



logomanuál

CLUBCO Vlněna

Pracovní verze 1.2

full color logotype

**CLUBCO** 

inverse full color logotype

**CLUBCO** 

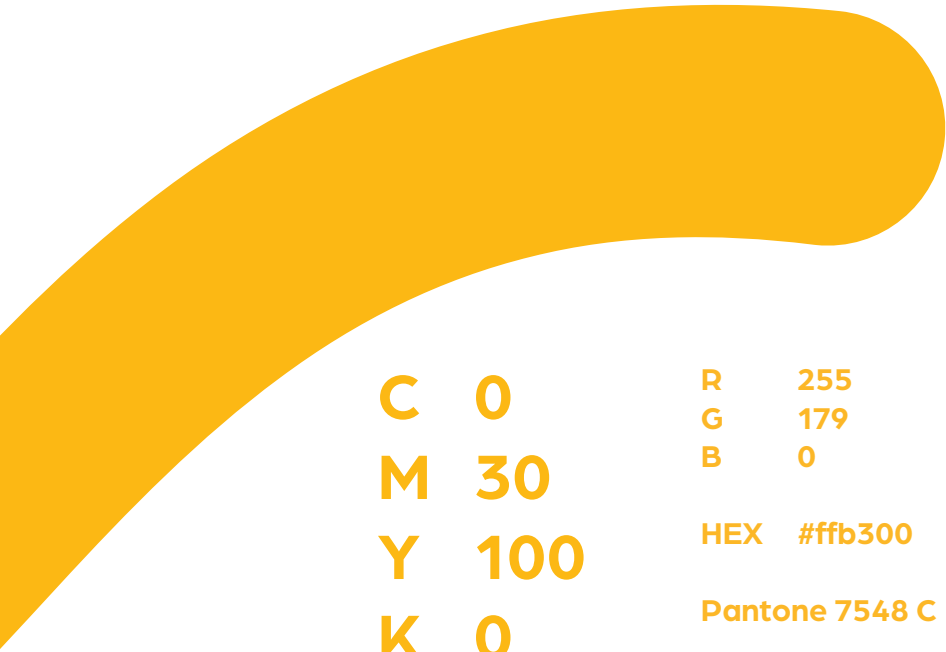
black&white logotype

**CLUBCO** 

inverse black&white logotype

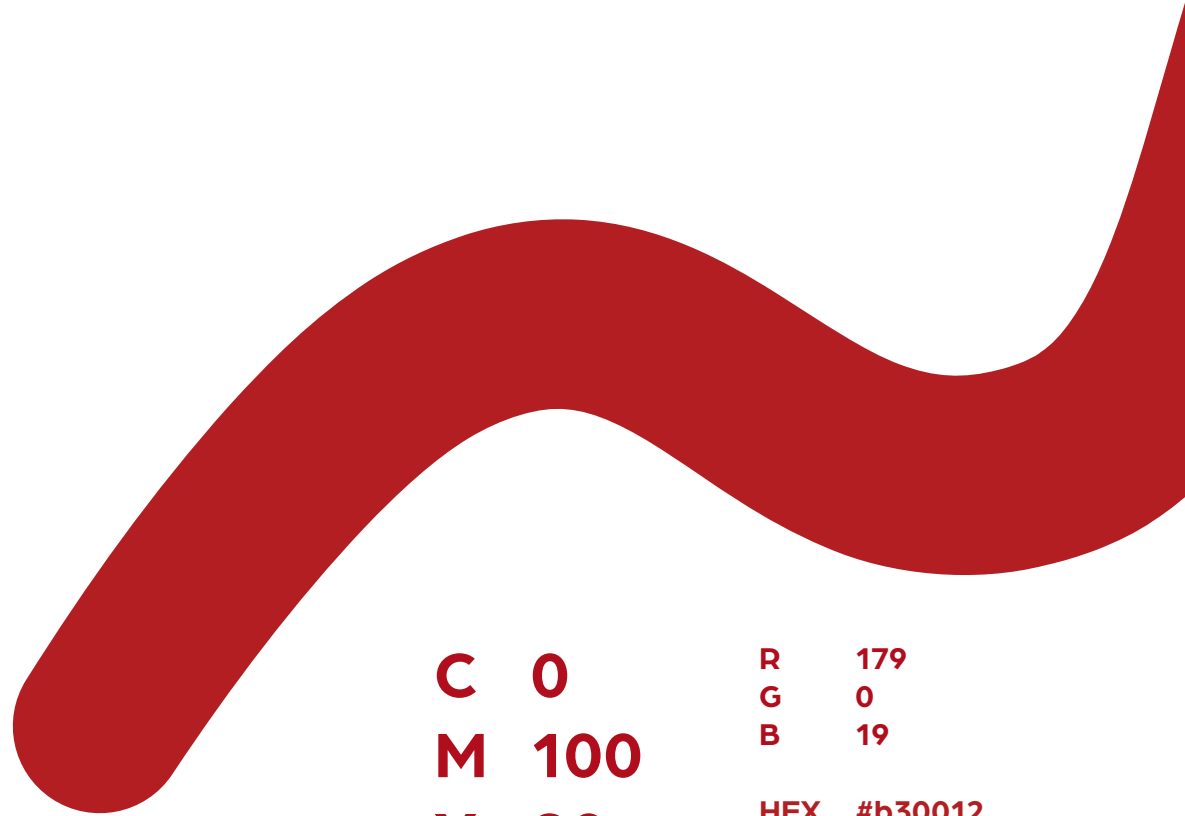
**CLUBCO** 

# color coding



**C 0**  
**M 30**  
**Y 100**  
**K 0**

R 255  
G 179  
B 0  
HEX #ffb300  
Pantone 7548 C



**C 0**  
**M 100**  
**Y 90**  
**K 30**

R 179  
G 0  
B 19  
HEX #b30012  
Pantone 200 C

gradient color coding

OFFICE

CLUBCO

OPEN

logo & subheadline

**CLUBCO**   
working

**CLUBCO**   
operation

**CLUBCO**   
laboration



logo with umbrella brand



logo with coloured umbrella brand  
(eventuality)



avatar signature



other brands

 **FFICE**

 **OPEN**

# typography

## **Arboria, geometric and warm**

Arboria comes from the morphing of an archetypal architectural font into an exploration of grotesque themes. It includes deco motifs, humanistic touches, and the flavor of geometry. Arboria's skeleton was used for the design of Arbotek, its sister family.

[View Arboria](#)

103.7  
*Dylan's*  
Theme Time  
Radio Hour

Use **Arboria** font for main communication:

<https://fonts.adobe.com/fonts/arboria>

# Korporátní písmo

Korporátním písmem CLUBCO je ARBORIA. Užívá jako primární písmo pro interní i externí komunikaci. Je určeno pro všechny typy použití (tiskové materiály, online, ...).

ARBORIA  
BOOK

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis arcu et felis ullamcorper fermentum. Nunc pellentesque eros sagittis enim pharetra lacinia. Morbi rhoncus felis enim, lobortis egestas mauris malesuada a. Vivamus porttitor posuere arcu non accumsan.

