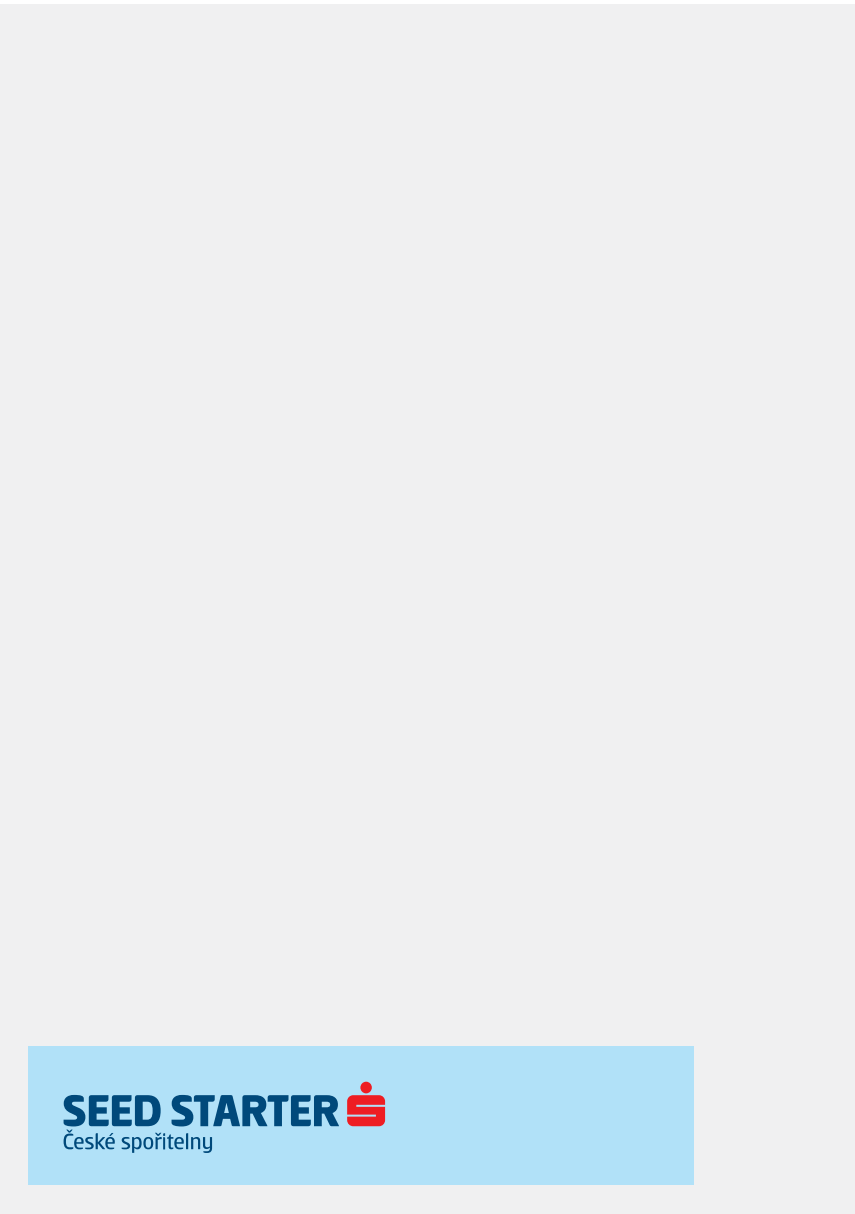
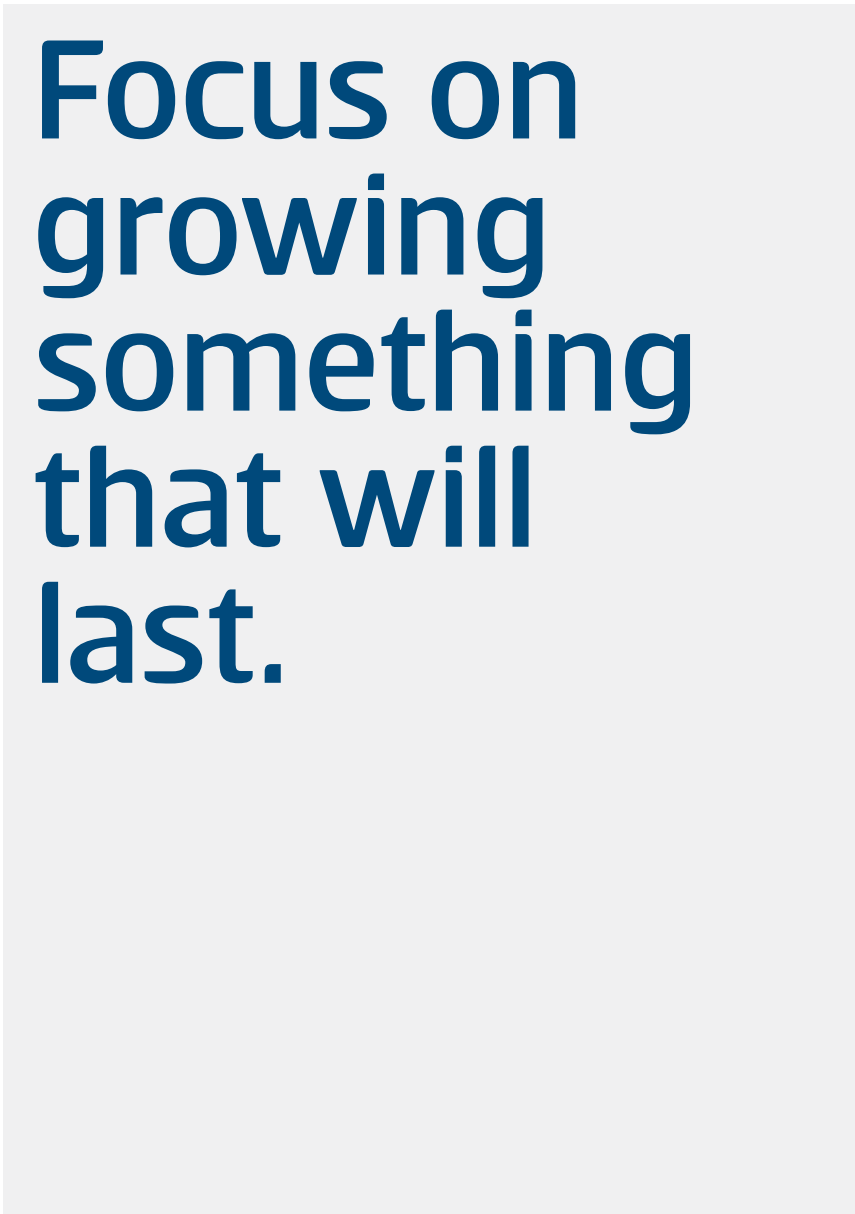


