SLAVIA
POJIŠŤOVNA

Corporate Identity Manual

Your partner for a happy life

Contents

Your partner for a happy life

![SLAVIA POJIŠŤOVNA]

Company wordmark

Company wordmark

Primary (negative) version of the wordmark
The Slavia pojišťovna a.s. wordmark comprises the word **SLAVIA**, below which is the smaller, supplementary word **POJIŠŤOVNA**, aligned to the right edge of SLAVIA. To ensure overall balance and cohesion, a thin line fills the remaining space up to the left edge of SLAVIA.

The primary version of the wordmark is always **white text against Slavia pojišťovna's corporate colour background**. If this is not possible, the secondary (positive) version may be used (see p. 5); however, this must be consulted directly with the responsible officer at Slavia pojišťovna a.s.

SLAVIA
POJIŠŤOVNA

Company wordmark

Secondary (positive) version of the wordmark
This version is used only in exceptional cases **where the prima-ry** (negative) **version cannot be applied** (see p. 4). It may be used only with the approval of the responsible officer at Slavia pojišťovna a.s.

SLAVIA
————POJIŠŤOVNA

Company wordmark

Wordmark colour versions – black-and-white / grey
For black-and-white printing, the wordmark may be used in **white**, **full black**, or **75% black**. No other colour variations are permitted for black-and-white printing.

These specified colours primarily serve as the default background for the primary (negative) version of the wordmark.

White
0 / 0 / 0 / 0

Black
0 / 0 / 0 / 100

Grey
0 / 0 / 0 / 75

Your partner for a happy life

Company wordmark

Wordmark design on a millimetre grid

To facilitate the accurate reproduction of the wordmark in non-DTP environments (e.g. when hand drawing or painting), it is displayed within a square grid. This grid ensures the most precise transfer of the wordmark to its intended location without distorting its overall shape.

For better clarity, the wordmark is shown within the grid in its secondary (positive) version.

Your partner for a happy life
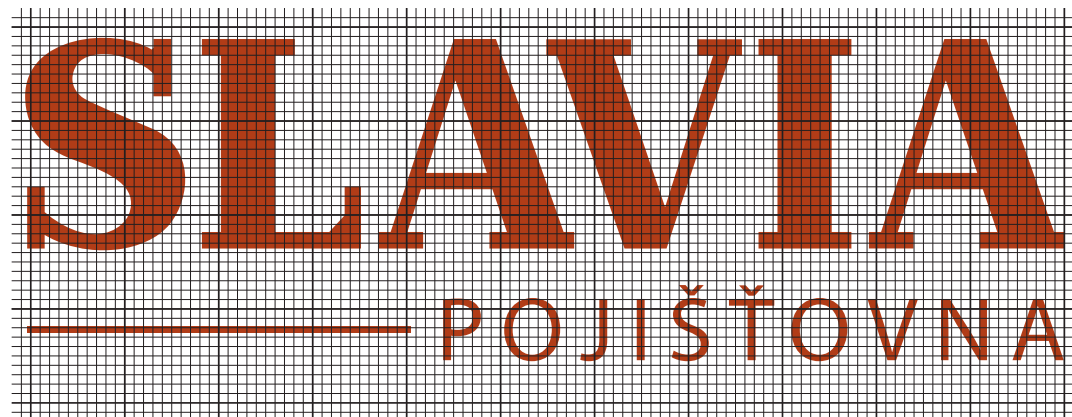
Company wordmark

Wordmark clear zone
A clear zone precisely defines the minimum distance from the edges of a wordmark, within which no other graphic elements may be positioned. For the Slavia pojišťovna a.s. wordmark, this zone is determined based on proportional measurements of the wordmark itself. The standard clear zone is set at ½ **the height of the letters in "SLAVIA"**. If maintaining this distance is not possible, e.g. due to space constraints in the layout or other specific cases, a special clear zone that is equal to the **height of the word "POJIŠŤOVNA"** may be used.

Standard clear zone

Special clear zone
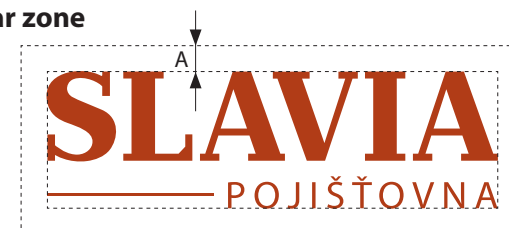
Company wordmark

Approved variations of wordmark use

For **CMYK printing** or rich black printing, the minimum size of the Slavia pojišťovna a.s. wordmark (the width of the word "SLAVIA") is **30 mm**. For **spot colour or standard black printing**, the minimum wordmark size is **15 mm**. This size ensures good readability of both parts of the wordmark. For **cut graphics**, the minimum **size** (width of the word "SLAVIA") is **150 mm**. However, in this case, it is essential to consult the manufacturer of the cut graphics to ensure that the wordmark is produced to a high quality and, most importantly, that it is readable.

For clarity, the minimum wordmark sizes are shown in the secondary (positive) version, but – as previously mentioned – the primary (negative) version should be used whenever possible.

Minimum permitted size – CMYK or rich black

30 mm

SLAVIA
POJIŠŤOVNA

Minimum permitted size – spot colour or standard black

15 mm

SLAVIA
POJIŠŤOVNA

Minimum permitted size – cut graphics

150 mm

SLAVIA
POJIŠŤOVNA

Your partner for a happy life

Company wordmark

Positioning on a coloured background

The Slavia pojišťovna a.s. wordmark may be applied only to the company's primary colour or white. **The use of the Slavia pojišťovna a.s. wordmark on any other colour is not permitted**. When applied to a background that is 100–50% of the company colour, the wordmark must be white. For backgrounds that are 49–0% of the company colour, the wordmark must always be in 100% of the company colour.

However, for optimal legibility, it is strongly recommended to avoid placing the Slavia pojišťovna a.s. wordmark on any background other than 100% of the company colour or white, although a white background should be used only in exceptional cases, subject to approval from the responsible officer at Slavia pojišťovna a.s.

100–50 % of the primary colour

49–0 % of the primary colour

Your partner for a happy life

Company wordmark

Positioning on a black-and-white background
When applied to a background that is 100–50% black, the word-mark must be white. For backgrounds that are 49–0% black, the wordmark must always be in 100% black.

However, for optimal legibility, it is strongly recommended to avoid placing the Slavia pojišťovna a.s. wordmark on any back-ground other than 100% black, or white, although a white back-ground should be used only in exceptional cases, subject to ap-proval from the responsible officer at Slavia pojišťovna a.s.

100–50 % black

49–0 % black

Your partner for a happy life

Company wordmark

Positioning in layout I

In the vast majority of layouts for Slavia pojišťovna a.s., the negative wordmark is positioned in the **top left corner** over a rectangle in the company's primary colour. The top and left sides of this rectangle always extend to the bleed of the layout, while its bottom right corner is rounded. The radius of the rounded corner is always set so that the **height of the letter "A" in "SLAVIA" is 2.5 times the radius (R)**. In other words, the rounding radius is 0.25 times the height of the letter "A" in question.

Example: If the height of the letter "A" in "SLAVIA" is 10 mm, the rounding radius of the background rectangle will be 4 mm.

The positioning of the wordmark from the edges of the rectangle is defined by the height of the letter "A" in "SLAVIA". **The minimum distance from the left or right edge of the rectangle must be equal to the height of the letter "A"** in "SLAVIA". **The minimum distance from the top or bottom edge must be three quarters of the height of the letter "A"** in "SLAVIA". Please note that these values represent the minimum spacing. In many cases, the distance may be slightly greater.

