This graphic manual gives the definition of applications of Sigma Pumpy Hranice, ltd firm logo, its variants and colouring. It is necessary the logo users to follow all the conditions hereinafter stated during the whole period of usage.

1.0 CONTENT

2.0 FIRM LOGOS

The company SIGMA PUMPY HRANICE Ltd. applies three firm logos. Each firm logo contains the adcut and Neptun trident mark.
- **the main firm logo** is the main logo which is used in the majority of cases
- **the firm logo alternative** is used primarily in the cases the logo is put on a smaller area or in such cases **the main firm logo** is not suitable to be used due to its dimensions
- **the firm logo of company stores** is the main logo for the own company stores

2.1 THE MAIN FIRM LOGO

The main firm logo contains two **Neptun trident marks** and adcut SIGMA PUMPY HRANICE, which is situated in the middle between **the tridents marks**. The base of the adcut is blue colour with doubled shadow by white and black colour. **The trident mark** is bounded by white line.

2.2 THE FIRM LOGO ALTERNATIVE

The firm logo alternative contains one **trident mark** and adcut SIGMA PUMPY HRANICE, which is situated on the right side of **the trident mark**. There is the sign SIGMA dominating in the adcut SIGMA PUMPY HRANICE, under which sign are situated lettering PUMPY and HRANICE.
The base of the adcut is blue colour with doubled shadow by white and black colour.
The trident mark is bounded by white line.

2.3 FIRM LOGO OF COMPANY STORES

The firm logo of company stores contains one trident mark and adcut SIGMA PUMPY.
The trident mark is situated in the middle between SIGMA PUMPY adcut. The adcut SIGMA PUMPY is white and situated on blue background – so called background window, which is bounded by white line.

3.0 THE LOGOS PROTECTION ZONE

As the protection zone is understood the area round a logo, where there cannot be any graphic symbol placed. The size of protection zone is 1/8 of trident mark width from the logo.

3.1 THE MAIN FIRM LOGO PROTECTION ZONE

x=1/8 of trident width
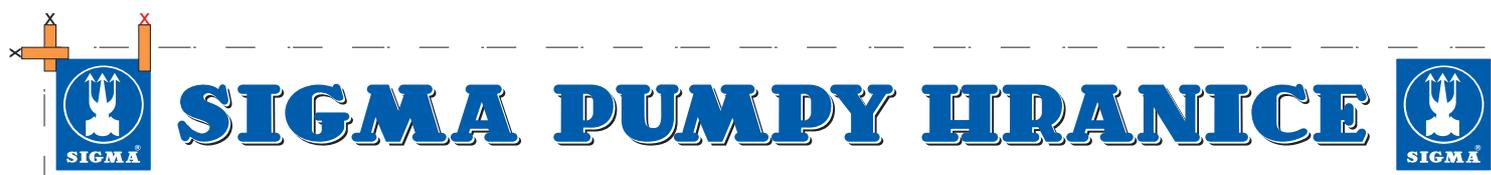
3.2 OTHE PROTECTION ZONE OF THE FIRM LOGO ALTERNATIVE

x=1/8 of trident width

3.3 THE PROTECTION ZONE OF THE FIRM LOGO OF COMPANY STORES

x=1/8 of trident width
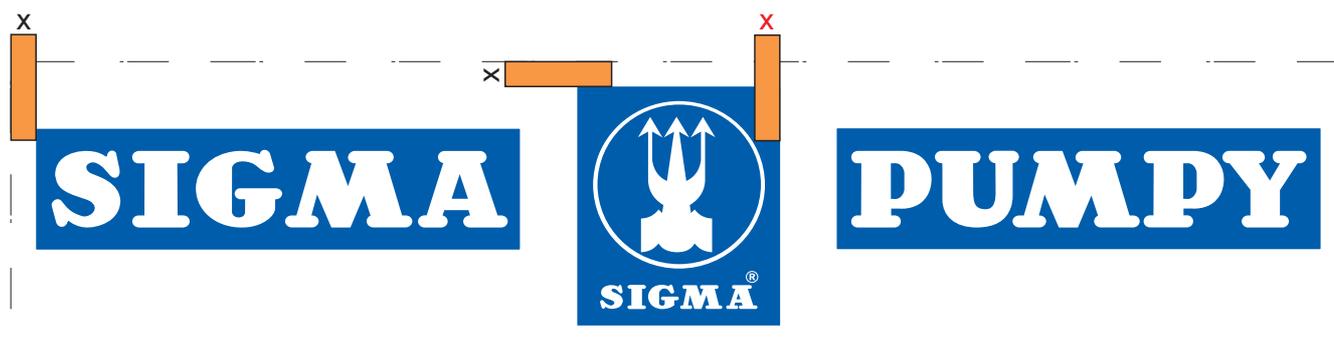
4.0 FIRM LOGOS COLOURING

Blue and white coulours are the principal ones in the firm logos. In the adcut is also used black colour in the adcut shadow. The colouring is specified acc. to the standard CMYK. An alternative in PANTONE colours for the given CMYK colour is also given. This colouring must be observed exactly.

