors are the only ones which may be used for the logo.

No other colors may be used or substituted for the logo.

Blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, and truth.

Turquoise helps to open the lines of communication between the heart and the spoken word. It presents as a friendly and happy color enjoying life.

A combination of blue and a small amount of yellow, it fits in on the color scale between green and blue. It radiates the peace, calm and tranquility of blue and the balance and growth of green with the uplifting energy of yellow.

Black and white can be used in specific situations only mentioned in this manual.

3.2 COLORS

Secondary Colors

The secondary color palette is designed to support and complement the primary color palette.

These colors enable flexibility and variety in design.

Secondary colors can be used for collaterals and to differentiate between our sub-brands.



2685 C

C 90	M 100	Y 0	K 40
R 45	G 15	B 99	
HEX	2D0F63		



221 C

C 0	M 100	Y 35	K 60
R 153	G 0	B 51	
HEX	990033		



255 C

C 6100	M 100	Y 0	K 40
R 90	G 0	B 105	
HEX	5A0069		



3292 C

C 100	M 100	Y 6	K 60
R 0	G 61	B 61	
HEX	003D3D		

SUB-BRANDING



1. Dimensions
2. Sub-brand names
3. Logo variations

4.1 SUB-BRANDING

Dimensions

Sub-brands of expats.cz are always displayed along the main logo.

The typeface used is a thinner version of our main logo typeface and the X heights are aligned.



4.2 SUB-BRANDING

Sub-Brands names

expats_cz jobs

Every application of the Expats.cz sub-brands should strengthen and reinforce the organisation's image.

expats_cz real estate

expats_cz directory

expats_cz events

expats_cz news

4.3 SUB-BRANDING

Logo Variations

expats_cz jobs

expats_cz jobs

As with our main logo, the Sub-brand logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

expats_cz real estate

expats_cz real estate

expats_cz jobs

expats_cz jobs

Grayscale presentation

The color logotype should be used whenever possible.
Use only when budget does not allow for three-color printing or the color logotype isn't legible on the used background.

expats_cz real estate

expats_cz real estate

05



FONTS

1. Primary font
2. Secondary fonts

5.1 FONTS

Primary font

Our primary font is **Raleway**.

A modern geometric font, it is interesting enough for headlines and legible enough in small sizes for bodycopy.

It is free to use from Google.

Raleway Black 46 pt

Raleway Bold 20pt

Raleway Regular 10 pt/13pt Leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc fermentum est in vestibulum ultrices. Aliquam congue elit eu tortor ornare dignissim. Donec risus tellus, finibus et mattis in, semper a nunc. Cras eu sapien ac nisl tempus facilisis. Vestibulum vel augue sit amet magna posuere iaculis. Cras diam sapien, molestie id maximus rutrum, molestie quis diam. Quisque vel sagittis nisi. Nullam pharetra congue felis, aliquam aliquet lorem iaculis eu. Sed euismod odio odio, ac tincidunt mi tempus ut.

Raleway Regular 8 pt/11 pt Leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc fermentum est in vestibulum ultrices. Aliquam congue elit eu tortor ornare dignissim. Donec risus tellus, finibus et mattis in, semper a nunc. Cras eu sapien ac nisl tempus facilisis. Vestibulum vel augue sit amet magna posuere iaculis. Cras diam sapien, molestie id maximus rutrum, molestie quis diam. Quisque vel sagittis nisi. Nullam pharetra congue felis, aliquam aliquet lorem iaculis eu. Sed euismod odio odio, ac tincidunt mi tempus ut.

5.2 FONTS

Secondary font

Our secondary fonts are Sarala and Arial, mainly for website use.

Sarala Bold 48 pt

Sarala Regular 20pt

Arial Regular 10 pt/13pt Leading

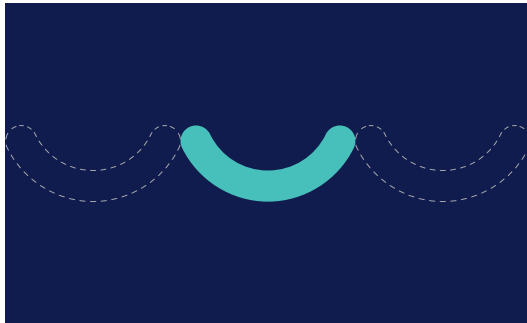
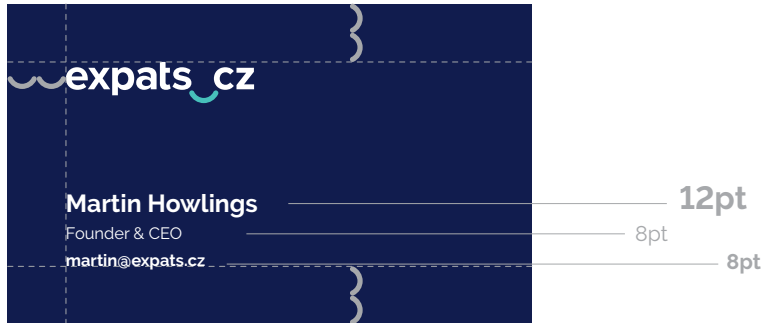
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc fermentum est in vestibulum ultrices. Aliquam congue elit eu tortor ornare dignissim. Donec risus tellus, finibus et mattis in, semper a nunc. Cras eu sapien ac nisl tempus facilisis. Vestibulum vel augue sit amet magna posuere iaculis. Cras diam sapien, molestie id maximus rutrum, molestie quis diam. Quisque vel sagittis nisi. Nullam pharetra congue felis, aliquam aliquet lorem iaculis eu. Sed euismod odio odio, ac tincidunt mi tempus ut.

COLLATERALS

1. Business card
2. Letterhead A4
3. Envelope DL
4. Envelope C5
5. Envelope C4
6. Powerpoint Templates

6.1 COLLATERALS

Business Cards



Recommended:

Paper: minimum 360 gsm

2 color printing
(Pantone 2766 C & 3255 C)

Size: 90mmx55mm



6.2 COLLATERALS

Letterhead A4

The wireframe illustrates the layout of the letterhead on an A4 page. At the top left is the **expats.cz** logo. Below it, the recipient information fields are defined: **Recipient Name** (12pt), **Address Line 1** (8pt), and **Address Line 2** (8pt). A block of placeholder text follows, with a **Ruleway Regular 8pt/13pt** line above it. A signature line is located below the text. At the bottom left, the address **Vitkova 244/8, Praha 8, 186 00, Czech Republic** is shown. The bottom right corner features the **Expats.cz** logo. Dimensions are indicated: 8pt for the address line and 12pt for the recipient name.