Brand assets

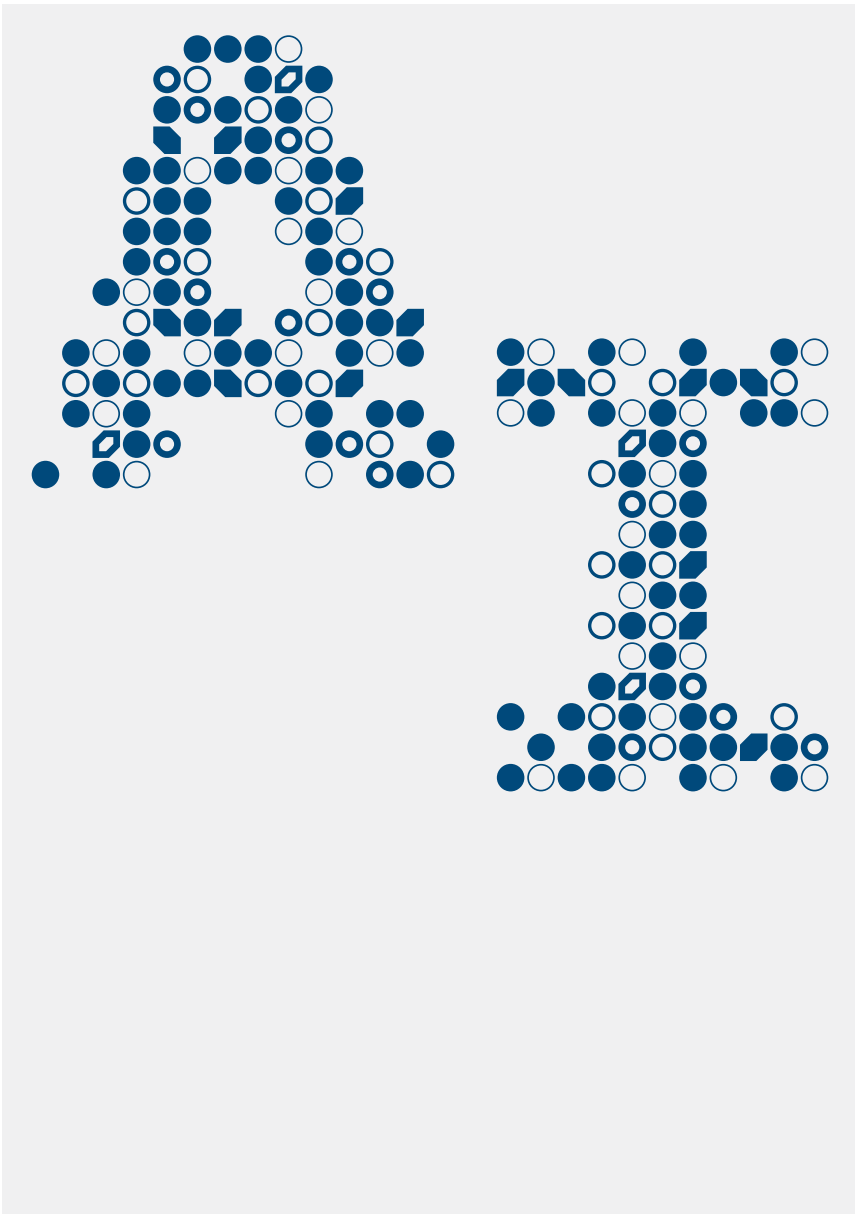
Logo



Typography



Visual style



Colours



Logo on portrait format A4

- Minimal margin size is 7 mm.
- Logo size in the logo strip is 12,2 mm high.
- Size of the content box varies from 126 – 157,5 mm width, maximum hight is 148,5 mm.

