PRO CRASTI NATION .COM

BRAND BOOK

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1. LOGO

Primary version is for use on all media with a white or reasonably light background.

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Black version is for use when color reduction is necessary, especially on a light-colored background.

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Negative version is for use on all media with a black or reasonably dark background.

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White version is for use when color reduction is necessary, especially on a dark-colored background.

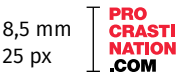PRO CRASTI NATION .COM

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ⓘ All variants of the logo can be downloaded at **procrastination.com/publishers-media**.

2. TECHNICAL SPECIFICATION

The clear space defines the minimum space around the logo, where nothing else can be placed.

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The minimum logo size
Logos define the smallest size for print and web.

8,5 mm
25 px

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1,7 mm
4,8 px

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Logo on the background defines the smallest dimension for both print and web.

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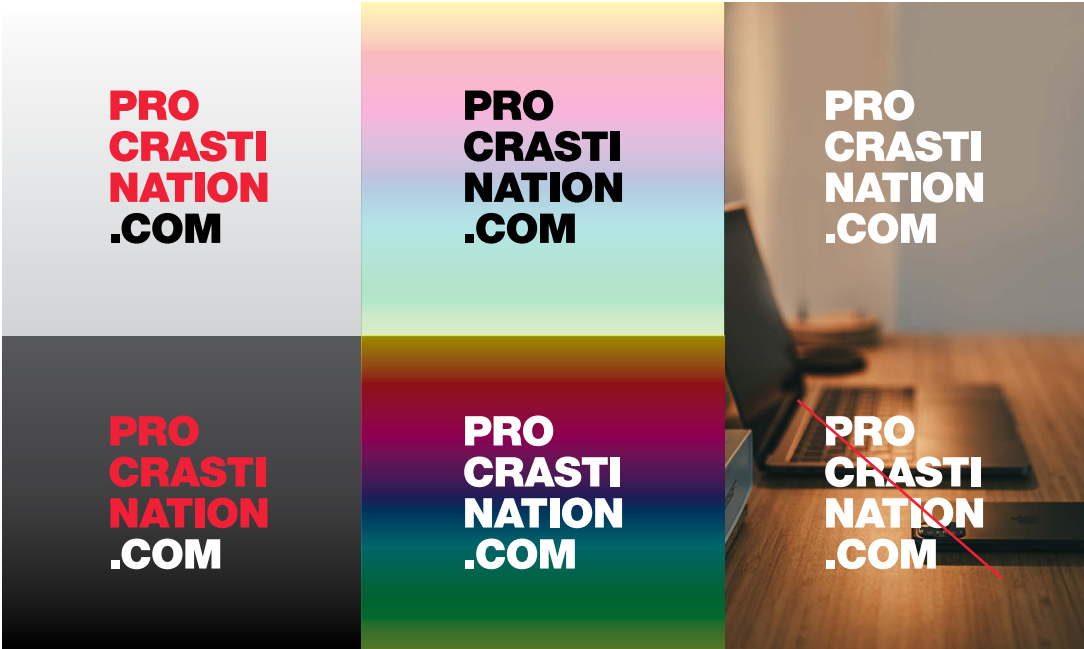
3. FORBIDDEN VERSIONS

Do not deform.

Do not rotate.

Do not change
the typography.

Do not change
colors.

Do not crop
the logo.

Do not place anything
in a clear space.

Use vector data
or sufficient
logo quality.

Do not use a colorful
logo on a colorful
background or
a small size.

4. FONT

The font in logo is
Helvetica Neue Black
Kerning: Optical (-25).

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

**The corporate
indentity font is**
Konec prokrastinace.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

> ⓘ If you need our font "Konec prokrastinace", please contact **info@procrastination.com.**

> ⓘ If you need a character for your language in the font, please contact **info@procrastination.com.**

5. COLORS

The primary colors
are the colors used
in the logo.

Print Pantone Red 032 C CMYK: 0 89 68 0	**Print** Pantone Black 6 C CMYK: 82 71 59 75
Digital RGB: 240 33 55 Web: #F02137	**Digital** RGB: 0 0 0 Web: #000000

The secondary colors
are used in corporate
indentity for illustrations
and other elements.

|	
Print Pantone 2935 C CMYK: 100 70 0 0	**Print** Pantone 354 C CMYK: 100 0 85 0
Digital RGB: 0 0 255 Web: #0000FF	**Digital** RGB: 0 193 10 Web: #00C10B

6. CORPORATE IDENTITY

The illustrations
are original in primary
and secondary colors.
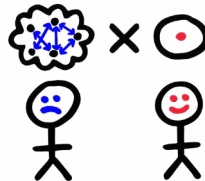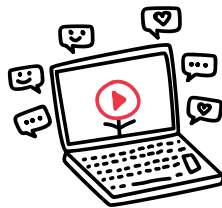
⚠ It is strictly forbidden to design your own illustrations or change ours.
If you need a different illustration, contact **info@procrastination.com.**

Photography
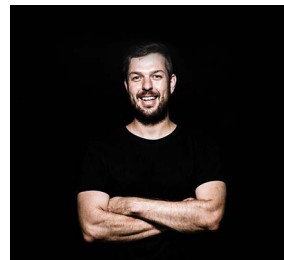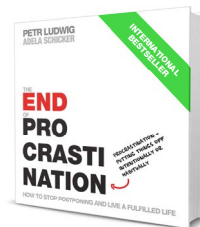
ⓘ Essential photos can be downloaded at **procrastination.com/publishers-media**, or contact **info@procrastination.com**.

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THANK YOU