Recommended:

Paper: 100 gsm

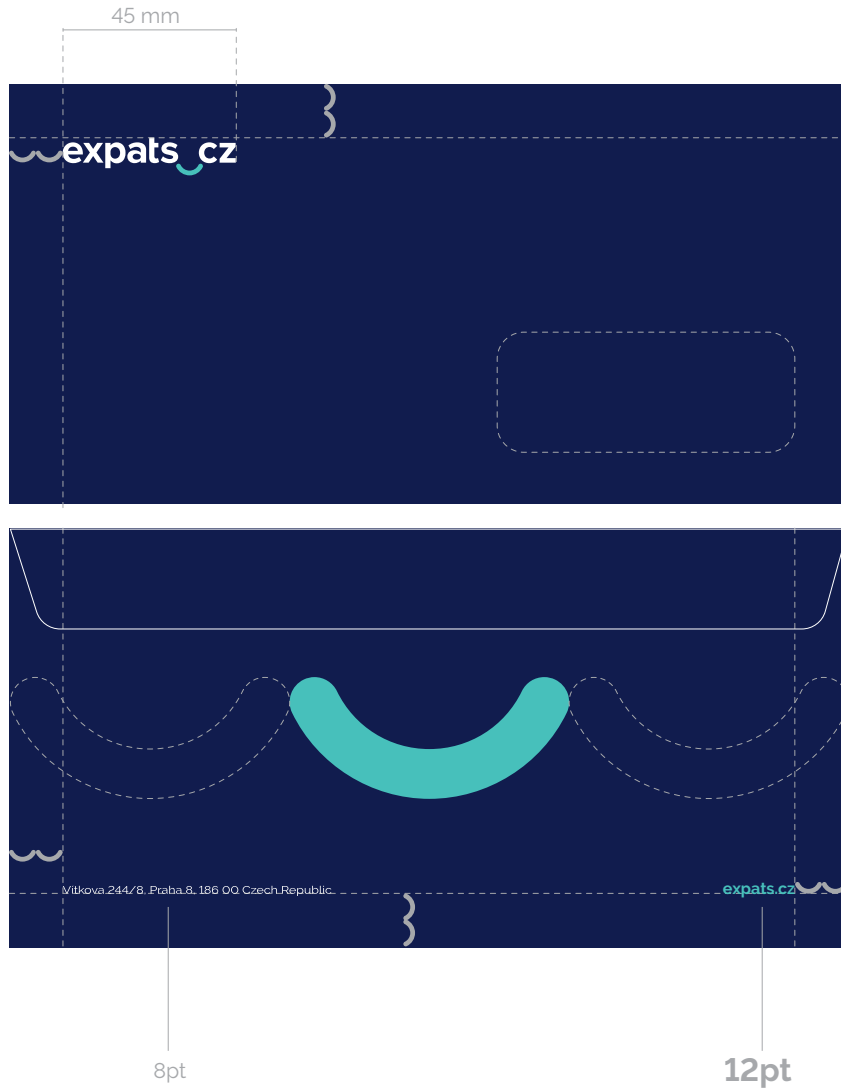
2-color printing
(Pantone 2766 C & 3255 C)

Size: 210mmx297mm



6.3 COLLATERALS

Envelope DL



Recommended:

Paper: 150 gsm

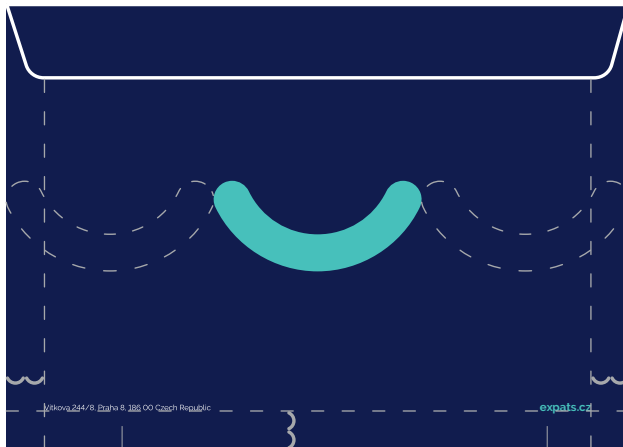
2-color printing
(Pantone 2766 C & 3255 C)

Size: 220x110 mm



6.4 COLLATERALS

Envelope C5



8pt

12pt

Recommended:

Paper: 150 gsm

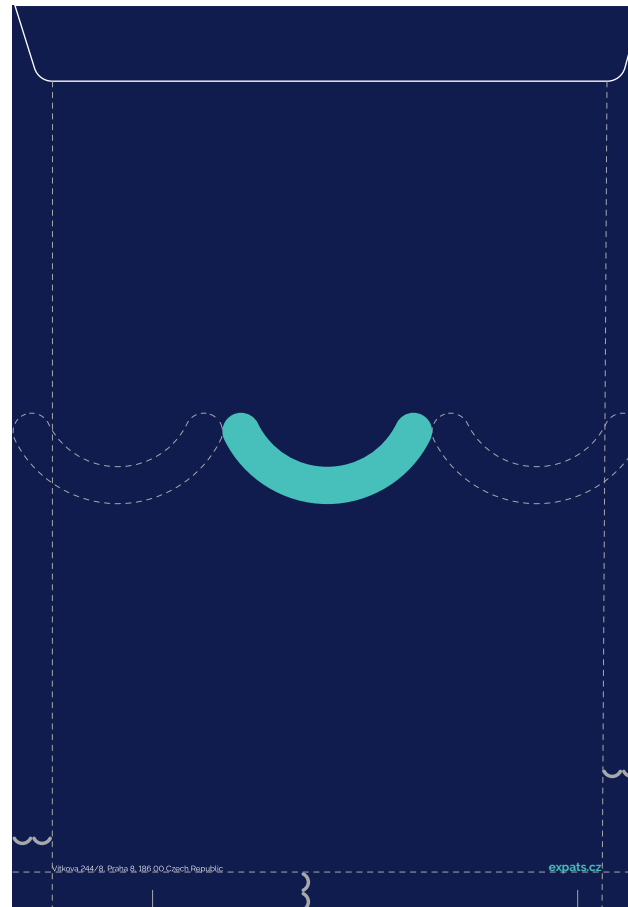
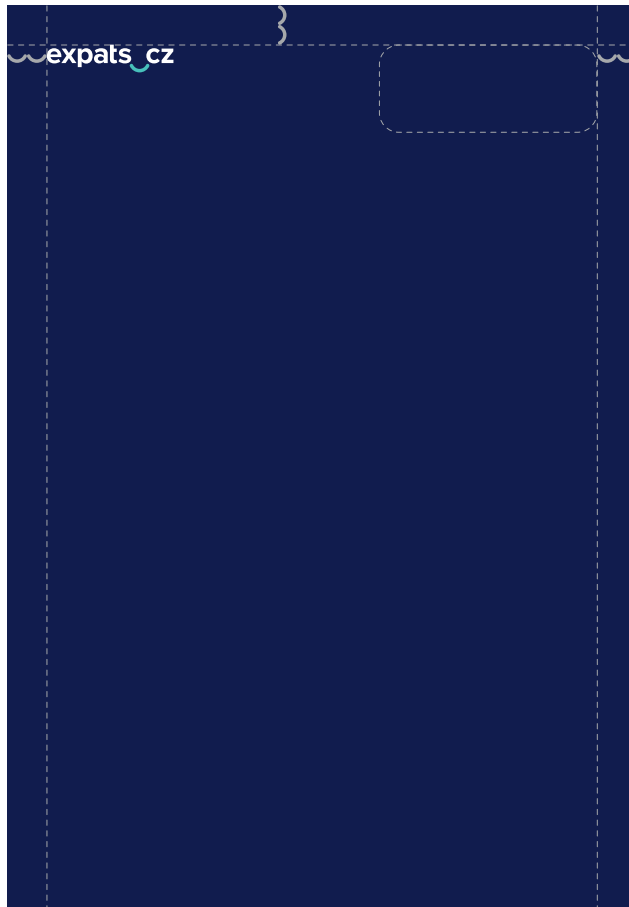
2-color printing
(Pantone 2766 C & 3255 C)

