

**VISUAL
IDENTITY
GUIDELINES**



Praga

MAIN LOGO
SET IN *PRAGA* BLUE

This is the main *Praga* logotype. It is advised to always use this option when working with the brand.

Using alternative variants is allowed only when circumstances, technical or visual, do not allow the use of this main *Praga* logotype.



Praga

MAIN LOGO
SET IN BLACK

This variant defines the basic shape of the logotype and is to be used in further applications.

It is not the main *Praga* logotype and its use is strictly limited to greyscale applications.

The shape of the redesigned logotype is protected by copyright laws and therefore its forbidden to alter the shape in any way without written consent of the authors.



MAIN LOGO
WITHIN A CIRCLE



This variant of the logo is designed for use on uneven surfaces where deformation or rotation of the underlying surface could reduce the legibility of the brand or its overall presentation.

The shape also separates the logotype from its surroundings. Its therefore suitable for use on surfaces with pronounced structure and/or colour.



MAIN LOGO
WITH OUTLINE



By adding an outline to the logo we simplify the outside shape and eliminate gaps within. This variant is suited only for applications where used technology can not render the finer details of the logo.

The outline also separates the logo from its background making it suitable for applications where its required (similarly to the variant within a circle.)

primary



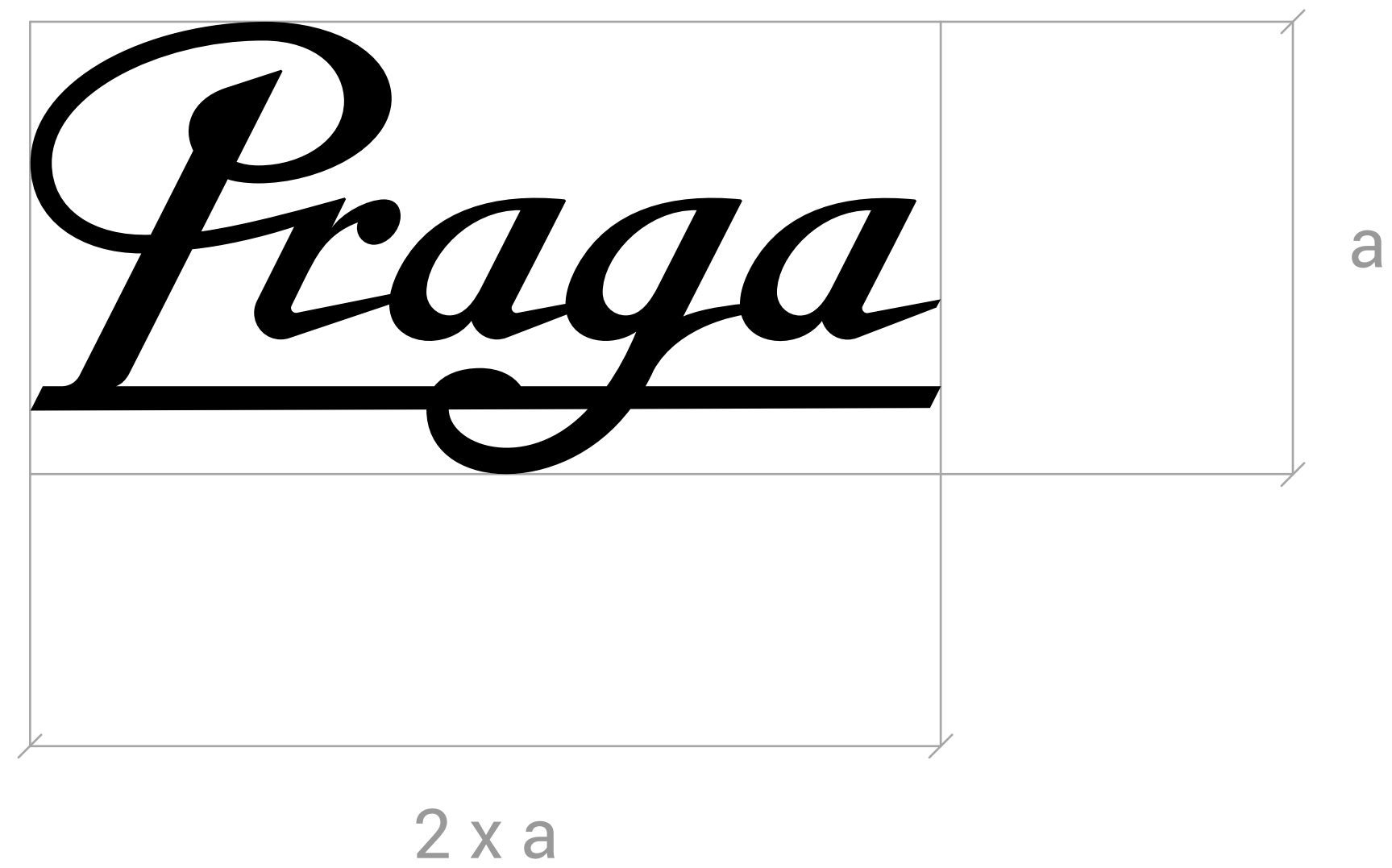
secondary



PRIMARY AND SECONDARY VARIANTS OF THE LOGO

The logo has its primary variant – the main *Praga* logo.

