



FZU visual identity manual

VERSION 1.0

The manual is intended for marketing and promotion of the [Institute of Physics of the Czech Academy of Sciences](#) and its partners. Should you need any assistance, please contact the FZU PR team at the email address: pr@fzu.cz. The manual was prepared by [Simon Anfilov](#).

Visual identity

A well-defined logo and solid rules for its use constitute a basis for successful visual identity development.



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Logo definition

The FZU logo consist of several graphical elements which together (and sometimes also separately) constitute the visual identity.

LOGO SYMBOL

The symbol of the FZU logo represents an atom / particle / orbit stylized into an eye motive. The symbol **can be used separately** as a functional element of the visual identity.

FZU ABBREVIATION

The **FZU abbreviation** together with the symbol constitute the logo. **It is not recommended to use the abbreviation separately WITHOUT the symbol.** This would significantly violate the integrity of the visual identity.

THE WHOLE WORDING OF THE ABBREVIATION

The logo includes / but does not have to include the complete wording of the abbreviation Institute of Physics of the Czech Academy of Sciences.



▲
FZU logo symbol



Fyzikální ústav Akademie
věd České republiky

▲
Basic central image of the FZU logo
with the textual explication of the abbreviation

Logo clear space

The logo clear space is a sovereign area of the logo with which no other graphical elements, images or text may interfere.

CLEAR SPACE PRINCIPLE

By means of the clear space, the logo is protected against negative impact of other graphical elements, which ensures **good perception of the sign and its legibility**.

CLEAR SPACE DEFINITION

The clear space is delimited by a **rectangle** (by a light colour in visualizations) which follows the shape of the logo. The distance of the edges of the clear space from the logo is defined by the proportions from the logo element – in this case:

BY THE SQUARE WITH THE PROPORTIONS OF THE FORCE OF THE THRUST OF THE LETTER F STEM FROM THE FZU ABBREVIATION.

SOURCE DATA

The clear space have already been applied to **all composition variations** of the logo and it is part of **all data files**. Therefore no clear space needs to be created.



▲ Clear space for a central logo



▲ Clear space for a logo with the symbol on the left

Logo colours

The company colour has its own data variations for different technologies or data coding.



DARK BLUE

PANTONE **288 C**
CMYK **100 80 6 32**
RGB **0 45 114**
WEB HEX **002D72**
RAL K7 **5003**



LIGHT BLUE

PANTONE **285 C**
CMYK **90 48 0 0**
RGB **0 114 206**
WEB HEX **0072CE**
RAL K7 **5015**

CMYK COLOUR SPACE

The CMYK abbreviation is a compound consisting of the initial letters of the colours mixed together for the **four-colour offset printing**. They are the following colours: blue (Cyan), purple (Magenta), yellow (Yellow) and black (K-Black). CMYK is the basic colour space for the majority of offset printing.

PANTONE COLOUR SPACE

The Pantone colour scale is a **world standard for colour mixing**. It enable **printing using direct colours** in many fields. This technology is used mainly in silk-screen printing, offset or in special reproduction methods.

RGB AND HEX COLOUR SPACE

RGB colour space determines the values of colours on **screens**. It is a composite of three luminous colours: R – red, G – green and B – blue. HEX coding is intended for colour coding in web-design.

RAL COLOUR SPACE

RAL is a specific colour scheme intended mainly for **in-door or outdoor paints**.

Logo colour variations

The logo has fixed colour variations for different backgrounds and for different technological applications.



▲
Full-colour variation of the logo



▲
Logo in a black colour

FULL COLOUR LOGO

For the **fully-fledged coloured image** of the logo, the full-colour image of the logo is used. The full-colour files have the following coding:

- **<PAN>** for the files for direct PANTONE printing,
- **<CMYK>** for the files for four-colour offset printing,
- **<RGB>** for the three-colour RGB space,
- **<NEG>** logo on a dark background (negative).

