



BRAND BOOK

2024

V1.0

Logo - Overview

Our logo uses shapes that represents energy and movement based on the concept of infinity shape. P flows into the E in a constant motion. Connection to number 8?



Logo - Types

Our Primary logo is available in to versions shown below, Horizontal and Vertical, each having equal importance, choose depending on layout. We also allow the logo to be split and used as either a Wordmark or Brandmark as individual assets.

Primary Logos

Vertical Version



Horizontal Version



Brandmark & Favicon



Wordmark



Logo - 1 Colour

Although our primary logo is in full colour, we also like to use and give equal importance to our 1 colour logo. The logo choice will depend on final output and background colour.

White Logos

Example White on our Indigo brand colour for optimal visibility



Indigo Logos



Black Logos



Logo - Clearspace

We like to ensure that our logos have a little bit of breathing space to ensure legibility.

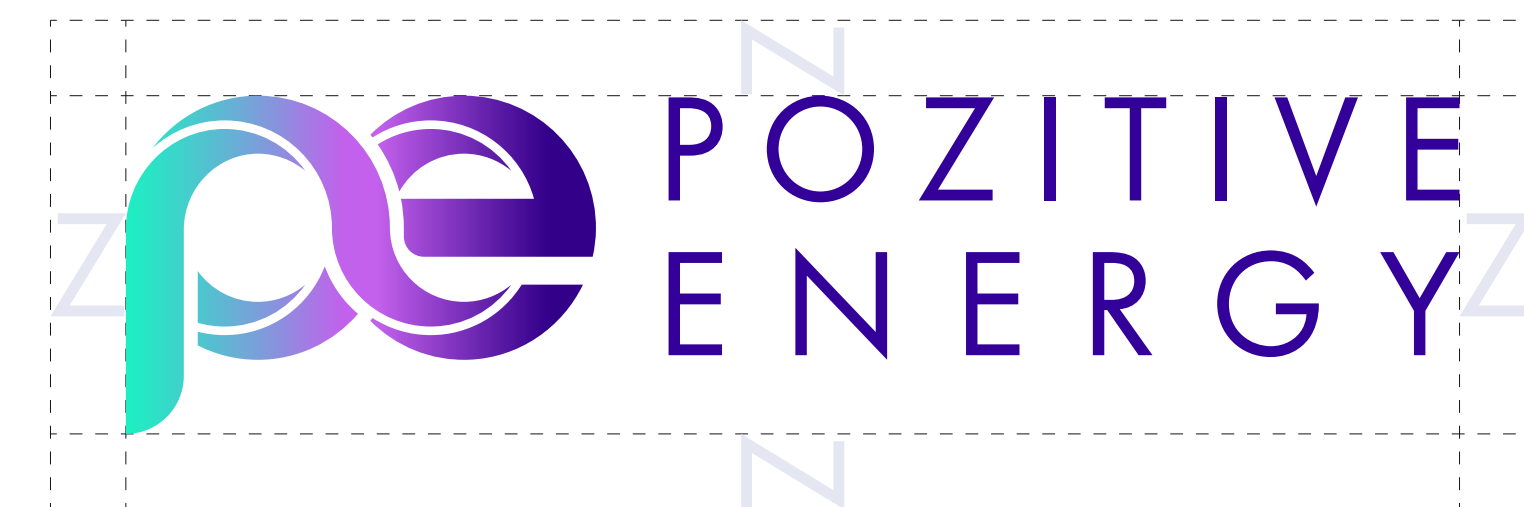
Vertical Logo

Reserve clear space equal to the height and width of the "P" on all sides



Horizontal Logo

Reserve clear space equal to the height and width of the "Z" on all sides



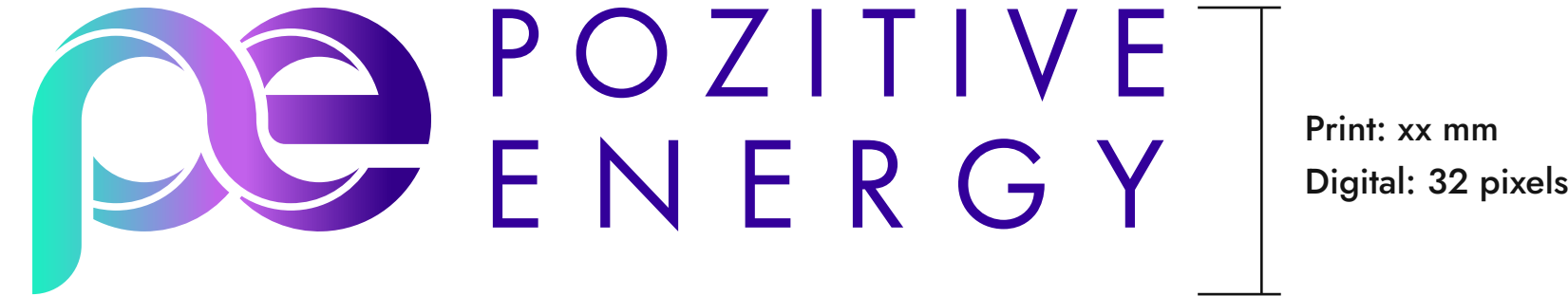
Logo - Minimum Sizes

Please try not to reproduce our logo any smaller than the suggested size shown here:

