



unified product
visual style manual

Contents

- 1 Colour Logo
- 2 Monochrome Logo
- 3 Single-colour Logo
- 4 Negative Logo
- 5 Logo Protective Zone
- 6 Logo Minimum Size
- 7 Basic Colours
- 8 Basic Font for Graphic Applications
- 9 Alternative Font
- 10 Complementary Graphic Elements
- 11 Corporate Slogan
- 12 Business Cards
- 13 Letterhead
- 14 Printed Promotional Materials
- 15 Promotional Items
- 16 Vehicle Stickers
- 17 Electronic Signature in E-mails
+ PowerPoint Template
- 18 HTML E-mail

logo specification

1 Colour Logo

The KORDCARBON logo is based on the design of its mother company Kordárna a. s. where the fabric-evoking 'K' letter symbol serves as a linking element. Combination of the Kordárna symbol and a modern sans-serif-type font forms an easy to remember brand.



2 Monochrome Logo

The monochrome logo is to be used if its colour form cannot be used for technological reasons such as printing on a monochrome printer.



3 Single-colour Logo

The single-colour logo can be used if its full-colour (red and black) form cannot be used for technological reasons. This concerns printing on promotional items, textile or other materials that enable printing in one colour only, for example.



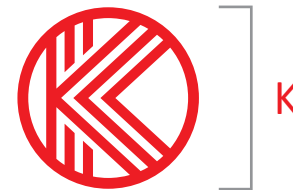
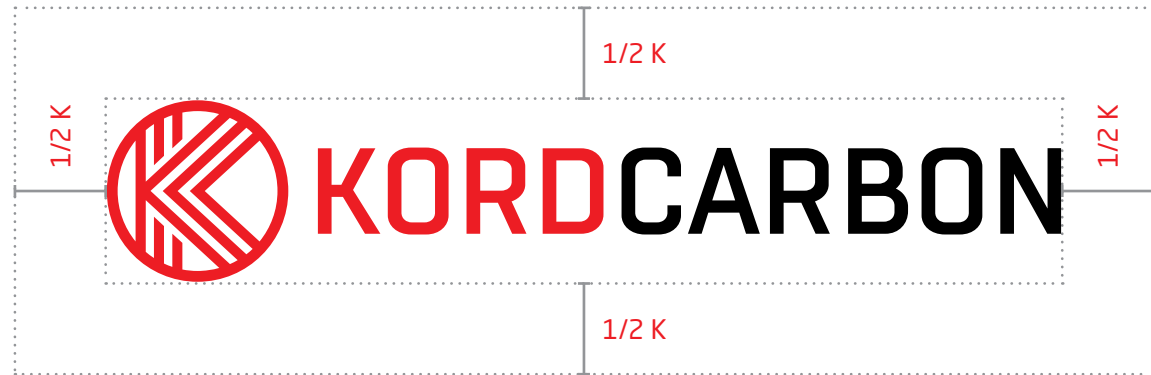
4 Negative Logo

The negative logo form can be used if positioned on a dark background or on a surface on which the full-colour form would not stand out sufficiently. In order to provide clear legibility, a sensitive choice has to be made between the full-colour and the fully white alternatives.