BLACK AND WHITE LOGO

In the case that the technology does not allow coloured reproduction, it is necessary to use a **black and white variation** of the logo. This variation is useful mainly in technologies such as printing using a black and white office printer, newspaper print, stamping, laser engraving or sending, blind embossing, etching, etc. The files have the following coding:

- **<BLACK>** for the files for a black image of the logo,
- **<WHITE>** for the files for a white image of the logo.



▲
Coloured negative
(the full-colour logo on a dark background)



▲
Logo in a white colour

Logo on colour

The logo on a coloured background may not always be sufficiently contrasting. What follows are the rules for the use of the logo on different backgrounds.

FULL-COLOUR LOGO

The full-colour logo can be placed on a background which allows the logo and its colours sufficient contrast and legibility. This generally applies to light and pastel colours.

WHITE LOGO

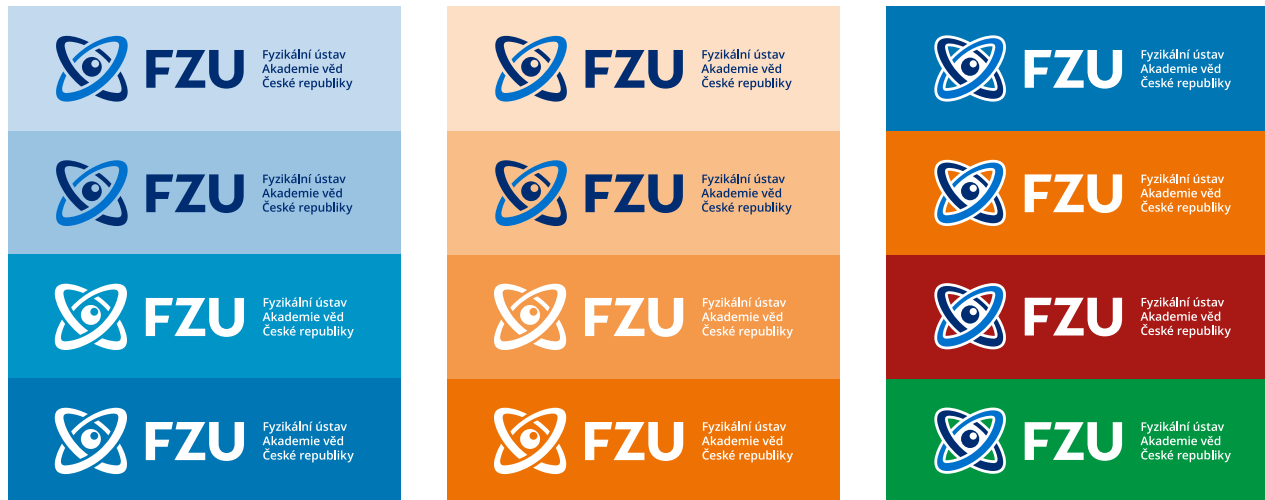
If the logo is only in a white colour, it can be placed on deeper backgrounds where a full-colour logo loses its distinctiveness. A white logo will thus ensure the right contrast and legibility of the writings.

LOGO IN NEGATIVE

We recommend placing a logo in negative on a really deep background which are furthermore in **colour harmony** with the blue colours of the logo (they match or they are in the right colour contracts).

HOW NOT TO USE THE LOGO

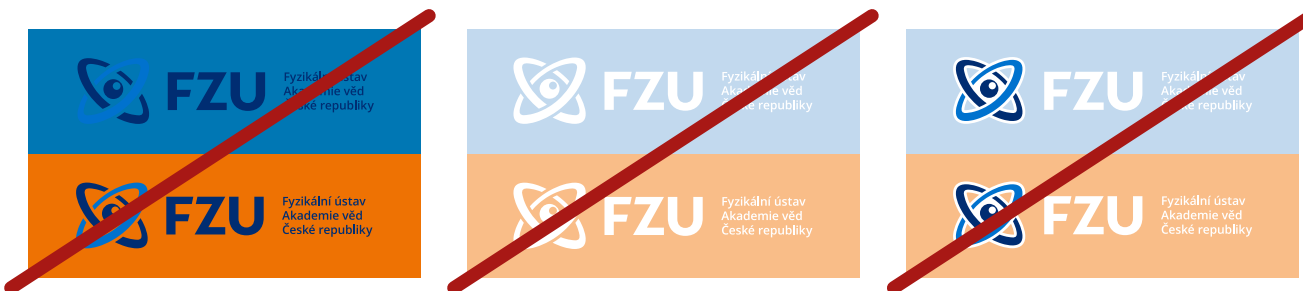
The logo must not be used on backgrounds which would prevent its legibility, are not sufficiently contrasting or which would violate the colour harmony of the logo.



