



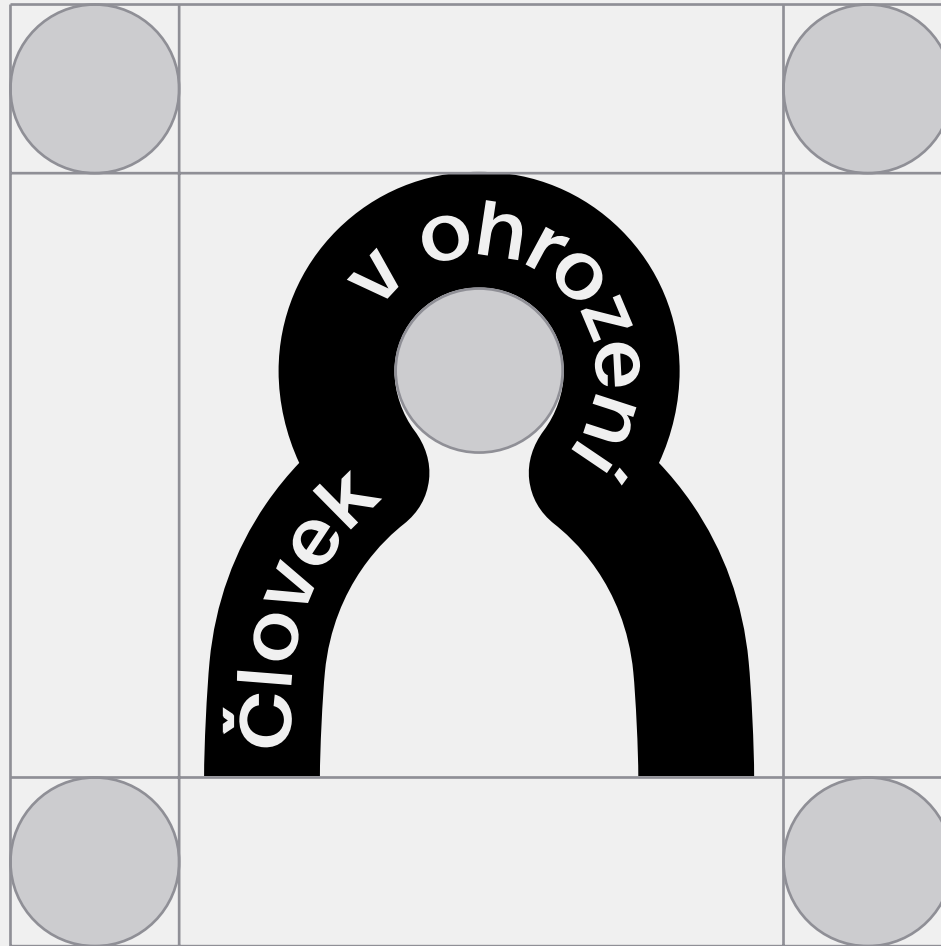
Logo

The logo symbolizes the safeguarding of the individual and creates an impression of security. This impression is created through the graphic line, which is then developed into various applications within the visual identity. At the same time, the ribbon in the logo represents direct help and the connection between the person providing it and the person in need. The flexibility of the logo allows for changing its content to convey information, whether through text in the line or visual information within the space marked by the line. The inner space of the logo can depict a distinct person or convey a particular point of view.



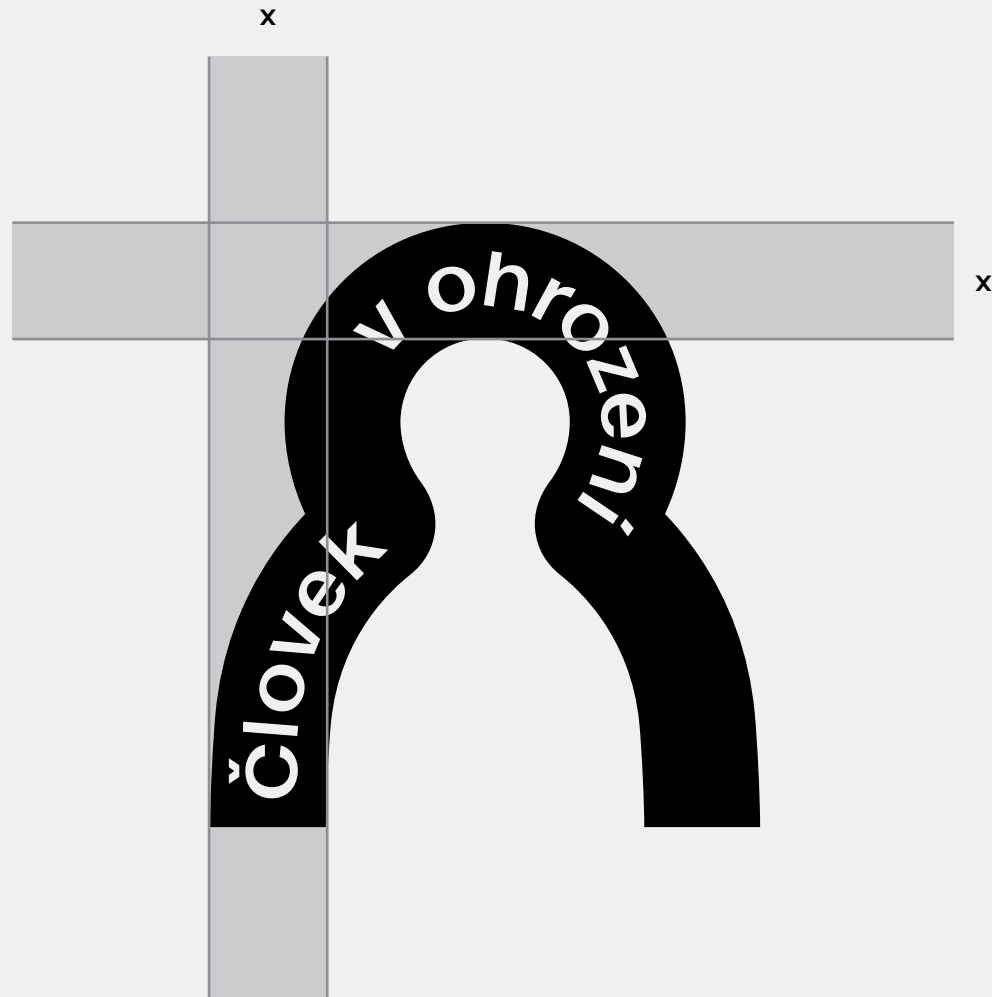
Protected area

The protected area refers to the minimum space around the logotype that separates it from other graphic elements and in which no other graphic or typographic elements can be placed. It is the smallest possible distance from other elements, partners logos, motifs, or the distance from the edge of the surface to which the logo is applied. The protection zone of the logotype is defined by the size of the circle in the inner head space.



