



**ČESKÝ  
STŘELECKÝ  
SVAZ**

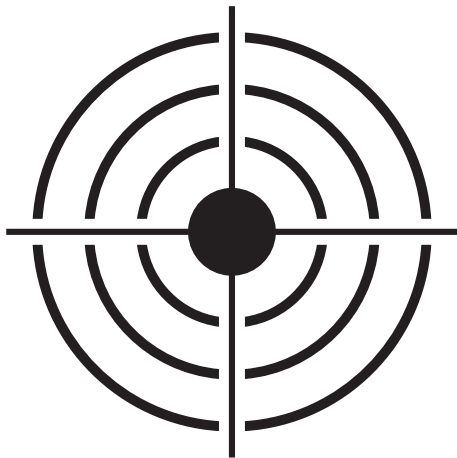
# **PREZENTACE LOGA A MINIMANUÁL**



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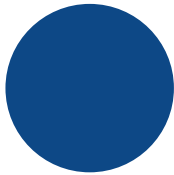
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# PÍSMO A BAREVNOST

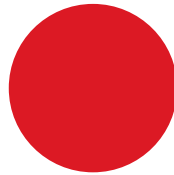


# ZÁKLADNÍ BAREVNOST

Barevná paleta vychází z oficiálních barev České republiky



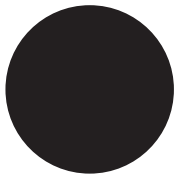
CMYK 97 / 73 / 8 / 19  
RGB 14 / 74 / 132



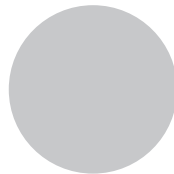
CMYK 0 / 100 / 96 / 8  
RGB 217 / 30 / 44



CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255



CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0



CMYK 0 / 0 / 0 / 25  
RGB 191 / 191 / 191



CMYK 0 / 0 / 0 / 5  
RGB 242 / 242 / 242

# LEXEND - základní písmo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lexend fonts are intended to reduce visual stress and so improve reading performance. Initially they were designed with dyslexia and struggling readers in mind, but Bonnie Shaver-Troup, creator of the Lexend project, soon found out that these fonts are also great for everyone else.

The first set of Lexend fonts by Thomas Jockin (Deca, Exa, Giga, Mega, Peta, Tera, Zetta) becomes wider and more openly spaced (also known as “tracked out”). This new version of Lexend is a variable font with a weight axis.

True to Bonnie’s vision, Lexend fonts are freely available for all since 2019 in Google Fonts.

# ROBOTO - doplňkové písmo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the regular family, which can be used alongside the Roboto Condensed family and the Roboto Slab family.



# UKÁZKA TYPOGRAFIE

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Orci varius natoque penatibus et magnis dis parturient montes

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut euismod neque enim, ut condimentum est luctus id. Donec faucibus urna ac tellus consectetur efficitur. In varius, nulla a laoreet venenatis, nunc odio consectetur turpis, id mollis metus eros commodo nunc. Donec laoreet nisl vitae mauris gravida pellentesque.

Etiam maximus erat et mattis malesuada. Proin dui nulla, viverra vel porttitor id, aliquet quis nisl. In ultrices luctus mauris non facilisis. Curabitur in mi vitae quam tempus consectetur non vitae ipsum. Nulla at leo purus. Vivamus vulputate fringilla

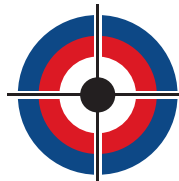
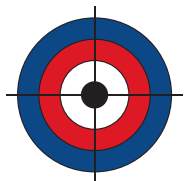
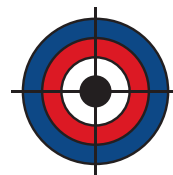
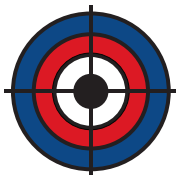
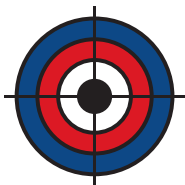
porta. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis quis fringilla leo.

Interdum et malesuada fames ac ante ipsum primis in faucibus. Nulla a eros libero. Curabitur sed posuere odio. In hac habitasse platea dictumst. Nulla fermentum arcu turpis, sed ultrices diam efficitur at. Mauris nec metus vel nulla maximus tincidunt quis quis est. Nam gravida rhoncus nibh, quis hendrerit urna luctus eu. Curabitur vel interdum libero.

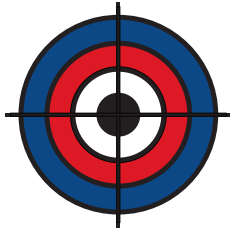
# DALŠÍ VARIANTY LOGA



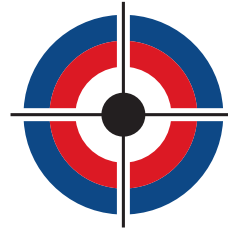
# VARIANTY SYMBOLU



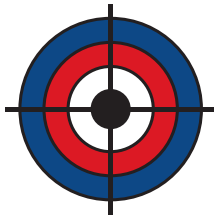
# VARIANTY LOGA



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**DĚKUJEME  
ZA POZORNOST**



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STŘELECKÝ  
SVAZ**