It is always advised to use the primary variant. Only refer to the secondary variants when its absolutely necessary and only according to their guidelines.



PROPORTIONS OF THE LOGO

The logo is constructed to fit in 2:1 proportions.

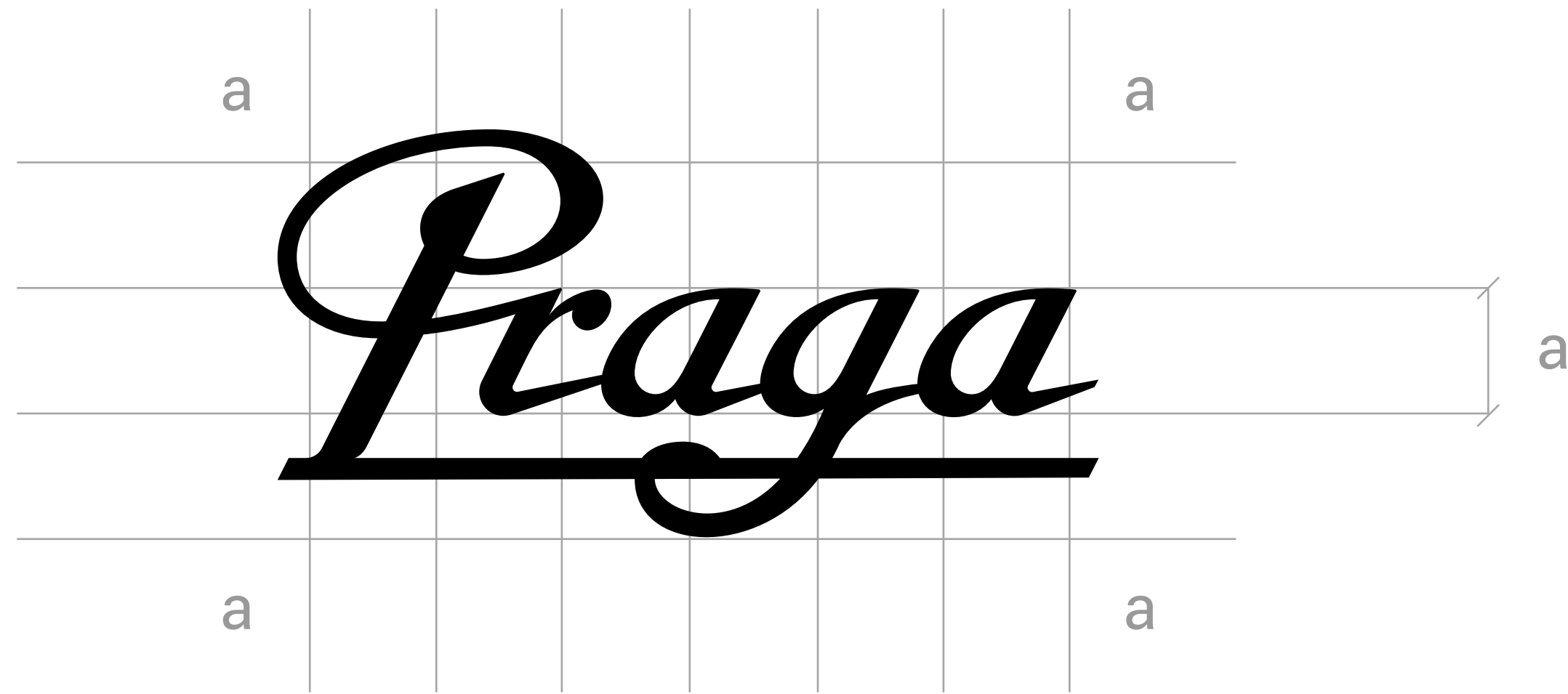
These proportions enable the logo to be displayed and used in the largest possible size especially in external applications.



PROTECTION ZONE

Proper use of the logo requires the designer to maintain a protection zone around the logo. It is forbidden to place any other graphics within the protection zone.

If you must place the logo in a way that would violate this rule please refer to other variants of the logo. Specifically the variants with an outline or surrounding circle.