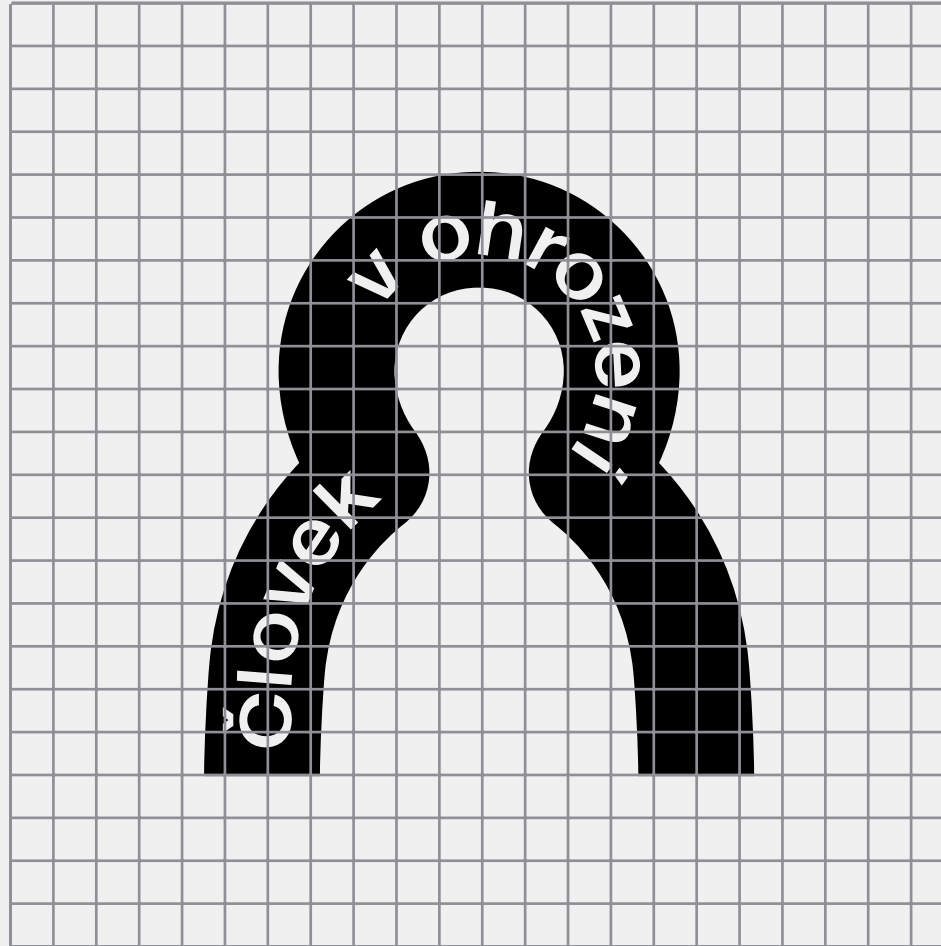
Logo construction

The shape of the logo, the placement of individual elements, their proportions and sizes are precisely defined by the design. It is a checking tool for accuracy, but it is not intended for its reconstruction.



Grid construction

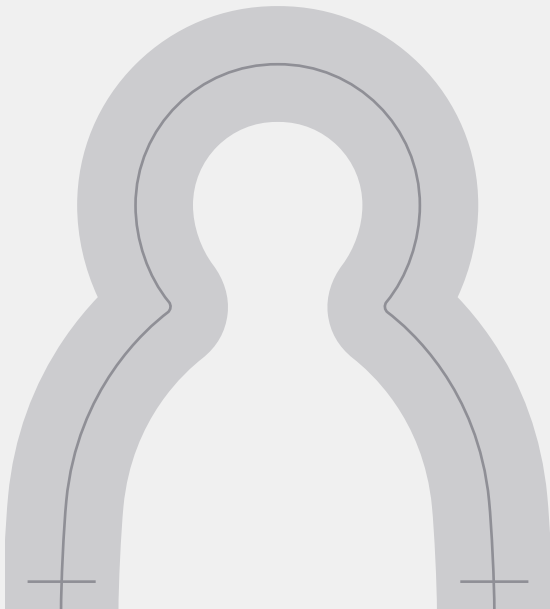
The shape of the logo, the placement of individual elements, their proportions and sizes are precisely defined by the design. It is a checking tool for accuracy, but it is not intended for its reconstruction.



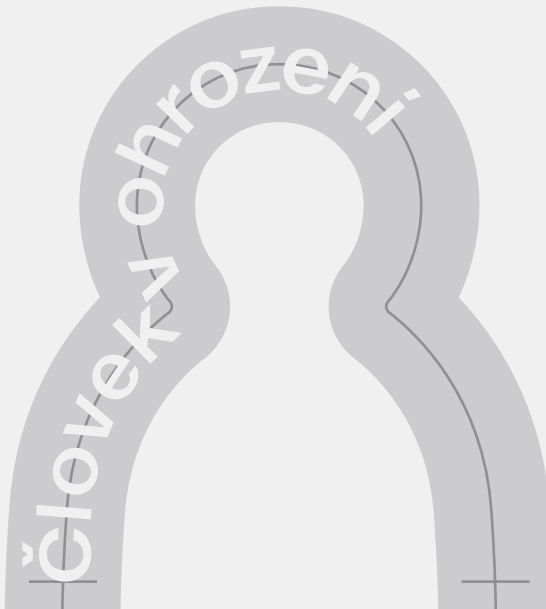
Rewriting the text

The logo offers the possibility of creating language versions according to defined rules.

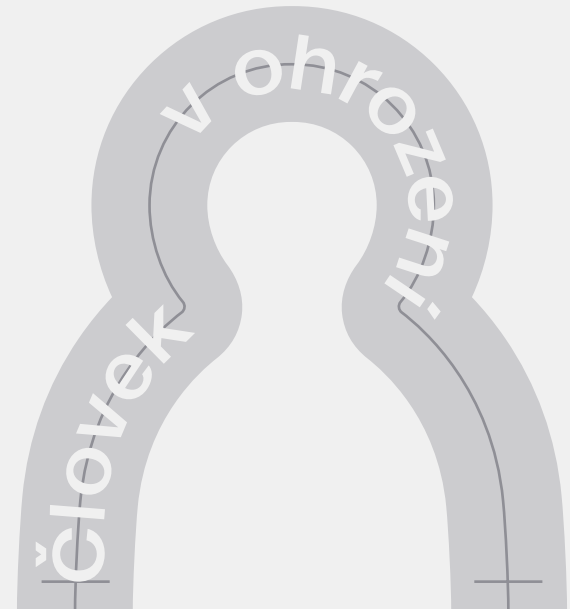
1) Thickness of the line (stroke) – 78.5pt. 2) Text always starts on the left side of the beginning of the line; font size in the line is 50pt; text is aligned to the centre of the line. 3) Composition of text according to specific word composition, so that the text characters do not collide in the folds.



1.



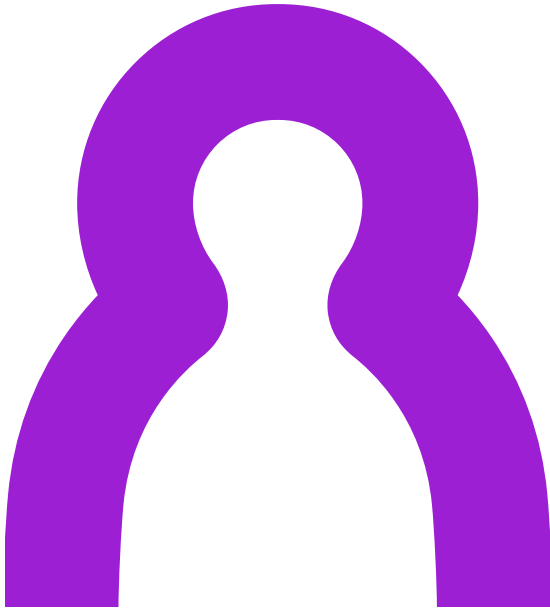
2.



