

# The ERGO Cestovní Pojišťovna design guidelines

February 2026



# Contents

## 2 Basic elements

Overview of our essential elements 3

### 2.1 Logo

Variations and structure 4  
Placement 5

### 2.2 Colours

Print 6  
Digital 7  
Colour architecture 8  
Colour wheel 9

### 2.3 Typography

Brand typefaces for print media 10  
Brand typefaces for digital media 11  
Substitute typefaces for digital media 12

### 2.4 Imagery

Bold and informative 13

### 2.5 Icons

Overview of our icons 14  
Icons: design grid 15

### 2.6 Infographics

Overview of our infographics 16  
Components 17

### 2.7 Eye-catchers

Bold eye-catchers 18  
Integrated eye-catchers 19

## 3 Design principles

Layout system 20  
Versatile colour areas 21  
Portrait formats: basic structure of the layout grid 22  
Landscape formats: basic structure of the layout grid 23  
Design bold: text elements 24  
Design bold: layout division 25  
Design bold: brand elements in the layout 26  
Design bold: sample designs 27

## 4 Overview

Overview of our key elements 28

### Design notice

The complete CI, including templates and the Digital Design System, is available in ERGO Brand Coach.

### Legal notice

Please note that the images featured in these guidelines may not be used for advertising or other purposes if the corresponding rights to these images have not been acquired first. Granting these rights is not part of Meta Design's scope of work. The client is required to purchase these separately.

## 2 Overview of our essential elements

### Logo



### Colours

<b>ERGO Red</b>	<b>Violet</b> Main colour	<b>Violet</b> Dark 3
	<b>Green</b> Main colour	<b>Green</b> Dark 3
<b>ERGO Dark Red</b>	<b>Ice Blue</b> Main colour	<b>Ice Blue</b> Dark 3
	<b>Yellow</b> Main colour	<b>Yellow</b> Dark 3
	<b>Orange</b> Main colour	<b>Orange</b> Dark 3
	<b>Warm Grey</b> Main colour	<b>Warm Grey</b> Dark 3

### Typefaces

**Fedra Medium**  
abcdefghijklmnop  
123456€@

**FS Me Bold**  
abcdefghijklmnop  
123456€@

**Fedra Book**  
abcdefghijklmnop  
123456€@

**FS Me Light**  
abcdefghijklmnop  
123456€@

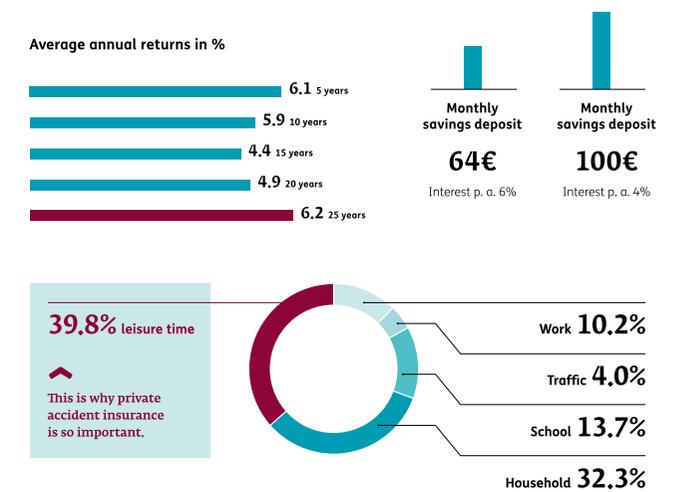
### Imagery



### Icons



### Infographics



Source: Federal Institute for Occupational Safety and Health, last revised 2016

## 2.1 Logo: variations and structure

Basic elements, logo

### Wordmark

The wordmark shapes and identifies our visual identity. Black-and-white versions are used in media with technical restrictions, such as print newspapers.

### The company name

A correctly written business name in the Czech Republic must contain the full name entered in the commercial register, including the mandatory suffix indicating the legal form.

In our case, that would be:

**ERGO Cestovní Pojišťovna, a. s.**

### Important note:

- Both „C“ and „P“ should always be capitalized
- There should always be a space between „a.“ and „s.“



### ERGO Red

CMYK	RGB
<b>0/100/80/20</b>	<b>191/21/40</b>
Pantone®	Hex
<b>7620 C / 1797 U</b>	<b>#bf1528</b>

### Cestovní Pojišťovna

CMYK	RGB
<b>83/33/25/8</b>	<b>6/128/258</b>
Pantone®	Hex
<b>314 U</b>	<b>#08809e</b>

For better readability/accessibility, the blue colour in the logo is darker than original Ice Blue Dark 3.

The logo can be used on all design colours but may not be placed on Dark-3-coloured surfaces.



## 2.1 Logo: placement

Basic elements, logo

Our logo always appears in the top or bottom right corner of the layout. It usually appears on a colour area.



The logo is placed on the colour area at the bottom or top right.



The logo is not used on the left-hand side of the layout. Other placements of the logo are excluded.

## 2.2 Colour values for print: CMYK and Pantone®

Basic elements, colours

### Colour series

When used together, our brand colours ERGO Red/ERGO Dark Red and our design colours create a vibrant visual identity. Warm Grey is an additional colour series we can use to create understated designs to present information.