Size: 229x169 mm



6.5 COLLATERALS

Envelope C4



8pt

12pt

Recommended:

Paper: 150 gsm

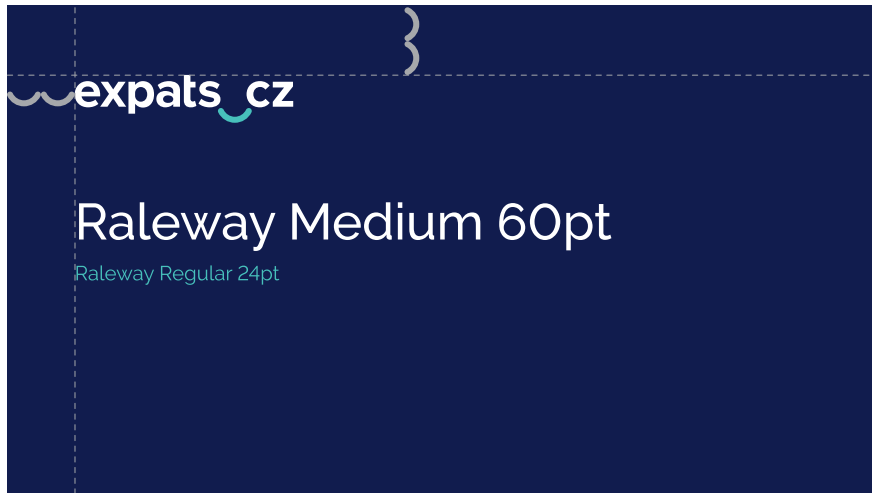
2-color printing
(Pantone 2766 C & 3255 C)

Size: 229x324 mm



6.6 COLLATERALS

Powerpoint templates

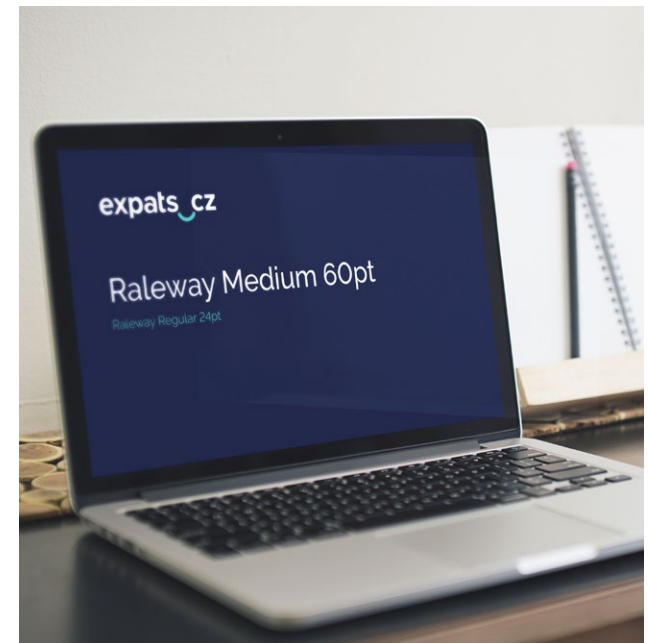


Recommended:

Ratio 16:9

Size minimum: 1600x900 px

Colors: #141B4D, #2CD5C4
(use of our secondary colors allowed in presentations, except for the cover)





EVENT BRANDING

1. Vertical banners
2. Horizontal banners
3. Flag
4. Notebook A5
5. Pen
6. Car
7. Mug
8. Tote bag
9. T-shirt

7.1 EVENT BRANDING

Vertical banners



Note:

Banners vary in sizes, the general rule is to respect the logo exclusion area and maximize clarity and legibility of the logo without overcrowding the space.



7.2 EVENT BRANDING

Horizontal banners



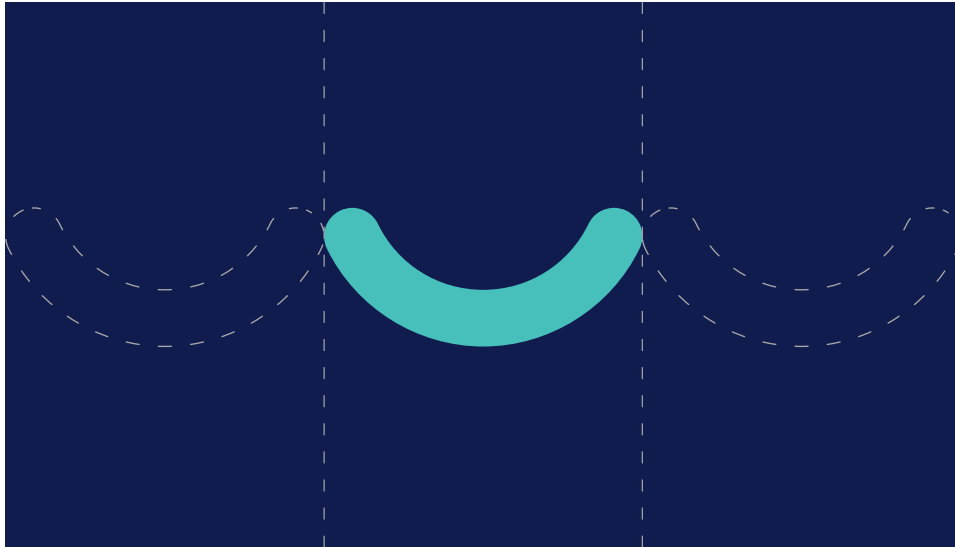
Note:

Banners vary in sizes, the general rule is to maximize clarity and legibility of the logo without overcrowding the space, by respecting the logo exclusion area.



7.3 EVENT BRANDING

Flag



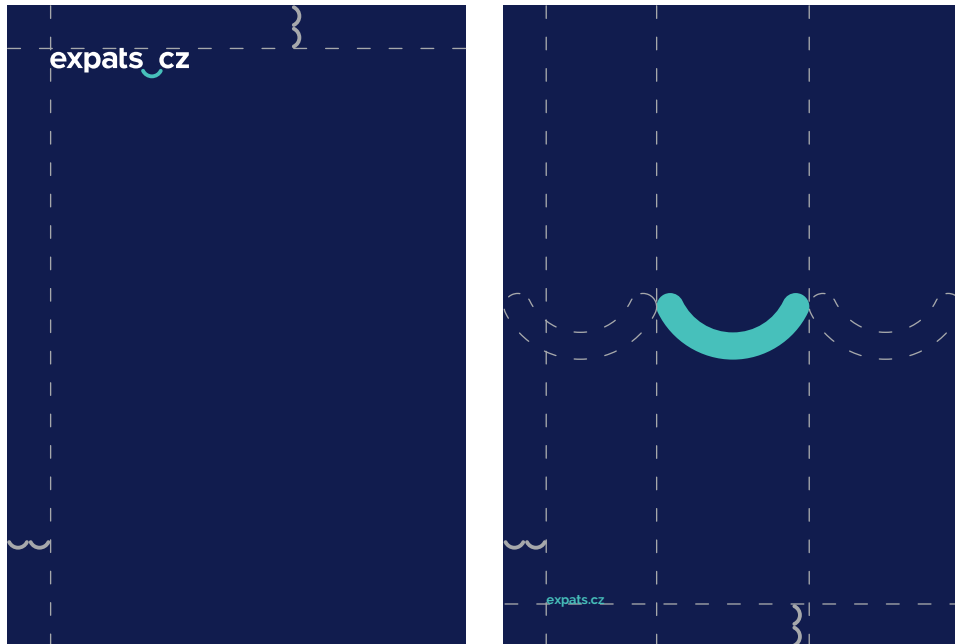
Note:

The general rule is to respect the exclusion area of the landmark on all branding material.