3.

Rewriting the text

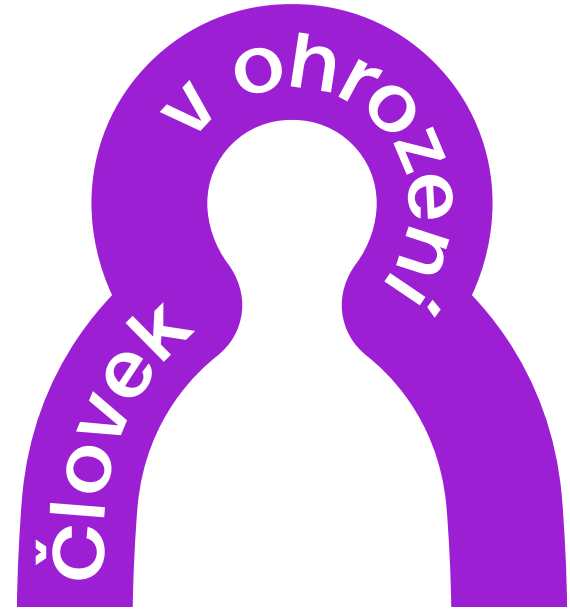
The logo offers the possibility of creating language versions according to defined rules.
1) Thickness of the line (stroke) – 78.5pt. 2) Text always starts on the left side of the beginning of the line; font size in the line is 50pt; text is aligned to the centre of the line. 3. Composition of text according to specific word composition so that text characters do not criss-cross in the curves.



1.



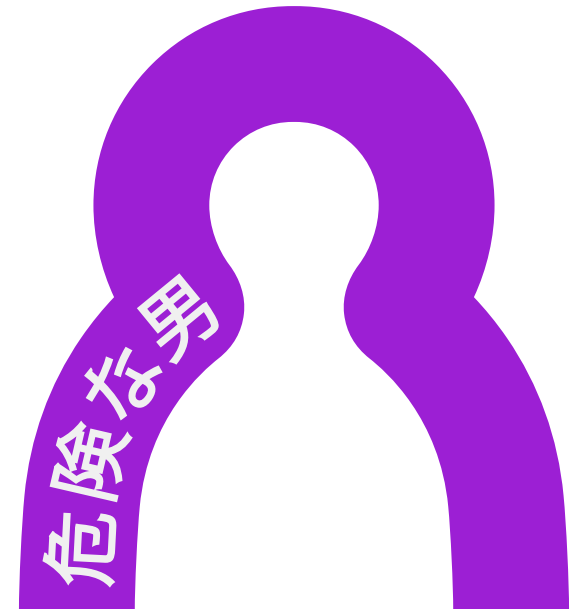
2.



3.

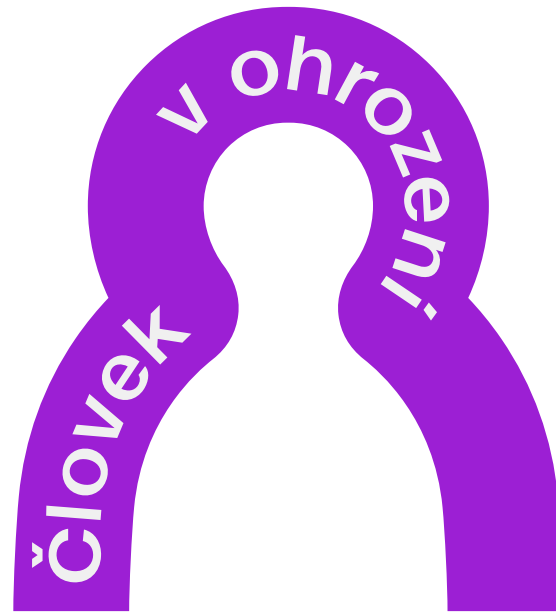
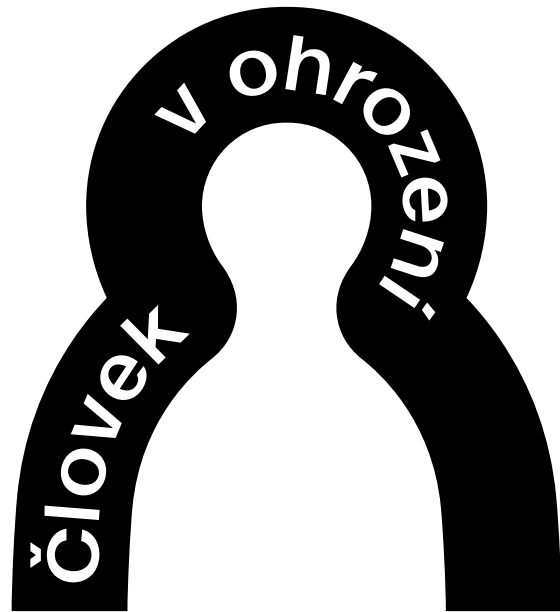
Language versions

The typeface GTF Ekstra is used in the language versions and references in the logo when possible. If a language version needs specific characters the GTF Ekstra font does not offer, the Helvetica World font shall be used instead.



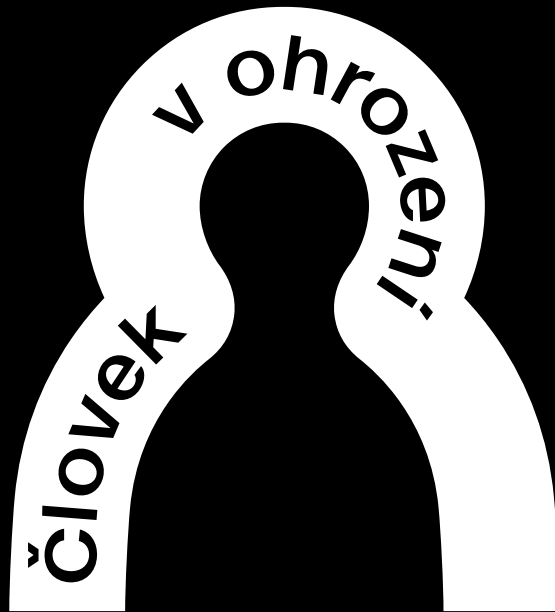
Colour versions – white background

In case of a white or very light background, only the black or purple version shall be used.



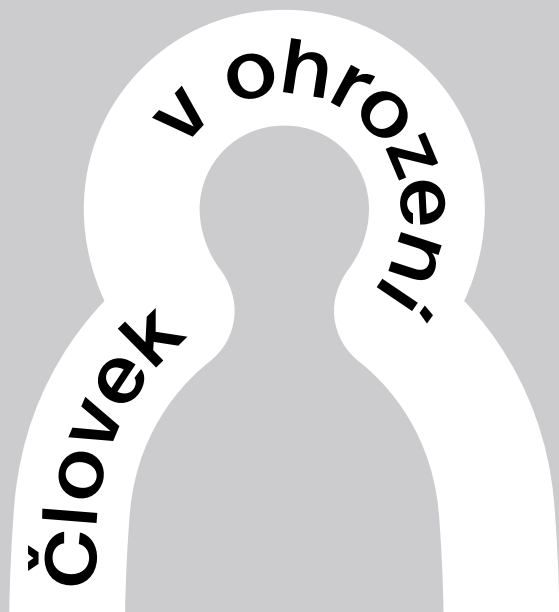
Logo versions – dark background

With a dark background, all colour and black-and-white versions of the logo can be used. Combination of black line and white text is not allowed.



