



Logo Guidelines

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# 1 Logo & symbol



## → 1.1 Primary logo

The primary logo and its preferred form is in colour. Logos have also been created for use on black-and-white backgrounds.

On black backgrounds, the colour version of the logo featuring an inverse wordmark and a white triangle inside an orange symbol may be used. Usage of the logo on a coloured background is defined in [2.4 Logo on a coloured background](#).

The entire logo may be enlarged or reduced as long as the rules in [2.2 Scaling range & minimum size](#) are followed. Do not distort the proportions. Examples of distorted proportions are provided in [2.7 Things to avoid](#).



### Aimtec orange

PANTONE	144
CMYK	0 / 55 / 100 / 0
RGB	255 / 145 / 0
HEX	ff9100
RAL	1033

### White

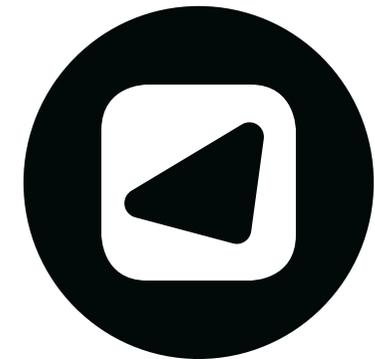
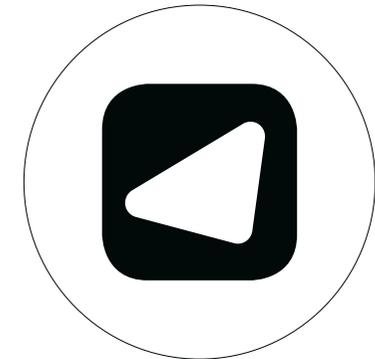
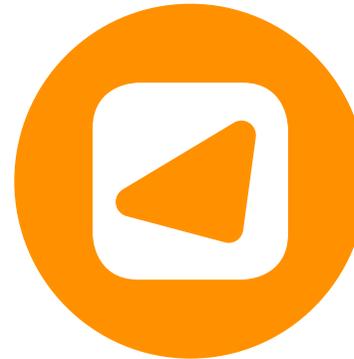
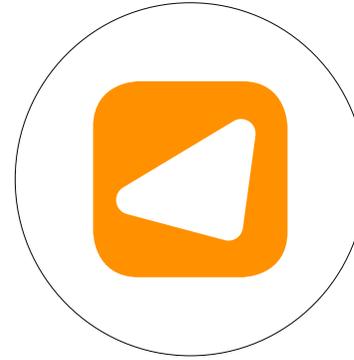
PANTONE	11-0601 TPX
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	ffffff
RAL	9010

### Aimtec black

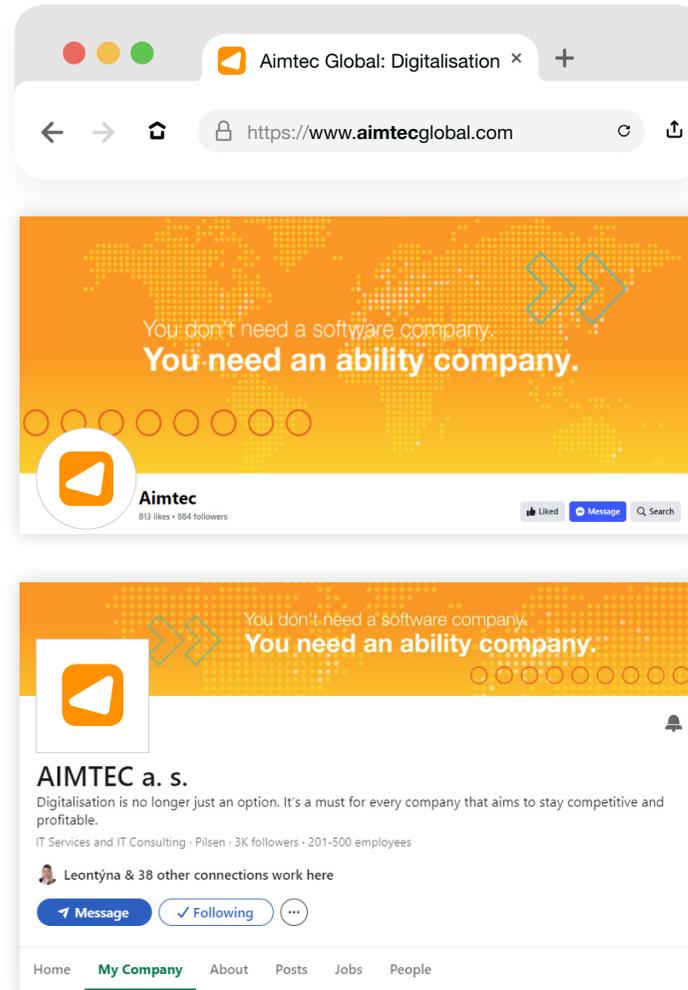
PANTONE	Black 6
CMYK	60 / 40 / 40 / 100
RGB	0 / 0 / 0
HEX	000000
RAL	9005

## → 1.2 Symbol

The symbol is primarily used in places where it is objectively impossible to use the primary logo, such as social media profile pictures or website favicons. Although the symbol is a distinctive element, using it as a standalone entirely without text is not recommended. The same rules for use on coloured backgrounds apply for the symbol as for the primary logo.



