



Corporate identity and logo guidelines

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Introduction

The **peak.cz** logo is based on the concept of comprehensive economic analysis within the framework of the peaks and valleys of global financial infrastructure.

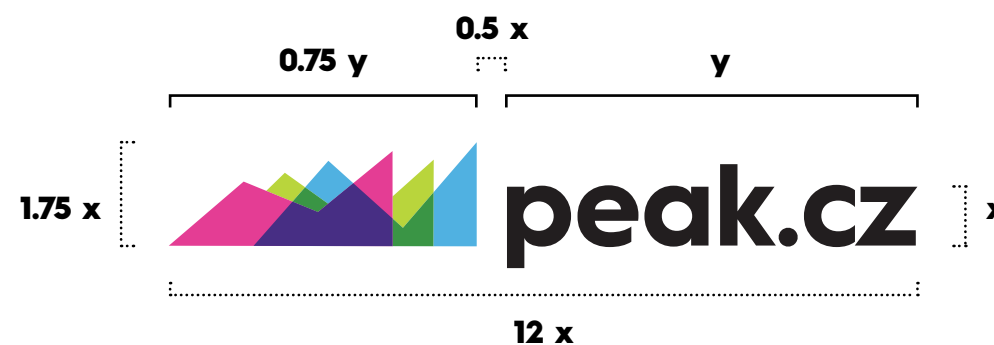
The three various graphs represent the various overlapping sectors that need to be considered when attempting to communicate any kind of far-reaching economic analysis, with the geometric, bold sans-serif conveying the idea of a strong, easy to understand message, even in a turbulent market.



Logo dimensions

The basis of the logo size is the **x**-height of the **Hurme Geometric Sans 1** (bold) typeface.

The ratio between the logotype and the logo is **4/3 width** and **1/1.75 height** helping maintain **geometric balance** throughout the aesthetic of the logo.



Primary colors

The primary colors of the logo were selected to be dynamic and modern. The colors of the logo can be changed if necessary due to surrounding graphics or technical limitations.



R: 227
G: 62
B: 148

C: 4
M: 90
Y: 1
K: 0



R: 186
G: 213
B: 58

C: 32
M: 0
Y: 96
K: 0



R: 81
G: 176
B: 223

C: 62
M: 14
Y: 2
K: 0



R: 71
G: 47
B: 131

C: 90
M: 100
Y: 11
K: 2



R: 58
G: 149
B: 69

C: 79
M: 18
Y: 100
K: 4

Typeface

The primary typeface is **Hurme Geometric Sans 1** which is to be used wherever possible.

In the case that this font is not available, then **Century Gothic** should be used.

Hurme Geometric Sans 1 bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Hurme Geometric Sans 1 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Century Gothic regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo safe zone

The logo must **always be at least 1.75x** (the height of the graph) away from any border, text or surrounding elements on all sides. This ensures adequate spacing between the logo and other elements to guarantee visibility as well as prominence.

This also ensures equal spacing above the peaks of the graphs as well as below the descender of the “p” in peak.



Alternative versions

The black and white version of the logo is to be used where it is either impossible to use the color version due to technical limitations or in the case of adjustments necessary due to surrounding graphics. It emphasizes the three separate graphs, creating an almost 3-dimensional visual, helping it to stand-out without color.

The version with the claim can be used as an alternative where the brand requires more of an introduction than in the case of basic usage, for instance when presenting the brand in a presentation.

The colors can also be changed to suit the background, an inverted version can be used for the same reason.



Prohibited versions

The dimensions of the logo have been created in order to maintain balance as well keep a certain aesthetic coherence while focusing on the primary pupose of serving as a header for the **peak.cz** website. It is important to keep this in mind when making any alterations to the logo.



Usage examples

The logo should normally appear with no alterations other than inverted text when placed on image backgrounds.

It should always be clearly visible while also maintaining the safe-zone established in this brand manual.