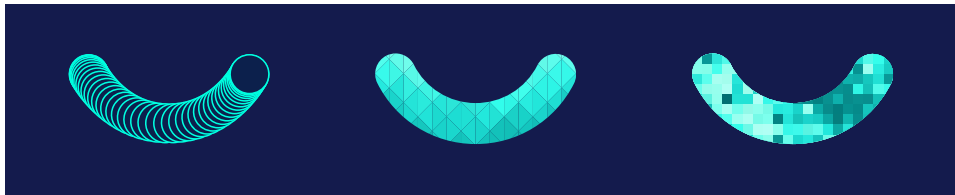
7.4 EVENT BRANDING

Notebook A5



12pt

Graphic Variations:



Recommended:

Cover: 250 gsm

2 color printing
(Pantone 2766 C & 3255 C)

Size: 150x210 mm



7.5 EVENT BRANDING

Pen



Recommended:

Pen colour: White or Dark Blue (Pantone 2766 C)

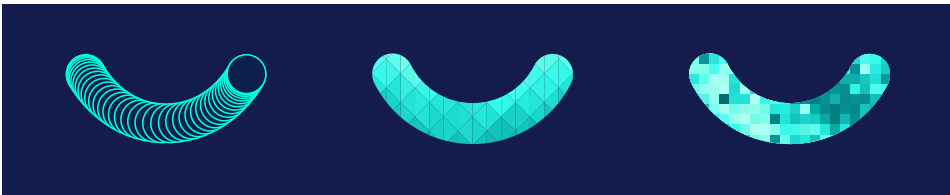


7.6 EVENT BRANDING

Car



Graphic Variations (see chapter 2.2)



Recommended:

Do not tilt or crop the logo when branding vehicles. You can use the brandmark in more creative ways including adding graphics.



7.7 EVENT BRANDING

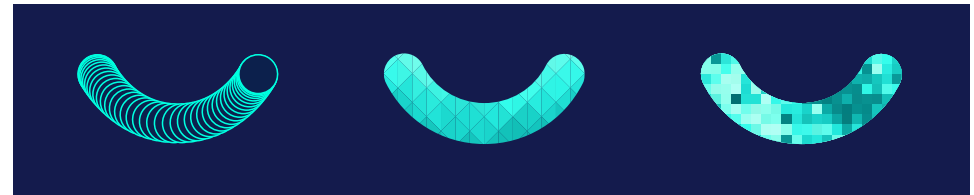
Mug



Graphic Variations
(see chapter 2.2)

Recommended:

Logo and Brandmark width = 1/4 Circumference



7.8 EVENT BRANDING

Tote bags

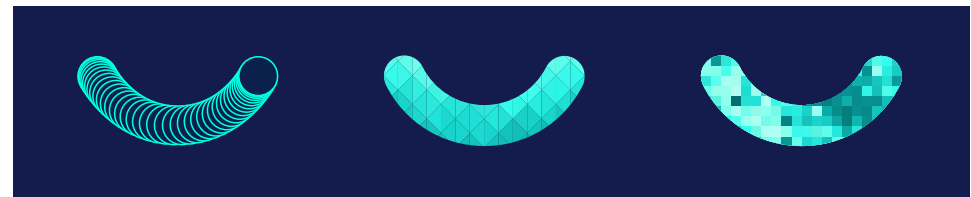


Recommended:

Silkscreen printing 1 or 2 colours
Pantone White, 2766 and 3255.

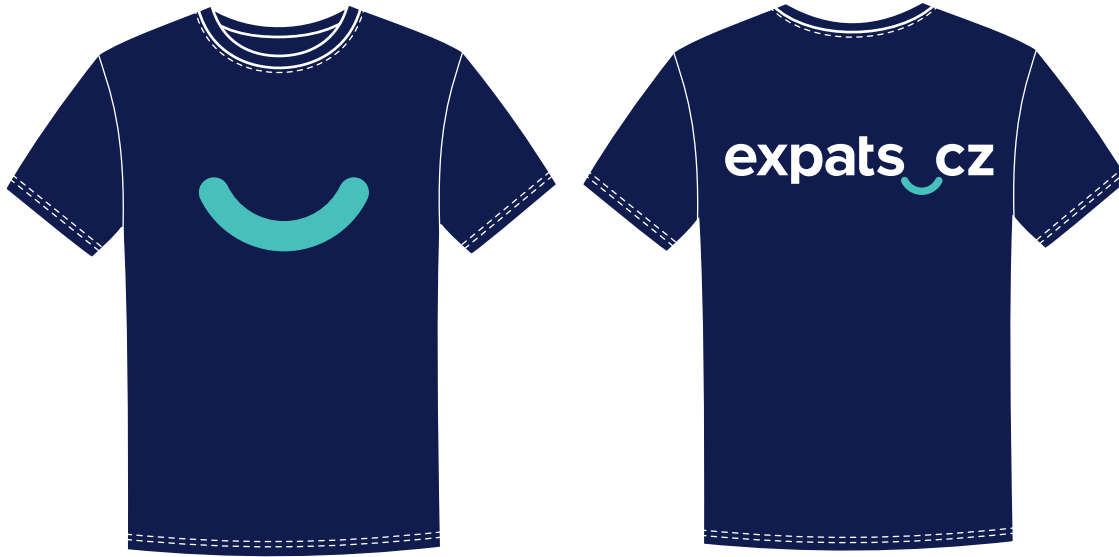


Graphic Variations
(see chapter 2.2)



7.9 EVENT BRANDING

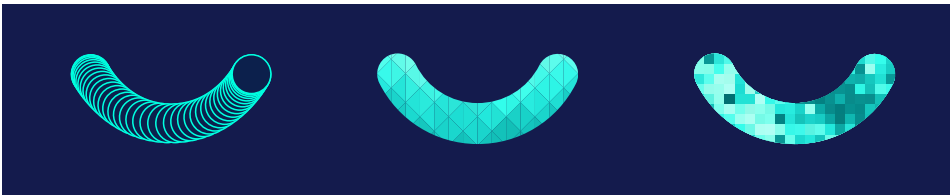
T-shirt



Recommended:

Do not tilt or crop the logo when branding vehicles. You can use the brandmark in more creative ways including adding graphics.

Graphic variations (see chapter 2.2)





PRINT

1. Overview
2. Magazines A4
3. Posters A3
4. Billboard 3x4
5. Unipoles 14x4

8.1 PRINT

Overview

Print Guidelines are mainly focused on proper usage of our Identity when communicating in Magazine, and on outdoor communication, to ensure good visibility and maintaining a consistent brand image.

All other elements can adapt to the type of creative ideas and art direction per project.

Any layout should be reviewed by the brand team for approval.



