



**WE ARE  
KUBICEK FACTORY**

**KUBICEK**  
**BALLOONS**

**DESIGNMANUAL FOR DEALERS**

# WE ARE KUBICEK FACTORY

We are a purely Czech manufacturing company based on a technologically advanced production process, years of proven and improved know-how, continuous innovation and a quality team. We are developing our potential with roots in ballooning in the implementation of products and services with high added value in the segments of hot air balloons, inflatables and ultralight and LSA aircraft.

It is our nature to deal with the complete life cycle of our products - from the initial idea through prototyping and testing to the production, trade and service itself. This fact is a guarantee and commitment, that KUBICEK FACTORY is a reliable partner for any projects from private and corporate spheres. As well as the fact that the core business of the factory represents for many of us a passion for life, which is our engine and a lasting value of life.

We thank all the dedicated and helpful people, thanks to whom dreams, ideas and challenges are realized under the KUBICEK brand.

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# BRAND



### 1.1.0 „KUBICEK“ BRAND

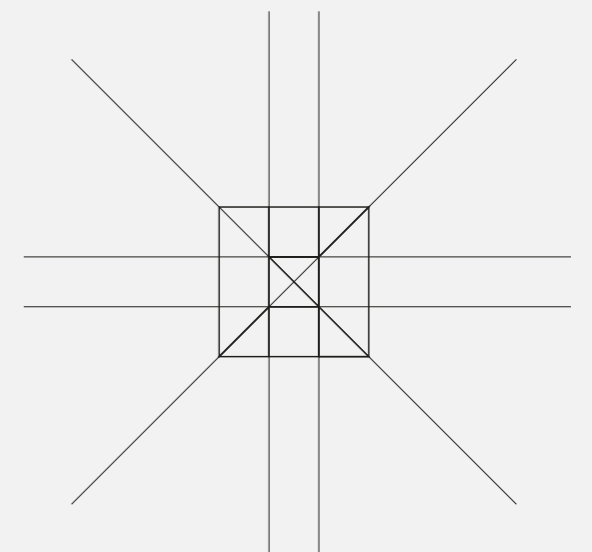
Visual communication of Kubiček Factory s.r.o. connects logotype and graphic symbol – stylized letter „K“.

In the basic version of the brand, only the black and white variant is used, for the needs of product brands extended variants of logotypes are defined and color palettes are designed, which help with identification within the company focus and differentiate individual areas towards customer and supplier groups.

### 1.1.1 CONSTRUCTION PRINCIPLES

The principle that connects the individual building elements of the visual style is clear from the schematic drawing. These are in particular:

- the the graphic symbol „K“ in all its variations, its creation and basic visuality
- solution of diacritics in the logotype by removing the triangular height from the upper parts of selected letters (this principle is sometimes used only to unify the visual identification within the brand)
- use of a linear construction model on the principle of multiples of half a right angle (45°)





KUBICEK

---

black  
/ basic color variant



KUBICEK

---

white  
/ inverse color variant

### 1.1.2 LOGOTYPE

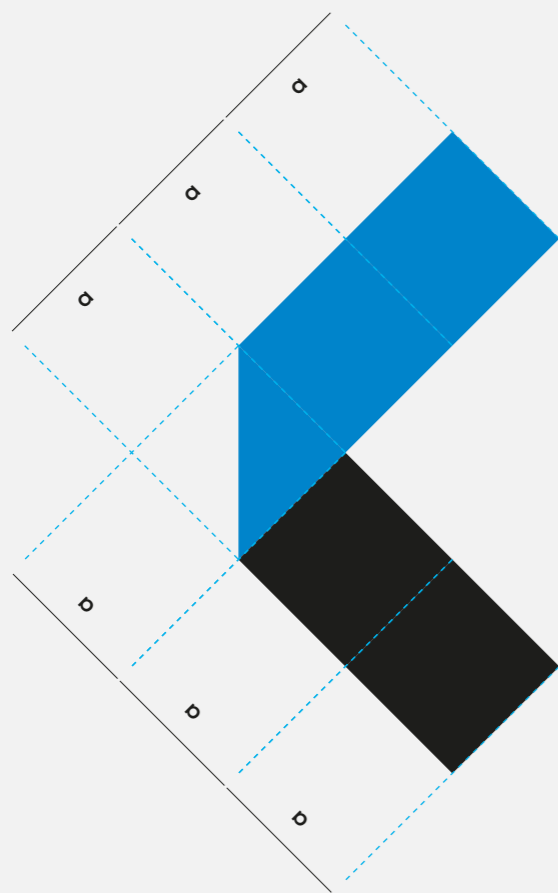
The basic brand „Kubiček“ is in the basic design visualized using a logotype with characteristic accents replacing the diacritics in the literature „í“ and „č“.

The use of the brand should ideally preserve the Czech pronunciation of „Kubiček“ in connection with the surname of the family behind the establishment and further development of the company. At the same time, however, diacritics in graphic form are slightly suppressed, both from a practical point of view (simplicity, alignment, placement in the format) and also as a supportive step towards the internationality and foreign ambitions of the brand.