▲ The correct use of the logo on backgrounds of different intensities

▲ The correct use of the logo on backgrounds of different intensities

▲ The correct use of the logo in negative on backgrounds of very high intensities



Logo on a picture

The logo on a picture may not always be sufficiently contrasting. What follows are the rules for the use of the logo on different background variations.

GENERAL RECOMMENDATIONS

The logo should be **well contrasting and legible** on the background. Unsuitable backgrounds should be made darker or lighter. Edges which are too sharp should be defocused. It is not recommended to use the logo on a visual which has its own role in a communication.

INDISTINCTIVE STRUCTURES

As it can be seen on the three examples on the left, it is not a problem to place the logo on **abstract backgrounds or on backgrounds which do not have a distinctive motive structure**.

SPECIFIC MOTIVES

As far as a specific visual motive is concerned, it is recommended to place the logo away from the motive so that the two crucial pieces of information were separated. A variation where there is a **logo with a white clear space or stripe** may not be exactly elegant, but it is effective.

WHAT TO AVOID

Do not use the logo on heavily structured or intensely coloured pictures where there is a danger of the loss of contrast. All the variation on the right are examples of visualisation where the logo loses its legibility.



▲ The correct use of the logo



▲ The incorrect use of the logo

Logo composition variations

The logo has several composition variations. The mentioned variations can be used according to the specific needs and intentions.



▲ Logo with the symbol on the left



▲ Economical variation of the logo WITHOUT the textual explication with the symbol on the left

LEFT VARIATION – PRIMARY

In the left variation, the symbol is located in front of the FZU abbreviation. This solution has the <L> (left) coding in files.

CENTRAL VARIATION – PRIMARY

In the central variation, the symbol is located in the middle under the FZU abbreviation. This solution has the <C> (centre) coding in files.

ECONOMICAL LEFT VARIATION – ALTERNATIVE

In the economical variation, the whole wording of the FZU abbreviation is left out. The symbol is located in front of the FZU abbreviation. This solution has the <L-U> coding in files

ECONOMICAL CENTRAL VARIATION – ALTERNATIVE

In the economical variation, the whole wording of the FZU abbreviation is left out. The symbol is located in the centre above the FZU abbreviation. The clear space in this variation has a **square** shape and the logo is thus in the composition proportions of this shape. The symbol and wording are of the same width. This solution has the <C-U> coding in files.



Fyzikální ústav Akademie věd České republiky

▲ Logo with the symbol above the abbreviation



▲ Economical variation of the logo WITHOUT the textual explication with the symbol above the abbreviation

Logo language versions

The logo with the textual explication in English or in both the languages is a full-fledged variation.



▲ English version of the logo with the symbol on the left



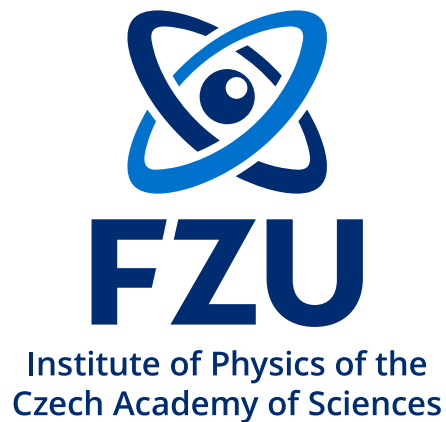
▲ Multilingual logo with the symbol on the left

ENGLISH VARIATION

The variation of the logo with the textual explication of the abbreviation has its English version with the wording **Institute of Physics of the Czech Academy of Sciences**. This variation has the <EN> coding.