GRID PLACEMENT

Logotype is a kind of logo constructed only using typography. The *Praga* logo is a logotype and as such is constructed on typographic principles and is set withing a construction net.

Logotype holds its baseline and it is strictly forbidden to alter any part of its shape.

Praga 8 mm / minimal height for print applications

Praga 30 px / minimal height for digital applications

Praga 16 mm

Praga 60 px

Praga 32 mm

Praga 120 px

Praga 64 mm

Praga 240 px

SIZE RANGE AND MINIMAL SIZE

Using a predefined size range on all applications unites overall brand. It is advised to use only the sizes recommended in this style guideline but it is not a rule and appropriate sizes can be used where it is necessary.

However it is strictly forbidden to use the logo smaller than the minimal sizes described above. If circumstances force you to use the logo smaller you must test the outcome thoroughly.

Praga

117° 63°

TILT DEFINITION

The logo is constructed from a specific typeface with expressive calligraphic elements. These elements are unified by a 117 degree tilt. You can use this defined tilt when working with the brand.



LOGO LINE

The logo has its line variant for use with specific technology. Refer to the next page for more information.



LOGO LINE
NEON VARIANT

For neon application it is required to severe the line at couple of points. This page defines where and how to severe the line.



LOGO LINE
NEON VARIANT SHOWCASE

Resulting lit neon with properly severed lines shines as the main *Praga* logo variant.



3D EMBOSSING SHOWCASE

It is possible to apply the brand to a 3D relief. It is advised to use the main *Praga* variant.

Praga

Underline height

Highest or deepest relief



RELIEF PROPORTIONS

The height of the relief is defined by the technology used but it should never be higher or deeper than the underline height.



Praga



Praga



Praga



Praga

Je přísně zakázáno jakkoliv s logem manipulovat, upravovat jeho proporce nebo definovaný základní tvar.

Podtržení značky musí vždy být vodorovné. Při použití na rovné ploše (tiskoviny, online, apod.) je také přísně zakázáno základní variantu značky jakkoliv otáčet nebo rotovat. Pokud je nutné značku natočit je vhodné použít variantu v kruhu nebo s obtažením.

FORBIDDEN USECASES

It is strictly forbidden to manipulate the logo, alter its shape, proportions or the defined main shape. The logo is subject to copyright law and as such cannot be modified without authors consent.

The underline must be horizontal on all applications. It is forbidden to rotate the logo on all flat applications (basic print, digital, online etc.) If you must rotate the logo please refer to the outline and circle variants which are better suited for such use.

Praga

Praga

Praga

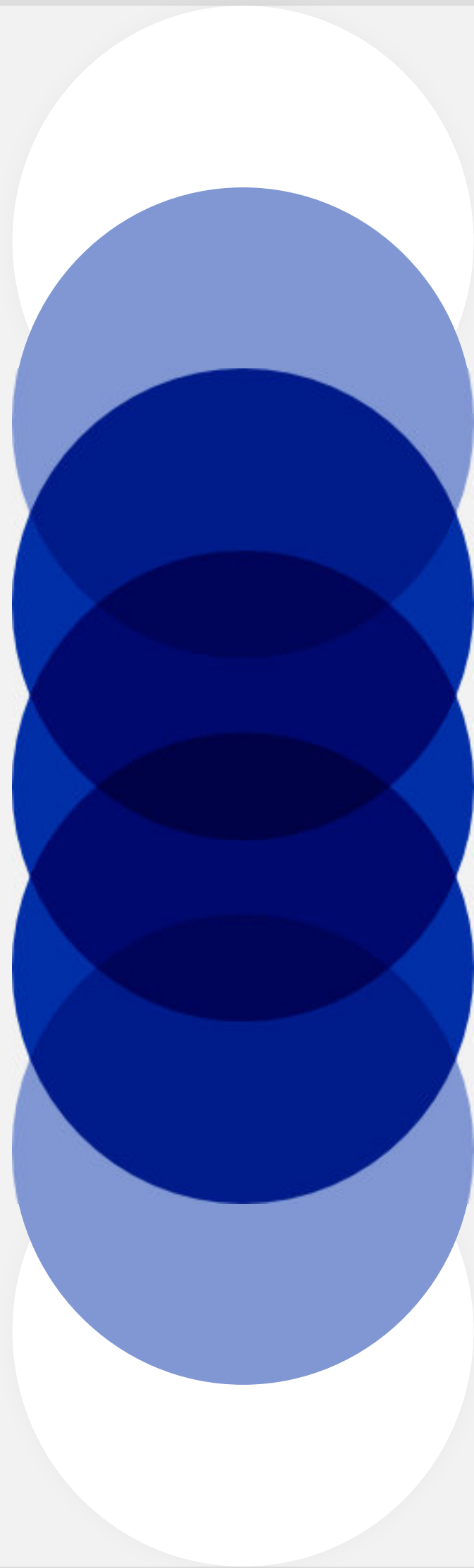
Praga

PRIMARY COLOURS
POSITIVE / NEGATIVE

The *Praga* brand has been using its blue colour longterm.

