This booklet holds basic information about the Eurotel brand, about what the brand means not just for you personally, but for our customers. The booklet is for all those, who support or sell Eurotel services. The booklet explains how the Eurotel brand and its sub-brands present themselves in all communication materials toward the customer and in all marketing activities.

NEED
We often feel we don't have the ability
to influence that which enables us
to achieve what we want.

VISION
We believe that everyone should be able
to get the most out of life, however
humble or grand their ambitions.

MISSION
Eurotel is dedicated to providing
services and support that enrich and enable
people to get more out of life,
wherever and whenever they choose.

AMBITION
We want to be known as the company
that helps people achieve their dreams.

Brand Identity: Logo and associated imagery

Brand Positioning: Answers the question: What do we stand for?

Brand Bond: Defines what is at the core of the relationship between the brand and it's customers

Brand Attributes: Words used to describe the brand if it were a person

Brand Idea: The core idea that brings the Brand Bond to life in the form of a creative expression i.e "More"

In the following chart you will see the brand models
of Eurotel and its sub-brands Eurotel Go and Eurotel pro.

Brand Identity	The positioning statement	Brand Bond	Brand Attributes	Brand Idea
Eurotel	To be the leading provider of wireless communications by offering products&services that connect people and help them get more out of life	Freedom to explore	Energetic Inspiring Reliable Approachable	More
Eurotel Go	To be the leading provider of wireless communications by offering products&services that connect people and help them get more out of life	Freedom to explore	Energetic Inspiring Reliable Approachable **Zestful Uninhibited**	More
Eurotel pro	To be the leading provider of wireless communications by offering products&services that connect people and help them get more out of life	Freedom to explore	Energetic Inspiring Reliable Approachable **Professional Knowledgeable Effective**	More

The way we present the Eurotel brand and its sub-brands
by the provided services or their behaviour or marketing communication,
is based on a promise we gave to our customers and
on their basic brand attributes.
In the pyramid you may see the brand attributes –
words that capture the personality of the brands

what role do they play:

Brand Attributes are critical in terms of defining
the Brand personality of the Eurotel brand and it's subbrands

why do we have them:

Brand Attributes help us to define Eurotel brand and sub-brand
differentiation from each-other I.e how they differ
from each-other and to what degree

They are vital in terms of describing the tone of voice
the brand/sub-brand should adopt in all brand communication
both verbally (brand language) and visually
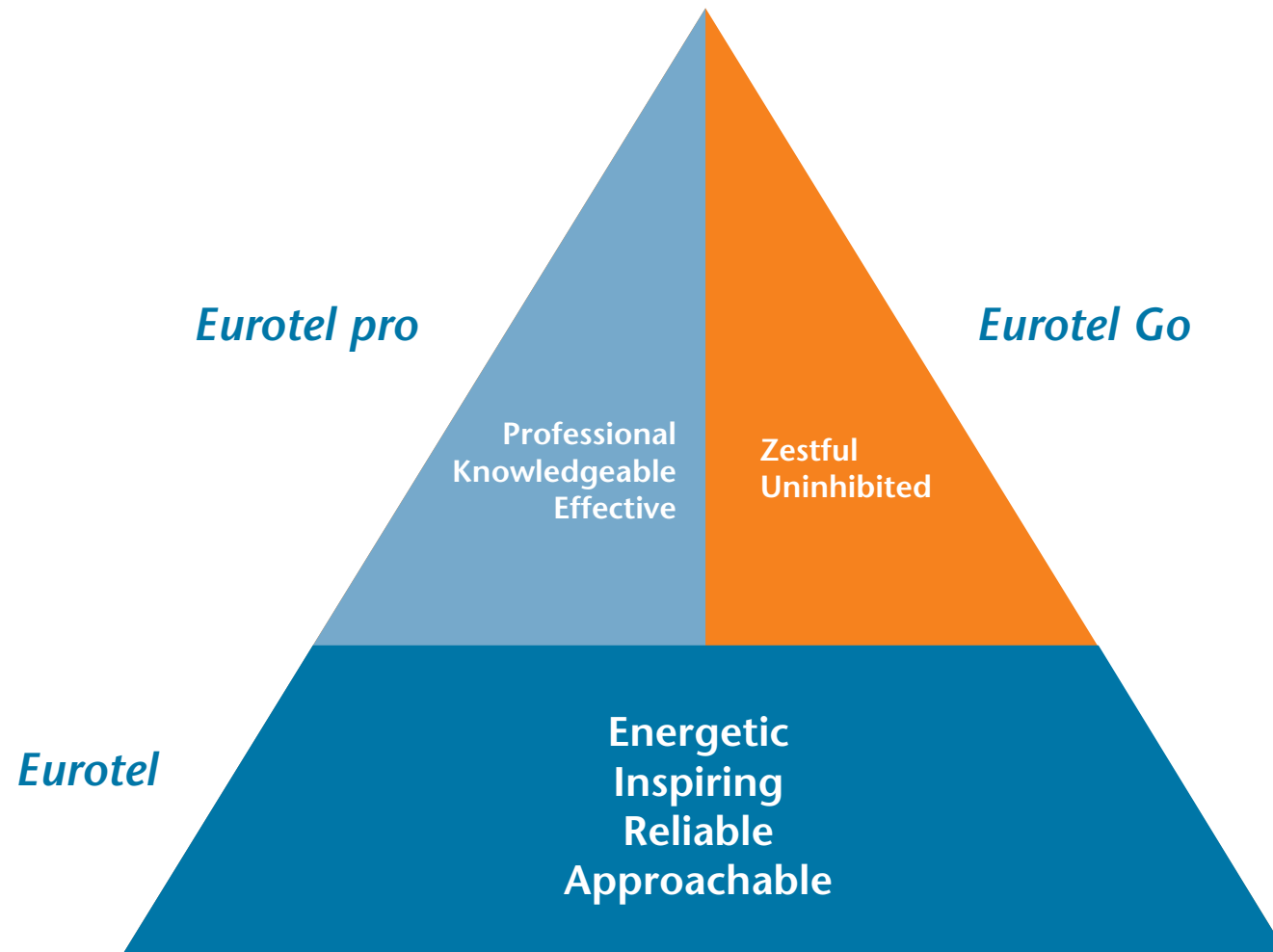
The new Eurotel brand idea is rooted in
a universal human insight:

„It's good to have **more** time to enjoy things,
people and moments I like, good to be **more**
successful in whatever I do, good to have **more**
options to choose from."

Eurotel is dedicated to providing services and support that enrich
and enable people to get more out of life, wherever and whenever they choose.

Eurotel will always inspire people to experience more, to explore more, to live more...,
and Eurotel will always bring more to people of whatever they want
from mobile communication and advanced services.

Everybody choose their own journey.
Eurotel will enable them to get **MORE OUT OF LIFE**.

When using the MORE idea in brand communications,
we should always pay particular attention to whether
we are addressing a fundamental consumer need,
desire or want.

We should always ask ourselves the following question:
"Does this realy answer my need? Do I want this?"

We offer you the following examples.

MORE in examples

Fulfils consumer
need or want:

+ more freedom
+ more exploration
+ more savings
+ more prizes
+ more flexibility
+ more energy
+ more inspiration

Doesn't fulfil consumer
need or want:

– more recharging
– more people
– more unbelievable prices
– more from offer

Brand language should reflect the brand personality everytime there is any communication towards it's customers. Before you create any kind of text for any kind of communication, you have to remind yourself:

Who are the consumers?

What is their common language?

How would they say the same message
in their own words?

