Vision

We want to encourage people to put into practice their ideas and concepts for improving our society. Our vision is to create an environment conducive to sharing ideas and inspiring one another, which includes providing active support and encouraging those who want to get involved, but don’t know how.
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1. Logo
The corporate logo consists of the name of the Karel Komárek Family Foundation, rendered using the main font, Reader Medium, and divided using a line into two sections – “Karel” and “Komárek Family Foundation”. This arrangement has a simple, but symbolic appearance. The line separating the two sections underscores the foundation’s founder and allows for modification if the logo evolves in the future.

In addition, the line is the main graphic element of the corporate identity as a whole. The rules for using the logo are strictly defined. The use of the logo is subject to the instructions provided in this logo manual. The design is used in various documents intended for corporate presentation purposes, where the logo always remains legible and where technologies allow using different color renditions.
1.2. Black and White

Positive Design

The positive black-and-white design is used in cases where the technology does not permit a color design or in cases where the basic color design of the logo cannot be used due to being illegible.

Negative Design

The negative black-and-white design is a secondary option used in cases where neither the basic color design nor the positive black-and-white design can be used due to being illegible.
The protected area is the minimum size of the space directly adjacent to the logo, which must not be covered by text or any other graphics. The protected area also defines the smallest allowable distance from page borders. The protected area must not be infringed on. In our case, the size of the protected area is defined by distance “X”, which is equal to the space between the words “Karel” and “Komárek”.

Karel Komárek Family Foundation
1.4. Minimum Size

Paper Form

The minimum allowable size of the logo for printed documents amounts to a height of five millimeters. This requirement must be complied with under all circumstances because a smaller size might render the logo illegible, which would be detrimental to the brand image.

Digital Form

The minimum allowable size of the logo for digital documents amounts to a height of 36 px. This requirement must be complied with under all circumstances because a smaller size might render the logo illegible, which would be detrimental to the brand image.
1.5. Recommended Sizes

This section shows the recommended logo size for individual A formats. The size for unconventional formats can be derived from these sizes. The sizes need to be complied with to ensure that the logo remains a dominant, highly visible element and meets the requirements for representing the foundation’s corporate identity.
1.6. Position

The preferred position of our logo is in the left upper or lower corner. When combined with other graphics or texts, the logo should not be placed in the center or on the right because of the resulting optical effect. For detailed information on the placement of the logo on specific items, see Section 3 – Marketing Aids.
The logo must be rendered in the basic color design over a white background. If black-and-white background is modified, this logo version may be used up to 25% black shade.

The black-and-white positive design is used on a black-and-white background with black shade with the range of 0-55%. The black-and-white negative design is used on a black-and-white background with black shade with the range of 56-100%.
1.8. Color Background

If the background has a color other than a shade of black, using the basic positive logo design is prohibited. In such cases, only black-and-white logo must be used, and the following rule applies. If the color background is optically lighter than 55% shade of black, use the positive black-and-white design. If the background is darker, use the negative black-and-white design.
1. Logo

1.9. Background Image

If the background consists of an image, the black-and-white version of the logo must be used, and the following rule applies. If the color background is optically lighter than 55% shade of black, use the positive black-and-white design. If the background is darker, use the negative black-and-white design. If the logo is illegible, the use of a different background needs to be considered.
The following renditions of the logo serve for illustration only. They have been created to provide examples of the wrong use of the logo. To ensure consistency, the logo must be used in the form in which it is available in its basic version.

It is prohibited to deform or tilt the logo in any way. The logo must not be restyled, and its appearance, elements, colors, size, and other characteristics must not be altered.
2.1. Colors

Basic Color

The corporate color is one of the basic means for creating a uniform visual style and an important communication tool. The basic color of this foundation is black.

Complementary Color

The complementary color is used in combination with the basic black color to a small extent. This way, it functions as a significant detail that characterizes the foundation the same way as other elements.

The complementary color should be used for supplementary lines to prevent it from saturating the appearance and damaging the look of the corporate identity. The preferred reference value of the color ratio is 95:5.
2.2. Main Font

The foundation's main font is Reader Medium. The font is one of basic means for creating a uniform visual style, and it should be used in all applications. The font can be purchased from Colophon.

Reader Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
2.3. Complementary Font

The foundation's complementary font is Arial Regular and Arial Bold. The font is one of basic means for creating a uniform visual style, and it should be used in all applications.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
3. Marketing aids
The business card template is made for the size 85x55 mm.
The envelope template is made for the DL size, which is 210x99 mm.

3.4. Advertising

Example of a printed advert (size 85x196 mm).

Karel Komárek Family Foundation

Antonín Dvořák

dokázal změnit myšlení lidí
a přesvědčit je, aby přijali jeho melodické inovace.

Stal se vzorem a inspirací
pro další generace skladatelů
i obyčejných lidí. Svým dílem
uchvacuje dodnes.

Z respektu k tomu, co dokázal,
udržujeme jeho odkaz.

www.komarekfoundation.org
3. Marketing aids

3.4. Advertising

Example of a printed advert (size 85x196 mm).

Antonín Dvořák

dokázal změnit myšlení lidí
a přesvědčit je, aby přijali jeho melodické invence.

Stal se vzorem a inspiřací
pro další generace skladatelů
i obyčejných lidí. Svým dílem
uchvacuje dobu.

Z respektu k tomu, co dokázal,
udržujeme jeho odkaz.
3. Marketing aids

3.5. Card

Example of a card with compliments (size 110x180 mm).
Example of a corporate A4 notepad. From left: Cover page, page.
3.7. Pen and penholder

Example of a pen and a pencil.
3. Marketing aids

3.8. Cup

Example of a corporate cup.
3. Marketing aids

3.9. Annual report

Two examples of cover page for Annual Report 2018.
3.9. Annual report

3.10. Facebook icon

Two examples of a profile picture for Facebook.