

BRAND GUIDELINES 2023



CONTENTS

Welcome.....	02
Instructions	04
Identity.....	05
Master Logo	06
Clearance.....	09
Colour Logo	10
Colour Usage	11
Social Icons.....	12
Misuse	13
Colour Palette	14
Primary Colours.....	15
Gradient Colours	16
Mono Colours	17
Typography.....	18
Gotham.....	19
DM Mono	20



HELLO

Welcome to the Panjea brand guidelines. This document contains all you need to know about how the Panjea brand should be used, ensuring it remains consistent throughout any application.



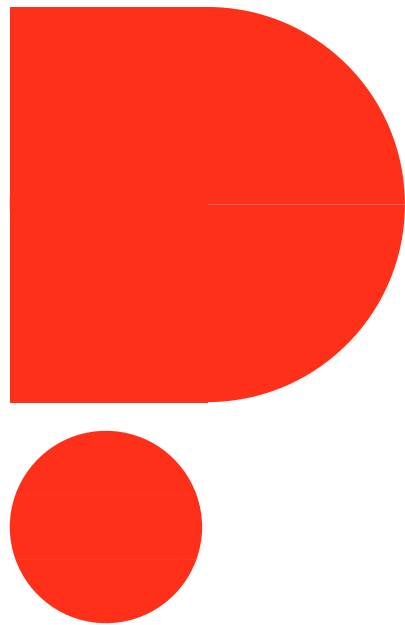
INSTRUCTIONS

Using our brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to. We hope you enjoy getting to know our brand better.



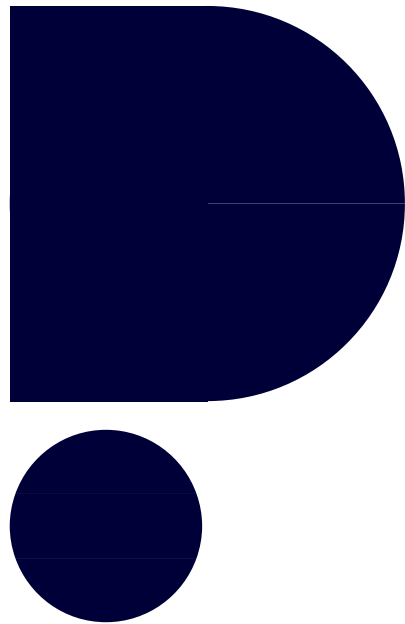
IDENTITY

THIS IS OUR MASTER LOGO:
SUNSET RED



Panjea

THIS IS OUR MASTER LOGO:
DEEP BLUE



Panjea

THIS IS OUR MASTER LOGO:
SNOW WHITE



Panjea

**THIS IS OUR MASTER LOGO:
CLEARANCE**

Always ensure the exclusion zone is observed using part of the Panjea Ping 'P' from the identity as a measure. No other text or graphic elements should sit within the area shown.

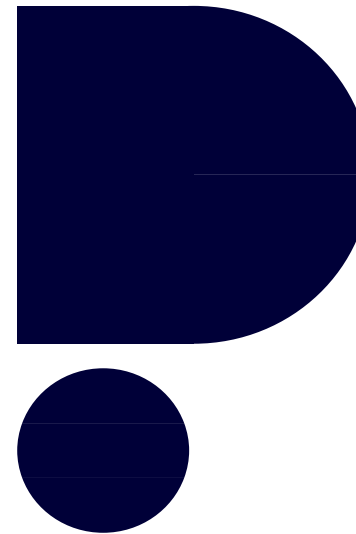
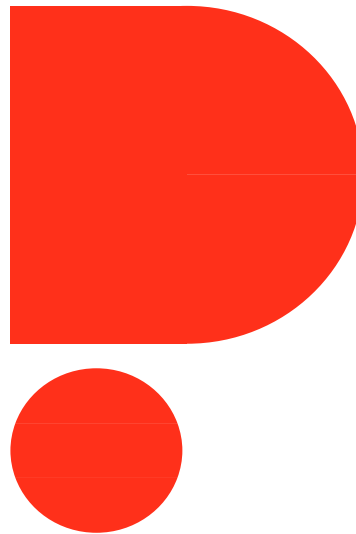
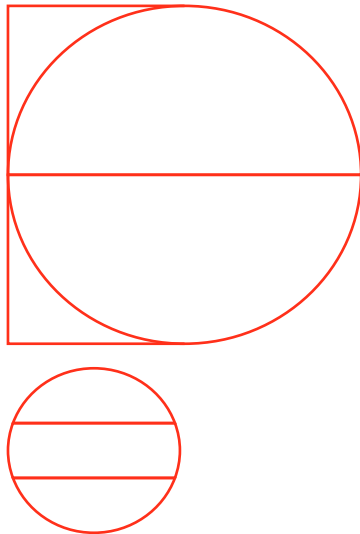


Do not use the full identity below
the minimum size of 20mm wide.