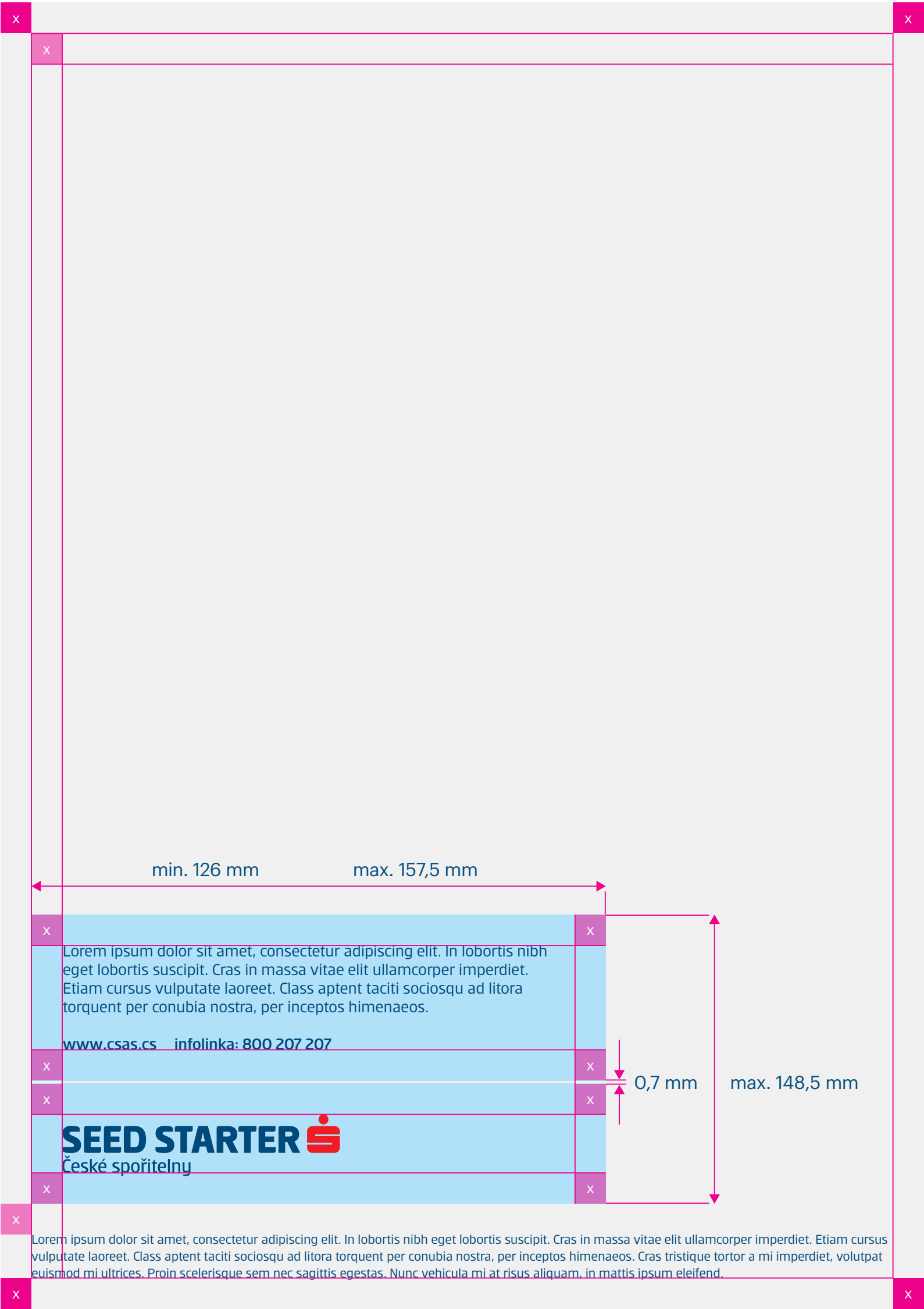
Legal line

- Always keep 7 mm distance from the bottom edge.
- Color of the legal line can be either Dark Blue or White
- Font of the legal line is Erste Book.

Other formats

- You can get similar formats by proportionally enlarging or reducing your A4 advertisement.
- The size of the content box and the logo strip must be observed as follows:
 - minimum width is 60 % of the advertising width
 - maximum width is 75 % of the advertising width
 - maximum height is 50 % of the advertising height

 min. 7×7 mm



Logo on landscape format A5

- Minimal margin size is 5 mm.
- Logo size in the logo strip is 8,7 mm high.
- Size of the content box varies from 89 – 111 mm width, maximum hight is 74 mm.

Legal line

- Alway keep 5 mm distance from the bottom edge.
- Color of the legal line can be either Dark Blue or White
- Font of the legal line is Erste Book.

Other formats

- You can get similar formats by proportionally enlarging or reducing your A5 advertisement.
- The size of the content box and the logo strip must be observed as follows:
 - minimum width is 60 % of the advertising width
 - maximum width is 75 % of the advertising width
 - maximum height is 50 % of the advertising height

min. 5×5mm



Positioning the headline

Focus on growing something that will last.

