

Logoguide

a guide to using the logo



Description of the logo

The logo is a bright yellow flat circle with an abstract blue shape. The smooth and flowing design of the shape creates an impression of dynamism and movement, evoking a sense of enthusiasm and spontaneity. The abstract shape cleverly resembles a figure with arms raised, suggesting an atmosphere of hospitality and openness. The overall design reflects the essence of Sponties - energetic, inviting and ready for spontaneous action.

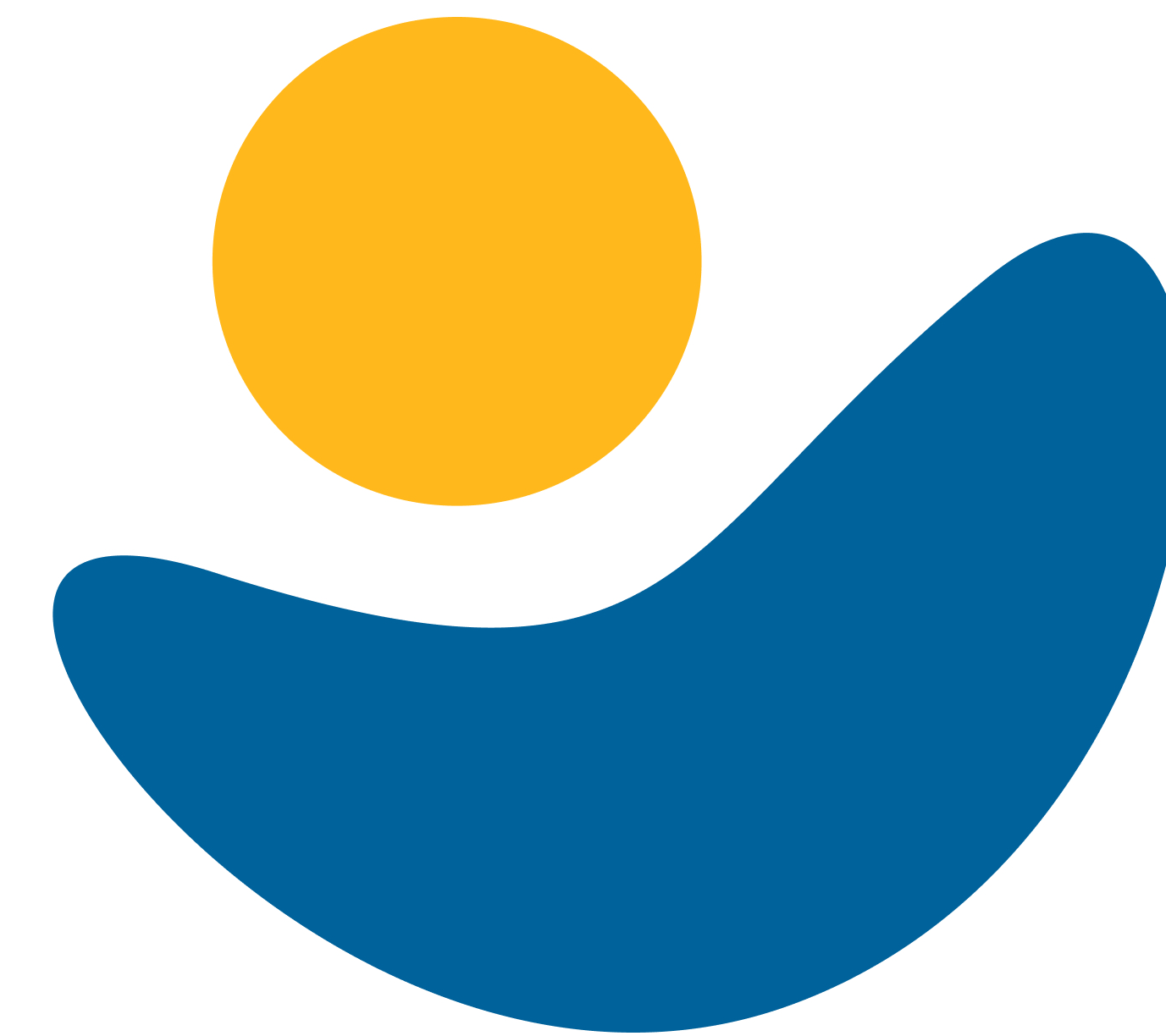


Logo options

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VERTICAL ORIENTATIONS



LOGO ICON

Geometry of the logo

The starting point for calculating the geometric proportions of the logo is the horizontal version of the logo.



