



Pražské Quadriennale
scénografie a divadelního
prostoru

Prague Quadrennial
of Performance Design
and Space

Graphic manual

Prague Quadrennial logos

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1. Basic sign colouring



- Orange
- Red
- Dark red
- Black

2. Sign with basic title Cz/En



- 2.1 The sign with the basic title is used in all cases when the content of the material is not directly connected with PQ promotion, e.g. **partner campaigns**.
- 2.2 The letter “P” carries an **orange** colour, the letter “Q” a **red** colour. The attendant logotype carries a darker shade – a **dark red** colour.
- 2.3 The **colour variant** is used whenever technological production conditions allow this. In the remaining cases, a black and white or inverse black and white variant is used. The sign does not have an inverse colour variant.
- 2.4 The **black and white variant** is used whenever technological production conditions do not allow use of the colour variant of the sign. In the remaining cases, a colour or inverse black and white variant is used.
- 2.5 The **negative variant** is used whenever technological production conditions do not allow use of the colour variant of the sign. In the remaining cases, a colour or inverse black and white variant is used.

- 2.6 For use on **bottom surfaces with a tonality** of 0-50 %, the positive black and white variant of the sign is used. For a tonality of 50 % and higher, the negative black and white variant of the sign is used.
- 2.7 The **sign's protected zone** designates the space in which no other graphic elements (e.g. text, illustrations, photographs etc.) are to interfere. The sign's protected zone is defined by a distance of 2 x from the surface area of the sign. The side of square x is defined by a quarter of the height of the letter "P".
- 2.8 The **minimum size** of the basic sign is set at a height of 8 millimetres (also in the black and white variant).



3. Sign with extended title (Cz/En)



- 3.1 The sign with extended title **abides by the rules for the Sign with extended title Cz / En** – see the previous chapter 2 (subsection 2.1 to 2.7).
- 3.2 **The minimum size** of the basic sign is set at a height of 20 millimetres (also in the black and white variant).



4. Sign – vertical (revolving) variant



- 4.1. The vertical sign variant is always used in combination with the logotype with the basic title. It is suitable for use on **narrow vertical formats**, such as roll-up banners, sheets on buildings etc.
- 4.2. When rotating, the letter “Q” **retains its original mirrored position**.
- 4.3. The sign with the vertical (revolving) title abides by the rules for the **Sign with basic title Cz / En** – see the previous chapter 2 (subsection 2.3 to 2.6).
- 4.4. The **sign’s protected zone** designates the space in which no other graphic elements (e.g. text, illustrations, photographs etc.) are to interfere. The sign’s protected zone is defined by a **distance of 3 x from the surface area of the sign**. The side of square x is defined by a quarter of the height of the letter “P”.
- 4.5. The minimum size of the sign – vertical (revolving variant) is set at a height of 30 millimetres (also in the black and white variant).

5. Forbidden variants

