



BASIC LOGO MANUAL



COLOUR SCHEME AND FONT

We use basic company colours:

BLUE — Pantone 3025 C — CMYK 84/35/0/45 | GREY — Pantone Cool Gray 10 C — CMYK 16/5/0/55

SKY WALK is a modern footless Phosphate font.

The “Ścieżka w chmurach, Świeradów-Zdrój” lettering is in the Gotham Black font.



COLOUR SCHEME

Black and white versions - dark grey 90% K, light grey 60% K
On a coloured background, we prefer the symbol and text in white



CLEAR SPACE

The clear space is very important as it ensures the appropriate prominence and legibility of the logo, as well as the impression it leaves as a separate graphic element.

The clear space defines the minimum area around the mark and must not contain any other text, graphic elements or background. The dimensions of the clear space zone are determined in the ratio size "X", which corresponds to the width of the letter "W" in the WALK lettering.



LOGO VARIANT

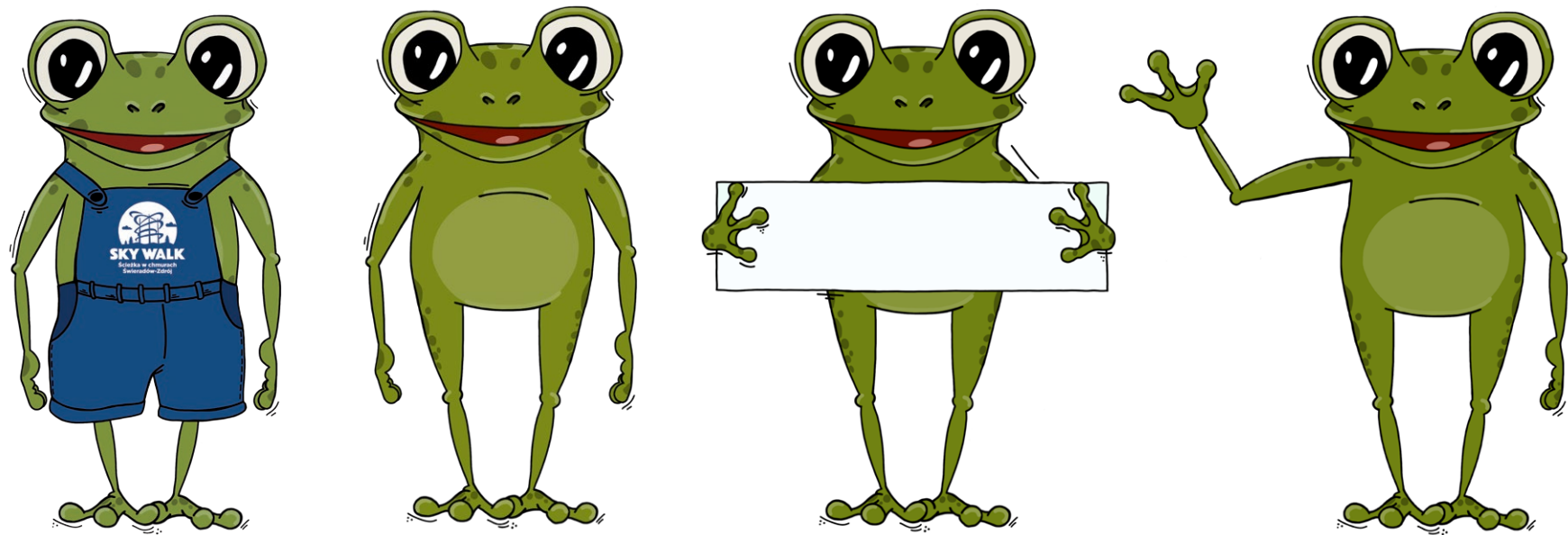
In some cases, it is possible to use the logo variant, where the trail is inverted, without the underlying blue circle.

BLUE - Pantone 3025 C - CMYK 84/35/0/45



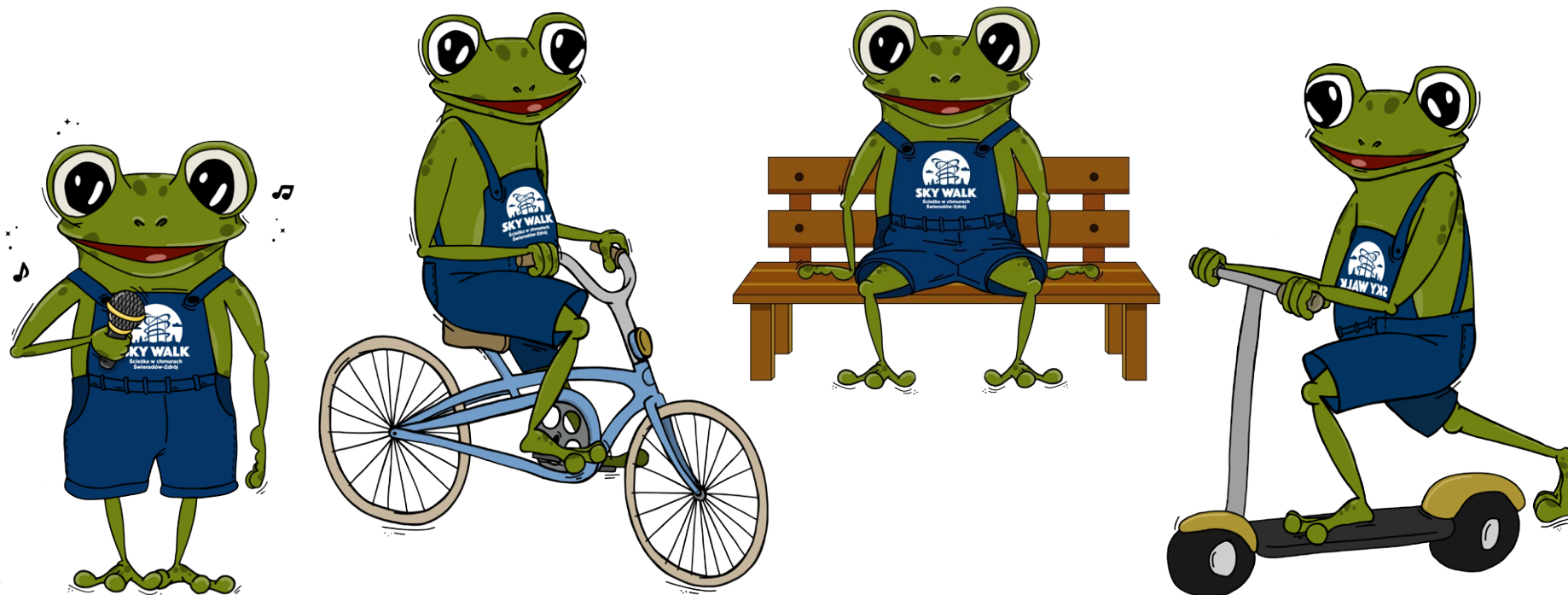
ADDITIONAL CONTENT FOR COMMUNICATION

As an additional graphic element, we use a drawing of a frog in a circle and frog footprints.



ADDITIONAL CONTENT FOR COMMUNICATION

As an additional graphic element, we use a drawing of a frog in different positions.



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