→ 1.3 Symbol use examples



# 2 Principles of logo & symbol use

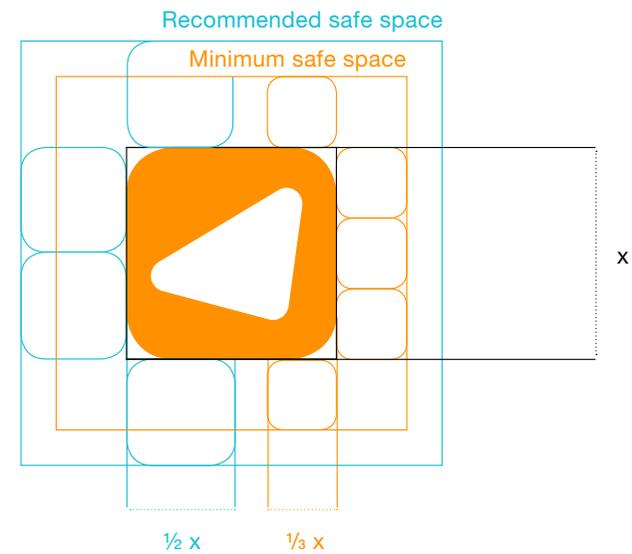
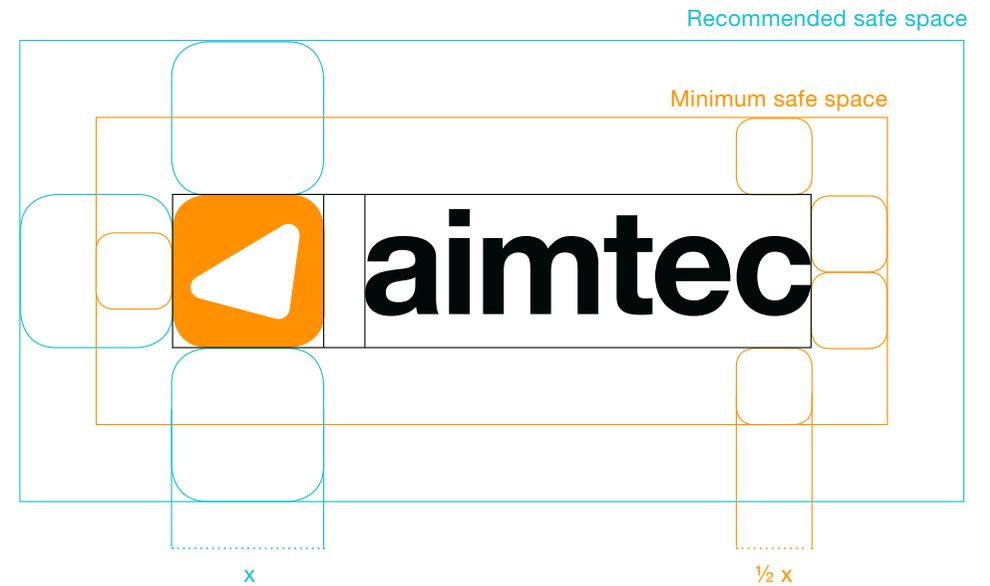


## → 2.1 Safe space

The safe space establishes the area surrounding the logo that must be free from any additional text or graphic elements. Maintaining the safe space is important for brand legibility and clarity.

The safe space is measured by the width of the symbol (x).

The **recommended safe space (x)** is a primary dimension which should be respected. If it is objectively impossible to use this, the **minimum safe space ( $\frac{1}{2}x$ )** may be used.



## → 2.2 Scaling range & minimum size

Scaling range defines recommended logo sizes on commonly used marketing collateral and merchandise. The basic full size used in scaling is the height of the logo symbol on an A4 format.

The minimum size is 5 mm, which is 60% of the basic size.

In exceptional cases, a smaller size than the one defined may be used provided that legibility and clarity are preserved. The logo was designed to be easily recognised, even at small sizes.

It is important to remember that logo legibility at minimum sizes depends on the quality of the printer or digital display, and therefore the minimum size is only recommended.

### Print

H: 12 mm	35 px	 <b>aimtec</b>		145%	A3 format
H: 8.3 mm	24 px	 <b>aimtec</b>		100%	A4 format, letterhead
H: 7 mm	20 px	 <b>aimtec</b>		85%	A5 format, 90 × 50 mm business card
H: 5 mm	15 px	 <b>aimtec</b>		60%	minimum permitted size

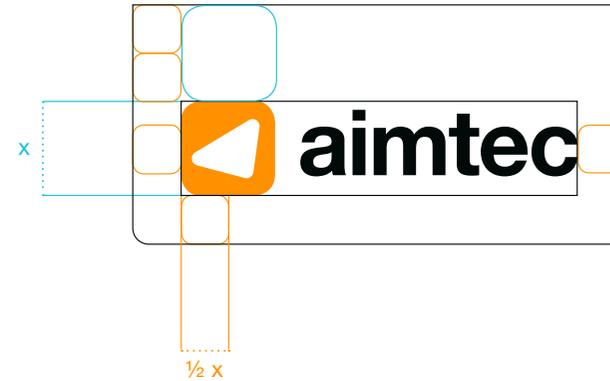
### Digital

H: 60 px		 <b>aimtec</b>		100%	screen 1920 × 1080 px
H: 40 px		 <b>aimtec</b>		67%	screen 1200 × 627 px
H: 25 px		 <b>aimtec</b>		42%	screen 300 × 600 px
H: 15 px		 <b>aimtec</b>		25%	minimum recommended size

### → 2.3 Logo on a separate block

In certain special situations, the logo may be placed on a white block to support visibility and good legibility. This logo block is to be placed on the edge of the format; the preferred location is the upper right corner.

The block size is based on the size of the logo safe space, i.e.  $\frac{1}{2}$  of the symbol width, with the distance from the top edge being the width of the entire symbol.



→ 2.4 Logo on a coloured background

The logo may be placed unchanged on a coloured background which must be a colour listed in 3.1 Primary palette of Corporate Identity document, except for Aimtec orange and blue, on which the white logo must be used (see 1.1 Primary logo).

Do not place the primary full-colour logo on backgrounds of other colours.

If the logo is being applied to a very light-coloured background, use the black logo. Use the white logo on dark backgrounds. As a general rule, always make sure that the brand is easily legible and visible.

It is important that the selection be made by a graphic designer or a person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