**THIS IS OUR MASTER ICON:
COLOUR LOGO**

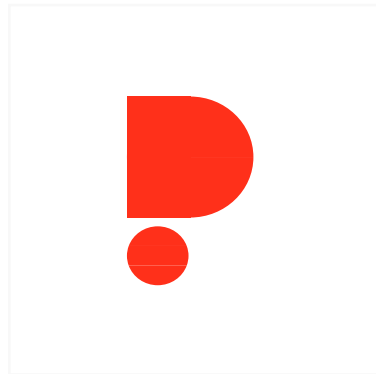
The Panjea icon is built out of seven elements, which represent all seven continents, and is symbolic of an idea thought bubble. Nickname 'Panjea Ping'.



THIS IS OUR MASTER LOGO:
COLOUR USAGE



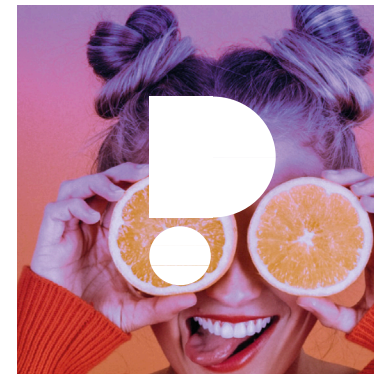
Our logo can be used in various ways on multiple background colours.



LOGO ON WHITE



LOGO ON COLOUR



LOGO ON PHOTOS

THIS IS OUR MASTER LOGO:
SOCIAL ICONS



Making it easier for people to connect on Panjea,
we've made a few different social icons to use.



LOGO
ICON



CIRCULAR
ICON



SQUARE
ICON



ROUNDED
ICON

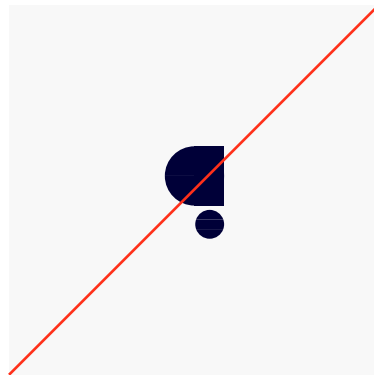
THIS IS OUR MASTER LOGO:
MISUSE



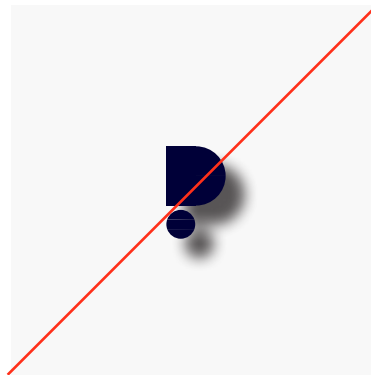
Incorrect usage of our logo.



DON'T REVERSE
LOGO



DON'T CHANGE
ORIENTATION



DON'T ADD
DROP SHADOWS



DON'T APPLY
COLOURS



DON'T SKEW, ROTATE,
OR STRETCH



COLOUR PALETTE

We use a bold primary palette with a secondary gradient palette for extra depth. Please ensure the colour values are adhered to, and where possible the primary colour palette is used.

DEEP BLUE

CMYK 100.94.42.63

RGB 0.0.56

#000038

SUNSET RED

CMYK 0.88.86.0

RGB 253.48.26

#FF301A

ELECTRIC BLUE

CMYK 94.76.0.0

RGB 5.3.245

#0503F5

SKY BLUE

CMYK 47.0.13.0

RGB 122.242.247

#7AF2F7

SUNRISE ORANGE

CMYK 0.66.92.0

RGB 252.112.18

#FC7012

GRADIENT RED

CMYK 0.88.86.0

RGB 253.48.26

#FF301A

+

CMYK 0.66.92.0

RGB 252.112.18

#FC7012

GRADIENT BLUE

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RGB 5.3.245

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CMYK 0.66.92.0

RGB 252.112.18

#FC7012



TYPOGRAPHY

We have adopted the clear and timeless Gotham family as our brand font. And DM Mono to give a digital contemporary feel. Thin through to Bold weights can be used as appropriate.

THIS IS OUR MASTER LOGO:
GOTHAM FONT FAMILY



All other body text should appear in Sentence case, using the Gotham Bold, Medium, Book or Light weight. Titles are formatted in Title Case, using the Gotham Bold, Medium, Book or Light weight.

7pt

Gotham.

9pt

Gotham.

14pt

Gotham.

18pt

Gotham.

24pt

Gotham.

32pt

Gotham.

48pt

Gotham.

72pt

Gotham.

THIS IS OUR MASTER LOGO:
DM MONO FONT FAMILY



Titles are formatted in Upper Case, using the DM Mono Italic Bold, Italic Medium or Italic Light weight. Upper-case can also be used to create more impact and distinction when needed for sub titles and sign-off sentences.

7pt	DM Mono.
9pt	DM Mono.
14pt	DM Mono.
18pt	DM Mono.
24pt	DM Mono.
32pt	DM Mono.
48pt	DM Mono.
72pt	DM Mono.



CONTACT

FOR MORE INFORMATION REGARDING
THE PANJEA BRAND - PLEASE CONTACT
THE FOLLOWING:

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