



**parcel**

Logo Guide

# Logo



This is the primary logo - a horizontal lockup.



This is the primary logo icon

# Secondary Logo



This version of the logo uses white text instead of black text. This logo should be used on black or dark coloured backgrounds.

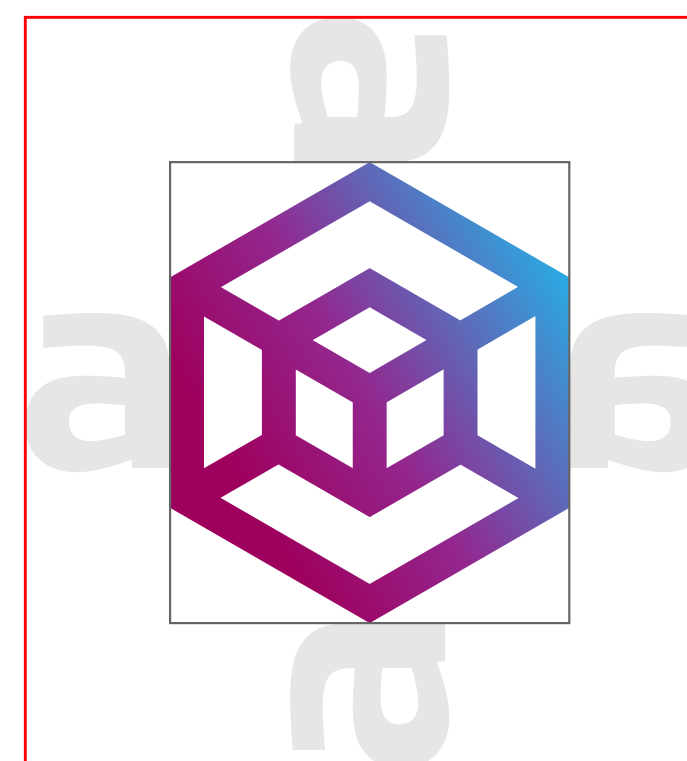
# Clearspace

a

\*Amount of space is determined by the lowercase 'a' from the logo type.  
The back of the 'a' should align with the border of the logo.







The logo should always have enough space to breathe.



Do not allow anything to enter the red border.

# Colours

		RGB	HEX
Red		R: 158 G: 0 B: 93	#9E005D
Purple		R: 147 G: 39 B: 143	#93278F
Blue		R: 41 G: 171 B: 226	#29ABE2
Gradient	 #9E005D      #93278F      #29ABE2		

These are the primary logo colours. These colours were chosen to portary professionalism; the colours make the brand appear premium and reliable.



The logo can also be used in black or white. These logo versions should only be used for print, and only if absolutely necessary.

# Logo on Colour (Primary)



Make sure to put the logo on a light coloured background.  
The logo should have a at least a 3:1 contrast on any background.  
This is to ensure the logo's visability.

*\*These colours are only examples that could be used, and aren't mandatory. It is suggested to use colours that fit with the brand.*

# Logo on Colour (Secondary)



Make sure to put the logo on a dark coloured background.  
The logo should have a at least a 3:1 contrast on any background.  
This is to ensure the logo's visability.

*\*These colours are only examples that could be used, and aren't mandatory. It is suggested to use colours that fit with the brand.*

# Typography (Primary)

Allumi Std - ExtraBold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

This is the primary typeface used for the logo. This font should not be used outside of the logo in order to to keep the design unique.



# Typography (Secondary)

Lato - Regular & Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

This is the secondary typeface that can be used for any other branding. This can be used on websites, or printed material.