Colours not included in the primary palette

Correct usage of the logo on primary palette colours and gradients

## → 2.5 Logo on a black-and-white background

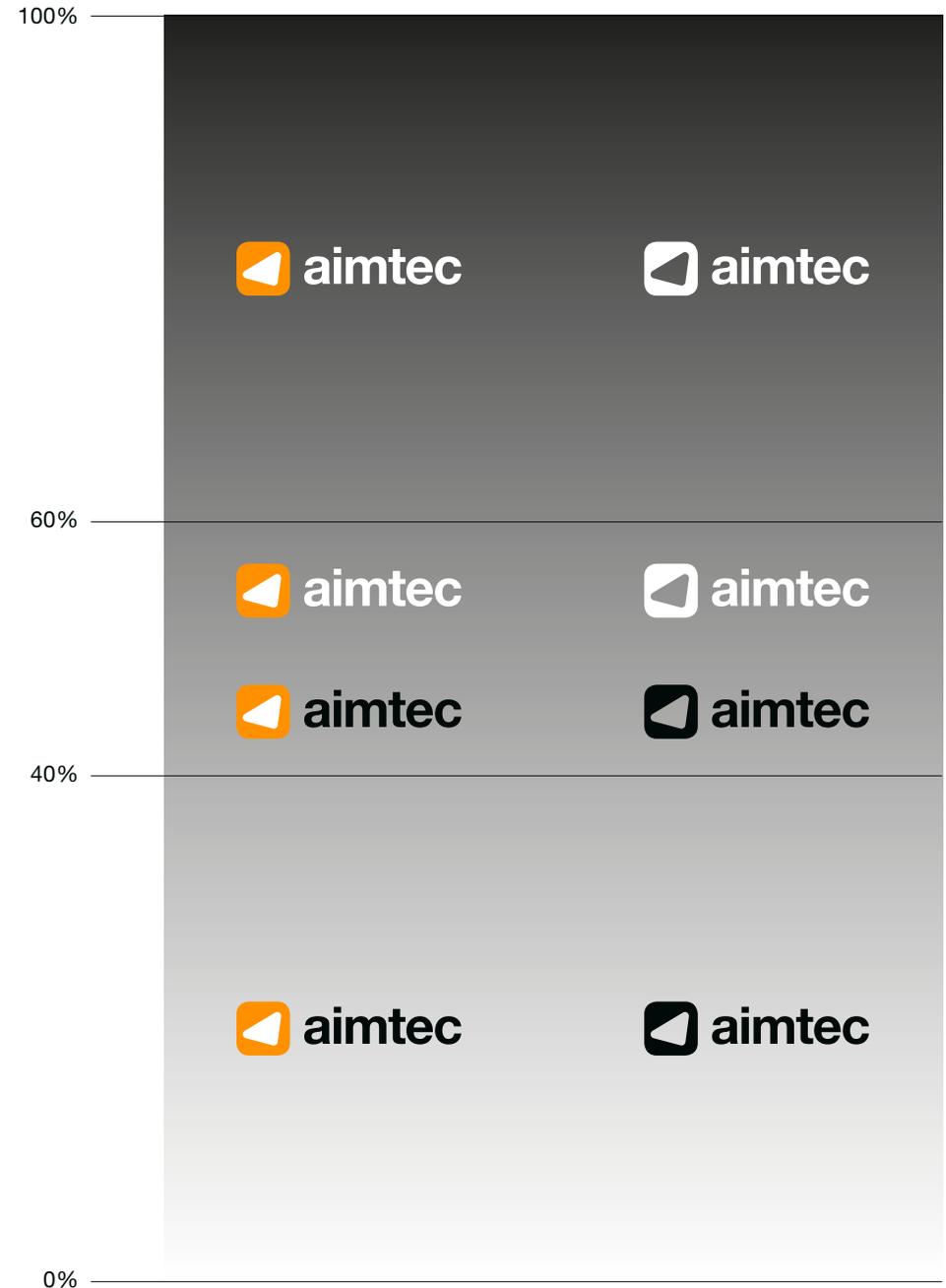
The primary colour logo and the black logo may be applied to grey backgrounds which are up to 40% black.

In the range between 40% and 60% black, the colour logo with a white or with a black wordmark, the pure black logo, or the pure white logo may be used.

The colour logo with a white wordmark or the entirely white logo may be used on grey backgrounds which are 60% black or more.

As a general rule, always make sure that the logo is easily legible and visible.

It is important that the selection be made by a graphic designer or a person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



## → 2.6 Logo on a photograph

Use of the logo on photographs depends on the character of the background.

When using a logo on a photograph, the contrast between the background colours and the logo colours is important. The logo should not be placed on a noisy background or a background with a fragmented pattern.

If the photograph features diverse and complex motifs, a black filter can be used to improve logo legibility; the filter is defined in [6.6.4 Photograph usage rules](#) of Corporate Identity document. As a general rule, always make sure that the logo is easily legible and visible.

If none of the tools described here can be used, the primary colour logo can be used on a separate block; see chapter [2.3 Logo on a separate block](#).



Photographs with high-contrast backgrounds featuring a sufficiently legible logo



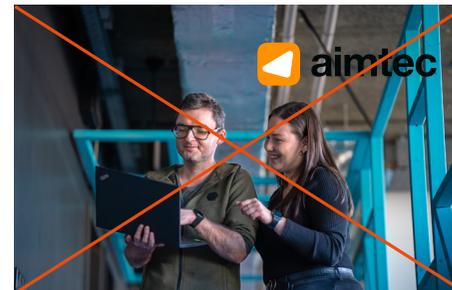
Photographs with black filters to improve logo legibility



