

## LOGOTYPE - MINIMUM SIZE & CLEAR SPACE



**THE MINIMUM CLEAR SPACE** around the logotype is indicated by the outer keyline box.

This is determined by the width and height of the letter 'a' in the Sazka logotype.

No typography, illustration, photography or other graphic device must ever encroach upon this area.

The outer keyline box and the keyline 'a' used here should never be reproduced with the logotype.

**THE MINIMUM SIZE** for the logotype is 30 millimetres.



30 mm  
MINIMUM SIZE

## LOGOTYPE - COLOUR SPECIFICATION



**THE LOGOTYPE COLOURS** SAZKA BLUE and CYAN are our primary colours and should be used to reproduce our logotype consistently at all times.

They should also be used as supporting colours for creating page layouts and designs across all our applications.

Please note that the colour swatches reproduced on this page should not be used for colour matching.



SAZKA BLUE  
PANTONE®: 2766 C  
CMYK: 100/94/0/47  
RGB: 35/33/87



CYAN  
PANTONE®: Process Cyan C  
CMYK: 100/0/0/0  
RGB: 0/157/224

**REVERSED OUT VERSION** for use where it is necessary to reverse the logotype out of a dark background.