In special or atypical cases where the standard positioning rules cannot be followed in a particular layout, approval from Slavia pojišťovna a.s. must be sought before finalising the design. The precise positioning of the wordmark at the edge of the design is left to the expert judgement of the graphic designer.

SLAVIA
A

POJIŠŤOVNA

Positioning of the logo at the top edge

SLAVIA
POJIŠŤOVNA

$R = \dfrac{A}{2,5}$

B

SLAVIA
A

A — POJIŠŤOVNA — A

B

$B = 0,75 \times A$

Company wordmark

Positioning in layout II

In certain cases, the wordmark may also be positioned "in open space" near the left or right edge of the layout. In this case, the same rules apply as when creating a block with the wordmark at the top edge, with one key difference: both the left and right corners of the background rectangle are rounded. The radius of the rounded corners follows the same rule: **the height of the letter "A" in "SLAVIA" must be 2.5 times the radius (R)**. In other words, the rounding radius is 0.25 times the height of the letter "A" in "SLAVIA".
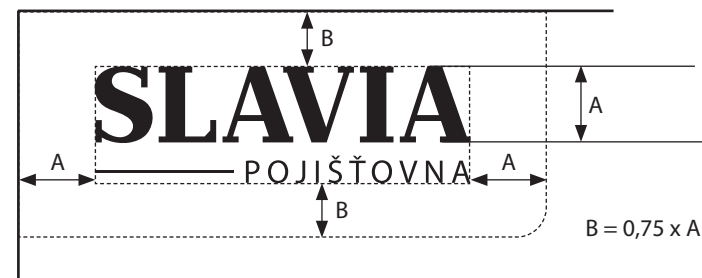
Example: If the height of the letter "A" in "SLAVIA" is 10 mm, the rounding radius of the left and right corners of the background rectangle will be 4 mm.

All other parameters for the positioning of the wordmark within the background rectangle remain the same as those specified for top-edge positioning – see the previous page for details.

SLAVIA

A

POJIŠŤOVNA

Positioning of the logo on the left side edge

$R = \dfrac{A}{2,5}$

SLAVIA

A

POJIŠŤOVNA

$R = \dfrac{A}{2,5}$

Positioning of the logo on the right side edge

SLAVIA

POJIŠŤOVNA

Your partner for a happy life

Company wordmark

Special-case wordmark usage

Special cases of wordmark creation and use include engraving or other "three-dimensional" techniques where using the standard version of the wordmark is impossible or inefficient. In these cases, the design manual permits the use of a wordmark where the main part (the word "SLAVIA") consists only of an outline. **The width of this outline is defined as 1/5 of the height of the "serif"** on the individual letters.

The word "POJIŠŤOVNA" remains in its original solid version, as does the supplementary line in the wordmark.

Wordmark version for engraving

1/5 B

B
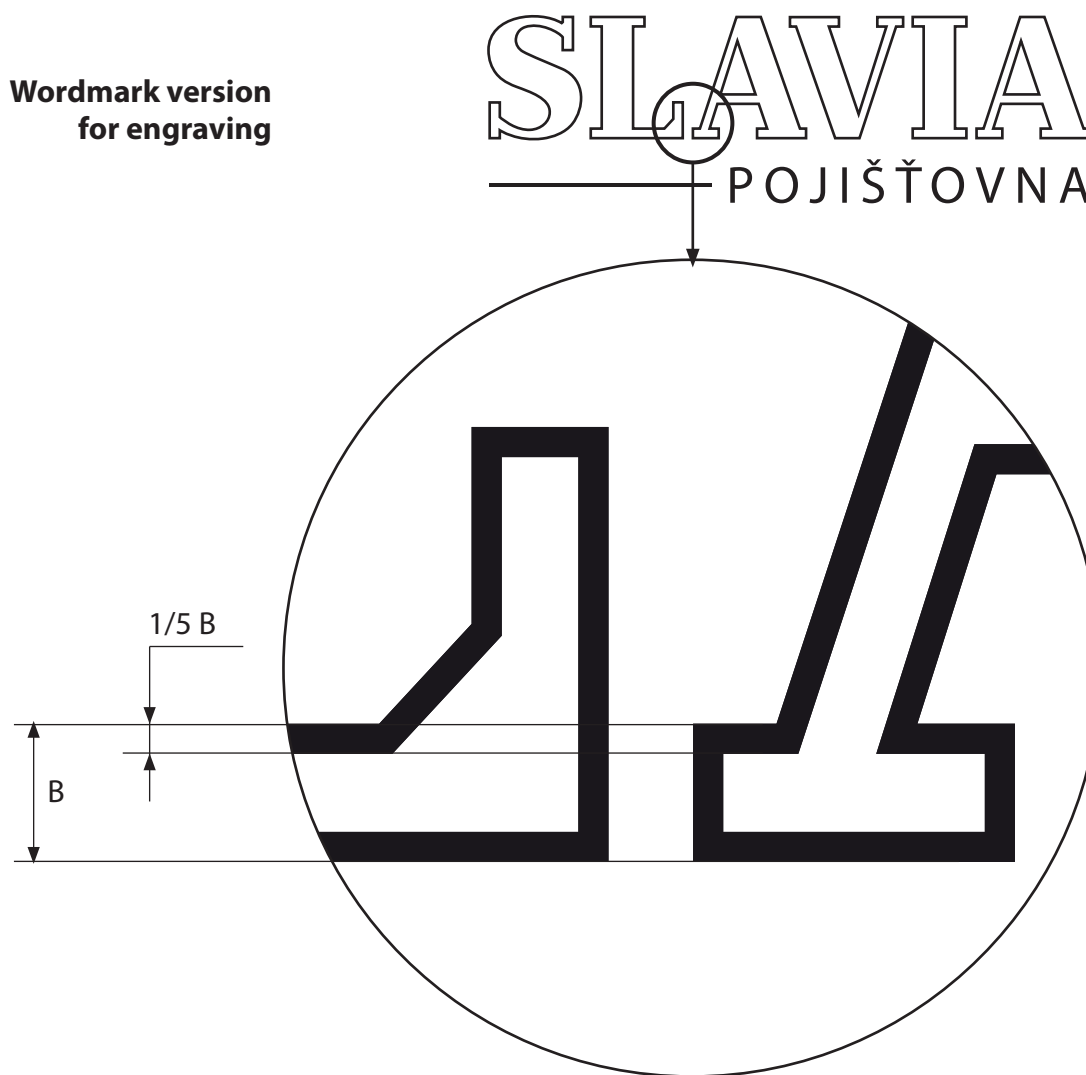
Company wordmark

Unauthorised variations of wordmark use
Use of the wordmark on any background colour other than those that have been approved is not permitted. If the wordmark needs to be used on a colour other than the company colour, black, or white, a background area in an approved colour must be created around the wordmark, maintaining the wordmark's clear zone.
The colour version of the wordmark may not be used on a dark background colour.

Use of any other artwork or photography as a background is not permitted. Likewise, adding effects to the wordmark, such as shading, is not allowed.

Inadmissible coloured background

Inadmissible background theme

Company wordmark

Unauthorised variations of wordmark use
The wordmark Slavia pojišťovna a.s. **may only be used in the approved colour variants** (company colour, black, 75% black, and white). It is not permitted to add any effect to emphasise the wordmark, create outlines of the wordmark (except in the case of engraving technology as described on page 14), or introduce any colour gradients within the wordmark itself. Likewise, any deformation of the wordmark, rotation, or the use of a different typeface in any part of the wordmark is strictly prohibited.