ARBORIA  
BOOK ITALIC

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis arcu et felis ullamcorper fermentum. Nunc pellentesque eros sagittis enim pharetra lacinia. Morbi rhoncus felis enim, lobortis egestas mauris malesuada a. Vivamus porttitor posuere arcu non accumsan.*

ARBORIA  
BOLD

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis arcu et felis ullamcorper fermentum. Nunc pellentesque eros sagittis enim pharetra lacinia. Morbi rhoncus felis enim, lobortis egestas mauris malesuada a. Vivamus porttitor posuere arcu non accumsan.**

ARBORIA  
BOLD ITALIC

***Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis arcu et felis ullamcorper fermentum. Nunc pellentesque eros sagittis enim pharetra lacinia. Morbi rhoncus felis enim, lobortis egestas mauris malesuada a. Vivamus porttitor posuere arcu non accumsan.***

## Doplňkové písmo

Doplňkovým písmem je ARIAL, jehož výhodou je široká dostupnost. Užívá se tam, kde z technických, či jiných důvodu nelze použít korporátní písmo Arboria.

ARIAL  
REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sagittis arcu et felis ullamcorper fermentum. Nunc pellentesque eros sagittis enim pharetra lacinia. Morbi rhoncus felis enim, lobortis egestas mauris malesuada a. Vivamus porttitor posuere arcu non accumsan.

ARIAL  
REGULAR ITALIC

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ARIAL  
BOLD

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ARIAL  
BOLD ITALIC

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design by

RETNA