Sufficiently calm photographs for simple logo



If the logo is illegible, a white block should be used under the logo

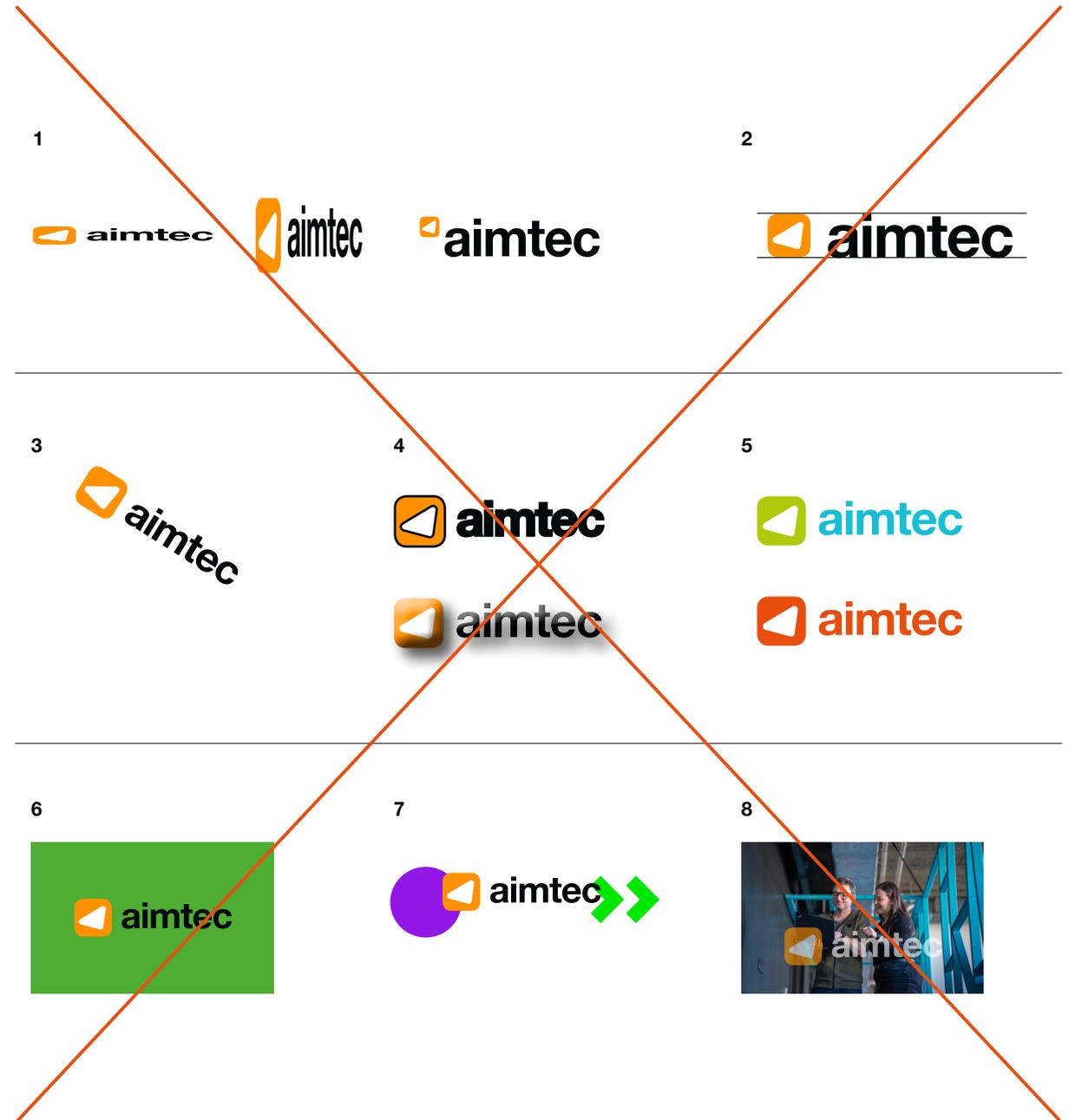


## → 2.7 Things to avoid

The following are things to avoid in the logo, representing cases where the logo has been altered, i.e., the colour or typeface has been changed, the proportions distorted, or new elements added.

The showcased examples of things to avoid represent just a few possible examples of incorrect usage, demonstrating a disruption to the aesthetic perception of the unified corporate identity and a violation of the rules of visual communication.

- 1 Do not distort the logo's proportions.
- 2 Do not make the height of the text level with the symbol.
- 3 Do not rotate the logo to different angles.
- 4 Do not add lines, drop shadows, or other effects.
- 5 Do not change the colour of the logo to colours other than those defined in chapter 1.1 Primary logo.
- 6 Do not place the colour logo directly on a colour background; use a white block.
- 7 Do not add new elements to the logo safe space.
- 8 Do not use a transparent logo.



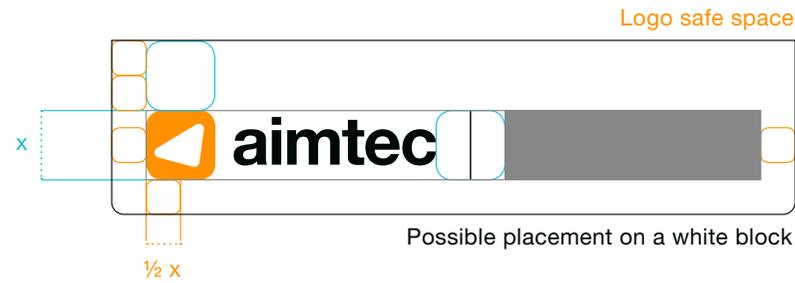
→ 2.8 Co-branding

If the logo must be used in combination with another company's logo, the logos are to be separated by a vertical or horizontal line.

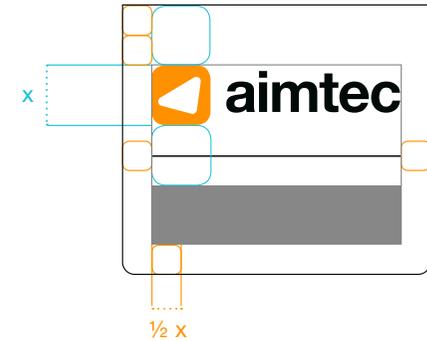
The individual logos must be kept at the proper distance, which is defined by the height of the symbol.

The length of the line dividing the Aimtec logo and the other company's logo is based on the longer of the two logos.

Horizontal version



Vertical version



Vertical version – other layout options



Examples



## → 2.9 Logo in physical form

If the logo must be reproduced in a physical form, contact the person at the company who is responsible for uniform communication to consult the correct size, placement, and combination of materials.

The material must always be chosen according to the form's purpose and the conditions under which it will be used.

Contact person:

**Zdeněk Eliáš**

Creative Manager

+420 776 195 253

[zdenek.elias@aimtecglobal.com](mailto:zdenek.elias@aimtecglobal.com)



# 3 Aimtec products



## → 3.1 Portfolio

The product portfolio is a set of Aimtec product logos that visually extend the parent logo creating a unified and cohesive system. The portfolio includes various logo versions adapted to the length and structure of the product name.

The preferred option for longer product names is the horizontal two-line version. For shorter, single-word product names, a single-line horizontal version of the logo is used. This version is generally not recommended for two-word names, except in specific cases. A vertical version is also available for situations requiring a more compact appearance, along with a text-only version for simplicity and instant readability. These versions ensure the logo adapts and supports each product's identity while maintaining Aimtec's unified visual style.

The correct version must always be consulted with the person responsible for maintaining the company's unified communication.



Horizontal version – 2 lines



This version is not recommended for longer names.



This version is not recommended for longer names.

Horizontal version



Vertical version

→ **3.1 Portfolio**  
3.1.1 Aimtec DCIx



→ **3.1 Portfolio**  
3.1.2 Aimtec Data Intelligence



→ **3.1 Portfolio**  
3.1.3 Aimtec SCIx



→ **3.1 Portfolio**  
3.1.4 Aimtec Integration Platform

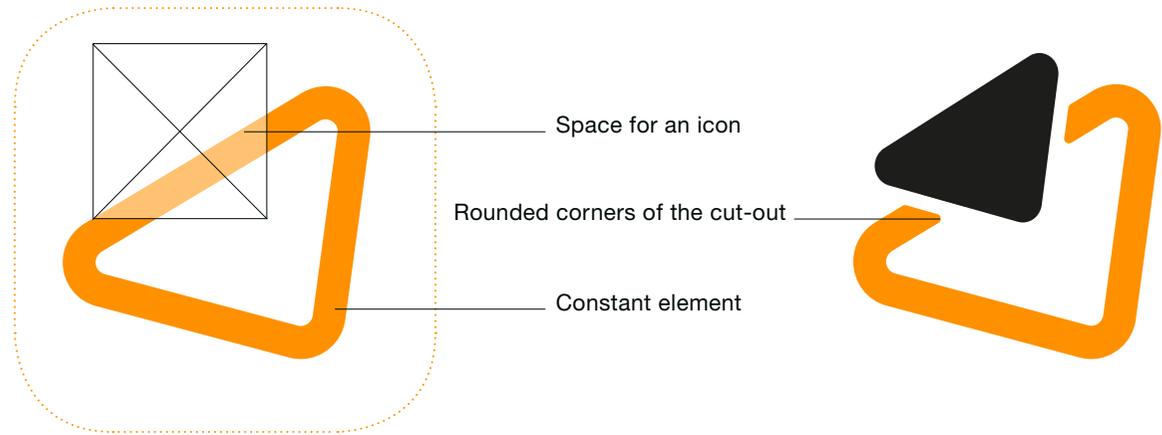


→ 3.2 Product logo design

The design of Aimtec product logos is based on a constant triangular element, symbolically derived from the company's primary logo. Within this element, an icon representing the specific features of individual Aimtec products is placed. A key principle is to maintain the colour scheme of individual elements, round the corners of both the triangle and the icon and ensure correct typography settings.

