RULES OF
CORPORATE IDENTITY

REGIOJET

1 BASIC LOGOTYPE

1.1 LOGOTYPE
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BASIC LOGOTYPE

1.1 LOGOTYPE

20 mm

// REGIOJET

Minimal allowed size of additional logotype

The Regiojet logo consists of two lines representing a road (highway, tracks) and inscription REGIOJET. It can also be used in supplementary version along with train and bus icons or by a link to the English web site in Helvetica LT Std Obligue and Helvetica LT Std Obligue Bold or by announcing that there is on board stewardess.

Note: Never create a logotype on your own, always use the original.

BASIC LOGOTYPE

1.2 PROTECTIVE ZONE

The gray space around the logotype defines minimal space to be kept between the logotype and any other graphic including the border and the edges of the page.

If possible, leave more space around the logotype.

BASIC LOGOTYPE

1.3 COLORING

Pantone	186 C
CMYK	0/100/70/0
RGB	224/0/70
RAL	3031
Folie Oracal	031
Folie Oracal translucent	031
HEX	#e2003b

Pantone	661 C
CMYK	100/70/0/0
RGB	0/81/158
RAL	5002
Folie Oracal	049
Folie Oracal translucent	183
HEX	#00519e

Pantone	130 M
CMYK	0/30/100/0
RGB	250/187/0
RAL	1028
Folie Oracal	020
Folie Oracal translucent	
HEX	#fabb00

BASIC LOGOTYPE

1.4 FULL-COLOR LOGOTYPE ON WHITE, BLACK AND YELLOW BACKGROUND

BASIC LOGOTYPE

1.5 MONOCHROME REPRODUCTION (MONOCHROME)

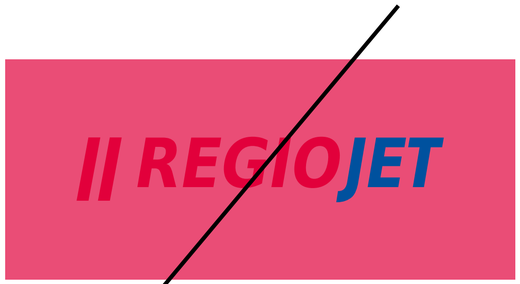
BASIC LOGOTYPE

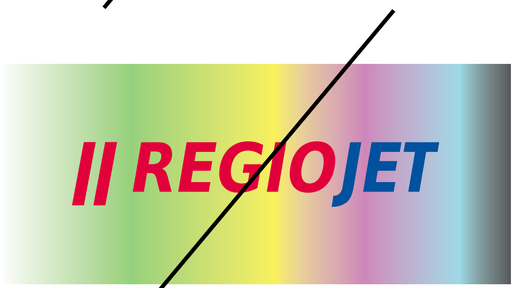
1.6 PHOTO BACKGROUND

If the logotype is used in a the photo, then it is necessary to provide sufficient contrast between the logo and the background.
The most common is yellow background on which the logo is placed in order to stand out.

BASIC LOGOTYPE

1.7 UNAUTHORIZED BACKGROUND TYPES





The logotype must not be placed in backgrounds which are similar to it by their color, furthermore it should be avoided to use colorful backgrounds and vibrant colors that are inconsistent with the color of the logotype. If neccessary to place the logotype on such background, then it is needed to place the yellow area below.

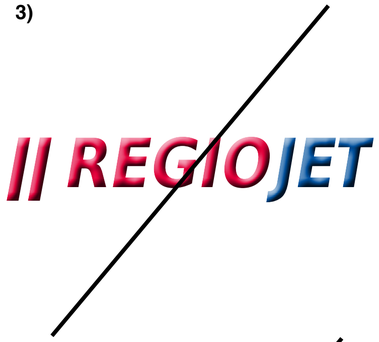
BASIC LOGOTYPE

1.8 MISAPPLICATION OF THE LOGOTYPE

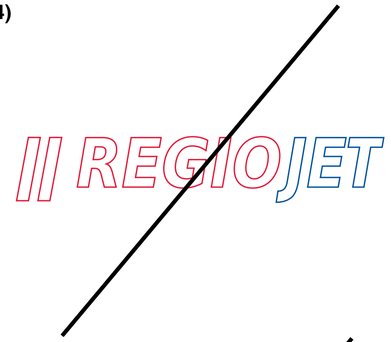
1)

2)

3)



4)



5)

6)

7)