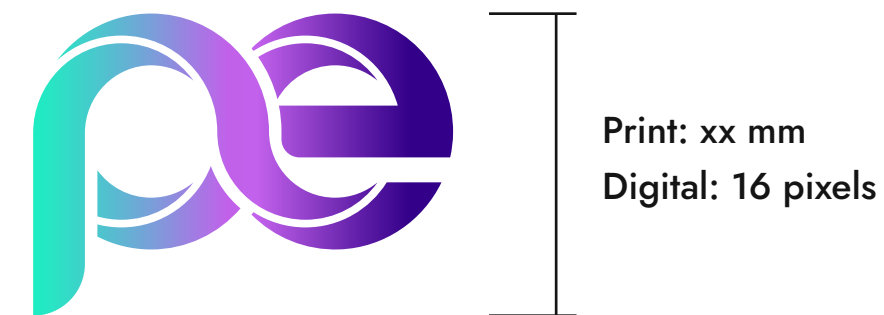
Vertical Version



Horizontal Version



Brandmark

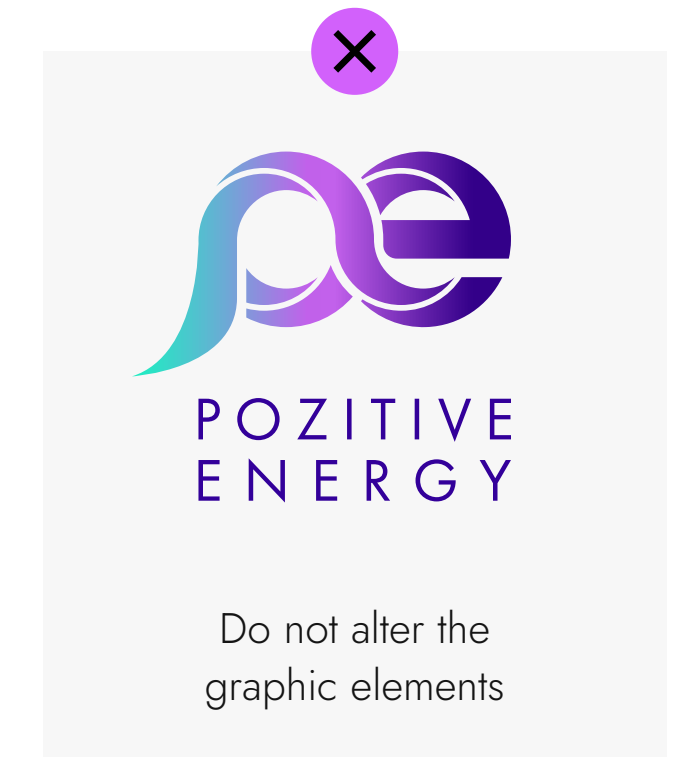
