STYLE GUIDE

GENERAL GUIDANCE

This is an important part of NAVITEL® BRAND BOOK — STYLE GUIDE or short set of rules how to use the elements of a corporate style, list of stylistic and colour solutions.

STYLE GUIDE is a detailed description of philosophy of the brand in graphical embodiment, that is why it is important strictly follow the rules established in the standards of company.

Distorting graphic elements, titles, colours and other components of the corporate style you violate the integrity of the brand. All this things adversely impact on corporate image.

This manual will introduce you the basic elements of NAVITEL® corporate style and will help to avoid the serious errors in designing advertising and other public materials.

NAVITEL®

NAME

Our name should be written as «NAVITEL®». It is always written in capital letters.

Example:

• Trademark NAVITEL®

NAVITEL®

NAVITEL®

LOGO BLOCK

Logo block of trademark NAVITEL® includes a «Sign» and «Name», made in a certain order and certain proportions. Logo block is the main element of brand identification.

The symbol of the registered trademark ® is an integral part of the Logo block.

The order of placement and the proportions of the logo block's elements can't be changed. You cannot use the «Sign» separately from «Name». In some cases (for example, in the souvenir products) it is acceptable to use a logo block in a vertical orientation.

TYPES OF LOGO BLOCK

Logo block NAVITEL® has two types of orientation: horizontal and vertical. Preference should be given to the horizontal orientation. Vertical version (optional) should be used only in cases when the location space of the logo block is limited.

MINIMUM SIZE OF THE LOGO BLOCK

The minimum size of logo block is 25 mm length for printing, and 20 mm length for pad printing on the souvenir production.

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web: www.navitel.cz

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+420 225 852 852
www.navitel.cz

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TYPES OF LOGO BLOCK WITH SLOGAN AND E-ADDRESS.

Illustrations show the possible layout of the slogan, e-address and a logo block. Their use is dictated by the specifics of the layout and purpose of the advertising message.

The address of the website located only on the left side or on the right relative to the logo block with the slogan.

COMPOSITION GUIDE LINES IN LOGO BLOCK.

Horizontal and vertical guide lines in the logo block enable you to compose text, images and other visual elements relative to the NAVITEL® sign and logo.

Align the logo block on the same line as the text or other objects, where appropriate. By placing the objects on the layout you should avoid complex and bulky structures and leave more free space.

MINIMUM FREE SPACE

MINIMUM FREE SPACE TO MAKE THE LOGO BLOCK VISIBLE AND WELL READABLE YOU SHOULD LEAVE AROUND IT FREE

space that does not contain any text or images. In the figures minimum free space around the logo blocks are indicated (rectangular frame around the logo block).

The size of the free space defined as ½ of the logo block's height. Such an area is minimum allowed, and if possible it should be increased.

PLACEMENT OF LOGO BLOCK

Logo block must always have a fixed location.

Placement of logo block in the lower right corner of the layout is the preferred and used everywhere. If it is impossible to place logo block in the upper right corner of the layout, it can be placed in the upper left corner. It's used only in electronic programs (such as Power Point) and in web-design.

Corporate block CANNOT be placed in the lower left corner on any layout.

When placing a logo block always try to increase the free space. You should leave a free space equals ½ of the height of the logo block from every quarter of the block.

You must also take into account its connection with other elements of the layout.

**COLOUR SOLUTIONS OF THE LOGO BLOCK
IF POSSIBLE YOU SHOULD PLACE THE LOGO
BLOCK AT THE OVERALL WHITE BACKGROUND.**

White is main among the major corporate colours
of the background, it helps to identify the brand
NAVITEL®. A coloured background for logo block must
be calm tone and contrast enough, that the logo block
always will be clearly visible. This rule is especially
important to observe when using the photographic
background.

