

# KRKA

Instructions for using the logotype

March 2023



# Table of contents

---

|   |           |
|---|-----------|
| <b>BASIC LOGOTYPE</b>                         | <b>3</b>  |
| Positive                                      | 4         |
| Negative                                      | 5         |
| Required offsets                              | 6         |
| Minimum size                                  | 7         |
| <b>COLOUR RANGE</b>                           | <b>8</b>  |
| Basic colours                                 | 9         |
| Secondary colours                             | 10        |
| <b>USE OF LOGOTYPE ON COLOURED BACKGROUND</b> | <b>11</b> |
| Use on coloured background                    | 12        |
| Use on photo                                  | 13        |
| <b>UNAUTHORISED USE OF LOGOTYPE</b>           | <b>14</b> |

# BASIC LOGOTYPE



# Krka's logotype

---

## Logotype

Krka's logotype should be used in line with the instructions and in approved formats.

## Positive



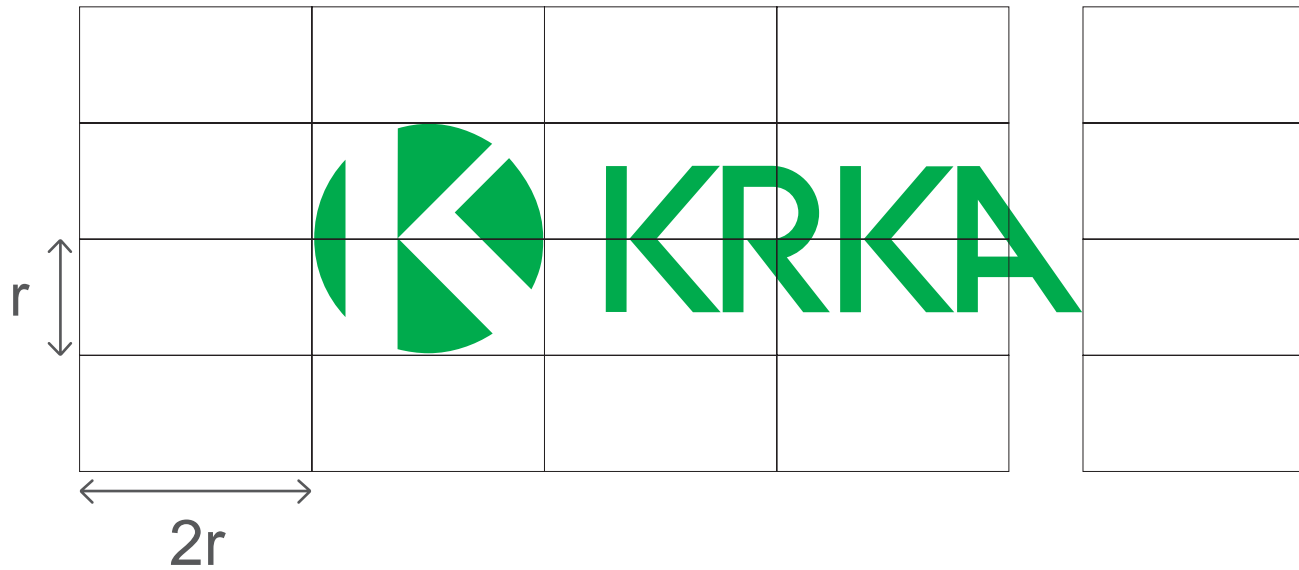
# Krka's logotype

Negative



# Required offsets

---



# Minimum logotype size

---



## Logotype size


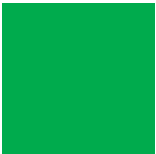

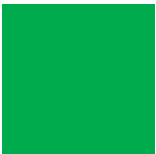
Minimum logotype size in printed material is 8 mm.

# COLOUR RANGE





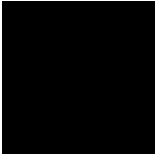

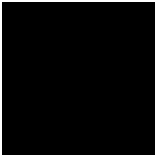



# Basic colours

## Company green

|                          |   |         |                |
|--------------------------|---|---------|----------------|
| <b>Colours for print</b> |    | Pantone | 355 C          |
|                          |    | CMYK    | 90C 0M 100Y 0K |
| <b>Colours for web</b>   |   | RGB     | 0R 171G 78B    |
|                          |  | Web:    | #00AB4E        |