Inadmissible colour modifications

Inadmissible shape deformations

Your partner for a happy life

Approved company colours

Approved company colours

Primary – dark red

The primary company colour of Slavia pojišťovna a.s. for print applications is based on **Pantone 1675 (Pantone P 38-16)**. This colour is intended for spot colour printing. For composite printing, it is defined in **CMYK** as **5/84/100/27**. For electronic presentations, the primary colour is specified in **RGB** as **163/63/31**.

Secondary – yellow

Yellow may be used as a secondary company colour for Slavia pojišťovna a.s. For print applications, it is based on **Pantone 116 (Pantone P 10-7)** – **CMYK 0/20/95/0**. In electronic publishing and other on-screen displays, it is specified in **RGB** as **242/203/42**.

Secondary – grey

Dark grey is also designated as another secondary colour. It is defined as **75% black** or as the spot colour **Pantone Cool Gray 10 (Pantone P 179-12)**.

Other colours

Black and **white** may, of course, also be used. If necessary, rich black can be achieved by adding 30–50% CMY colours and 100% K.

The defined colours may not be altered or modified in any way without the approval of the responsible officer at Slavia pojišťovna a.s.

Primary – dark red

| CMYK 5 / 84 / 100 / 27 | | Spot colour Pantone 1675 | |
| RGB 163 / 63 / 31 | | Spot colour **new** Pantone P 38-16 | |

Secondary – yellow

| CMYK 0 / 20 / 95 / 0 | | Spot colour Pantone 116 | |
| RGB 242 / 203 / 42 | | Spot colour **new** Pantone P 10-7 | |

Secondary – grey

| CMYK 0 / 0 / 0 / 75 | | Spot colour Pantone CG 10 | |
| RGB 99 / 99 / 99 | | Spot colour **new** Pantone P 179-12 | |

Your partner for a happy life

Company typeface and typography

SLAVIA
POJIŠŤOVNA

Company typeface

Primary typeface

The primary typeface of Slavia pojišťovna a.s. is **Myriad Pro**. This typeface is used in all printed materials prepared by graphic studios, advertising agencies, and similar external entities, provided that the text content does not require any technical modifications directly within Slavia pojišťovna a.s. This typically applies to materials such as leaflets, brochures, advertisements, and other printed materials that are not intended to be physically modified within the company. The main typeface styles are defined as **Myriad Pro Regular** and **Myriad Pro Bold**. Both of these styles may, of course, also be used in **Italic** where necessary.

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Myriad Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Your partner for a happy life

Company typeface

Primary typeface – additional approved styles I

The primary typeface of Slavia pojišťovna a.s. – Myriad Pro – may, in exceptional cases, be used in its **condensed styles**, particularly in situations where spatial constraints prevent the use of the standard typeface styles.

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Myriad Pro Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Myriad Pro Bold Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Your partner for a happy life

Company typeface

Primary typeface – additional approved styles II

If necessary or if there is a requirement to visually distinguish or emphasise elements within the layout, additional styles of the Myriad Pro typeface may be used. However, they should be applied with care and discretion to preserve the integrity of the company's standard layout. Any use of these typeface styles must be consulted directly with the responsible officer at Slavia pojišťovna a.s.

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Light Condensed

Myriad Pro Light Condensed Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Semibold Condensed

Myriad Pro Semibold Condensed Italic

Myriad Pro Black

Myriad Pro Black Italic

Myriad Pro Black Condensed

Myriad Pro Black Condensed Italic

Your partner for a happy life

SLAVIA
POJIŠŤOVNA

Company typeface

Alternative typeface I

An alternative typeface in place at Slavia pojišťovna a.s. that may be used as a substitute for the primary typeface is **Arial CE**. This typeface may be only used in its basic styles – **Regular**, **Bold**, **Italic**, and **Bold Italic**. It is intended primarily for the company's internal and external communications in cases where compatibility issues prevent the use of the primary typeface. **Only this typeface** may be used by employees and associates of Slavia pojišťovna a.s. in their written communications.

Arial CE Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Arial CE Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Arial CE Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Arial CE Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Your partner for a happy life

Company typeface

Alternative typeface II

If, for any reason, the Arial CE typeface cannot be used, it may be substituted with **Helvetica CZ** (or, alternatively, Helvetica Neue LT PRO), but only in its basic styles – **Regular (Roman)**, **Bold**, **Italic**, and **Bold Italic**. This typeface is intended primarily for the company's internal and external communication in cases where compatibility issues prevent the use of the primary typeface.

Helvetica CE Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Helvetica CE Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Helvetica CE Obligue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Helvetica CE Bold Obligue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Your partner for a happy life

Company typeface

Alternative typeface III

In exceptional cases (e.g. use on websites and internet applica-
tions), the **Hind** typeface may be used, provided that its use and
application comply with Google's licensing terms, as Google is
the provider of this typeface.

Hind is available in the basic styles **Regular** and **Bold**, with the
additional styles **Light**, **Medium**, and **Semibold** also available
if needed.

HIND Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

HIND Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ĚŠČŘŽÝÁÍÉÚŮŤŇ ěščřžýáíéúůťň

Basic typography

Basic typography principles

The primary alignment defined for paragraphs is **justified text, with the last line aligned to the left margin**. If this is not feasible for technical or creative reasons, other basic types of alignment may be used – **left-aligned** or **right-aligned ragged text**. Centred alignment is also permitted.

However, whenever **text is aligned in any way other than justified, hyphenation at the end of lines is strictly prohibited.**

Justified alignment (with the last line aligned to the left margin)

Sample text demonstrating the use of the company typeface, basic paragraph. Sample text demonstrating the use of the company typeface, basic paragraph in justified alignment. Sample text demonstrating the use of the company typeface, basic paragraph in justified alignment.

Left-aligned (ragged right)

Sample text demonstrating the use of the company typeface, basic paragraph. Sample text demonstrating the use of the company typeface, basic paragraph in left-aligned (ragged right) format. Sample text demonstrating the use of the company typeface, basic paragraph in left-aligned (ragged right) format.

Right-aligned (ragged left)

Sample text demonstrating the use of the company typeface, basic paragraph. Sample text demonstrating the use of the company typeface, basic paragraph in right-aligned (ragged left) format. Sample text demonstrating the use of the company typeface, basic paragraph in right-aligned (ragged left) format.

Centred alignment

Sample text demonstrating the use of the company typeface, basic paragraph. Sample text demonstrating the use of the company typeface, basic paragraph in centred alignment. Sample text demonstrating the use of the company typeface, basic paragraph in centred alignment.

Unauthorised typefaces and typography

Unauthorised typefaces
The use of any typeface other than those defined in this manual is strictly prohibited. This applies particularly to internal use by employees and associates of Slavia pojišťovna a.s., where it is entirely unacceptable to use any typeface other than the specified **Arial CE** or **Helvetica CE**.

Decorative typefaces must not be used as part of the main text in printed materials. In such cases, prior consultation with the responsible officer at Slavia pojišťovna a.s. is recommended.

Serif typeface
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Decorative or script typeface
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Your partner for a happy life

Company typeface

Unauthorised typeface manipulation

When using the approved typefaces (Myriad Pro CE, Arial CE, or Helvetica CE), **any form of distortion is strictly prohibited**. Nor is it permitted to excessively reduce letter spacing or line spacing. Conversely, increasing letter spacing or line spacing is allowed, provided that this is done with care and sensitivity. These permitted adjustments are left to the discretion of the designer or individual preparing the materials. However, before finalisation, the materials must be reviewed and approved by the responsible officer at Slavia pojišťovna a.s.