The blue variant is always preferred and is to be used always where used technology allows it.

For use on a solid colour background please refer to the negative colour grid.



RGB 255/255/255 CMYK 0/0/0/0	Pantone Bright White HEX #ffffff	primary	RGB 229/229/229 CMYK 0/0/0/10	Pantone Cool Gray 1 C HEX #e6e6e6
RGB 130/150/210 CMYK 50/35/0/0	Pantone 7451 C HEX #8296d2		RGB 190/190/190 CMYK 0/0/0/25	Pantone Cool Gray 5 C HEX #bebebe
RGB 0/50/170 CMYK 100/90/0/0	Pantone 2736 C HEX #0032aa	primary	RGB 128/128/128 CMYK 0/0/0/50	Pantone Cool Gray 9 C HEX #808080
RGB 0/0/110 CMYK 100/95/20/45	Pantone 280 C HEX #00006e		RGB 26/26/26 CMYK 0/0/0/90	Pantone Black C HEX #1a1a1a
RGB 0/0/75 CMYK 100/100/45/55	Pantone 2768 C HEX #00004b		RGB 0/0/0 CMYK 0/0/0/100	Pantone Black 6 C HEX #000000

COLOUR SYSTEM AND SPECIFICATION

Definition of the main *Praga* blue and complementary shades.

Definition of the main black and complementary shades.



NEGATIVE COLOUR GRID

Značku Praga lze použít na barevném podkladu, je ale nutné dodržet správné použití pozitivní a negativní varianty loga.

The image shows the word "Praga" written in a highly stylized, cursive script. The letters are a vibrant gold color with a metallic sheen, set against a dark, charcoal-colored background with a fine, grainy texture. The word is slanted upwards from left to right. The 'P' is particularly large and features a prominent loop. The 'r' is thin and elegant, while the 'a' has a long, sweeping tail that extends under the 'g'. The overall effect is one of luxury and elegance.

USING THE GOLD COLOUR

It is possible to use gold as a colour. The shade should be chosen according to the background.

Gold colour can be achieved by many different printing techniques such as direct gold colour or golden lacquer. It is advised to use these techniques. Using CMYK to reproduce "gold" colours does not create a sufficient result.

Praga

Praga

Praga

Praga

FORBIDDEN COLOUR USE

It is strictly forbidden to change the colour of the logo, use other shades of blue or complement the logo with undesired effects like gradients, shadows or highlights.

TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

→ SINCE 1907

Hrot Light / capital letters

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890**

→ **CHAMPIONSHIP**

Hrot Black / capital letters

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890**

→ **PRAGA KARTS**

Hrot Semibold / capital letters

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890***

→ ***THE RACE IS ON!***

Hrot Inline Italic / capital letters

TITLE TYPEFACE

The title font is HROT by Superior Type foundry and *Praga* has purchased the license for its use.

If you were not provided with a copy of the font you must purchase it on the Superior Type website.

The chosen weights are Light for subtle headlines, Semibold for common headlines, Black for important quotes and InLine for creative use on selected materials.

abcdefghijklmn
opqrstuvwxyzZ
1234567890

→ since 1907

Hrot Light / lowercase

**abcdefghijklmn
opqrstuvwxyzZ
1234567890**

→ **Championship**

Hrot Black / lowercase

**abcdefghijklmn
opqrstuvwxyzZ
1234567890**

→ **Praga R1R**

Hrot Semibold / lowercase

*abcdefghijklmn
opqrstuvwxyzZ
1234567890*

→ *The race is on!*

Hrot Inline Italic / lowercase

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

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Roboto Regular

*ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ*

*abcdefghijklm
nopqrstuvwxyz*

1234567890

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Sed ac dolor sit amet purus malesuada congue. Etiam bibendum elit eget erat. Excepteur sint occaecat cupidatat.”

Roboto Italic

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz**

1234567890

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Roboto Bold

***ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ***

***abcdefghijklm
nopqrstuvwxyz***

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Sed ac dolor sit amet purus malesuada congue. Etiam bibendum elit eget erat. Excepteur sint occaecat cupidatat.

Roboto Bold Italic

BODY TYPEFACE

Typeface Roboto by Google is to be used as body text where needed.