The colour design of the logo is always in accordance with the company's visual identity. The triangle is in Aimtec orange, and the icon is in Aimtec black. The exact colour values are defined in chapter 1.1 Primary logo.

The product logotype combines the word "aimtec" in Helvetica Neue LT Pro 75 Bold and the product name in the same font but with a Helvetica Neue LT Pro 45 Light cut. This approach ensures visual consistency between the main brand and its products.



Symbol design

**aimtec** \_\_\_\_\_ Aimtec logotype  
 Product name \_\_\_\_\_ Helvetica Neue LT Pro 45 Light

**aimtec** Product name

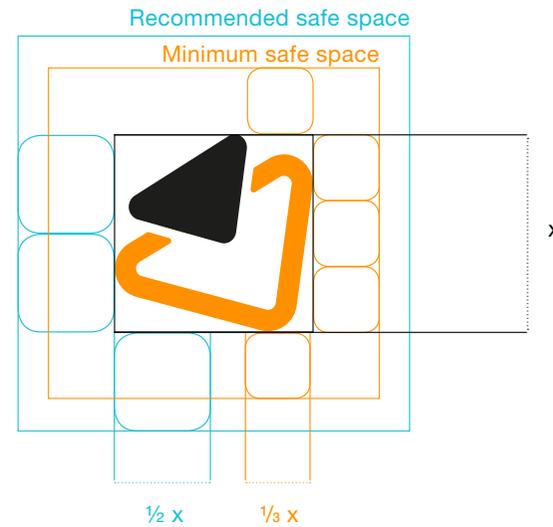
Product name creation

### → 3.3 Safe space

The safe space establishes the area surrounding the logo that must be free from any additional text or graphic elements. Maintaining the safe space is important for brand legibility and clarity.

The safe space is measured by the width of the symbol (x).

The **recommended safe space (x)** is a primary dimension which should be respected. If it is objectively impossible to use this, the **minimum safe space ( $\frac{1}{2} x$ )** may be used.



### → 3.4 Scaling range & minimum size

On this page, only the horizontal two-line version of the logo and the standalone symbol are defined. The scaling range specifies recommended logo sizes for commonly used marketing materials and merchandise. The basic size for scaling is the width of the logo symbol on an A4 format, which serves as the key element for the scaling range as the icon within product logo symbols may vary in size and placement. However, the triangle is a consistent element, and its width remains unchanged.

The minimum logo size is 5 mm representing 60% of this basic size. In exceptional cases, a smaller size may be used, but only if legibility and clarity are maintained. The logo is designed to remain easily recognisable even at small sizes.

Logo legibility at minimum sizes depends on the quality of the printer or digital display; so the minimum size is only a recommendation.

#### Print

W: 12 mm	35 px	   <b>aimtec</b> DCIx		145%	A3 format
W: 8,3 mm	24 px	   <b>aimtec</b> DCIx		100%	A4 format, letterhead
W: 7 mm	20 px	   <b>aimtec</b> DCIx		85%	A5 format, 90 × 50 mm business card
W: 5 mm	15 px	   <b>aimtec</b> DCIx		60%	minimum permitted size

#### Digital

W: 60 px		   <b>aimtec</b> DCIx		100%	screen 1920 × 1080 px
W: 40 px		   <b>aimtec</b> DCIx		67%	screen 1200 × 627 px
W: 25 px		   <b>aimtec</b> DCIx		42%	screen 300 × 600 px, minimum recommended logo size
W: 20 px		   <b>aimtec</b> DCIx		25%	minimum recommended symbol size

### → 3.5 Logo on a coloured background

The logo may be placed unchanged on a coloured background which must be a colour listed in **3.1 Primary palette** of Corporate Identity document, except for Aimtec orange and blue, on which the white logo must be used.

Do not place the primary full-colour logo on backgrounds of other colours.

If the logo is being applied to a very light-coloured background, use the black logo. Use the white logo on dark backgrounds. As a general rule, always make sure that the brand is easily legible and visible.

It is important that the selection is made by a graphic designer or someone with a keen eye for overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



Colours that are not part of the primary corporate identity palette.

Correct usage of the logo on primary palette colours and gradients.