Typeface distortion

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Excessively tight letter spacing

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Excessively tight line spacing

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Your partner for a happy life

Basic typography

Unauthorised typography

Justified text with the last line centred or right-aligned, or the entire paragraph justified (i.e. including the last line) is strictly prohibited.

Additionally, mixing multiple alignment styles within a single document is not recommended. If this is necessary (for example, in tables and similar printed materials where currency values need to be right-aligned while other table content is centred), this must be done with sensitivity for the document in question.

Alignment to both edges (into the block) of the last line in the center

Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph.

Align text to the right margin with the title centered

Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph.

Alignment to both edges (into the block) including the last line

Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph. Sample text for using a company font, basic paragraph.

Your partner for a happy life

Other visual and text elements

Company tagline

In addition to the wordmark, the tagline is an integral part of Slavia pojišťovna a.s.'s graphic and advertising materials. It may be used in all required language versions, provided that the meaning of the tagline – **"Your partner for a happy life"** – is preserved.

The tagline, or its appropriate translation, must always be high-lighted in **Myriad Pro Bold**.

The tagline may be used on **all** Slavia pojišťovna a.s. **materials**, except in cases where it cannot be included for technical rea-sons (e.g. there is too little space) or content-related reasons (e.g. if it would not match what is being said in the text). In all other cases, the tagline should be an integral part of the company's visual identity. An exception applies to documents where the tagline is replaced by the name of the Slavia po-jišťovna a.s. website.

The tagline must always be positioned in the **bottom right-hand corner** of the document, either within a background rec-tangle (negative) or as standalone text (positive).

Basic – English – tagline

Your partner for a happy life

Your partner for a happy life

Your partner for a happy life

Company tagline

Tagline design on a millimetre grid

Just like the wordmark, the tagline of Slavia pojišťovna a.s. can also be created using a millimetre grid. However, this mainly applies in cases where digital assets cannot be used (e.g. for example, when painting on walls, large surfaces, or other areas that cannot be produced using standard printing methods).

Company tagline on a millimetre grid

Your partner for a happy life

SLAVIA
POJIŠŤOVNA
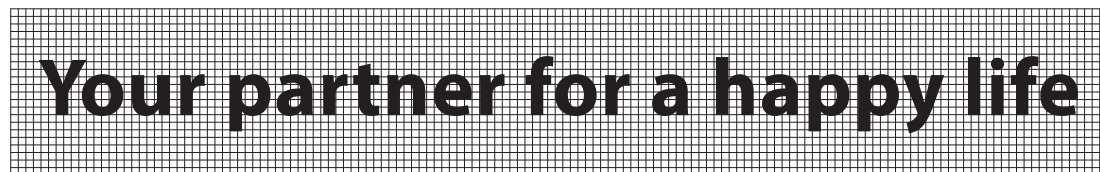
Company tagline

Use with a background rectangle
The tagline can be used **on its own** (positive) or – like the company's wordmark – with **a coloured back-ground** (negative).

The background for the tagline may be:
(a) 100% primary colour with white text;
(b) 100% black with white text;
(c) 100% secondary yellow with black text;
(d) 30% black with black text.

The choice depends on the specific materials and their intended use.

Additional colour variations for the tagline and its background

Your partner for a happy life

Your partner for a happy life

Your partner for a happy life

Your partner for a happy life

Your partner for a happy life

Company tagline

Size and margins

The background rectangle always has a rounded **top-left corner with a radius of R = X**. In practical terms, this means the curvature radius of the rectangle should **match the height of the letter "Y"** in the English version of the tagline. If the tagline is in another language, the reference size is still based on the Czech version, and the typeface size is then adjusted accordingly to ensure the tagline length remains the same as in the Czech version.

The tagline text is positioned within the rectangle so that the distance from the left, bottom, and top edges of the rectangle **is at least 1.2 times the height of the letter "Y"** in the English version of the tagline.

The **right-side spacing** is at least **twice the height of the letter "Y"** in the tagline text. It may be more, depending on the technical requirements of the layout.

Background rectangle radius

R = X

X

Your partner for a happy life

Minimum distance between the edge of the background rectangle and the text

Y
Y
X
Your partner for a happy life
Z
Y

Y = min. 1,2 × X

Z = min. 2 × X

Company tagline

Tagline clear zone

Just like the company's primary wordmark, the tagline also has a designated **clear zone**. Its minimum value is always equal to **1.2 times the height of the letter "Y"** in the English version of the tagline.

For the version without a background rectangle, the **clear zone** remains the same, i.e. **1.2 times the height of the letter "Y"** in the English version tagline. In practical terms, this means that the minimum clear zone for a tagline without a background rectangle follows the same proportions as if the rectangle were present.

Minimum clear zone for the tagline with a background rectangle

Y
Y
Y
Y

Your partner for a happy life

Minimum clear zone for the tagline with a background rectangle

Y
Y
Y

Your partner for a happy life

Your partner for a happy life
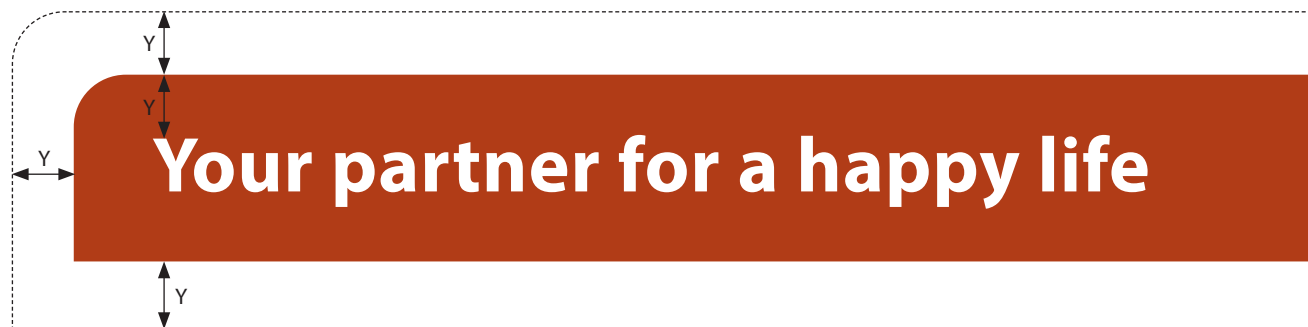
Use of Mucha artwork

I n special cases, such as ceremonial events or significant contracts, an older visual element – the Mucha girl – may be used.

Whenever technically possible, the top edge of the illustration should extend to the full height of the medium or layout. The other edges should seamlessly fade into either white or the company's primary background colour.

When fading into the company colour (negative version), the lightest areas of the image (originally white) should contain at least 30% of the company colour. In exceptional cases, the illustration may also be placed on a black or dark grey background (the lightest areas must still contain at least 30% of the background colour).