This typeface is optimised for fast and easy legibility in print and digital applications.



central composition

SUBBRAND LOGO SYSTEM

When required you can add a subbrand name under the main logo according to these specifications. You must use the typeface Hrot in its SemiBold weight in ALL CAPS and centered.

Adding company specific things like Ltd. or GmbH should be done in lowercase but always according to law.

Praga
AVIA

Praga
AUTOMOTIVE

Praga
EXPORT

Praga
CARS

Praga
AVIA

Praga
AUTOMOTIVE

Praga
EXPORT

Praga
CARS

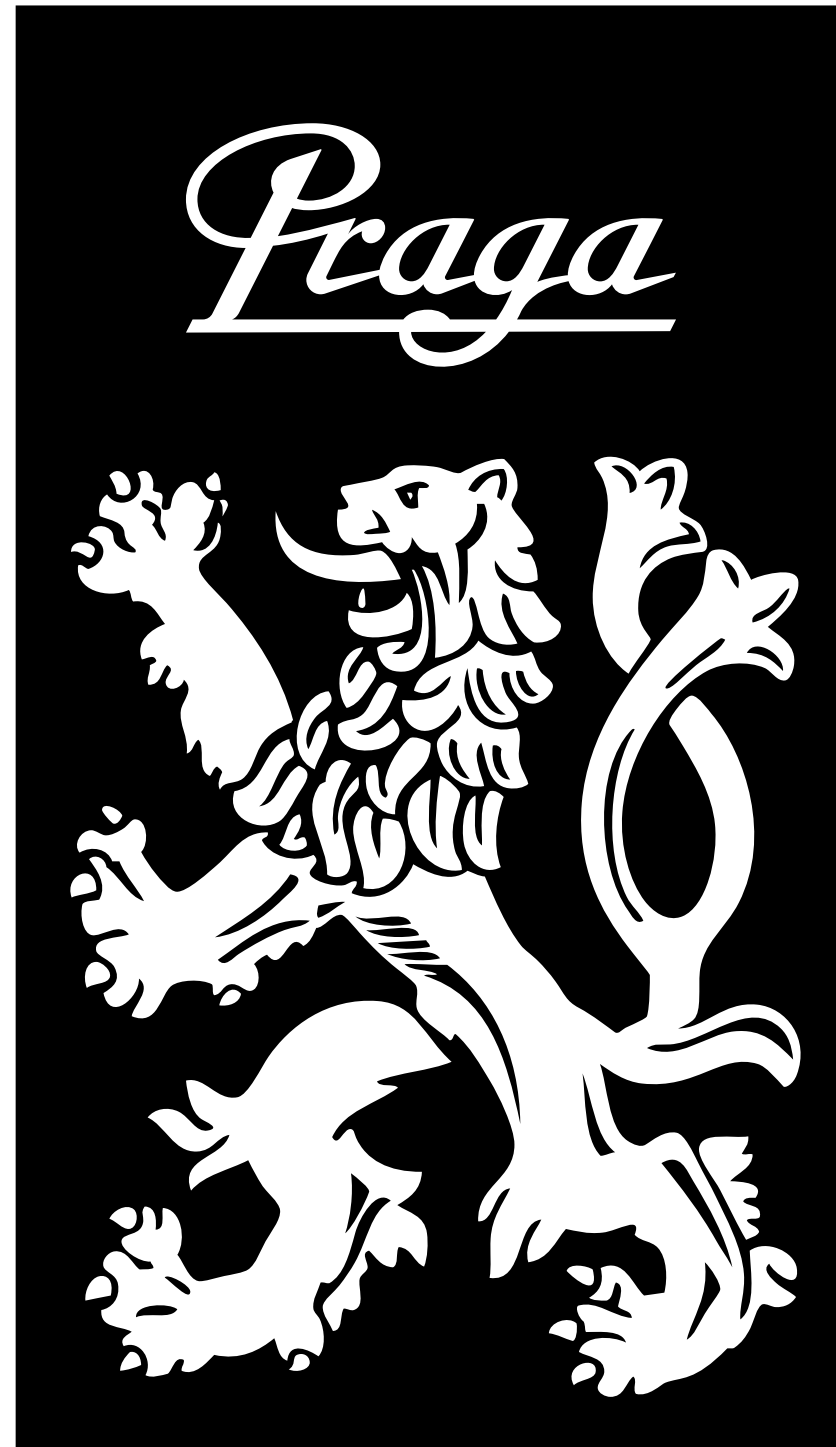
Praga
EST. 1907

Praga
EST. 1907

ADDING THE FOUNDING YEAR

The subbrand text system has an exception. When adding the year Praga was founded the font Roboto was used. Please refer to curves on this page when needed.