Logo versions – neutral background

With a neutral background, all colour and black-and-white versions of the logo can be used. The combination of black line and white text is not recommended.



Logo versions – photo/colour background

For photo or colour backgrounds, all colour and black-and-white versions can be used, while sufficient contrast is maintained.



Logo with a photo

The inner space of the logo creates a space for the application of a photo. The photograph must not exceed this space, and the logo with a photo shall only be used on a single colour background.



Prohibited uses

The only and unchangeable appearance of the logotype is defined in this manual, and any other ways of arranging the individual elements, their size proportions, colours and other than the defined font may not be applied under any circumstances.



Logo – symbol

Symbol – a version of the logo without text used in sizes where the text in the logo would be illegible or difficult to reproduce, such as a favicon.



Naming

All versions of the logotype are stored in the folder "CVO-Logotype". The different types of logotype are named from A to D.



A



B

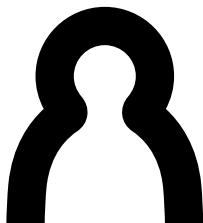
 **Človek v ohrození**

C

 **Človek
v ohrození**

D

 **Človek v ohrození**

 **Človek
v ohrození**

Protected area

The protected area is the minimum space around the logotype that separates it from other graphic elements and in which no other graphic or typographic elements can be placed. It is the smallest possible distance from other elements, partner logos, motifs, or from the edge of the surface to which the logo is applied. The logotype protected area is defined by the size of the logo symbol.





Grid construction

The shape of the logo, the placement of individual elements, their proportions and sizes are precisely defined by the design. It is a checking tool for accuracy, but it is not intended for its reconstruction.

Člověk v ohrožení

A 30x10 grid used for the construction of the logo. The text 'Člověk v ohrožení' is centered horizontally and vertically within the grid.

Člověk
v ohrožení

A 30x10 grid used for the construction of the logo. The text 'Člověk v ohrožení' is centered horizontally and vertically within the grid. To the left of the text is a stylized black silhouette of a person's head and shoulders, facing forward. The figure is approximately 10 units wide and 10 units high.

Minimum size

The minimum size of the logotype is the size at which the logotype can still be reproduced without merging the characters of the logo. For each application of the logotype, the reproduction technique and the nature of the applied medium must be taken into account.