When using the illustration on a white background, the darkest areas (originally black or very dark) should contain

Background in company colour

Background in wh

Your partner for a happy life
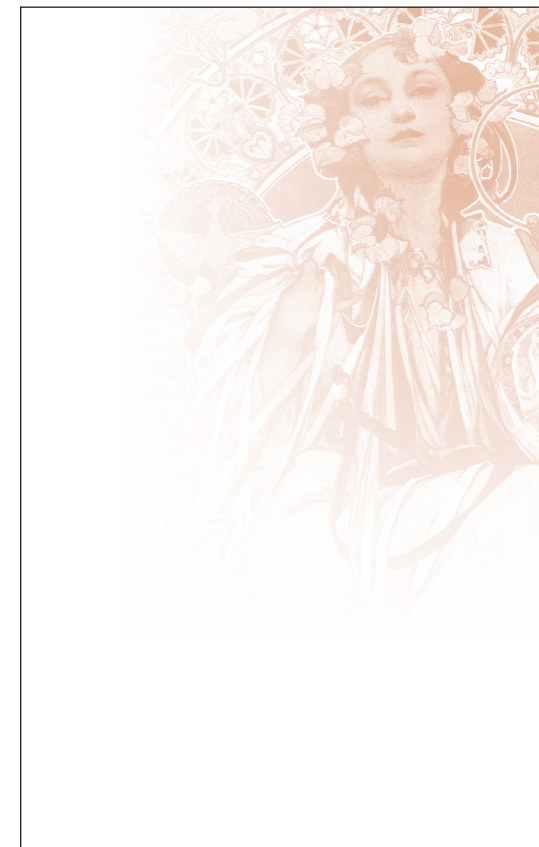
Use of Mucha artwork

The positioning of the background motif largely re-
lies on the artistic judgement and graphic expertise
of the designer. However, there are some strict re-
quirements: The background illustration must always
display at least 70% of the girl's face. The head must
always remain the focal point of the design. The illus-
tration must not be rotated or distorted in any way.
Mirroring is permitted in exceptional cases, but oth-
er alterations to the orientation are not allowed. The
illustration must only be placed on the company's
primary colour, black, or white. Other background
colours are not permitted.

Prohibited uses of the background motif

Your partner for a happy life
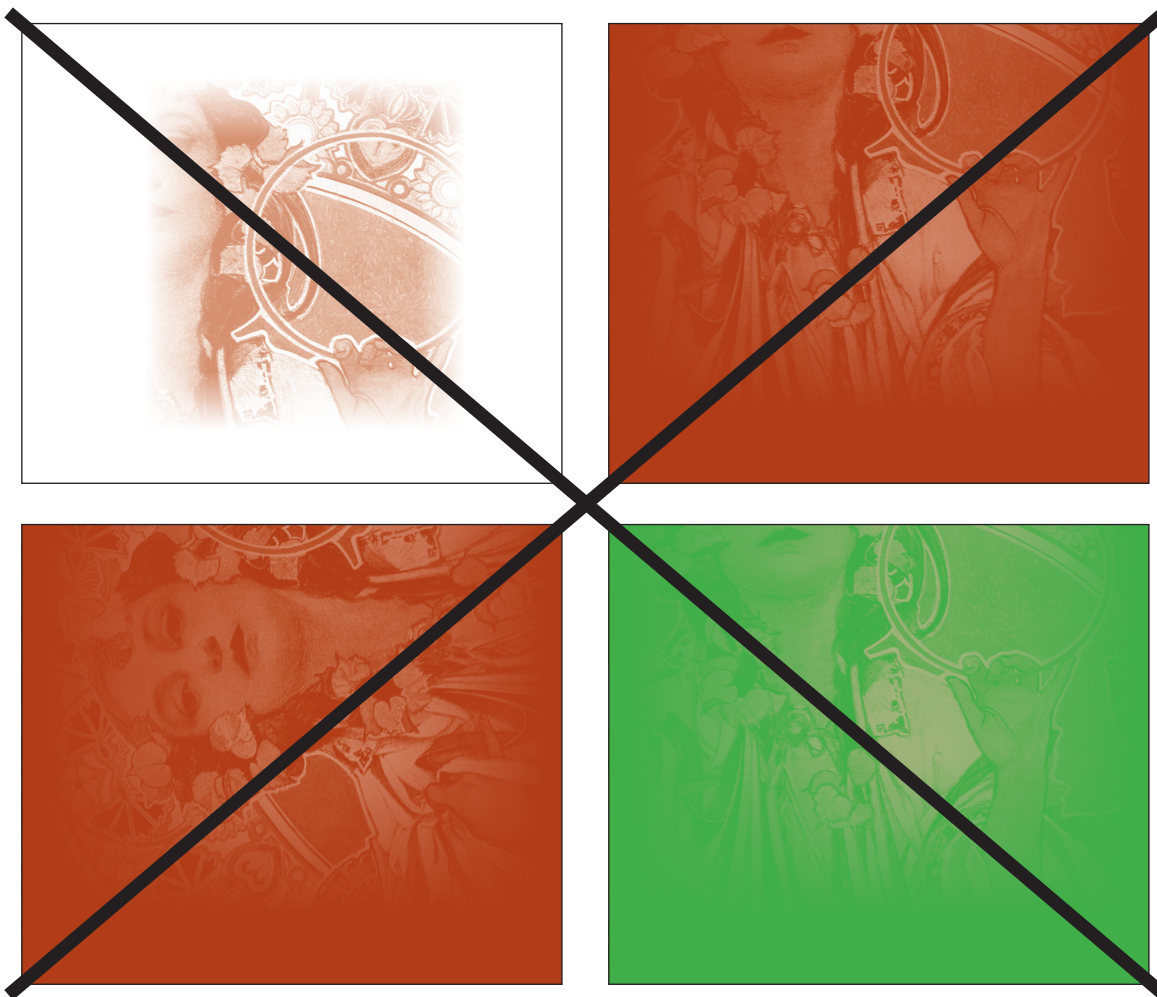
Examples of printed and promotional materials

Corporate stationery

Business cards

Business cards are an essential representative element of the company's visual identity. The standard format is 50 × 90 mm. The **front side** features the wordmark in the primary dark red, positioned near the top edge, with text in the secondary grey. The **reverse side** displays the white wordmark on a dark red background. Cards are always printed in colour on the specified paper with rounded corners.

① **Wordmark**, 33 × 17 mm, primary dark red

② **First name and surname**, Myriad Pro Black, 12 pt, secondary grey

③ **Additional details** (job title, address, phone numbers, email, website), Myriad Pro Black, 7 pt, secondary grey

④ **QR code** (containing all business card details, without diacritics), 18 × 18 mm, secondary grey

⑤ **Wordmark – white**, 23 × 74 mm, background – primary dark red

① SLAVIA POJIŠŤOVNA

② **Josefína Pojištěná**
Head of Payments, Receivables and Cancellations

③ **Slavia pojišťovna a.s.**
Táborská 31
140 00 Praha 4

+420 255 790 111
+420 777 555 666
josefina.pojistena@slavia-pojistovna.cz

④ www.slavia-pojistovna.cz

⑤ SLAVIA POJIŠŤOVNA

Your partner for a happy life

Corporate stationery

Writing paper – preview

Letterhead specifications

The standard Slavia pojišťovna a.s. letterhead paper is exclusively white, with the negative wordmark positioned in the top left corner and the tagline in the bottom right corner. Next to the tagline is the company's contact address, including all statutory information. Additional supplementary details may be placed above the address.

