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Primary logotype version

The primary logotype is used across all brand communications. Variants have been created for light backgrounds, dark backgrounds, and for use of the logotype on a magenta background.



Primary two-color logotype for use on white or light backgrounds.



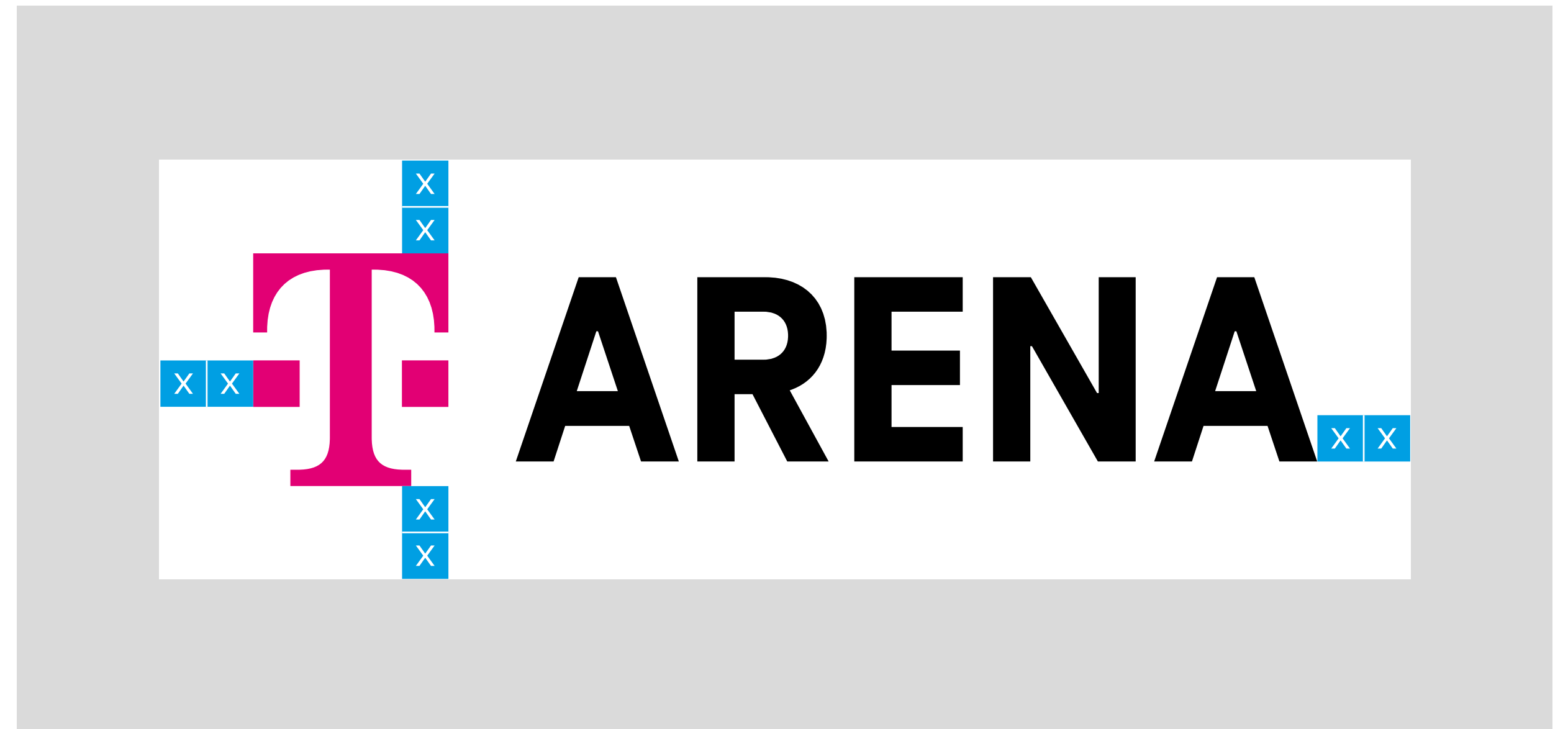
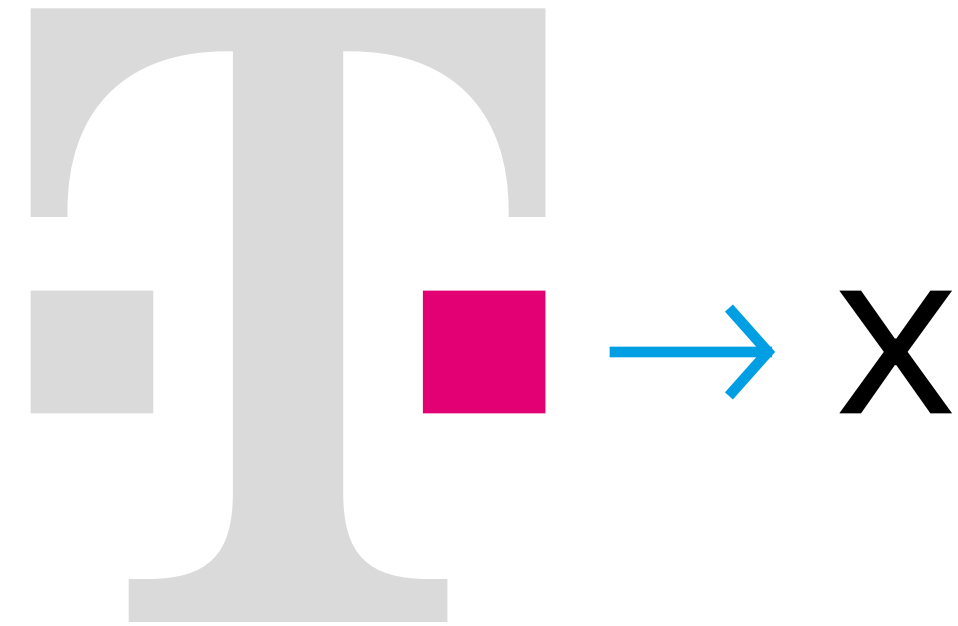
Primary two-color logotype for use on magenta backgrounds.