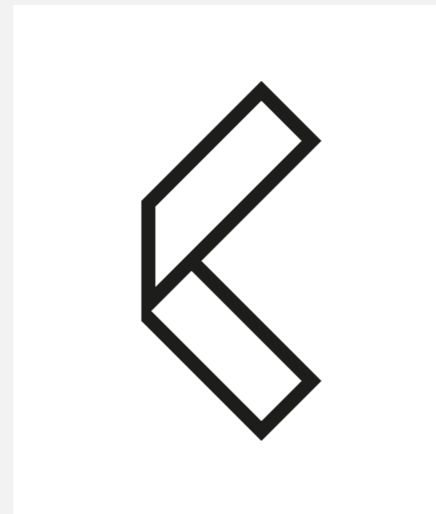
The logo is created using capital letters GRAVESEND SANS in Bold style. The author of the font is the typographer Rian Hughes, who creates under the font Device Fonts. The font was published in the spring of 2019. We thank Rian for his excellent work .

### 1.1.3 BASIC COLOR DESIGN

The basic color versions of the parent brand logo are white for the basic variant and 100% black for the inverse variant.

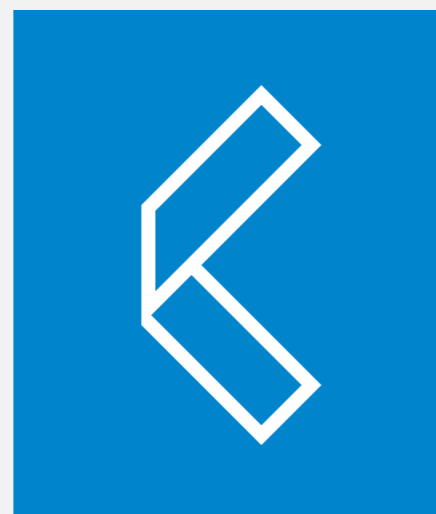
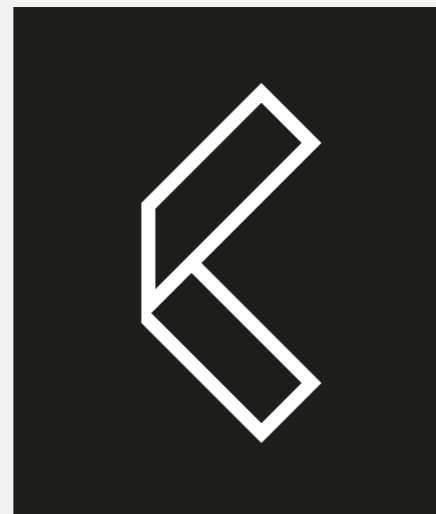


↑ Construction of the graphic symbol „K“ using a square grid



basic and inverse color version of the „K“ symbol

←



#### 1.1.4 GRAPHIC SYMBOL „K“

The graphical „K“ is simply constructed using five adjacent squares rotated 45°, one of which is halved by the extraction of one vertex.

Subsequently, a visual illusion of folding the object (belt, fabric) by 90° is created.

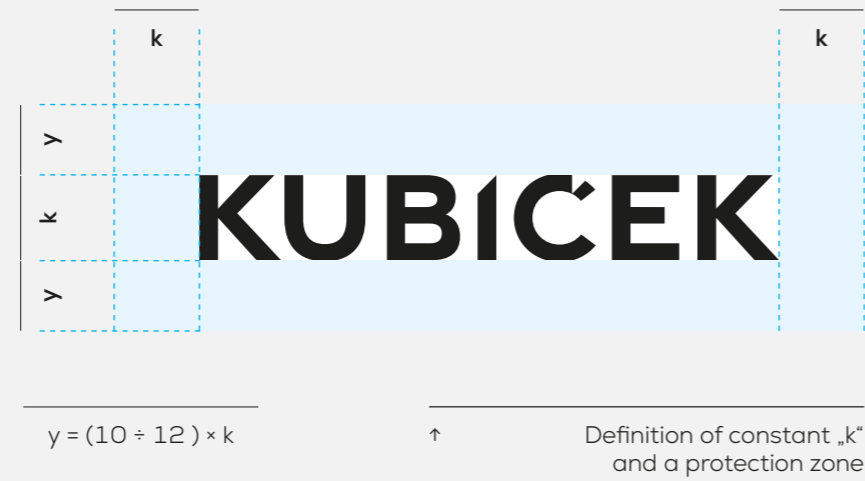
#### 1.1.5 BASIC COLOR DESIGN

The basic color versions of the graphic symbol of the parent brand are white for the basic variant and 100% black for the inverse variant.

**1.1.6 LOGOTYPE PROTECTION ZONE RULES**

The protection zone of the logo defines a space in which no other graphic or typographic elements may be placed. This is the smallest possible distance from other graphic elements, partner brands and other motifs.

Adherence to the protection zone is essential for the recognition of the mark and its legibility in the context of other visual elements.







Basic color variant

## 1.2.0 PRODUCT BRAND „KUBICEK BALLOONS“

The hot air balloon production product segment has its own visual style at its disposal as an enriched derivative of the visual style of the parent brand.

### 1.2.1 LOGOTYPE

The primary and preferred carrier of the brand on most promotional materials is the „KUBICEK BALLOONS“ logotype. It is defined as a two-line derivative of the parent brand „KUBICEK“ by adding the product line „BALLOONS“.

### 1.2.2 BASIC COLOR DESIGN

In the basic color variant, the logo is defined as two-color / blue color is used for the name of the product segment of hot air balloons (the definition of color is available in the relevant chapter of this document).

If necessary, it is possible to use a one-color (blue, black) or inverse (white) color variant.