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České spořitelny

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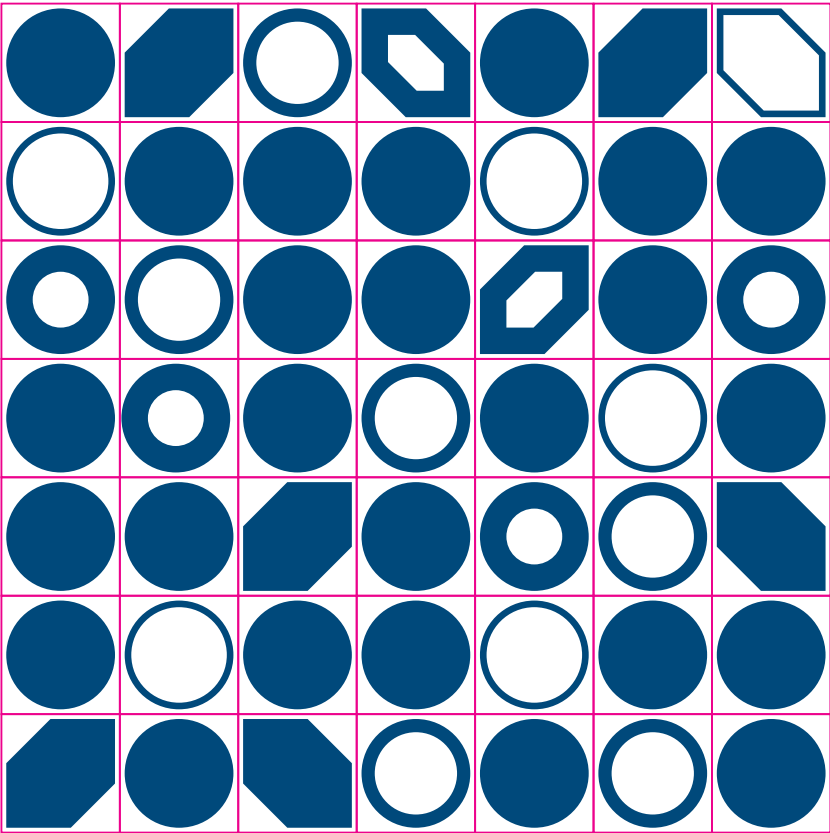
www.csas.cs infolinka: 800 207 207

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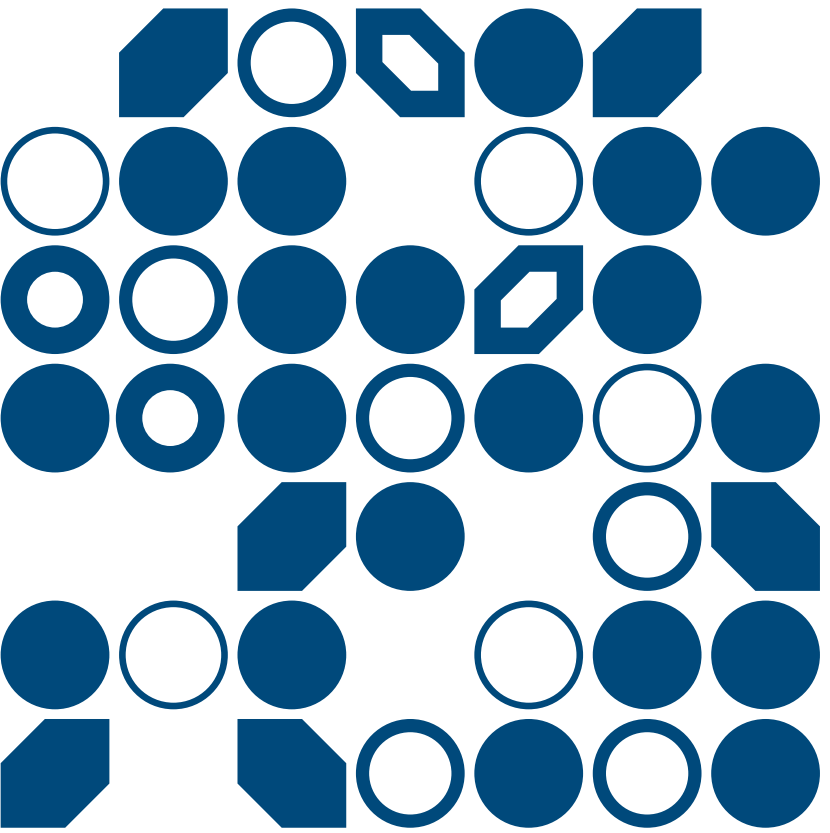
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Work with viusal style