Primary two-color logotype for use on black or dark backgrounds.

Logotype safe zone

Defines the space around the logotype where no other graphic elements or text may interfere.



Minimum logotype size

The minimum size of the logotype defines the limit up to which the logotype is legible and recognizable in print and digital media.



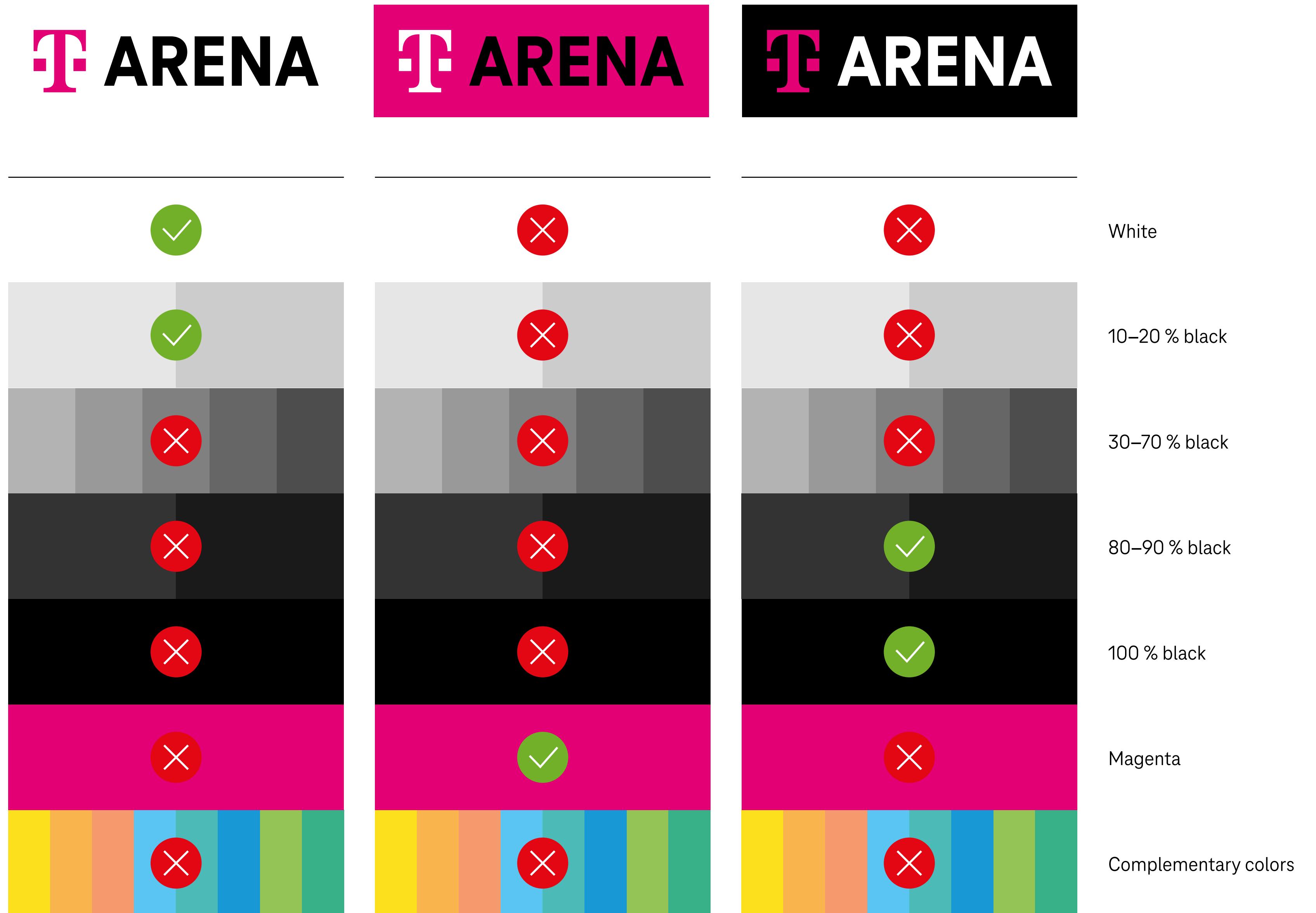
Minimum size of the logo in print.



Minimum size of the logo in digital media.

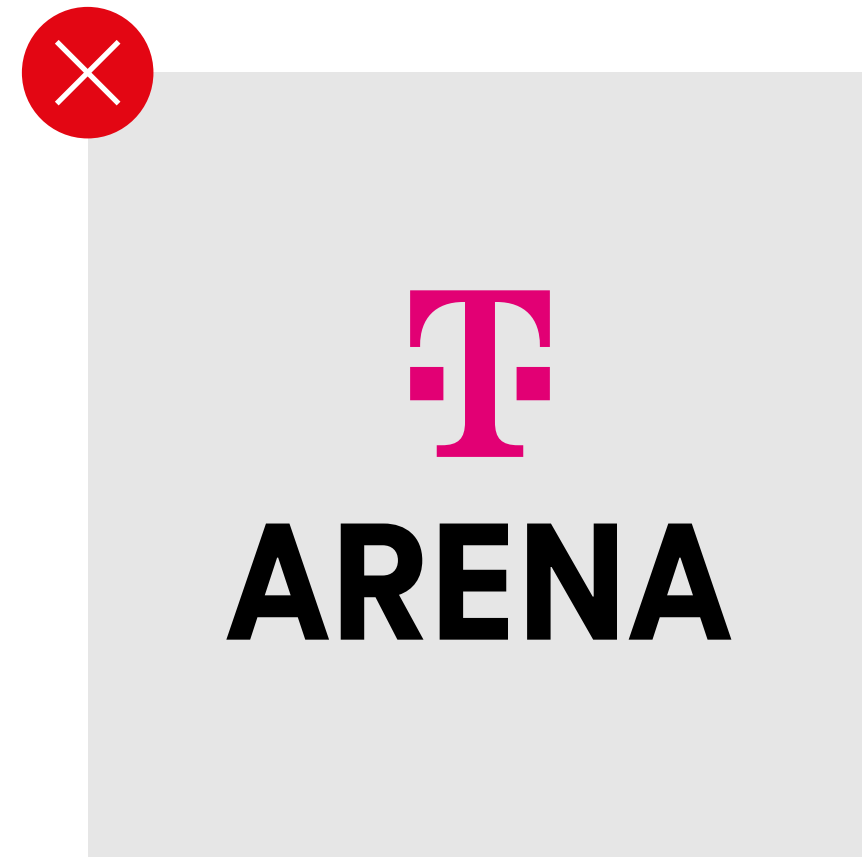
Primary logotype on a colored background