Eurotel is:

- **allways active**
- **one-to-one dialog**
- **alive and dynamic**
- **fresh and agile**
- **stimulating and enpowering**
- **challenging and motivating**
- **open and approachable**
- **brief**
- **says "vy"**

Eurotel pro is:

- **factual**
- **descriptive**
- **informative**
- **direct**
- **says „vy"**

Eurotel Go is:

- **more emotional**
- **entertaining**
- **usage of common language, exceptionally even in incorrect form**
- **no terminology**
- **simple**
- **says „vy" as talking to a group of people**

Blue C100. M36. Y12. K10. Red C0. M100. Y97. K6. Usage ATL, BTL, Direct Mail

Black 100%. Usage ATL, BTL, Direct Mail

Blue C100. M36. Y12. K10. Red C0. M100. Y97. K6. Usage Print / Selected Internet Applications / TV

Black 100%. Usage Print / Selected Internet Applications / TV

Blue C100. M36. Y12. K10. Red C0. M100. Y97. K6. Usage Print / Selected Internet Applications. For Foreign Communications

Black 100%. Usage Print / Selected Internet Applications. For Foreign Communications

Blue C100. M36. Y12. K10. Red C0. M100. Y97. K6. Usage On Materials Where Logo Needs To Be Self-Contained To Distinguish It From The Background. i.e. When Eurotel Is Used As A Partner Logo.

Black 100%. Usage On Materials Where Logo Needs To Be Self-Contained To Distinguish It From The Background.
i.e. When Eurotel Is Used As A Partner Logo.

0.75u

0.75u

u

u

u

The distances shown create the minimal amount of space that must be present around the logo to maintain the brand quality and presence

The distances shown create the minimal amount of space that must be present around the logo to maintain the brand quality and presence

Do not alter the logo elements

Do not alter the logo colours

Do not use without all elements

Do not reverse the logo colours

Do not use make the logo translucent

Do not distort the logo

Do not use an outline of the logo

Do not substitute the Eurotel font

Do not use an element alone

On 100% White.

On solid colour.
Logo must be visible.
Colour combination must be
complementary.

On photography.
Logo must be visible and
uninterrupted.
Colour combination must be
complementary.

On 100% Black.

On solid colour.
Logo must be visible.

On photography.
Logo must be visible and
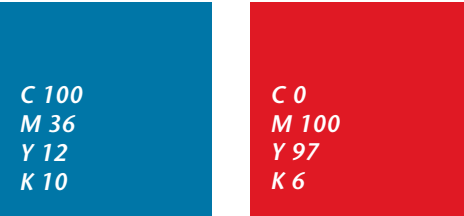uninterrupted.

Minimum height 5mm

Minimum height 5mm

For Web: Minimum size 29 pixels

For Web: Minimum size 29 pixels

Eurotel Logo CMYK

C 100
M 36
Y 12
K 10

C 0
M 100
Y 97
K 6

Eurotel Logo Pantone Coated

PMS 3015C

PMS 186C
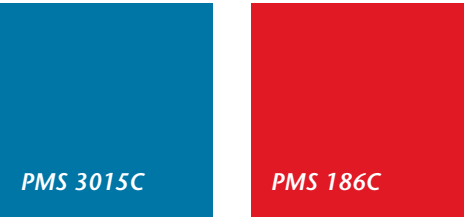
Eurotel Logo Pantone Uncoated

PMS 3015UC

PMS 186UC

Eurotel Logo Web

R 0
G 102
B 153

R 255
G 0
B 51
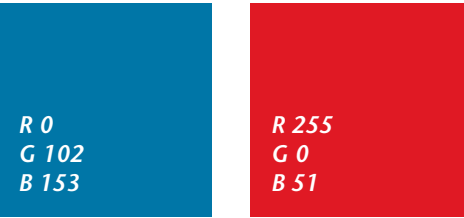
Eurotel Logo POSM Objects (Perspex, Ineos Acrylic)
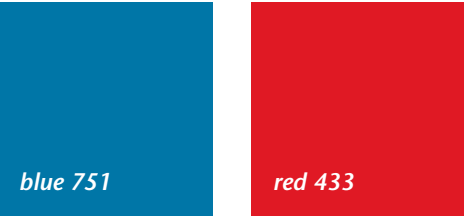
blue 751

red 433

Eurotel pro Background

C 100
M 58
Y 9
K 34

PMS 2955C

Eurotel Go Logo

C 0
M 70
Y 100
K 0

PMS 158C

Eurotel Go Logo

C 100
M 70
Y 0
K 0

PMS 300C

Eurotel Go Logo

C 0
M 100
Y 70
K 0

PMS 186C

Stone Sans CE Semi Bold Italic : abcdefghijABCDEFGHIJ123456

Stone Sans CE Regular : abcdefghijABCDEFGHIJ123456

Stone Sans CE Bold : abcdefghijABCDEFGHIJ123456

Stone Sans CE Regular Italic : abcdefghijABCDEFGHIJ123456

Stone Sans CE Regular : abcdefghijABCDEFGHIJ123456

Usage ATL, BTL, Direct Mail

Eurotel

více ze života

h

x = 1/8h

1/2x

page edge.