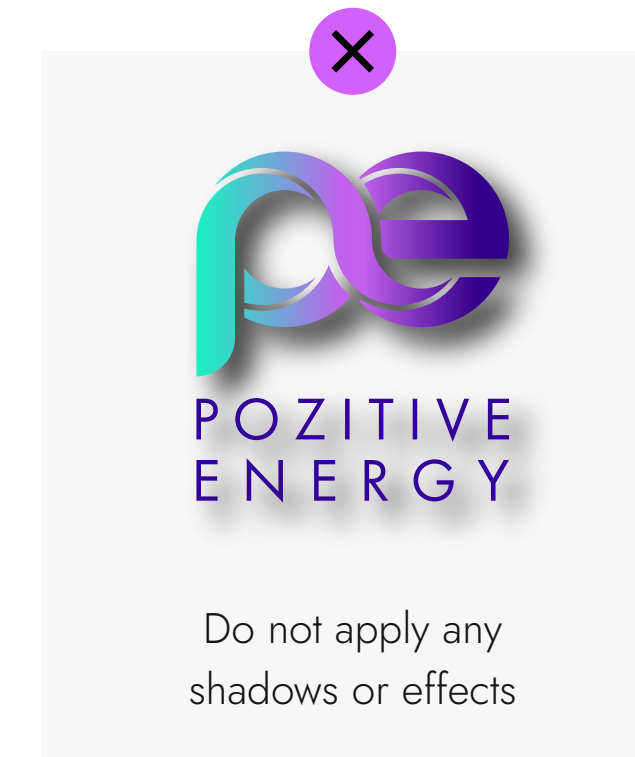
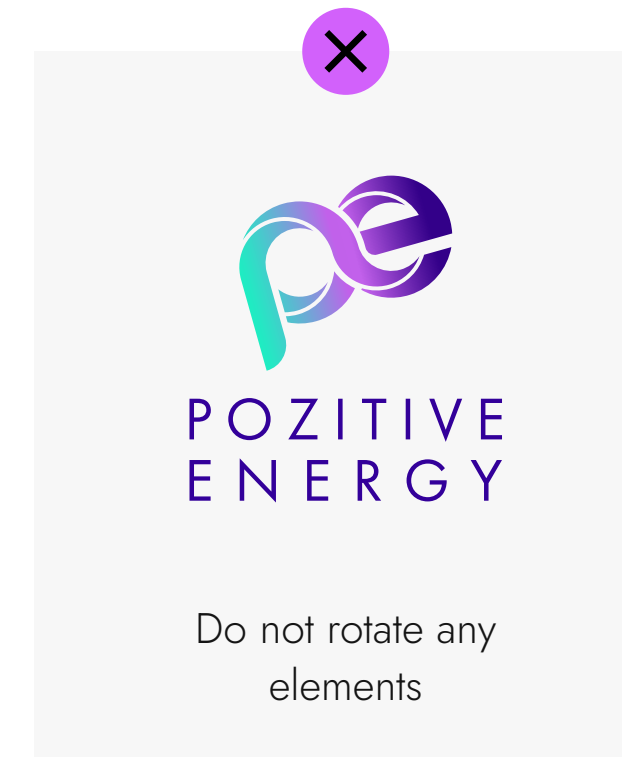
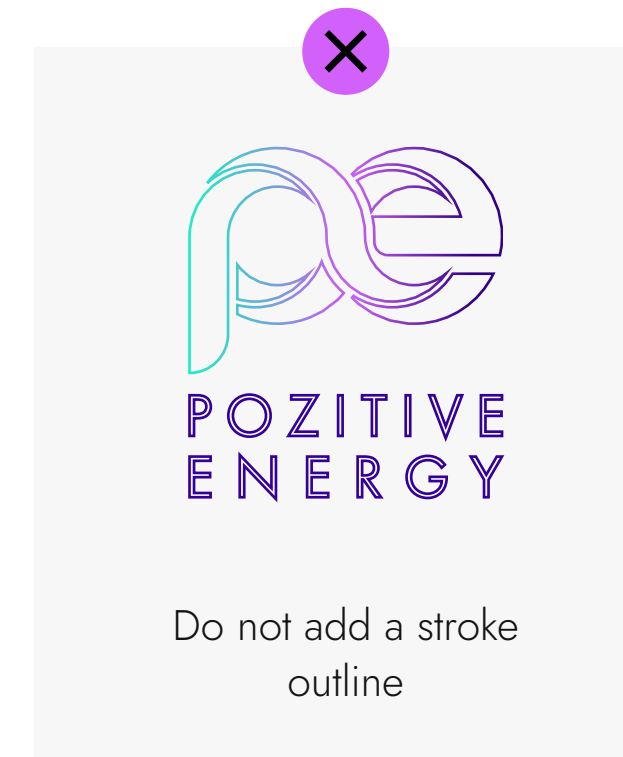
