

## 1. Basic logo design

**Wow**  
**Prague**  
**Film Fund**

## 2. Protective zone of logo



## 3. Minimum size

The smallest permitted format is such in which the text “Prague Film Fund” remains visible. The recommended minimum font size is 6 points.



4. Positive and negative colour versions



## 5. Definition of colours



### **Gold**

CMYK 9/12/55/19  
RGB 204/187/119  
PANTONE 4525  
RAL 1000



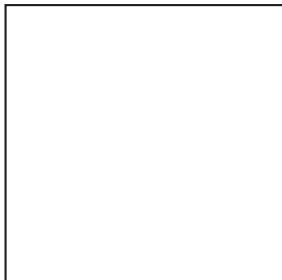
### **Red**

CMYK 5/96/76/22  
RGB 184/27/47  
PANTONE 1805 C  
RAL 3000



### **Black**

CMYK 0/0/0/100  
RGB 0/0/0  
PANTONE Process Black C  
RAL 9017



### **White**

CMYK 0/0/0/0  
RGB 255/255/255  
RAL 9003

6. Prohibited versions

deformation



text position  
ratios of text size



font and its  
characterstics



colours and effects

