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INTRODUCTION

Who are Pat and Mat?

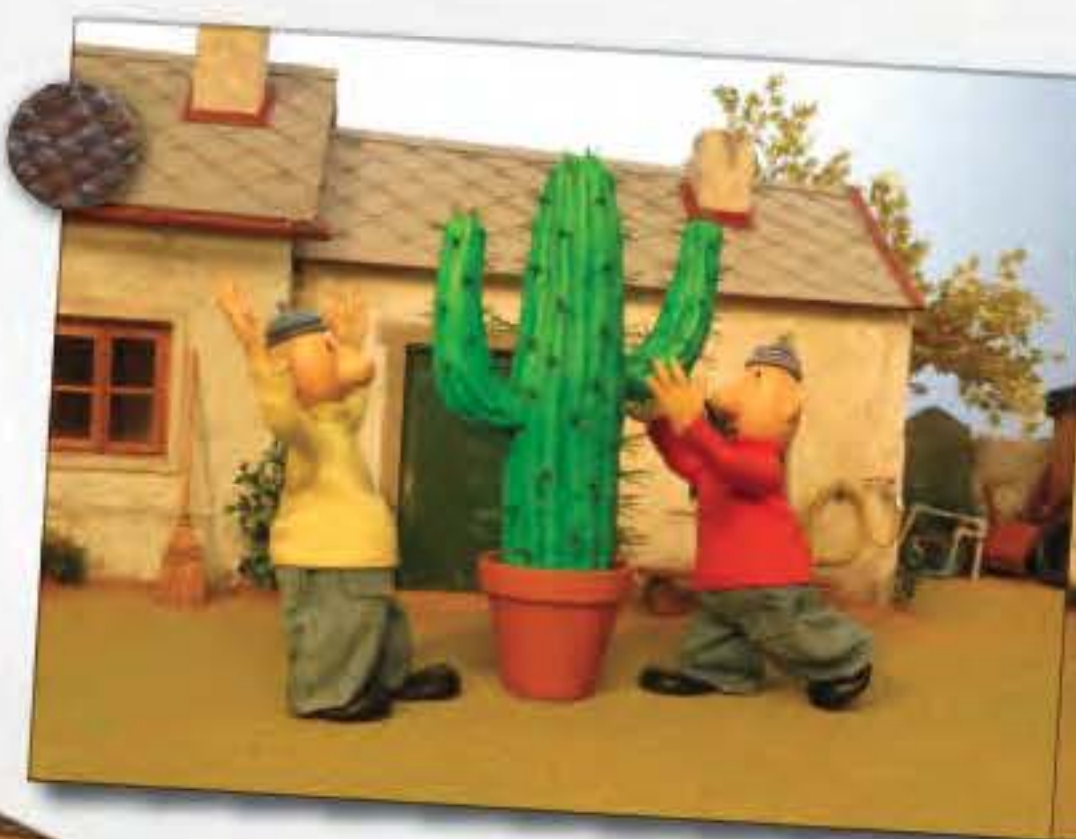
A JE TO!

Pat & Mat (originally Pat a Mat) is a Czech puppet animation series created by Lubomír Beneš and Vladimír Jiránek. Each episode evolves around two main characters: Pat & Mat. They are neighbours and they encounter all sorts of problems that have arisen by their own mistake. They always try to solve the issues with appropriate and totally useless tools and other construction 'gadgets'. Mostly this leads to even more serious problems. Eventually the two neighbours do manage to solve the problem, often using a quite amazing and surprising method.

According to the authors of the series, it is the inability of the characters what inspires the stories. Humour is not the only aspect of the show. Equally important is the optimistic approach to life in general. The two neighbours regularly find themselves in a challenging situation but they never give up and solve their issues creatively. The two characters first appeared in short film in 1976 called Kuřáci (The Tinkers).

Later on they appeared in the short series "...A je to!" (...And it's done!), where the characters were given their final look. The two handyman got their names Pat and Mat in 1989 which resulted in the same name for the animated series. While creating the two characters the authors had an adult audience in mind but the show became popular amongst all ages.

In total 78 episodes were created from 1987 to 2003.



A JE TO!