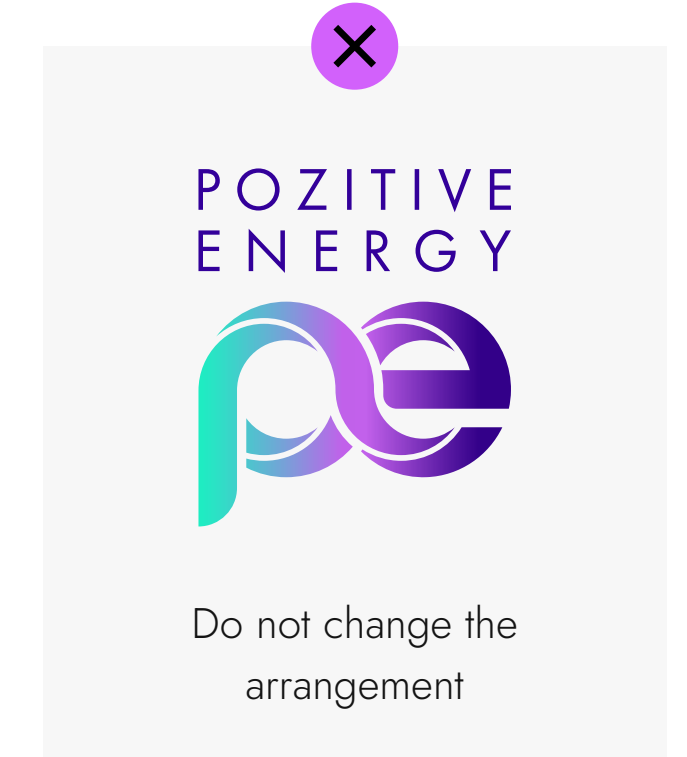
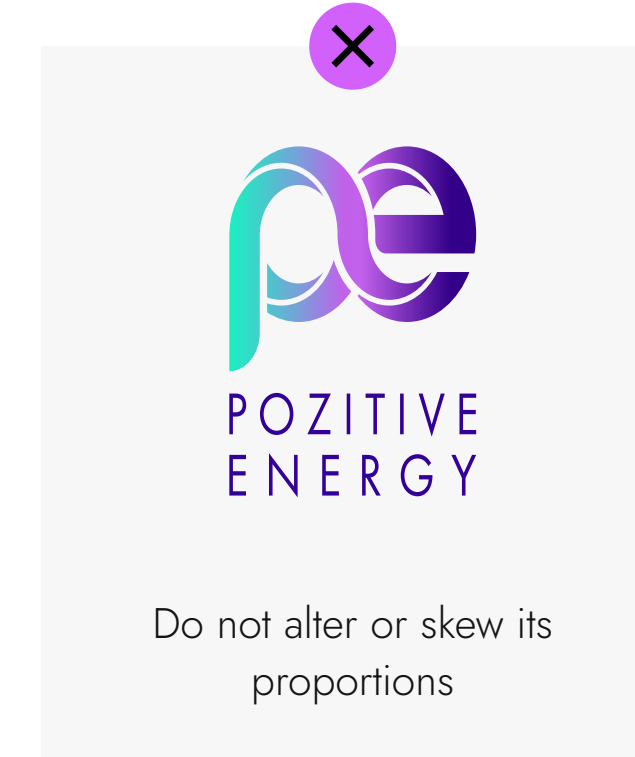
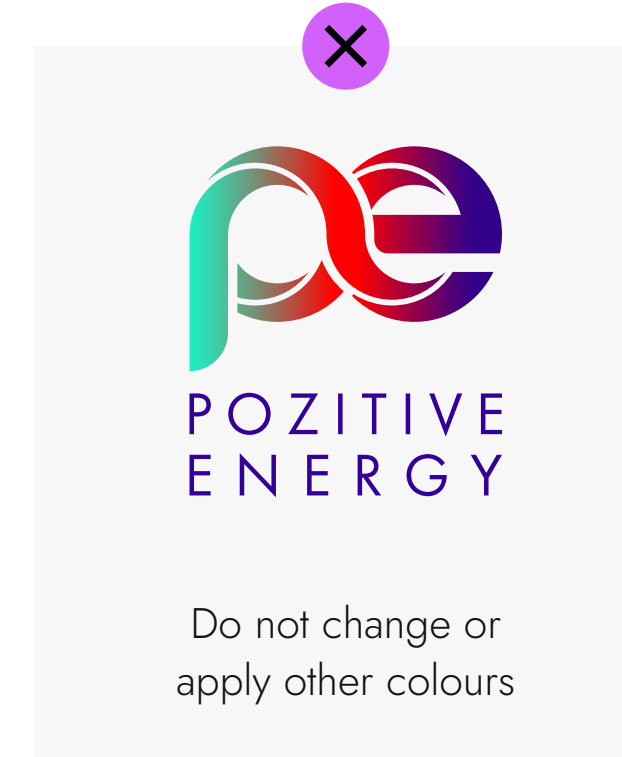


