LOGO MANUAL

MINIMUM SIZE

The minimum size of the logo with text is 10 mm.
Without text it is 7 mm.

← 10 mm →

← 7 mm →

PROTECTIVE ZONE

The protective zone is defined as an area the height of one row of logotype extended in all directions.

LOGO

ZÁLOHOVANÉ

+ ZÁLOHOVANÉ

We should primarily use the version of the logo including the text "ZÁLOHOVANÉ".

If it is absolutely necessary to use the symbol separately, the text "ZÁLOHOVANÉ" (refundable) in all caps must be included as part of the product information, in the corporate font of the manufacturer.

DETERMINING LOGO DIMENSIONS

The recommended size of the logo is defined using the EAN code.
The size of the logo is derived from the X-dimension (width of the thickest barcode line) as follows: logo X (width) = 50 × X-dimension.

x 50 =

LOGO PLACEMENT

The logo symbol should always be placed in relation to the EAN code.

HORIZONTALLY

The logo is to be placed next to the EAN, aligned with the edge or centred.

APPEARANCE OF THE EAN-13 CODE

Minimum code size 29.83 × 18.28 mm.
Nominal code size 37.29 × 22.85 mm.

VERTICALLY

The logo is to be placed next to the EAN, aligned with the edge or centred.

LIGHT BORDER (QUIET ZONE)

The logo has its own protective zone.
Remember to also take into account the light border of the barcode.
This is the area surrounding the barcode itself. It has the same colour as the gaps between bars.
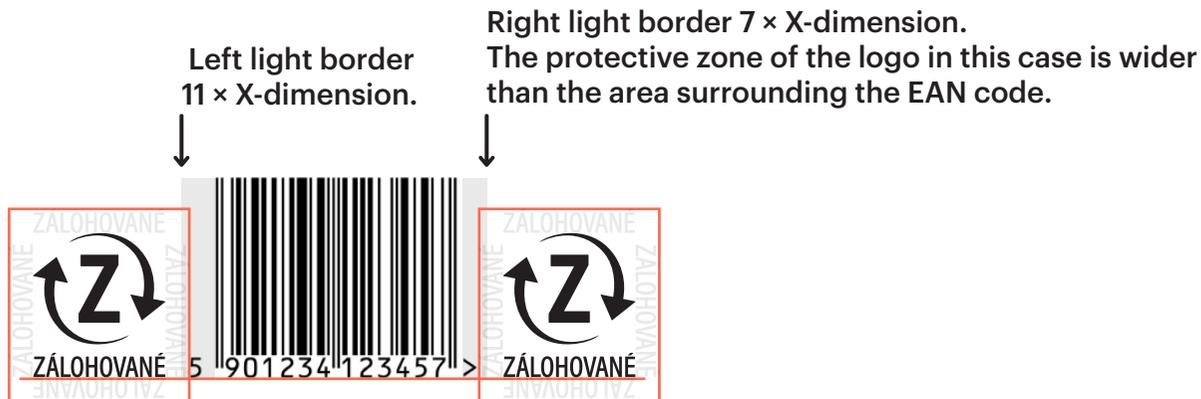The logo must also not intrude into the light border.
The size of the light border is derived from X-dimension (the width of the narrowest unit of the barcode).

For EAN barcodes, it is defined by international standard ISO/IEC 15420 as follows:

EAN-13:
left border 11 × X-dimension
right border 7 × X-dimension

Left light border
11 × X-dimension.

Right light border 7 × X-dimension.
The protective zone of the logo in this case is wider
than the area surrounding the EAN code.

LOGO PLACEMENT

APPEARANCE OF THE EAN-8 CODE

Minimum code size 21.38 × 14.58 mm.
Nominal code size 26.73 × 18.23 mm.

HORIZONTALLY

The logo is to be placed next to the EAN,
aligned with the edge or centred.

VERTICALLY

The logo is to be placed next to the EAN,
aligned with the edge or centred.

LIGHT BORDER (QUIET ZONE)

The logo has its own protective zone.
Remember to also take into account the light border of the barcode.
This is the area surrounding the barcode itself. It has the same colour as the gaps between bars.
The logo must also not intrude into the light border.
The size of the light border is derived from X-dimension (the width of the narrowest unit of the barcode).

For EAN barcodes, it is defined by international standard ISO/IEC 15420 as follows:
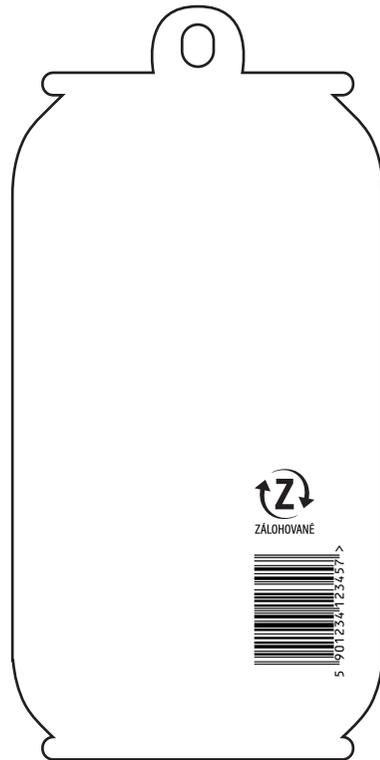
EAN-8:
left border 7 × X-dimension
right border 7 × X-dimension

Left light border 7 × X-dimension.

Right light border 7 × X-dimension. The protective zone of the logo in this case is wider than the area surrounding the EAN code.

LOGO PLACEMENT

Recommended by the deposit-refund system Administrator.

COLOURS

The primary logo colours are 100% black and white.

RGB:	0 - 0 - 0
CMYK:	0 - 0 - 0 - 100

RGB:	255 - 255 - 255
CMYK:	0 - 0 - 0 - 0

PERMITTED COLOUR COMBINATIONS

The colour of the logo may be adapted to the brand colours.

INCORRECT USAGE

The logo may only be used as defined in the Logo Manual.
Any additional modifications are prohibited.

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