3.2%x

*corner radius
8,3%x*

1/4x

*x = height
of the layout.*
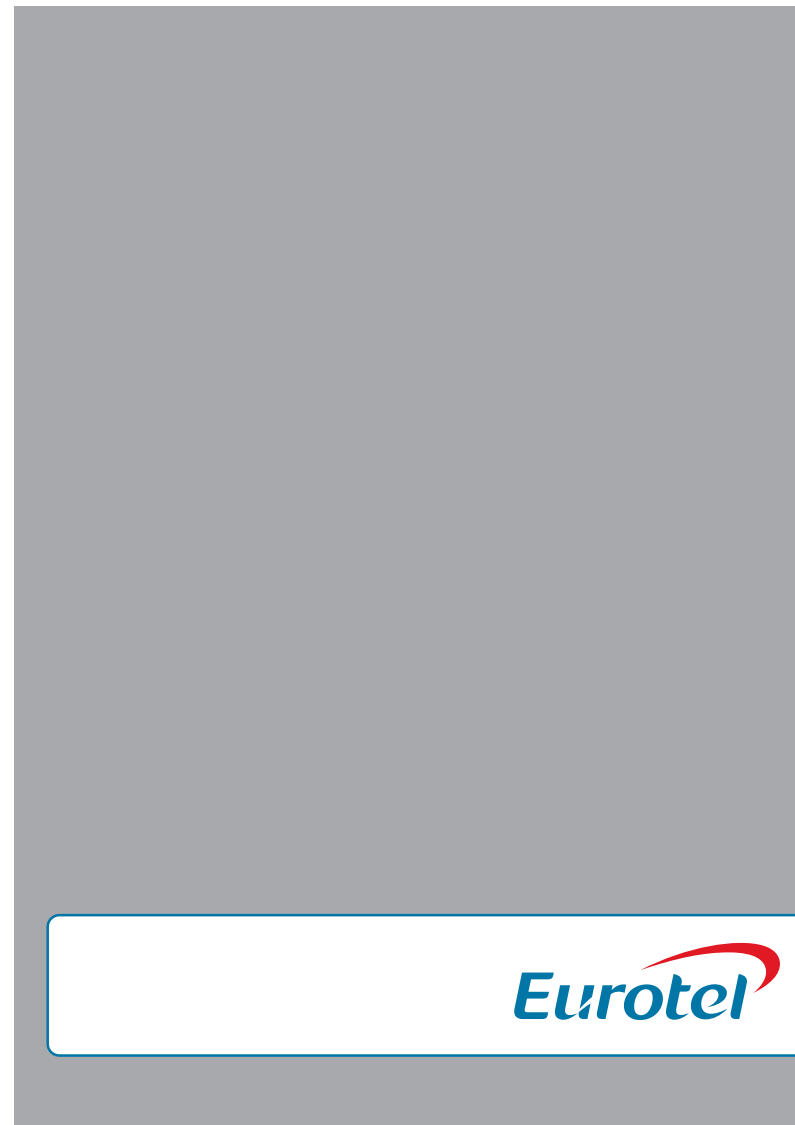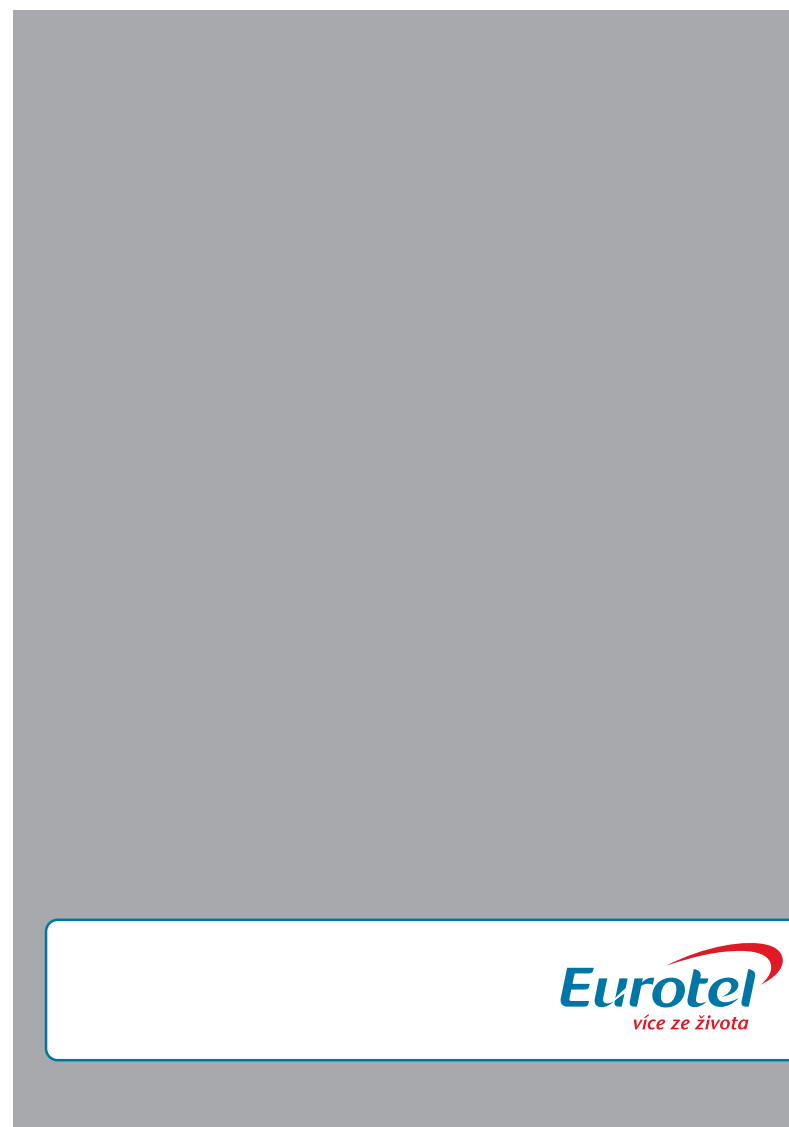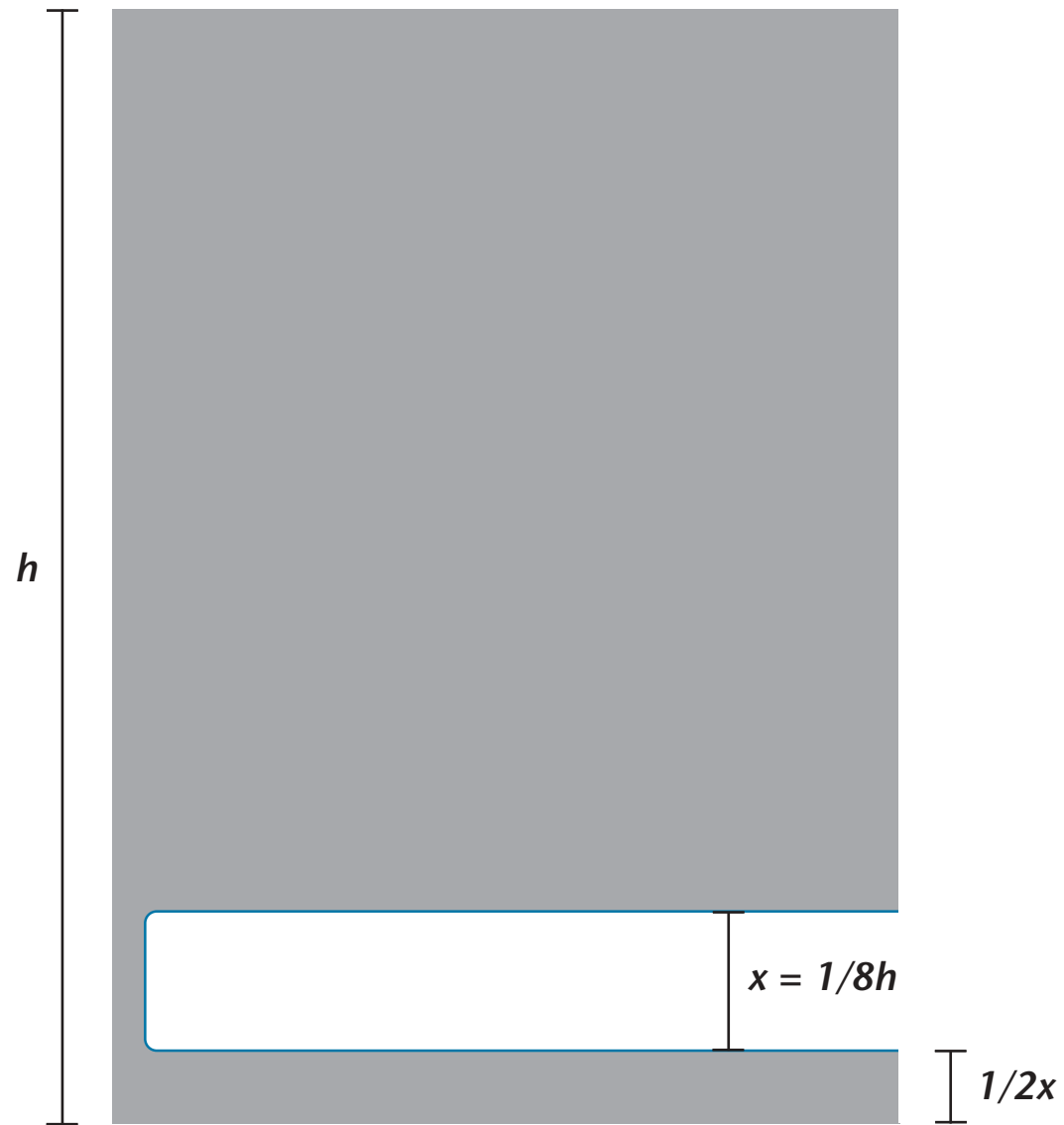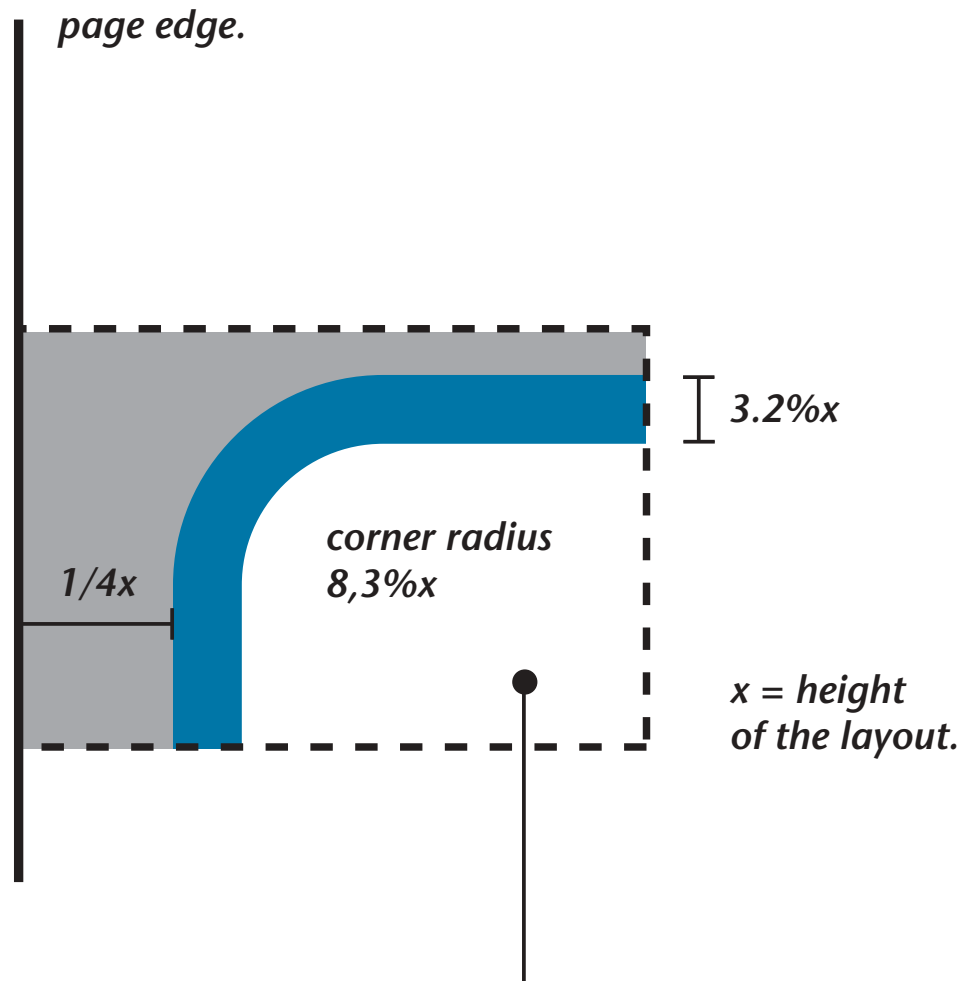
*The opacity of the bar is determined by the image beneath it.
This opacity has to allow the logo and any type to be completely
visible whilst maintaining a relationship to the image.
Recommended opacity between 70% and 90%.
Border is Eurotel Blue C100. M36. Y12. K10.*

