Logo Usage and Guidelines

—

PEACEJAM BRAND OVERVIEW

TABLE OF CONTENTS

—

BRAND ASSETS

PJ_Icon_RGB

PJ_Logo_BW

PJ_Logo_Horizontal_RGB

PJ_Logo_HorizontalTagline_RGB

PJ_Logo_RGB

PJ_Logo_White_BW

Cubano Font

Futura Std Bold Font

Pier Regular / Bold Font

Panama Light / Bold Font

Introduction

STATEMENT OF PURPOSE & BRAND CONCEPT

—

This document provides guidelines to ensure the use practice of the PeaceJam brand. A strong brand aids recognition of the entity and ensures the outreach presented to the audience is consistent. By applying these guidelines to your communications, campaigns, and marketing materials, you will strengthen the brand image and enhance visibility.

The logo is based on the iconic Googie starburst motif, with subtle references to imperfect arrangements, funky retro ornament, and diverse connectivity. Layered with a message of community at its core, the logo stands to represent the honest connection between innovators and intellectuals, young and old. Lastly, the logo is bold and dynamic to stand for the growing global movement that is PeaceJam.
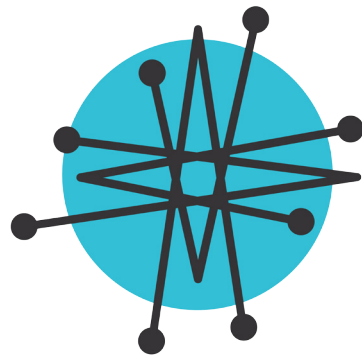
Logo
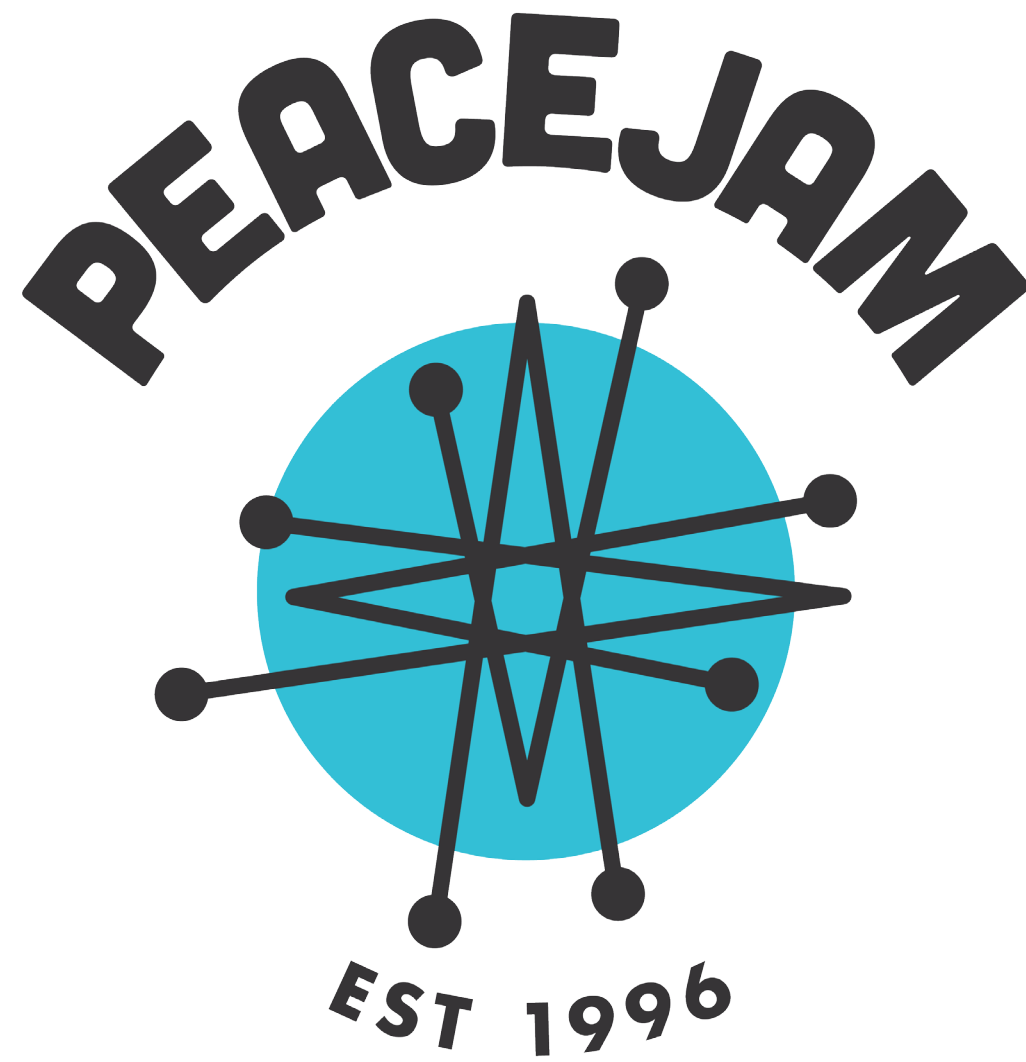
Logo