8.2 PRINT

Magazine A4



Dimensions

Size 210x297 mm

Headline: Raleway Bold 45/48 pt - 70/73 pt

Sub-headline: Raleway Bold 20/23 pt

Bodycopy: Raleway Regular 12/14 pt

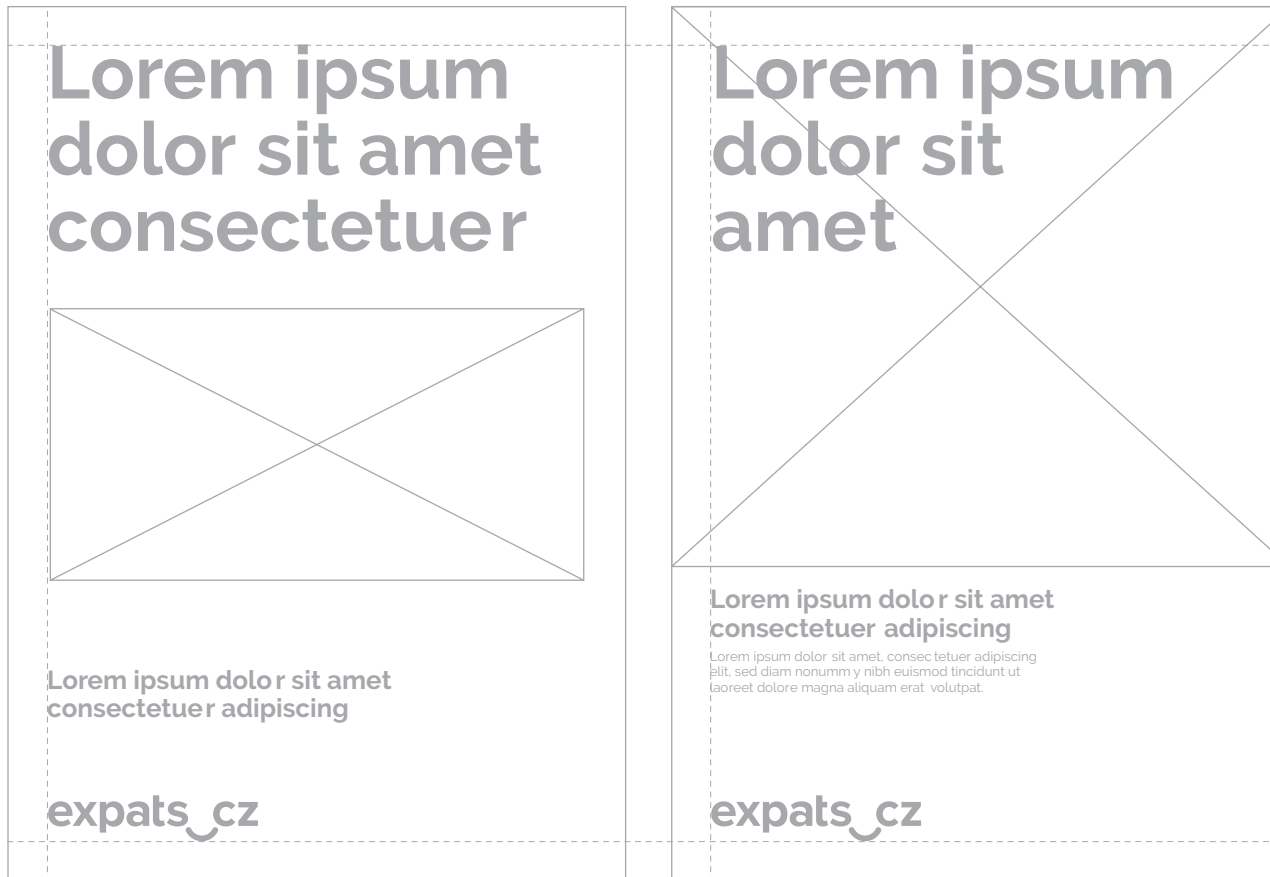
Logo (W): 52 mm

Border: 15 mm



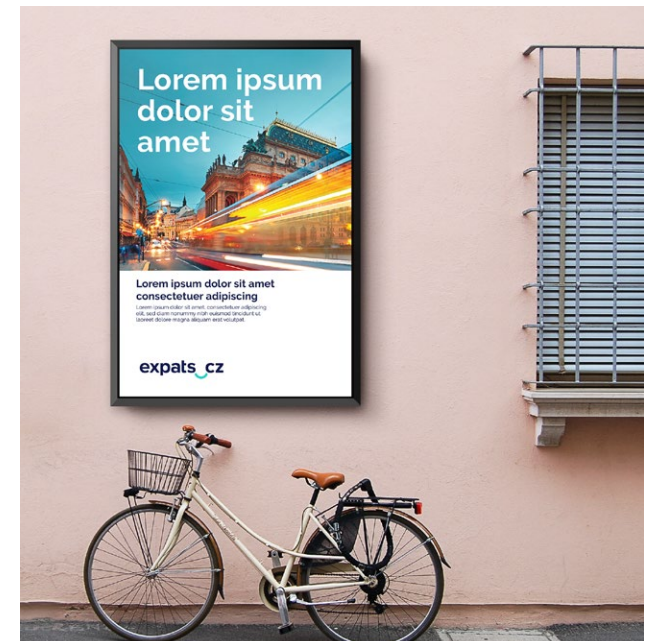
8.3 PRINT

Poster A3



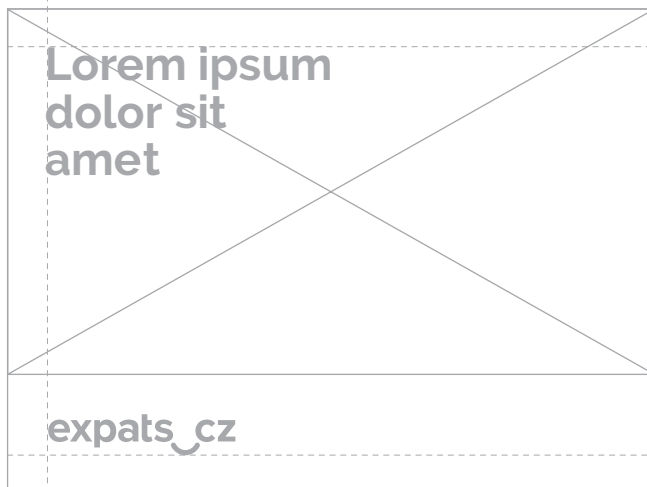
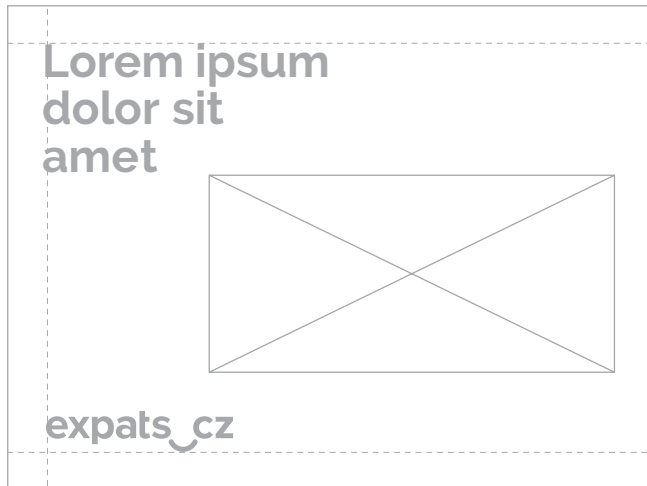
Dimensions

