

**GRAFICKÝ
NÁVRH
LOGOTYPU
BCB**

OBSAH

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01

LOGOTYP

BCB



Základní barevné
provedení



Čb provedení



Inverzní provedení



50 mm



40 mm



30 mm



MIn. velikost 20 mm

01 logotyp BCB



7 / Zakázané varianty

Povolené alternativy / 8

01 logotyp
BCB



9 / Postavení vedle logotypů

Postavení vedle logotypů / 10

02

TYPOGRAFIE

BCB

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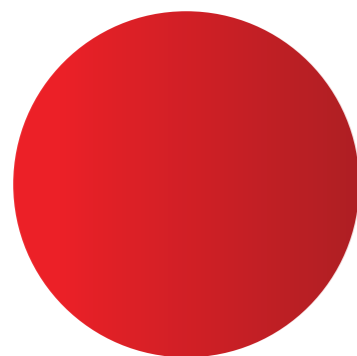
03

DEFINICE

BAREV

BCB

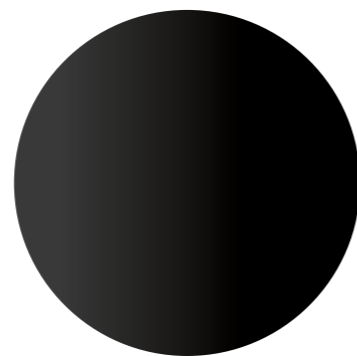
03 definice barev BCB



Pantone 2347 C
CMYK 0/100/100/0
RGB 237/28/36
web #ed1c24



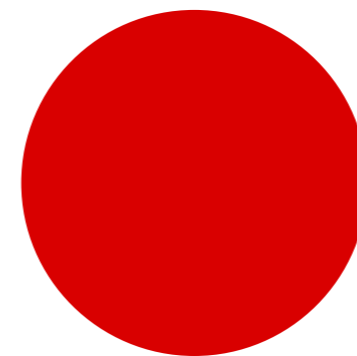
Pantone 2350 C
CMYK 21/100/100/15
RGB 175/30/35
web #af1e23



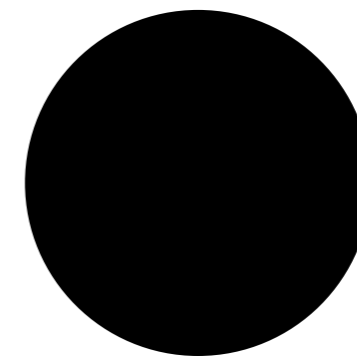
Pantone Black 7 C
CMYK 0/0/0/78
RGB 57/57/57
web #393939



Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
web #000000



Pantone 2347 C
CMYK 15/100/100/0
RGB 217/0/0
web #d90000



Pantone Black
CMYK 0/0/0/100
RGB 0/0/0
web #000000



Pantone 2736 C
CMYK 100/88/11/1
RGB 0/30/225
web #001ee1

04

**TIŠTĚNÉ
MATERIÁLY**

BCB

04 tištěné materiály
BCB



27 / A4 plakát, leták



Roll up / 28

04 tištěné materiály BCB



29 / Dopis, DL obálka



Vizitky / 30

04 tištěné materiály
BCB



31 / Odznáčky



Razítko / 32



1ST FLOOR

05

DIGITÁLNÍ

FORMÁTY

BCB

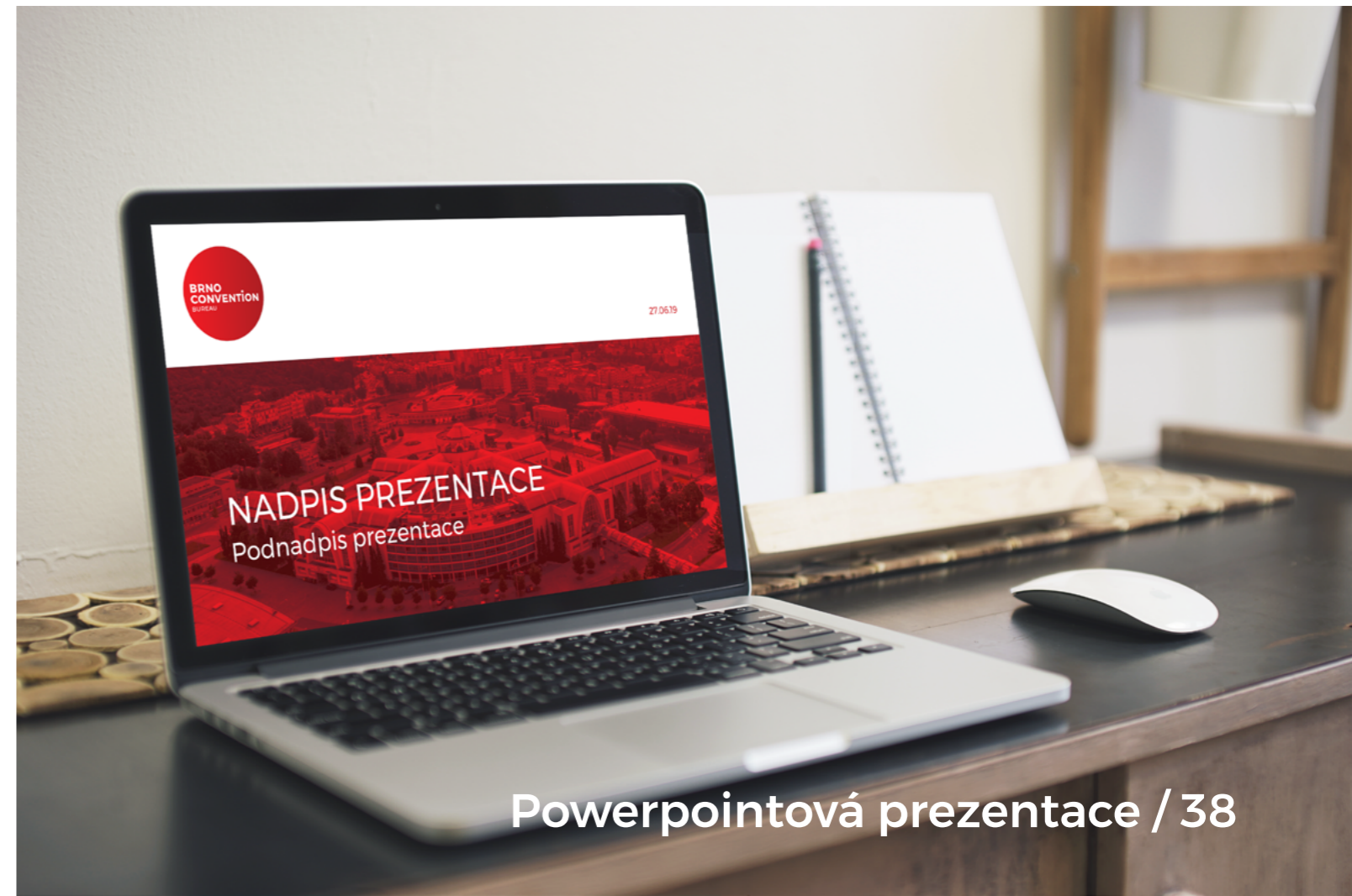
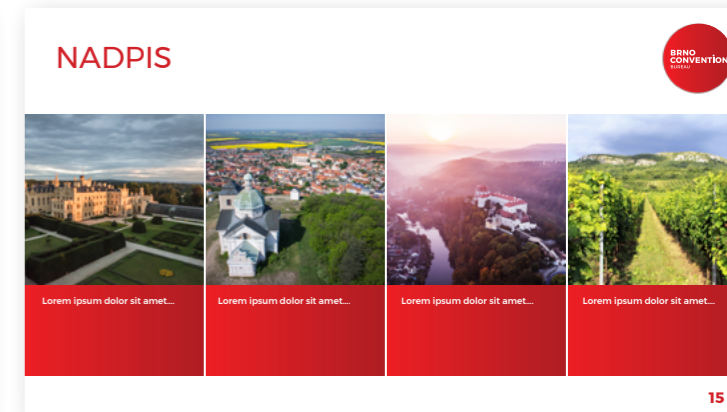
05 digitální formáty BCB



Tereza Pazdírková / Brno Convention Bureau

Centrála cestovního ruchu - Jižní Morava, z.s.p.o.
Radnická 2, 602 00 Brno

☎ **+420 734 248 861** ✉ **info@brnoconvention.cz**



06

**PROPAGAČNÍ
PŘEDMĚTY**

BCB



41 / Propiska



Notýsek / 42



43 / Kosmetická cestovní taška



Krém na ruce, vlhčené ubrousky / 44



45 / Hrnek



Plechové krabičky s bonbóny / 46



47 / Čokoládky na stůl



Papírové tašky / 48