↑ one-color variant  
/ blue

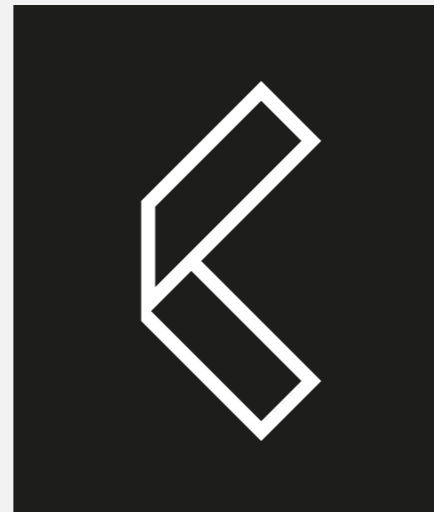
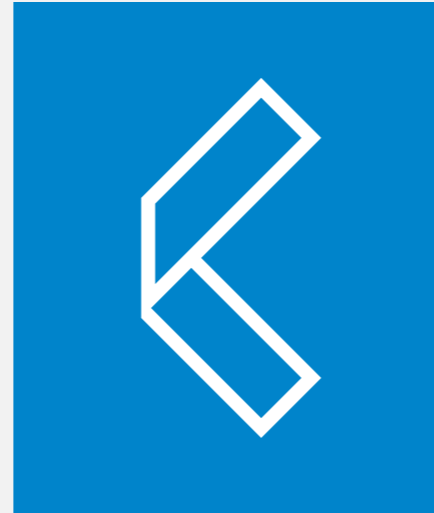
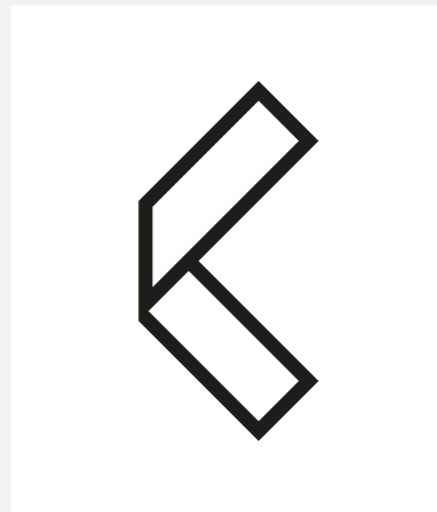
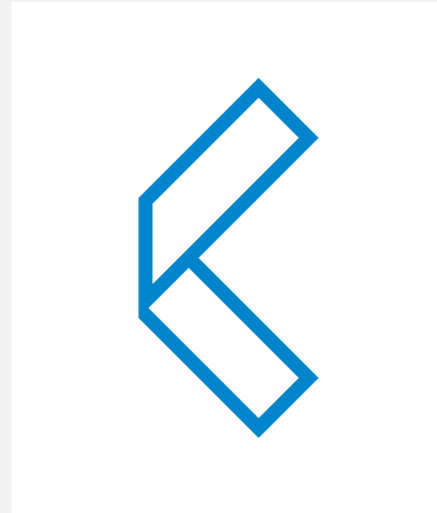


↑ one-color variant  
/ black



↑ inverse color variant  
/ white

blue outline, black outline and filled variant of graphic symbol for use in communication of product brand KUBICEK BALLOONS



inverse variants of the graphic symbol for use in the communication of the KUBICEK BALLOONS product brand



### 1.2.3 GRAPHIC SYMBOL „K“ IN THE PRODUCT BRAND

The graphic symbol „K“ can be used alone or in combination with the product logo „KUBÍČEK BALLOONS“. Its use is recommended in the following cases:

- Purely branded use allows the use of a separate symbol without a logo wherever the content purity or simplicity of the message or a strong communication element is required without the need for additional labeling (if, for example, it is clear that the KUBÍČEK BALLOONS brand is promoted).
- as a supplement to the logotype wherever it is necessary or desirable to „sign“ the visual with the brand name. In these cases, some variability in proportions and placement of the symbol relative to the logo is possible.
- where it is necessary or desirable to graduate from the maximum visual of the brand in a limited space or with the limitations of technology (for example, a label on the balloon cover, etc.).

### 1.2.4 COLORFUL AND STYLISH VARIANTS OF THE SYMBOL

Two basic versions of the „K“ symbol are defined:

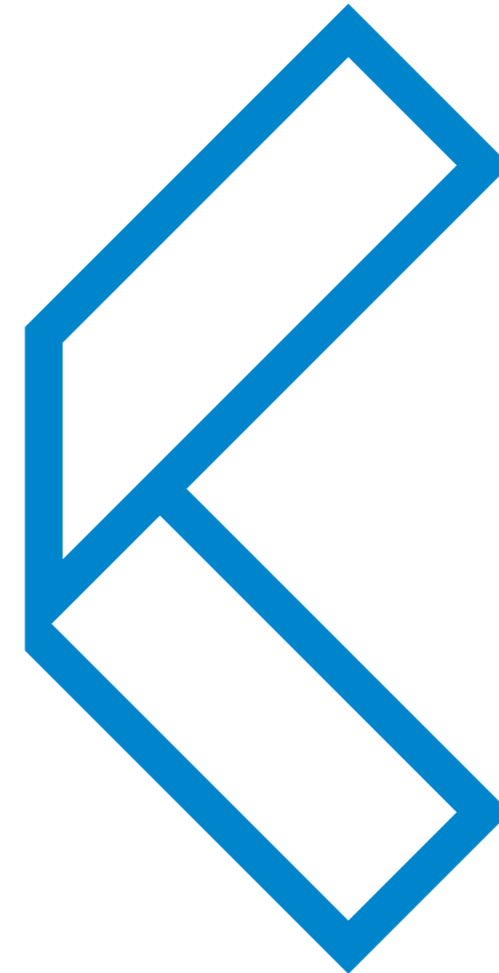
- completed version, where exactly one color combination is used (blue-black)
- outline version using blue, black or inverse (white) variant