The logo is formed from a circle, the diameter of which is equal to the height of the letter "o" in the inscription Sponties. Below the circle is an abstract figure. The center of the placement of the abstract figure = the center of the inscription.



In the vertical version of the logo, the size of the logo is equal to the height of the three letters "o" from the inscription Sponties. The indentation from the inscription to the logo equals the height of the letter "t". All objects are centered.

Protective field

To optimize the visual effect and legibility of the logo in a composition with additional graphic elements, it is not recommended to place important elements such as graphics, text or photos in the designated protection field.

The protection field is a zone defined by the distance from the extreme points of the logo. The size of the indent is equal to the circle taken from the logo. By maintaining this set margin, sufficient breathing space is provided, preventing any potential visual clutter or interference with the overall integrity and visibility of the logo.



Minimum logo size

To ensure the logo's optimal visual perception across different mediums, it is essential to consider its minimum width requirements. Adhering to these prescribed minimum width guidelines guarantees that the logo retains its visual clarity and legibility when reproduced in various formats. By maintaining the specified dimensions, the logo's intricate details and typography remain intact, allowing viewers to accurately perceive and comprehend the brand identity.



- 80 mm for print media
- 160 pixels for demonstration on screens



- 60 mm for print media
- 120 pixels for demonstration on screens



- 20 mm for print media
- 40 pixels for demonstration on screens

Primary colors

To ensure consistent color representation across digital and printed media, adherence to the following digital palette is recommended. This palette provides a standardized set of colors for the logo, enabling accurate reproduction across various mediums. By utilizing this digital palette, the logo's color integrity can be maintained, reinforcing brand recognition and visual consistency in both online and offline channels.

RGB, Hex

Color model for displaying color on electronic devices

CMYK

Color model used in printing

Pantone

Provides standardized colors and for offset printing



Sea Blue

Hex	#00629B
RGB	0.96.156
CMYK	94.61.19.4
Pantone	PMS 3015 C



Orange-Yellow

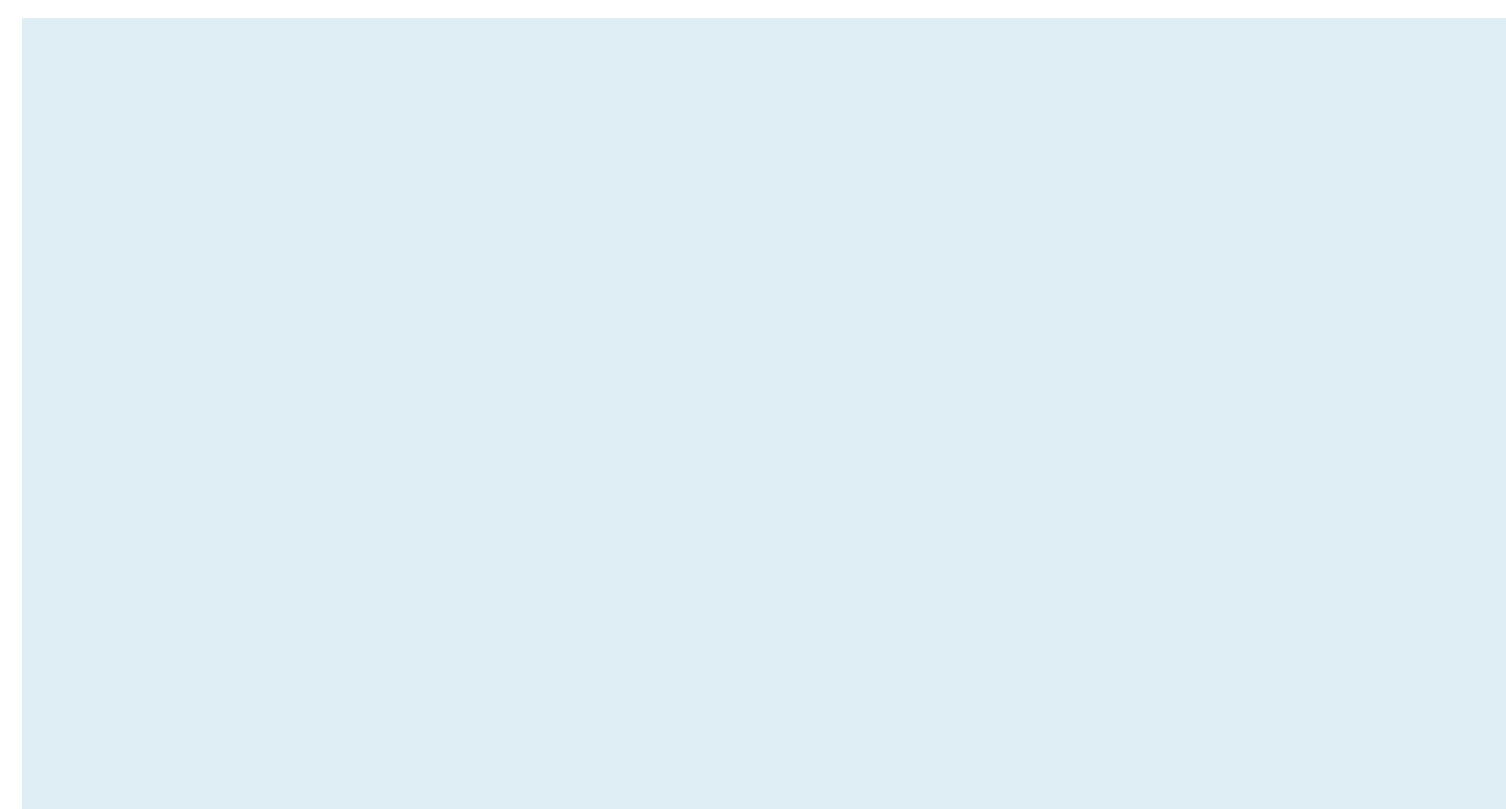
Hex	#FFB81C
RGB	255.185.27
CMYK	0.29.90.0
Pantone	PMS 1235 C