If we need to place the logo on a specific colored background, it is necessary to follow the following rules. Only then will the legibility of the logo and clear brand recognition be preserved.



Prohibited use of the logo

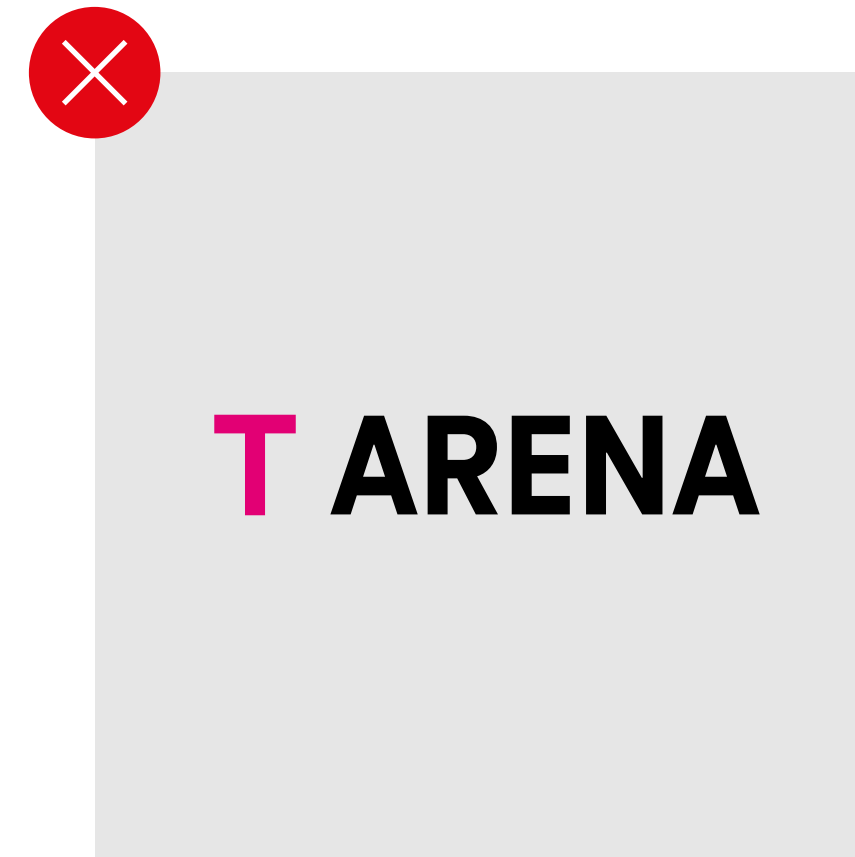
Any unauthorized changes to the logo, or incorrect use of the logo, damage the brand and its consistent and clearly recognizable communication.



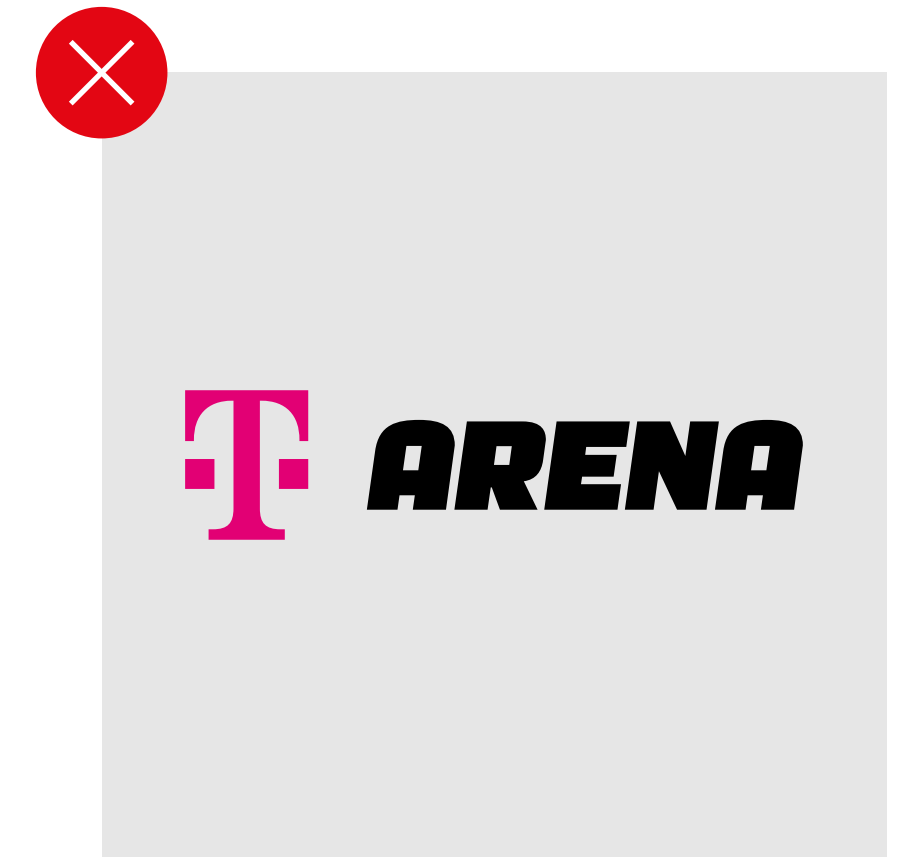
It is not permitted to change the composition or create new versions of the logo.