18 mm



5 mm

 **Človek v ohrození**



30 mm



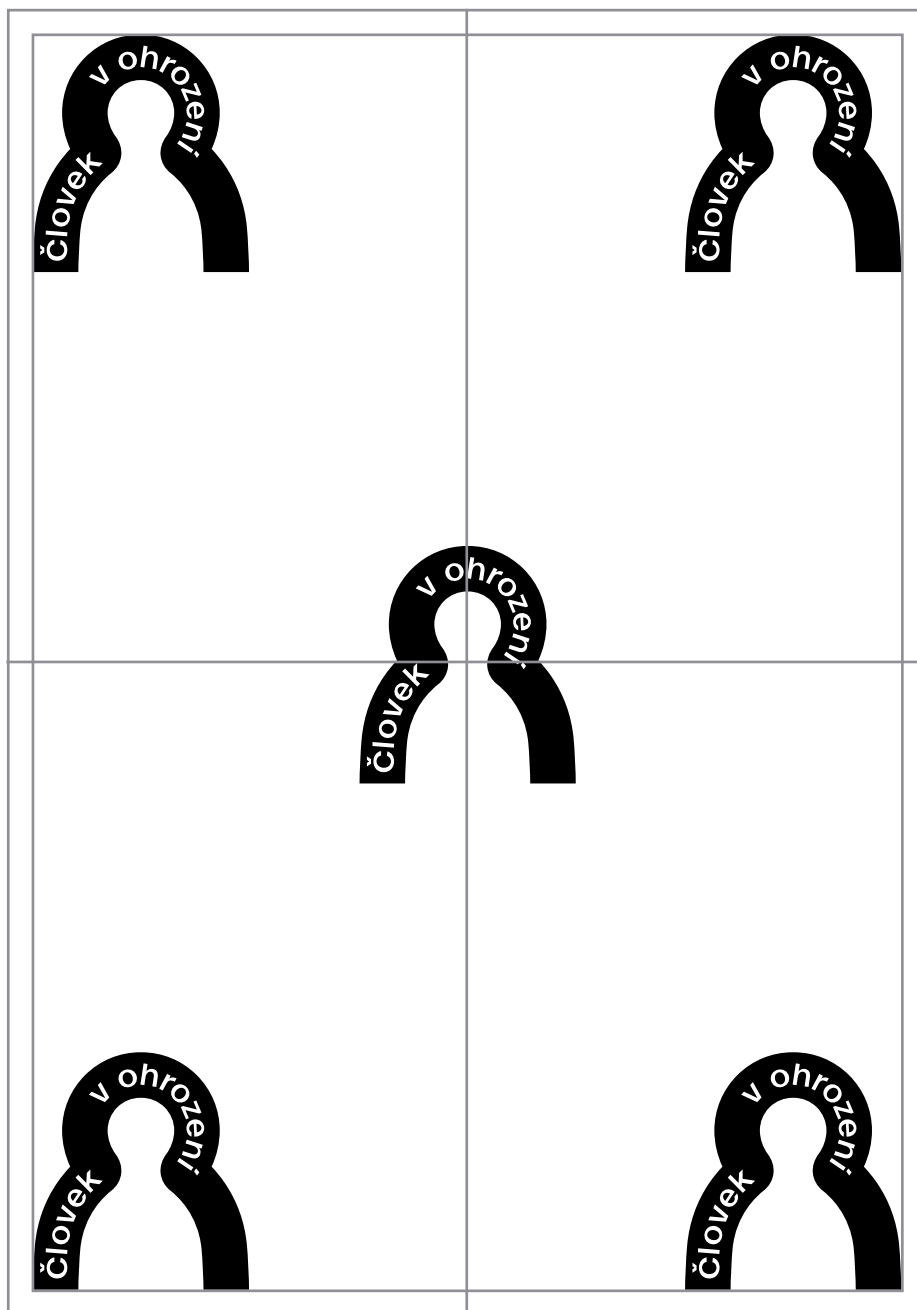
**Človek
v ohrození**



18mm

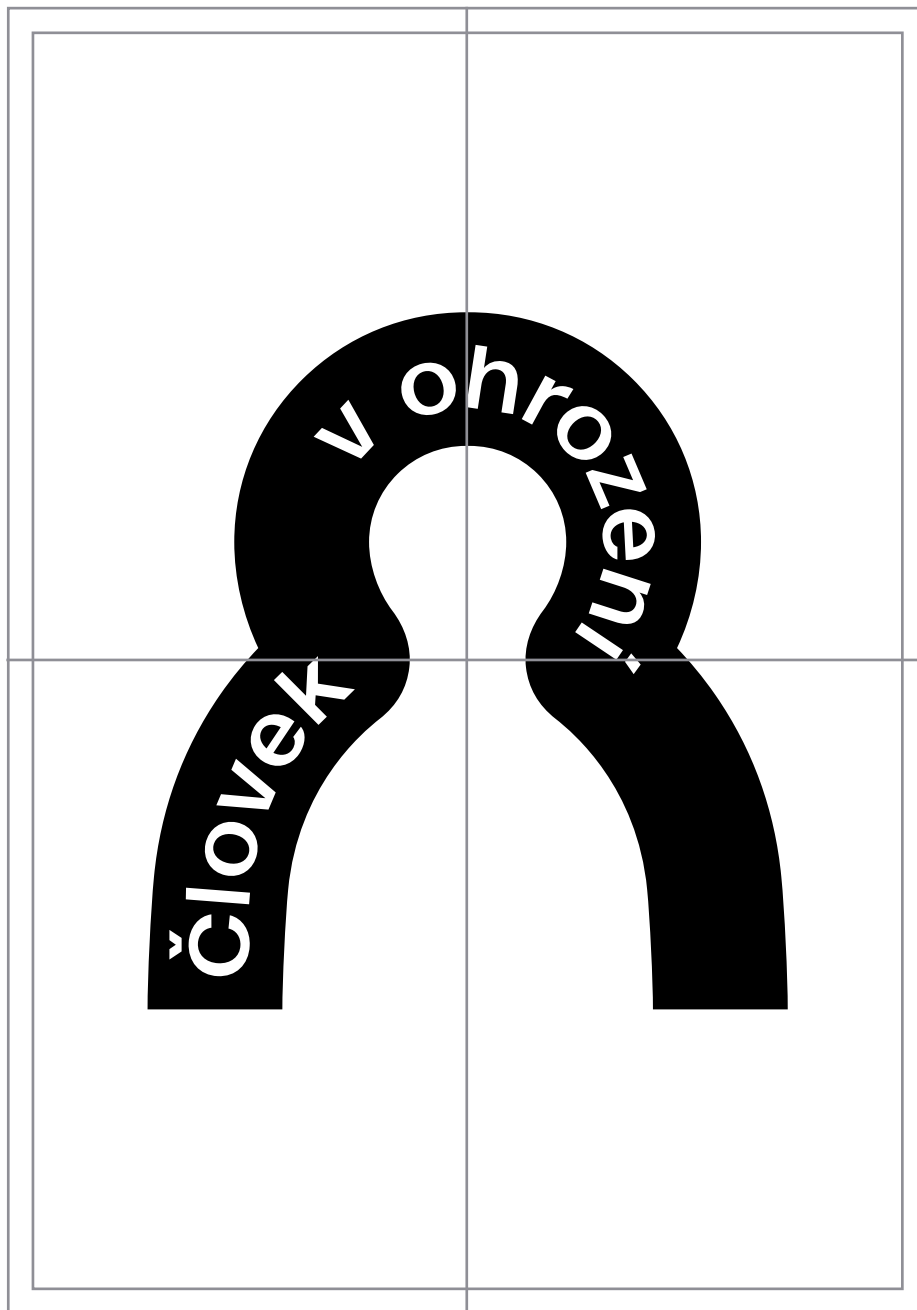
Placement on the format

The logo can be applied to either side of the format or to the centre in any size down to the smallest acceptable size.



Placement on the format

When placed in the centre of the format, it is recommended to use a large-size logo.

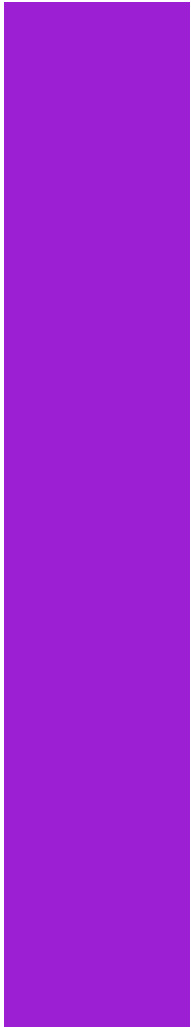


Corporate colours

The primary colours are purple, grey, white and black. These colours are strictly defined and unchangeable unless defined otherwise.

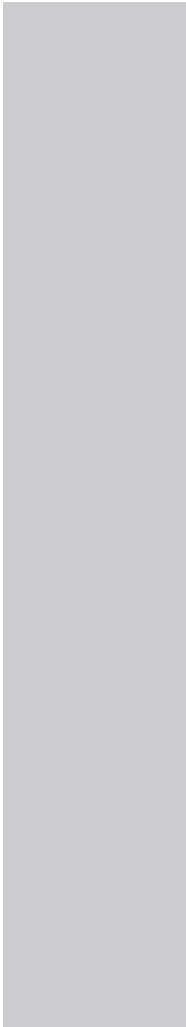
Fialová

R156 G31 B212
C67 M83 YO KO
PANTONE 2084
HEX 9c1fd4



Šedá

R240 G242 B246
C4 M2 Y1 KO
PANTONE Cool Gray 1
HEX f0f2f6



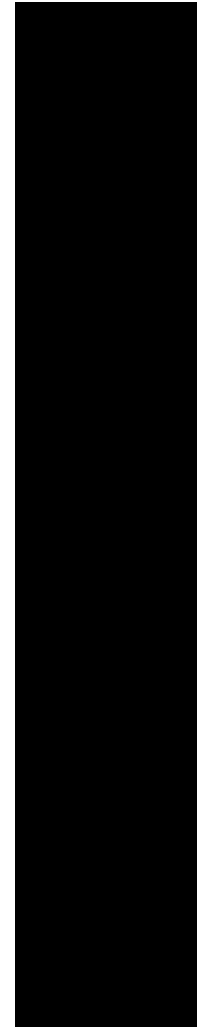
Biela

R255 G255 B255
CO MO YO KO
PANTONE 000
HEX ffffff



Čierna

RO GO BO
CO MO YO K100
PANTONE Black
HEX 000000



Corporate colours

Complementary colours are orange, yellow, green and blue. These colours are strictly defined and unchangeable unless otherwise defined.

Oranžová

R247 G88 B30
CO M76 Y89 KO
PANTONE Orange 021
HEX f7581e



Žltá

R252 G185 B33
CO M70 Y97 KO
PANTONE 1235
HEX FCB921



Zelená

R51 G120 B64
C81 M29 Y89 K16
PANTONE 7741
HEX 007a39



Modrá

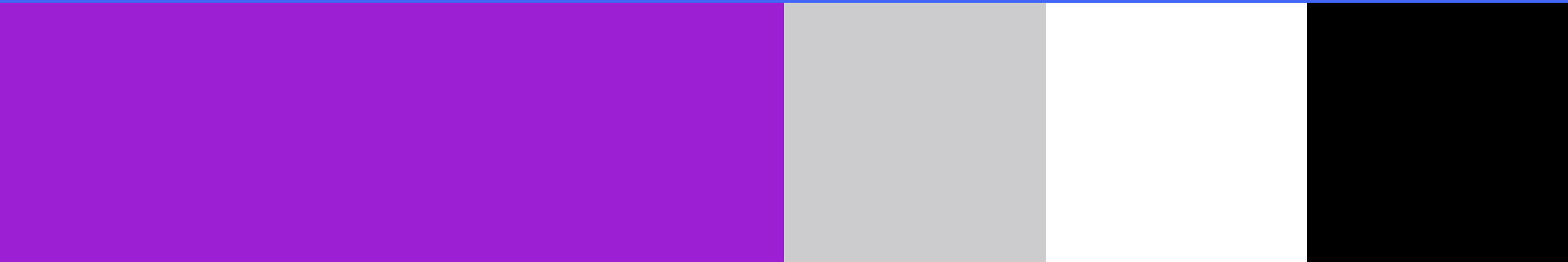
R66 G102 B245
C81 M63 YO KO
PANTONE 2727
HEX 4266f5



Defining the programme colour

The primary colour for the Social Integration Programme is blue. Complementary colours are white, purple, grey and black.