MULTILINGUAL VARIATION

The logo in both the languages – English and Czech – is designed with different cuts of Open Sans font. This variation has the <MLG> (multilingual) coding.



▲ English version of the logo in the central position



▲ Multilingual logo in the central position

FZU and Academy logo

The Institute of Physics of the Czech Academy of Sciences needs to match the Czech Academy of Sciences logo.

RECOMMENDED CO-EXISTENCE

For the joint image of both logos, the **primary left variation of both logos is recommended.**

SYMBOL SIZE

For the joint image of both logos it is recommended that the sizes of their symbols are observed. In this way **their optical proportions can be put in harmony.** The variation of bilingual signs is acceptable, but the use of the Czech or English variation is primarily recommended.



Institute font

The choice of the font in promotion and company communication supports the overall visual style of the sign.

Fyzikální ústav AV ČR Light

Fyzikální ústav AV ČR Light Italic

Fyzikální ústav AV ČR Regular

Fyzikální ústav AV ČR Regular Italic

Fyzikální ústav AV ČR Semibold

Fyzikální ústav AV ČR Semibold Italic

Fyzikální ústav AV ČR Bold

Fyzikální ústav AV ČR Bold Italic

Fyzikální ústav AV ČR Extrabold

Fyzikální ústav AV ČR Extrabold Italic

COMPANY OPEN SANS FONT

The main company font is Open Sans, which belongs under the **Google Fonts** service. The Open Sans font is an **open source font** – it is completely free for commercial use. Open Sans has a wide range of typefaces for professional visual communication.

ALTERNATIVE FONT

Anyone can download the main company font (Open Sans) into their computer. This is not done automatically and if you send an open document / email to a client or supplier, the Open Sans font will be replaced by the font which the user has set.

To maintain the unified visual identity of the sign in the cases mentioned above we recommend selecting a font which is part of the basic software of computers with both Windows and MacOS operating systems. This is **Arial font**.

▲
Open Sans font

Source files

There are tens of data format files and variations. They are practically classified according to who wants to use them.

OFFICE – FOR AN OFFICE

Would you like to quickly place a logo into the **Word** or to **print** it on a laser printer? Here are all the data available for you in the basic **PDF, PNG or JPG** file.

THE FILES HAVE THE FOLLOWING CODING:

- **<C>** central logo variation
- **<L>** logo with the symbol on the left
- **<EN>** English version of the logo
- **<MLG>** multilingual version of the logo (English, Czech)
- **<U>** economical version of the logo (without textual explication)
- **<RGB>** version for a screen and web
- **<CMYK>** version for coloured printing
- **<NEG>** logo in negative (suitable for a dark background)
- **<BLACK>** logo in a black colour
- **<WHITE>** logo in a white colour

DESIGNER – FOR A GRAPHIC DESIGNER

Do you work in professional graphical programmes and you find opening **AI or EPS** files a piece of cake? These are pre-press profi data for you.

THE FILES HAVE THE FOLLOWING CODING:

- **<C>** central logo variation
- **<L>** logo with the symbol on the left
- **<EN>** English version of the logo
- **<MLG>** multilingual version of the logo (English, Czech)
- **<U>** economical version of the logo (without textual explication)
- **<RGB>** version for a screen and web
- **<CMYK>** version for coloured printing
- **<PAN>** version for Pantone direct printing
- **<NEG>** logo in negative (suitable for a dark background)
- **<BLACK>** logo in a black colour
- **<WHITE>** logo in a white colour

WEBDESIGN – FOR WEB

Do you create webdesign and **optimized PNG** files or **SVG** vector web format might come handy? These are data directly for webdesign.

THE FILES HAVE THE FOLLOWING CODING:

- **<C>** central logo variation
- **<L>** logo with the symbol on the left
- **<EN>** English version of the logo
- **<MLG>** multilingual version of the logo (English, Czech)
- **<U>** economical version of the logo (without textual explication)
- **<RGB>** version for a screen and web
- **<NEG>** logo in negative (suitable for a dark background)
- **<BLACK>** logo in a black colour
- **<WHITE>** logo in a white colour



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