

# Corporate Identity

**dotypôs**  
RELIABLE POS SYSTEM

# Contents

## 1. LOGO

- 1.1 Logo basic version
- 1.2 Protective zone and minimal logo size
- 1.3 Logo color variants
- 1.4 Prohibited logo combinations
- 1.5 Color pattern
- 1.6 Fonts

## 2. ADDITIONAL GRAPHIC ELEMENTS

- 2.1 Symbol / Icon

## 3. MERCANTILE MATERIALS

- 3.1 Business cards - employees

# 1. LOGO

# 1.1 Logo basic version

Basic

**dotypôs**  
RELIABLE POS SYSTEM

Simplified


**dotypôs**

# 1.2 Protective zone and minimal logo size

Protective zone



Minimal size for printing

dotypôs  4 mm



# 1.3 Logo color variants

Color printing



Monochrome printing



# 1.4 Prohibited logo combinations

Do not repaint the logo.



Do not use shade under the logo.



Do not otherwise add a subheadline to the logo.



Do not use an outline around the logo.



Do not deform the logo.



Only use the logo in the horizontal angle. The only exception is to use it vertically as a flag.

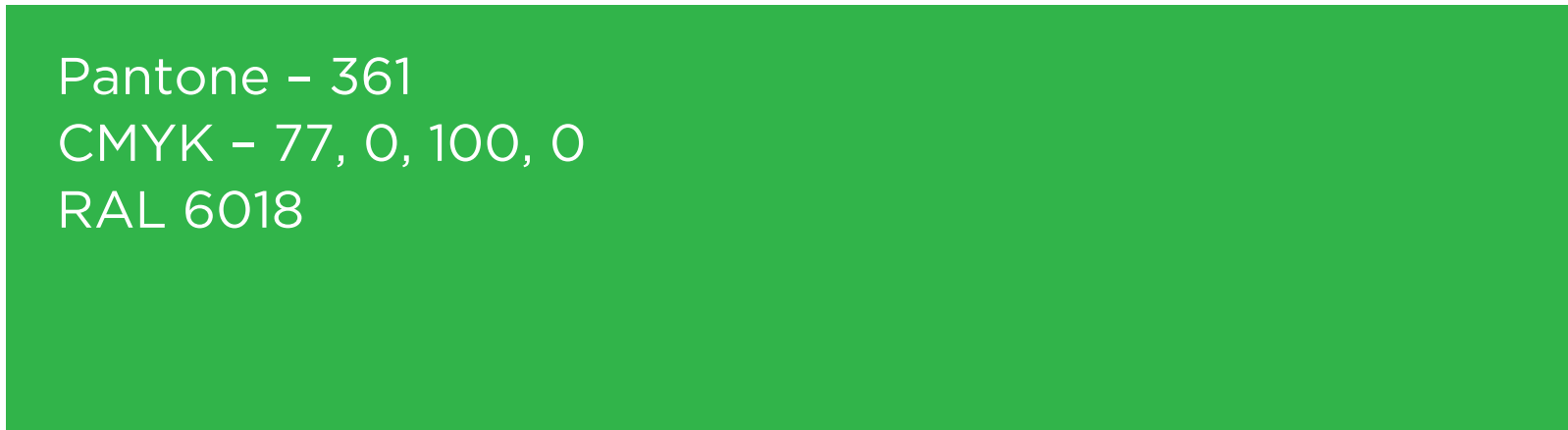


Do not use images under the logo.