REVERSE TRANSFER

Reverse transfer of logo block is used for example in souvenir production (pad printing).
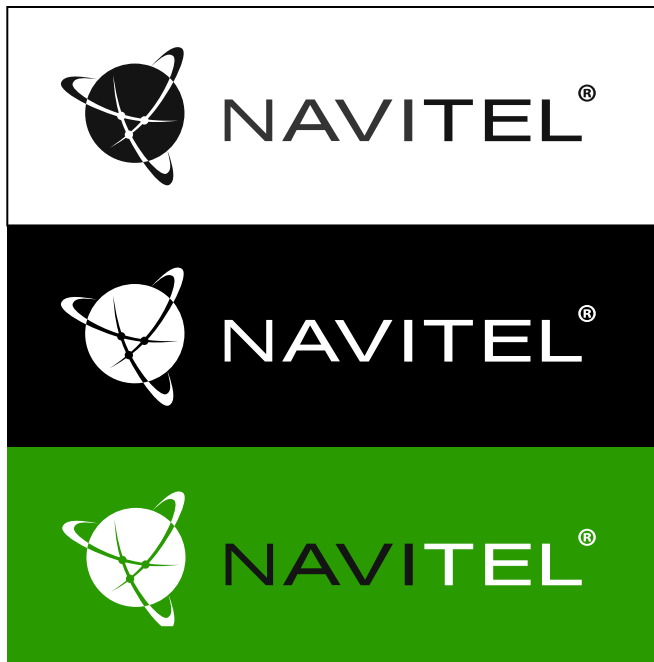
MONOCHROME IMAGE IF THERE IS NO POSSIBILITY OF COLOUR PRINTING USE A BLACK-AND-WHITE PRINTING.

THE USE OF DIFFERENT BACKGROUNDS

Reverse transfer of a logo block is used for example, in the souvenir production (pad printing).

1

2

3

4

5

6

7

8

INADMISSIBLE VARIANTS

The figure shows some examples of improper use of the NAVITEL® logo block. Logo block should always be copied from the template. In no case it should not change its form, colour, or the location of items relative to each other. It is unacceptable to:

- Distort the logo (1).
- Change the size or position of the elements (2).
- Use a foreign colour (3).
- Rotate and duplicate logo (4).
- Add additional effects (5–6).
- Add an outline (7).
- Use the logo on the photo image (8).

Correct screenshots:
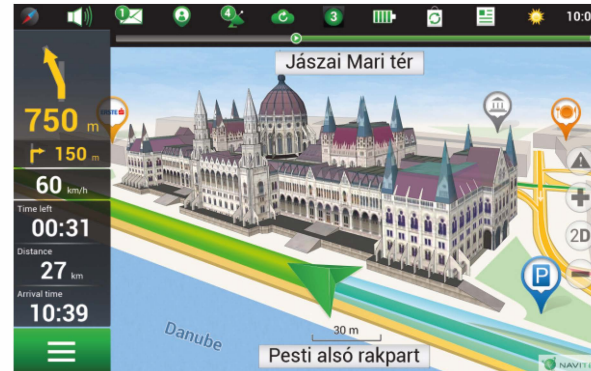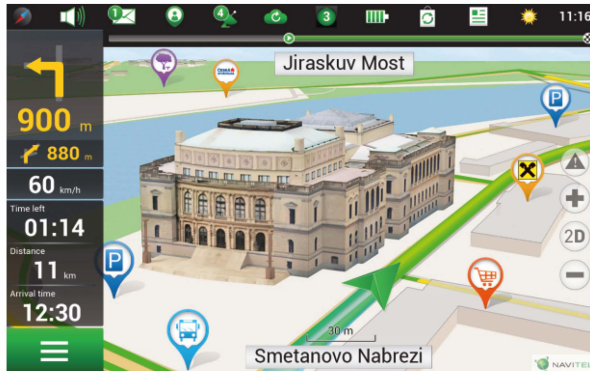
Incorrect screenshots:
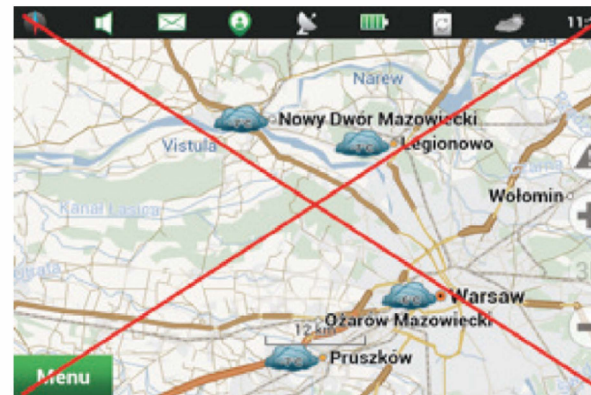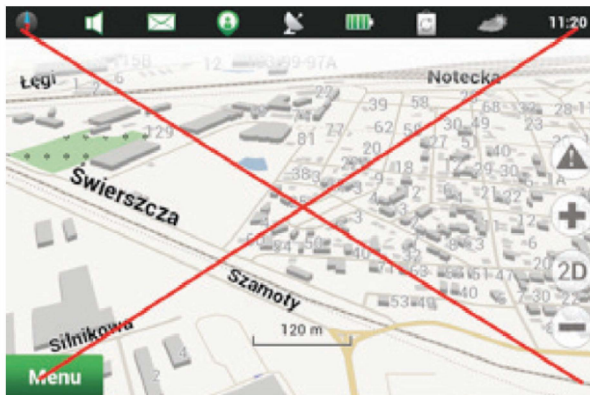
REQUIREMENTS TO THE PROGRAM SCREENSHOTS FOR ALL TYPES OF MEDIA.