### Pantone® Coated/Uncoated

Colour series with a single Pantone® value can be used for both coated and uncoated media.

#### ERGO Red



CMYK

**0/100/80/20**

Pantone®

**7620 C / 1797 U**

#### ERGO Dark Red



CMYK

**0/100/35/50**

Pantone®

**1955**

#### Additional colour Warm Grey



Light	Warm Grey	Dark 1	Dark 2	Dark 3
-------	-----------	--------	--------	--------

CMYK	CMYK	CMYK	CMYK	CMYK
------	------	------	------	------

<b>5/5/15/5</b>	<b>5/5/15/15</b>	<b>5/5/15/30</b>	<b>5/5/25/60</b>	<b>5/5/35/80</b>
-----------------	------------------	------------------	------------------	------------------

### Design colours

● Main colours

Light	<b>Violet</b>	Dark 1	Dark 2	Dark 3
CMYK	CMYK	CMYK	CMYK	CMYK
<b>8/10/5/0</b>	<b>12/20/5/0</b>	<b>15/40/5/0</b>	<b>20/75/15/0</b>	<b>35/100/30/0</b>
	Pantone®			Pantone®
	<b>2085</b>			<b>7647 C / 227 U</b>
Light	<b>Green</b>	Dark 1	Dark 2	Dark 3
CMYK	CMYK	CMYK	CMYK	CMYK
<b>15/0/15/0</b>	<b>35/0/30/0</b>	<b>50/0/40/0</b>	<b>65/0/45/0</b>	<b>100/0/60/0</b>
	Pantone®			Pantone®
	<b>566</b>			<b>3285 C / 3275 U</b>
Light	<b>Ice Blue</b>	Dark 1	Dark 2	Dark 3
CMYK	CMYK	CMYK	CMYK	CMYK
<b>15/0/5/0</b>	<b>25/0/10/0</b>	<b>40/0/15/0</b>	<b>65/0/25/0</b>	<b>100/0/30/0</b>
	Pantone®			Pantone®
	<b>9420 C / 9442 C</b>			<b>2229 C / 3125 U</b>
Light	<b>Yellow</b>	Dark 1	Dark 2	Dark 3
CMYK	CMYK	CMYK	CMYK	CMYK
<b>0/0/40/0</b>	<b>5/5/50/0</b>	<b>5/10/65/0</b>	<b>5/15/85/0</b>	<b>5/20/100/0</b>
	Pantone®			Pantone®
	<b>461</b>			<b>7406 C / 7404 U</b>
Light	<b>Orange</b>	Dark 1	Dark 2	Dark 3
CMYK	CMYK	CMYK	CMYK	CMYK
<b>0/10/15/0</b>	<b>0/15/30/5</b>	<b>0/25/45/5</b>	<b>0/40/60/5</b>	<b>0/60/95/5</b>
	Pantone®			Pantone®
	<b>719 C / 4685 U</b>			<b>2019 C / 152 U</b>

# 2.2 Colour values for digital media: RGB and hexadecimal

Basic elements, colours

## Colour series

When used together, our brand colours ERGO Red/ERGO Dark Red and our design colours create a vibrant visual identity. Warm Grey is an additional colour series we can use to create understated designs to present information.

### ERGO Red



RGB  
**191/21/40**  
Hex  
**#bf1528**

### ERGO Dark Red



RGB  
**142/0/56**  
Hex  
**#b8e0038**

### Additional colour Warm Grey



Light	Warm Grey	Dark 1	Dark 2	Dark 3
RGB	RGB	RGB	RGB	RGB
<b>235/230/216</b>	<b>217/213/199</b>	<b>187/185/173</b>	<b>128/126/111</b>	<b>84/82/65</b>
Hex	Hex	Hex	Hex	Hex
<b>#ebe6d8</b>	<b>#d9d5c7</b>	<b>#bbb9ad</b>	<b>#807e6f</b>	<b>#545241</b>

## Design colours

● Main colours

Light	<b>Violet</b>	Dark 1	Dark 2	Dark 3
RGB	RGB	RGB	RGB	RGB
<b>239/231/237</b>	<b>228/214/228</b>	<b>219/172/204</b>	<b>206/94/146</b>	<b>179/23/103</b>
Hex	Hex	Hex	Hex	Hex
<b>#efe7ed</b>	<b>#e4d6e4</b>	<b>#dbaccc</b>	<b>#ce5e92</b>	<b>#b31767</b>
Light	<b>Green</b>	Dark 1	Dark 2	Dark 3
RGB	RGB	RGB	RGB	RGB
<b>227/240/230</b>	<b>181/213/193</b>	<b>139/201/173</b>	<b>95/184/162</b>	<b>0/146/132</b>
Hex	Hex	Hex	Hex	Hex
<b>#e3f0e6</b>	<b>#b5d5c1</b>	<b>#8bc9ad</b>	<b>#5fb8a2</b>	<b>#009284</b>
Light	<b>Ice Blue</b>	Dark 1	Dark 2	Dark 3
RGB	RGB	RGB	RGB	RGB
<b>226/246/250</b>	<b>204/235/237</b>	<b>169/218/224</b>	<b>71/188/197</b>	<b>15/148/167</b>
Hex	Hex	Hex	Hex	Hex
<b>#e2f6fa</b>	<b>#ccebed</b>	<b>#a9dae0</b>	<b>#47bcc5</b>	<b>#0f94a7</b>
Light	<b>Yellow</b>	Dark 1	Dark 2	Dark 3
RGB	RGB	RGB	RGB	RGB
<b>255/244/176</b>	<b>284/232/157</b>	<b>247/219/111</b>	<b>250/215/59</b>	<b>246/203/0</b>
Hex	Hex	Hex	Hex	Hex
<b>#fff4b0</b>	<b>#f8e89d</b>	<b>#f7db6f</b>	<b>#fad73b</b>	<b>#f6cb00</b>
Light	<b>Orange</b>	Dark 1	Dark 2	Dark 3
RGB	RGB	RGB	RGB	RGB
<b>255/238/222</b>	<b>247/220/187</b>	<b>243/197/145</b>	<b>239/165/109</b>	<b>232/122/22</b>
Hex	Hex	Hex	Hex	Hex
<b>#ffeede</b>	<b>#f7dcbb</b>	<b>#f3c591</b>	<b>#efa56d</b>	<b>#e87a16</b>