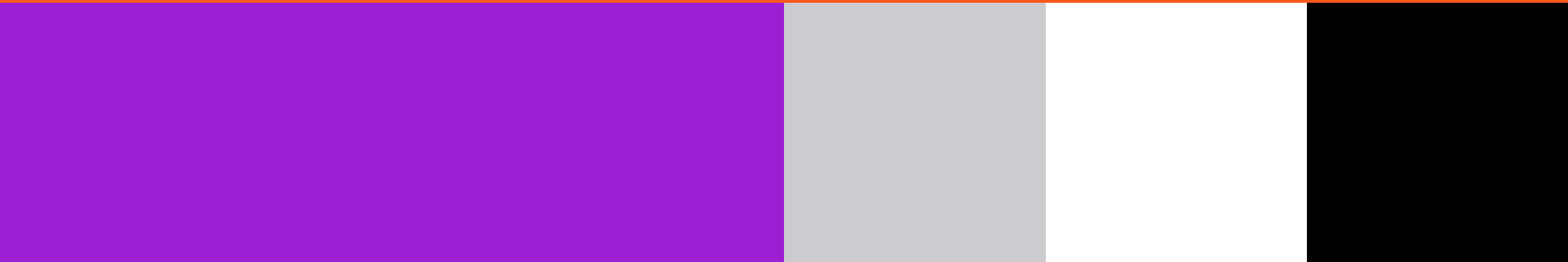
Social Integration Programme



Defining the programme colour

The primary colour for Development and Humanitarian Aid is orange. Complementary colours are white, purple, grey and black.

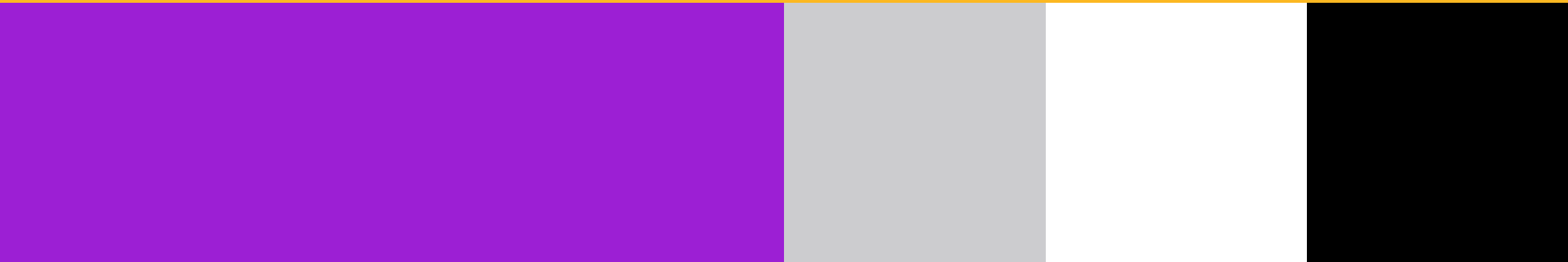
Development and Humanitarian Aid



Defining the programme colour

The primary colour for the Global Education Programme is yellow. Complementary colours are white, purple, grey and black.

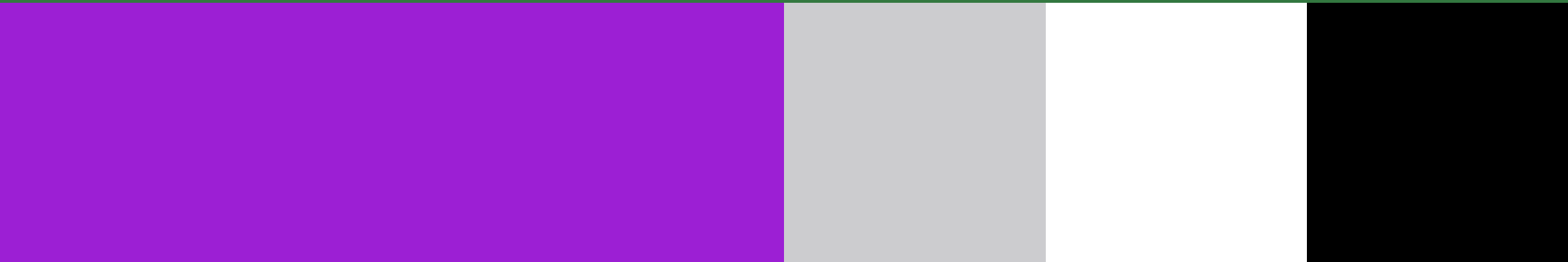
Global Education



Defining the programme colour

The primary colour for the Real Gift Programme is green. Complementary colours are white, purple, grey and black.

The Real Gift



The Real Gift logotype

The Real Gift logotype is based on the construction of the logotype for People in Need. It uses the same font size and type, and the same line thickness. The primary colour for the logotype is pink. The logotype can also be used in black-and-white versions following the same rules as the one for People in Need.



