



**IDENTITY
GUIDELINES**

17.08.2012

PRIMARY LOGO

The new HC KOMETA BRNO logo is part of a joint initiative with our general partner Starobrno. To reflect the brand personality, the HC KOMETA BRNO lettering has been hand drawn and is unique to HC KOMETA BRNO. It should always appear reversed white out of the blue 'batshape'.

The HC KOMETA BRNO logo prints with x3 colours wherever possible. The HC KOMETA BRNO dark blue is Pantone 288c and the light blue is Pantone 660c.

The HC KOMETA BRNO logo can also print using process colours.

<i>C: 100</i>	<i>C: 90</i>	<i>C: 100</i>
<i>M: 67</i>	<i>M: 57</i>	<i>M: 35</i>
<i>Y: 00</i>	<i>Y: 00</i>	<i>Y: 00</i>
<i>K: 23</i>	<i>K: 00</i>	<i>K: 100</i>





HOME

AWAY



SECONDARY LOGO

The secondary logo is a very 'simplified' version of the primary logo.

The secondary logo should only be used where print restrictions cannot allow the primary logo to be used. For example a basic T-shirt printing in x1 colour.

The secondary logo should always be printed in HC KOMETA BRNO blue Pantone 288c.





HOME

AWAY