### → 3.6 Logo on a black-and-white background

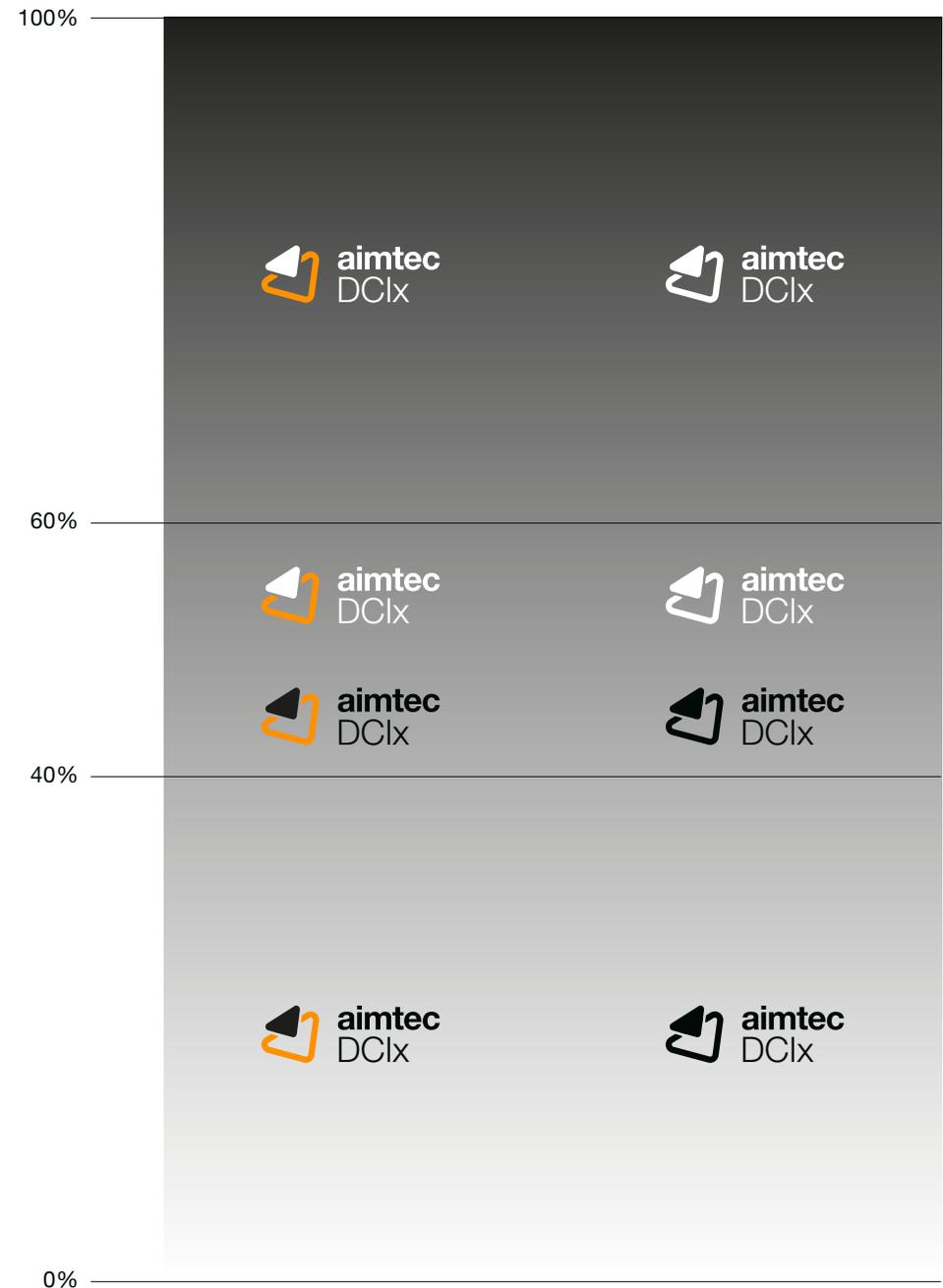
The primary colour logo and the black logo may be applied to grey backgrounds which are up to 40% black.

In the range between 40% and 60%, the colour logo with a white or with a black wordmark, the pure black logo, or the pure white logo may be used.

The colour logo with a white wordmark or the entirely white logo may be used on grey backgrounds which are 60% black or more.

As a general rule, always make sure that the logo is easily legible and visible.

It is important that the selection is made by a graphic designer or someone with a keen eye for overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.

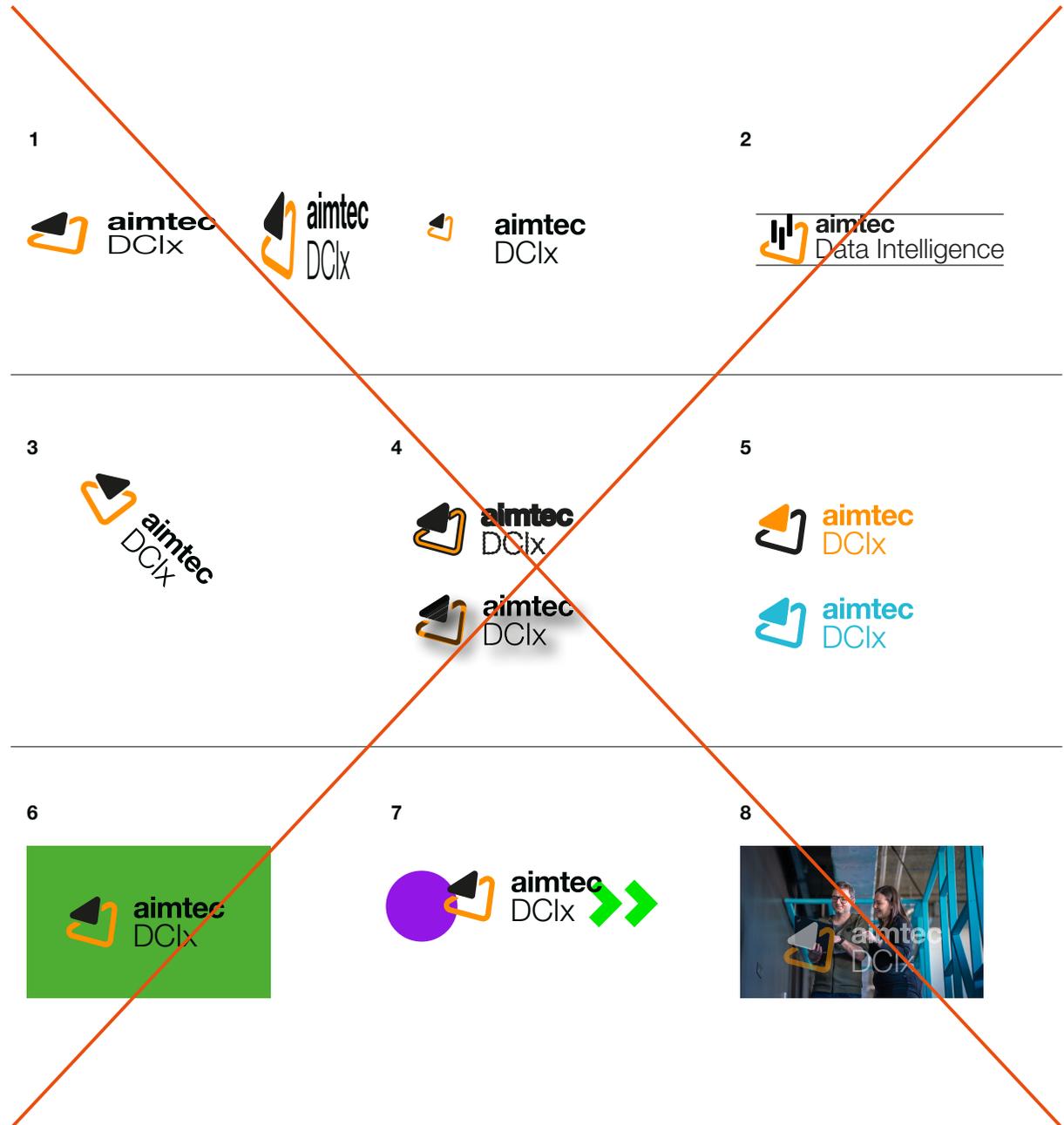


## → 3.7 Things to avoid

Prohibited versions show unacceptable logo modifications. This includes colour changes, distortion, font modification, or the addition of elements.