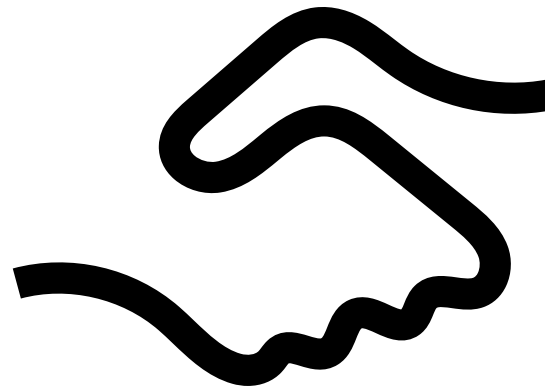
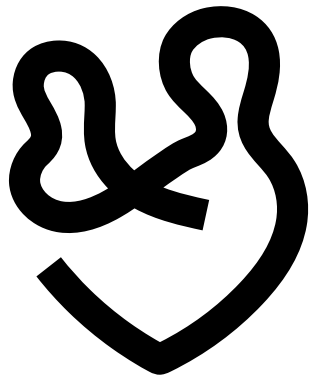
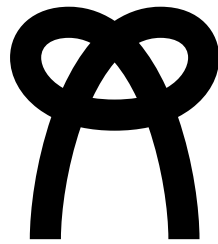
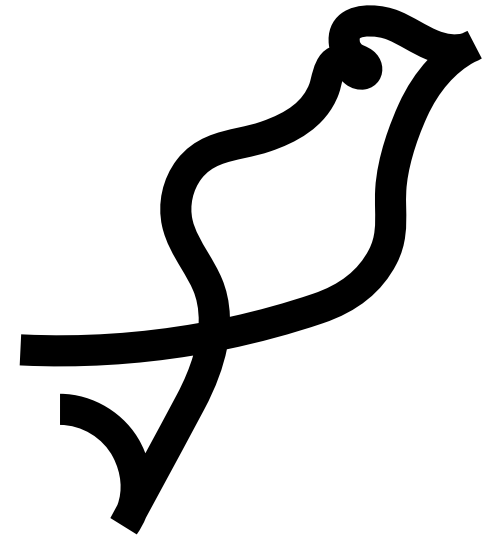
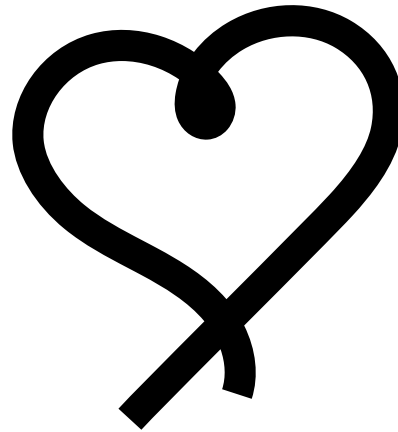
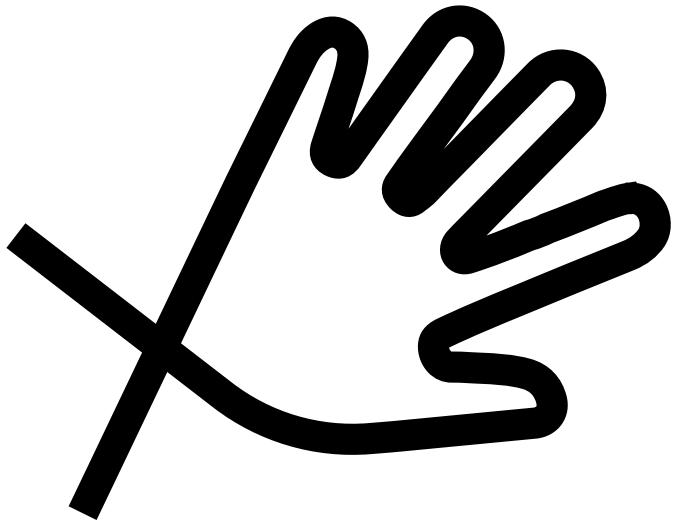
The Real Gift logotype

The Real Gift logotype is based on the construction of the logotype for People in Need. It uses the same font size and type, and the same line thickness. The primary colour for the logotype is pink. Complementary colours are white, purple, grey and black.



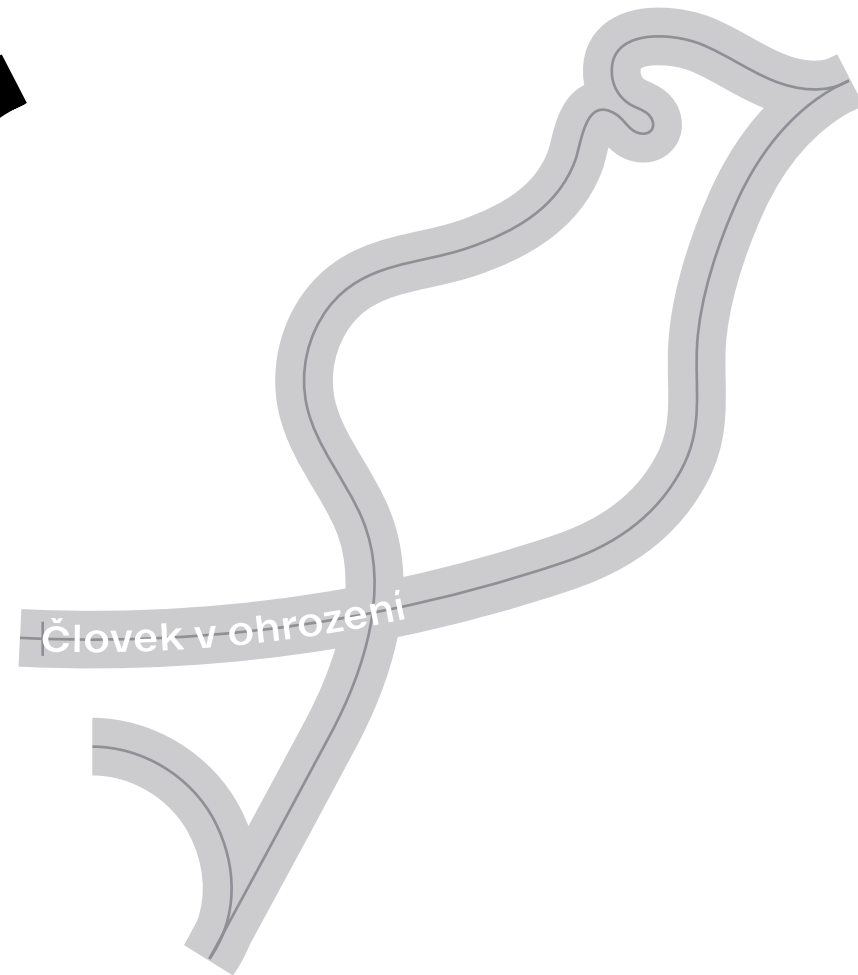
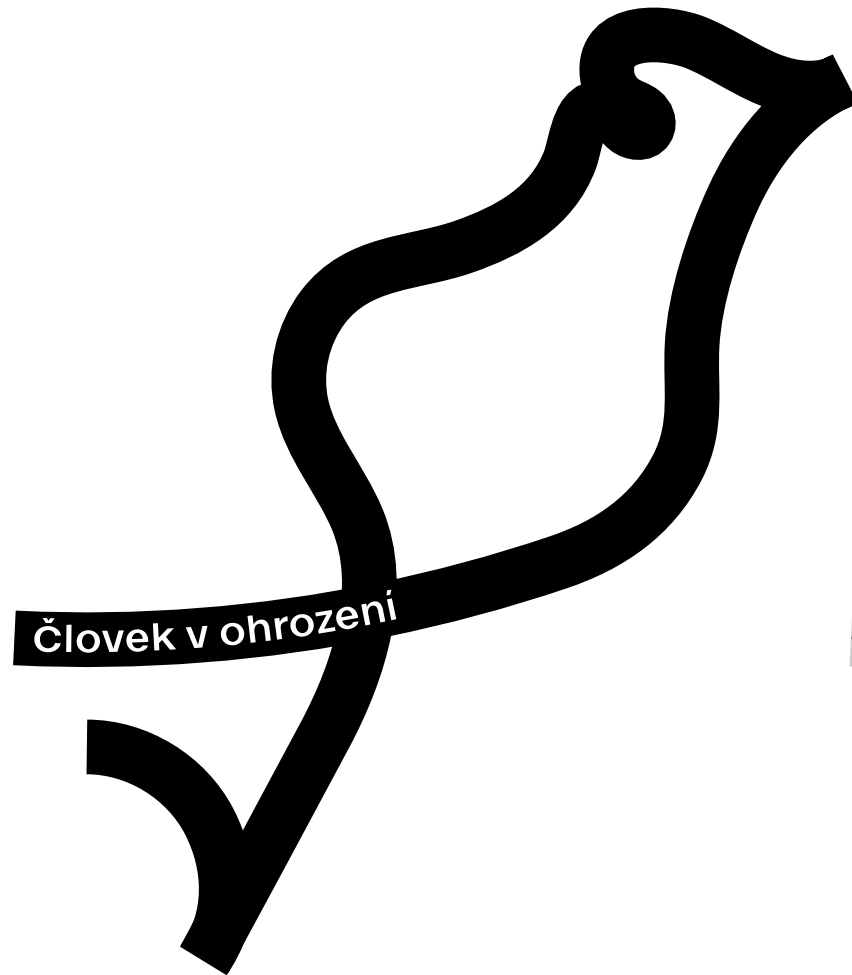
 **Skutočný darček**