Colours logo:

CMYK 4-6-90-0	PMS 108 c	RGB 252-225-19
CMYK 5-100-100-0	PMS 1795 c	RGB 219-0-27
CMYK 100-65-0-0	PMS 286 c	RGB 0-87-163

+ white outline around the tekst logo

Logo image element:



PM_Logo_Pose2016.psd

Line art Logo:



PM_LogoNL_LineArtPose2020_CMYK.ai

Example main logo f/c – with white outline – on coloured background



PM_LogoNL_Pose2020_noshadow.ai

Example main logo b/w – with white outline:



PM_LogoNL_Pose2020_halfone.ai



PM_LogoNL_LineArtPose2020_BW.ai

The b/w logo may be used on a case by case product approval.





A JE TO!

The copyright notice must be placed under each Pat & Mat logo. Please make sure the line can be read clearly. Minimal size of the text in the copyright notice is 6 pts. The same size as in the file BB_Logo.ai. If the logo needs to be reduced, please make sure the copyright notice won't be reduced smaller than 6 pts.



Copyrightnotice: © Patmat
Font type: Arial Rounded Bold

A je To! And it's done!



The text and famous saying "A je to!" is very suitable to use - with or without the logo character element - in your designs. It may be used as regular text or in any other form that is shown below. Important: aside from a single A Je To text line usage, the product and packaging must contain the logo elements as show on page 4.
Examples:

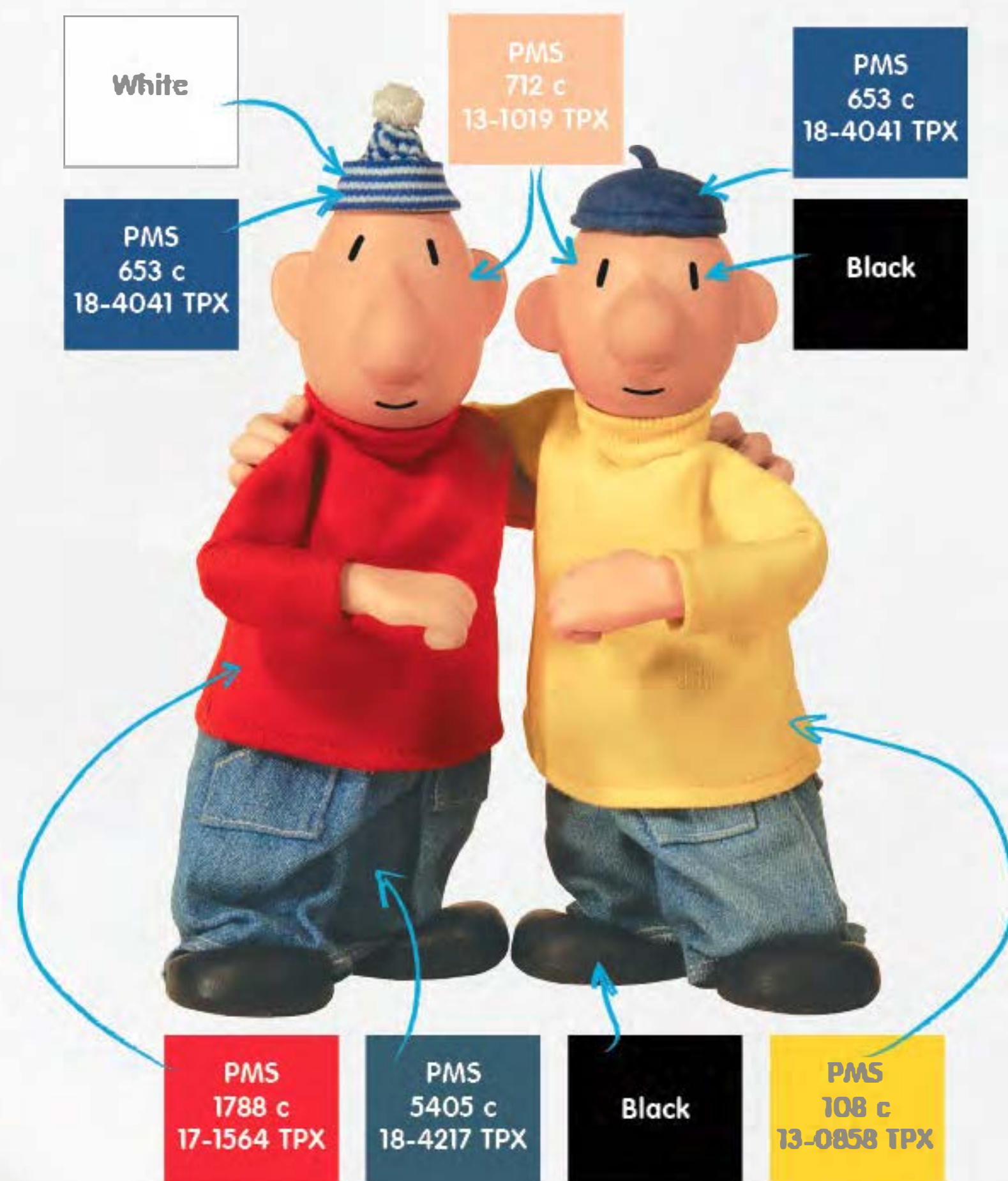


A JE TO!

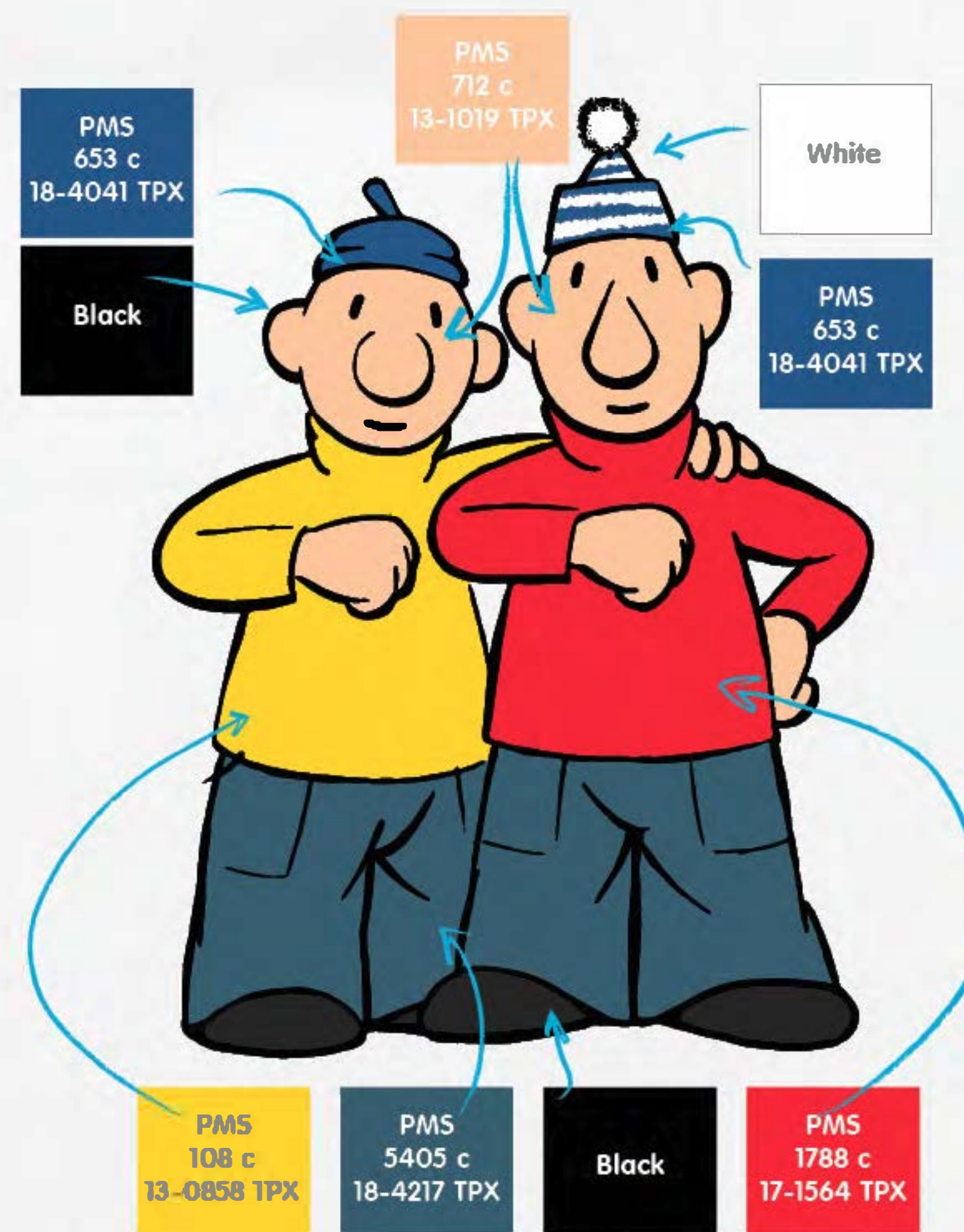
A JE TO!