# 1.5 Color pattern

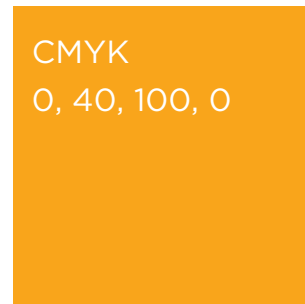
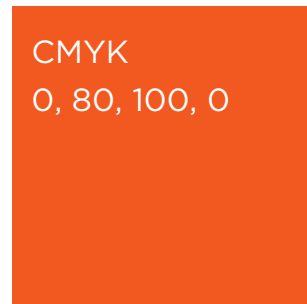
Basic green



Basic black



Additional colors





# 1.6 Fonts

Basic font  
Czech/English

Gotham Thin

abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Regular

abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Gotham Black**

**abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Additional font  
Czech/English  
Russian

Arial Regular

abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

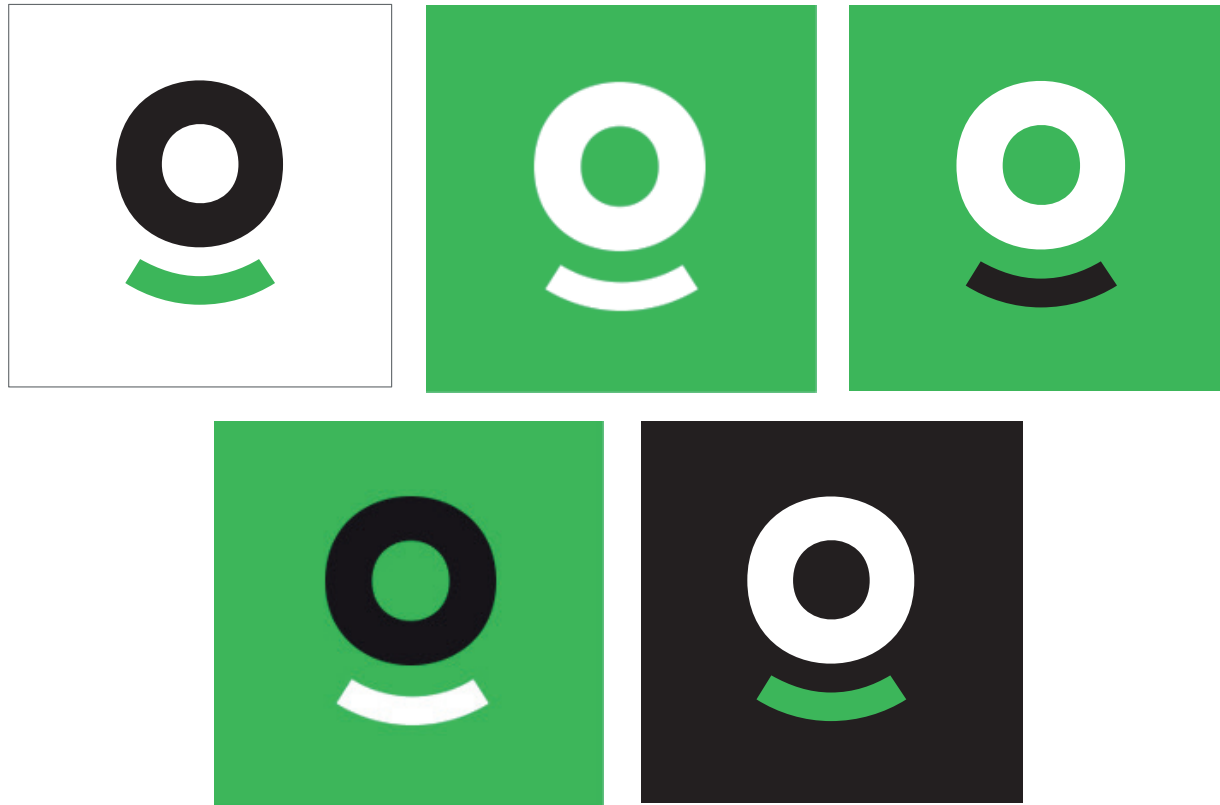
**Arial Black**

**abcdefghijklmnopqrstuvwxyz0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

In the text the symbol is always written as **Dotypos**.

# 2. ADDITIONAL GRAPHIC ELEMENTS

## 2.1 Symbol / Icon



# 3. MERCANTILE MATERIALS

# 3.1 Business cards - employees





## **Dotykačka ČR s.r.o.**

Plzeňská 3217/16, 150 00 Prague 5  
Info@dotypos.com | www.dotypos.com  
www.dotypos.com

**dotypôs**