## 2.2 Colour architecture

Basic elements, colours

### 1. ERGO Red

The Logo Red is at the top of the colour hierarchy. It is reserved exclusively for the logo and selected media.

### 2. ERGO Dark Red

Dark Red is used to highlight content and to emphasise the ERGO brand. This must not compete with the logo.

### 3. ERGO design colours

The colours serve as supporting elements for flexible design. At least two colours are always used in a fixed combination. A thematic assignment or the sole use of individual colours is not permitted.

### 4. Warm Grey

Warm Grey can be used sparingly as a neutral colour for individual backgrounds or structuring elements.



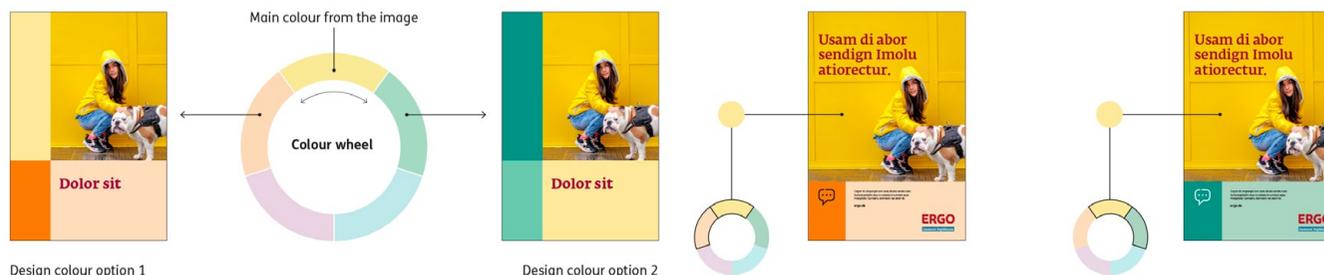
## 2.2 Colour wheel: selecting design color

Basic elements, colours

The colour wheel simplifies the work of design. It defines a specific sequence of colours starting from any desired starting point, and can be „read“ in either direction. In this way, it defines a binding sequence of colours for use in subsequent chapters or content modules. This sequence may be repeated as often as needed.



The colour wheel with the design colours, selecting colour pairs and sequences



### Select main colour from the image

If the layout has just one image, select one of the colours based on the image. The colour can dominate the overall look of the image or come from a specific detail.

### Using the colour wheel

In the following examples, you can see that the second colour (design colour) is selected by choosing the next colour to the left or right on the colour wheel. We use the main colours and Dark 3 shades of the selected colours for the colour areas in the layout.

## 2.3 Brand typefaces for print media

Basic elements, typography

### Using typography

We exclusively use Fedra Serif A Pro in headlines. This striking, modern typeface also appeals to viewers at an emotional level.

In contrast, FS Me has a slight curve and is clearly legible, even at small type sizes. This makes it perfect for all copy.

We do not use italics.

### You can purchase the typeface here:

Fedra Serif A Pro

(Print and online)

Typotheque, Zwaardstraat 16

2584 TX Den Haag, The Netherlands

Tel. +31 70 322 6119, Fax +31 84 831 6741

[www.typotheque.com](http://www.typotheque.com)

### Note

It is only possible to order the typefaces from the online shop. Please be sure to choose the correct typestyle “Fedra Serif A Pro” (can be selected at the top right corner of the product page).

### Headlines

**Fedra Medium**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

### Subheadlines, highlighting in copy

**FS Me Bold**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

### Intro

**Fedra Book**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

### Copy

**FS Me Light**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

## 2.3 Brand typefaces for digital media

Basic elements, typography

### Using typography

We exclusively use Fedra Serif A Pro in headlines. This striking, modern typeface also appeals to viewers at an emotional level.

In contrast, FS Me has a slight curve and is clearly legible, even at small type sizes. This makes it perfect for all copy.

### You can purchase the typeface here:

Fedra Serif A Pro

(Print and online)

Typotheque, Zwaardstraat 16

2584 TX Den Haag, The Netherlands

Tel. +31 70 322 6119, Fax +31 84 831 6741

[www.typotheque.com](http://www.typotheque.com)

### Note

It is only possible to order the typefaces from the online shop. Please be sure to choose the correct typestyle “Fedra Serif A Pro” (can be selected at the top right corner of the product page).

