

# Brand Guidelines

## *Logo Specification*

Date: Nov 08, 2024

Orchitech s.r.o.

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## Introduction

This concise Brand Guidelines document serves as a fundamental reference for the Orchitech s.r.o. logo, its variants, and its correct application.

Strict adherence to these guidelines is essential to prevent any visual distortion or misuse of the brand. Consistent use of the logo ensures a unified presentation across all touchpoints and represents a key element in building and maintaining a professional visual identity.

## 1A. Logo - Color Version

Primary color version



Reversed color version



Color palette

C	50	0	0
M	0	100	0
Y	100	0	0
K	0	0	75

R	140	236	86
G	198	0	86
B	63	140	90

	PANTONE 368 C
	PANTONE 219 C
	PANTONE Cool Gray 11 C

	#8CC63F
	#EC008C
	#56565A

Supporting background color

			PANTONE Cool Gray 1 C
C	0	R	222
M	0	G	222
Y	0	B	222
K	16		

## 1B. Logo - Black & White Version

Primary Black & White version



Reversed Black & White version



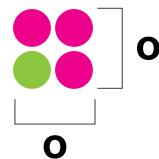
Grayscale Values



## 1C. Logo - Clear Space

The clear space defines the minimum area surrounding the logo that must remain free of any text, graphic elements, illustrations, or photographs. Respecting the clear space ensures optimal legibility and visual impact of the logo. The only exception is when the logo is intentionally placed within a photographic or graphic background as part of a design composition, not as a standalone identifier.

The clear space is proportionally defined using the unit "o", which corresponds to the height and width of the graphic element within the logo:



## 1D. Logo - Size

Recommended size:

Minimum size:



## 2. Typography

**Logo Typeface** - The logo is constructed using the typeface Arciform Sans Regular.

**Corporate Typeface** - The primary typeface for all communication materials (excluding the logo) is the sans-serif typeface Inter. This typeface is preferred for all brand communications. If Inter is not available, an alternative sans-serif typeface may be used, such as Roboto or Helvetica Neue.

Arciform

Inter

### 3. Use of the Graphic Element

The graphic symbol of the logo may be used independently in various contexts.

Examples:

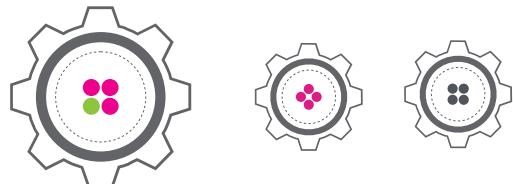
- square social media profile images



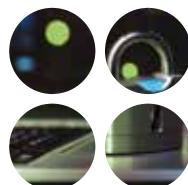
**Orchitech**

132 sledujících uživatelů

- as a visual element within Orchitech's gear-based graphics (including alternative color and spatial compositions)



- as a framing device for image layouts or graphical representation such as text bubbles



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