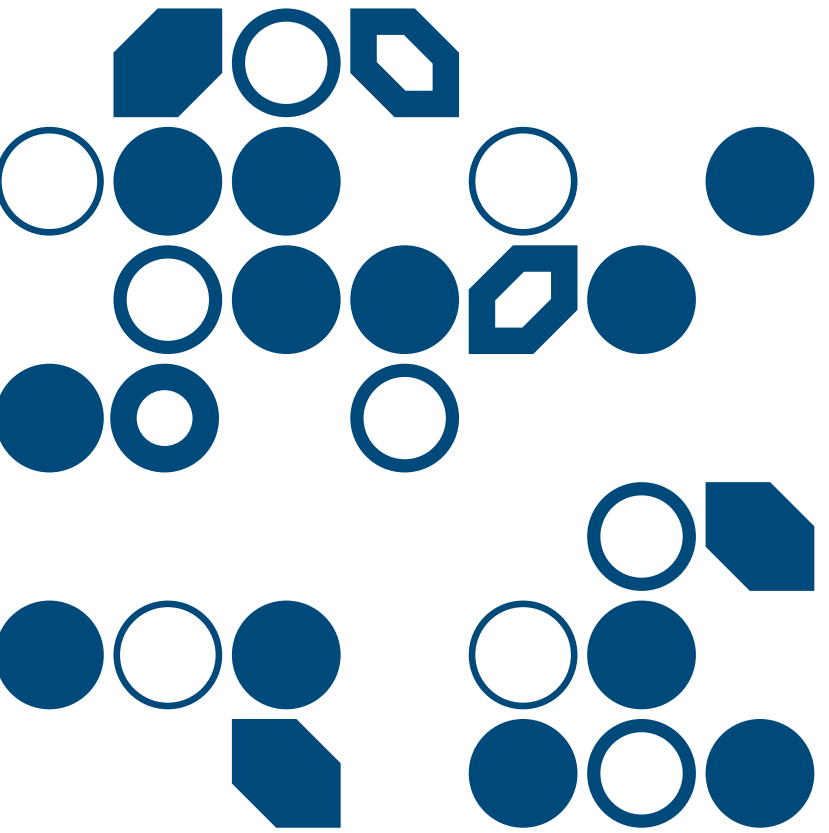
Grid



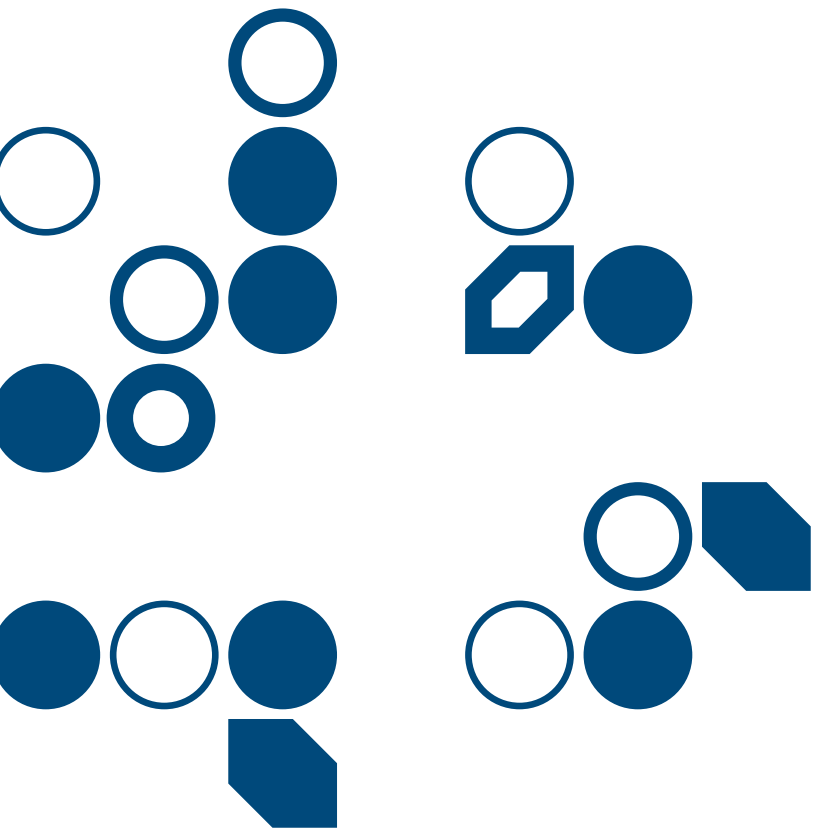
'Few' stage



'Fewer' stage



'Fewest' stage



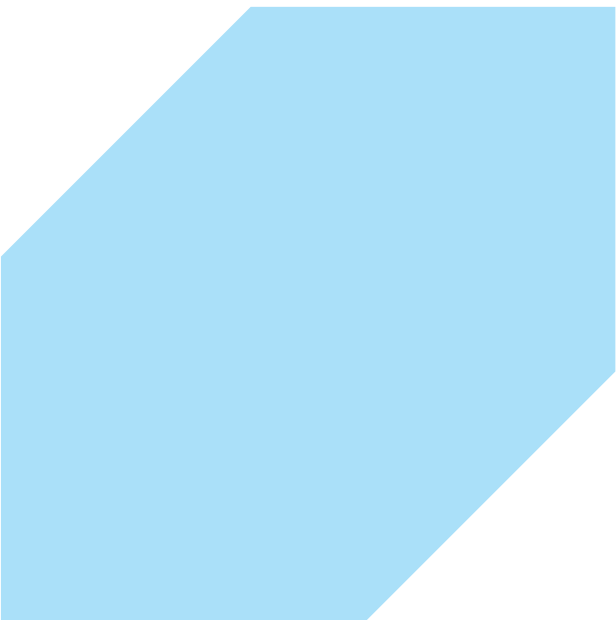
Colours



Dark Blue
CMYK 100/45/0/45
PANTONE 2955
RGB 0/73/123
#00497b



Red
CMYK 0/100/100/0
PANTONE 1795
RGB 227/6/19
#e30613



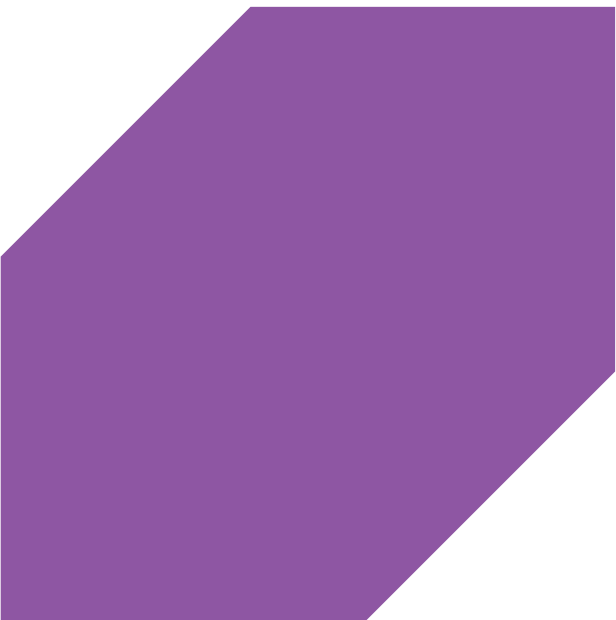
Light Blue
CMYK 30/0/0/0
PANTONE 291
RGB 188/228/250
#bce4fa



Clay
CMYK 20/83/98/10
RGB 217/110/74
#ba421a



Teal
CMYK 83/26/47/11
RGB 3/130/130
#038282



