

Brand Guideline

COLOR System



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COLOR GRADIENT

**TEXT AND
Background**

Gradient font on black background

**TEXT AND
Background**

Gradient font on white background

**TEXT AND
Background**

White font on gradient background

TYPEFACE

Primary Font

--- FONT NAME

Corridor

Corridor Bold

Corridor Bold italic

Corridor Regular

Corridor Regular italic

--- FONT USAGE RULES

Never alter the proportions of the font (e.g., stretching or compressing).

Use consistent sizes and weights across all outputs.

If the Corridor font cannot be used (e.g., in Word documents for the client), use the fallback system font: **Arial family**.

LOGO

Variation



COLOR LOGO ON WHITE BACKGROUND – the primary and preferred version for most uses.

WHITE (INVERTED) LOGO ON BLACK BACKGROUND – for dark backgrounds, ensuring high legibility.

BLACK LOGO ON WHITE BACKGROUND – used when the color version is not applicable (e.g., print).

WHITE LOGO ON GRADIENT BACKGROUND – used exclusively on the official brand gradient background.

--- LOGO USAGE RULES

- The logo must always maintain strong contrast with the background.
- Always preserve the clear space around the logo – no text, images, or layout elements may encroach into this area.
- Do not alter the logo's colors, proportions, or apply unapproved effects beyond the variations shown.

EVENT

Invitation

Visuals

Workshop:

HLAVNÍ NEJLHAVNĚJŠÍ NAPDIS

26. 2. 2025 14:00 - 17:00

SIC, Strakonická 3367, Praha 5



HLAVNÍ NEJLHAVNĚJŠÍ NAPDIS

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NEJHLAVNĚJŠÍ NEBO DATUM

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Meetup:

HLAVNÍ NEJLHAVNĚJŠÍ NAPDIS

21.10.2025 14:30 - 18:30

ČVUT UCEEB, Třínecká 1024, Buštěhrad



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EXHIBITION Setup



--- STANDARD EXHIBITION SETUP INCLUDES

- 4 chairs – uniform in appearance, matching the visual style of the brand
- Table with tablecloth – tablecloth in the brand color, featuring the logo as specified
- Leaflet stand – suitable for A4/A5 printed materials, ideally transparent or in a neutral finish
- Roll-up banners – one or two roll-up banners with official brand graphics as described in the “Roll-up Design” section finish

VISUAL Signature

1. TEXT GRADIENT

2. COLLAGE PRINCIPLE WITH A HIGH-TECH AESTHETIC

- Portraits are rendered in grayscale (black and white), while surrounding elements are vividly colored, abstract, and often geometric. This contrast creates a strong impression of modernity, innovation, and futurism.

3. BOLD COLOR ACCENTS

- Each visual uses one or more saturated color tones (e.g., cyan, purple, orange, green), which are repeated consistently throughout the series to establish a cohesive color identity.



A futuristic, technology-driven, collage-layered style with a strong focus on color, structure, and modern expression.

It plays with the contrast between black-and-white reality and a vibrant digital world, effectively communicating innovation, expert knowledge, and confidence in technological progress.

CONTACT Us

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