CMYK : 100, 69, 0, 0
PANTONE: 2728C
PANTONE: 2728U

CMYK : 0, 0, 0, 0
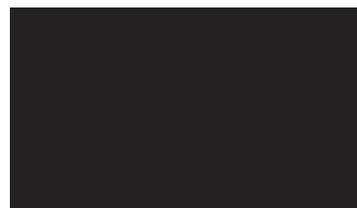
CMYK : 0, 0, 0, 100

5.0 THE MAIN FIRM LOGO VERSIONS

The main firm logo can be made in four variant types

The grey background is no part of the logo. →
In this case it is used only to pick out the border line.

SIGMA PUMPY HRANICE

type: 1a
it goes together with background: - coloured – identical blue - dark even black
it does not go together with background: - light
do not use with background: - white

SIGMA PUMPY HRANICE

type: 1b
it goes together with background: - coloured – identical blue - dark even black
it does not go together with background: - light
do not use with background: - white

SIGMA PUMPY HRANICE

type: 1c
it goes together with background: - coloured – dark even black - light
It does not go together with background:
do not use with background: - identical blue

SIGMA PUMPY HRANICE

type: 1d
it goes together with background: - coloured – identical blue - light
it does not go together with background: - dark
do not use with background: - black

6.0 VERSIONS OF THE FIRM LOGO ALTERNATIVE

The firm logo alternative can be made in four variant types.

The grey background is no part of the logo.
In this case it is used only to pick out the border line.

type: 3a
it goes together with background:
- dark
- coloured
- identical blue
it does not go together with background:
- white
- light

type: 3b
it goes together with background:
- dark
- coloured
- identical blue
it does not go together with background:
- white
- light

type: 3c
it goes together with background:
- coloured
- white
- light
it does not go together with background:
- identical blue

type: 3d
it goes together with background:
- coloured
- white
- light
it does not go together with background:
- black

7.0 VERSIONS OF THE FIRM LOGO OF COMPANY STORES

The firm logo of company stores can be made in three variant types.

*The grey background is no part of the logo.
In this case it is used only to pick out the border line.* ⟶

type: 2a
it goes together with background:
- all kinds of backgrounds
!! in the case of white or light background
the white border line is not picked out !!

type: 2b
it goes together with background:
- all kinds of backgrounds
!! in the case of white or light background
the white border line is not picked out !!

type: 2c
it goes together with background:
- all kinds of backgrounds
!! in the case of white or light background
the white border line is not picked out !!

8.0 BORDER LINES OF FIRM LOGOS

8.1 BORDER LINES OF TRIDENT MARK

The trident mark is bordered with white line. There is no border line of different colour used on white background and thus the white border line coincides with the background.
The border line is in the same width as the circle round the graphical element of the trident.

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In this case it is used only to pick out the border line.

8.2 BORDER LINES OF ADCUT

In the case of usage of a version of the adcut SIGMA PUMPY HRANICE having a border line, the border line in white should be applied. The border line is in the same width as the circle round the graphical element of **the trident**.

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In this case it is used only to pick out the border line.

The grey background is no part of the logo.
In this case it is used only to pick out the border line. →
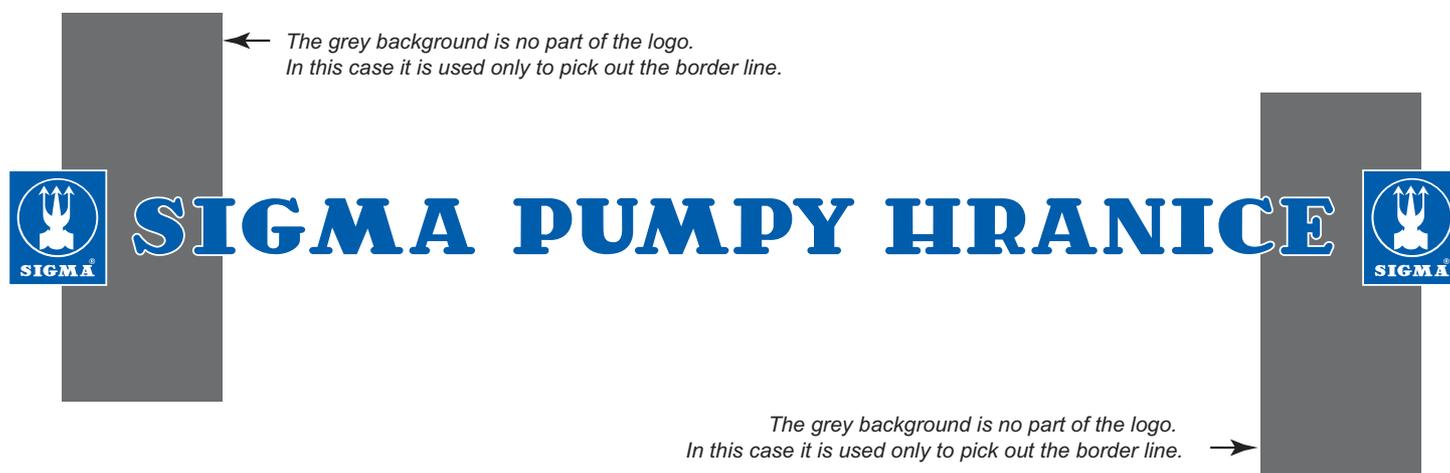
8.3 BORDER LINE OF FIRM LOGO OF COMPANY STORES

The blue background, so called bacground window, is bordered with white line in the same width as the circle round the graphical element of the trident.**The trident mark** has got the standard white border line as under the clause 8.1.

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In this case it is used only to pick out the border line.