SLAVIA
——POJIŠŤOVNA

Slavia pojišťovna a.s.
Táborská 940/31, 140 00 Prague 4 │ Infolinka: +420 255 790 111
E-mail: info@slavia-pojistovna.cz │ www.slavia-pojistovna.cz
IČ: 60197501, DIČ: CZ60197501 │ Zapsaná v OR vedeném Městským soudem v Praze, oddíl B, vložka 2591   **Your partner for a happy life**

Your partner for a happy life
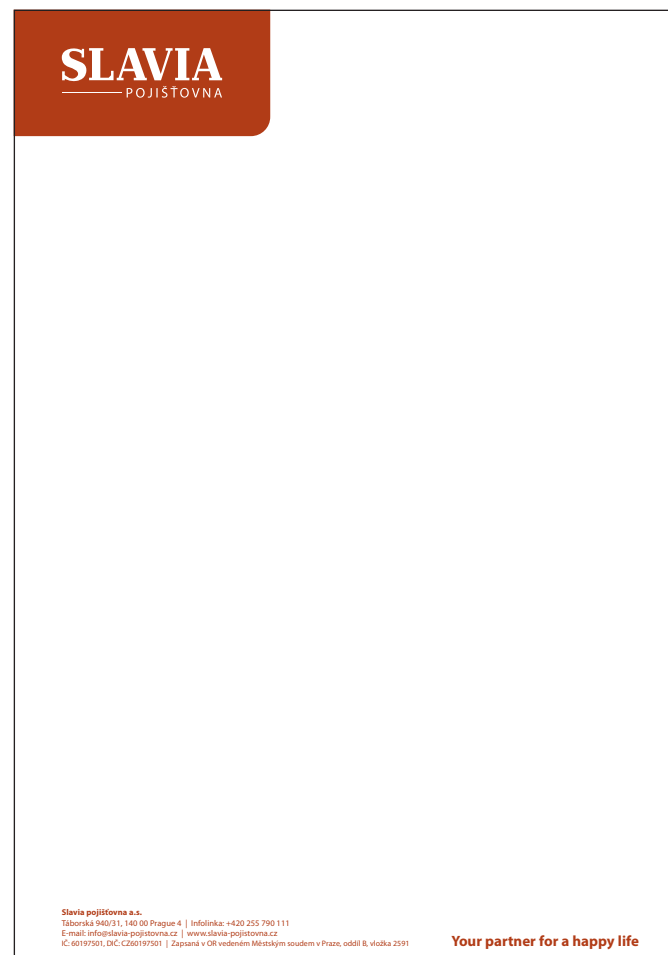
Corporate stationery

Letterhead specifications

1 15 mm

2 12 mm

3 50 mm

4 5 mm (the bottom margin may be extended up to 15 mm if necessary)

5 Rounding of the bottom right corner of the rectangle under the wordmark. R = 6 mm

Footer (address), Myriad Pro Regular, 7.5 pt, line spacing 9 pt
Tagline, Myriad Pro Bold, 13 pt

Writing paper – dimensions

Slavia pojišťovna a.s.
Táborská 940/31, 140 00 Prague 4 | Infolinka: +420 255 790 111
E-mail: info@slavia-pojistovna.cz | www.slavia-pojistovna.cz
IČ 60197580, DIČ CZ60197580 | Zapsaná v OR vedeném Městským soudem v Praze, oddíl B, vložka 2591   **Your partner for a happy life**
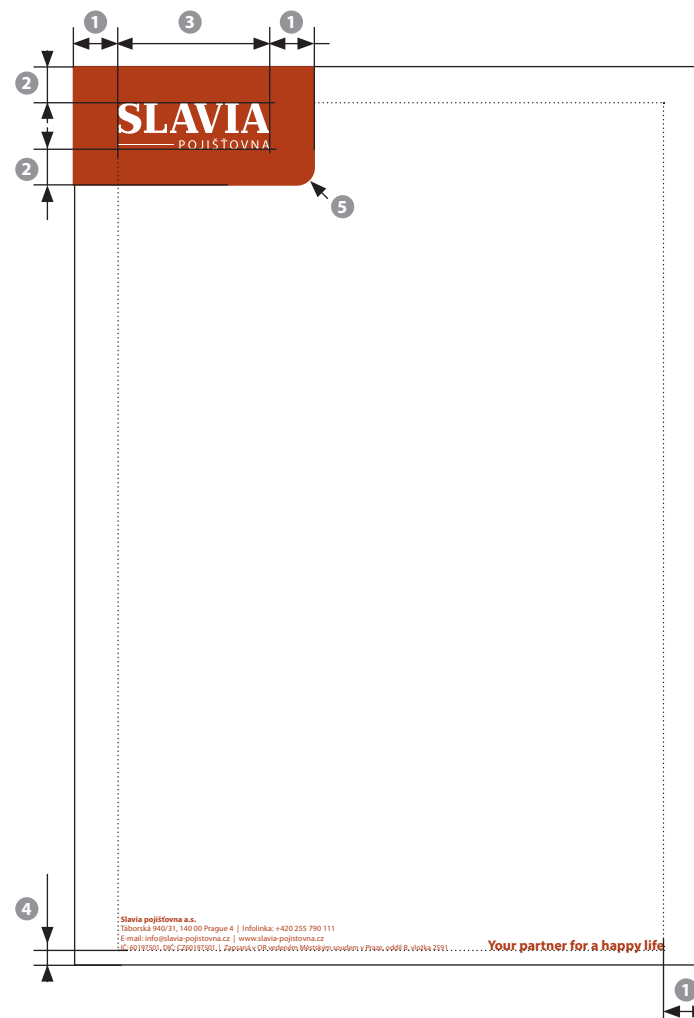
Example of advertising

Visual identity policy

Several rules need to be followed when creating visuals for print advertising. At the top, there is always a "bubble", which serves as the main visual element containing a photograph of the specific product or message. If this is an insurance product, it also includes a symbol. The main headline is in primary dark red. Other texts are in secondary grey. The logo is always positioned in the bottom right corner. To the left, there is a link to the website or, where applicable, a QR code linking to the specific product. The primary typeface is Myriad Pro Black and Regular, with the size determined by the dimensions of the printed material or advertisement format.

For stacked text, two types of graphic bullet points may be used, one incorporating primary dark red and the other in secondary grey only.

To highlight a promotion or other important message, a "sticker" in secondary yellow may also be used within a circular field with a grey shadow.

Example of advertising

LCD panels, social media banners

When creating visuals for social media banners or LCD panels, follow the same rules as for print advertising. At the top, there is always a "bubble", which serves as the main visual element containing a photograph of the specific product or message. The main headline is in primary dark red. Other texts are in secondary grey. The logo is always positioned in the bottom right corner. To the left, there is a link to the website or, where applicable, a QR code linking to the specific product. The primary typeface is Myriad Pro Black and Regular, with the size determined by the dimensions of the printed material or advertisement format.

Your partner for a happy life

Example of advertising

Internal invitations

When creating visuals for internal invitations to events or training sessions, follow the same rules as for print advertising. At the top, there is always a "bubble", which serves as the main visual element containing a photograph of the specific product or message. The main headline is in primary dark red. Other texts are in secondary grey. The logo is always positioned in the bottom right corner. The primary typeface is Myriad Pro Black and Regular, with the size determined by the dimensions of the printed material or advertisement format.

Example of insurance calculator

Car insurance calculator – phone

The graphical interface of the phone and desktop calculator is designed in line with the colour scheme and principles of the overall visual style. The logo is positioned in the top left corner, and texts are in secondary grey. Headlines and certain elements are in primary dark red. Additional supplementary colours include grey (178/178/178 RGB) and light green (227/251/227 RGB) for background cells.