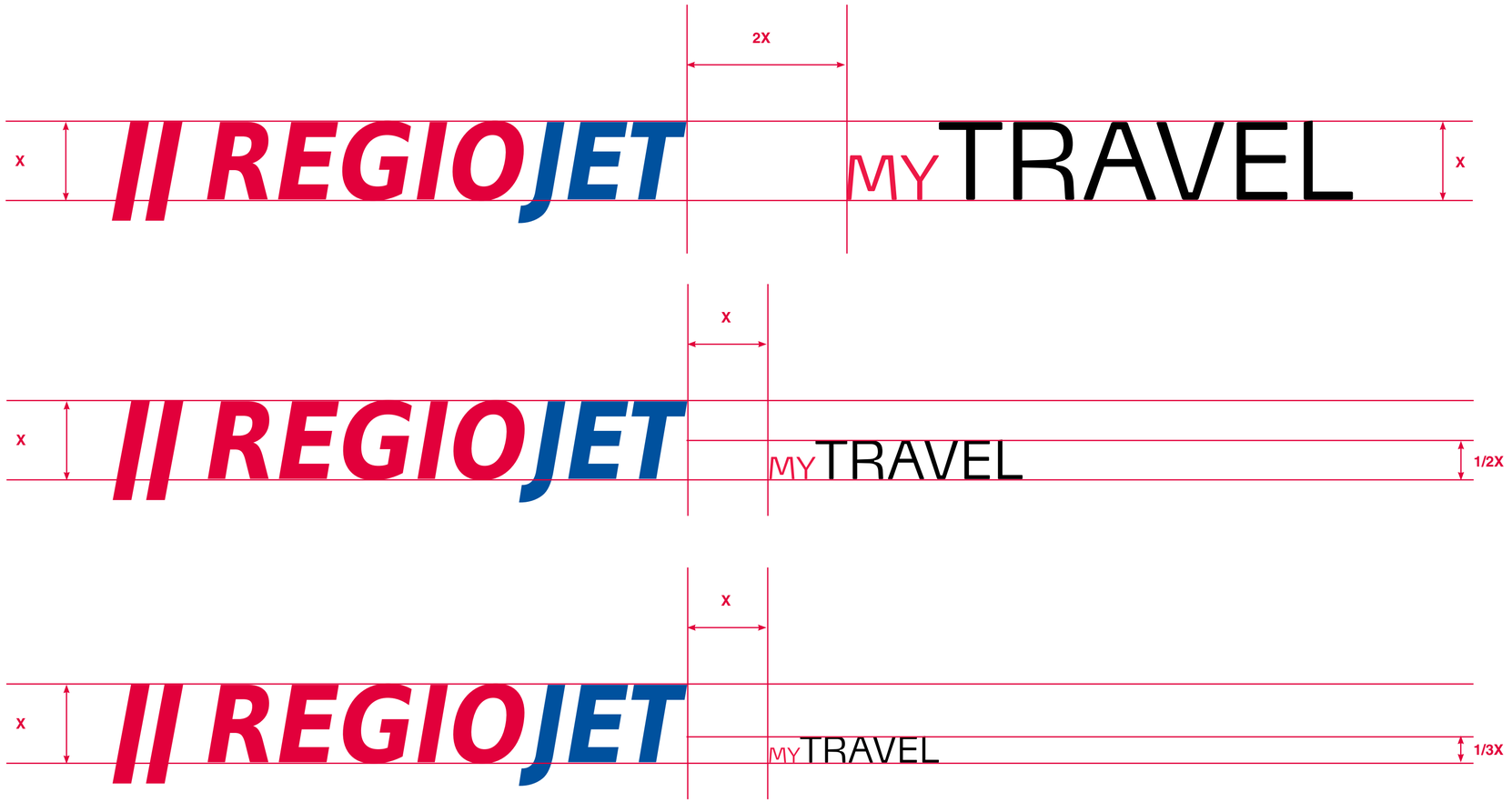
8)

1) Do not use the drop shadow
2) Do not use the inner shadow
3) Do not use bevel and relief
4) Do not use only contours

5) Do not use an incomplete logotype
6) Do not change colors
7) Do not deform
8) Do not replace the logotype parts with other fonts or characters