Levander
CMYK 50/78/0/0
RGB 170/75/179
#aa4bb3



Cloud
CMYK 44/22/17/2
RGB 153/178/196
#99b2c4

Options for your communication

Big headline (Erste Medium)



All You Need to Grow

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Headline as a part of box



All You Need to Grow

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Grow something that will last.

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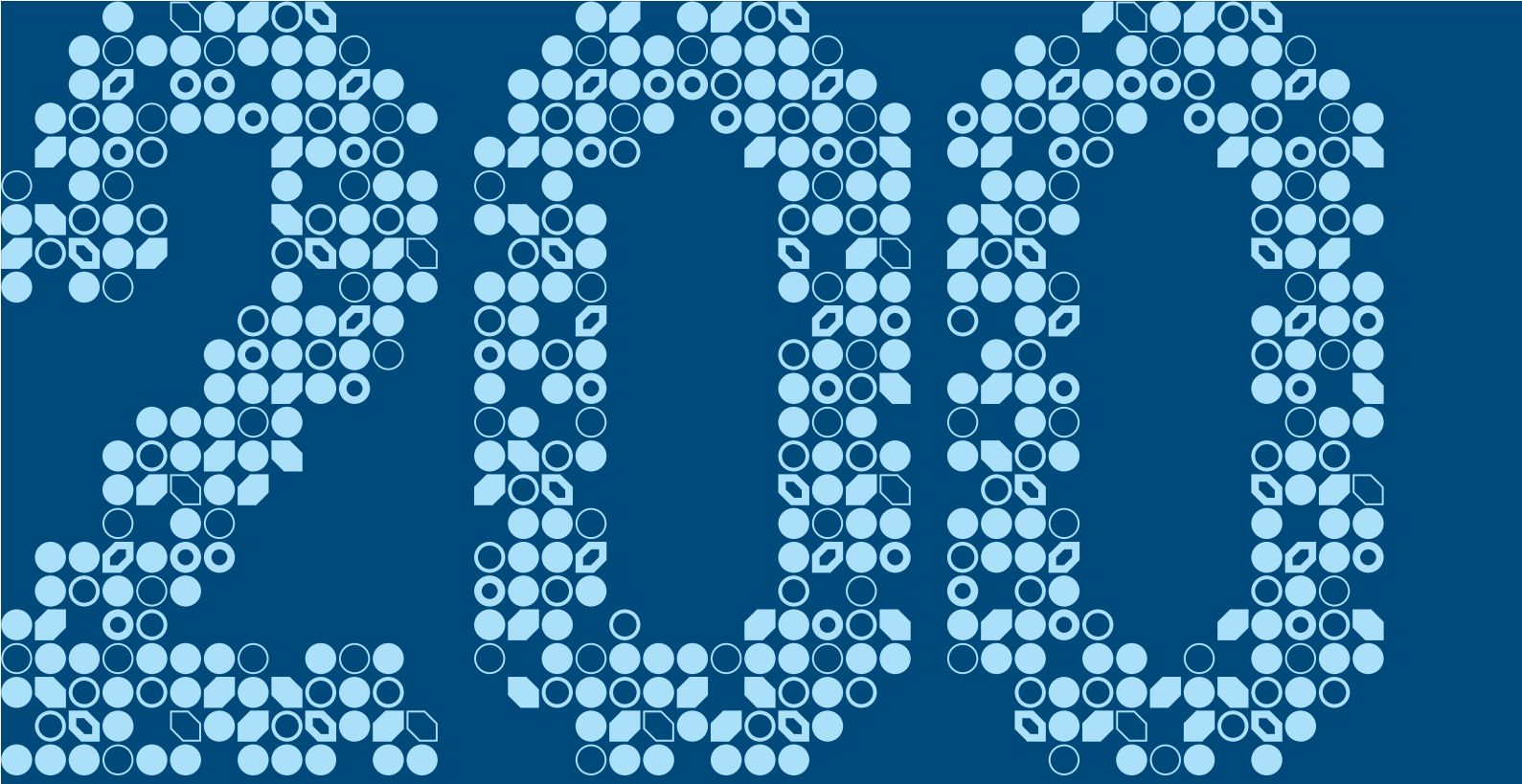
[www.csas.cs](#) infolinka: 800 207 207

