

pygg

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pygg brandbook '22

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Brand Guidelines



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01 Brand Guidelines

Our brand guidelines

This document has been created to outline our corporate design and visually translate our core values into who we are. It makes our activities recognizable and they provide a tangible overview of what we stand for. With our corporate design, we strengthen our brand awareness and distinguish ourselves from our competitors. It makes us stand out as an organization among our target groups.

Communicate together as one

The saying goes: 'Exceptions prove the rule'.

But a corporate design is only a corporate design if everyone sticks to it. Whether you like the color or not, we communicate together as one. Our activities only become visible for us if they are all communicated in the same style, with one recognizable sender. Without exception.

Apply consistently

The combination of all these elements creates a clearly recognizable corporate design, but only if we apply them adequately and consistently. Together we will ensure that these elements form a corporate design and that they become clearly distinguishable as a whole. In this way we make all our activities recognizable.

The elements

Our corporate identity consists of the following elements:

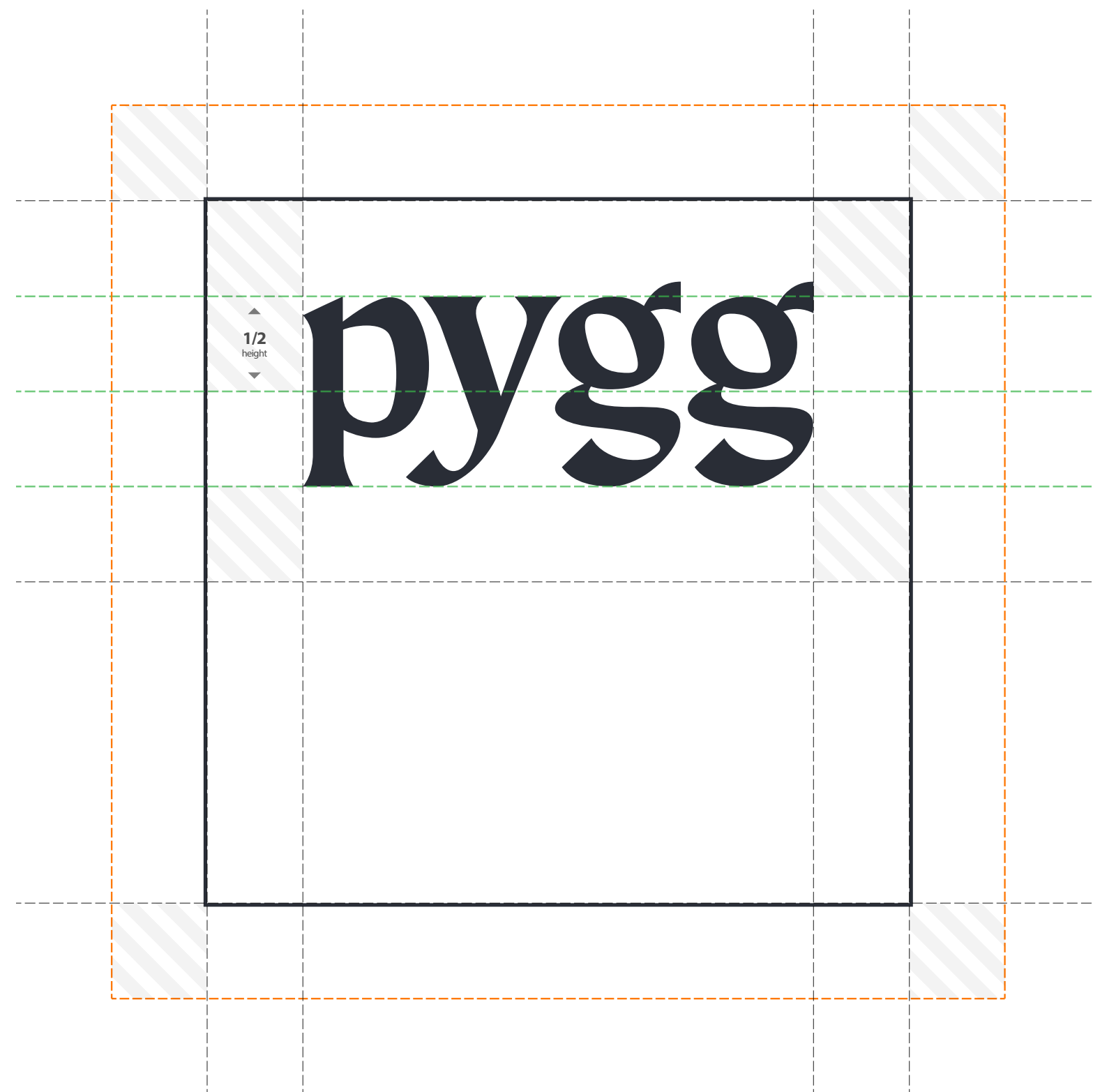
- Brand Guidelines
- Logos (icon and name)
- Colors
- Elements
- Typography
- Presentation Templates
- Stationary
- Social Media