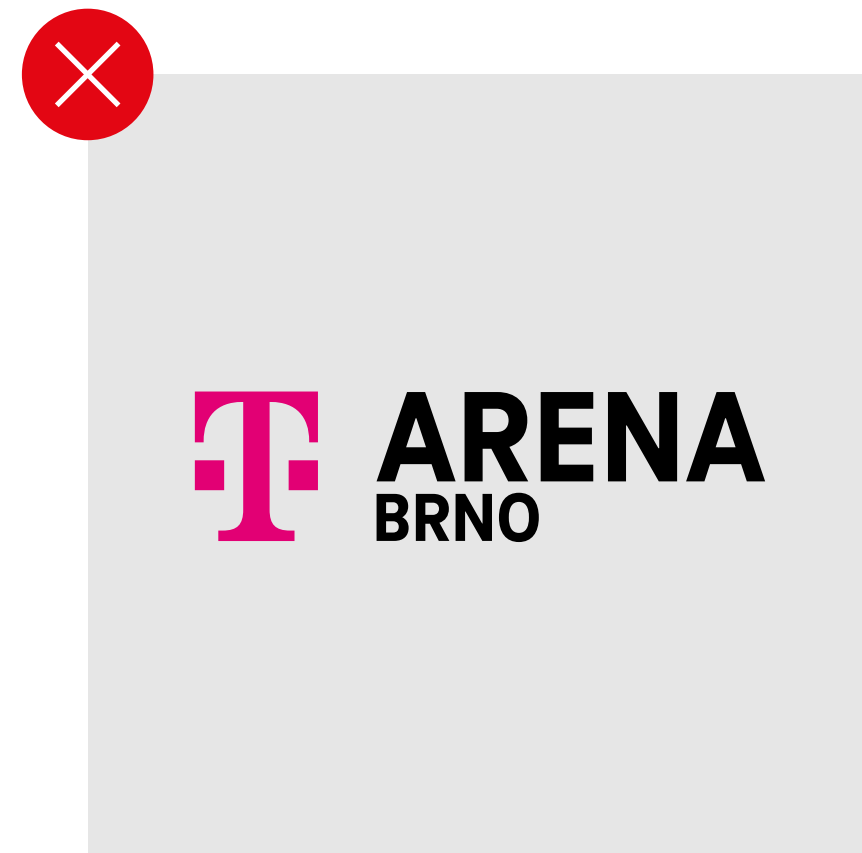
It is not permitted to change the individual proportions of the logo.



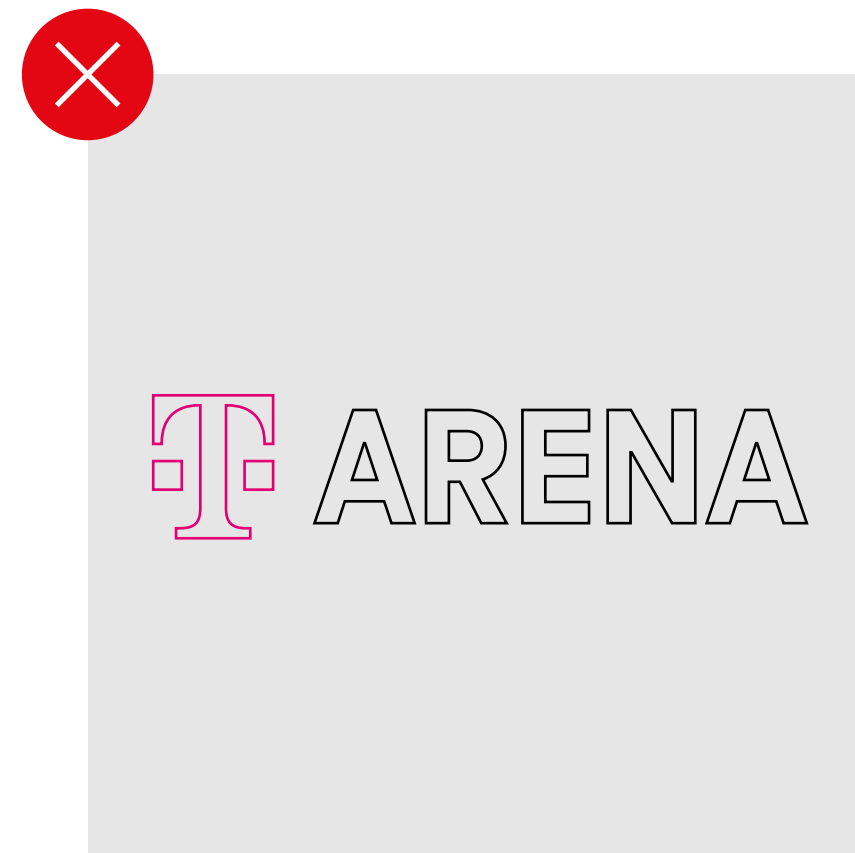
It is not permitted to use text in place of the logotype, even if it resembles it or is based on it.



It is not permitted to change the font in the logotype.