Size 297x420 mm
Headline: Raleway Bold 100/103 pt
Sub-headline: Raleway Bold 35/38 pt
Bodycopy: Raleway Regular 18/21 pt
Logo (W): 100 mm
Border: 20 mm



8.4 PRINT

Billboard 4x3



Dimensions

Scaled 1:10 - check artwork size
and resolution required by your printer

Size 400x300 mm

Headline: Raleway Bold 80/83 pt

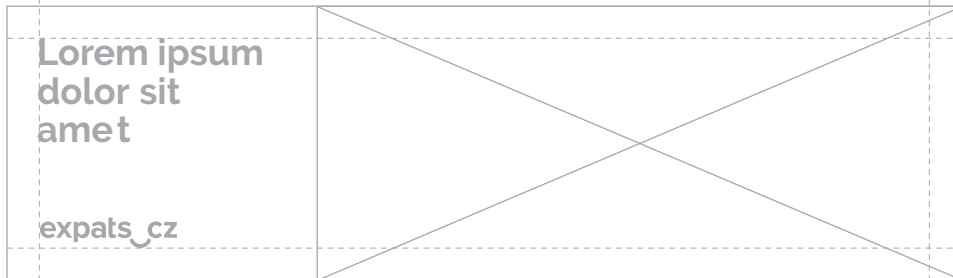
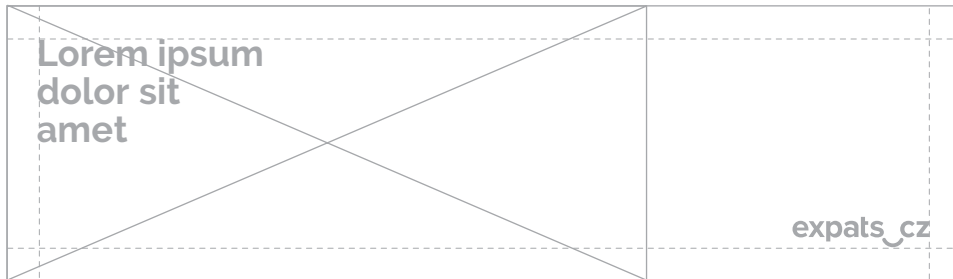
Logo (W): 115 mm

Border: 25 mm



8.5 PRINT

Unipole 14x4



Dimensions

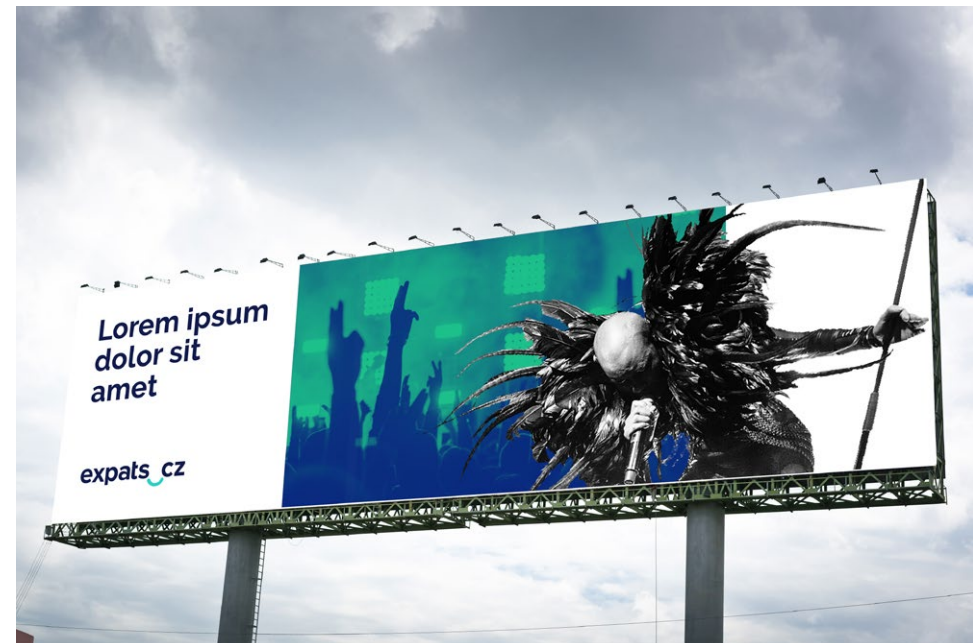
Scaled 1:20 - check artwork size
and resolution required by your printer

Size 700x200 mm

Headline: Raleway Bold 75/78 pt

Logo (W): 100 mm

Border: 25 mm

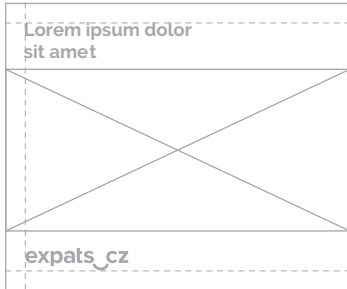


DIGITAL

- 
1. Banners - Rectangular
 2. Banners - Horizontal
 3. Banners - Vertical
 4. Social Media
 5. SM - Facebook
 6. SM - Twitter
 7. SM - Instagram
 8. SM - LinkedIn
 9. SM - Youtube

9.1 DIGITAL

Banners - Rectangular

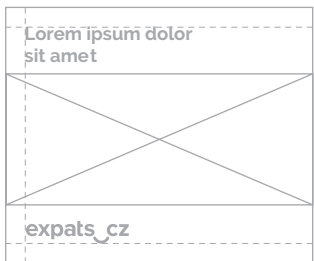


Large Rectangle 336x280 px
Headline: 18/21 pt
Logo (W): 100 px
Border: 20 px

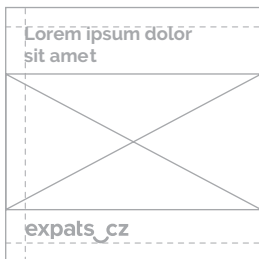
Note:

Image area may vary, have die cuts.
When using image with bleed, make sure the area behind the headline is not busy and has enough contrast.

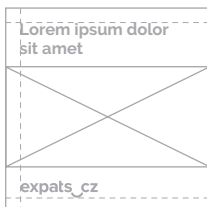
Font: Raleway Bold



Inline Rectangle 300x250 px
Headline: 18/21 pt
Logo (W): 100 px
Border: 20 px



Square 250x250 px
Headline: 18/21 pt
Logo (W): 100 px
Border: 20 px



Small Square 200x200 px
Headline: 16/19 pt
Logo (W): 75 px
Border: 15 px

9.2 DIGITAL

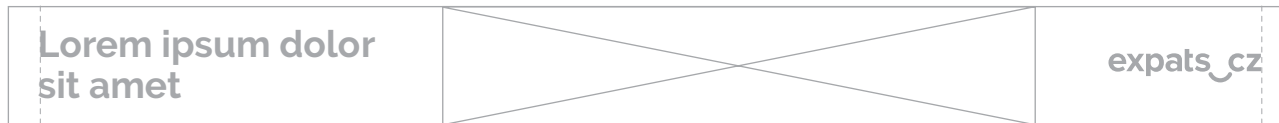
Banners - Horizontal

Note:

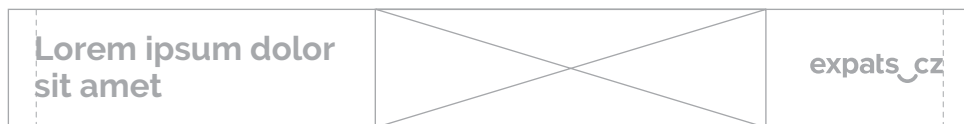
When using image with bleed, make sure the area behind the headline is not busy and has enough contrast.