Logo

pygg

02 Logo



Always maintain spacing around the logo

Everyone needs a little personal **space**. In order to ensure that our logo and elements are clearly visible in all applications, surround them with sufficient breathing room free of any type, graphics, visuals and any other elements that might cause clutter. To ensure the integrity and legibility of the logo lockup, the area directly surrounding them should be protected.

Our identity is comprised of two main elements, the square and the logotype. When used together the relationship (physical space) between both elements is the key part of our visual identity.

Our logo is a **bold**, simple, graphic statement. It's the most visible part of our brand and one of our most valuable assets. We must ensure proper usage.

The **orange dashed line** is the minimum amount of space that's needed for the logo. The **green dashed line** indicate the size of the square of which the spacing is based off, it's half the height of the logo, with out the curly ears of the G's. (These are the square with grey thick diagonal lines.) That same square will determine the space between the logo type and the orange square box

02 Logo



Orange square with White type
Main Colors



Gun Metal square with White type
Secondary Main Color



White square with transparent type
Shadow is for display purposes only



Black square with transparent type

02 Logo



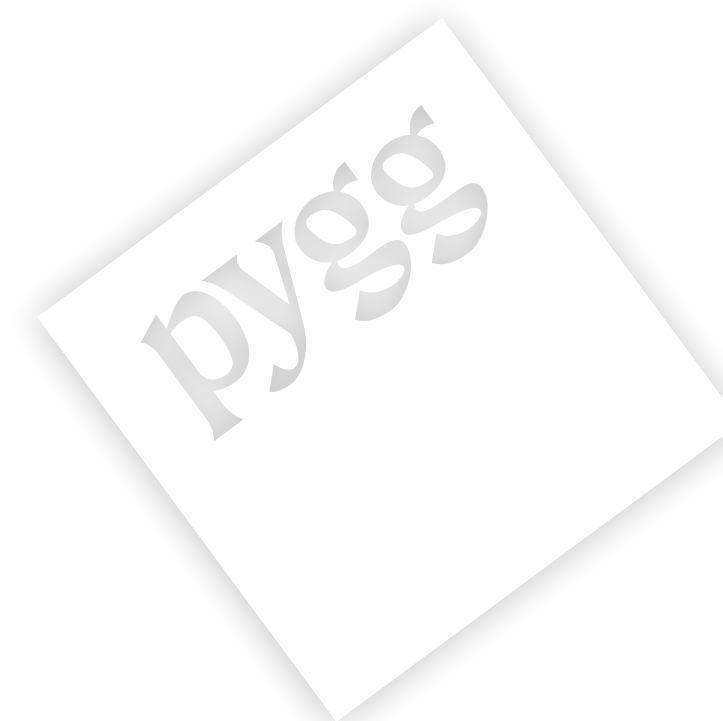
Stretching the logo

Do Not!



Stretching the logo

Do Not!



Rotating the logo

Do Not!



Flipping the logo

Do Not!