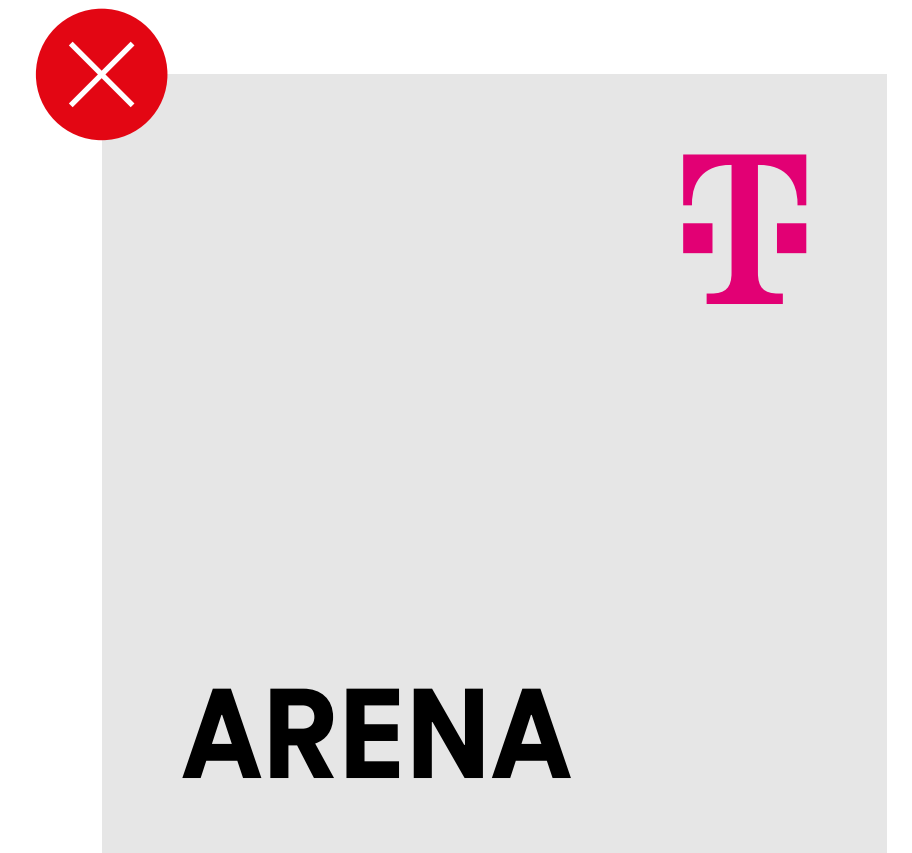
It is not permitted to add any text (claim, tagline, etc.) to the logo.



It is not permitted to use the logotype in outline form.



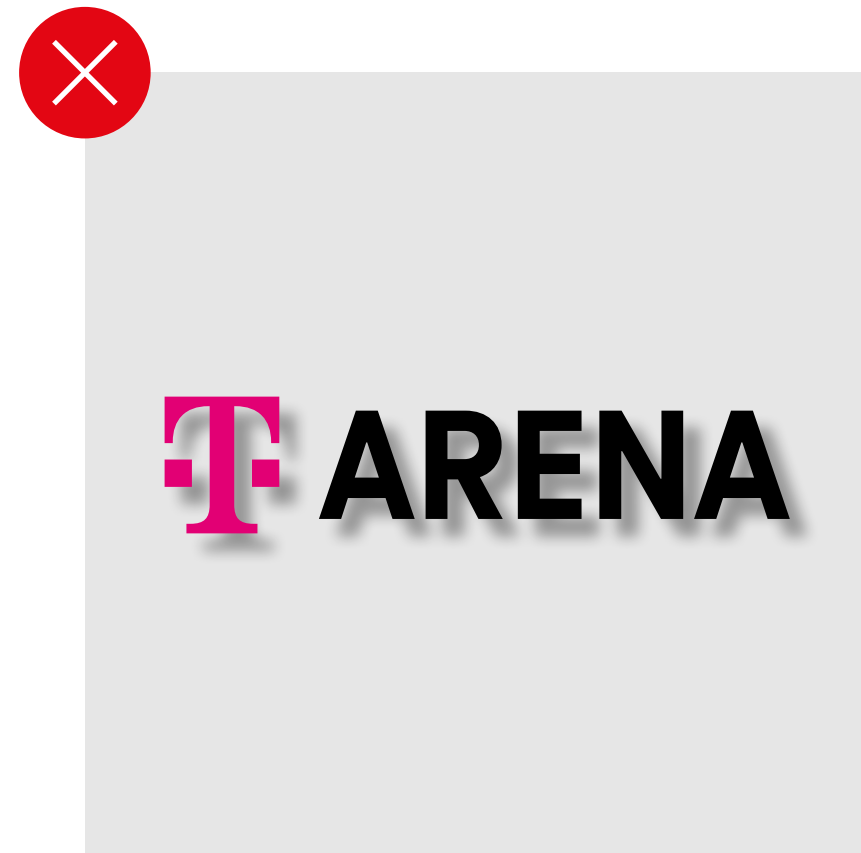
It is not permitted to distort the logotype in any way (perspective, skewing, etc.).



It is not permitted to use the symbol and text of the logotype separately.

Prohibited use of the logo

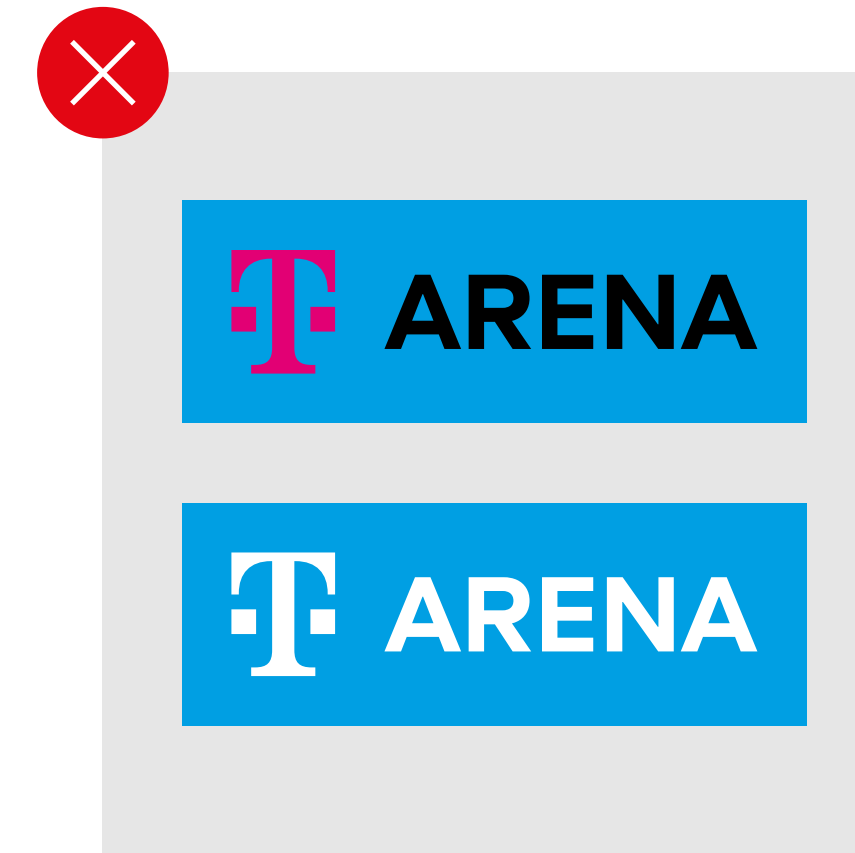
Any unauthorized changes to the logo, or incorrect use of the logo, damage the brand and its consistent and clearly recognizable communication.