page edge.

3.2%x

*corner radius
8,3%x*

1/4x

*x = height
of the layout.*
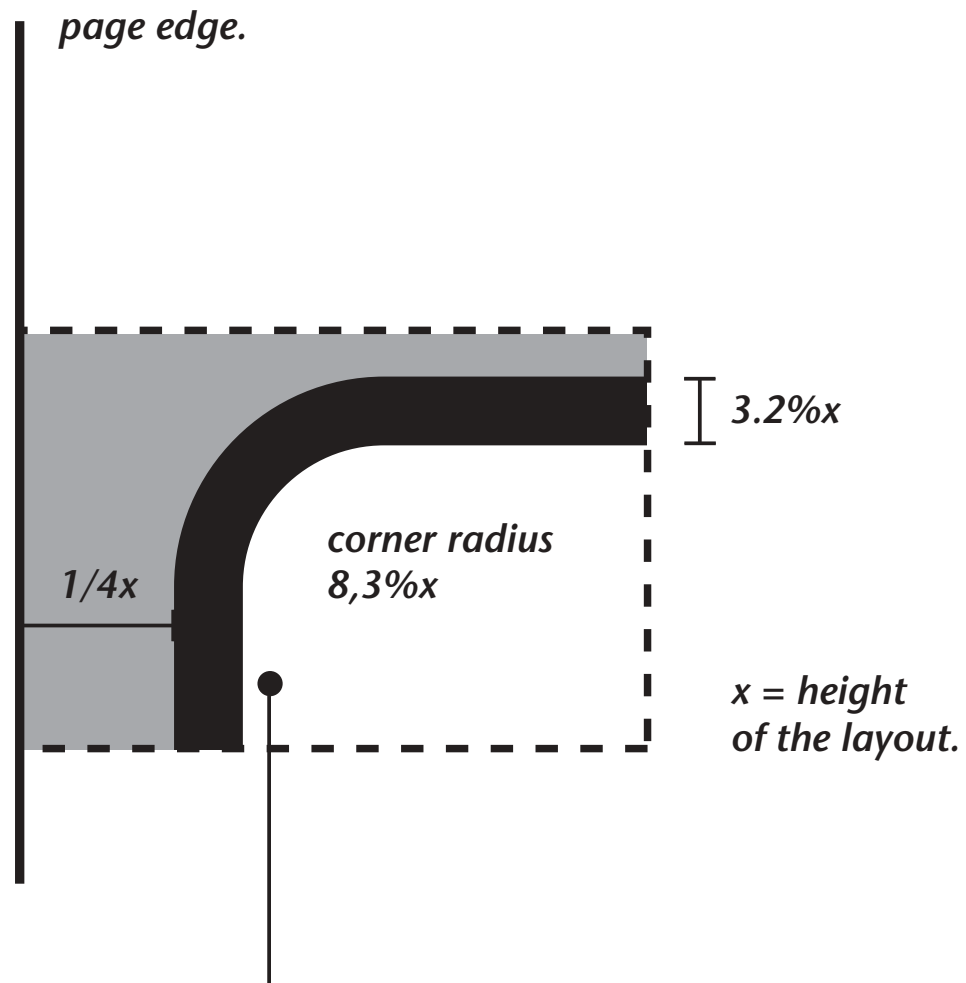
*Recommended opacity between 70% and 90%.
Border is Black 100%.*

headline

Between 1/3x – 1/5x. White or Eurotel Blue. Stone Sans CE Semibolditalic. Lowercase.

Between 1/7x – 1/8x. White or Eurotel Blue. Stone Sans CE Semibolditalic. Lowercase. Centred.

subline

bodycopy

Between 1/18 – 1/20x. White or Eurotel Blue. Centred. Stone Sans CE Regular. If a Eurotel Product Name is featured in the text it should be in Stone Sans CE Bold.

Product Name

z

x

z

Eurotel
více ze života

Between 1/9x – 1/10x. Eurotel Blue. Stone Sans CE Semibolditalic. Placed at an equal distance between the top and bottom of the branding bar.

u

u (defined in Eurotel logo zones section).
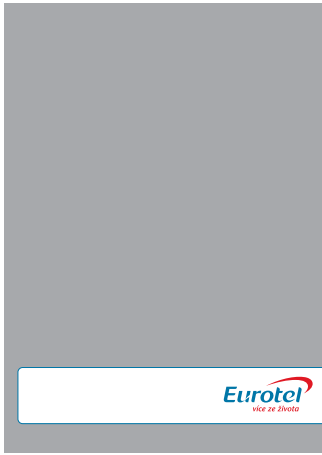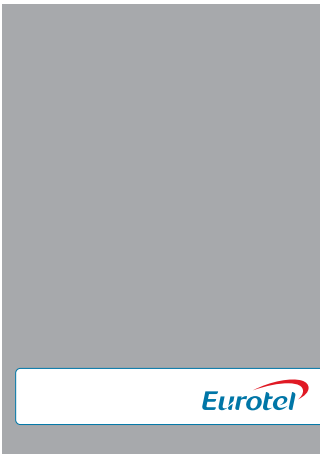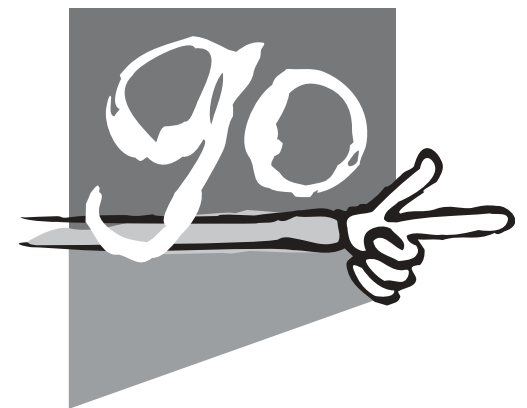
Orange C0. M70. Y100. K0. Blue C100. M70. Y0. K0. Red C0. M100. Y70. K0. Black C100. M60. Y0. K100. Hand Linear Blend of White to C0.M25.Y20.K0, Angle -90°, Middle Point 25%. Usage ATL, BTL, Direct Mail

Upper Grey 65% Black. Lower Grey 45% Black. Sleeve 25% Black. Sleeve Outline 100% Black. Usage ATL, BTL, Direct Mail

Orange C0. M70. Y100. K0. Blue C100. M70. Y0. K0. Red C0. M100. Y70. K0. Black C100. M60. Y0. K100. Hand Linear Blend of White to C0.M25.Y20.K0, Angle -90°, Middle Point 25%. Usage Print / Selected Internet Applications / TV

Upper Grey 65% Black. Lower Grey 45% Black. Sleeve 25% Black. Sleeve Outline 100% Black. Usage Print / Selected Internet Applications / TV

0.75u

u

0.75u

u

u

b

0.75b

b

0.75b

0.75b

The distances shown create the minimal amount of space that must be present around the logo to maintain the brand quality and presence

Do not use without the Eurotel logo

Do not alter the logo colours

Do not use without all elements

Do not reverse the logo colours

Do not use make the logo translucent

Do not distort the logo

Do not use an outline of the logo

Do not use an element alone

Do not change the relationship between the logos

Usage ATL, BTL, Direct Mail

Usage On Materials Where Branding Is Centralised And Logo Needs To Be Self-Contained To Distinguish It From The Background Or Other Elements.