# Restrictions



**X** Do not put the logo on a low-contrast background

**X** Do not stretch or alter the logo's shape



**X** Do not rotate the logo

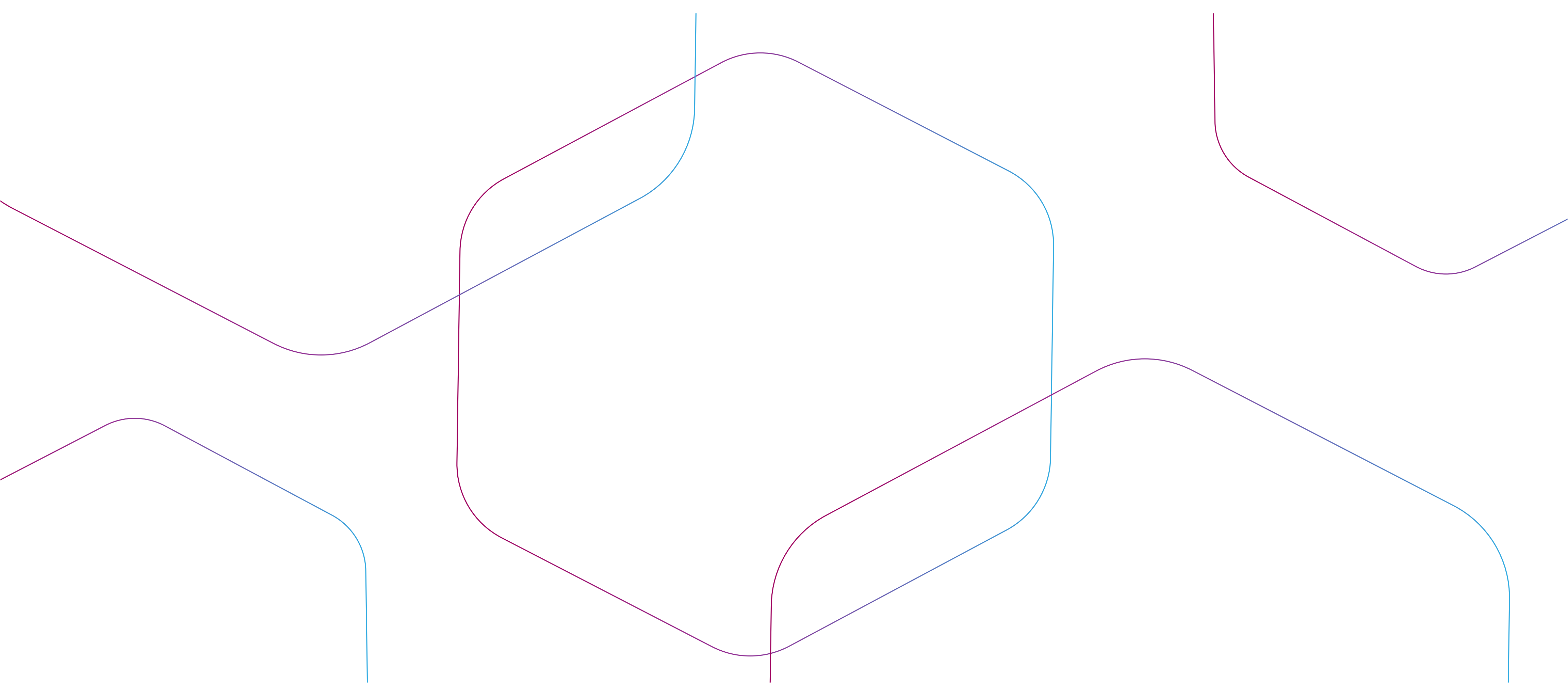
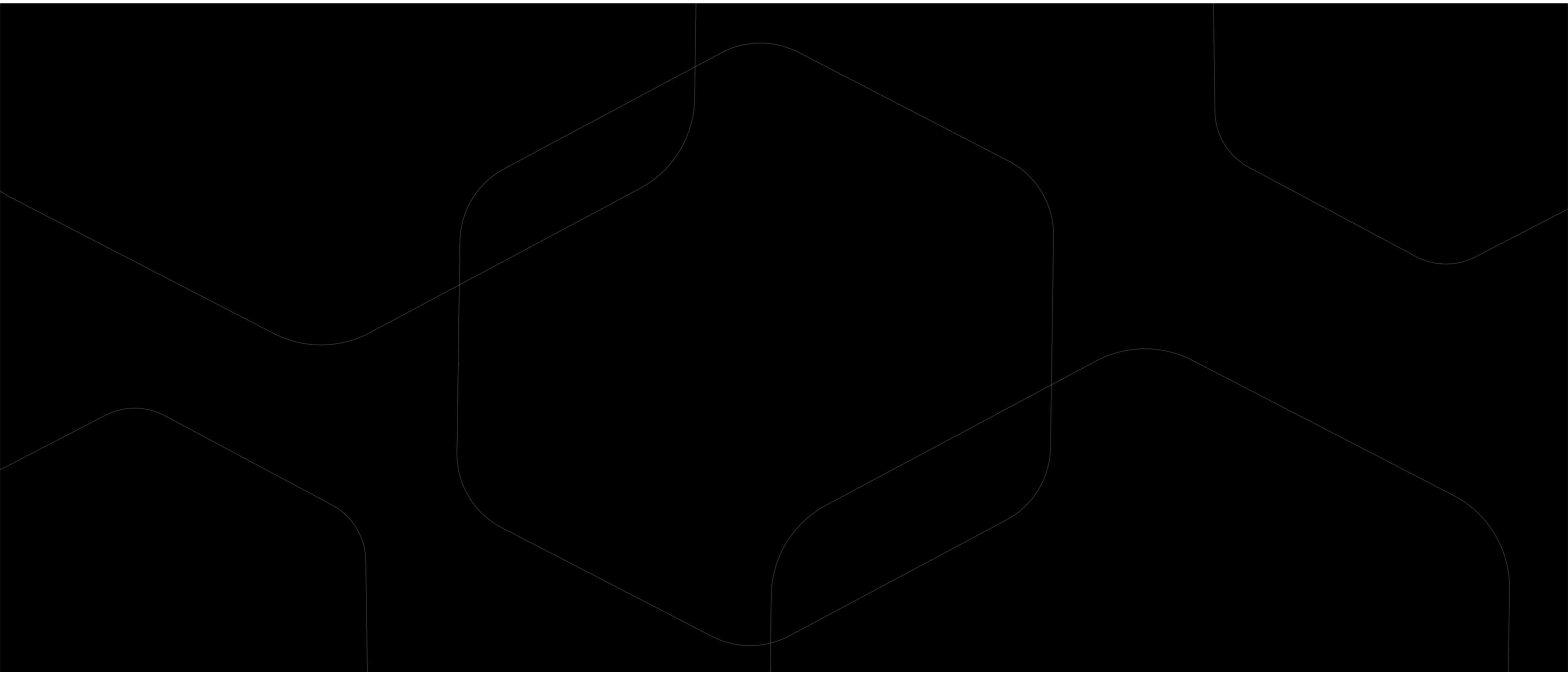
**X** Do not put the logo on a busy background



**X** Do not use any sort of special effect on the logo

**O** This is the correct logo usage

# Brand Pattern



# Filetypes

FILETYPE	IDEAL FOR	DO YOU NEED IT?
<b>.PNG</b>	Online uses, such as social media updates, Word documents, PowerPoint presentations, and Desktop Publishing	Yes
<b>.PDF</b>	Print uses, such as an advertisement, brochure, or T-shirts	Yes <small>(Unless logo is not intended to be printed)</small>
<b>.EPS or .AI</b>	These particular file extensions are called “vector” files. What you need to know about vector files is that you can use them to make your logo as big or as small as you desire without pixilation or blurriness. You may not be able to open a vector file that your graphic designer sends you, unless you have hot-shot software like Adobe Acrobat or Illustrator, but you will need your logo in vector format.	Yes
<b>.JPG</b>	Photos and images with a lot of detail and multiple colors. You don’t need this format, unless your logo includes a highly detailed visual.	No
<b>.SVG</b>	Online uses, especially a website. Think of .svg as the web version of a vector file. An .svg file is infinitely scaleable, without any pixilation. Your web developer will find .svg files useful.	Maybe <small>(In parcel’s case, yes.)</small>