

Prague College Identity Mini Manual

Logo

- Original logo of Prague College is always placed in bottom right corner
- Width of logo should be between 1/3 and 2/5 of content width
- It must be always placed on white background
- Additional content (text, contact info, social networks, logo of particular school) is possible to add and should be left aligned with an adequate space between content and logo (at least 1/3 of logo width)
- Protected area around logo is 1/3 of logo width on each side
- DO NOT place original logo on color or pattern background
- DO NOT align logo left or center
- Negative white color logo is possible to use on dark background



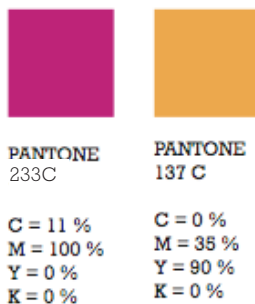
Logos of three schools



Colors

These two main colors are used in the symbol of logo. Pink is also used for headlines.

These three colors represent 3 schools - School of Business, School of Art & Design, School of Media & IT. They are used in school logos and other places promoting each school.



Media Kit

You can download Prague College logos in variety of formats here.
www.praguecollege.cz/about-us/media-kit

Promo material types & sizes

PRINTED

A3 poster: 2 pcs, 297 mm x 420 mm, thick paper

A4 poster: 6 pcs, 210 mm x 297 mm, thick paper

A5 flyers: You can also provide any number of flyers (A5 is ideal size) that will be distributed around college (lounge, library, reception, notice boards, etc.). 50 pcs is recommended.

B1 poster: 1 pcs, 700 mm x 1000 mm, thick paper
(BA and MA Exhibitions, Master Speaker Series, Job Fair and other big events:)

DIGITAL

Web article:

250 x 250 px (72dpi, JPG or PNG)

Facebook Event cover photo:

1000 x 520 px (72dpi, JPG / PNG image or MP4 / AVI movie)

Instagram post:

1000 x 1000 px square banner (72dpi, JPG / PNG image or MP4 / AVI movie)

Digital screens:

Size: 1300 x 720 px

Format: JPG / PNG images or MP4 / AVI movies (max 150 MB)

Google Adwords banners (preferably):

150 KB or less; JPEG, PNG, or GIF formats. Not all sizes are required as some are difficult to adapt.

250 x 250	120 x 600
200 x 200	160 x 600
468 x 60	300 x 600
728 x 90	970 x 90
300 x 250	320 x 50
336 x 280	

- All posters must contain visible Prague College logo and school logo (if applicable)
- Don't forget to mention event name, date, time (opening, duration) and place and also who can attend the event (open to the public, free entry, etc.)
- Focus on legibility both on digital and print

Leave your print materials at Polska reception or in the Office 203

Send your digital materials to michal.kroca@praguecollege.cz