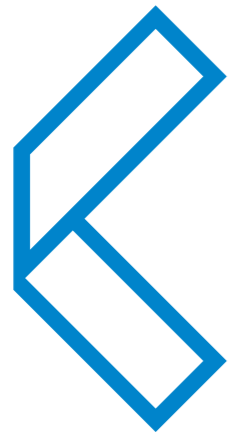
**KUBICEK**  
BALLOONS



**KUBICEK**  
BALLOONS



**KUBICEK**  
BALLOONS



**KUBICEK**  
BALLOONS



**KUBICEK**  
BALLOONS

### 1.2.5 LOGOTYPE VARIANT WITH GRAPHIC SYMBOL / VERTICAL

Based on the high variability of the use of the brand on products and promotional materials within the KUBICEK BALLOONS product brand, some optimal combinations of the graphic „K“ symbol and the product logotype are outlined. These are combinations based on a vertical distribution with the possibility of variability in terms of proportions and mutual distance of the symbol and the logotype (while maintaining the protection zone defined for the logotype).

### 1.2.6 PRIORITIES FOR USING COMBINATIONS OF A GRAPHIC SYMBOL AND A PRODUCT BRAND

In order to maintain the simplicity and legibility of visual communication, it is recommended to prioritize the use of the graphic symbol „K“ and possible combination with the product logo. Preferences are sorted from most appropriate:

1. separate to independent use of the symbol and logotype with sufficient visual distance (due to the technologies used, there is a preference for the outline variant of the graphic symbol „K“)
2. layout based on a vertical variant of the combination of symbol and logotype (due to the technologies used, there is a preference for the outline variant of the graphic symbol „K“)
3. horizontal layout while maintaining accurate conditions and location - in the full variant of the graphic symbol „K“
4. horizontal layout while maintaining accurate conditions and location - in the outline variant of the graphic symbol „K“

It is always necessary to take into account the specific needs of brand promotion for a particular application, the needs or possibilities of the parties' visibility or readability, and the technological or application possibilities. The chosen variant of using the symbol and logo on one carrier ideally must take into account the preferences in the use of available combinations.



$$y = (10 \div 12) \times k$$

$$z = 0,88 \times k$$

Definition of constant „k” and protection zone

←

### 1.2.7 LOGOTYPE PROTECTION ZONE RULES

The protection zone of the logo defines a space in which no other graphic or typographic elements may be placed. This is the smallest possible distance from other graphic elements, partner brands and other motifs.

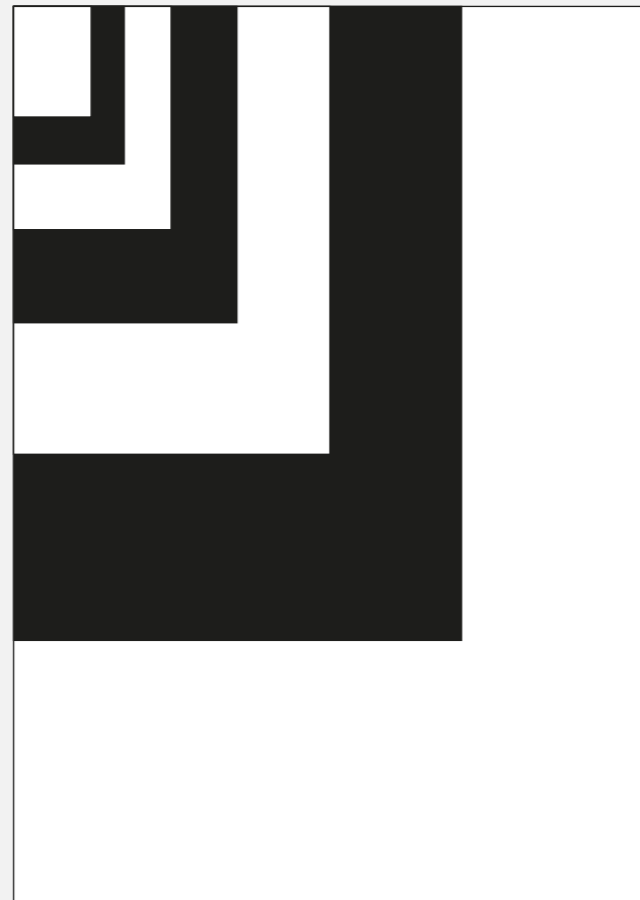
Adherence to the protection zone is essential for the recognition of the mark and its legibility in the context of other visual elements.