Secondary colors

Secondary corporate colors play a crucial role in the brand's visual identity. These colors are specifically chosen to complement the primary colors and provide flexibility for decorative purposes on websites and printed materials. While they accentuate the brand, they do so without overshadowing the main colors or diverting attention from the core brand elements.

These colors can be utilized with varying degrees of opacity in the design process. These colors can be applied in a range of design elements such as backgrounds, graphics, or text overlays, adding depth and dimension to the overall visual presentation.

Azureish White



Hex	#DFEDF4
RGB	223.237.244
CMYK	15.5.5.0
Pantone	PMS 656 C

Blanched Almond



Hex	#FFEFCC
RGB	235.239.204
CMYK	2.9.30.0
Pantone	PMS 7401 C

Outer Space



Hex	#424B55
RGB	66.75.85
CMYK	73.56.45.42
Pantone	PMS 432 C

White



Hex	#FFFFFF
RGB	255.255.255
CMYK	0.0.0.0
Pantone	-

Logotype on company colors

In situations where the logo interacts with the corporate color palette, color transformations occur to maintain visual harmony and legibility. Specifically, when the logo overlays the "Sea Blue" corporate color, its primary identical color shifts to "White", ensuring optimal contrast and visibility against the background.

Similarly, when the logo interacts with the "Orange-Yellow" corporate color, color modifications take place, the part of the logo transforms into "White".



BASIC VERSION



ALTERNATIVE VERSION

Logo options

The logo is designed so that it can be used in one color, particularly for cases involving embossing, engraving or printing with one ink. This version of the logo eliminates the need for multiple colors and simplifies the production process while ensuring the brand's visual identity remains intact. Thanks to the use of one color, the logo retains its distinctive elements and legibility, which allows it to be easily integrated into various applications and materials that require monochromatic reproduction. This approach ensures consistency and clarity in the reproduction of the logo in various production techniques and increases its versatility for a wide range of applications.



Fonts

For the presentation of Sponties, we chose a free font for commercial use - League Spartan. This font is perfect for Sponties for several reasons. First, its style and modern design indicate innovation and modernity, which reflects the concept of "spontaneous activities" well. Second, its large and bold letters stand out nicely, making it visible and readable - an important aspect for a company logo. Its straight lines can also symbolize confidence and determination, which emphasizes the active interest of users in various events.

The League Spartan font gives the logo energy and expressiveness, creating a great visual impact for Sponties.

LEAGUE SPARTAN

League Spartan Light [300]	League Spartan Regular [400]	League Spartan SemiBold [600]	League Spartan Extra Bold [800]
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*""	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*""	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*""	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*""



