



graphic charter /

**Λce<sup>®</sup>**

Λce<sup>®</sup>

## the basic shape of the logotype

The **ace** logotype  
is a central element of  
the brand's visual identity.



## logotype structure

The visual morphology  
of the logotype consists  
of three letters (**ace**) and ®.



## the protection area of the logotype

When using the logotype, the distance from the logotype's edges to the page margin and all graphic elements must be observed.

**Λce<sup>®</sup>  
sport**

**Λce<sup>®</sup> sport**

## logotype shapes

The **ace** logotype has two secondary industry-related shapes. The logo is supplemented with an attribute, e.g.: **sport**.

Λce<sup>®</sup>  
sport<sup>®</sup>

Λce<sup>®</sup> sport

## logotype structure

The logo is supplemented with an attribute, e.g.: **sport**. These shapes are indented by the height and width of @.

~~Λce~~

~~Λce<sup>®</sup>~~

~~Λce<sup>®</sup>  
sport~~

~~sport<sup>®</sup>  
Λce~~

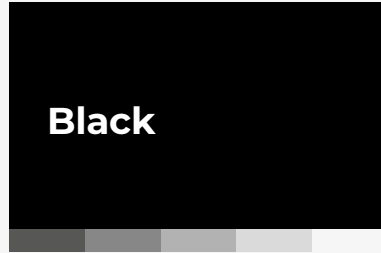
~~Λce<sup>®</sup>~~

~~Λce<sup>®</sup>  
sport~~

prohibited  
modifications  
of the  
logotype

The change and color  
of the logotype must not  
be modified contrary  
to the graphic charter.

graphic charter /



PANTONE Black 6 C  
CMYK 0/0/0/100  
RGB 0/0/0  
# 000000



PANTONE 2034 C  
CMYK 0/89/76/0  
RGB 231/60/62  
# E73C3E



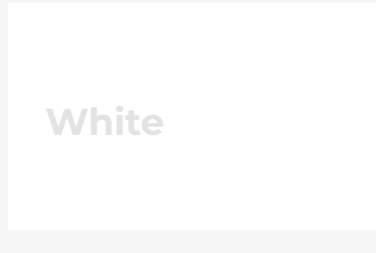
PANTONE 165 C  
CMYK 0/68/96/0  
RGB 255/103/32  
# FF6720



PANTONE 2200 C  
CMYK 74/3/9/1  
RGB 5/169/199  
# 05A9C7



PANTONE 2256 C  
CMYK 62/0/71/0  
RGB 86/194/113  
# 56C271



CMYK 0/0/0/0  
RGB 255/255/255  
# ffffff

8 / logotype

basic colours

The logotype is primarily designed in **black** and **white**.

Additional colors are **red**, **orange**, **blue** and **green**.



**aA**  
**02**

Montserrat

Medium **Bold Black**

A a B b C c D d E e F f G g  
H h I i J j K k L l M m N n  
O o P p Q q R r S s T t U u  
V v W w X x Y y Z z

Ě ě Š š Č č Ř ř Ž ž Ý ý Á á  
Í í É é Ú ú Ů ů

1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( )

když  
sportuješ  
Λce<sup>®</sup>

when  
you do sport

**aA**  
**02**

Verdana

A a B b C c D d E e F f G g  
H h I i J j K k L l M m N n O o P p  
Q q R r S s T t U u V v W w X x Y y Z z

Ě ě Š š Č č Ř ř Ž ž Ý ý Á á  
Í í É é Ú ú Ů ů

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

company  
font

The **Montserrat** font is suggested for communication.

**Verdana** is proposed to be the system font.

with love  © 2023

**ACE**<sup>®</sup>