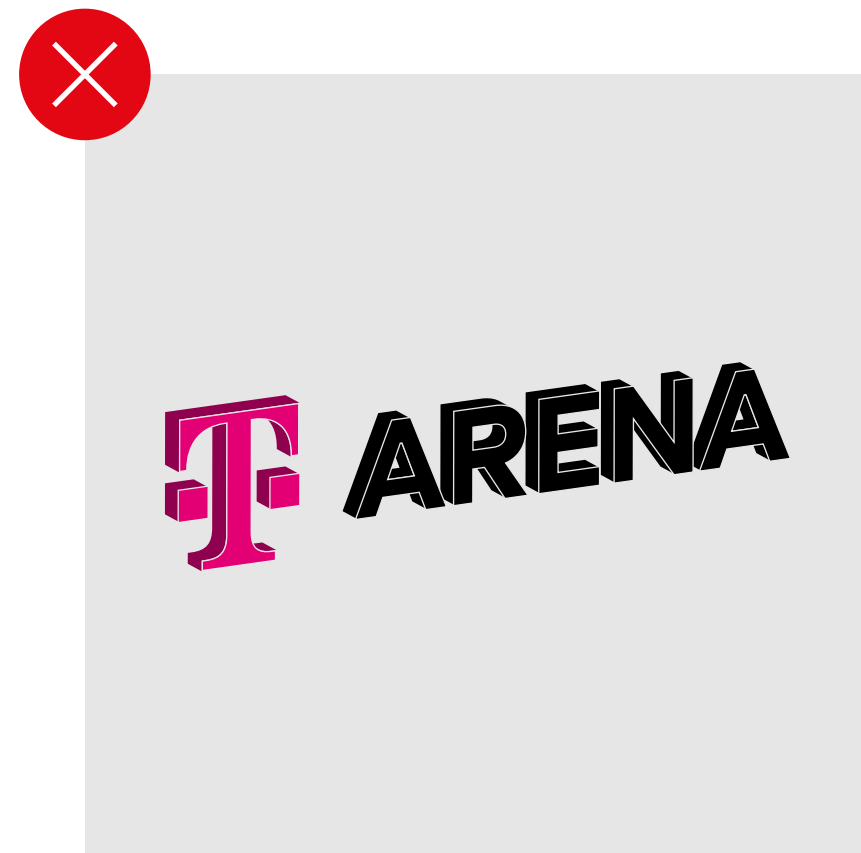
It is not permitted to apply any graphic effects (embossing, drop shadow, etc.) to the logotype.



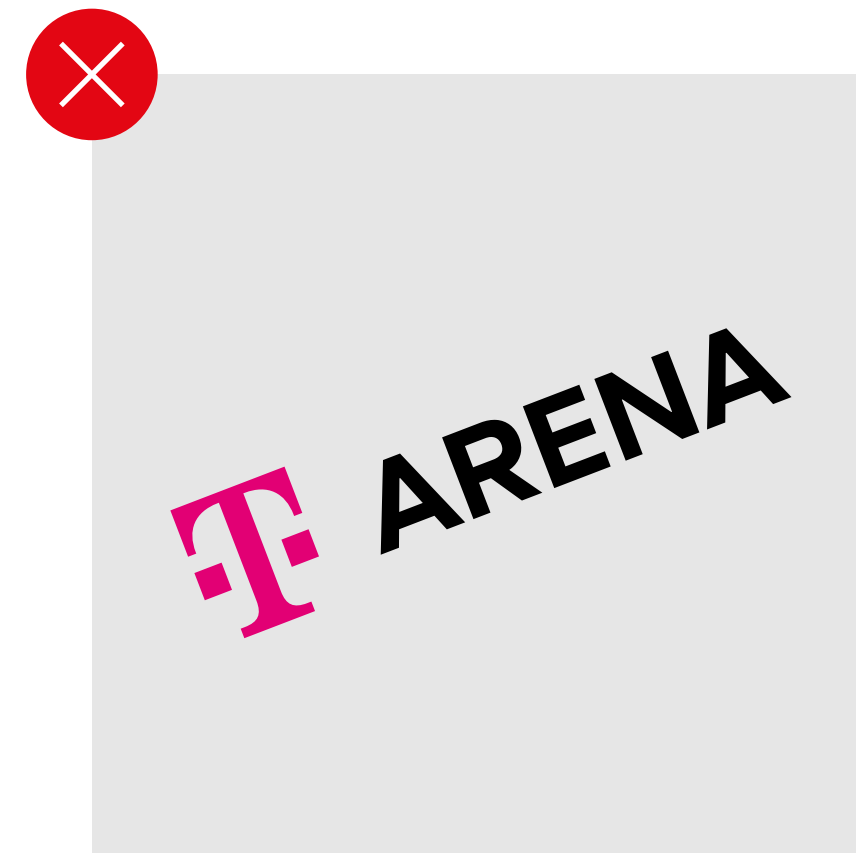
It is not permitted to change the color scheme of the logotype.