02

Logo's Dos & Don'ts

Logo vs Background



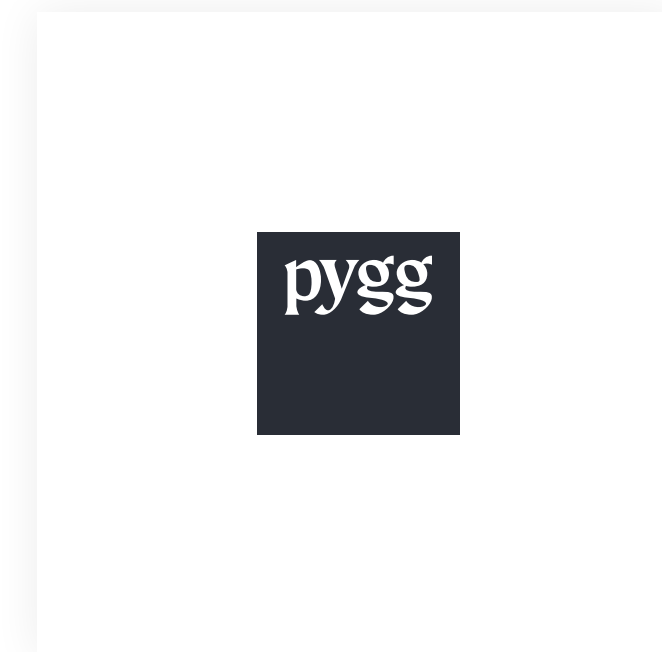
Do



Do



Do



Do



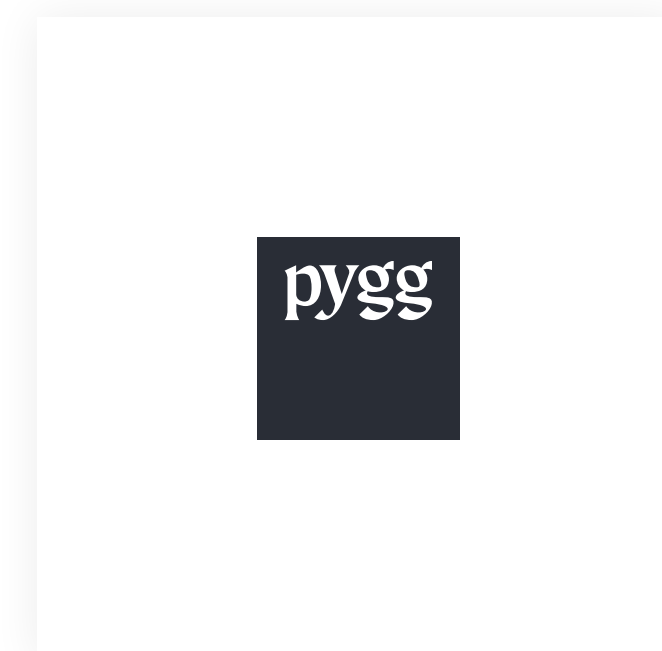
Do



Do



Do



Do



02

Dos & Don'ts

Logo vs Background

pygg brandbook '22



Use only on special occasions



Use only on special occasions



02

Dos & Don'ts

Logo vs Background



Do Not!



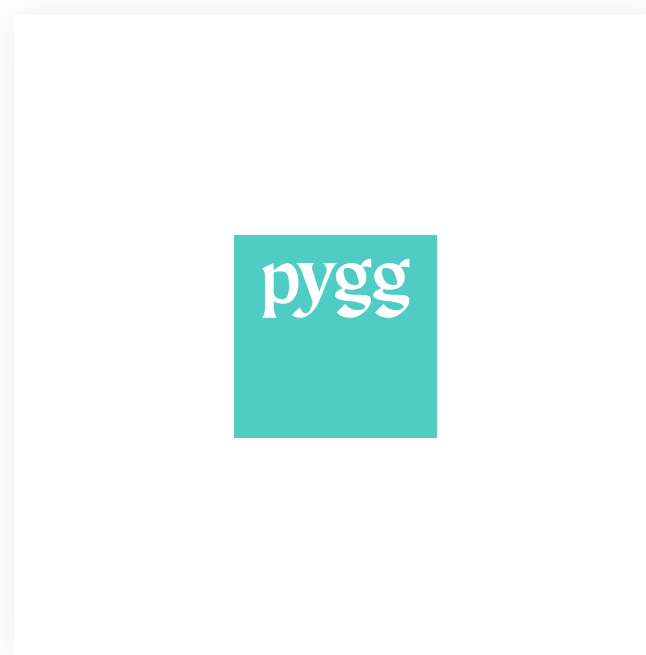
Do Not!