The versions of the brand shown here are just a few examples of incorrect usage. They demonstrate a disruption of the aesthetic perception of the unified corporate identity and a violation of visual communication rules.

- 1 Do not distort the logo's proportions.
- 2 Do not make the height of the text level with the symbol.
- 3 Do not rotate the logo to different angles.
- 4 Do not add lines, drop shadows, or other effects.
- 5 Do not change the colour of the logo to colours other than those defined in chapter 1.1 Primary logo.
- 6 Do not place the colour logo directly on a colour background; use a white block.
- 7 Do not add new elements to the logo safe space.
- 8 Do not use a transparent logo.



→ **3.8 Aimtec logo with Aimtec product logo usage**

If the Aimtec logo must be used in combination with an Aimtec product logo, the logos are to be separated by a vertical or horizontal line.

The height of the Aimtec product logo is defined by the height of the Aimtec logo symbol. The individual logos must be kept at the proper distance defined by the height of the symbol.

The length of the line dividing the Aimtec product logo and the other company's logo is based on the longer of the two logos.

Since the word Aimtec is part of the product name, it can be used independently without the primary Aimtec logo.

The recommended version of the product logo is the horizontal version. The correct version must always be consulted with the person responsible for maintaining the company's unified communication.

Horizontal version



Vertical version



Vertical version – other layout options



Examples



### → 3.9 Co-branding

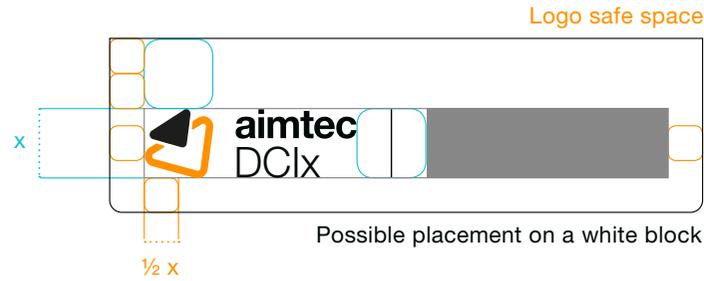
If the Aimtec product logo needs to be used in combination with another company's logo, the logos should be separated by a vertical or horizontal line.

The individual logos needs to be kept at the proper distance defined by the height of the symbol.

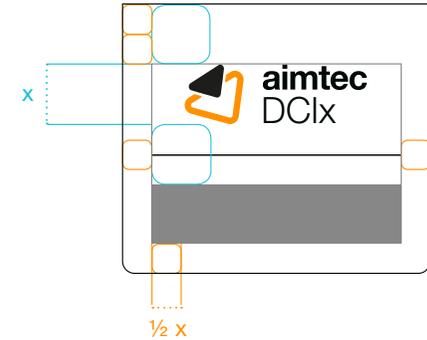
The length of the line dividing the Aimtec product logo and the other company's logo is based on the longer of the two logos.

The recommended version of the product logo is the horizontal version. The correct version must always be consulted with the person responsible for maintaining the company's unified communication.

Horizontal version



Vertical version



Vertical version – other layout options



Examples

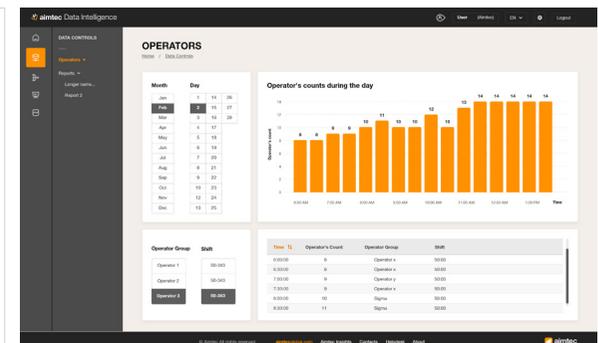
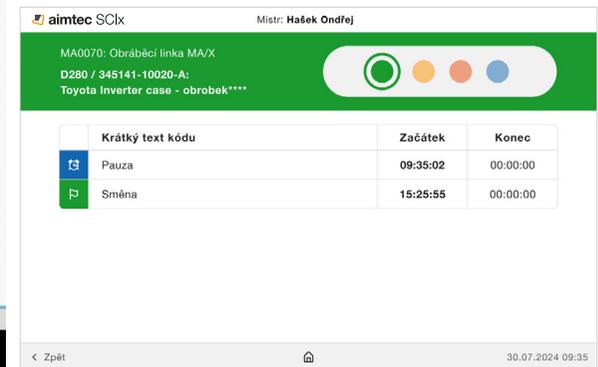
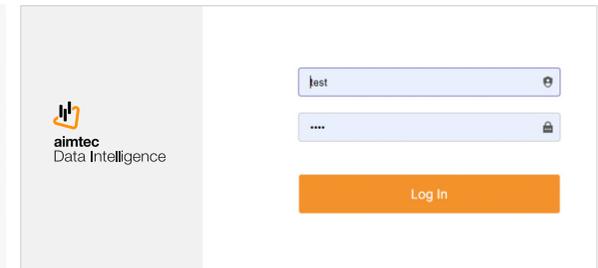
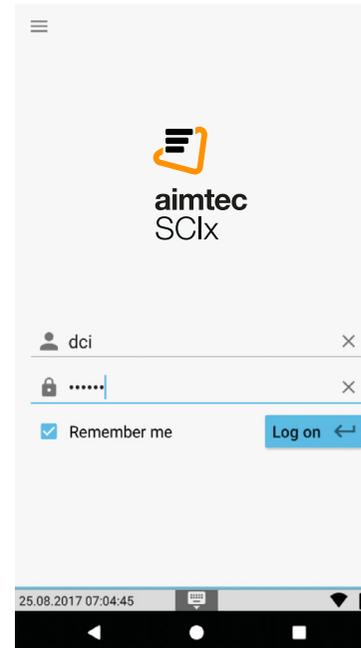
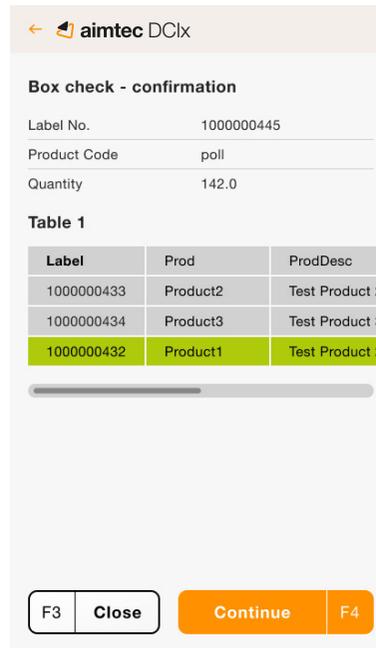