recommended logotype sizes for basic graphic „A“ formats

↘

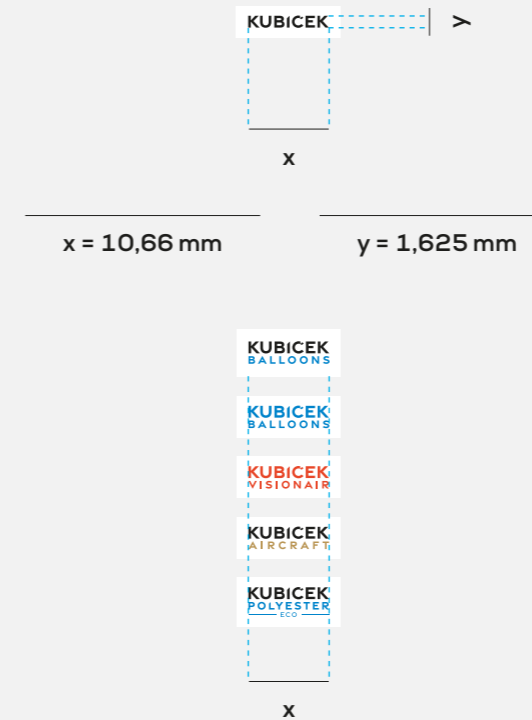


size usage →	constant x	
	merkantil	graph. layout
A6	20 mm	33 mm
A5	30 mm	50 mm
A4	42 mm	70 mm
A3	60 mm	100 mm
A2	84 mm	140 mm
A1	120 mm	200 mm
A0	168 mm	280 mm



determination of the minimum recommended size of the logotype and graphic brand

↓



### 1.3.0 RECOMMENDED AND MINIMUM LOGOTYPE SIZE / PRODUCT BRAND

The minimum size of the logo is the smallest possible size, which guarantees its legibility. For all logotypes, the smallest usable width of the logotype is set at approx. 10 mm.

Using the logo in smaller sizes is not recommended, as this prevents its good readability. For possible use on balloon pins, it is possible to use a smaller size, but always with previous sampling of the logotype in the appropriate variant.

IT IS POSSIBLE!



#### 1.4.0 USE THE LOGO ON A COLORED SURFACE OR PHOTOGRAPHY

Brand and product logos can be used both on the color area and on the color gradient or in the photo. It is always necessary to pay attention to high contrast, good readability depending on the type of application, location, viewing distance or technology of use.

In most cases, it will be the use of an inverse variant of the logo, but it is possible to use other color variants on light backgrounds. Do not overlay the tag you use with another layer of graphics or use it with a transparency other than 100%.

It is important to keep a sufficient distance of the brand from disturbing graphic elements in the area or to ensure a non-conflicting settlement with significant graphic elements in the background.

other than codified color variants and mutations, outline variant of the logotype



**KUBICEK**  
BALLOONS

KUBICEK  
VISIONAIR

**KUBICEK**  
BALLOONS

**KUBICEK**  
BALLOONS

**KUBICEK**  
BALLOONS

incorrect ratio and construction of graphic symbol / deformation of graphic symbol



shadows, disproportionate transformations, interference with the protection zone, division of the logotype or other interference with the geometry



**KUBICEK**  
VISIONAIR

**KUBICEK**  
POLYESTER  
ECO

**KUBICEK**  
AIRCRAFT

**KUBICEK**  
POLYESTER

**KUBICEK**

**KUBICEK**  
BALLOONS

**KUBI**  
**CEK**

### 1.5.0 PROHIBITED USE OF THE LOGO

This page shows some prohibited uses of the logo. The site should serve as inspiration on how not to use the logo. All permitted variants are described above.



## 1.6.0 „IT'S TIME TO FLY“ SLOGAN

### 1.6.1 GRAPHIC DEFINITION

The slogan of the KUBICEK BALLOONS brand is created using the GRAVESEND BOLD font.

The slogan can be supplemented with a graphic symbol „K“. However, it is recommended to use this connection mainly in cases where it is desirable to support the KUBICEK brand and in the context of a specific application, the KUBICEK BALLOONS logo is not strong enough or is completely missing.

### 1.6.2 VARIANTS

The slogan can be used in a blue or inverse color variant, depending on the specific application in a one-two- or three-line version.