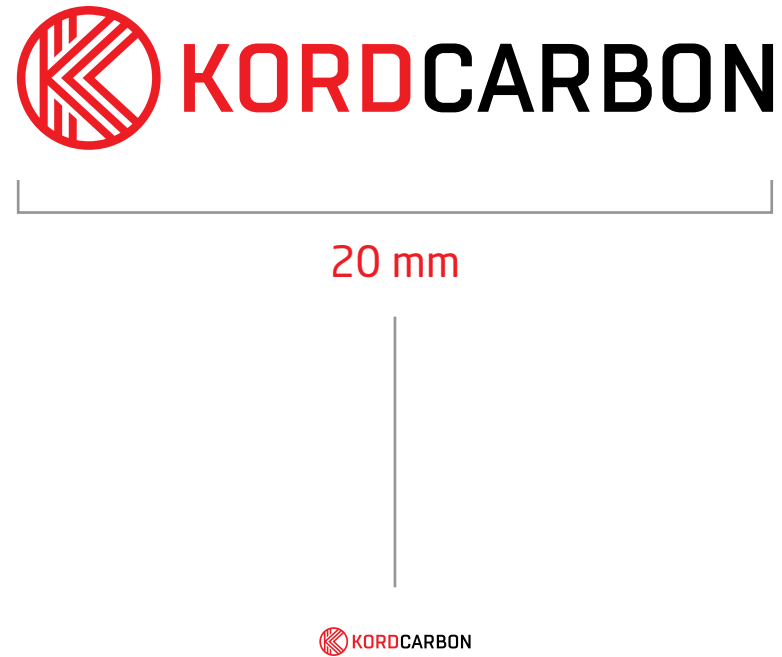
5 Logo Protective Zone

The logo protective zone is the recommended free space around the logo in which no other graphic elements should appear. This free space contributes to the logo's higher legibility. The zone width is based on the size of the 'K' symbol and is equal to 1/2 of it around the whole Kordcarbon logo.



6 Logo Minimum Size

In the effort to maintain logo legibility, the smallest acceptable printable logo size has been determined (a length of 20 mm). Proper attention needs to be paid to each application of the minimum-size logo considering the processing technology used so that sufficient legibility of all logo parts is not compromised.



corporate colours

7 Basic Colours

Red and black are the basic logo colours. Grey has been chosen as the complementary colour. Their shade specifications in different colour schemes can be found on this page.



Red

CMYK 0 / 100 / 100 / 0
RGB 227 / 6 / 19
Pantone 032
ORACAL 032



Black

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
Pantone PROCESS BLACK
ORACAL 070



Grey

CMYK 0 / 0 / 0 / 50
RGB 157 / 157 / 156
Pantone COOL GREY 9
ORACAL 076

Basic colours

Complementary colour

corporate font

8 Basic Font for Graphic Applications

Typography is one of the fundamental elements of any visual style. The corporate basic typeface is the family of 'Neo Sans Pro' fonts. This highly practical and universal font is characterised by its simplicity and timeless contours from the English typographer Sebastian Lester.

Neo Sans Pro

Neo Sans Pro Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$

Neo Sans Pro Light Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$*

Neo Sans Pro Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$

Neo Sans Pro Regular Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$*

Neo Sans Pro Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$**

Neo Sans Pro Bold Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$***

Neo Sans Pro Ultra

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$**

Neo Sans Pro Ultra Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:() {} [] @ % & ? ! \$***

9 Alternative Font

Wherever the corporate basic font cannot be used for technical or other reasons the alternative font should be applied. It is Arial, a universal font, which is binding for all office software packages such as Word, Excel or Power Point.

Arial

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 . , : () { } [] @ % & ? ! \$

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 . , : () { } [] @ % & ? ! \$

Arial Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 . , : () { } [] @ % & ? ! \$

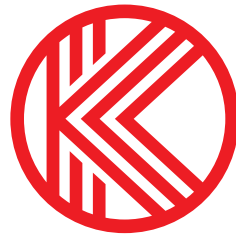
Arial Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 . , : () { } [] @ % & ? ! \$

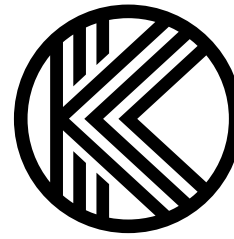
complementary graphic elements

10 Complementary Graphic Elements

Simple logo-based graphic elements and a background imitating carbon fibre fabric have been designed to support the corporate visual style. All of these elements can be used in the corporate colours and in various levels of their transparency. These graphic images are complementary. They can be used arbitrarily as long as their use is not contrary to the rules of the graphic manual.