Your partner for a happy life
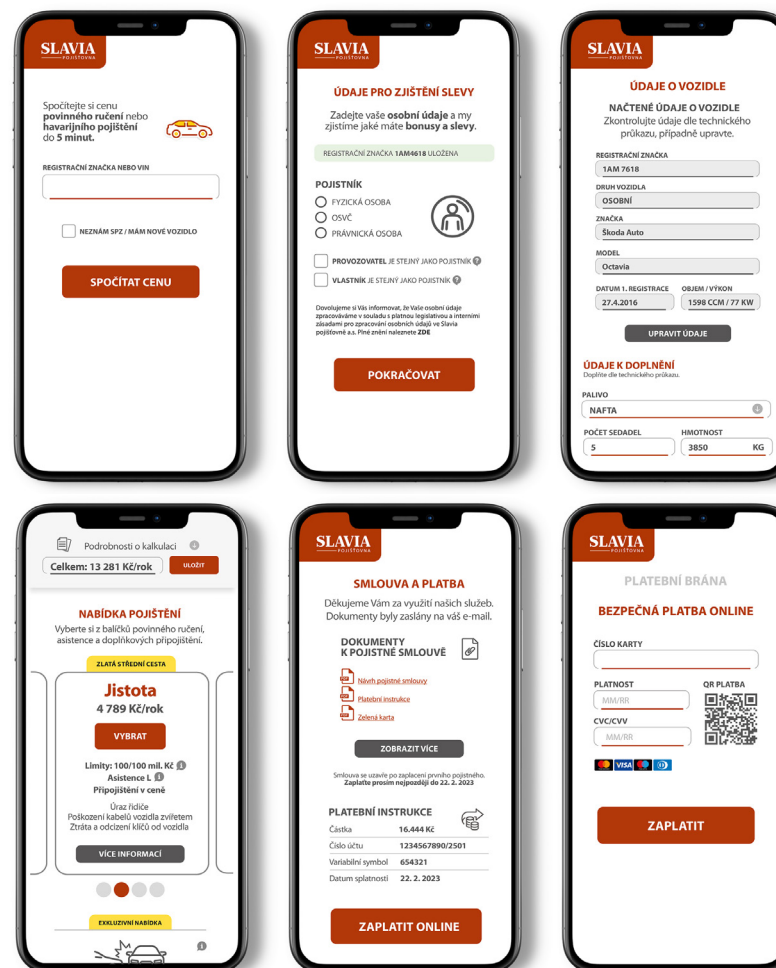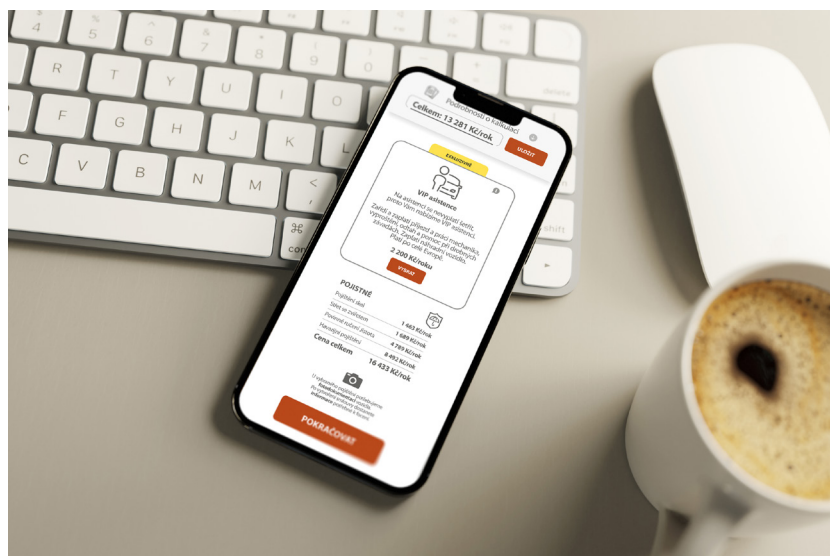
Example of insurance calculator

**Car insurance calculator – desktop / web interface**

The graphical interface of the phone and desktop calculator is designed in line with the colour scheme and principles of the overall visual style. The logo is positioned in the top left corner, and texts are in secondary grey. Headlines and certain elements are in primary dark red. Additional supplementary colours include grey (178/178/178 RGB) and light green (227/251/227 RGB) for background cells.
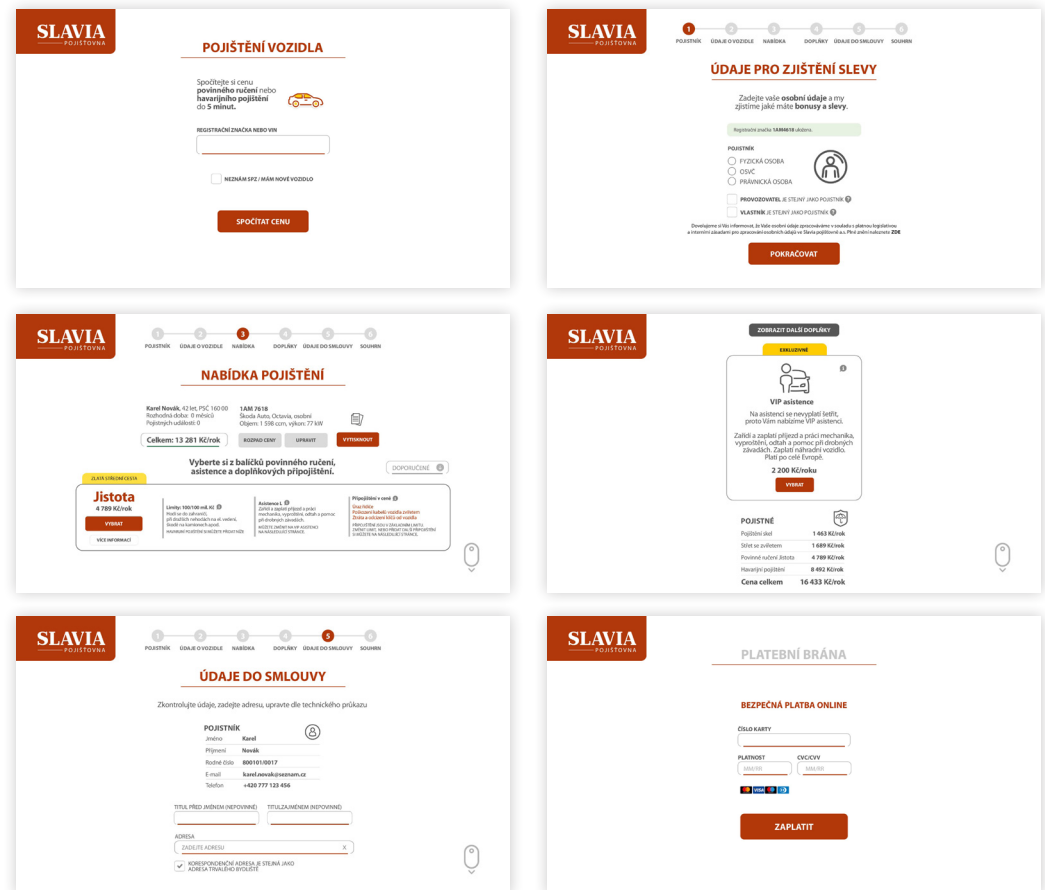
Symbols

Symbols

Examples of symbols for insurance products and other communications

The symbols have been designed for different types of insurance and messages in a two-colour scheme, visually representing the concept or message. The main motif is in primary dark red, with graphical highlights or accents in secondary yellow. Symbols are used for quick product orientation.

Symbols can also be used in a monotone grey version, e.g. windscreen insurance, baggage damage insurance, and natural disaster insurance. All symbols are stored on the company's shared drive.