VISUAL ELEMENTS



PRAGA LION
WITH THE LOGO

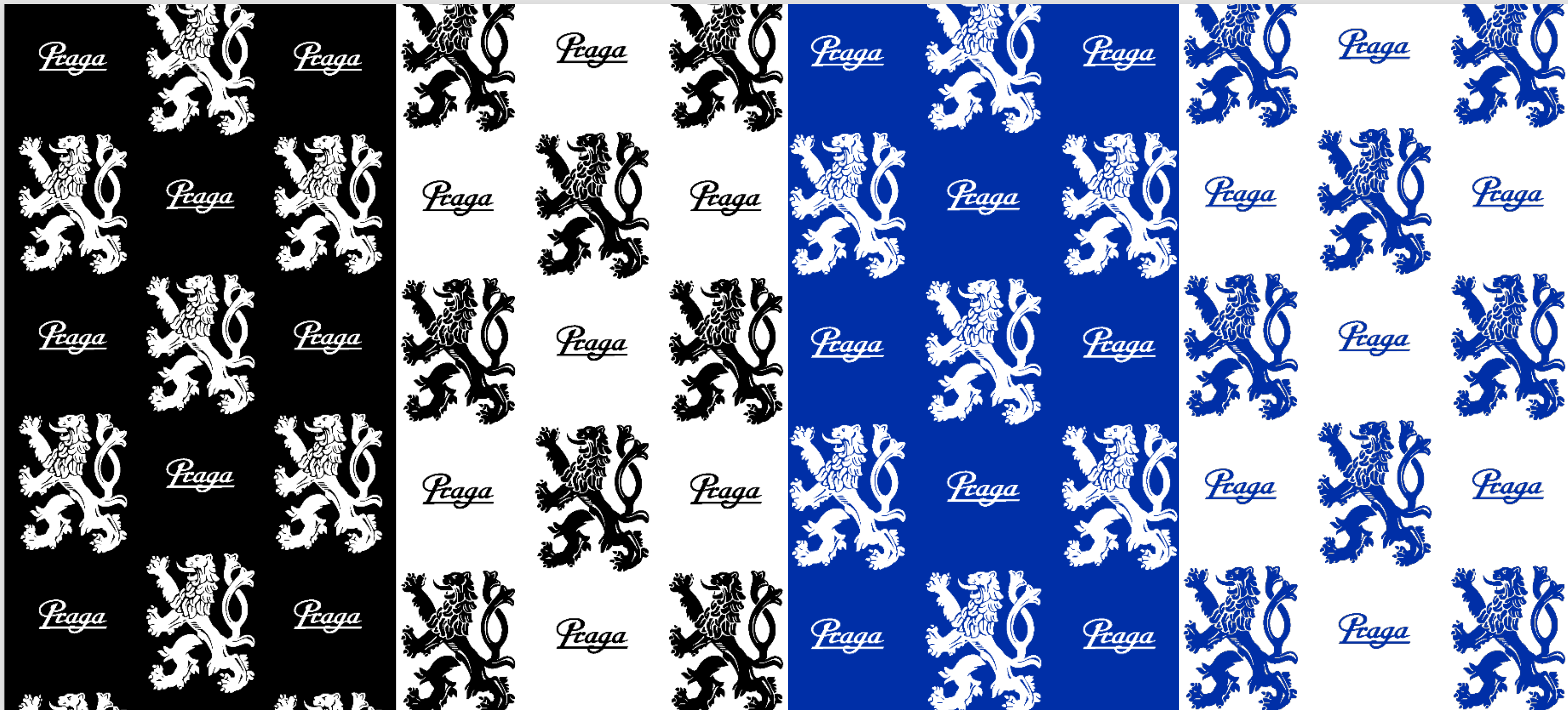
Using the *Praga* lion has 3 compositions which are defined on this page. It is advised to use only these compositions to unify the brand.



COLOUR AND MATERIAL COMPOSITION

The lion and brand composition can be used in coloured variant or engraved in a material.

