

Promo Materials Manual

PRINTED

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

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

Flyers: You can also provide any number of flyers (A5 is ideal size) that will be distributed around college (lounge, library, reception, tables, etc.). 30-50 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 (JPG or PNG)

Facebook Event cover photo + Email banner:

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

Instagram post:

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

Digital screens:

Size: 1500 x 1000 px

Format: JPG / PNG image or MP4 / AVI movie (max 150 MB)

- All promo materials 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

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



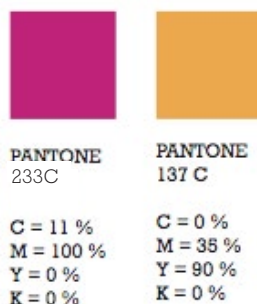
THREE SCHOOL LOGOS



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 many formats here:
www.praguecollege.cz/about-us/media-kit