### Headlines

---

**Fedra Bold**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

### Subheadlines, highlighting in copy

---

**FS Me Bold**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

### Intro

---

**Fedra Medium**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

### Copy

---

**FS Me Regular**  
**abcdefghijklmnopHIJKL**  
**12345678€@%**

## 2.3 Substitute typefaces for digital media

Basic elements, typography

Arial may be used as a substitute typeface for FS Me in absolutely exceptional cases. Please only use this typeface if the ERGO brand typefaces cannot be used for technical reasons. For our media to make the strongest possible impact for our brand, we need to use our ERGO brand typefaces.

Subheadlines, highlighting in copy

---

**Arial Bold**  
**abcdefghijklmnopqrstu**  
**vwxyz1234567890€@%**

Copy

---

Arial Regular  
abcdefghijklmnopqrstu  
vwxyz1234567890€@%

## 2.4 Imagery

Basic elements, imagery

Our images have a clear connection to the living environments and everyday experiences of our customers. The situations are authentic snapshots that never appear posed or staged, but natural and private. Metaphorical representations and staging are not permitted.

Like our design, our imagery covers a broad spectrum – from bold to informative. It gives us an opportunity to reach our customers most effectively in each specific context.

First and foremost, we always communicate bold and to the point. We use narrative, informative communication when we want to describe our products and services in greater detail.



**bold**



**informative**

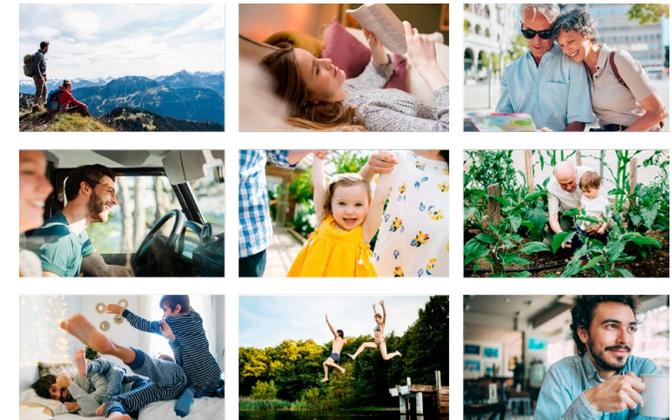
### Bold communication

Emotions play a major role in these images: Feelings like joy, courage, energy, self-confidence and optimism are the focus of this purely conceptual approach.



### Narrative communication

In addition to transporting the atmosphere and mood of each moment, this communication tells short stories from the lives of our customers – and how they can simplify their lives with ERGO.



## 2.5 Overview of our icons

Basic elements, icons

Our icons are characterised by clear, strong shapes. They borrow the curves featured in aspects of our headline typeface, Fedra Serif.

The best thing about our icons is that they can be used for a variety of different functions. We use them to structure content in print or digital media, or as illustrative elements in infographics, to name a few examples.

### User Interface icons



### Illustrative icons



## 2.5 Icons: design grid

Basic elements, icons

### Create new icons

If you combine the striking stylistic elements of our icons, you can design new icons that match our existing collection.

### These stylistic elements define our “icon look”:

- 1 Rounded corner/right angle:  
There should be a balanced combination of angular and rounded corners
- 2 Consistent line weight: no broad areas
- 3 Gaps in lines as a stylistic element:  
Use these where they make sense.



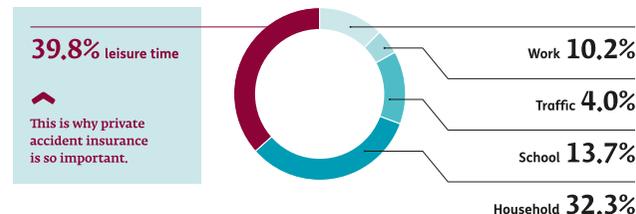
# 2.6 Overview of our infographics

Basic elements, infographics

## Communicative infographics: easier to understand

Our infographics follow a clear structure, which helps people grasp facts more quickly. They highlight numbers in a striking way. Colour backgrounds emphasise important information, making it easy to find. The result: Everything can be interpreted quickly and underscored with the help of expressive copy

Accident injuries in percent by location  
Subheadline Last revised 2018



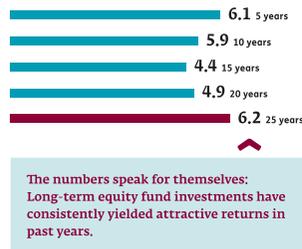
Source: Federal Institute for Occupational Safety and Health, last revised 2016

ERGO car insurance – direct comparison of our features  
Subheadline Last revised 2018

General	Basic coverage	Comfort coverage	Premium coverage
Slight downgrade in the event of damage	✗ (more downgrade)	✓	✓
Accompanied driving	✗	✓	✓
<b>Automotive liability</b>			
Total amount insured	100 million euros	100 million euros	100 million euros
Total amount insured for personal damages, per person	12 million euros	15 million euros	15 million euros
Automotive environmental damage requirement	✗	✗	✓
Mobility – assistance for international travel	✗	✗	✓
Mobility – extended international car insurance protection	✗	✗	✓
<b>Stiftung Warentest: Very good</b>			

