PONTED

BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.
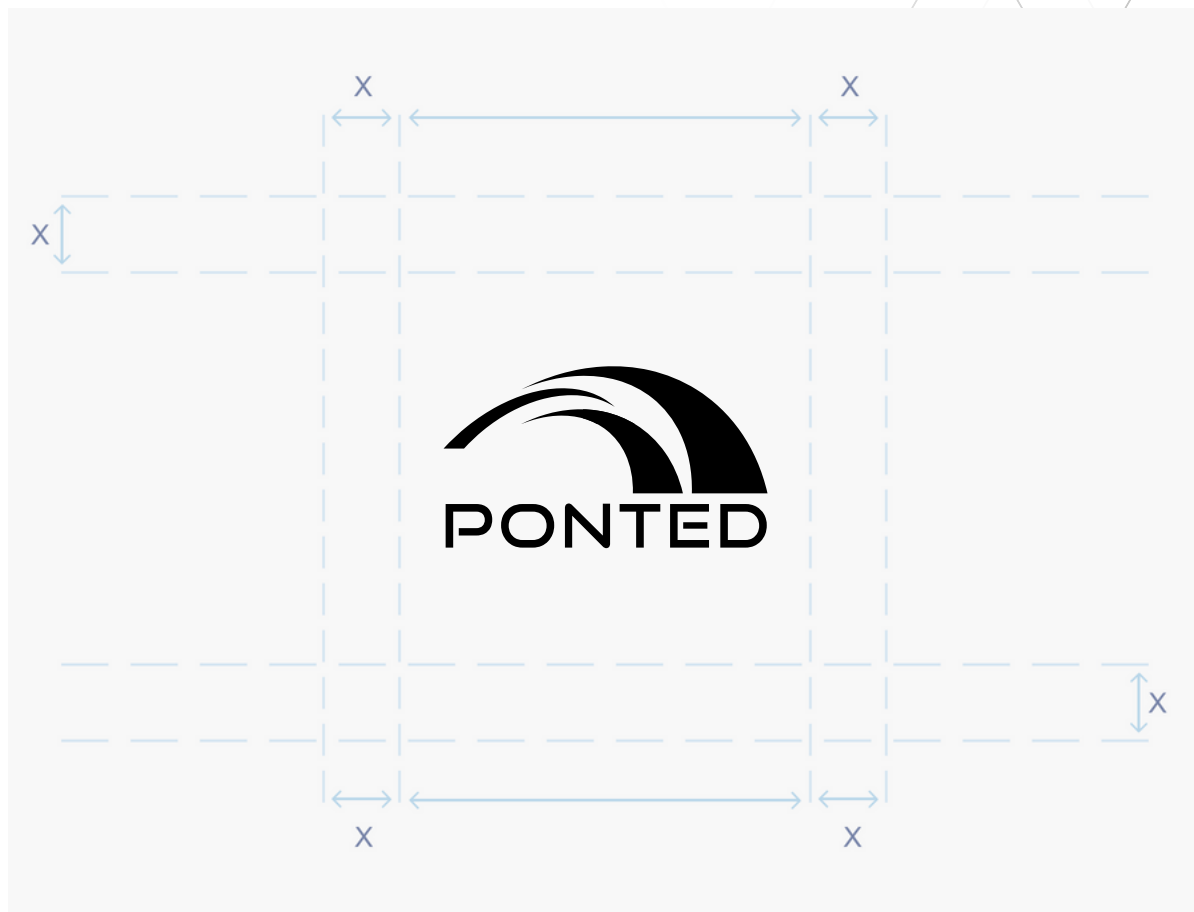
With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

PAGINATION

PONTED

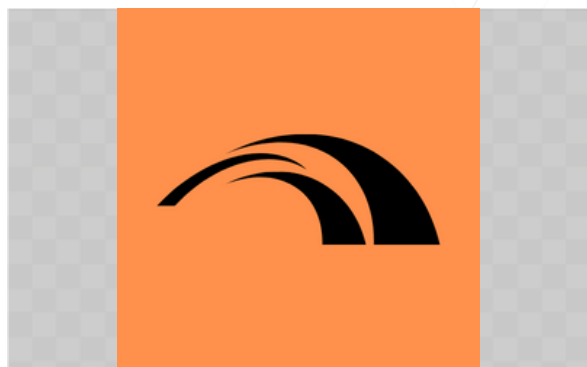|	
Logo Name:	Ponted
Tag line :	None

Always keep enough space around the logo to maintain it's presentable look and feel. Find more unpreferable usage examples of the logo on page06.

