

Visual Identity Guidelines



This is a guide to core elements of our visual identity. By following these instructions, you help to keep our brand consistent.

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Logo

Pankaboard's logo is a valuable asset, and the basis for our visual identity.

Primarily, logo should be presented on light and clean backgrounds.

Secondary, when it's unavoidable to use the positive version of the logo, you may use the negative versions as shown (preferably our Dark gray or Green as background colors).

Always use the authorized digital artwork in all occasions.



Negative versions










Logo Protect Area

In order for the logo to stand out and create maximum impact, keep the space around the logo free from other text and graphics.

The minimum clear space around the logo is 0,5 X as shown.
(1 X = the height of the logo.)



Logo Versions

	Positive versions	Negative versions	
<p>CMYK/RGB/PMS</p> <p>For primary use.</p>			
<p>Grayscale</p> <p>To be used only when use of color is not possible.</p>			
<p>Black</p> <p>To be used only when use of color/grayscale is not possible.</p>			

Brand Colors

Pankaboard's brand colors are Green and Gray. Use of white space is encouraged to create dynamic and well structured communications. Avoid using tints of the colours.

Pankaboard Green

CMYK: 90C 60Y 10K

RGB: 0R 149G 122B

HTML: #00957a

PMS Coated: 3285

PMS Uncoated: 3275

RAL: 6026

Pankaboard Gray

CMYK: 85K

RGB: 70R 70G 70B

HTML: #464646

PMS Coated: 432

PMS Uncoated: 432

RAL: 7021

Typography

Print, Web & Videos

An important part of building a strong and distinctive visual identity is the consistent and correct use of the typefaces.

In print, web and video environments we use Calibre type family as our brand typeface.

Prefer using Bold in headlines and Light/Regular in body texts.



www.klim.co.nz

Calibre

Calibre Thin & *Thin Italic*

Calibre Light & *Light Italic*

Calibre Regular & *Regular Italic*

Calibre Medium & *Medium Italic*

Calibre Semibold & *Semibold Italic*

Calibre Bold & *Bold Italic*

Calibre Black & *Black Italic*

Typography

Office Use

In office use, such as in Microsoft environments (PowerPoint, Word), we use Arial as our font of choice.

Arial is a PC/Mac freeware system font, and can be found from your own device.

Arial

Arial Regular & *Italic*

Arial Bold & Bold Italic

Icons

We use icons to make the end-use purposes of our cardboards more distinctive and memorable.

Here is the collection of icons for different end-uses that we utilize in various communication applications.

Luxury beverage



Food packaging



Food service



Displays and laminates



Picture frames



Beauty



Healthcare



Cosmetics



Coasters



Capseals

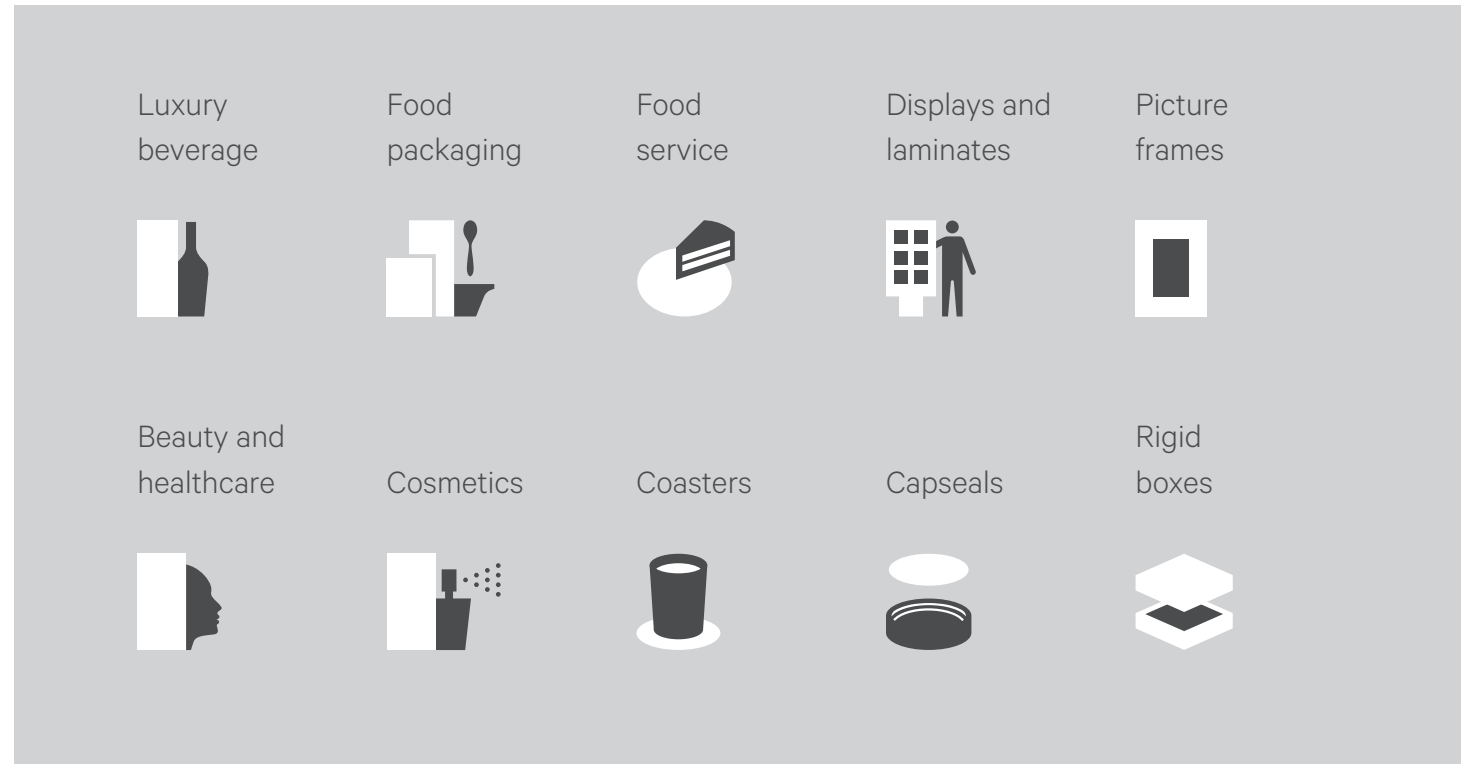


Rigid boxes



Icons Reversed

On grey background, reversed icons can be used instead.



**Artwork originals can be supplied
in relevant digital format,
for any queries please contact
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