Do Not!



Do Not!



Do Not!



Do Not!



Do Not!



Do Not!



Colors



03 Colors

Safety Orange

hex: FF7900
rgb: 255, 121, 0
cmyk: 0%, 57%, 87%, 0%
Pantone 021

Gun Metal

hex: 292D36
rgb: 41, 45, 54
cmyk: 85%, 74%, 56%, 44%
Pantone 433

Snow White

hex: FFFBFC
rgb: 255, 251, 252
cmyk: 1%, 2%, 0%, 0%
Pantone 11-0601

Medium Turquoise

hex: 4FCDC5
rgb: 41, 45, 54
cmyk: 54%, 0%, 23%, 0%
Pantone 7465

Cerise

hex: DA4167
rgb: 218, 65, 103
cmyk: 2%, 87%, 35%, 2%
Pantone 7635

COLOR TONES HEX CODES

FFA850	475769	EBEBEB	90E0DA	E788A0
FF9233	3D4351	D6D6D6	70D7D0	E16684
FF7900	292D36	FFFFFF	4FCDC5	CC2851
E06900	1A1D23	C2C2C2	36BFB6	CC2851
B85600	090A0C	ADADAD	2D9F98	AA2244

Elements



04 Elements

The elements of this brand is based on the logo shape which is a square shape. The squares are stockpiled on to each other to resemble small steps, growth and profit. It's also resembles the filled row & columns in a data sheet/tables.

Use of the element:

Elements can be used on Orange, Gun Metal & White backgrounds. The look & feel should look like a subtle change in the background & element.

Element Colors Hex Codes:

Orange: FE6402

Dark Grey: 242831

Light Grey: F5F5F5

Note: THESE ARE NOT THE MAIN/PRIMARY COLOR PALETTE

Note: Do not use any other color on the elements other than the one's here.



Elements should always be on these colored backgrounds

Typography



Gilroy Font Family

Font Type - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Type - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

02 HEADER GOES HERE!

Aenean et erat sed dui dictum rutrum. Aliquam hendrerit sapien vel nisi viverra suscipit. Vivamus sodales gravida erat vel euismod. Sed blandit felis felis, a aliquet lacus aliquam eu. Donec volutpat maximus enim ac maximus. Etiam semper bibendum iaculis. Quisque vel leo nibh. Sed imperdiet nulla et odio pretium malesuada. Proin nec sagittis ex. Sed semper ipsum turpis.

HEADER GOES HERE!

Quisque sit amet mattis neque. Etiam bibendum non enim a congue. In varius dolor ac scelerisque molestie. Integer sed blandit nunc pygg. Quisque vel leo nibh. Sed imperdiet nulla et odio pretium malesuada. Proin nec sagittis ex. Sed semper ipsum turpis. vitae ullamcorper quam.

Header goes here!

Quisque sit amet mattis neque. Etiam bibendum non enim a congue. In varius dolor ac scelerisque molestie. Integer sed blandit nunc pygg. Quisque vel leo nibh. Sed imperdiet nulla et odio pretium malesuada. Proin nec sagittis ex. Sed semper ipsum turpis. vitae ullamcorper quam.

Header goes here!

- ✓ Sed
- ✓ semper
- ✓ ipsum
- ✓ turpis
- ✓ vitae

Roboto (Web Font)

Font Type - Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Link:

<https://fonts.google.com/betterspecimen/Roboto>

Maragsa Font

Font Type - Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

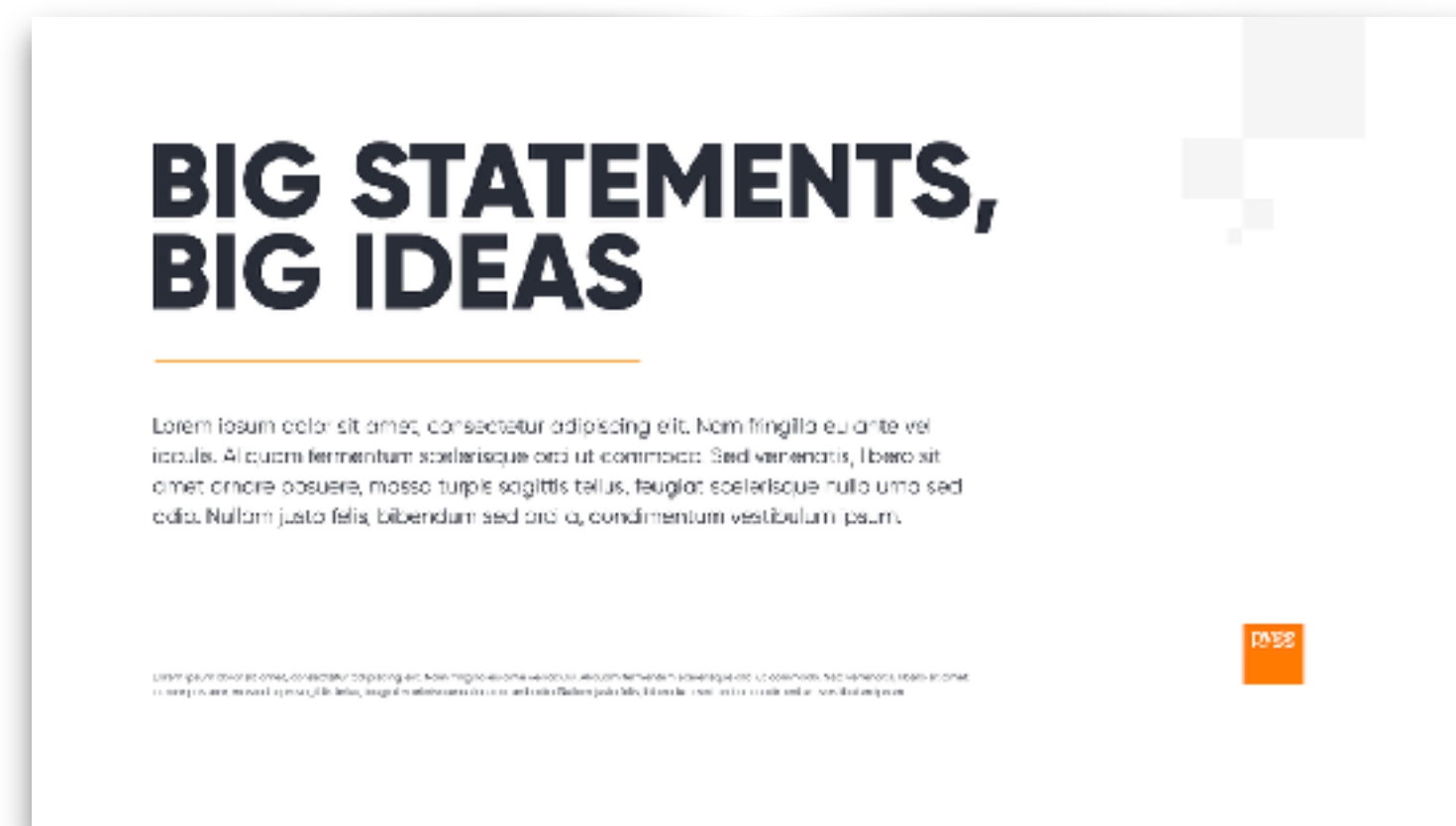
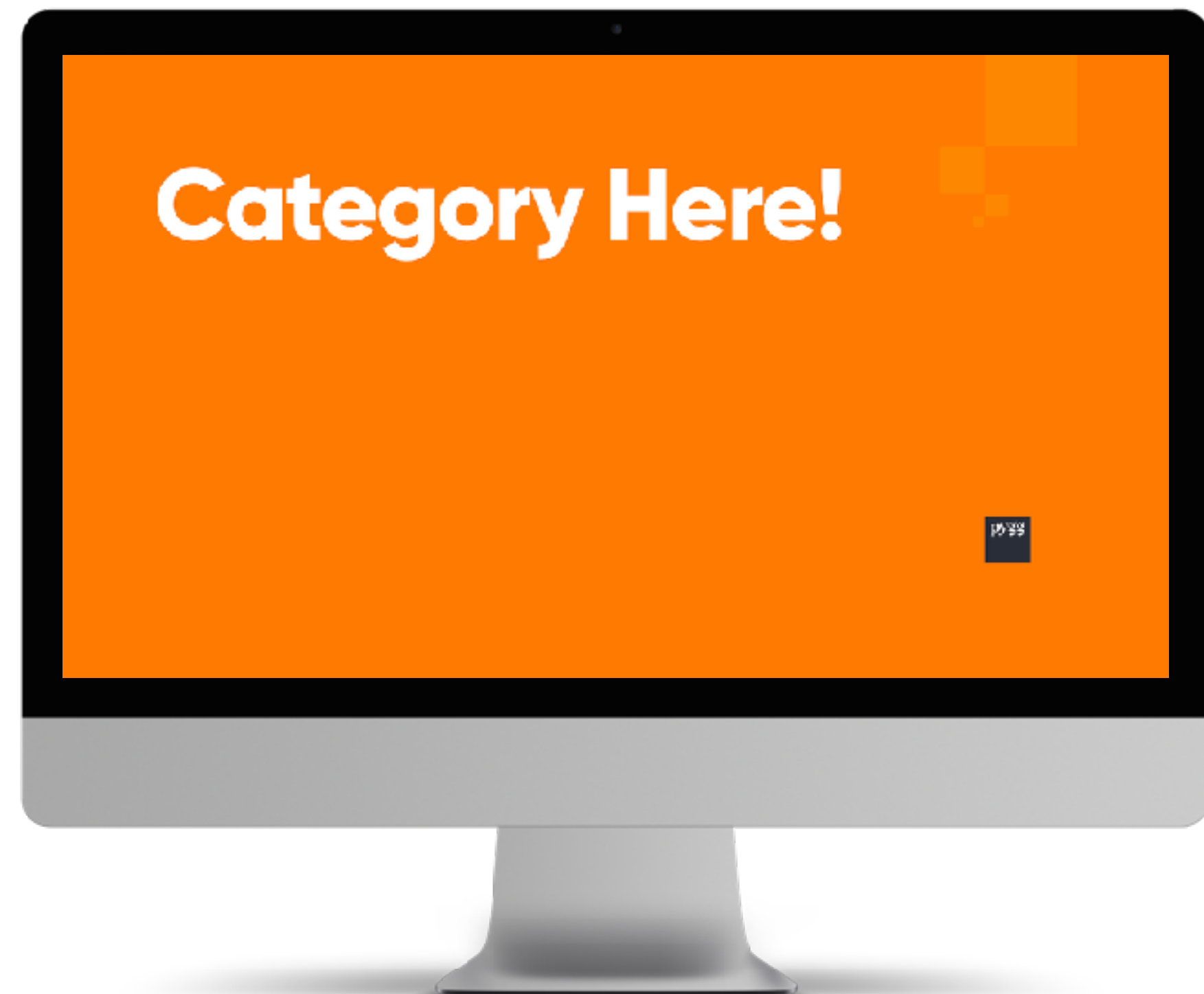
abcdefghijklmnopqrstuvwxyz