Logo and Headline are horizontally centered.

Font: Raleway Bold



Large Leaderboard 970x90 px
Headline: 28/31 pt
Logo (W): 115 px
Border: 25 px



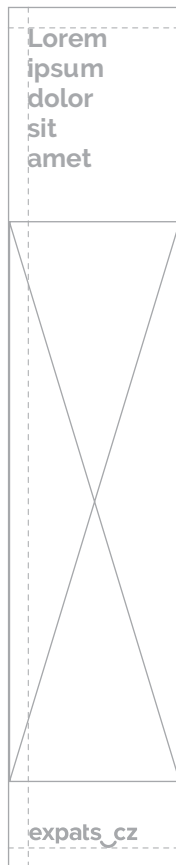
Leaderboard 728x90 px
Headline: 25/28 pt
Logo (W): 100 px
Border: 20 px



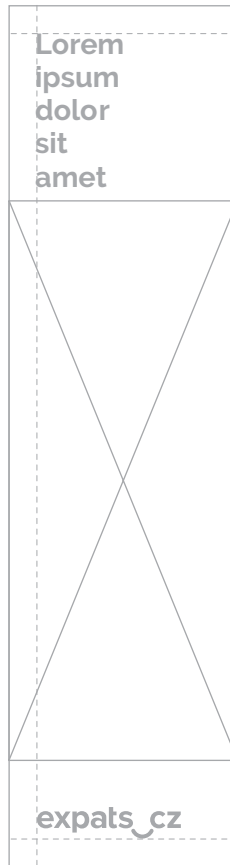
Banner 468x60 px
Headline: 16/19 pt
Logo (W): 75 px
Border: 15 px

9.3 DIGITAL

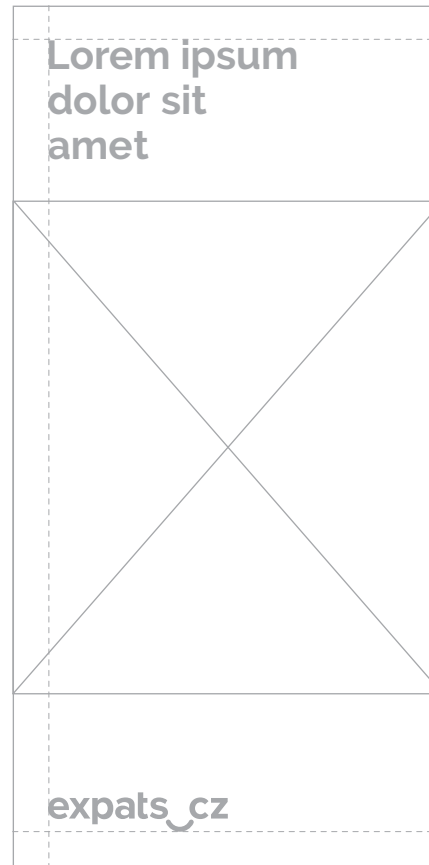
Banners - Vertical



A



B



C

Note:

When using image with bleed, make sure the area behind the headline is not busy and has enough contrast.

Font: **Raleway Bold**

A. Skyscraper 120x600 px

Headline: 18/231 pt

Logo (W): 75 px

Border: 15 px

B. Wide Skyscraper 160x600 px

Headline: 20/23 pt

Logo (W): 100 px

Border: 20 px

C. Banner 300x600 px

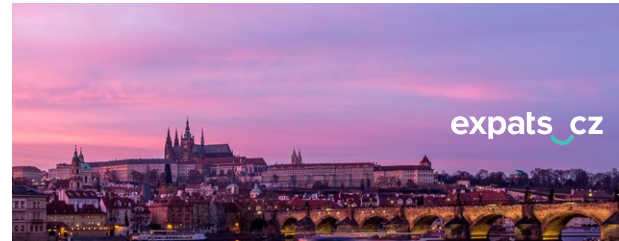
Headline: 28/31 pt

Logo (W): 125 px

Border: 25 px

9.4 DIGITAL

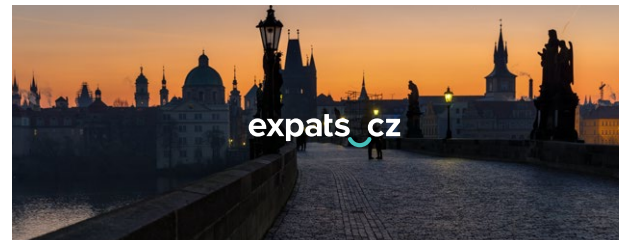
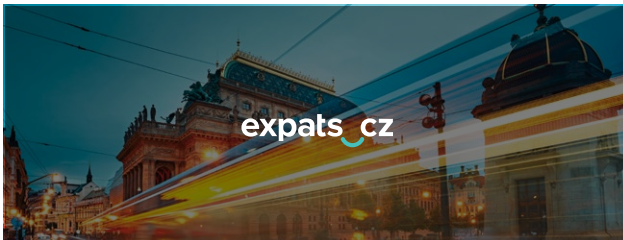
Social Media - Overview



When branding the cover pages on our social media channels, it is important to make sure the choice of image and the position and size of our logo follows our guidelines and ensures maximum visibility.

Ideally the logo should be at the center of the frame, but it is possible to place it elsewhere for better visibility as long as we follow the guidelines.

Images selection as per our photography and stock image guidelines



No heavy, visibly fake effects should be used on the images to create more contrast with the logo. Choose an image that already has a natural contrast in it.

It is recommended to use the Brandmark only on Profile Pictures, as long as our logo appears elsewhere on the same channel.

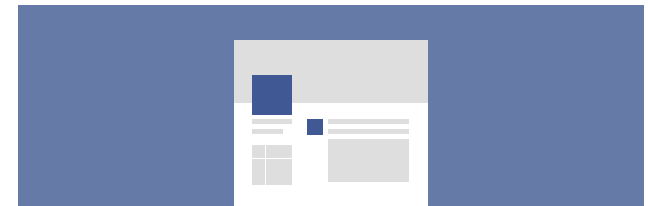


9.5 DIGITAL

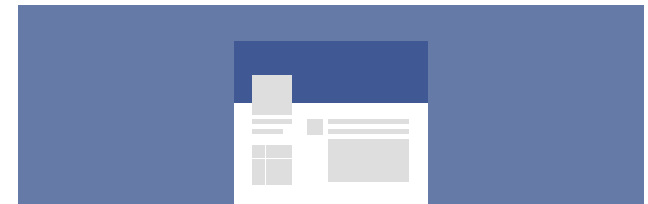
Social Media - Facebook

Note:

Profile Pic 180x180 px
Brandmark (W): 100 px



Cover 820x312 px
Logo (W): 200 px



9.6 DIGITAL

Social Media - Twitter



Note:

