

## Appendix no. 4 of the Contract for Provision of Joint Performance

### 1) Graphical representation of logo



Logo is the basic element of the visual style. It is consisted of a graphic symbol of a plug socket bounded by two arrows in the circle (representing material recycling). Next part of the graphic symbol is the typography of the logo itself. Inserting logo between the text is strictly forbidden. For this case use text representation **ASEKOL**, or **ASEKOL s. r. o.** Logo can be represented only from the digital pattern and can not be anyhow modified or compiled.

### 2) Logo color scheme

#### ASEKOL orange

<b>Pantone®</b>	158		
	<b>R</b>	<b>G</b>	<b>B</b>
<b>Adobe RGB</b>	213	120	30
<b>sRGB/web</b>	239	120	4 #EF7804

print	paper/material	C	M	Y	K
offset print*	woodfree offset	0	60	100	0
	dull chalk	0	67	100	0
	glossy chalk	0	67	100	0
paucity digital print**	dull chalk	0	58	97	0
	glossy chalk	0	61	97	0
large-screen digital print	sail-cloth***	0	63	100	0
	neting***	0	63	100	0
	self-adhesive foil****	0	63	100	0

#### ASEKOL green

<b>Pantone®</b>	363		
	<b>R</b>	<b>G</b>	<b>B</b>
<b>Adobe RGB</b>	100	145	51
<b>sRGB/web</b>	71	146	36 #479224

print	paper/material	C	M	Y	K
offset print*	woodfree offset	66	8	85	19
	dull chalk	72	4	100	20
	glossy chalk	74	5	100	23
paucity digital print**	dull chalk	68	0	85	26
	glossy chalk	74	0	90	26
large-screen digital print	sail-cloth***	67	36	99	0
	neting***	67	36	99	0
	self-adhesive foil****	67	36	99	0

\* Heidelberg Speedmaster CD 74-5, exposition 200 lpi

\*\* Xerox Docucolor 8000, Screening DOT 200, paper 300 g/m2

\*\*\* basic line of materials of company Multiexpo, print HP 9000S, profile HP Universal Scrim Banner, resolution 720 dpi, True Solid ink.

\*\*\*\* monomeric vinyl with nonperm glue, print HP 9000S, profile HP Universal Photo-Realistic vinyl, resolution 720 dpi, True Solid ink.

### 3) Colored, black & white concept, negative staining version and application on the background material



Basic full colored form is applied with white or bright background area (1). With black or dark background area use white (inverted) form of logo (3). For black & white print and in similar cases, when full-color form is not possible (stamps, advertising articles, etc..), use black & white form of logo (2).

When applying logo on the background color, sufficient contrast between typographical and graphical layout must be ensured.

You can use logo in defined color scheme at the white background that has minimally 25% color saturation (4). When using darker background color (with higher saturation) use inverted form of logo. Very important is to provide sufficient color contrast of typographical and graphical layout with the background area (3).

### 4) Logo exclusion zone and logo minimum size



An exclusion zone should be maintained around the logo equal to the height of the character „l“. In this exclusion zone can not be any characters, logos or other objects.

To maintain legibility the logo should never be produced in printed related items smaller than 18 mm measured across the width of the logotype and never be produced on screen smaller than 70 pixels measured across the width of the logotype.