purpleplanet

BRAND GUIDELINES

CONTENTS

INTRODUCTION

purpleplanet

purpleplanet specialise in WordPress design and development, and are experts for all kind of WordPress work, whether you need a website built from scratch, an existing template adjustment, or creation of a custom plug-in. We also offer branding services for Customer Support and Self-Help software, such as Mindtouch branding and customization, Freshdesk branding, and Zendesk branding.

PRIMARY LOGO: VARIATIONS

(01)

(02)

This is our main logo lock-up, which should be used, where possible. Please use the full-colour logo on white or light-coloured backgrounds only. For dark/patterned/photo backgrounds use the all-white logo. Use the white logo provided in the logo pack, do not recolour the main logo, the white has been optically adjusted. When possible use brand colours as the background for the logo. Always use logo files provided in the logo pack, don't re-create.

PRIMARY LOGO: SAFE SPACE
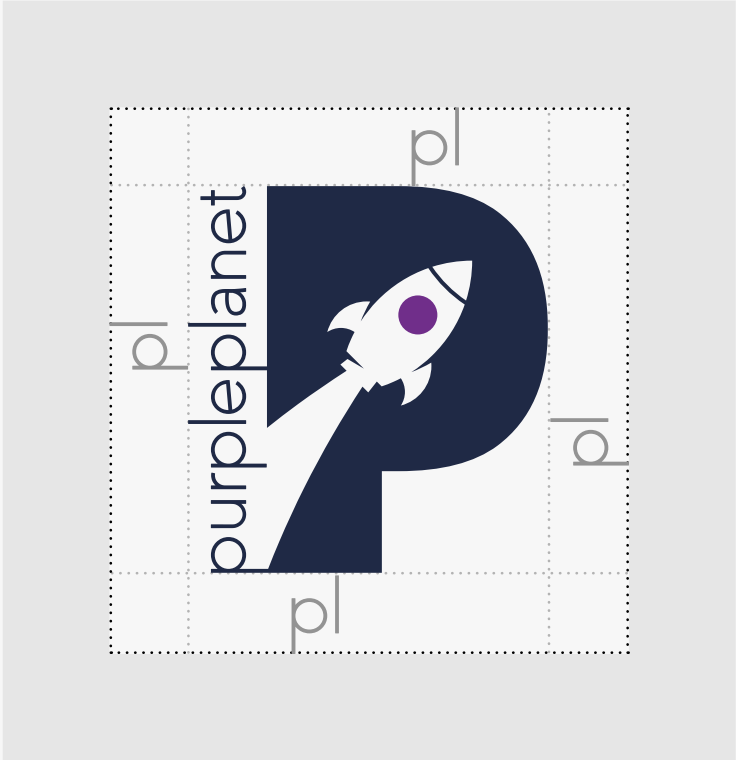
Ensure there is adequate space between the logo and surrounding elements. For the primary logo the safe space is equal to the height of the letters "pl". The files supplied to you in our logo pack already include this padding, please don't remove or reduce it. You may, however, increase padding as necessary.

# SECONDARY LOGO: VARIATIONS

(01)

(02)

The vertical lock-up is our primary logo. The horizontal logo should only be used where absolutely necessary. Full colour logo should be used on white/light backgrounds only, for all other instances please use the all-white logo. Use the white logo provided in the logo pack, do not recolour the main logo, the white has been optically adjusted. Always use logo files provided in the logo pack, don't re-create.

SECONDARY LOGO:
SAFE SPACE
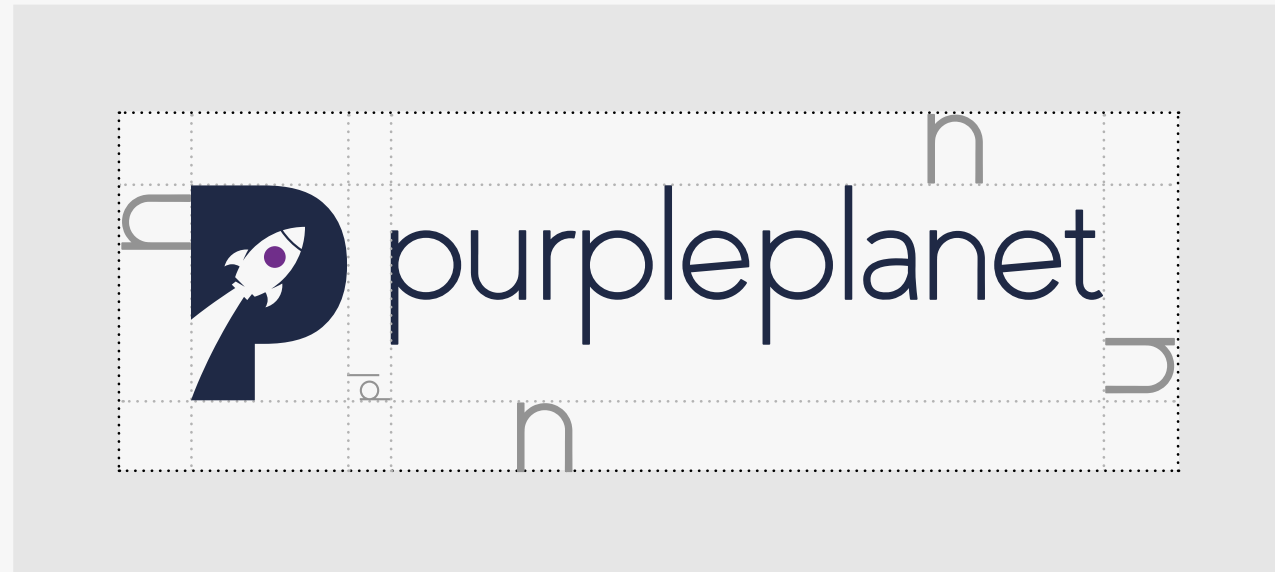
Ensure there is adequate space between the logo and surrounding elements. For the secondary logo the safe space is equal to the height of the letter "n". The files supplied to you in our logo pack already include this padding, please don't remove or reduce it. You may, however, increase padding as necessary.
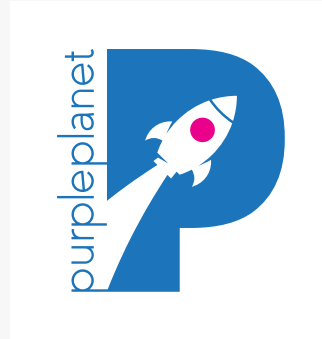
LOGO MISUSE