A JE TO!

Pantone colour reference main characters:



Colour reference line art:



Colour palette

Other colours may be used but must be submitted for approval.
If so, please clarify in your submission why you have chosen to use different colours.

PMS 108 c 13-0858 TPX	PMS 1235 c 14-0957 TPX	PMS 1505 c 17-1350 TPX
PMS 298 c 16-4530 TPX	PMS 286 c 19-4150 TPX	PMS 2597 c 19-3748 TPX
PMS 1788 c 17-1564 TPX	PMS 1795 c 18-1664 TPX	PMS 187 c 19-1758 TPX
PMS 361 c 15-5534 TPX	PMS 729 c 16-1336 TCX	PMS 732 c 18-1148 TCX
PMS 357 c 18-6330 TCX	White	Black
PMS Cool Grey 5c 15-4703 TCX	PMS Cool Grey 7c 16-4702 TCX	PMS Cool Grey 9c 18-4510 TCX

Colour reference props:

 pms Cool Grey 7 c pms 729 c	 pms 286 c pms white c	 pms 131 c	 pms 187 c pms 7412 c	 pms 108 c
 pms 729 c pms 732 c	 pms Cool Grey 7 c pms 1788 c	 pms Cool Grey 7 c pms Cool Grey 5 c	 pms Cool Grey 7 c pms Cool Grey 9 c	 pms 1505 c pms 368 c
 pms 1795 c pms Cool Grey 7 c pms Cool Grey 5 c	 pms 7412 c pms 732 c pms white c	 pms Cool Grey 5 c pms 108 c pms 1235 c	 pms Black c pms 729 c pms 1795 c	 pms Cool Grey 5 c pms Black c pms 1235 c
 pms Cool Grey 7 c pms Cool Grey 5 c pms 729 c pms 732 c	 pms 1795 c pms Cool Grey 7 c pms Black c pms 729 c	 pms 187 c pms Cool Grey 7 c pms Black c pms 1235 c	 pms 1795 c pms Cool Grey 7 c pms Black c pms 1235 c	 pms Cool Grey 7 c pms 368 c pms 357 c pms 729 c pms 732 c

CHARACTER POSES
 Pat & Mat

A JE TO!



PM_Pose_PatMat_001.psd



PM_Pose_PatMat_002.psd



PM_Pose_PatMat_003.psd



PM_Pose_PatMat_004.psd



PM_Pose_PatMat_005.psd



PM_Pose_PatMat_006.psd



PM_Pose_PatMat_007.psd



PM_Pose_PatMat_008.psd



PM_Pose_PatMat_009.psd



PM_Pose_PatMat_010.psd



PM_Pose_PatMat_011.psd



PM_Pose_PatMat_012.psd

A JE TO!



PM_Pose_PatMat_045.psd



PM_Pose_PatMat_046.psd



PM_Pose_PatMat_047.psd



PM_Pose_PatMat_048.psd



PM_Pose_PatMat_049.psd



PM_Pose_PatMat_050.psd



PM_Pose_PatMat_051.psd



PM_Pose_PatMat_052.psd



PM_Pose_PatMat_053.psd



PM_Pose_PatMat_054.psd



PM_Pose_PatMat_055.psd



PM_Pose_PatMat_056.psd



PM_Pose_PatMat_057.psd



PM_Pose_PatMat_058.psd



PM_Pose_PatMat_059.psd



PM_Pose_PatMat_060.psd



PM_Pose_PatMat_061.psd



PM_Pose_PatMat_062.psd



PM_Pose_PatMat_063.psd



PM_Pose_PatMat_064.psd

Upon request and against conditions to be agreed upon, other poses can be made available.