Usage On Materials Where Branding Is Centralised And Logo Needs To Be Self-Contained To Distinguish It From The Background Or Other Elements.

Eurotel

více ze života

go

Usage On Materials Where Branding Is Centralised And Logo Needs To Be Self-Contained To Distinguish It From The Background Or Other Elements.

Blue C100. M36. Y12. K10. Usage ATL, BTL, Direct Mail

100% Black. Usage ATL, BTL, Direct Mail

Blue C100. M36. Y12. K10. Usage Print / Selected Internet Applications / TV

Eurotel
více ze života

pro

0.75u

y

0.75u

u

u

u

u

u

u

u

y

Lettering Size as Eurotel. The distances shown create the minimal amount of space that must be present around the logo to maintain the brand quality and presence
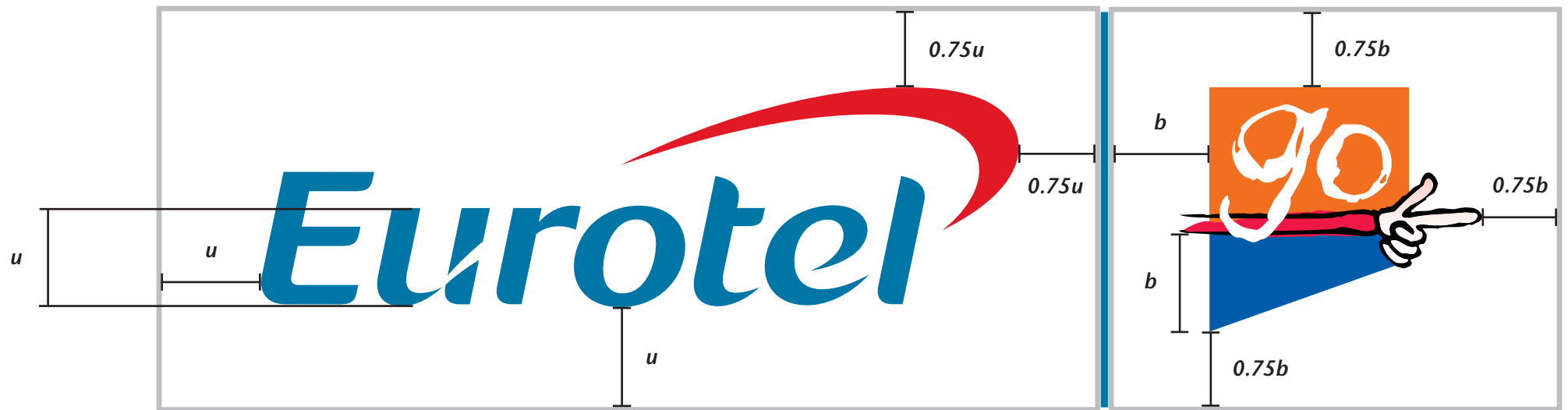
Do not use without the Eurotel logo

Do not alter the logo colours

Do not distort the logo

Do not make the logo translucent

Do not use an outline of the logo

Do not change the relationship between the logos
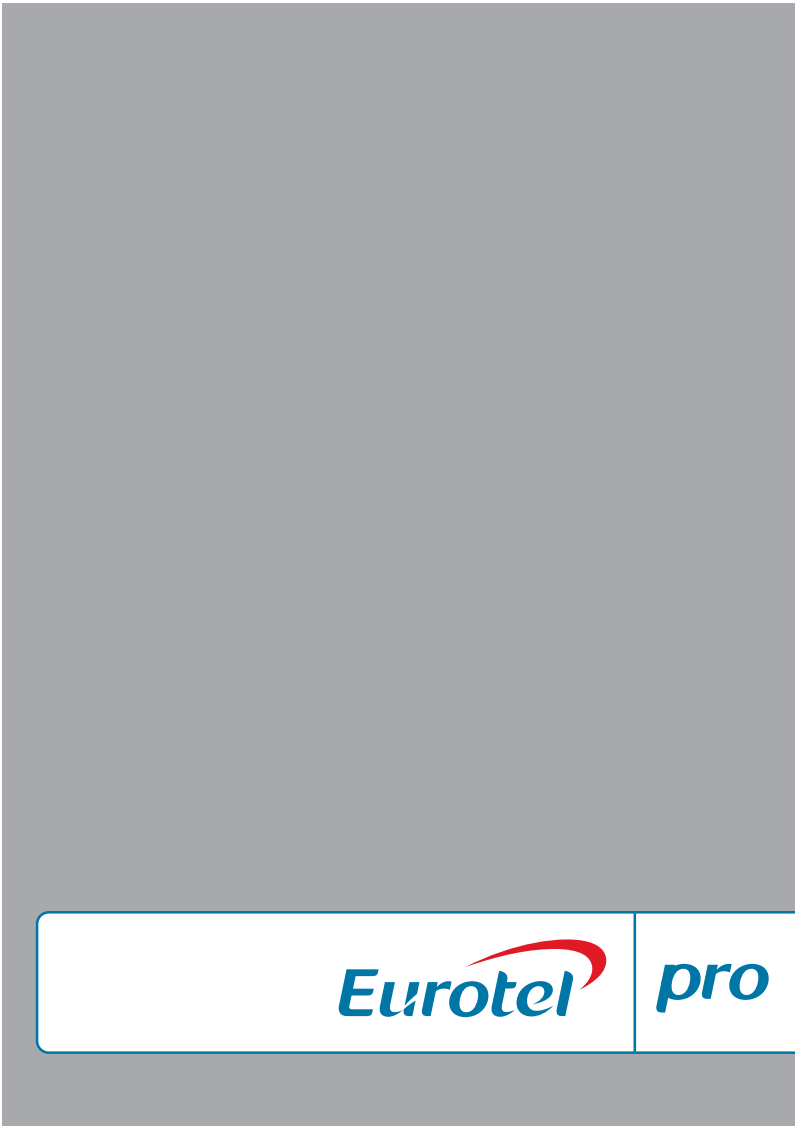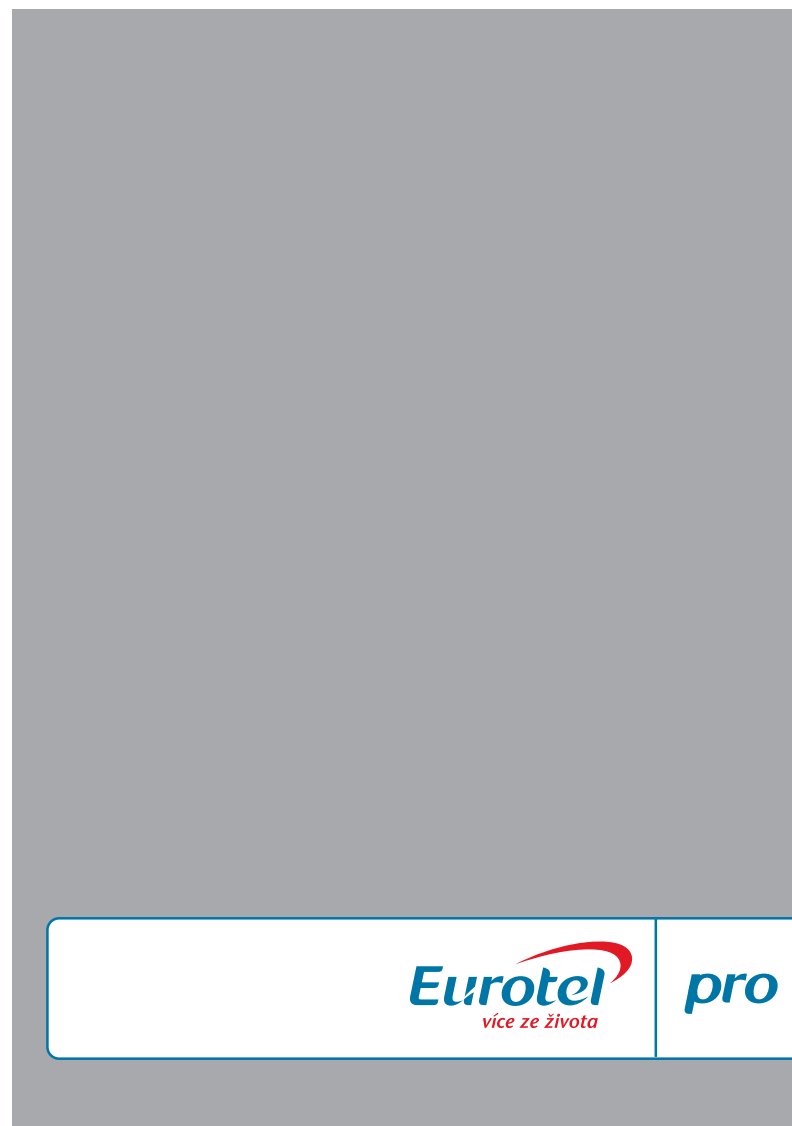
Usage ATL, BTL, Direct Mail