→ 3.10 Example of product logo usage

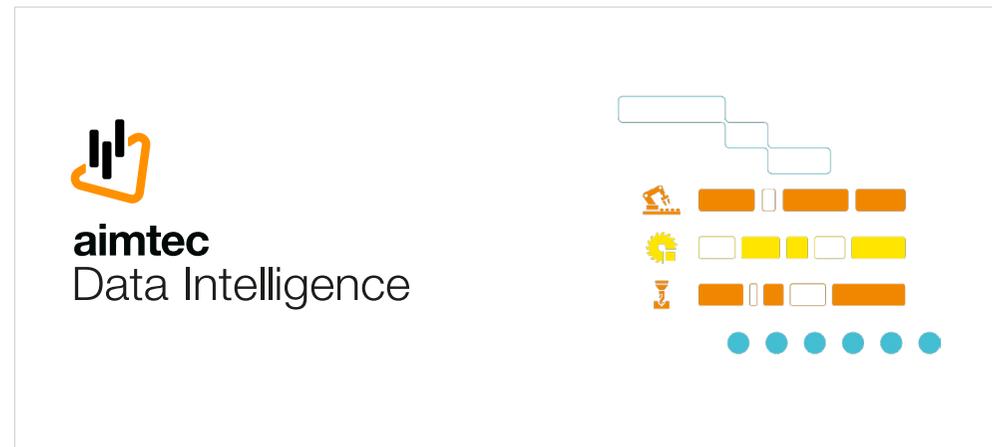
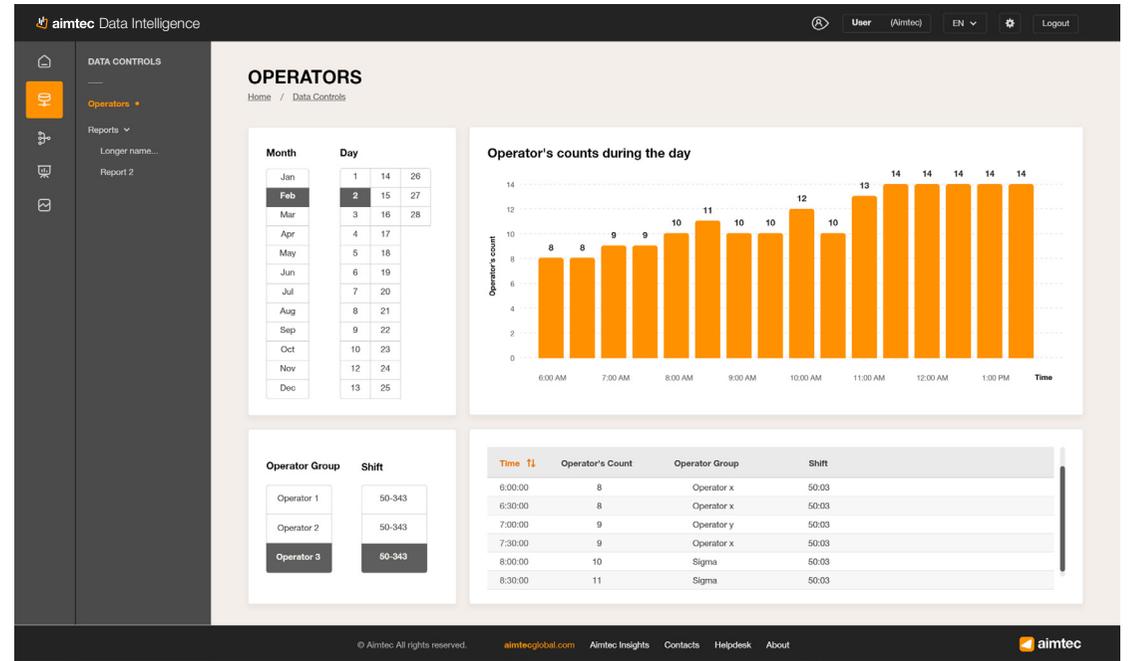
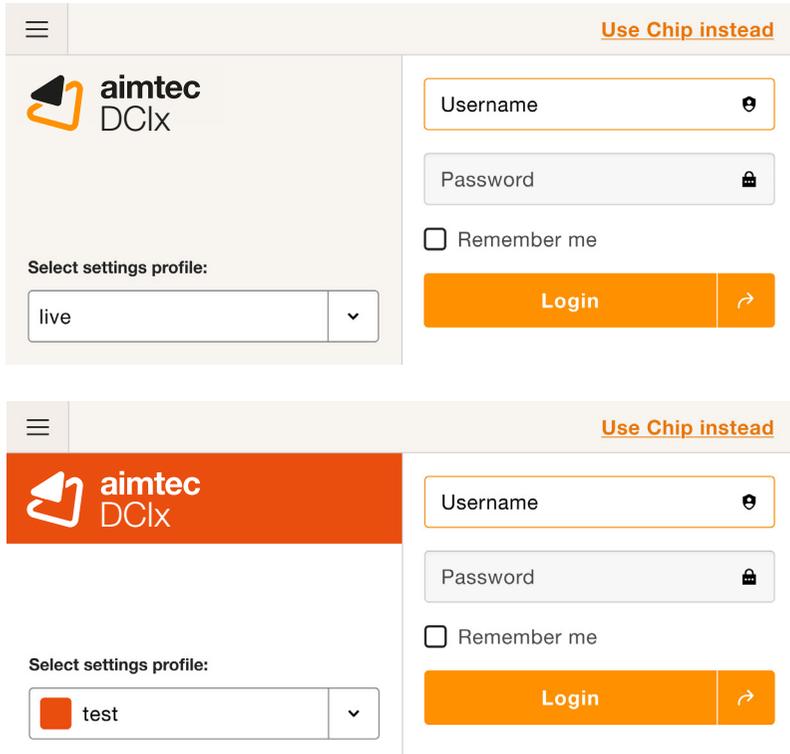
This chapter provides examples of various situations in which product logos are applied. Key examples include the favicon, which is essential for online use and for identifying Aimtec products on websites.

The colour version of the logo is preferred, but a monochrome version is also allowed, with its usage defined in chapter 3.5 Logo on a coloured background.

The correct version must always be consulted with the person responsible for maintaining the company's unified communication.



→ 3.11 Example of product logo usage



→ 3.11 Example of product logo usage

