



LOGO MANUAL

 **DRAŽICE**

DRAŽICE BRAND MANUAL

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The logo is an essential element of the company's visual identity; it is part of the marketing strategy and contributes significantly to the internal and external communication. The basic material for creating a visual presentation of the Dražice brand is this logo manual. It codifies the rules for the use of the logo and other elements of a unified visual style, such as colours and typography.

The logo, colours, typography, graphic elements and the unique way of combining these elements create a specific face of the Dražice brand. All this helps to build a strong position and a positive relationship with this brand in the eyes of the lay as well as the professionals. Therefore, it is necessary to follow the rules that are included in this manual.

The logo manual specifies the rules for working with the basic elements of the graphic style but does not serve as a direct template for the creation of printed and electronic materials. The digital templates of individual graphic elements, which are part of this manual, are intended for this purpose.

The creation of visual communication is a continuous process and therefore it is necessary to follow the general typographic rules and to pay attention to the overall aesthetic level of all materials in the further development of a unified visual style.



DRAŽICE

The logo of the largest Czech manufacturer of heaters and hot water storage tanks consists of a graphic symbol - stylized letters DZ, i.e. Družstevní závody, and the text part of the name Dražice.

The graphic abbreviation of the symbol follows the company's long tradition. Its simplified graphic stylization gives it greater dynamism, easy memorization and at the same time expresses the company's goal, which is permanent product innovation for lasting customer satisfaction.

The logo has two basic variants:

- a/ a logo for products and marketing materials;
- b/ a logo with the text NIBE GROUP MEMBER for mercantile company materials.

The graphic symbol can also be used separately to visually highlight and fix the brand.

In principle, the Dražice logo may not be used in texts, only the abbreviated name DZ Dražice written in the font in which the given text is typed.

The full name of the company Družstevní závody Dražice - strojírna s.r.o is used in legal documents, including legal entity.



The displayed version of the logo is the basic and preferred version for all applications. We choose the size of the logo and its place so as to ensure its visibility and good readability.

The basic colour version of the logo is placed on a white or light, even background. The negative version is placed on a dark, even surface. The rules for using the positive and negative colour versions of the logo on a colour background are defined in Chapters 2.5-2.7.

The specification of logo colours is defined in chapter 4.1.

You can find this basic version of the logo for printing in the folder



You can find this basic version of the logo for display in the folder



The logo consists of a stylized symbol on the left, resembling a 'D' with a horizontal line through it, followed by the word 'DRAŽICE' in a bold, uppercase, sans-serif font.The logo is shown in white against a solid black background. It consists of the same stylized symbol and the word 'DRAŽICE' in a bold, uppercase, sans-serif font.

We use the black and white positive and negative versions only in exceptional cases, where it is not possible to use the colour version of the logo for objective or technological reasons (e.g. black and white printing, stamp).

The black version of the logo is placed on a white or light, even background.
The negative version is placed on a black or dark grey, even surface.
The rules for using the black and white positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



You can find this basic version of the logo for display in the folder



DR) DRAŽICE
ČLEN SKUPINY **NIBE**

DR) DRAŽICE
ČLEN SKUPINY **NIBE**

The logo with the text ČLEN SKUPINY NIBE is used for mercantile company materials. We choose the size of the logo and its place so as to ensure its visibility and good readability.

The logo with the text ČLEN SKUPINY NIBE is placed on a white or light, even background. The negative version is placed on a dark, even surface. The rules for using the positive and negative versions of the logo are the same as for the basic colour version.

Tuto základní verzi loga pro tisk najdete ve složce



Tuto základní verzi loga pro displej najdete ve složce



 **DRAŽICE**
ČLEN SKUPINY **NIBE**



We use the black and white positive and negative versions only in exceptional cases, where it is not possible to use the colour version of the logo for objective or technological reasons (e.g. black and white printing, stamp).

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The rules for using the black and white positive and negative versions of the logo are the same as for the basic colour version.

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 **DRAŽICE**
NIBE GROUP MEMBER

 **DRAŽICE**
NIBE GROUP MEMBER

The logo with the text NIBE GROUP MEMBER is used for mercantile company materials. We choose the size of the logo and its place so as to ensure its visibility and good readability.

The logo with the text NIBE GROUP MEMBER is placed on a white or light, even background. The negative version is placed on a dark, even surface. The rules for using the positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



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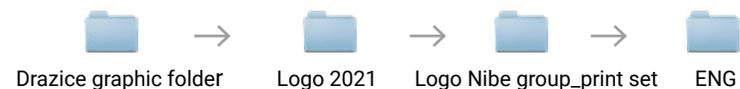
 **DRAŽICE**
NIBE GROUP MEMBER



We use the black and white positive and negative versions only in exceptional cases, where it is not possible to use the colour version of the logo for objective or technological reasons (e.g. black and white printing, stamp).