Profile Pic 400x400 px
Brandmark (W): 120 px



Cover 1500x500 px
Logo (W): 420 px



expats_cz

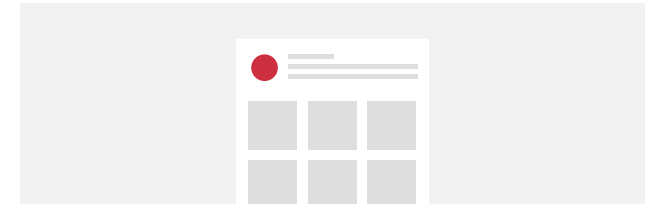
9.7 DIGITAL

Social Media - Instagram

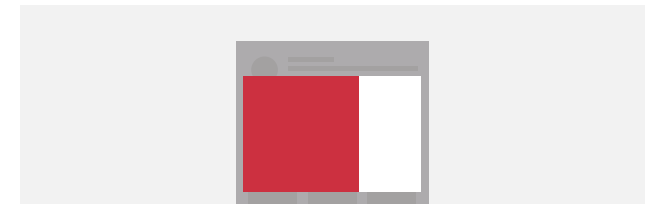


Note:

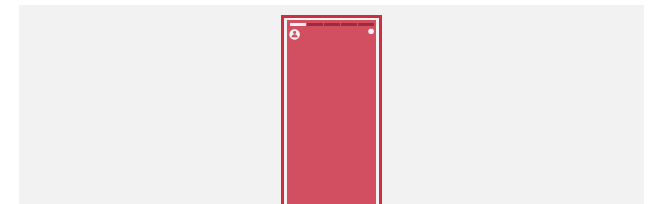
Profile Pic 110x110 px
Brandmark (W): 65 px



IG Post 1080x1080 px
Logo: 590 px



Stories 1080x1920 px
Logo (W): 590 px

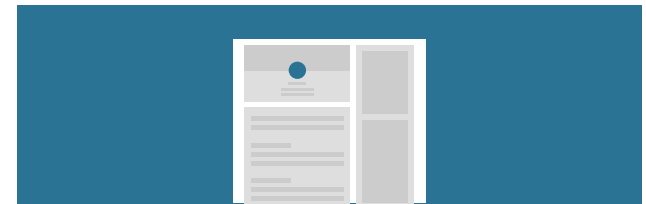


9.8 DIGITAL

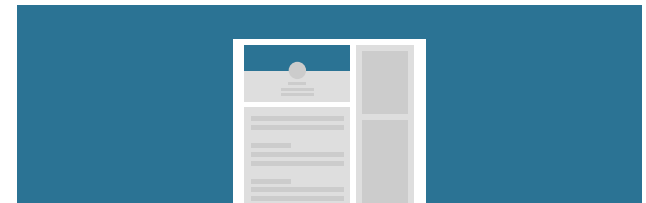
Social Media - LinkedIn

Note:

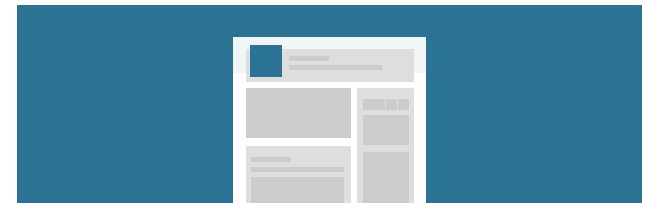
Profile Pic 400x400 px
Brandmark (W): 230 px



Background Image 1584x396 px
Logo (W): 380 px



Company Logo 300x300 px
Logo (W): 220 px



9.9 DIGITAL

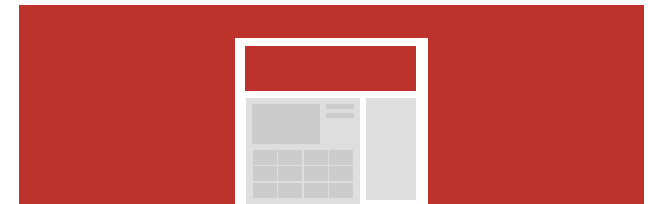
Social Media - Youtube



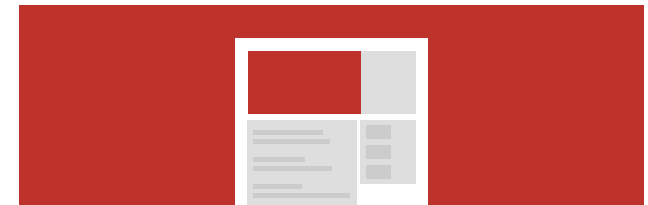
Profile Pic 800x800 px
Brandmark (W): 470 px



Cover 2560x1440 px
Logo (W): 700 px



Video Uploads 1280x720 px minimum
Logo (W): 400 px



PHOTOGRAPHY

1. Overview
2. Focus
3. Colours
4. Colouring

10.1 PHOTOGRAPHY

Overview



Photography is a powerful way to communicate our unique brand identity.

Simple, direct, and honest images are the best way to express the complexity of who we are to our outside audiences.

Ideally all images should be shot on location. Specific photos with recognizable environments can tell genuine stories.

When choosing stock always make sure that the location is recognizable, or at least isn't too abstract. Generic locations do not convey a sense of place.



10.2 PHOTOGRAPHY

Focus



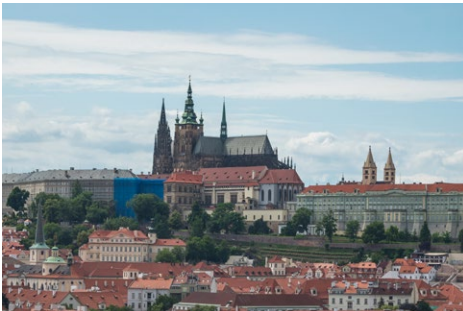
Unless you are illustrating a specific subject in an article, all images should have one single point of interest when framing. Don't make the viewer wonder where your subject in an image is.

One way to achieve a strong look is to use single-focus compositions that hold the foreground or subject in sharp focus while allowing the background to go soft or out of focus.



10.3 PHOTOGRAPHY

Colours



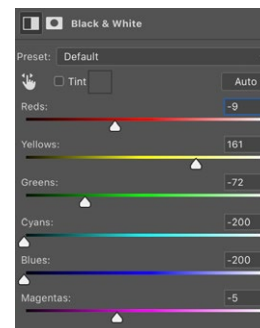
Our images should convey a mood through colours and interesting camera effects.

Although we do not have specific colour template for images, it is better to restrict the amount of colours of an image to create a mood.

When choosing stock or shooting, always look for interesting, dramatic, dreamy lighting, sun flares, at dawn or dusk, Long exposures with light trails, dynamic angles, black and white etc..

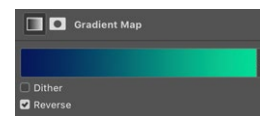
10.4 PHOTOGRAPHY

Colouring



Creating a black and white image.

Using the Black & White filter instead of just Desaturating the image can create a better contrast.



Creative colouring

If the situation asks for it, we can stylize our images in different ways to enhance a narrative, by using for example, the gradient overlay filter.



Note: All suggested effects are mainly using Adobe Photoshop. Any effect on images should be cleared by the brand team.