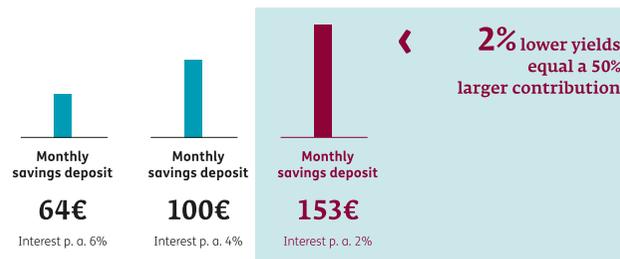
Source: Federal Institute for Occupational Safety and Health, last revised 2016

Average annual return in %  
Equity funds with German investment focus, reporting date 31.12.2017



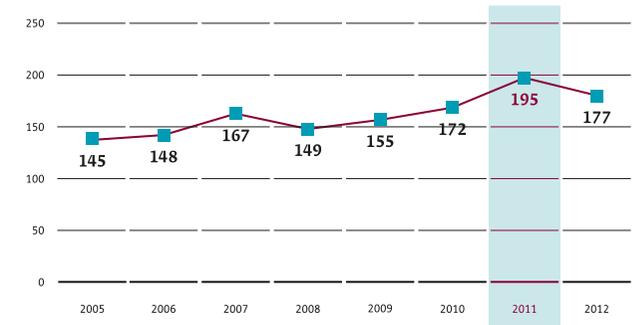
Important: Past performance is no indicator of future performance.  
Source: BVI Yearbook 2018

This is how much a 30-year-old needs to save today to have a balance of 100,000 euros at age 67 (not taking taxes and fees into account)  
Subheadline Last revised 2018



Source: Federal Institute for Occupational Safety and Health, last revised 2016

Development of major damages and loss ratio for fire (residential buildings)  
Damage situation fire in major building



Source: Lorem ipsum dolorsit Amed

All design colours can be used to create areas and backgrounds.



## 2.6 Infographics: components

Basic elements, infographics

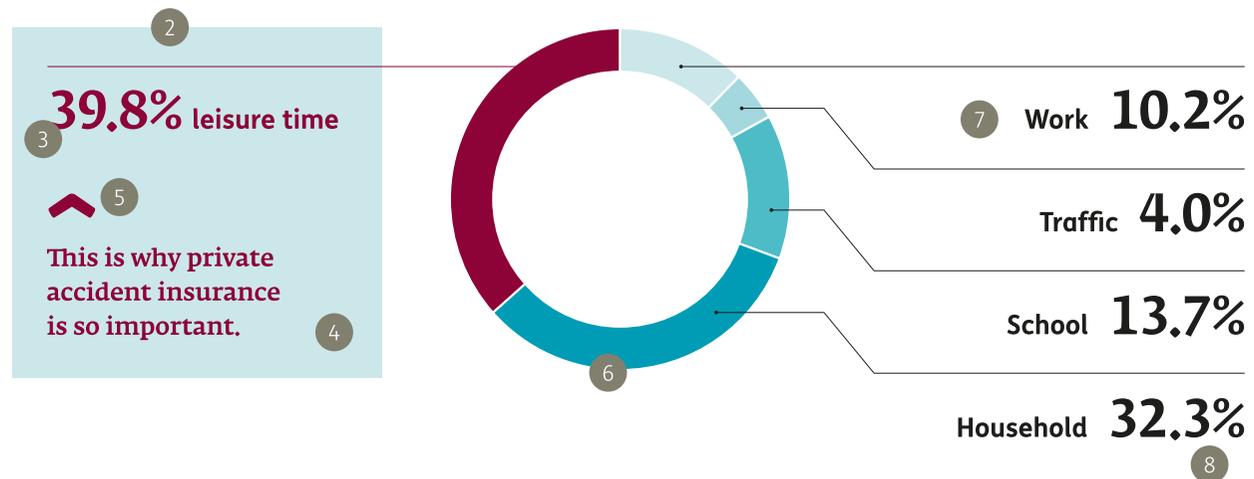
### A) Communicative infographic with highlight area

Ideal for reaching customers directly in ads

- 1) Headline (FS Me Bold), subtitle (FS Me regular)
- 2) Highlight area
- 3) Highlight value (Fedra Serif Medium)
- 4) Relevant statement (Fedra Serif Medium)
- 5) Arrow connecting statement and highlight value
- 6) Graphic
- 7) Copy (Fs Me Bold)
- 8) Numbers (Fs Me Light)
- 9) Source (Fs Me Light)
- 10) Example on colour background

