

pangea

B R A N D G U I D E L I N E S

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PRIMARY LOGO

Pangea's main logo is a combination of a modern wordmark with an icon.

Icon Concept



Wordmark Typeface

NOVA SQUARE **pangea**



This main logo will be used across primary brand applications. It is essential to the success of the brand that the logo is always applied with care and respect in every application according to these guidelines.

SECONDARY LOGOS

Different variations of the Pangea's logo can be used in place of the primary logo. The icon can be used if the full primary logo is not necessary or when the brand name is already displayed in plain text like the Instagram or LinkedIn profile usernames.



Icons for Mobile / Favicon



MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logos are not compromised.



Pangea Horizontal logo should never be smaller than 70 px wide



Pangea Stacked logo should never be smaller than 46 px wide

EXCLUSION ZONE

Keeping a minimum clear space around the logo ensures legibility. This space isolates the logo from any competing graphic elements or body text that may lessen the impact of the logo.



The minimum clear space for the Pangea Stacked Logo is defined as the 50% height of the Pangea Icon.

The minimum clear space for the Pangea Horizontal Logo is defined as the height of the Pangea Icon.

LOGO MISUSE

It is important that the appearance of the logo is consistent to maintain the integrity of the brand. The logo should not be misinterpreted, distorted or modified in any way - that includes adding unnecessary effects and decorations like drop shadows and outlines.



Don't rotate the logo.



Don't skew or stretch the logo.



Don't rearrange parts of the logo.



Don't resize any part of the logo.



Don't use off-brand colors.



Don't add effects.

COLOR PALETTE

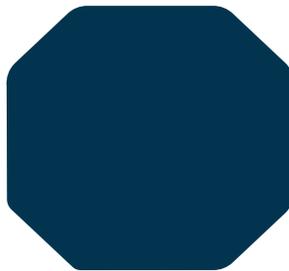
Consistent use of the color palette will reinforce the cohesiveness of Pangea's brand.

Primary Colors

The primary colors are the key indicators of the Pangea Brand design. Ivory, Aegean Blue and Deep Space blue can be used for the texts, backgrounds and design elements.



RGB: 251, 248, 217
CMYK: 2, 0, 18, 0
#FBB8D9



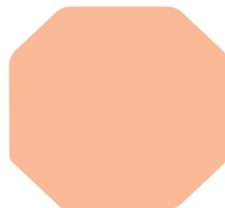
RGB: 2, 53, 80
CMYK: 100, 76, 44, 39
#023550



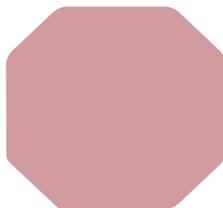
RGB: 11, 24, 28
CMYK: 82, 67, 63, 78
#0B181C

Secondary Colors

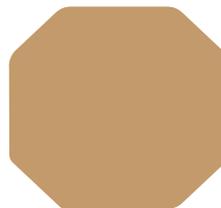
The secondary colors are used in combination with or separately from the primary colors. These will add extra depth and interest to the designs.



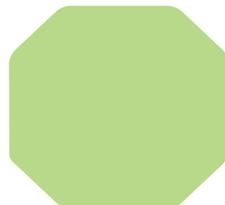
RGB: 251, 185, 152
CMYK: 0, 32, 38, 0
#FBB998



RGB: 208, 154, 160
CMYK: 11, 40, 22, 6
#D09AA0



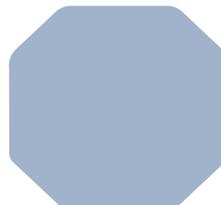
RGB: 196, 154, 108
CMYK: 25, 40, 65, 0
#C49A66



RGB: 185, 217, 137
CMYK: 30, 0, 60, 0
#B9D989



RGB: 132, 195, 191
CMYK: 48, 6, 27, 0
#84C3BF



RGB: 159, 178, 201
CMYK: 36, 21, 10, 2
#9FB2C9

The tone of each color can be adjusted to create more depth within the design elements.