LOGO FORM

REVERSE FORM

Logo

The logo should always be used with the signature to give a context for the logomark. The signature is not an identity and does not have the sufficient visual distinctiveness to visually represent the organization. Therefore, the signatures should always be used with the logomark that is presented.

The PeaceJam logo is designed with the influence of Googie iconic style and bold sense of pride. The typeface, Cubano, is both bold and friendly. The rounded corners match the subtle details of the icon design while still remaining punchy. Slightly rounded corners are more condusive to the community environment while this particular heavy-weight font is edgy and unique.

LOGOMARK

LOGOTYPE

The logotype is Cubano, all capitals with custom tracking.

EST 1996

TAGLINE

The tagline is Futura Std Bold, all capitals with 150pt tracking.

Color

The appropriate color scales are recommended to be set accordingly, in order to establish consistency in colors across various platforms:

PANTONE:
Used for print jobs with PMS ink specification.

CMYK:
Used for four color print jobs and when accessing a local facility printer with CMYK reading.

RGB:
Used for accessing a local facility printer with RGB reading. Also used for all digital content.

HEX:
Used for all digital content, it is a more specific color reference than the RGB value.

LOGO COLOR

Charcoal

PMS	BLACK C
CMYK	70/64/63/63
RGB	46 46 46
HEX	#2E2E2E

Sky

PMS	306 C
CMYK	83/1/3/0
RGB	51 191 214
HEX	#26C6DA

SECONDARY BRAND COLORS

Earth

PMS	3385 C
CMYK	64/0/46/0
RGB	18 217 175
HEX	#12D9AF

Ocean

PMS	814 C
CMYK	64/63/0/00
RGB	120 108 240
HEX	#786CF0

Sunset

PMS	1787 C
CMYK	0/89/75/0
RGB	252 64 64
HEX	#FC4040

Sunrise

PMS	1225 C
CMYK	1/23/86/0
RGB	252 197 64
HEX	#FCC540

Color Application

Colors should be applied as specified at all times. The gray scale should always be used as specified when color cannot be accommodated.

FULL COLOR LOGO

GRAY SCALE LOGO

SKY

CHARCOAL

30% BLACK

94% BLACK

Lock-ups & Scaling

This is the spacing and proportion of the logomark and logotype combination. Use the preferred lock-up whenever possible. Secondary lock-ups can be used when the preferred lock-up can not be accomodated or when it is most appropriate. The logos should not be smaller than the minimum size specified to keep the integrity of the design and legibility of the text.

PREFERRED LOCK-UP

MINIMUM SIZE

Print | 0.85 inches

Digital | 55 x 55 px

MINIMUM ICON SIZE

Print | 0.40 inches

Digital | 28 x 28 px

HORIZONTAL LOCK-UP

In the case of a smaller size needed, these are the minimum sizes without the tagline.

