Graphic manual for logotype
of the technical platform of ZAT a. s.

SimONet control system logotype

The name is composed and bears the motto:
„Jednoduše po internetu"
In English: „Simply On Net"
The product name is composed of the first letters of the motto, so it is very important to use the motto correctly in the written text.
S - big, im - small, ON- big = SimONet

The basic form of the brand is used in several versions:
1. full color + 2 variants
2. positive black or grey, negative

We use the first two versions for flat printed production. The exact color codification is given below.

Graphic manual is intended to be a guide and a tool for all employees and business friends of the company, to maintain a uniform corporate style and a refined image of the company. It is to be a template and a set of precise boundaries, which must not be interfered with by creative will, which would carelessly disrupt the order of design. Finally, the manual is to be followed by advertising artists, graphic designers, media personnel and all those who encounter the SimONet logo.

The manual contains all the parameters and ratios of the logotype, defines the color layout with a black and white variant. It precisely determines the type of typography in connection with the logo.

Company logotype

Colour variant No. 1

This colour variant of the logo is used as the primary one. Mainly alone or with the logo of ZAT a.s.

It is not allowed to re-construct or redraw the logotype according to the design and thus change the graphic and design form.

Basic color scheme:

- turquoise: C 74, M 7, Y 6, K 0
- light green: C 34, M 0, Y 100, K 0

Company logotype

Colour variant No. 2

This colour variant of the logo is complementary and is mainly used together with other logos of ZAT a.s. technical platforms such as SandRA and SoWA.

It is not allowed to re-construct or redraw the logotype according to the design and this change the graphic and design form

Basic color scheme:

- dark green: C 93, M 4, Y 100, K 26
- light green: C 34, M 0, Y 100, K 0

Logotype - positive, negative

Black and white version of the logo
is created in three modifications.

1. Positive
3. Negative

Color
C 0, M 0, Y 0, K 100
Pantone
Black C

Font - typography

The basic font standard for the descripti-
on is the VERDANA font type

Písmo určené pouze pro popis značky
font AggieURWCENor

AggieURWCENor
ABČDFGHÍJKLMNÖPQRS-
TŮVWXYZ
ábčdďefghijklmnöôpqrs-
tůüvwxyž
123456789;”÷/?!§£()&ÄÓŰŐß

The font VERDANA REGULAR and the
font VERDANA BOLD are allowed for
description

Verdana Regular
AggieURWCENor
ABČDFGHÍJKLMNÖPQRSTŮVWXYZ
ábčdďefghijklmnöôpqrstůüvwxyž
123456789;”÷/?!§£()&ÄÊÓÛŰŐß

Verdana Bold
AggieURWCENor
ABČDFGHÍJKLMNÖPQRSTŮVWXYZ
ábčdďefghijklmnöôpqrstůüvwxyž
123456789;”÷/?!§£()&ÄÊÓÛŰŐß

Logo protection zone

Basic proportional codification of the logotype 100 x 20 mm is placed in a 5 x 5 mm grid. For the application of the logotype is designed the original in digital form.
It is not allowed to re-construct or redraw the logotype.

The imaginary height of the letter O forms a protective zone of the logotype with a total dimension of 130 x 45 mm, where no graphics or photographs may be written or inserted.

dimensions in mm

Ratio of logotype to another brand

This SimONet logo applies to all lines of communication.

The SimONet logo can be placed before or after the company logo. Its protective space, into which no other logo, text or other graphic element may be inserted, is specified by a simple, devotional formula 2x the width of the letter O.

Example of the possibility of placing the SimONet and ZAT logotype - the pair of the letter O is the decisive indicator of the distance between the logos for a given size of the signs.