### A Accident injuries in percent by location 1

Subheadline Last revised 2018

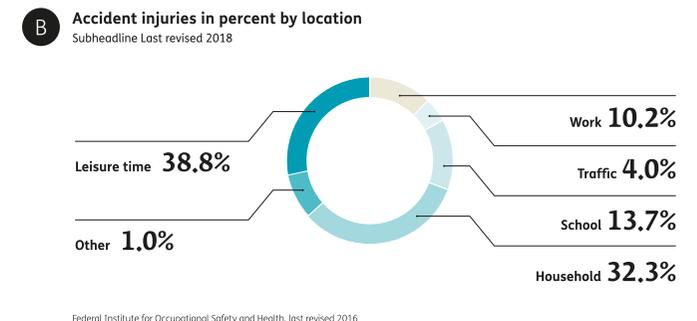
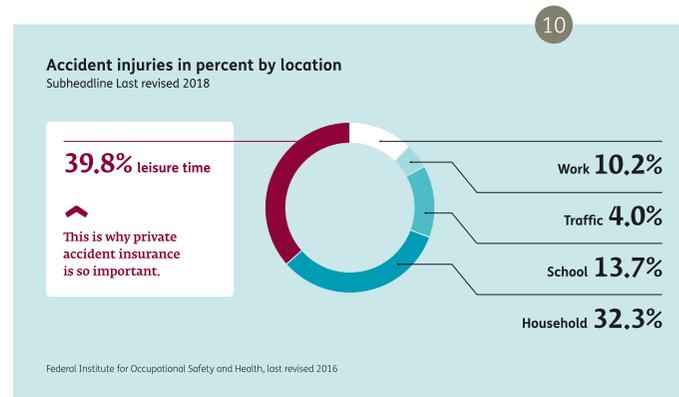


9 Source: Federal Institute for Occupational Safety and Health, last revised

### B) Infographic without highlight field

Ideal for graphics with documentary benefits

The highlight field is not necessary if there are no values to showcase, or if the publications are created for a professional audience (e.g. PowerPoint].



## 2.7 Bold eye-catchers: basic design

Basic elements, eye-catchers

Our Bold eye-catchers clearly stand out against the background thanks to their shape and colour. This is why they are ideal for highlighting important messages, dates and offers. Eye-catchers are always in the brand colour ERGO Dark Red.

We primarily use eye-catchers in promotional sales literature, product ads and product banners.

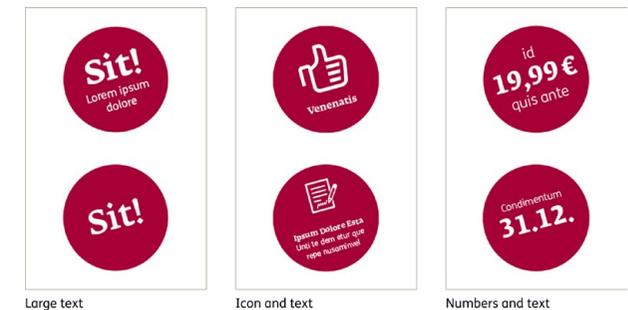
Eye-catchers contain as little copy as possible. We use footnotes to accommodate longer texts.



### Sample placement



### Variations



# 2.7 Integrated eye-catchers: basic design

Basic elements, eye-catchers

We use our integrated eye-catchers on inside pages of media such as product brochures. They are never found on cover pages, posters or advertisements. They feature very different colours from our bold eye-catchers: We use our design colours instead of ERGO Dark Red.

### Variations



1.

**Basic shape**  
Bold eye-catchers are round and in one of our design colours (main colour).

2.

**Typography**  
We use the headline typeface Fedra Serif Bold as the main type. Additional information is in FS Me Bold/Regular.

3.

**Structure**  
Copy is centred and positioned a distance of at least 1/10 of the circle width from the edges. The size of the eye-catcher is flexible. Its maximum width equals the width of the ERGO wordmark.

4.

**Angle**  
Eye-catchers are tilted at a 15° angle. They can be positioned anywhere on the format.



**Colours**  
These design colours are used here.



# 3 Layout system

Design principles

We inspire and motivate our customers throughout their lives. The ERGO design is dominated by bold colours and a striking graphic look. It can be “dialed up or down” as needed depending on the content and intended impact.

## Bold

- Expressive image motifs and bold layouts
- Strong colour contrasts
- You can use colour areas and backgrounds in a wide variety of ways, providing a wealth of design options.

## Informative

- Authentic, product-related images
- Reserved use of colour
- Layout dominated by white
- Streamlined, simple layout
- Focus on the copy



# 3 Versatile colour areas

Design principles

The ERGO design comes to life with its bold use of colour areas. Like the design colours, our flexible layout system offers a number of inspiring variations. Explore the possibilities below.