Wordmark



Logo - What To Avoid

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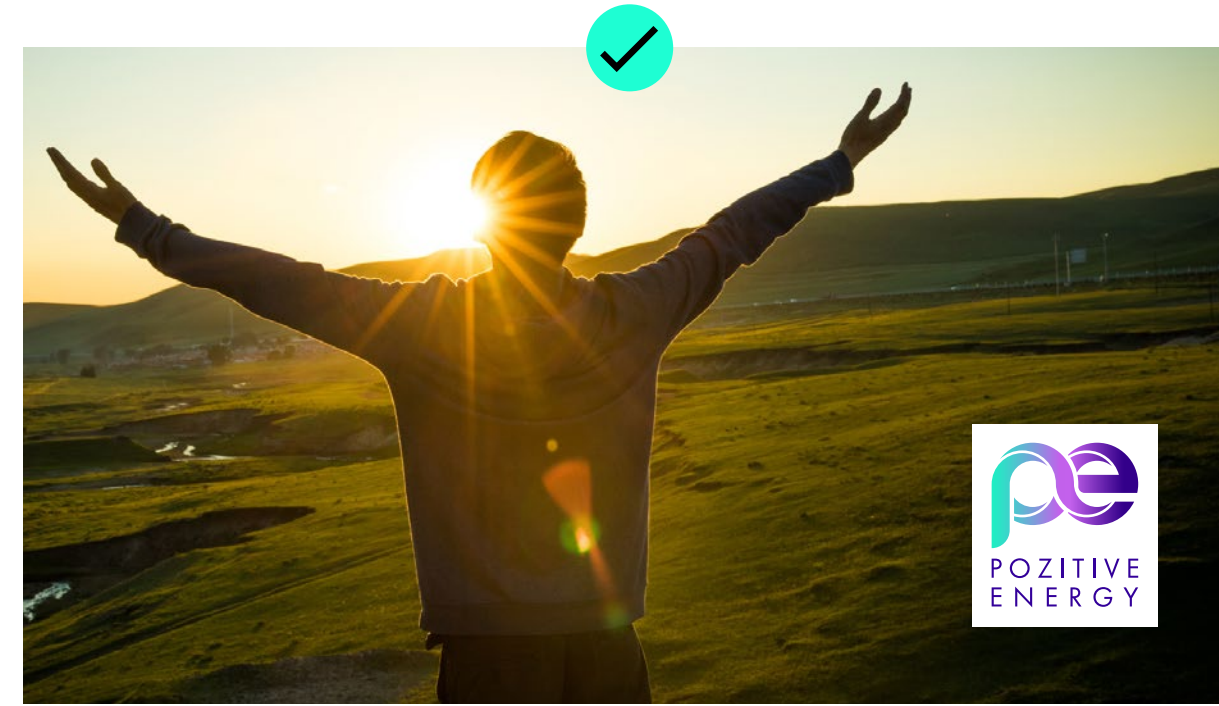
Logo - Over Imagery

Our preferred output for our primary gradient logo is to be placed on a white background, therefore we like to use our one colour logo when placed over imagery. When placed over imagery our logo must be clearly legible and never be lost within the composition. Ideally positioned in relatively empty space for optimum stand out.

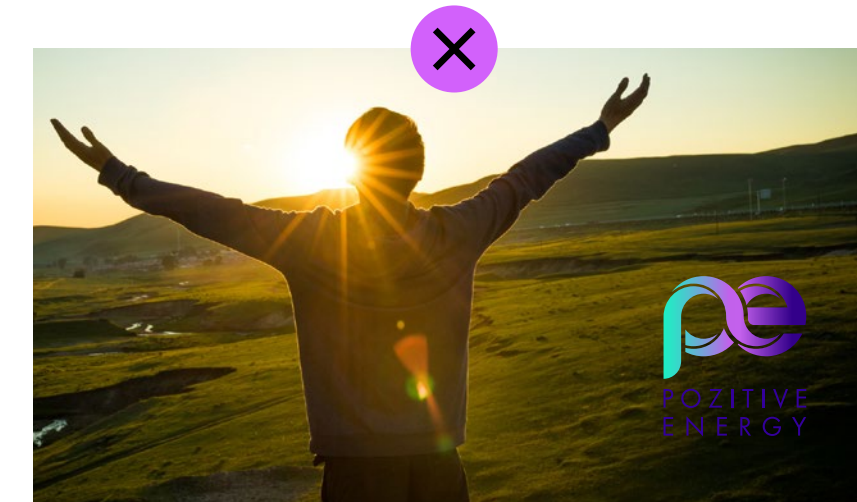
Example of how to use our 1 colour white logo over imagery



Example of how to use our 1 colour white logo over imagery



Examples of how not to use our logos over imagery



Logo - Favicon

Gradient



Indigo



White



Circle



Square



pe