The black version of the logo is placed on a white or light, even background.
The negative version is placed on a black or dark grey, even surface.
The rules for using the black and white positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



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 **DRAŽICE**
MITGLIED DER **NIBE** GRUPPE

 **DRAŽICE**
MITGLIED DER **NIBE** GRUPPE

The logo with the text MITGLIED DER NIBE GRUPPE is used for mercantile company materials for the German-speaking markets. We choose the size of the logo and its location so as to ensure its unmistakability and good readability.

The logo with the text MITGLIED DER NIBE GRUPPE is placed on a white or light, even background. The negative version is placed on a dark, even surface. The rules for using the positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



You can find this basic version of the logo for display in the folder



 **DRAŽICE**
MITGLIED DER **NIBE** GRUPPE



We use the black and white positive and negative versions only in exceptional cases where it is not possible to use the colour version of the logo for objective or technological reasons (e.g. black and white printing, stamp).

The black version of the logo is placed on a white or light, even background.
The negative version is placed on a black or dark-grey, even surface.
The rules for using the black and white positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



You can find this basic version of the logo for display in the folder



Д) DRAŽICE
ГРУППА КОМПАНИЙ **NIBE**

Д) DRAŽICE
ГРУППА КОМПАНИЙ **NIBE**

The logo with the text ГРУППА КОМПАНИЙ NIBE is used for mercantile company materials for the Russian-speaking markets. We choose the size of the logo and its location so as to ensure its unmistakability and good readability.

The logo with the text ГРУППА КОМПАНИЙ NIBE is placed on a white or light, even background. The negative version is placed on a dark, even surface. The rules for using the positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



You can find this basic version of the logo for display in the folder



 **DRAŽICE**
ГРУППА КОМПАНИЙ **NIBE**



We use the black and white positive and negative versions only in exceptional cases where it is not possible to use the colour version of the logo for objective or technological reasons (e.g. black and white printing, stamp).

The black version of the logo is placed on a white or light, even background.
The negative version is placed on a black or dark-grey, even surface.
The rules for using the black and white positive and negative versions of the logo are the same as for the basic colour version.

You can find this basic version of the logo for printing in the folder



You can find this basic version of the logo for display in the folder



LOGO

use on a monochrome background 2.7



On light pastel backgrounds, where there is sufficient contrast between the colour of the logo and the background, the basic colour version of the logo is used.



A white negative version of the logo is used on richly coloured backgrounds.



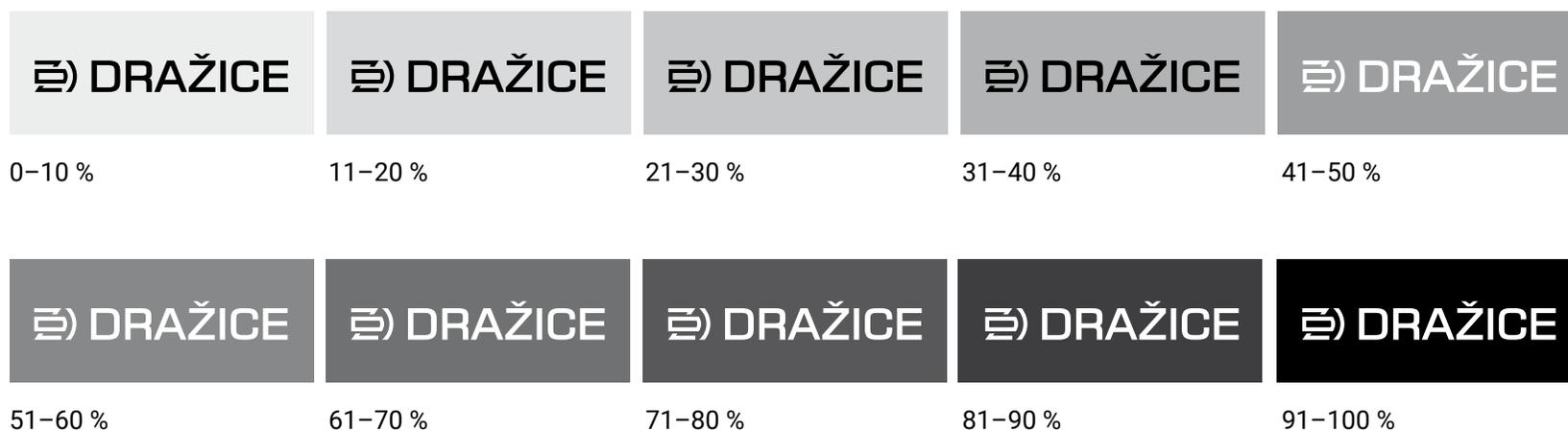
On medium dark backgrounds, a white negative version of the logo is used.



A white negative version of the logo is used on dark backgrounds.