Usage On Materials Where Branding Is Centralised And Logo Needs To Be Self-Contained To Distinguish It From The Background Or Other Elements.

Eurotel | pro

Usage On Materials Where Branding Is Centralised And Logo Needs To Be Self-Contained To Distinguish It From The Background Or Other Elements.

On the whole all photography should be very well executed, produced and finished reinforcing Eurotel's high standards.

Adequate 'space' should be present in every visual, this means an area where the picture is not busy.

A degree of space eliminates the problem of the photo competing with any additional text or graphic.

Image photography should be predominantly blue.
This should be done in a way which is not contrived to get the desired blue but should be natural, intelligent and aspirationall.

These images should be fresh, rich, accessable, epic and strong.

The blue feeling of the photography should occur as naturally as possible.

There should not be a blue transparent curtain over the image to make it blue.

The photography should not be retouched in a way that looks artificial.

Retouching should simply be an enhancement of the photograph.

On the whole all photography should be very well executed, produced and finished reinforcing Eurotel's high standards.

Adequate 'space' should be present in every visual, this means an area where the picture is not busy.

A degree of space eliminates the problem of the photo competing with any additional text or graphic.

A predominant element of the picture should be blue and striking in the overall effect of the picture.

The original Go orange should also be apparent in the picture as a smaller element and the combination should be complimentary.

These images should be edgy, glamourous, stylised, independent, zestful and bold.

The blue feeling of the photography should occur as naturally as possible.

There should not be a blue transparent curtain over the image to make it blue.

The photography should not be retouched in a way that looks artificial.

Retouching should simply be an enhancement of the photograph.

If there is no orange element in the picture a small element can be taken and made orange as long as it is complimentary to the image and looks natural.

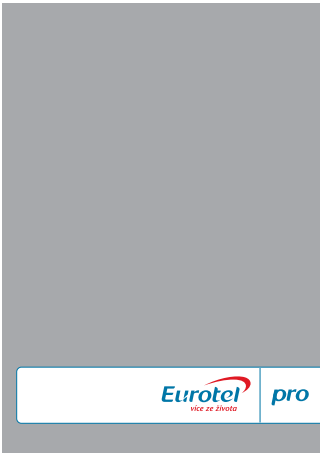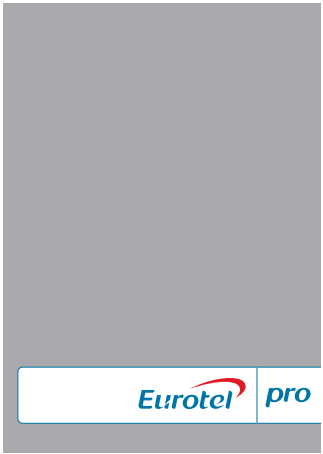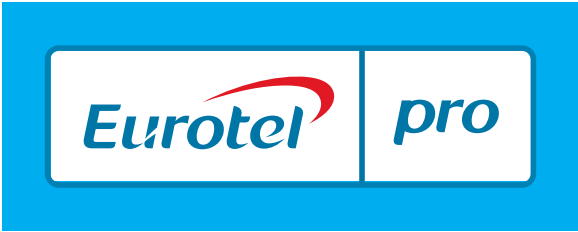On the whole all photography should be very well executed, produced and finished reinforcing Eurotel's high standards.

Adequate 'space' should be present in every visual, this means an area where the picture is not busy.

A degree of space eliminates the problem of the photo competing with any additional text or graphic.

Pro photography should be predominantly blue.
This should be done in a way which is not contrived to get the desired blue but should be natural, intelligent and aspirationall.

The images should be subdued and should have modern and intelligent treatments for the target audience but should not be the stereotype of business photography. It should have a quality, creative edge that distinguishes Eurotel business communication from the competition.

These images should be polished, solid, more mature and graphic.

The blue feeling of the photography should occur as naturally as possible.

There should not be a blue transparent curtain over the image to make it blue.

The photography should not be retouched in a way that looks artificial.

Retouching should simply be an enhancement of the photograph.

Headline must be positioned in a 'non-busy' area of the visual.

více titulků

c

c

Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be
positioned in a
'non-busy' area
of the visual.

více titulků

misto pro subheadline

Misto pro informaci, Misto pro informaci, misto pro informaci, **Product Name**, misto pro informaci, misto pro informaci, misto pro informaci, misto pro informaci, misto pro informaci, misto pro informaci

Jméno Produktu

Eurotel
více ze života

c

c

Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be
positioned in a
'non-busy' area
of the visual.

více titulků

místo pro subheadline

Jméno Produktu

Eurotel
více ze života

NOKIA

Hardware contained
within 'pop-out' tabs.
Tabs must be big enough
for the information to
be readable but small
so as to interrupt the
visual as little as possible.
Tabs must be a
complementary shape
to the branding.
Corner radius and
border width must be
calculated as the branding.
Border is 100% White.
Inside is translucent Eurotel Blue.
Recommended opacity
70% – 90%.

c

c

d

d

Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

Information contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Eurotel Blue. Recommended opacity 70% – 90%.

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the layout. Centred.

Blue gradient background with general feeling of Eurotel Blue.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is transparent.

více titulků

místo pro subheadline

5 100 Kč

5 100 Kč

• místo pro bulletpoint
• místo pro bulletpoint
• místo pro bulletpoint
• místo pro bulletpoint
• místo pro bulletpoint

5 100 Kč

5 100 Kč

Product Name

5 100 Kč

5 100 Kč

Jméno Produktu

Eurotel
více ze života

NOKIA

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

více titulků

Border is 100% Black.

Eurotel
více ze života

c

c

Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

více titulků

misto pro subheadline

Jméno Produktu

Eurotel
více ze života

Border is 100% Black.

c

c

Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Black. Recommended opacity 60% – 80%.

Border is 100% Black.

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the layout. Centred.

Grey gradient background.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is transparent.

Border is 100% Black.

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Eurotel Blue. Recommended opacity 70% – 90%.

c

c

d

d

Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Go logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

Information contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Eurotel Blue. Recommended opacity 70% – 90%.