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Grow something that will last.

Show us, we will invest.

www.csas.cs infolinka: 800 207 207

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České spořitelny

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Why will people care about your startup in 200 years?

2020

2020

Show us, we will invest.

Welcome to the era of long-game entrepreneurs. We are a bank that has been around for more than 200 years. We believe in proper entrepreneurship and value creation. With our resources and knowledge, we want to help right kind of entrepreneurs to prosper.

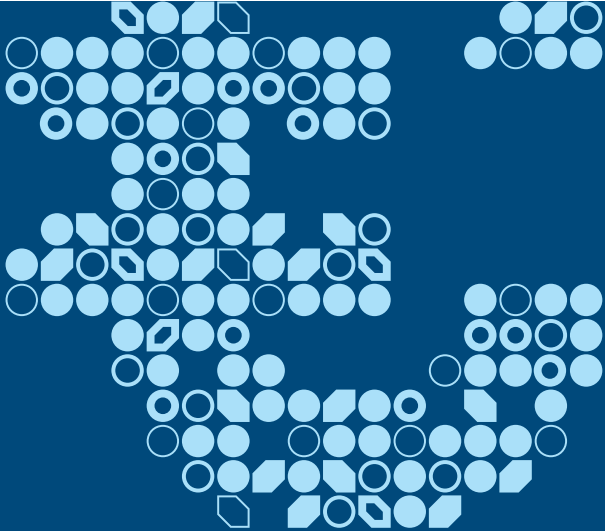
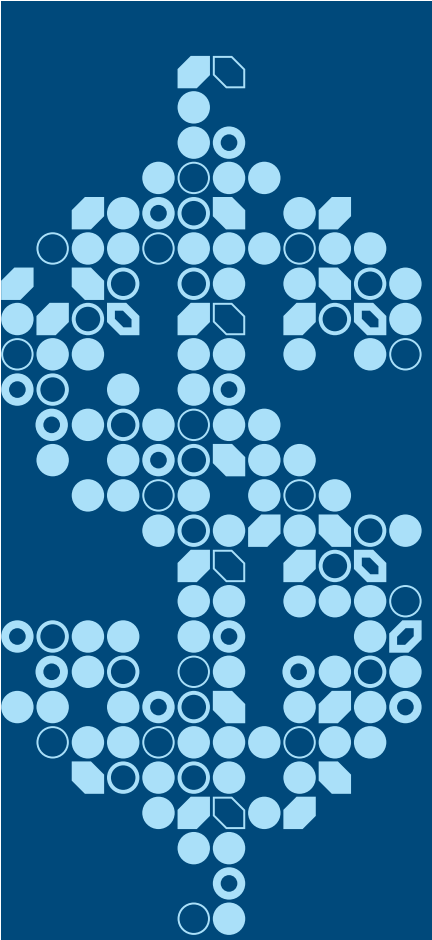
Are you on a mission to create a long-term value for customers? If you can tell us why will your startup be here in 200 years, we will invest.

[www.csas.cs](#) infolinka: 800 207 207

SEED STARTER

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Do you want to be rich and famous asap?

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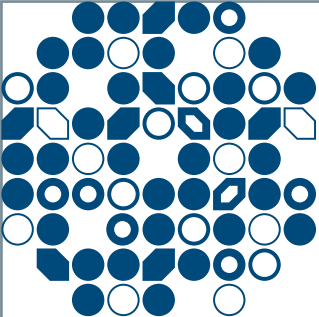
[www.csas.cs](#) infolinka: 800 207 207

SEED STARTER

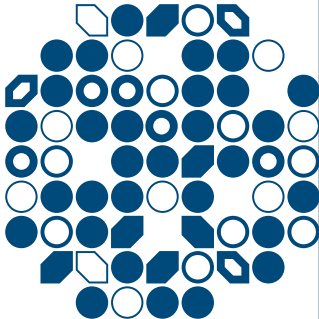
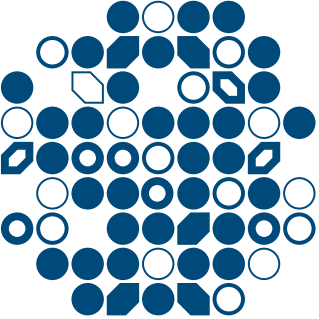
České spořitelny



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INVESTMENT
at Seed Starter

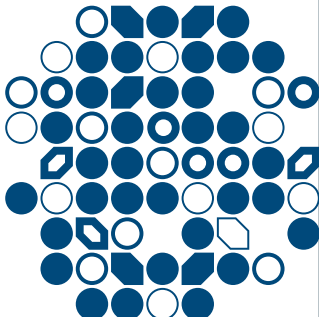


You don't really care who invests in your idea?