 **Skutočný
darček**



Icons and illustrations

Icons and illustrations offer the possibility of creating language versions according to defined rules. 1) Thickness of the line (stroke) – 78.5pt. 2) Text always starts on the left side of the beginning of the line; font size in the line is 50pt; text is aligned to the centre of the line. 3) Text alignment according to the actual composition of words, so that the text characters do not collide in the folds.



Merch

The width of the front logo is 40mm. The size of the logo is always adjusted proportionally. Technique: screen printing. For embroidery, it is recommended to use the version with the symbol only and place the text on the back.



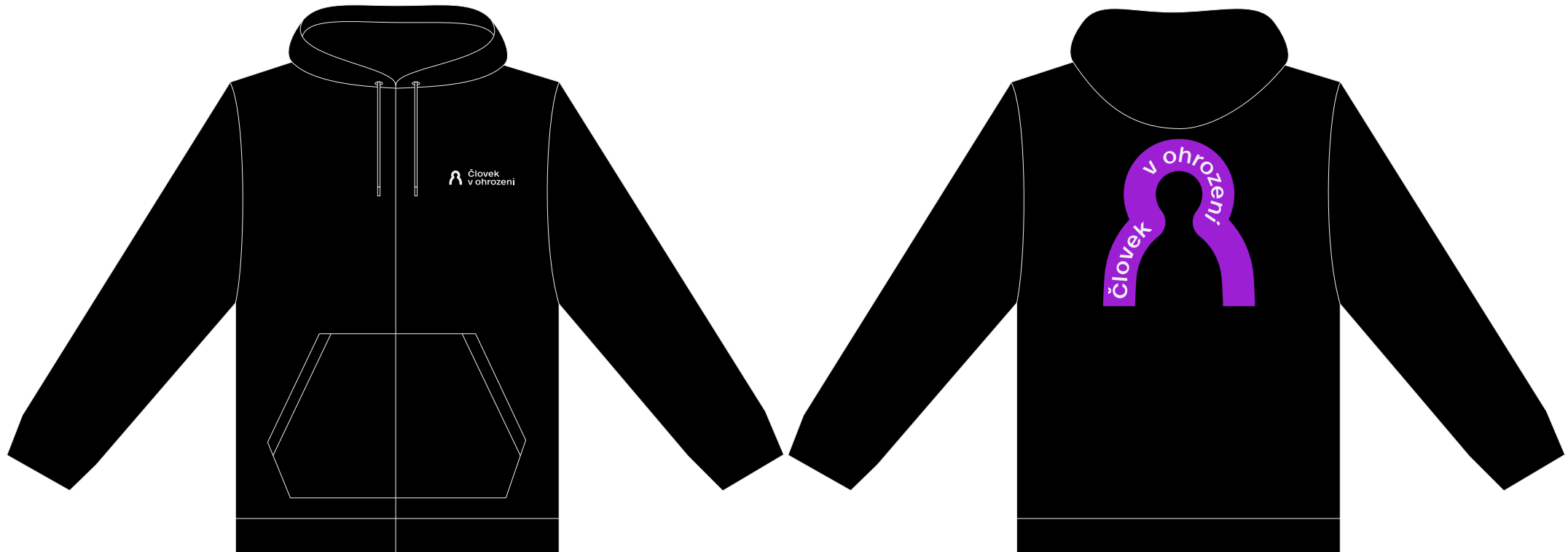
Merch

T-shirt – white. Width of front logo is 110mm; width of back logo is 210mm. The size of the logo shall always be adjusted proportionally. Technique: screen printing.



Merch

Sweatshirt with zipper – black. Width of front logo is 90mm; width of back logo is 210mm. The size of the logo shall always be adjusted proportionally. Technique: screen printing.



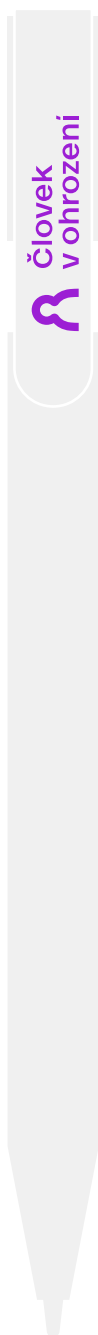
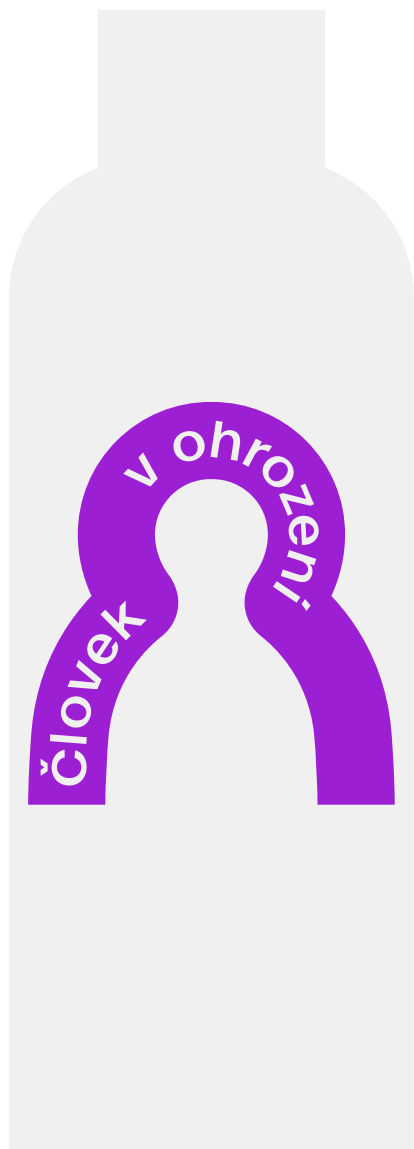
Merch

Vest – purple. The width of the front logo is 110mm; the width of the back logo is 210mm. The size of the logo shall always be adjusted proportionally. Technique: screen printing.



Merch

Smaller promotional materials. The size and version of the logo is always chosen depending on the individual product, its size and the colour of the material it is intended for. The designs in the manual serve as inspiration when creating particular solutions.



Ekstra

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
1 2 3 4 5 6 7 8 9 0

Social Integration Programme

Education is one of the most essential pillars of our work. We dedicate our work not only to children, but also to adults. In our community centres we educate children of pre-school and school age and provide tutoring for children who already attend school. We also provide dual vocational training for children and youth so that they have a better chance of finding good and stable jobs in the future. We also educate adults.

Helvetica Neue