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Go logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the layout. Centred.

Blue gradient background with general feeling of Eurotel Blue.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is transparent.

více titulků

místo pro subheadline

• misto pro bulletpoint
• misto pro bulletpoint
• misto pro bulletpoint
• misto pro bulletpoint
• misto pro bulletpoint

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Go logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned in a 'non-busy' area of the visual.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Black. Recommended opacity 60% – 80%.

Border is 100% Black.

c   d
c   d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Go logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the layout. Centred.

Grey gradient background.

více titulků

místo pro subheadline

* místo pro bulletpoint
* místo pro bulletpoint
* místo pro bulletpoint
* místo pro bulletpoint
* místo pro bulletpoint

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is transparent.

Jméno Produktu   **Eurotel** více ze života

Border is 100% Black.

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Go logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the visual. Centred.

Eurotel Blue Background. Line Structure is Eurotel Secondary Blue. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.

více titulků

místo pro subheadline

Jméno Produktu

Eurotel *více ze života*

pro

NOKIA

visual to be a graphic element or a graphic treatment of a photo. always centred.

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the visual. Centred.

Eurotel Blue Background. Line Structure is Eurotel Secondary Blue. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.

visual to be a graphic element or a graphic treatment of a photo. always centred.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Eurotel Blue. Recommended opacity 70% – 90%.
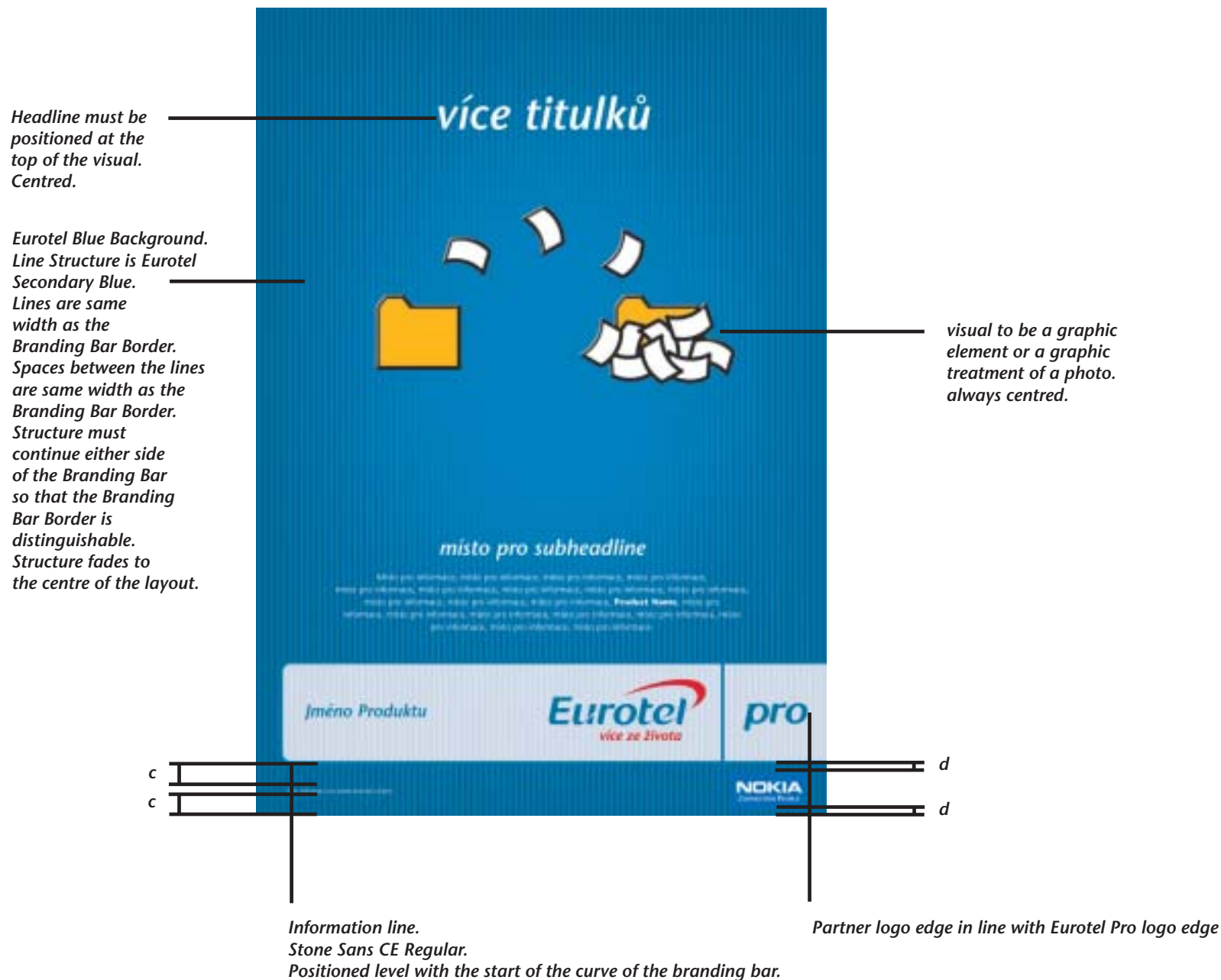
více titulků

5 100 Kč

5 100 Kč

místo pro subheadline

Jméno Produktu   Eurotel   pro
vice ze života

NOKIA

c   d
c   d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the visual. Centred.

Eurotel Blue Background. Line Structure is Eurotel Secondary Blue. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.

visual to be a graphic element or a graphic treatment of a photo. always centred.

Information contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Eurotel Blue. Recommended opacity 70% – 90%.

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the layout. Centred.

Eurotel Blue Background. Line Structure is Eurotel Secondary Blue. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is Transparent.

více titulků

místo pro subheadline

5 100 Kč

5 100 Kč

- místo pro bulletpoint
- místo pro bulletpoint
- místo pro bulletpoint
- místo pro bulletpoint
- místo pro bulletpoint

5 100 Kč

5 100 Kč

5 100 Kč

5 100 Kč

Jméno Produktu

Eurotel
více ze života

pro

NOKIA

c

c

d

d

**Information line.
Stone Sans CE Regular.
Positioned level with the start of the curve of the branding bar.**

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the visual. Centred.

Lines are 100% Black. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.

více titulků

misto pro subheadline

visual to be a graphic element or a graphic treatment of a photo. always centred.

Jméno Produktu Eurotel pro
vice ze života

NOKIA

c
c

d
d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the visual. Centred.

více titulků

visual to be a graphic element or a graphic treatment of a photo. always centred.

Lines are 100% Black. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.

Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is translucent Black. Recommended opacity 60% – 80%.
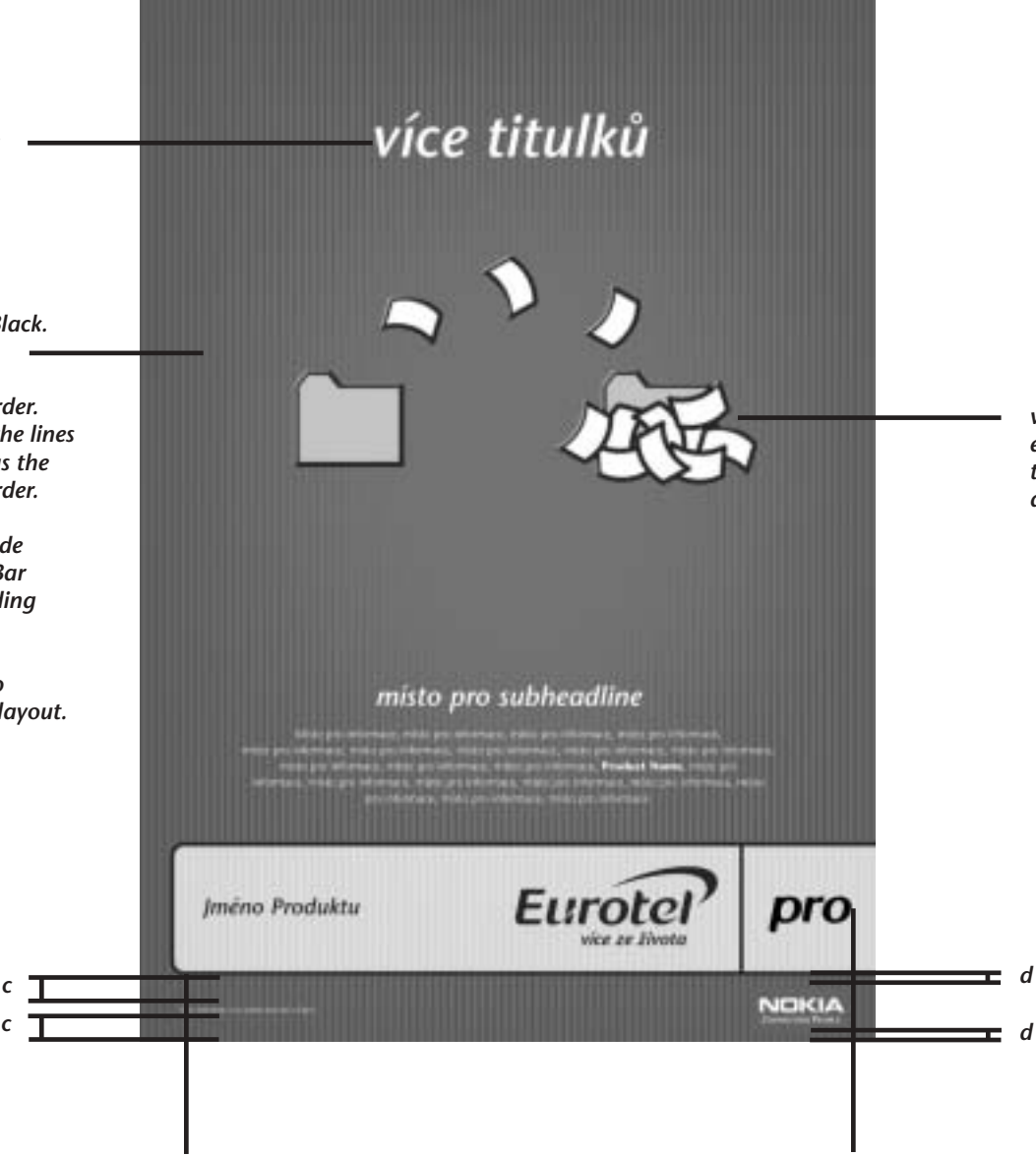
5 100 Kč

5 100 Kč

místo pro subheadline

Product Name

Border is 100% Black.

Jméno Produktu

Eurotel
více ze života

pro

NOKIA

c

d

c

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

Headline must be positioned at the top of the layout. Centred.

Lines are 100% Black. Lines are same width as the Branding Bar Border. Spaces between the lines are same width as the Branding Bar Border. Structure must continue either side of the Branding Bar so that the Branding Bar Border is distinguishable. Structure fades to the centre of the layout.
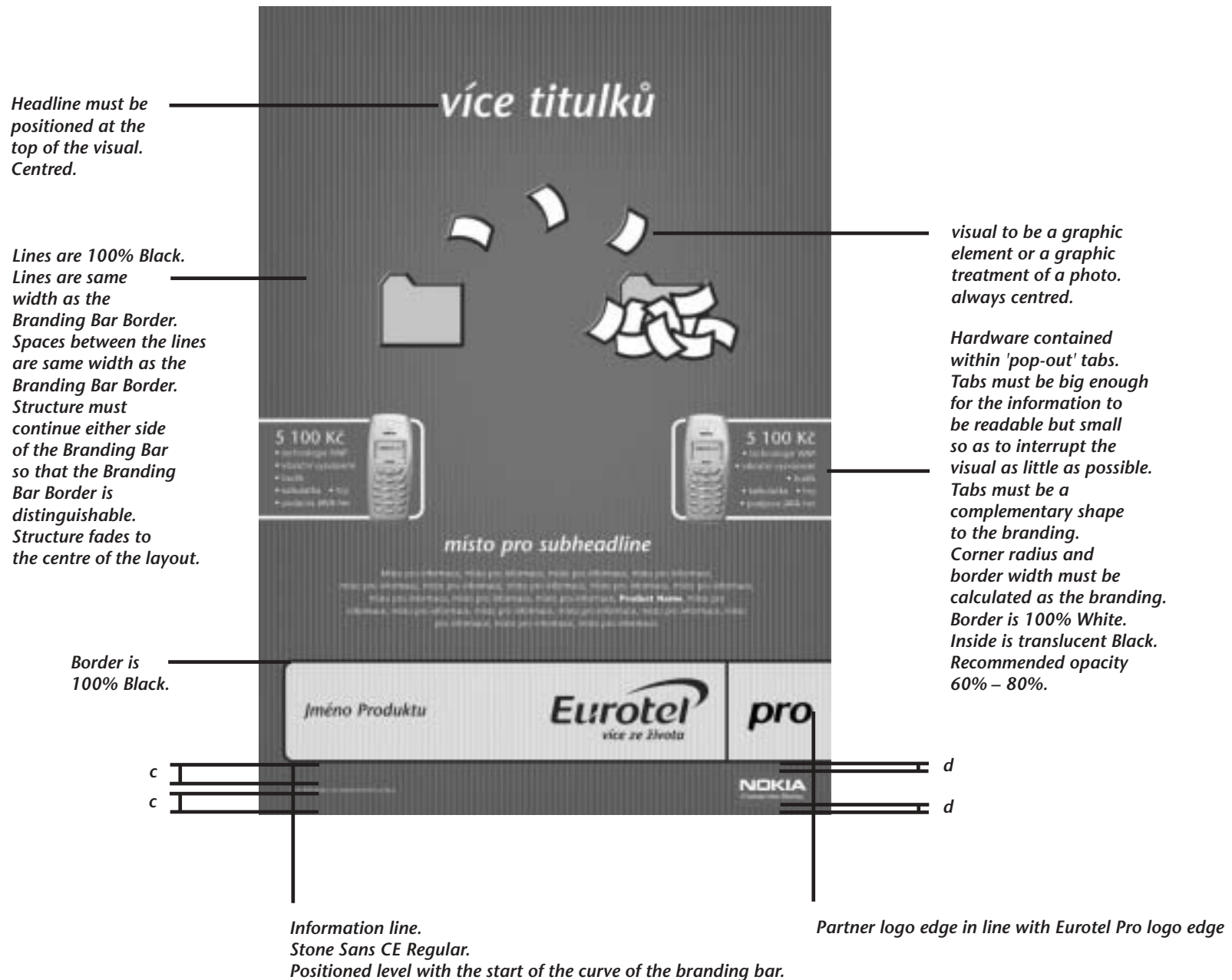
Hardware contained within 'pop-out' tabs. Tabs must be big enough for the information to be readable but small so as to interrupt the visual as little as possible. Tabs must be a complementary shape to the branding. Corner radius and border width must be calculated as the branding. Border is 100% White. Inside is transparent.

Border is 100% Black.

c

c

d

d

Information line. Stone Sans CE Regular. Positioned level with the start of the curve of the branding bar.

Partner logo edge in line with Eurotel Pro logo edge

For Detailed Specifications Of Headline, Subheadline, Bodycopy And Product Name Sizes Refer To Manual Section 'Eurotel Layout Information Treatment'

h

$x = 1/10h$

$1/2x$

$x = 1/11h$

$1/2x$

h

h

$x = 1/15h$

$1/2x$

h

$x = 1/20h$

$1/2x$

h

x = 1/8h

1/2x

h

$x = 1/9h$

$1/2x$

h

$x = 1/7h$

$1/2x$

h

$x = 1/8h$

$1/2x$

h

x = 1/8h

1/2x

h

x = 1/6h

1/2x

h

$x = 1/4h$

$1/2x$

h

$x = 1/4h$

$1/2x$

w

h

2/5w

x = 1/4h

1/2x