

Brand guidelines

UP21

- 1. Logotype**
- 2. Colors**

Logotype

General Logotype

Safe zone

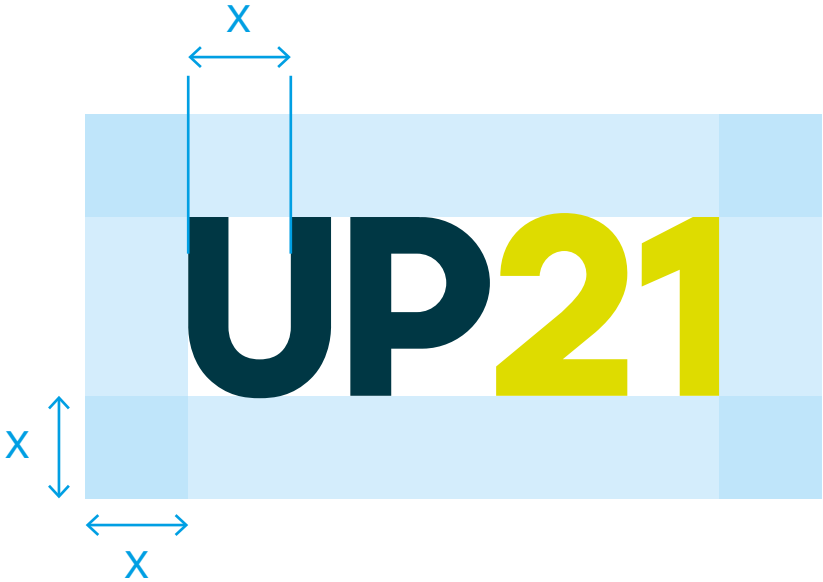
Logotype with claim

Minimal size

Prohibited variants

UP21

Safe zone



Safe zone



UP21 Navigace pro inovátory

UP21 Navigation for innovators

Minimal size

UP21



print – 10 mm
digital – 45 px

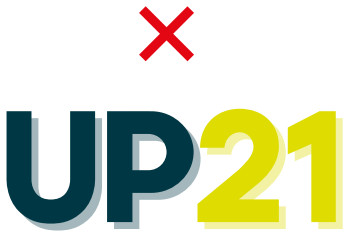
Minimal size

UP21 Navigace pro inovátory



print – 35 mm
digital – 190 px

Prohibited variants



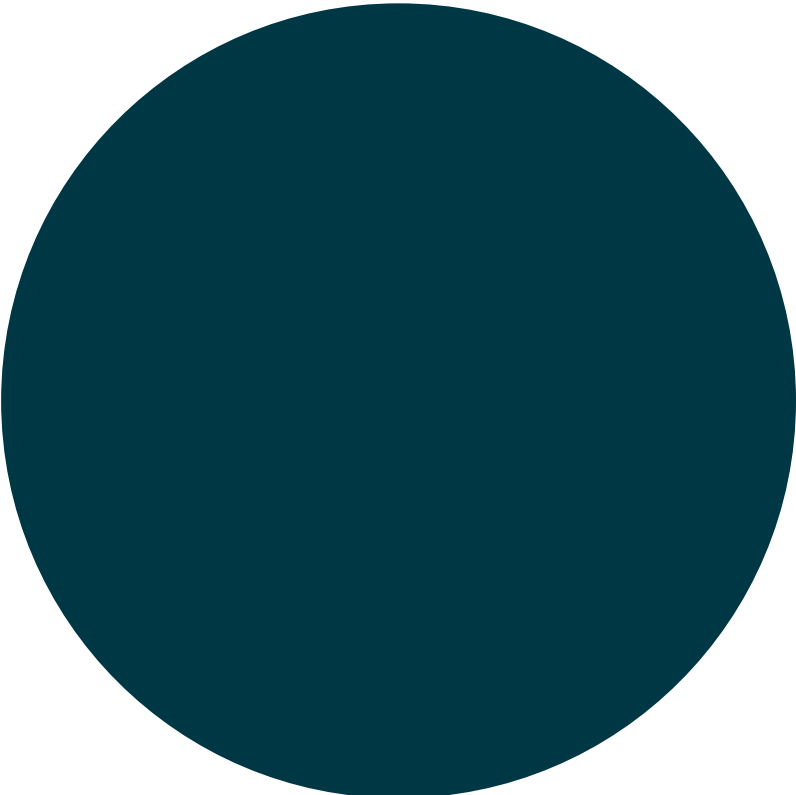
Colors

Colors

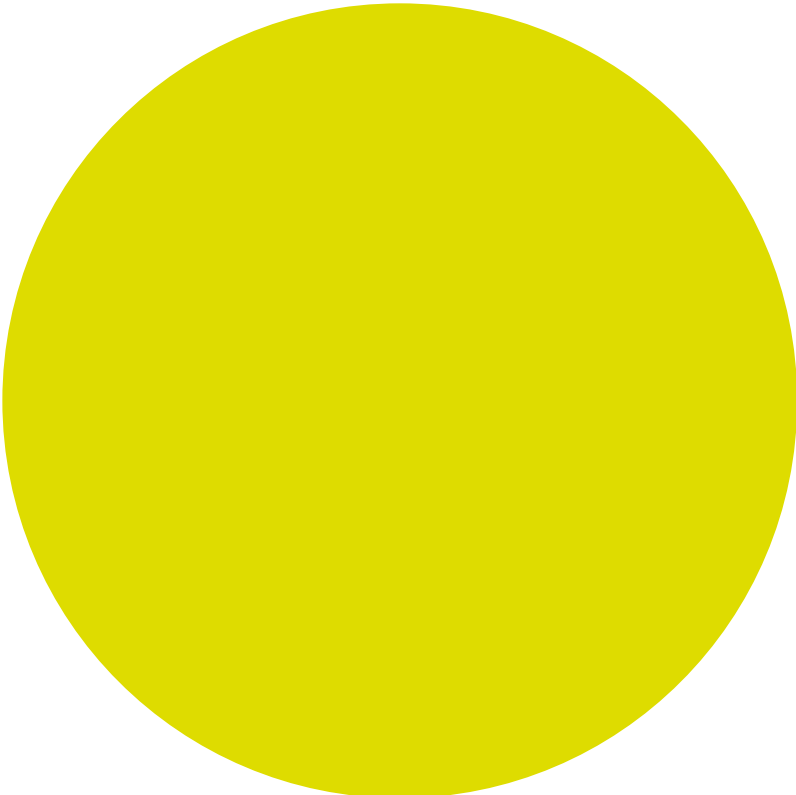
Logotype color variations

Monochromatic variations

Colors



- C100 M30 Y35 K70
R0 G55 B68
Pantone 548 C



- C20 M0 Y100 K0
R220 G200 B0
Pantone 388 C

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