red



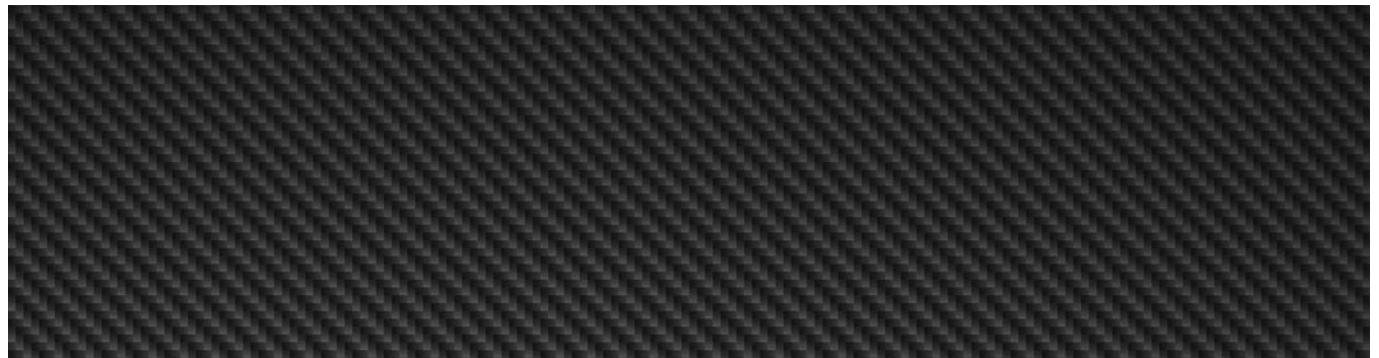
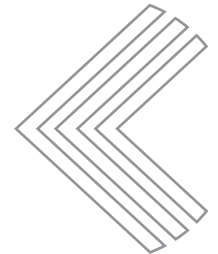
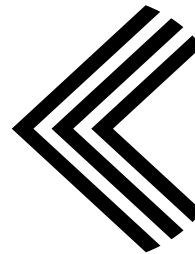
black



grey



white



corporate slogan

11 Corporate

Having studied the corporate history and strategy, we have - in cooperation with copywriters - composed a slogan representing the key characteristics and values of people working for KORDCARBON. Emphasis has been placed on the tradition of woven materials that businesses in South Moravia can be proud of. The manufacture of high-quality fabrics dates back to 1950. Thanks to this experience this slogan came into existence, perfectly speaking to clients.

světová kvalita
z rukou české
tradice

World-Beating
Quality
Czech Tradition

brand application on corporate materials

12 Business Cards

Business cards are important contributors to the unified visual style. Their form is based on the unified graphic style as prescribed by this manual.

Business card production does not consist of printing only, but also of the surface treatment which includes double-sided matt laminating. Partial varnish is applied to the rear side through the designed template, to induce the effect of carbon fibres.

Production:

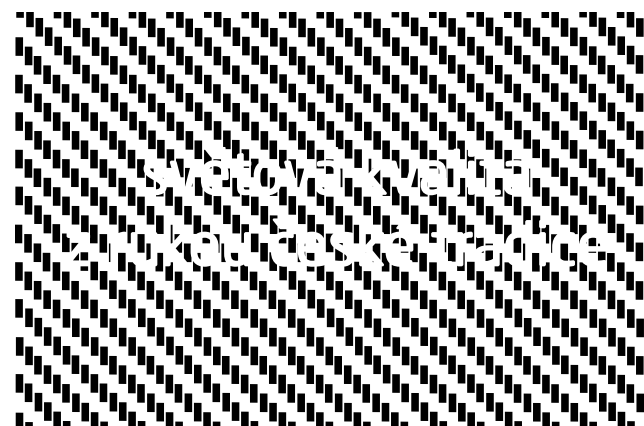
- paper: 350 g/m², matt art paper
- double-sided digital laminate
- partial varnishing of rear side



front side



rear side



partial varnish - rear side

13 Letterhead

The letterhead works as a universal mercantile print. It can be used in two alternatives: completely pre-printed by quality digital or offset print on white paper or created by means of a template within an office application.

Production:

- paper: 80-90 g/m², matt art paper



světová kvalita
z rukou české tradice



KORDÁRNA Plus a. s.
Velká nad Veličkou 890, 696 74, Česká republika
tel.: +420 518 312 192, mobil: +420 724 763 706
info@kordcarbon.cz, www.kordcarbon.cz

14 Printed Promotional Materials

All printed matter should follow the corporate graphic manual. The constituent component of all of them is the KORDCARBON logo positioned in a white strip at the top. A background imitating the carbon-fibre textile has been used.



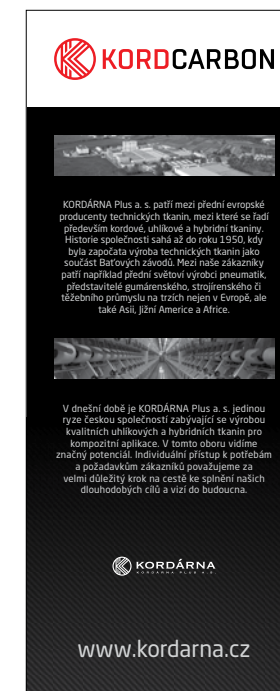
A2 poster



Advertising roll-ups

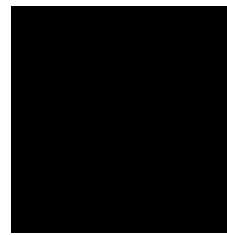


Promotional A3 folded leaflet



15 Promotional Items

Promotional items serve for sales support and for communication with customers. Their colour scheme should be based on the graphic manual.



