

RUNCZECH LOGO – RIGHT USAGE

PRIMARY

WHITE LOGO ON COLORFULL BACKGROUND



SECONDARY

GREY LOGO ON WHITE BACKGROUND



SAFE ZONE



HEIGHT OF 'H' LETTER = X
 $X / 2 = \text{SAFE ZONE}$



MINIMAL SIZE



20 mm

MINIMAL SIZE OF LOGO = 20 mm

SPECIAL AND OTHER LOGOS:



"MOTHERSHIP" LOGO

– USED ONLY FOR SPECIAL OCCASIONS



"DOUBLECOLOR" LOGO

– USED ONLY FOR SPECIAL OCCASIONS



"25TH ANNIVERSARY" LOGO

SPECIAL LOGO FOR VOLKSWAGEN PRAGUE MARATHON



"10TH ANNIVERSARY" LOGO

SPECIAL LOGO FOR MATTONI OLOMOUC HALF MARATHON

RC LOGOS ON FILESERVER

\\FILESERVER\LOGOBANKA\RUNCZECH_RC_LOGO_PACKET

RUNCZECH_LOGO_PACKET.ZIP

PRIMARY LOGO – (WHITE) USE ONLY IF THE BACKGROUND IS IN SOLID COLOUR – RC LOGO MUST ALWAYS HAVE A GOOD VISIBILITY

SECONDARY LOGO – GREY RC LOGO ON WHITE BACKGROUND

KEEP THE SAFE ZONE AND MINIMAL SIZE. KEEP LOGO ASPECT RATIO.

USAGE OF RUNCZECH LOGOS MUST BE ALWAYS APPROVED BY RUNCZECH GRAPHIC AND PRODUCTION OFFICE – production@pim.cz



RUNCZECH

RUNCZECH LOGO – RunCzech_LOGO_PACKET.zip

RunCzech_noregmark_WHITE.ai (CMYK white – **primary logo**) – use only on colorfull background

RunCzech_noregmark_BLACK.ai (CMYK Black – supportive logo – use only in special cases, when is not possible to use secondary logo)



RUNCZECH

RunCzech_noregmark_GREY_80.ai (CMYK colours 0/0/0/80 – **secondary logo**) – use only for white background

RunCzech_noregmark_WHITE.png (primary logo – RGB white, transparent background – for nonprinted material – web, presentations, etc.)

RunCzech_noregmark_GREY.png (secondary logo – RGB colours, transparent background – for nonprinted material – web, presentations, etc.)