The best use of the logo is on a white background. When applying the logo on a background other than white, it is always necessary to make sure that the background surface is sufficiently contrasting.

Failure to follow these rules will impair the legibility of the logo.

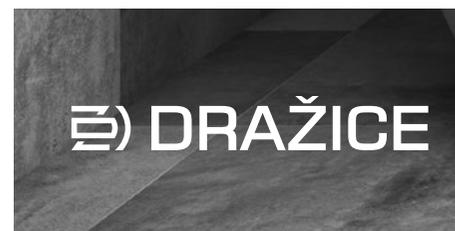
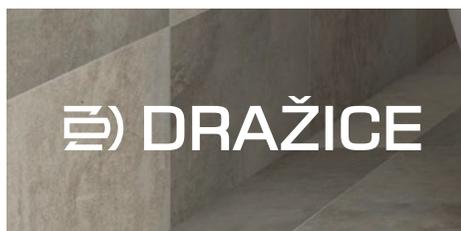
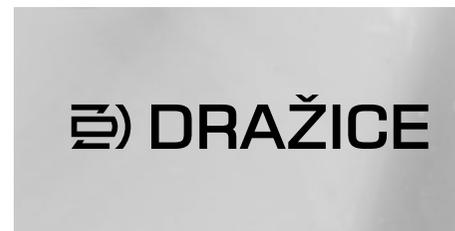


The best use of the logo is on a white background. When printing in black and white, depending on the tonality of the background, the black and white positive or negative version is used according to the above-mentioned rules in order to maintain the good legibility of the logo.

Failure to follow these rules will impair the legibility of the logo.

LOGO

use on a photo background 2.9



If we place the logo directly on a photo, we must pay attention to good readability and colour harmony. The examples below show the correct and incorrect placement of the logo in a photo background.

We place the basic colour version of the logo on light colour, calm photos.
We place the negative version of the logo on the dark colour, calm photos.

We place the positive black and white logo on light black and white, calm photos. We place the negative black and white logo on the black and white dark, calm photos.

Failure to follow these rules may impair the legibility of the logo.



The minimum size of the logo guarantees its legibility. It is given by the width of the logo and it is 22 mm. In each application, it is necessary to respect the technologies of use in order to maintain the legibility of both the font and the logo symbol. When using a smaller logo size, sufficient legibility and impact is not guaranteed.

The protection zone is the recommended size of the area in the immediate vicinity of the logo which should not be interfered with by text or other graphic elements. This zone guarantees legibility and sufficient efficacy of the logo. The protection zone is defined by the width of the letter D.



The minimum size of the logo is given by the width of the logo and it is 25 mm. This width is based on the minimum font size of the GROUP MEMBER text, which is 6 points, which guarantees its legibility. The distance between the Dražice logo and the text ČLEN SKUPINY NIBE (NIBE GROUP MEMBER) is equal to half the height of the letter D next to the Dražice logo. However, in each application of the logo, it is necessary to respect the technologies of use in order to maintain the legibility of all its elements. When using a smaller logo size, sufficient legibility and impact is not guaranteed.

The protection zone is the recommended size of the area in the immediate vicinity of the logo which should not be interfered with by text or other graphic elements. This zone guarantees legibility and sufficient efficacy of the logo. The protection zone is defined by the height of the letter D.



The minimum size of the logo is given by the width of the logo, in the German version of 27 mm and in the Russian version 25 mm. This width is based on a minimum font size of the text MITGLIED DER NIBE GRUPPE (ГРУППА КОМПАНИЙ), which is 6 points, which guarantees its legibility. The distance between the Dražice logo and the text MITGLIED DER NIBE GRUPPE (ГРУППА КОМПАНИЙ) is equal to half height of the letter D next to the Dražice logo. However, in each application of the logo, it is necessary to respect the technologies of use to maintain the legibility of all its elements. When using a smaller logo size, sufficient legibility and impact is not guaranteed.

The protection zone is the recommended size of the area in the immediate vicinity of the logo which should not be interfered with by the text or other graphic elements. This zone guarantees the legibility and sufficient impact of the logo. The protection zone is defined by the height of the letter D.



The logo colours must not be modified.



The logo colours must not be modified.



The font must not be changed.



The logo must not be shaded in any way.



The contours must not be highlighted.



The logo must not be deformed in any way.



The logo must not be deformed in any way.



The individual elements must not be moved.



The size ratios of the individual elements must not be changed.

The logo is a graphic unit and it is necessary to display it in the original form, defined in this graphic manual. The logo may only be reproduced from digital originals that are part of this manual.

Modifying or interfering with the logo in any way is prohibited.
This page provides examples of inadmissible logo variations.



~~Logo variant with modified colors: the word 'DRAŽICE' is in a lighter red, 'ČLEN SKUPINY' is in grey, and 'NIBE' is in a darker red.~~

The logo colours must not be modified.



