

**Hello,  
I'm Brand  
Manual**

01 **Logo**

02 **Colour palette**

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# Logo

Our logo was made as a technical  
and visual standpoint of our identity.



CET

Safe zone which equals to 4x square of our logo is made to assure the user will not breach any of clearing zones and the logo will stay unharmed and recognizable between others.



The sizing of the technical mark of CET is based on pixel, so it can be resized in any way needed but not less than the size of 32 px, to maintain its clearance.



566 x 220 px

78 x 40 px

Our logotype is based on the font  
Eina 03.



**CET** Central European  
Association  
of Technical Museums

The minimum space allowed around the sides of the logotype is equal to 4x square. Safe spaces should not contain graphic or typographic elements other than the symbol itself.





The sizing of the logotype of CET is based on its mark sizing, so it can be resized in any way needed but not less than the size of 40 px, to maintain its clearance.




787 x 132px



189 x 40 px

Version of the brand logo on a black / dark background in full colour.



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This layout variation should be used  
in not wide applications



**Central European  
Association  
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This layout should be used when used in conjunction with brand patterns as part of the design.



The insertion of the logo into the rectangle is shown in the picture.



List of prohibited modifications and use of the symbol/logotype.

Do not rotate the logo

Do not change proportions of the logo

Do not change the size of any of the logo elements.

Do not use gradients or any other effects such as drop shadows on the logo.

Do not move the logo elements too close or too far

Do not use any other typography than the specified one with the logo

# Colors



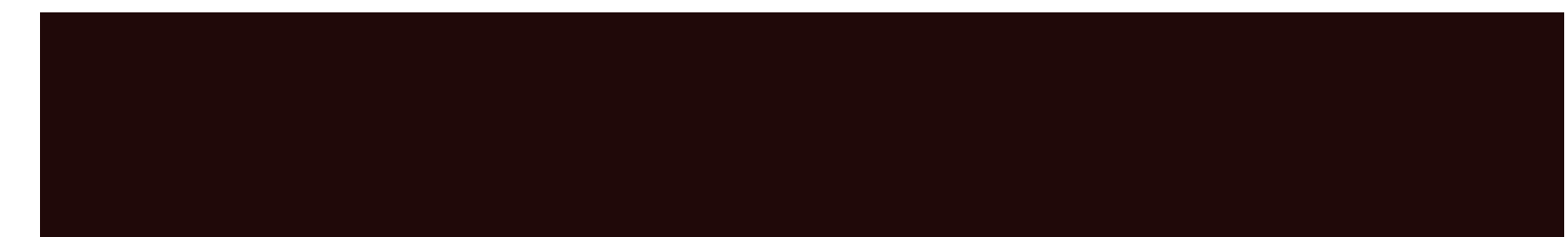
Brand colors are the most important part of its identity and appearance, using them accordingly will support its cause.



CET RED



Brown



Black



CET BLUE



White

# Typography

The main fonts of the CET brand are Eina 04 and Maax Mono.

It is one of the unifying elements of the brand.

Light

Light

Regular

**Regular**

Medium

**SemiBold**

**Bold**