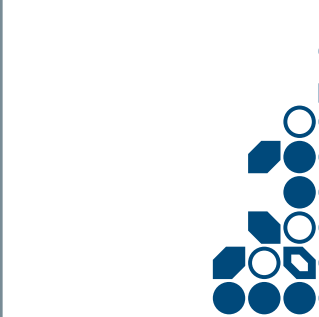
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INCUBATION
at Seed Starter



Do you prefer growing fast or growing smart?

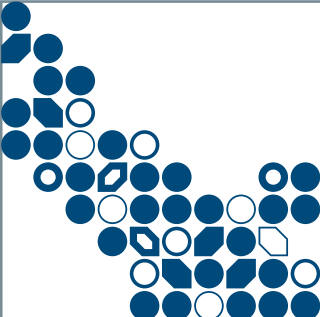
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www.csas.cs infolinka: 800 207 207

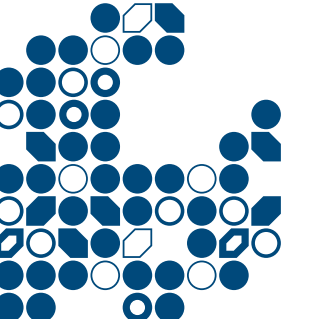
SEED STARTER 
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SHOCKWEEK
at Seed Starter

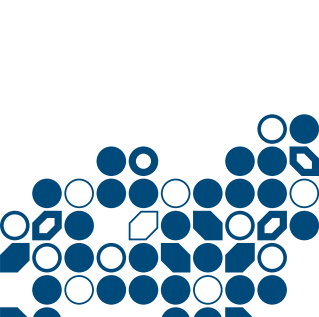


Think you know everything to build a successful startup?

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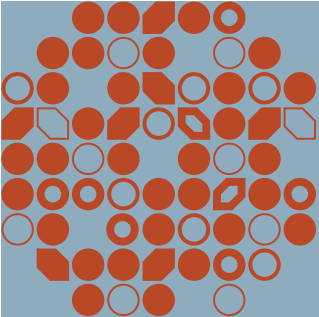
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SEED STARTER 
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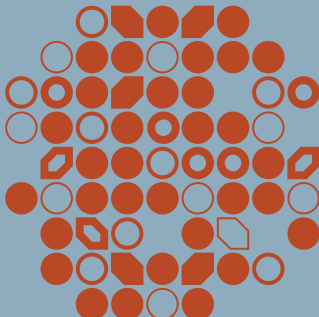
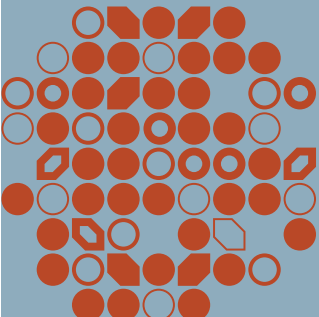
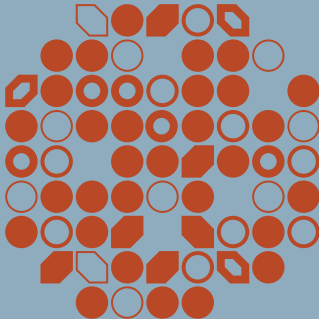
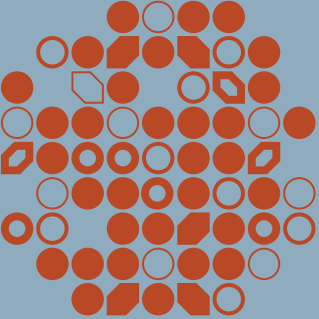


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Product visual



INVESTMENT
at Seed Starter



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SEED STARTER
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INCUBATION
at Seed Starter



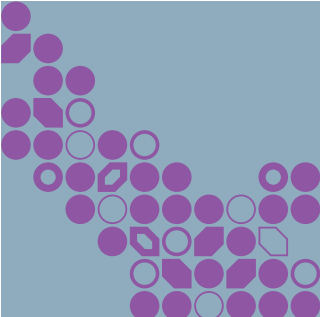
Do you prefer growing fast or growing smart?

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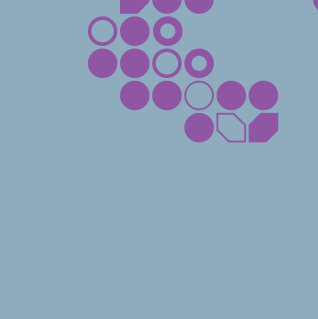
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