



Manual of uniform visual style for BUT start up companies

Logo

The logo of the BUT spin-off is based on the basis of the Unified visual style of the BUT. It uses the official abbreviated version of the BUT logo and is supplemented by the term "start up", which indicates the link of the entity using the logo to the BUT. All elements of the logo respect both the colour scheme and typography of the Unified visual style of the BUT.

Process of using the logo

Entities that are entitled to use the logo may use the logo as a complement to their own identity. A graphic design using this logo will be submitted to the Technology Transfer Division/Department for approval.

Logo colour variants

Basic colour variant



Black and white versions are usually used wherever the use of a colour version is excluded, or where it is preferable to use these versions for better contrast of the logo against the background.



Protection zone

The logo must be surrounded by a so-called protection zone in which no other graphic or text elements are placed. The size of the protection zone is derived from the T symbol and corresponds to one third of its height, as shown by the dashed line below.



Colour definition

RED

Pantone 185 C

CMYK 0/93/79/0

RGB 228/0/43

WEB E4002B

RAL 3020

3M 50-475

Working with the logo

It is forbidden to modify the logo in any way, e.g. change its aspect ratio, colour, font, overall graphic design, etc.