# Secondary colours

|                          | Black   |         |               | Grey  |         |              |
|--------------------------|---|---------|---------------|---|---------|--------------|
| <b>Colours for print</b> |    | Pantone | Black C       |    | Pantone | 424 C        |
|                          |    | CMYK    | 0C 0M 0Y 100K |    | CMYK    | 0C 0M 0Y 80K |
| <b>Colours for web</b>   |   | RGB     | 0R 0G 0B      |   | RGB     | 76R 76G 76B  |
|                          |  | WEB     | #000000       |  | WEB     | 4c4c4c       |

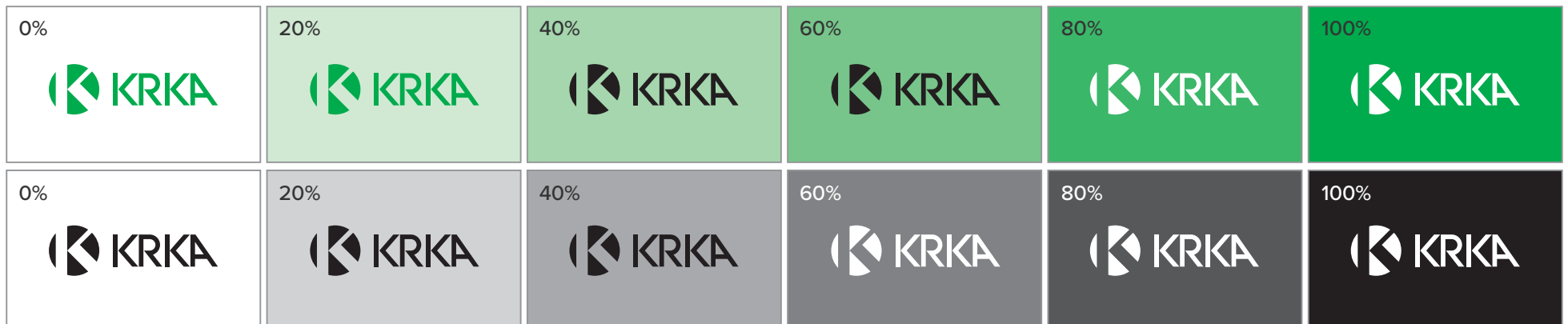
# USE OF LOGOTYPE ON COLOURED BACKGROUND

# Use on coloured background

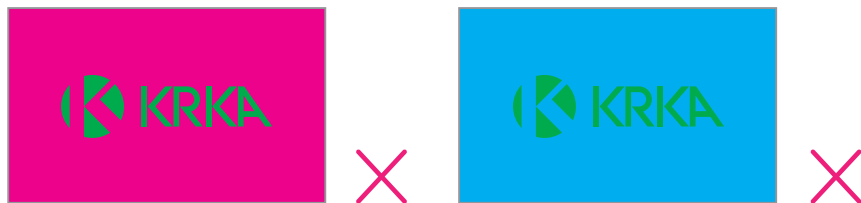
## Coloured background

Display of the logotype on coloured, white, grey, and black background. For good visibility, the colour difference and contrast between the background colour and the colour of the logotype should be taken into account.

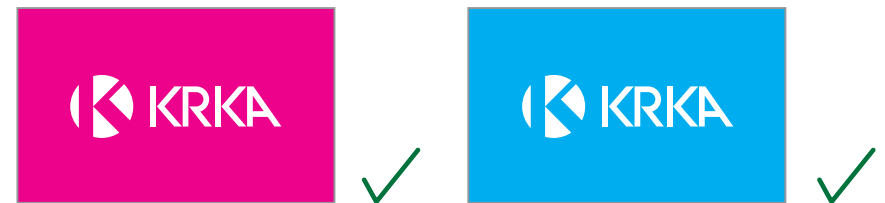
### Appropriate use of logotype on coloured background



### Inappropriate use of colour combinations



### Appropriate use of colour combinations



# Use on photo

---

Incorrect



Correct



# UNAUTHORISED USE OF LOGOTYPE

# Unauthorised use of logotype

## Incorrect

KRKA



## Correct



Separate use of the logomark and logotype **is not allowed.**



Separate use of the logomark and logotype **is not allowed.**



Using a font similar to the Avant Garde font **is not allowed.**



Using a logomark of the same height as the logotype **is not allowed.**



Changing spacing between characters in the logotype **is not allowed.**



Positioning the logomark behind the logotype **is not allowed.**



Deforming the logomark and logotype **is not allowed.**



Positioning the logomark above the logotype **is not allowed.**

## Incorrect



## Correct



**Incorrect and correct** vertical positioning of the logotype.

The most common examples and combinations of unauthorised use of the logomark and logotype that make up the company's logotype.