1. Map should not be overloaded with objects.

2. The names of all objects should be readable.

3. Objects' names should not be duplicated (e.g. Vltava River Vltava River, etc.)

4. When routing, names of streets should be on top and bottom information panels. Inscriptions, like «North», «South», and etc. are unacceptable.

5. All icons of the toolbar should be active: GPS and sound turned on, full battery, green Traffic.Jams sign. All online services should be active, and the information should be uploaded. Optional icons are: Record track and My Navitel.

6. The scale should be such, with which the map looks the most beautiful and readable — should be no mess of roads, numbers of buildings and POI icons. If you have used all the possible settings of the map and the location of buttons in the program, but the screenshot does not correspond to the requirements, ask for help in the Marketing Department of the company.

NAVITEL® Green

PANTONE 355 C
C75 M0 Y100 K25
R27 G128 B48

NAVITEL® Black

PANTONE Process Black
C0 M0 Y0 K100
R0 G0 B0

NAVITEL® White

C0 M0 Y0 K0
R255 G255 B255

CORPORATE COLOURS

Green provides the basis of perception of the brand, and enhances by using black and white colours.

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONTS

Verdana
This font is used for WEB-interfaces.

Segoe UI Semilight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Segoe UI Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONTS

Segoe UI
This font is used for WEB-interfaces.

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONTS

Roboto
This font is used for WEB-interfaces.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
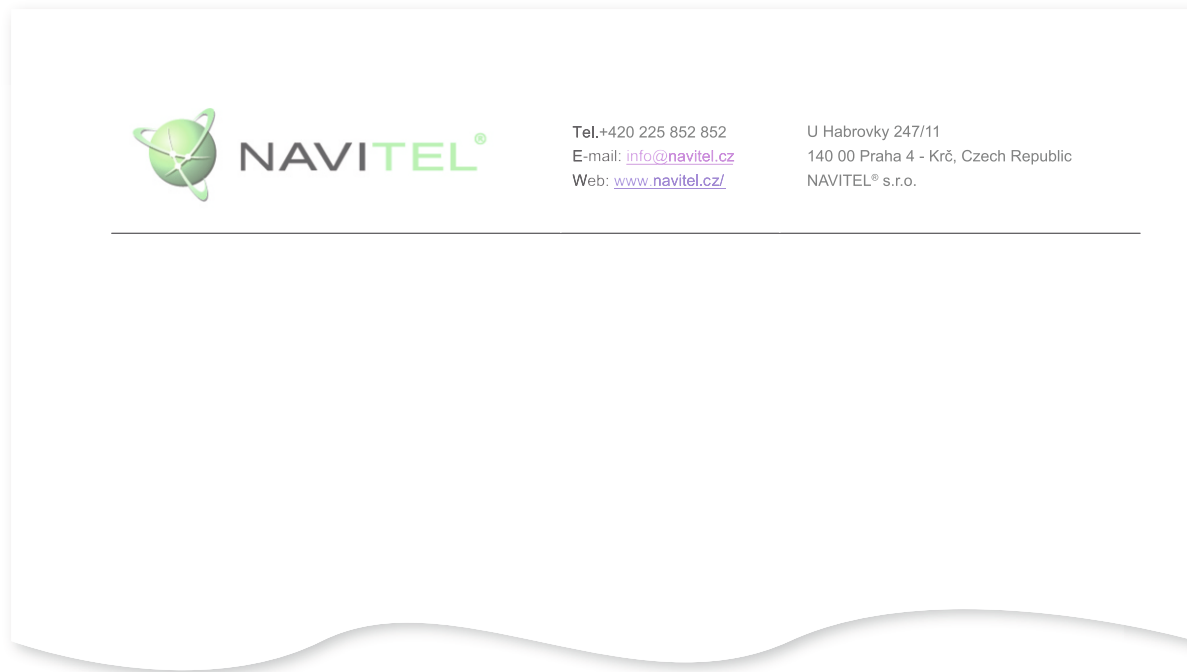**abcdefghijklmnopqrstuvwxyz**
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONTS

Arial
This font is used for all advertising
and communication materials.

BUSINESS CARD

Piotr Nowak
Manager

NAVITEL s.r.o.
U Habrovky 247/11,
140 00 Praha 4 - Krč, Czech Republic
+420 225 852 852
piotr.nowak@navitel.cz
www.navitel.cz

BLANK

Tel.+420 225 852 852
E-mail: info@navitel.cz
Web: www.navitel.cz/

U Habrovky 247/11
140 00 Praha 4 - Krč, Czech Republic
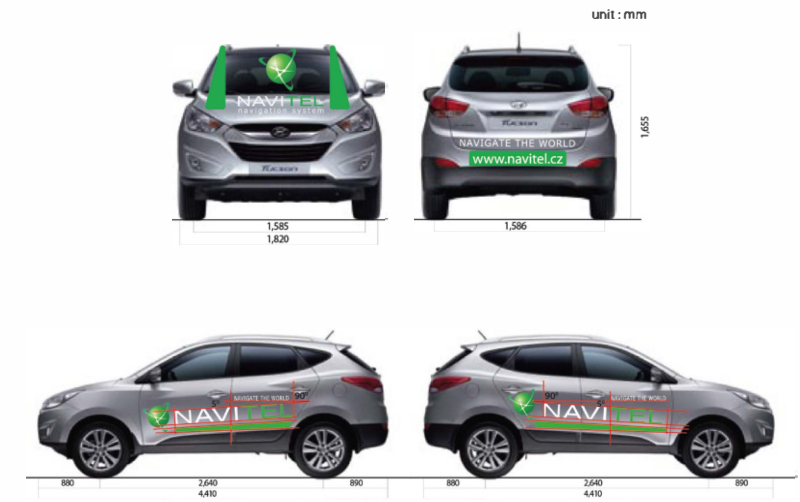NAVITEL® s.r.o.
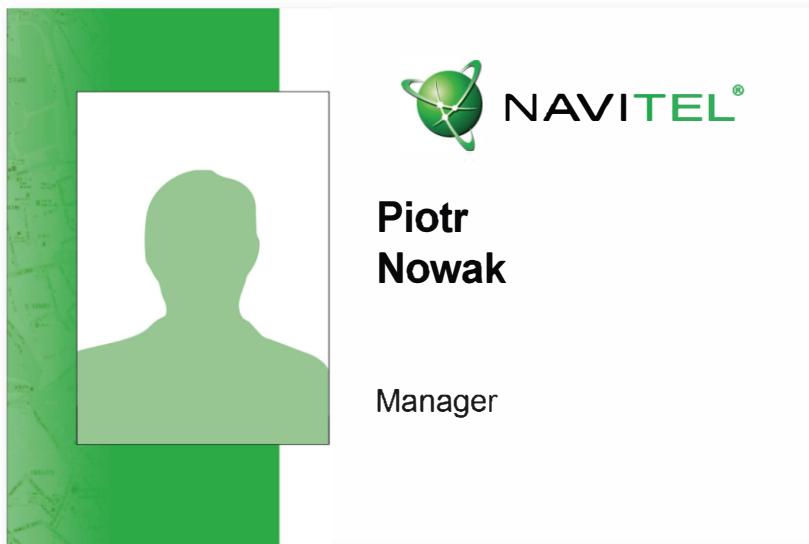
CORPORATE SYMBOLIC:

CORPORATE SYMBOLIC:

Size of logo on the back: 340 x 90 mm
Size of the logo on the chest: 96 x 26 mm

CORPORATE CARS:
WAY OF BRANDING, THE LICENSE PLATE FRAME

THE LICENSE PLATE FRAME