Print | 0.75 inches

Digital | 52 x 49 px

MINIMUM SIZE

Print | 1.45 inches

Digital | 100 x 28 px
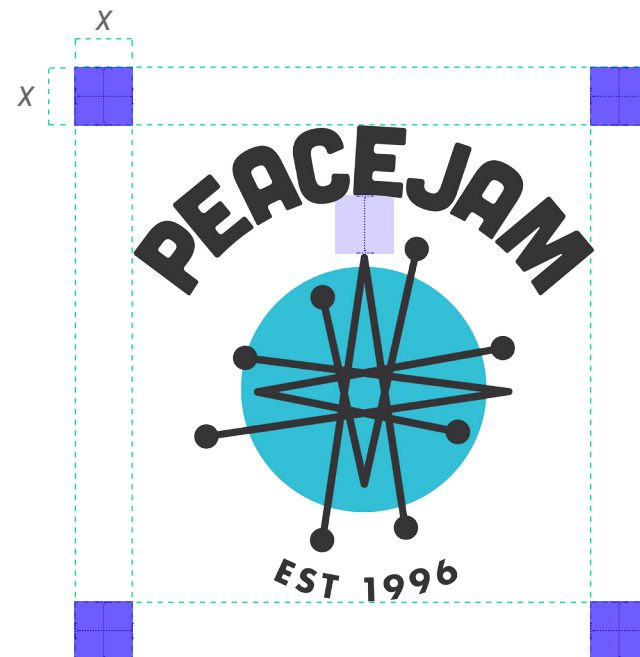
Print | 1.25 inches

Digital | 90 x 25 px

Minimum Clear Space

The area around the logo should always provide enough clear space so that the wholeness of the logo is not violated by external elements. Whenever possible give the logo more breathing room.The diagrams below show the minimum amount of space that should surround the logo.

PREFERRED LOCK-UP

X = The height is the distance between the title and edge of the icon.

HORIZONTAL LOCK-UP

X = The width is the distance of "est" from the tagline.

Typography

The typography should follow the chosen fonts that are set to create distinctive hierarchy. Below is an example of how this hierarchy is created.

TITLES
—
Panama Bold

Title: 30pt Panama Bold with 20pt tracking, 36pt leading

DAE NONSED UT QUE NONSEQUAM

Panama Light

Sub Title: 30pt Panama Light with 20pt tracking, 24pt leading

NULLIQUI QUOS ATUREM QUISTIUS

HEADERS
—
Pier Bold

Header: 22pt Pier Bold with 20pt tracking, 20pt leading

Dae Nonsed ut que Nonsequam Umet Offici

Pier Regular

Sub Header: 18pt Pier Regular with 20pt tracking, 22pt leading

Nulliqui quos aturem quistius suntisquam, con pligenis voluptat eaquo molutestem solo consequas eserum non conecto

TEXT
—
Pier Regular

*Text: 12pt Pier Regular and Pier Bold with 15pt tracking, 21pt leading*

Tur repercia nihit ea ne mos dolorepratur seque por aut exerrum, enimus aditi antions ectur, officim incitaspis verchillor se mo dolorum ellacepta quiditium sinctempos eos alibus, sed moluptatum, adion reiuntiatume provitas re voluptaere. Lorem ipsum verchillor se mo dolorum elea ne mos dolorepratur seque por aut exerrum, enimus.

Please Do Not

—

The PeaceJam logo is the official mark of the organization and should accordingly be rendered with utmost consistency and dignity. It should never be tweaked, stretched, or manipulated.

Do not stretch any part of the logomark or logotype.
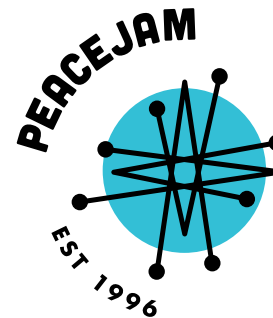
Do not skew or rotate the logomark or logotype.

Do not add filters, effects, strokes or other elements to the logo.

Do not move the elements from their original positions.

Do not arrange colors differently or add colors not in this guide.

Do not make the logo illegible. Backgrounds should have distinct contrast behind the text.

Thank You!

—

:)