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Prague Congress Centre Closes Its 17-year chapter

The blue logo, which the Prague Congress Centre has been associated with since 2002, will be replaced with a new logo at the beginning of November. The refurbished centre introduces a new corporate identity that symbolizes its transformation into an open, friendly and inspiring place.

The winner of a new corporate identity tender, Fast & Simple Group was asked to give the Prague Congress Centre an unmistakable, distinctive and visually clear style. The logo itself corresponds to the changes that are taking place in the PCC, to its upgrading, digitalization and innovative approach.

"The idea behind the design of the logo was the location itself, so not only want the location in the centre of Prague, but also in the very heart of Europe, where visitors from Europe are practically around the corner. It is the imaginary corner that fits into the graphic of the whole corporate identity. The selected triangles represent the initial letters of the name of the Prague Congress Centre," explains Nikola Jaroschova, creative director of the agency.

The Prague Congress Centre, which made a major shift with the dynamic new management during the last year and can honour its

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rank among the best congress centres in Europe, deserves a new visual style. ***"We liked the playfulness and simplicity of the design, the distinctive colours that symbolize the tradition with our dominant position in the congress market on one side and growth and future development on the other. Blue represents long-term experience and professionalism, fuchsia then self-confidence and green, finally, sustainable development and growth which also corresponds with the direction of the green arrow,"*** says Lenka Žlebková, the Sales and Marketing Director.

Altogether, the logo evokes the shape of the present building and the future extension of the new exhibition hall. The aim was to highlight Prague itself as an excellent congress destination.

The visual elements of the new corporate identity will be accompanied by the slogans "That's Me, Just Around the Corner and Feel the Change", which will be used especially in targeted marketing campaigns.

The Prague Congress Centre:

PCC is the largest congress centre in the Czech Republic. It offers a wide variety of space suitable for all kinds of events from small conferences to big congresses, high technical standards and great acoustics. Its advantage is the location near the city centre, breath-taking views and municipal transportation accessibility. The total capacity is up to 9,300 people and 13,000 m² of exhibition space and the complex also includes the Vyšehrad Business Centre and the 4-star Holiday Inn Prague Congress Centre with 254 rooms. PCC has been certified with EKO Gold for being supplied 100% of electricity produced from renewable resources.

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