At least three colour areas



Maximum of four colour areas – corner areas

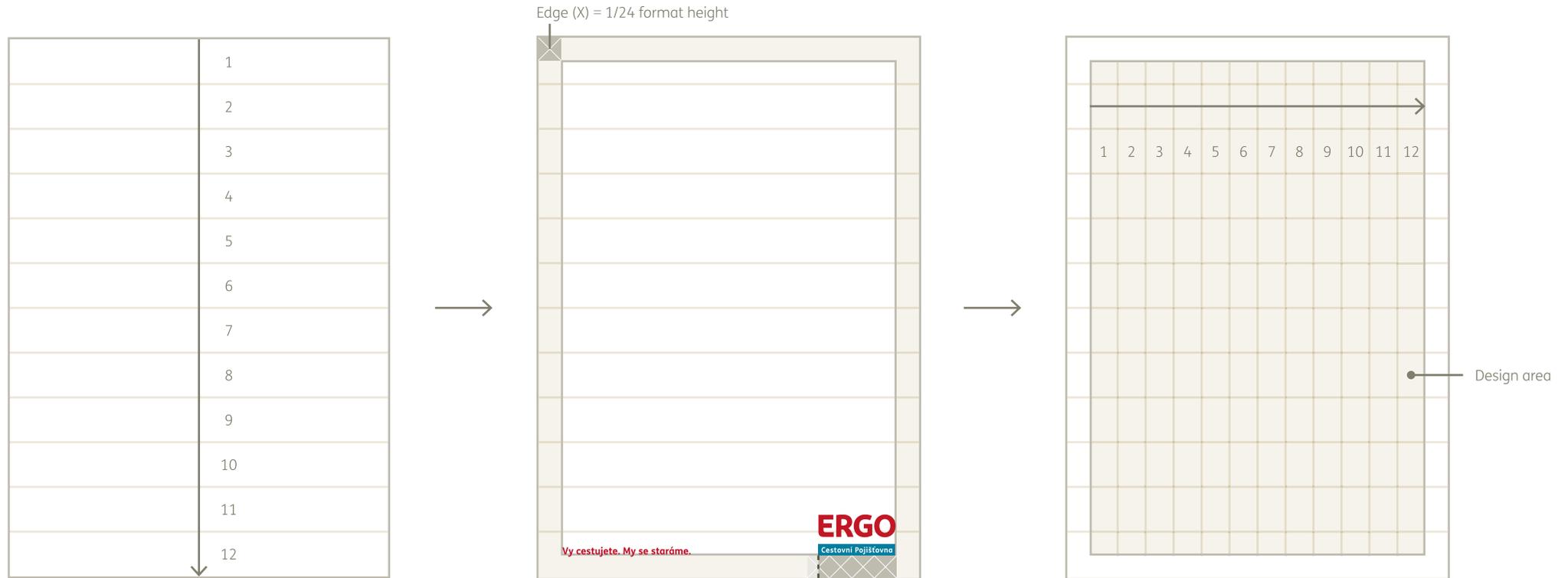


Maximum of four colour areas – flexible height and width

# 3 Portrait formats: basic structure of the layout grid

Design principles

## Determining distances to format edges and the design area



**Step 1**  
The long side is divided into twelve segments (vertically).

**Step 2**  
The distance to the format edges equals one-half of a segment height ( $X = 1/24$  of the long side). It borders the design area. The logo width is 3,5 X.

**Step 3**  
The design area is divided into twelve segments (horizontally).

# 3 Landscape formats: basic structure of the layout grid

Design principles

## Determining distances to format edges and the design area



**Step 1**  
The long side is divided into twelve segments (horizontally).

**Step 2**  
The distance to the format edges equals one-half of a segment width ( $X = 1/24$  of the long side). It borders the design area. The logo width is  $3,5 X$ .

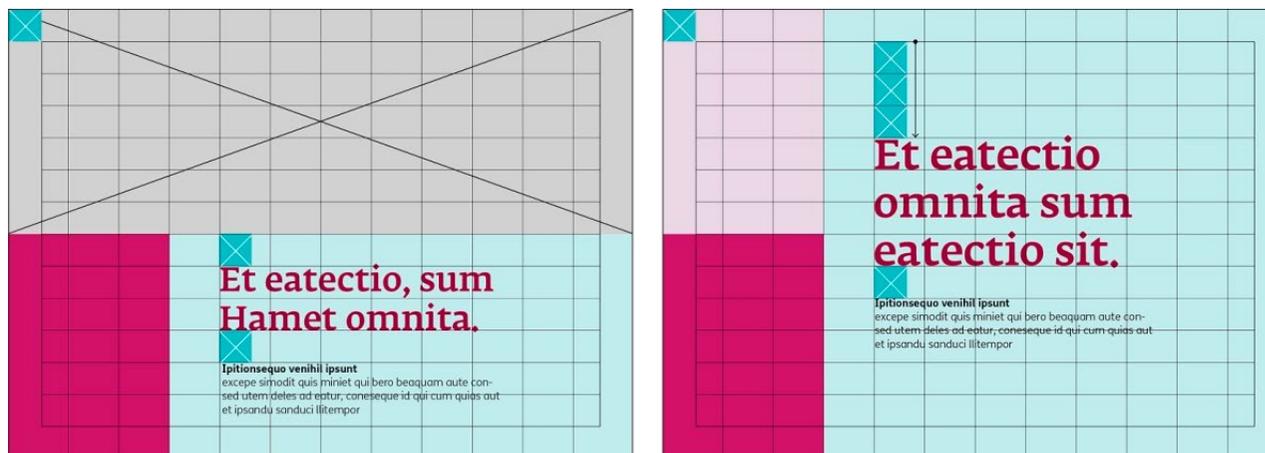
**Step 3**  
The design area is divided into twelve segments (vertically).

### 3 Design bold: text elements

Design principles

All text elements are arranged within the design area. We use the distance to the format edge,  $X$ , to position the text elements. Texts are usually placed a distance of  $1 X$  to the edge of the colour area.

The text can be shifted downward in large colour areas. It can be moved in increments of  $1 X$ .