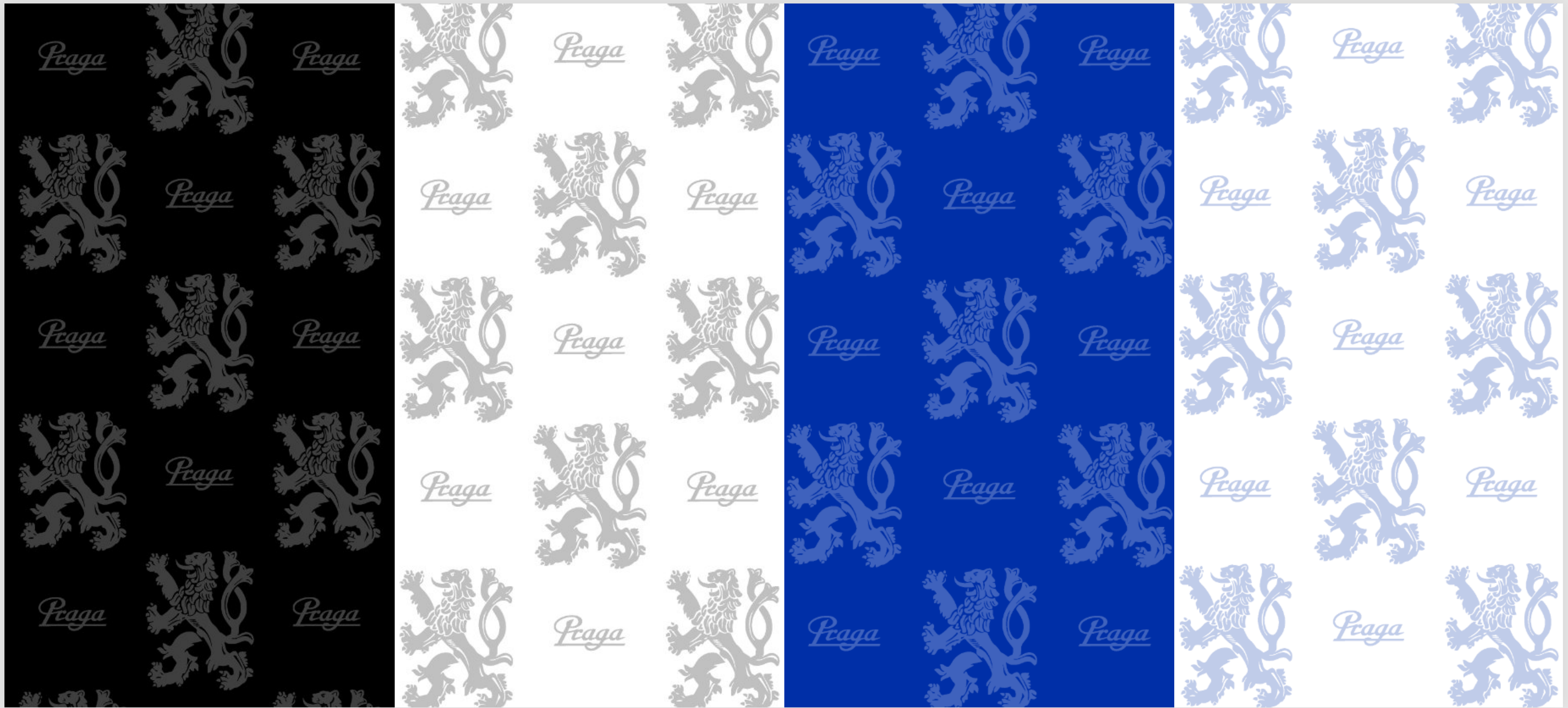
The details can be adjusted according to the technology used but the composition should not change.



PATTERN AND COLOUR OPTIONS

Lion and the logo can be placed to create a repeatable pattern which can be used as decoration where needed. The pattern must obey these colour variants.

The pattern has two contrast options with this being the one with more contrast.



PATTERN AND COLOUR OPTIONS

The pattern has two contrast options with this being the one with less contrast.



EXAMPLE OF USE LOGO AND LION

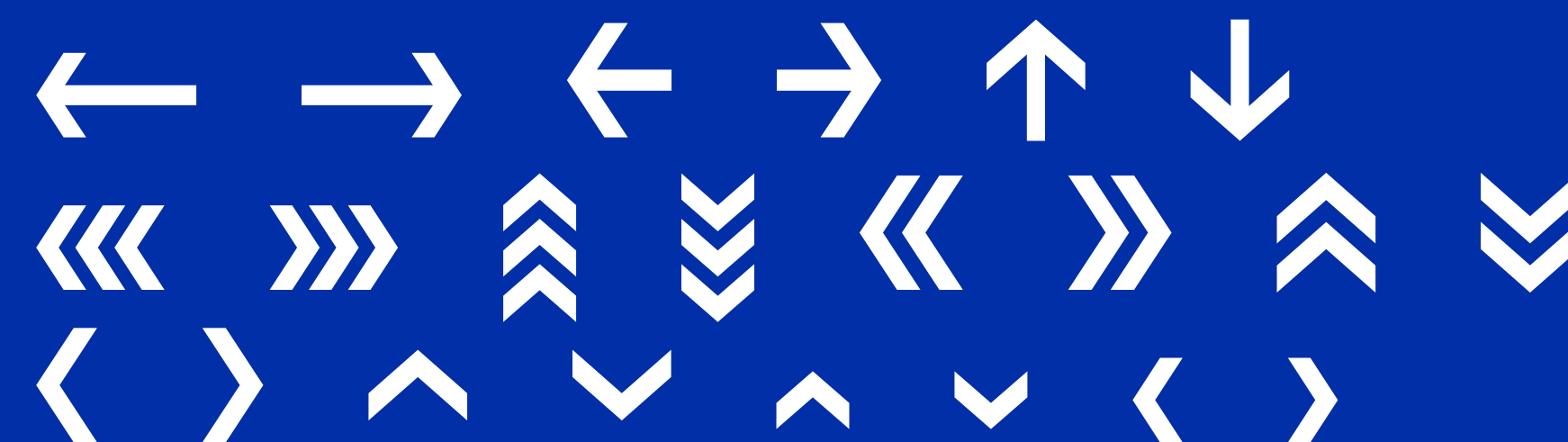
The lion should be used as a complementary visual element.