1.7.0 2<sup>ND</sup> LEVEL  
PRODUCT BRANDING

1.7.1 KUBICEK POLYESTER

1.7.2 KUBICEK POLYESTER LIGHT

1.7.3 KUBICEK POLYESTER GREEN

← preferred - basic variant

← one-color variant - black

← one-color variant - monochrome

← inverse variant

1.7.4 **IGNIS PLUS – BURNER**

1.7.5 **SIRIUS – BURNER**



← preferred - basic variant



← one-color variant - monochrome



← inverse variant

1.7.6 EXTREME RACER



← preferred - basic variant



← basic variant - black and red



← inverse variant - on black background



← inverse variant - on red background

1.8.0 FOREIGN DEALERS  
LOGOTYPES

1.8.1 COLORED VARIANTS



← preferred - basic variant



← one-color variant - black



← one-color variant - monochrome



← inverse variant

1.8.2 EXAMPLES OF FOREIGN DEALERS BRANDS / „KUBICEK BALLOONS“

**KUBICEK**  
**BALLOONS**  
— CANADA —

**KUBICEK**  
**BALLOONS**  
— FRANCE —

**KUBICEK**  
**BALLOONS**  
— NORTHWEST —

**KUBICEK**  
**BALLOONS**  
— POLSKA —

**KUBICEK**  
**BALLOONS**  
— DANMARK —

**KUBICEK**  
**BALLOONS**  
— GREAT LAKES —

**KUBICEK**  
**BALLOONS**  
— OHIO —

**KUBICEK**  
**BALLOONS**  
— PORTUGAL —

**KUBICEK**  
**BALLOONS**  
— DEUTSCHLAND —

**KUBICEK**  
**BALLOONS**  
— ITALIA —

**KUBICEK**  
**BALLOONS**  
— ÖSTERREICH —

**KUBICEK**  
**BALLOONS**  
— SCHWEIZ —

**KUBICEK**  
**BALLOONS**  
— ESPAÑA —

**KUBICEK**  
**BALLOONS**  
— 日本 —

**KUBICEK**  
**BALLOONS**  
— PACIFIC —

**KUBICEK**  
**BALLOONS**  
— USA —

2.0.0

# COLOR

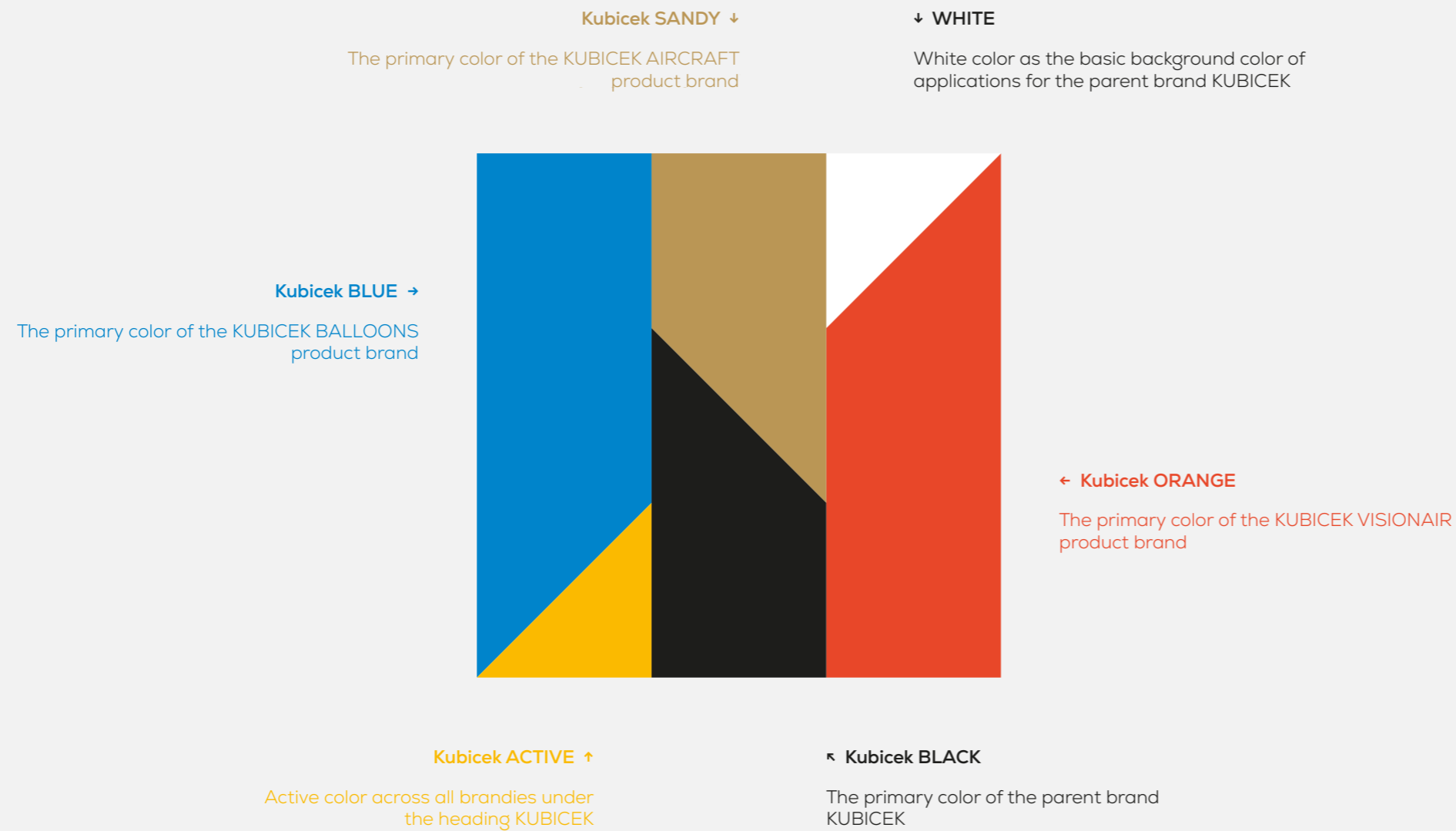
## 2.1.0 „KUBICEK FACTORY“ COLOR CONCEPT

Precisely defined color of the logo and visual style helps to remember, facilitates the identification of the brand and gives it a special character.

Within the sub-brand principle of brands under the heading „KUBIČEK“, several basic colors are defined for the communication of individual product brands. We work with a color concept chosen so that it allows easy orientation in individual branches of activity and at the same time can, if necessary, function as a unifying color scale with a clear identification to the parent brand.

The primary color of each brand emphasizes the company's materials to varying degrees according to the affiliation to the product brand (mercantile printed matter, product labels, printed matter, online applications including the web, gift and promotional items, corporate textiles, etc.).