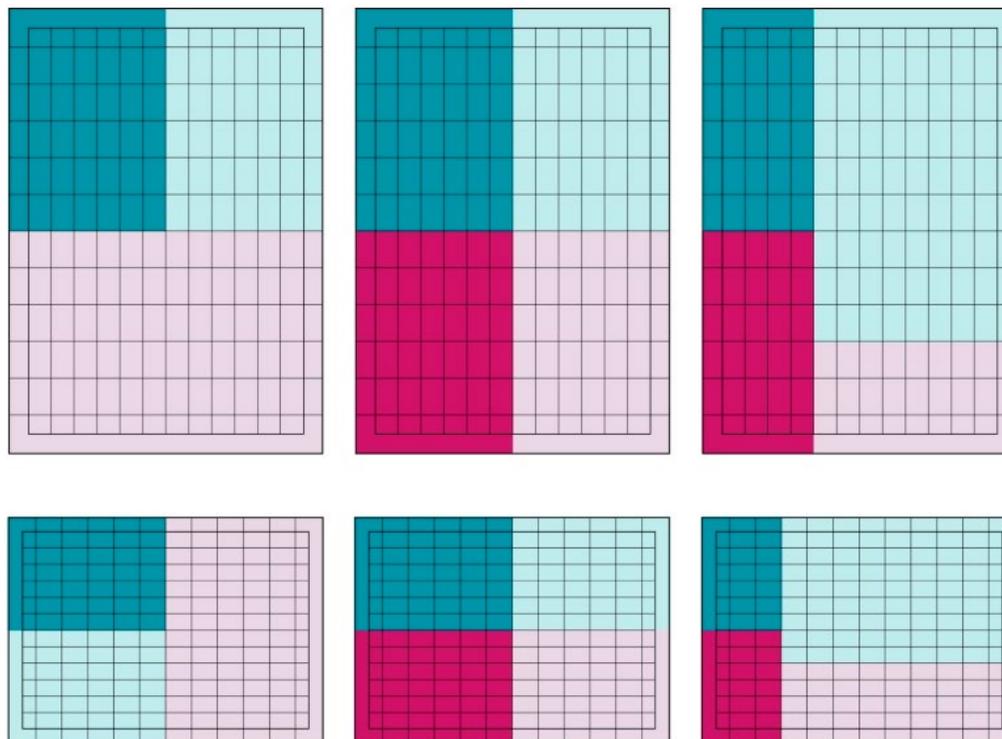


Positioning text elements with distance to the format edge  $X$ . The text can be shifted downward in large colour areas.

# 3 Design bold: layout divison

Design principles

Colour areas are a characteristic element of our visual identity. We can combine them in a variety of ways within the grid:



**Minimum of three areas**

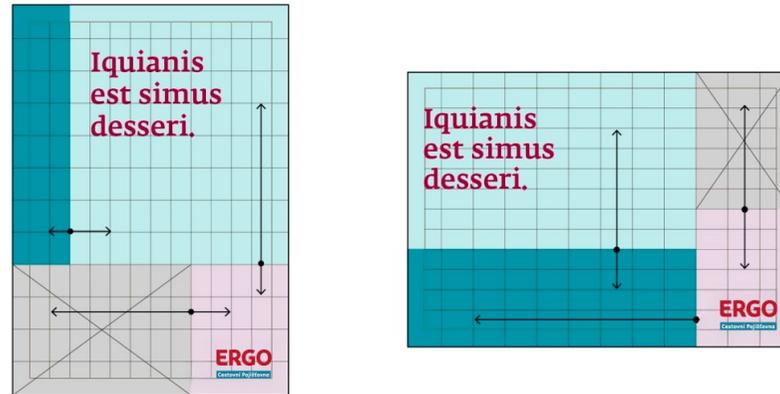
**Maximum of four areas**  
All areas extend to corners.

**Maximum of four areas**  
Height and width of areas are flexible.

# 3 Design bold: brand elements in the layout

Design principles

The grid helps us arrange all elements within the layout, including the logo, the claim, typography and images. This creates the characteristic ERGO visual identity.



Flexible headline area and logo area, two-colour design (main and additional colours)



Maximum of two design colours in the main colour and Dark 3 shades. At least one Dark 3 shade is always used.



With two pictures: two design colours



# 4 Overview

## Company name

A correctly written business name in the Czech Republic must contain the full name entered in the commercial register, including the mandatory suffix indicating the legal form.

In our case, that would be:  
ERGO Cestovní Pojišťovna, a. s.

## Important note:

Both „C“ and „P“ should always be capitalized  
There should always be a space between „a.“ and „s.“

## Our layout system



## Our logo



## Our colour scheme

<b>ERGO Red</b>	<b>Violet</b> Main colour	<b>Violet</b> Dark 3
	<b>Green</b> Main colour	<b>Green</b> Dark 3
<b>ERGO Dark Red</b>	<b>Ice Blue</b> Main colour	<b>Ice Blue</b> Dark 3
	<b>Yellow</b> Main colour	<b>Yellow</b> Dark 3
	<b>Orange</b> Main colour	<b>Orange</b> Dark 3
	<b>Warm Grey</b> Main colour	<b>Warm Grey</b> Dark 3

## Our bold design theme



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