1234567890

Maragsa font type is only used for the **pygg** letters inside the box area of the logo.

Presentation Templates

06 Presentation Templates



BIG STATEMENTS, BIG IDEAS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam fringilla eu ante vel iaculis. Aliquam fermentum scelerisque orci ut commodo. Sed venenatis, libero sit amet ornare posuere, massa turpis sagittis tellus, feugiat scelerisque nulla urna sed odio. Nullam justo felis, bibendum sed orci a, condimentum vestibulum ipsum.

One	Two	Three	Four	Five	Six	Seven	Eight	Nine
111,111,000	101	101	101	101	101	101	101	101
111,111,000	101	101	101	101	101	101	101	101
111,111,000	101	101	101	101	101	101	101	101
111,111,000	101	101	101	101	101	101	101	101

- ➔

➔

➔

➔
- ●

●

●
- ➤

➤

➤
- ◆

◆

◆

◆
- Lorem

ipsum

dolor sit

amet
- Lorem

ipsum

dolor sit

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- Lorem

ipsum

dolor sit

amet
- Lorem

ipsum

dolor sit

amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam fringilla eu ante vel iaculis. Aliquam fermentum scelerisque orci ut commodo. Sed venenatis, libero sit amet ornare posuere, massa turpis sagittis tellus, feugiat scelerisque nulla urna sed odio. Nullam justo felis, bibendum sed orci a, condimentum vestibulum ipsum.