It is not permitted to apply the logotype to a background color other than the approved one.



It is not permitted to use the logotype in 3D.



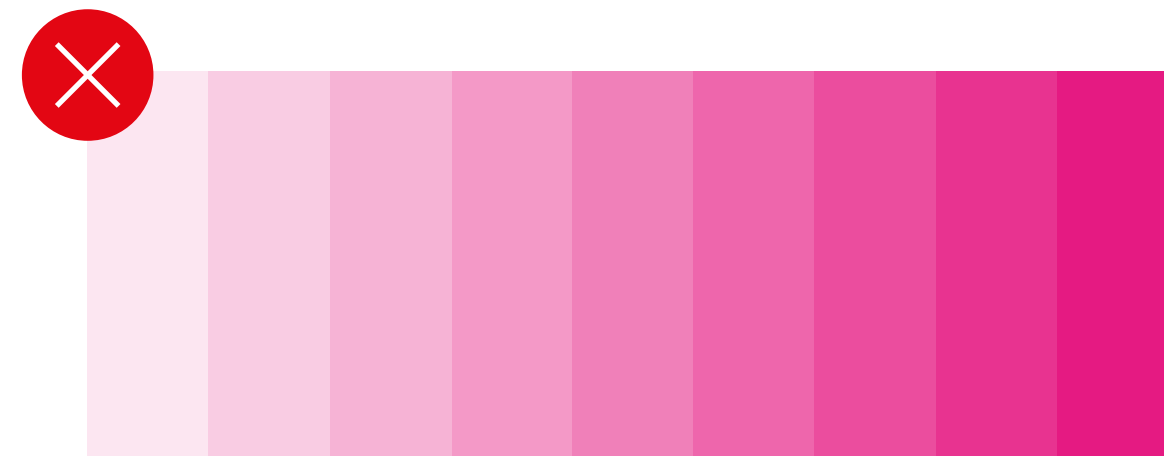
It is not permitted to rotate the logotype.

Primary color

The color Magenta is, alongside the T-Mobile logo, the most important element of visual identity. Therefore, it is very important to use the color Magenta correctly. The color Magenta must always be the dominant color on all materials.

MAGENTA

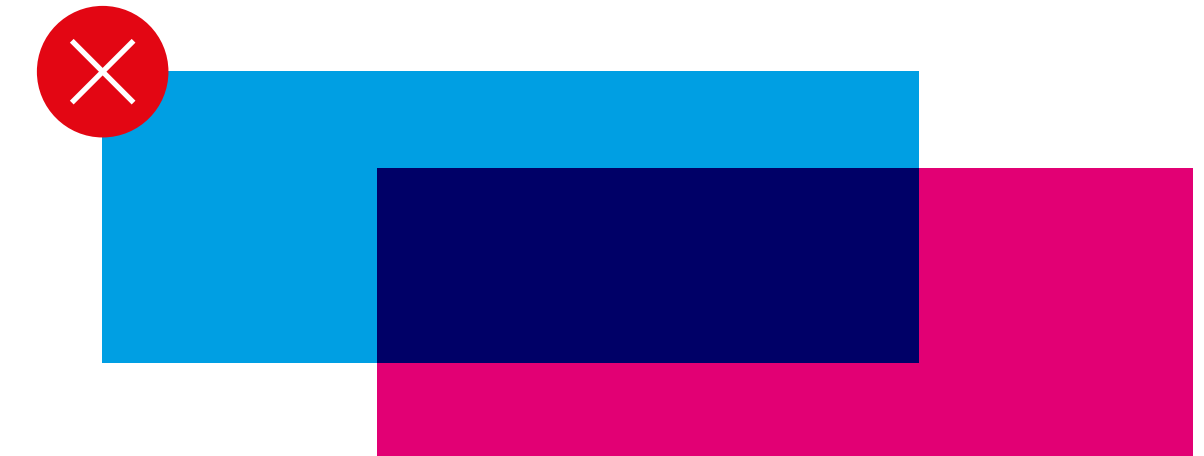
HEX: #E20074
RGB: 226/0/116
CMYK: 0/100/0/0
PMS: Pantone® Process Magenta
RAL: 4010 TeleMagenta
FOLIE: Scotchcal 100-821



It is not permitted to use Magenta in any shade other than 100 %.



It is not permitted to use Magenta in a color gradient.



It is not permitted to blend Magenta with another color, for example to simulate overprinting.

