

# BASIC RULES FOR USING AC SPARTA LOGO (WITHOUT STARS)

## LOGO (WITHOUT STARS)

The logo of AC Sparta Prague consists of the letter 'S' in a black field, complemented by a tricolor at the bottom of the symbol.



## NEGATIVE COLOR VARIANT OF THE LOGO

For displaying the logo on a dark background, its negative variant is used, where the symbol is **outlined in white**. One of the most common mistakes is displaying the logo variant without the white outline (i.e., without the outer border) on a dark background.



## BLACK AND WHITE VERSIONS OF LOGO

Primarily in cases where technological limitations prevent the use of the color variant, a black and white or negative black and white variant of the logo is used

For display on darker backgrounds, the negative variant of the logo with a white outline is used.



## COLOR COMBINATIONS OF THE LOGO

For specific communication, individual color combinations of the logo can be used while respecting the defined rules. The defined shades of red, shades of gray (75 % black and darker), black, white, and gold can be used for color variants.

It is always necessary to ensure sufficient contrast between the logo and the background color.

**The darker color must always be applied to the background area under the letter 'S,' and the lighter color to the other elements (see prohibited variants).**

Within a color combination, a maximum of two colors can be used in the logo. The use of colors other than those defined is permissible only for merchandising or within specific projects. In such cases, the execution must be consulted with the club representatives.



## PROHIBITED VARIANTS



## PROTECTIVE ZONE

The protective zone of the logo is defined as 25 % of the symbol's width. If the championship stars are part of the logo, the protective zone at the top of the logo is half. Adhering to the protective zone is important for maintaining the legibility of the logo in the context of other visual elements.