~~Logo variant with 'DRAŽICE' in grey and 'NIBE' in red.~~

The logo colours must not be modified.



~~Logo variant with a different font for 'DRAŽICE'.~~

The font must not be changed.



~~Logo variant with a drop shadow effect on 'DRAŽICE'.~~

The logo must not be shaded in any way.



~~Logo variant with green outlines on 'DRAŽICE'.~~

The contours must not be highlighted.



~~Logo variant with the text slanted.~~

The logo must not be deformed in any way.



~~Logo variant with a distorted, stretched shape.~~

The logo must not be deformed in any way.



~~Logo variant with the 'DRAŽICE' icon and text separated.~~

The individual elements must not be moved.



~~Logo variant with 'NIBE' significantly larger than 'DRAŽICE'.~~

The size ratios of the individual elements must not be changed.

The logo is a graphic unit and it is necessary to display it in the original form, defined in this graphic manual. The logo may only be reproduced from digital originals that are part of this manual.

Modifying or interfering with the logo in any way is prohibited.
This page provides examples of inadmissible logo variations.



The logo symbol from the stylized letters DZD can be used as a separate graphic element. The default colour of the logo symbol is corporate red.

You can find the logo symbol for printing in the folder



You can find the logo symbol for display in the folder





The colour of the logo symbol is allowed to be used in a complete range of shades of grey, exceptionally in another colour. The use of the logo symbol in these variants is subject to approval by the marketing department of the company DZ Dražice.



DRAŽICE RED

PANTONE® 187 C

CMYK 25/100/100/0

RGB 168/21/36

HTML #a81524

RAL 3000



ADDITIONAL GREY (font for the logo with a text)

PANTONE® COOL GREY 7 C

CMYK 0/0/0/50

RGB 128/128/128

HTML #808080

RAL 7042

In addition to the logo and lettering, the colours are an essential element of a unified visual style and help identify the brand.

The conversion table lists the colour specifications for various uses:

- PANTONE spot inks and CMYK registration inks for printing
- RGB and HTML for display
- RAL for paints
- when choosing plotter foils, we use the defined PANTONE colour

Roboto Thin

AÁBCČDEĚĚFGHCHIÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéfgghchiiijklmnopqrřsštuúůvwxyýžž 0123456789.,;@ ©?!()%&\$„

Roboto Light

AÁBCČDEĚĚFGHCHIÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéfgghchiiijklmnopqrřsštuúůvwxyýžž 0123456789.,;@ ©?!()%&\$„

Roboto Regular

AÁBCČDEĚĚFGHCHIÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéfgghchiiijklmnopqrřsštuúůvwxyýžž 0123456789.,;@ ©?!()%&\$„

Roboto Medium

AÁBCČDEĚĚFGHCHIÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéfgghchiiijklmnopqrřsštuúůvwxyýžž 0123456789.,;@ ©?!()%&\$„

Roboto Bold

AÁBCČDEĚĚFGHCHIÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéfgghchiiijklmnopqrřsštuúůvwxyýžž 0123456789.,;@ ©?!()%&\$„

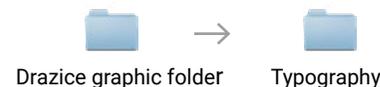
Robot Black

AÁBCČDEĚĚFGHCHIÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéfgghchiiijklmnopqrřsštuúůvwxyýžž 0123456789.,;@ ©?!()%&\$„

The basic font of DZ Dražice is **Roboto**. The visual style can use six cuts. The extra thin cut called Thin can be used for subtitles, but only in extreme font sizes.

Thin Light and Basic Regular are designed primarily for typesetting longer texts. Semi-bold Medium, bold Bold and Black are intended primarily for marking, subtitles and titles.

You can find this basic font in the folder



Arial Regular

AÁBCČDEĚĚFGHCHÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéefghchíijklmnopqrřsštuúůvwxyýžž
0123456789.,;@ ©?!()%&\$„”

Arial Bold

AÁBCČDEĚĚFGHCHÍJKLMNOPQRŘSŠTUÚŮVWXYÝŽŽ
aábcčdeěéefghchíijklmnopqrřsštuúůvwxyýžž
0123456789.,;@ ©?!()%&\$„”

The font for administrative purposes is the font Arial.
This font is intended for writing printed matter on personal computers.

The Arial font is not intended for professionally printed materials. The Roboto company font is used exclusively for this purpose.

Unless otherwise stated, the following rules are recommended when filling in printed matter:

- plain text - Arial Regular with a size of 10 points with a line spacing of 13 points
- highlighting in plain text - Arial Bold with a size of 10 points
- headlines - Arial Bold with a size of 12 points
- subheadings - Arial Bold with a size of 10 points
- recommended font colour is black - CMYK 0/0/0/100