[illegible]

Type 1

5

Type 1

Type 1



Type 1



Type 1



Type 1

5

Type 1



Type 1



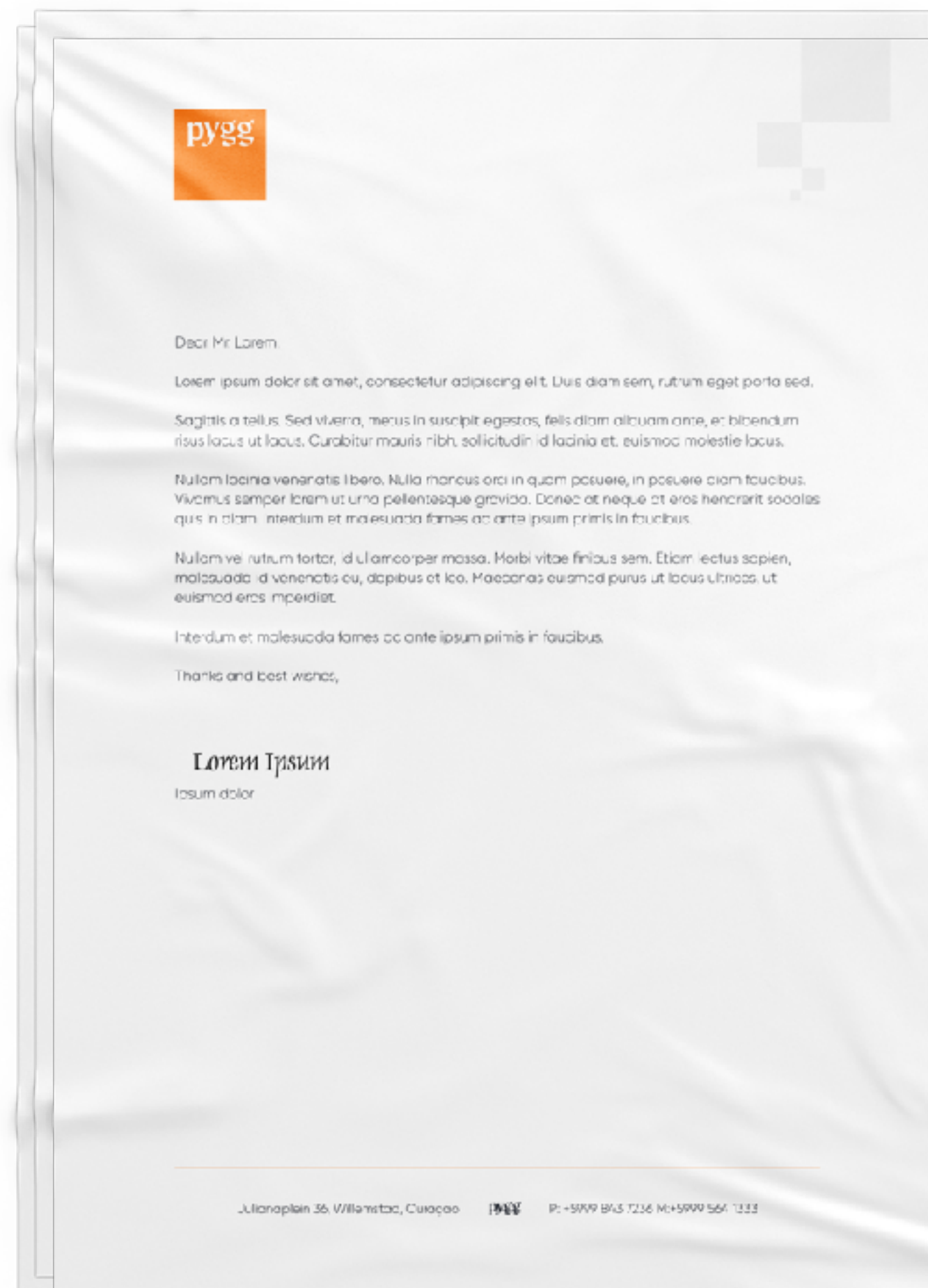
Type 1

Type 1

Stationary











Social Media



08 Social Media Posts