PM_LineArt_Color_2016_001.pdf



PM_LineArt_Color_2016_002.pdf



PM_LineArt_Color_2016_003.pdf



PM_LineArt_Color_2016_004.pdf



PM_LineArt_Color_2016_005.pdf



PM_LineArt_Color_2016_006.pdf



PM_Scene_Vacuum-Cleaner_003.jpg



PM_Scene_Vacuum-Cleaner_004.jpg



PM_Scene_Vacuum-Cleaner_005.jpg



PM_Scene_Vacuum-Cleaner_006.jpg



PM_Scene_Vacuum-Cleaner_007.jpg



PM_Scene_Vacuum-Cleaner_008.jpg



PM_Scene_Vacuum-Cleaner_009.jpg



PM_Scene_Watersup-ply_001.jpg



PM_Scene_Watersup-ply_002.jpg



PM_Scene_Watersup-ply_003.jpg



PM_Scene_Watersup-ply_004.jpg



PM_Scene_Watersup-ply_005.jpg



PM_Scene_Watersup-ply_006.jpg



PM_Scene_Watersup-ply_007.jpg



PM_Scene_Watersup-ply_008.jpg



PM_Scene_Watersup-ply_009.jpg



PM_Scene_Watersup-ply_010.jpg



PM_Scene_Watersup-ply_011.jpg



PM_Scene_Watersup-ply_012.jpg

Patterns for special occasions
 Theme Christmas and Birthday.



PM_Pattern_Christmas_001.psd



PM_Pattern_Christmas_002_repeat.ai



PM_Pattern_Christmas_003_repeat.ai



PM_Pattern_Party_001_repeat.ai

PACKAGING

Examples

A JE TO!

Example closed box



Example blister card

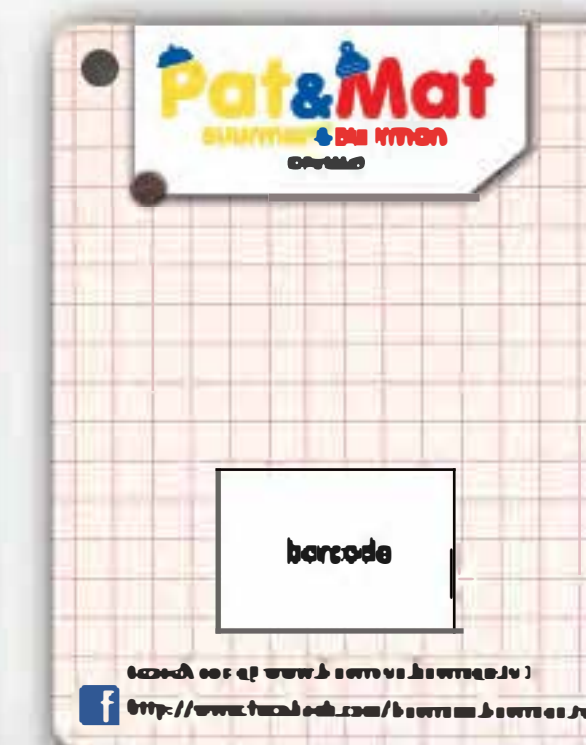


PM_PackagingNL_2020_BlisterCard.ai

Example hang tags



PM_PackagingNL_2020_Hangtag1.ai



PM_PackagingNL_2020_Hangtag2.ai

A JE TO!

Below character poses of the two main characters in a specific white outline are used in the previous packaging pages.



PM_PackagingPose_2016_001.ai



PM_PackagingPose_2016_002.ai



PM_PackagingPose_2016_003.ai



Approvals

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- Font type VAG Rounded Bold
- Minimal font size 6 pts
- Colour black

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Place on every product where there's space the (local) website such as: www.patamat.cz