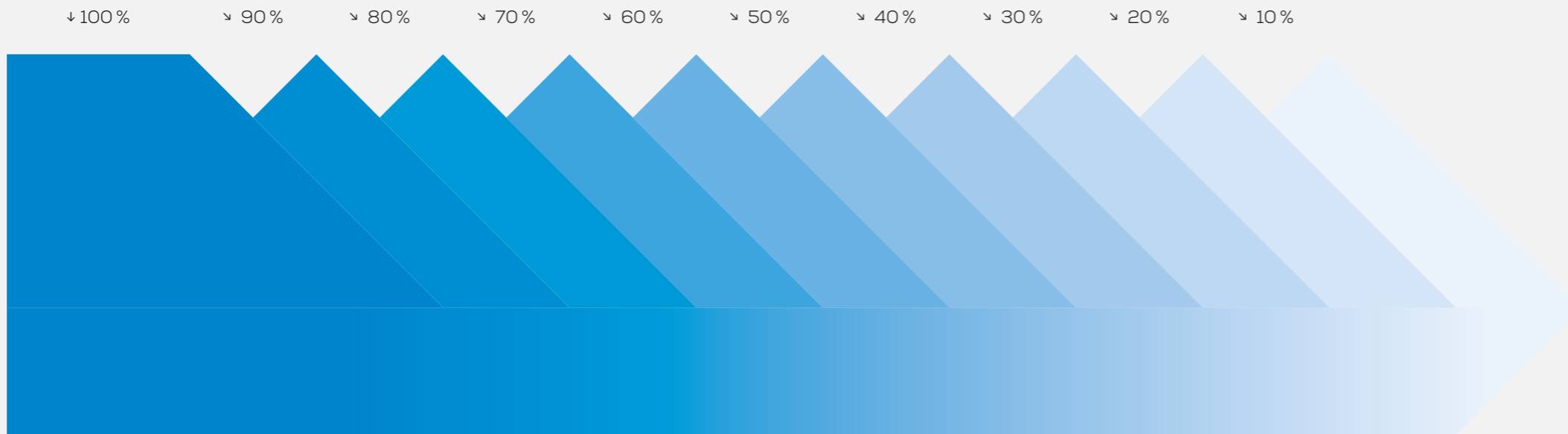
Colors can be used in different saturation scales.



## 2.2.0 „KUBICEK BALLOONS“ BRAND COLOR RANGE

The primary color determining the visual communication of the product brand is the blue color PANTONE 3005. The color can be used in various saturation scales.

The color gradient is designed as a spot, the target colors are chosen to suitably complement the primary color for the desired effect of the organic gradient within the same color space.



### 2.2.1 KUBICEK BLUE / DEFINITION

RGB	000   132   204
CMYK	100   027   000   000
PANTONE	3005 C
WEB	#0084CC
RAL	5015 Sky blue
NCS	---
Folie	Orcal 084 sky blue, Imageperfect 5741

CMYK 030 | 009 | 000 | 000 →  
CMYK 080 | 020 | 000 | 000 →  
Kubiček BLUE → →

CMYK 060 | 017 | 000 | 000 →

CMYK 100 | 027 | 000 | 015 →

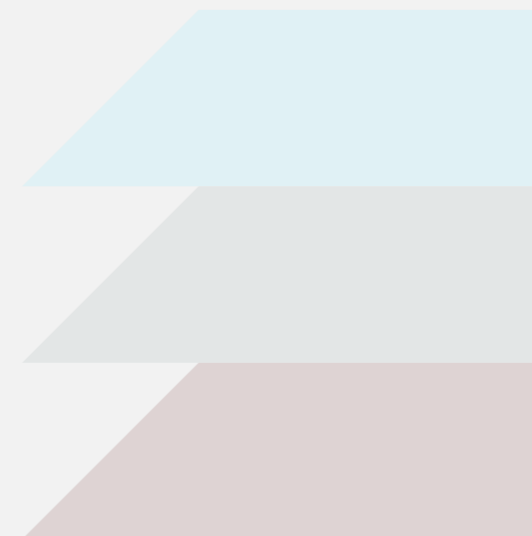
CMYK 100 | 035 | 000 | 030 →



Color gradient for use in the background on  
online and offline applications



Recommended range of complementary  
colors ↓



### 2.2.2 COMPLEMENTARY COLORS / DEFINITION

To enrich the visual style, it is possible to use  
a pastel color palette for specific applications.

RGB	224   241   245
CMYK	015   000   005   000
PANTONE	7457 C
RGB	227   230   229
CMYK	007   003   005   008
PANTONE	427 C
RGB	222   211   211
CMYK	005   011   008   012
PANTONE	434 C



2.3.0 ACTION COLOR

Visual possibilities within the graphic concept of all brands under the heading KUBÍČEK are complemented by the shared color KUBÍČEK ACTIVE. It is defined as PANTONE 124.

It is suitable to use the paint only in 100% saturation. It is not recommended to use it by default for typography with the exception of strong claims or headings applied on a contrasting background.