vehicle stickers

16 Vehicle Stickers

Our objective was not to create car wrapping with garish graphics. We wanted to transfer the logo and the unifying element to a vehicle body in the purest way. Cars will be marked only with the KORDCARBON logo on the front doors and with the website on the rear bumper. An additional idea was to show a real use of the product on the car. The visualisation presents side mirrors of carbon fibre. Such a direct presentation says it all.



electronic media

17 Electronic Signature in E-mails + PowerPoint Template

An e-mail signature footer has been designed for electronic communication with clients. The prepared PowerPoint template is recommended for creating presentations of KORDCARBON materials.

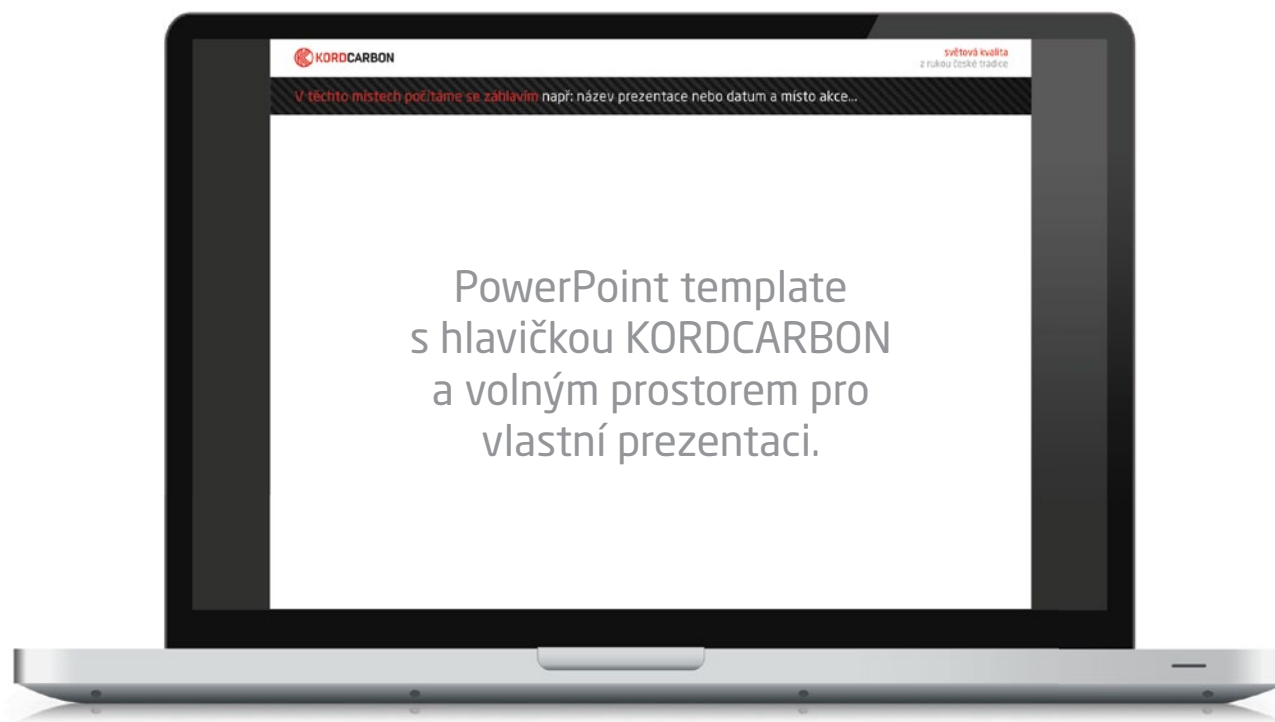
Electronic signature



Martin Drábek | Sales Manager

KORDÁRNA Plus a. s., 696 74 Velká nad Veličkou 890, Česká Republika
tel.: +420 518 312 192, mobil: +420 724 763 706
email: drabekm@kordcarbon.cz, www.kordcarbon.cz

Electronic signature



18 HTML E-mail

In general, this material can be used to inform the existing clients on latest news or to approach new potential customers. A template for its creating will be included in the design manual.