BASIC LOGOTYPE

1.9 USE WITH OTHER LOGOTYPES



2 ADDITIONAL LOGOTYPES

2.1 ADDITIONAL LOGOTYPE
2.2 PROPORTIONS OF ADDITIONAL LOGOTYPES
2.3 USE WITH OTHER LOGOTYPES

ADDITIONAL LOGOTYPES

2.1 ADDITIONAL LOGOTYPE

A version with train and bus icons

Webpage version

„Steward on board“ version only for reservation systems

Minimal allowed size of additional logotype

ADDITIONAL LOGOTYPES

2.2 PROPORTIONS OF ADDITIONAL LOGOTYPES

Basic version

A version with train and bus icons

Webpage version

„Steward on board“ version only for reservation systems

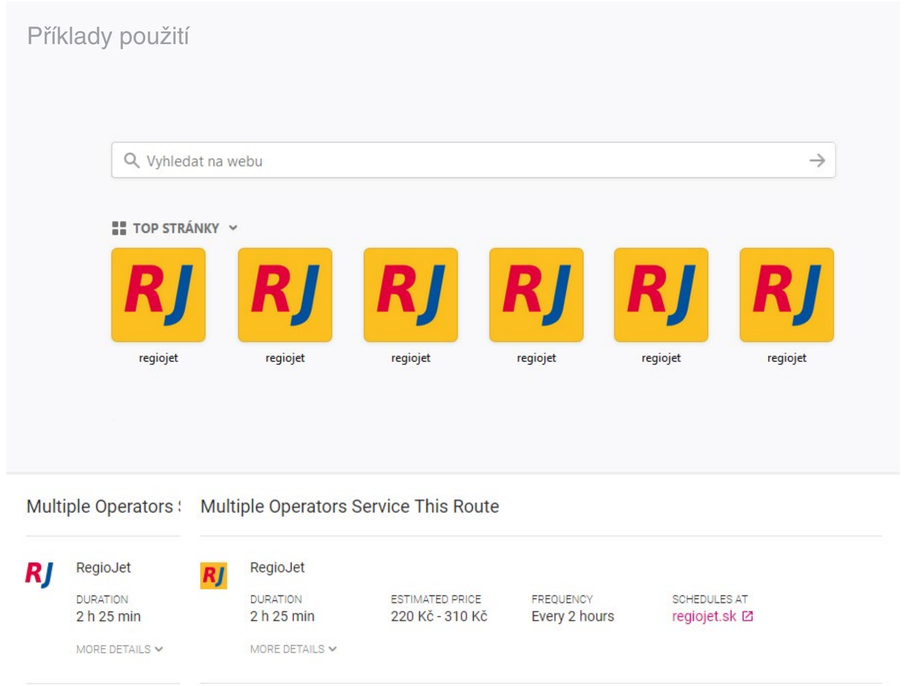
ADDITIONAL LOGOTYPES

2.3 A SHORTENED VERSION OF THE LOGOTYPE FOR THE RESERVATION SYSTEM

A shortened version for the reservation system

A shortened version on a yellow background for the reservation system

Příklady použití



A shortened version of the logotype is used for the reservation system and as a favicon web. It does not serve as a substitute for the logo on printed materials.

3 TYPOGRAPHY

3.1 PRIMARY FONT
3.2 SECONDARY FONT

TYPOGRAPHY

3.1 PRIMARY FONT

Helvetica LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÁČĎÉĚÍŇÓŘŠÚŮÝŽ
abcdefghhijklmnopqrstuvwxyzáčďéěíňóřšťúůýž
1234567890,.!?&

Helvetica LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÁČĎÉĚÍŇÓŘŠÚŮÝŽ
abcdefghhijklmnopqrstuvwxyzáčďéěíňóřšťúůýž
1234567890,.!?&

Helvetica LT Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÁČĎÉĚÍŇÓŘŠÚŮÝŽ
abcdefghhijklmnopqrstuvwxyzáčďéěíňóřšťúůýž
1234567890,.!?&

The primary font is Helvetica LT Std, which should be used in all printed communications.

TYPOGRAPHY

3.2 SECONDARY FONT

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÁČĎÉĚÍŇÓŘŠÚŮÝŽ
abcdefghhijklmnopqrstuvwxyzáčďéěíňóřšťúůýž
1234567890,.!?&

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÁČĎÉĚÍŇÓŘŠÚŮÝŽ
abcdefghhijklmnopqrstuvwxyzáčďéěíňóřšťúůýž
1234567890,.!?&

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÁČĎÉĚÍŇÓŘŠÚŮÝŽ
abcdefghhijklmnopqrstuvwxyzáčďéěíňóřšťúůýž
1234567890,.!?&

Secondary font is Source Sans Pro designed for the web.