Its usecases:

- in the online environment as an active color (CallToAction elements, links, elements encouraging action or emphasizing importance)
- in an offline environment to highlight the promotion of online communication channels (websites, etc.)
- in the offline environment as a highlighting element - whether as a background for typography, typography itself or another graphic element emphasizing an action or an important feature, etc.
- claims, part of infographics
- selected motion elements

2.3.1 KUBÍČEK ACTIVE / DEFINITION

RGB	251   186   000
CMYK	000   030   100   000
PANTONE	124 C
WEB	#FBBA00
RAL	1003
NCS	---
Folie	Oracal 019 signal yellow

Use this yellow box to promote any essential information about your product – or other info that your audience shouldn't miss.

# THIS IS REALLY COOL STUFF

1 2 3

SUBMIT FORM

3.0.0

# TYPOGRAPHY

WE ARE KUBICEK  
FACTORY. WE ARE  
UNIQUE TEAM!

GRAVESEND Sans / fine

WE ARE KUBICEK  
FACTORY. WE ARE  
UNIQUE TEAM!

GRAVESEND Sans / light

WE ARE KUBICEK  
FACTORY. WE ARE  
UNIQUE TEAM!

GRAVESEND Sans / medium

WE ARE KUBICEK  
FACTORY. WE ARE  
UNIQUE TEAM!

GRAVESEND Sans / bold

WE ARE KUBICEK  
FACTORY. WE ARE  
UNIQUE TEAM!

GRAVESEND Sans / inline

### 3.1.0 PRIMARY FONT

Font is an integral part of a unified visual style and a cornerstone of visual communication.

The primary fonts of KUBÍČEK FACTORY are the Gravesend Sans families for headings and Nexa for smooth typesetting and other uses.

The primary font is applied to all materials that are processed by a graphic studio. E.g. pre-printed striking printed matter, gift and advertising items, brochures, leaflets, banners, etc.

#### 3.1.1 HEADING FONT – GRAVESEND

The GRAVESEND font is a family of geometric sans-serif fonts with five different cuts that contain only uppercase and special characters.

The GRAVESEND font is designed to be used exclusively for slogans, headings, subheadings. It is by no means suitable for a smooth rate!

Using the GRAVESEND font, brand logotypes are created under the KUBICEK header.

The preferred variant of using the title font is in the BOLD option.

WE ARE KUBICEK  
FACTORY. We are  
unique team!

NEXA Light

WE ARE KUBICEK  
FACTORY. We are  
unique team!

NEXA Regular

WE ARE KUBICEK  
FACTORY. We are  
unique team!

NEXA Bold

WE ARE KUBICEK  
FACTORY. We are  
unique team!

NEXA Heavy

*WE ARE KUBICEK  
FACTORY. We are  
unique team!*

NEXA Light Italic

*WE ARE KUBICEK  
FACTORY. We are  
unique team!*

NEXA Regular Italic

***WE ARE KUBICEK  
FACTORY. We are  
unique team!***

NEXA Bold Italic

***WE ARE KUBICEK  
FACTORY. We are  
unique team!***

NEXA Heavy Italic

### 3.1.2 NEXA - FONT FOR SMOOTH TYPESETTING

NEXA is a sans-serif font suitable for any shorter or longer texts and a smooth typeface. Eight cuts are selected for use in the FACTORY CUBE visual style.

Preferred variants of use are REGULAR and HEAVY options. Other selected options will find use in special cases. It is recommended to use ITALIC variant only in absolutely necessary cases!

---

WE ARE KUBICEK  
FACTORY. We are  
unique team!

ARIAL Regular

---

**WE ARE KUBICEK  
FACTORY. We are  
unique team!**

ARIAL Bold

---

*WE ARE KUBICEK  
FACTORY. We are  
unique team!*

ARIAL Regular Italic

---

***WE ARE KUBICEK  
FACTORY. We are  
unique team!***

ARIAL Bold Italic

---

### 3.2.0 SECOND CHOICE FONT

---

The primary fonts GRAVESEND and NEXA are not available for free use - their use is subject to the purchase of a license. Primary fonts work only on devices where they are installed, therefore second choice - secondary fonts are selected for open electronic communication - additional, which are part of the most widespread text editor MS Office and are therefore widespread worldwide. This ensures compatibility and visual consistency on most platforms and operating systems.

We use additional fonts for email communication and for work in MS Office (Word, Exel, PowerPoint) or other office and presentation programs across platforms.

#### 3.2.1 ARIAL

The secondary font for use in both headings and plain type or other cases is the ARIAL font family.

4.0.0

# ONLINE APPLICATION

#### 4.1.0 SIGNATURE AND APPEARANCE OF THE E-MAIL CONVERSATION

It is recommended to write the body of the e-mail using the Arial 11 b font in black.

The footer of the e-mail is created using the Arial font using several sizes and cuts (according to the labels). The signature is always preceded by the symbol „K“ in color according to the relevant product brand. If it is the signature of an employee whose activities extend to more than one area, the symbol in black is used.

Social network icons follow the same rule in color.



← Symbol „K“

← Name  
Arial Bold 12 b

← Position, company name and contacts  
Arial Regular 10 b

← Web address  
Arial Regular 10 b / #A6A6A6

5.0.0

# VISUAL STYLE SHOWCASES





5.1.0 **ROLLUP**

Mobile Rollup with winding mechanism. The recommended size of the printed visual is 1000 (850) x 2000 mm.

The lower edge of the corner of the format - centered - is basically intended for placing the web address.

It is recommended to print the rollup on a special banner or PES material for use in winding mechanisms.



**KREATURA.CZ**