The cleaned curves of the lion enable an enlarged use in great detail. It is advised to make the lion larger than the actual application to make him appear even larger. The logo should be used accordingly to each application but always much smaller than the lion.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

→ HROT GLYPHS



USING HROT GLYPHS

Hrot typeface contains great number of additional symbols and shapes. Due to their unified nature it is highly recommended to use them wherever possible mainly navigational systems and websites.

Praga

1,5 pt

Praga

detail

Praga

LAKOVNA
003

LOGO WITH A LINE

Základní značka je podtržená. Linka podtržení je výrazný grafický prvek, který doporučujeme používat v navazujícím vizuálním stylu. Příklady použití výše.

Linka nesmí být tenčí než 1.5 pt

The main *Praga* logo is underlined. The line is an important visual element which should be used in the accompanying visual style. Examples are above.

The line cannot be thinner than 1.5 pt.



Praga

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930 02 Orechová Potůň
Slovakia

pan
Alain Delon
Příkopy 129
165 00 / Praha 9

Vážený pane řediteli,

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Quisque tincidunt scelerisque libero. Aenean vel massa quis mauris vehicula lacinia. Et harum quidem rerum faer in, auctor et, scelerisque sed, est. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Morbi imperdiet, mauris ac auctor dictum, nisi ligula egestas nulla, et sollicitudin sem purus in lacus. Duis condimentum augue id magna semper rutrum.

Aleš Loprajz
pozice

V Praze
27/4/2019

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PRINTABLES

Examples of logo use on printable materials.

When not using the lion you can use the logo enlarged to maximum detail as a decorative visual element.

It is advised to use the size range as defined in this style guide to better unify and identify the brand.



EXPANDED VISUALS

Example of using visual elements with photo.



COLOUR PHOTOS

It is optimal for the main photo to have at least one blue accent to unite it with the rest of the visual style.

This can be achieved in post-production or by using a blue filter.

RGB
255/255/255

CMYK
0/0/0/0

RGB
130/150/210

CMYK
50/35/0/0

RGB
0/160/165

CMYK
100/90/0/0

RGB
0/0/110

CMYK
100/95/20/45

RGB
0/0/75

CMYK
100/100/45/55



COLOUR PHOTOS AND FILTERS

Blue filters can be placed only over black and white photos so that there is no risk of unwanted colour shift. Blue filters can be placed over the photo in varying intensity so that white typography can be used.

RGB
255/255/255

CMYK
0/0/0/0

RGBGB
190/190/190/90

CMYMYK
0/0/0/25/25

RGB
128/128/128

CMYK
0/0/0/50

RGB
26/26/26

CMYK
0/0/0/90

RGB
0/0/0

CMYK
0/0/0/100



GRAYSCALE PHOTOS AND FILTERS

If blue colour cannot be used due to technological or creative reasons the same over-laying principle can be used in black and white.

RGB
255/255/255

CMYK
0/0/0/0

RGB
130/150/210

CMYK
50/35/0/0

RGB
0/160/165

CMYK
100/90/0/0

RGB
0/0/110

CMYK
100/95/20/45

RGB
0/0/75

CMYK
100/100/45/55

75%

75%

75%

75%



BLUE DUPLEX AND FILTERS

Photos can be adjusted for one colour printing – Duplex. The same overlaying principle can be applied to achieve darker shades.

MOODBOARD & EXAMPLES



LOGO AND COLOUR

White logo on blue background is an ideal variant for outside use.

Fragments or details of the logo can be used.



SHAPE

All the options outlined in this visual guideline can be used.

Each application must respect its surroundings and technological limitations.



SHAPE AND COLOUR

Each application must respect its surroundings and technological limitations.

Blue colour is advised but not compulsory.



PATTERN

Pattern should be used in optimal shades so that it does not overpower its surroundings.

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