CAR INSURANCE   TRAVEL INSURANCE   CONTENTS INSURANCE   HEALTH INSURANCE

SOLE TRADER INSURANCE   TRANSPORT OPERATOR INSURANCE   BUSINESS PROPERTY INSURANCE   LIABILITY INSURANCE   BEE INSURANCE

OTHER   MOBILE APP   FOREIGNER INSURANCE   MANAGEMENT

SLAVIA POJIŠŤOVNA

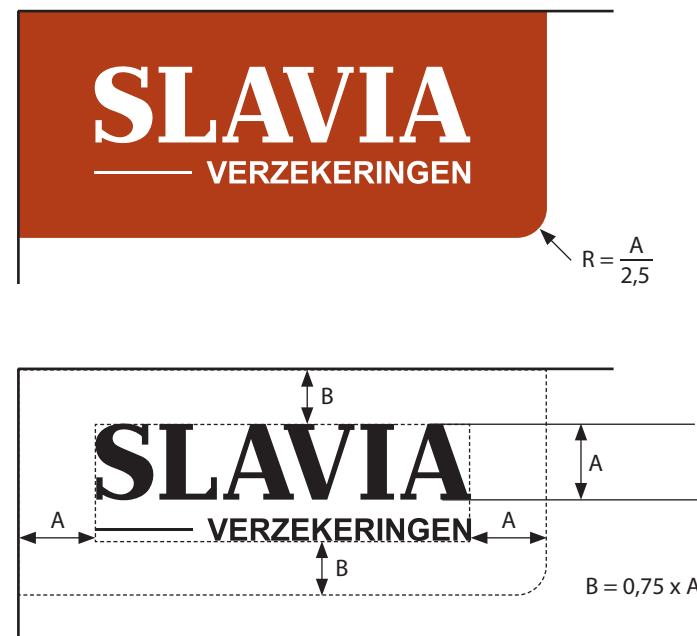# Wordmark version for the Netherlands

Positioning in layout I for the Netherlands

The wordmark version for the Netherlands follows the same graphic rules outlined throughout the manual for the Czech version. In the vast majority of layouts for Slavia pojišťovna a.s., the negative wordmark is positioned in the **top left corner** over a rectangle in the company's primary colour. The top and left sides of this rectangle always extend to the bleed of the layout, while its bottom right corner is rounded. The radius of the rounding is always such that **the height of the letter "A" in "SLAVIA" is 2.5 times the radius (R)**. In other words, the rounding radius is 0.25 times the height of the letter "A" in "SLAVIA".

The positioning of the wordmark from the edges of the rectangle is defined by the height of the letter "A" in "SLAVIA". **The minimum distance from the left or right edge of the rectangle must be equal to the height of the letter "A"** in "SLAVIA". **The minimum distance from the top or bottom edge must be three quarters of the height of the letter "A"** in "SLAVIA". Please note that these values represent the minimum spacing. In many cases, the distance may be slightly greater.

SLAVIA A

VERZEKERINGEN

Positioning of the logo at the top edge

SLAVIA VERZEKERINGEN

$$R = \frac{A}{2,5}$$

SLAVIA VERZEKERINGEN
B
A
A
A
B

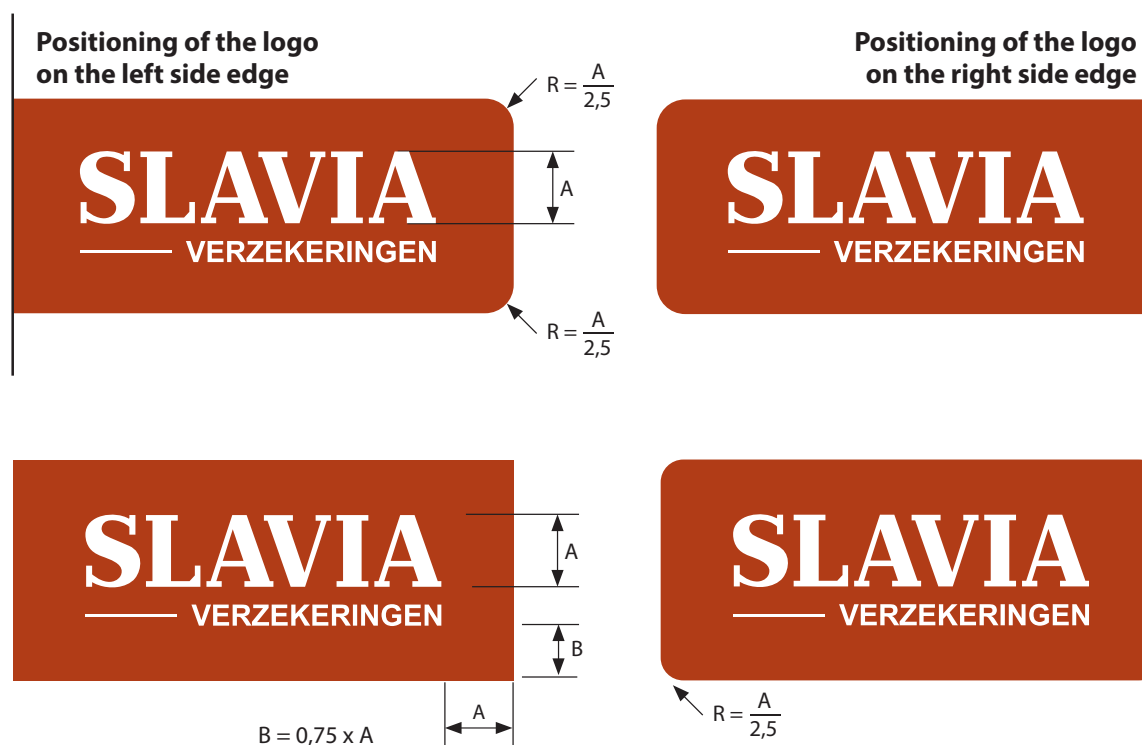B = 0,75 x A

Wordmark version for the Netherlands

Positioning in layout II for the Netherlands

In certain cases, the wordmark may also be positioned "in open space" near the left or right edge of the layout. In this case, the same rules apply as when creating a block with the wordmark at the top edge, with one key difference: both the left and right corners of the background rectangle are rounded. The radius of the rounded corners follows the same rule: **the height of the letter "A" in "SLAVIA" must be 2.5 times the radius (R)**. In other words, the rounding radius is 0.25 times the height of the letter "A" in "SLAVIA".

Example: If the height of the letter "A" in "SLAVIA" is 10 mm, the rounding radius of the left and right corners of the background rectangle will be 4 mm.

If the wordmark cannot be placed against the left or right edge, e.g. if it is positioned between sponsors on the same line, it is possible to use a wordmark version on a background block, either with classic or rounded edges. The clear zone always follows the same rules.

All other parameters for the positioning of the wordmark within the background rectangle remain the same as those specified for top-edge positioning – see the previous page for details.

SLAVIA
A

——— **VERZEKERINGEN**

Positioning of the logo on the left side edge

$R = \dfrac{A}{2,5}$

SLAVIA
——— **VERZEKERINGEN**
A

$R = \dfrac{A}{2,5}$

Positioning of the logo on the right side edge

SLAVIA
——— **VERZEKERINGEN**

SLAVIA
——— **VERZEKERINGEN**
A

B

B = 0,75 x A

A

SLAVIA
——— **VERZEKERINGEN**

$R = \dfrac{A}{2,5}$

Your partner for a happy life

Wordmark version
for the Netherlands

Examples of wordmark use on promotional items,
printed materials, and other visual applications in space.

Your partner for a happy life

Slavia pojišťovna a.s.
Táborská 940/31, 140 00 Prague 4
Helpline: +420 255 790 111
E-mail: info@slavia-pojistovna.cz
www.slavia-pojistovna.cz