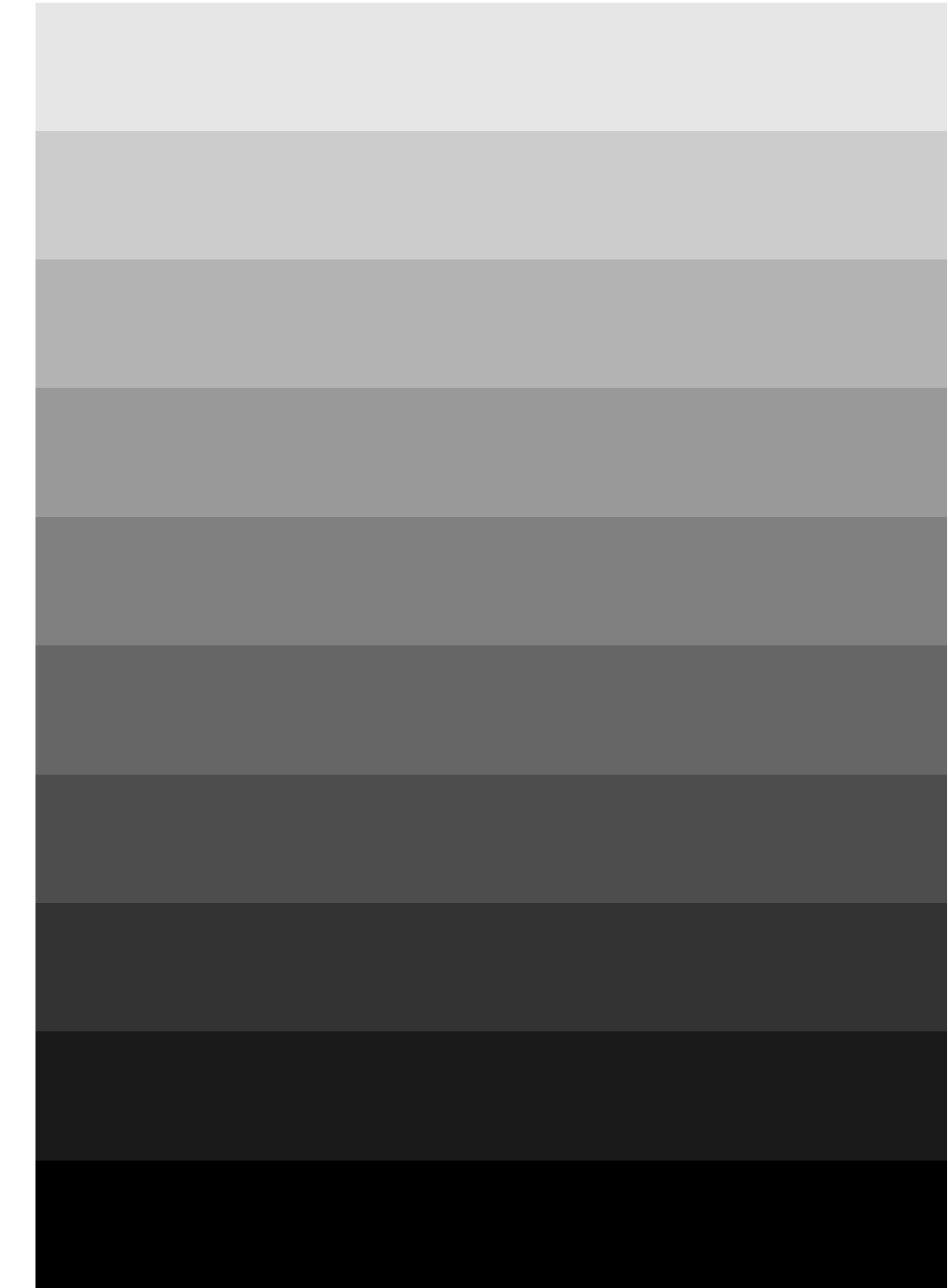
Additional colors

Additional colors can be used to distinguish between different materials and to refresh communication or for navigation inside the building. With a few exceptions, any color can be used as long as the main color Magenta is dominant, clearly recognizable, and matches the selected color. Therefore, complementary colors are not strictly defined. We use shades of black graded in 10 % increments.

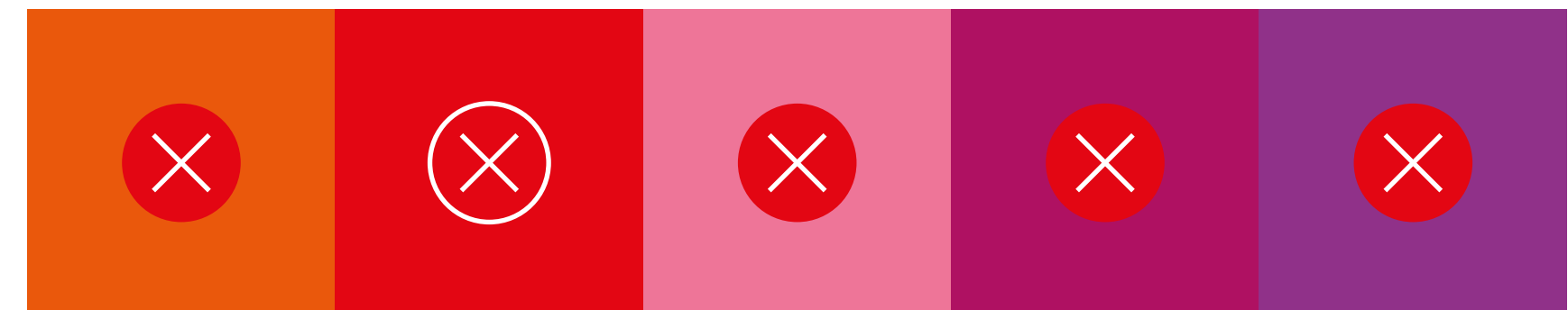
Additional colors



Supplementary neutral palette



It is not permitted to use colors that compete with or resemble Magenta or reduce its contrast and legibility. Magenta must always be the dominant color.



Primary font

For a uniform appearance of printed materials and other materials and clear brand recognition, we use the primary TeleNeo font. This font has many styles and variants, but for easier work with typography and a consistent appearance of communication, the following styles are defined.

Headline HEADLINE

TeleNeo Ultra – lowercase and uppercase

HEADLINE

TeleNeo Ultra Italic – only uppercase

Subhead SUBHEAD

TeleNeo Bold – lowercase and uppercase

Copy lorem *ipsum dolor*

TeleNeo Regular a TeleNeo Regular Italic

Alternative font

In internal communications, MS Office documents, PowerPoint presentations, and press releases, the alternative font Arial may be used if, for technical reasons, the primary font TeleNeo cannot be used.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Text version of brand

Here are some simple rules for how to properly use the “T ARENA” tag in text form and what to watch out for.

T ARENA → **T ARENA**



T-ARENA

We never use a dash or hyphen between the „T“ and the word „ARENA“.

T-Mobile ARENA

The written brand name is „T ARENA“, not „T-Mobile ARENA“.



T ARÉNA

The word „ARENA“ is written in its English form (without diacritical marks)

Navštivte *T ARENU* a prožijte neopakovatelný večer.

The name „T ARENA“ is not emphasized in the text with italics, underlining, etc.



Užijte si podzimní akce v T ARENĚ. / Jak se autem dostanete do T ARENY?

The word „ARENA“ can be declined.