

# Logo Usage Guidelines

*(For Media, Partners and External Collaborators)*

## Introduction

The Palkovsky Group logo is a core element of our corporate identity and reflects our values, heritage, and commitment to responsible development. Proper use of the logo ensures consistency, recognition, and professional representation of the Company across all communication materials.

These guidelines provide instructions for media representatives, partners, contractors, and other third parties on how the Palkovsky Group logo may be used.

## Official Logo Versions

The Palkovsky Group visual identity includes several approved logo versions designed for different technical and communication contexts.

## Primary Logo

The primary logo is the standard and preferred representation of the Palkovsky Group brand. It combines:

- The rhombus monogram symbol
- The Palkovsky wordmark
- Supporting company designation

The primary logo should always be used whenever space and format allow. It represents the Company's strength, stability, and family heritage identity.

## Secondary Logo

A secondary horizontal version of the logo may be used when:

- Layout space is limited
- The primary logo does not fit proportionally
- Digital or print materials require a more compact format

The secondary logo must only be used in approved formats.

## Monogram Usage

The "P" monogram may be used:

- As a supporting branding element
- As a graphic texture or decorative visual element
- As a substitute for the full logo only when the full logo is not practical

Whenever possible, the full primary logo should remain the preferred option.

### **Clear Space and Positioning**

To maintain visibility and impact, sufficient clear space must be preserved around the logo.

- The logo must not be crowded by text, images, or other visual elements
- The logo should be placed in a prominent and legible position
- Clear space must be maintained on all sides of the logo to preserve visual integrity

### **Logo Integrity and Restrictions**

To protect brand consistency, the following rules must always be respected:

The logo must NOT be:

- Modified or redesigned
- Stretched, compressed, or distorted
- Rotated or angled
- Used as a repeated pattern or background texture
- Combined with additional graphic or textual elements
- Recolored outside the official brand color palette
- Used with altered typography

Maintaining logo proportions and layout structure is mandatory.

### **Color Usage**

The Palkovsky Group color palette is inspired by natural materials and mining environments and forms an essential part of brand identity.

Approved brand colors include:

- Bark – Deep earth brown
- Slate – Dark neutral tone
- Dune – Light neutral tone
- Borealis – Bright green accent
- Sky – Blue accent
- Daffodil – Yellow accent

The primary neutral palette should dominate most applications, while accent colors should be used sparingly for emphasis and highlights.

The logo should always maintain strong contrast against the background to ensure readability.

### **Background Use**

The logo may be placed on:

- Solid brand-approved color backgrounds
- Neutral or photographic backgrounds with sufficient contrast
- Dark backgrounds using light logo versions
- Light backgrounds using dark logo versions

The logo must never be placed on visually cluttered or low-contrast backgrounds.

### **Typography Considerations**

When the logo is displayed alongside written communication or promotional materials, approved brand typography should be used where possible:

- Primary typeface: Sprig
- Supporting technical typeface: JA Mono

These fonts reinforce brand consistency across materials.

### **File Formats and Technical Requirements**

When using the Palkovsky Group logo, only official logo files provided by the Company may be used.

Recommended formats:

- Vector formats (AI, EPS, SVG) for print and professional design
- PNG format for digital use
- High-resolution files for media publications

Logos must not be recreated, redrawn, or extracted from screenshots or low-resolution sources.

### **Media and Partnership Usage**

Media outlets, partners, contractors, and collaborators may use the Palkovsky Group logo exclusively for:

- News and editorial coverage
- Approved partnership announcements
- Joint project communications
- Sponsorship or corporate cooperation materials
- Promotional materials approved by the Company

Any use of the logo must accurately represent the Company and must not imply endorsement, partnership, or approval unless formally agreed.

### **Approval and Permissions**

In cases involving:

- Commercial marketing campaigns
- Co-branding initiatives
- Merchandise or product placement
- Major public communication campaigns

Prior written approval from Palkovsky Group is required.

### **Contact and Logo Requests**

To request official logo files, brand assets, or usage approval, please contact:

Palkovsky Group  
[info@palkovsky.group](mailto:info@palkovsky.group)

### **Legal Notice**

Unauthorized or improper use of the Palkovsky Group logo may constitute infringement of intellectual property rights and may lead to legal action.