(01)

Do not stretch/ skew or otherwise distort the logo.

(02)

Do not recolour the logo

(03)

Do not add gradients to the logo
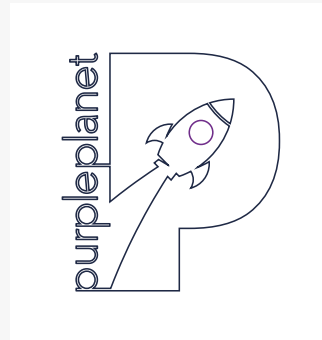
(04)

Do not add effects, such as 3D to the logo

(05)

Do not crop the logo

(06)

Do not outline logo
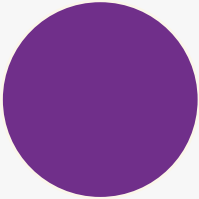
(07)

Do not change the font in the logo

(08)

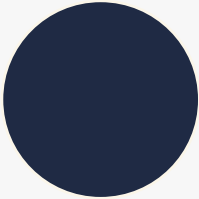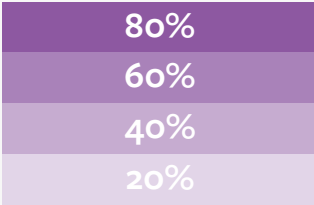Do not use on busy backgrounds

Please use the logo exactly as provided to you in our logo pack. Above are some common cases of logo misuse. If you're unsure whether your concept constitues a case of logo misuse, please contact us before proceeding.
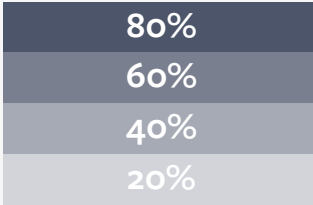
COLOUR PALETTE

Purple

RGB	112, 47, 138
CMYK	73, 100, 00, 00
HEX	#702f8a
PMS	526 C

Dark Blue-Grey

RGB	31, 42, 68
CMYK	95, 72, 15, 67
HEX	#1f2a44
PMS	533 C

Turquoise

RGB	45, 204, 211
CMYK	59, 0, 22, 0
HEX	#2dccd3
PMS	319 C
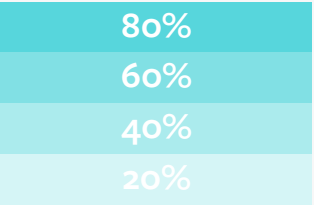
Light Blue

RGB	123, 164, 219
CMYK	59, 27, 0, 0
HEX	#7ba4db
PMS	659 C
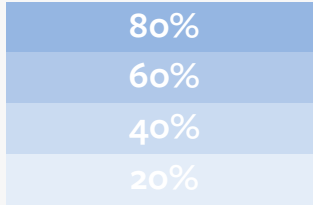
Vanilla

RGB	251, 246, 233
CMYK	1, 2, 8, 0
HEX	#fbf6e9

Purple	Dark Blue-Grey	Turquoise	Light Blue
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

These are our brand colours. You may additionally use white, black and shades of grey. Do not use graphic software to convert between colour spaces, please use the appropriate colour codes indicated above – RGB/HEX for web, CMYK/PMS for print.

BRAND TYPEFACE: HEADLINES

BRANDON GROTESQUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

BRANDON GROTESQUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

BRANDON GROTESQUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

Our brand typeface for headlines is Brandon Grotesque. Use it to typeset all headlines.

All external 3rd party partners (agencies, service provider, freelancers etc.) who require fonts for designing, producing or editing printed or digital assets, must obtain a license directly from Adobe Fonts or other legal sources.

BRAND TYPEFACE: TEXT

___

Our brand typeface for body copy is Freight Sans Pro. Use it to typeset all text and paragraph text.

All external 3rd party partners (agencies, service provider, freelancers etc.) who require fonts for designing, producing or editing printed or digital assets, must obtain a license directly from Adobe Fonts or other legal sources.

FREIGHT SANS PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

FREIGHT SANS PRO BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

FREIGHT SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

THANK YOU!