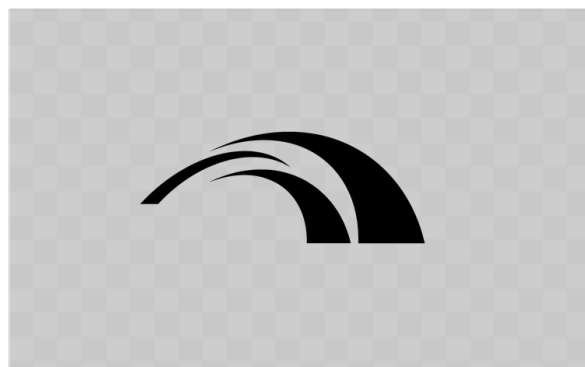# COLOR VARIATIONS

Color logo black with orange background

Color logo red with black background

Color logo white with gradiend green background

White logo on a blue background

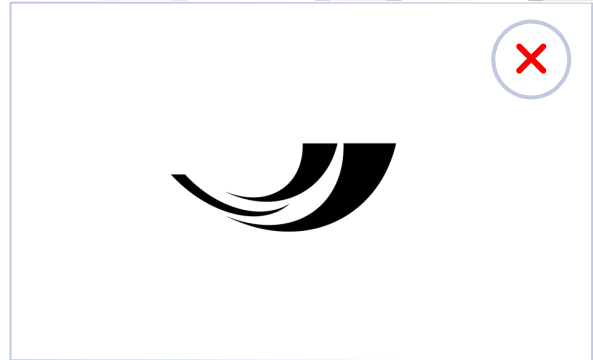Black Logo on transparent background

Red logo on a white backgroud

White Logo on transparent background

DON'TS

INCORRECT WAYS TO USE THE LOGO

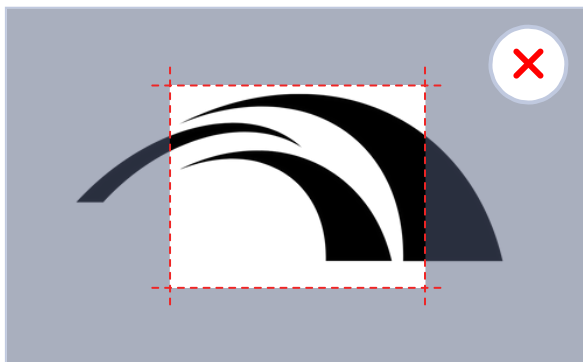Do not tilt or rotate the logo in any direction.

Do not reverse or ip the logo.

Do not put irrelevant shapes and texts around or on the logo.

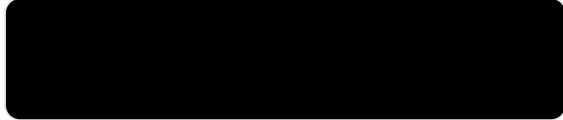Do not put disturbing or low-contrast backgrounds behind the logo.

Do not crop the logo in any way.
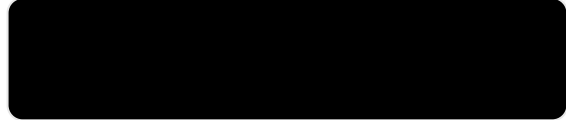
Do not stretch or change the original shape of the logo.
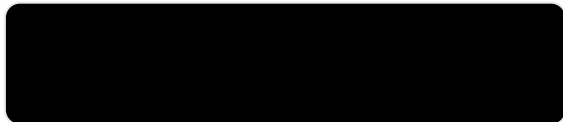
COLOR PALETTE

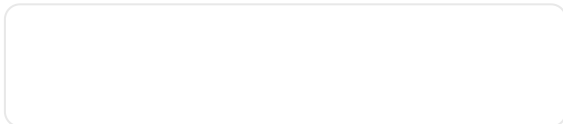### Logo name color

HEX #   #000000

Tagline color

HEX #   #000000

Symbol colors

HEX #   #000000

Background color

HEX #   #FFFFFF

TYPOGRAPHY

PONTED

FONT: Good Times Regular

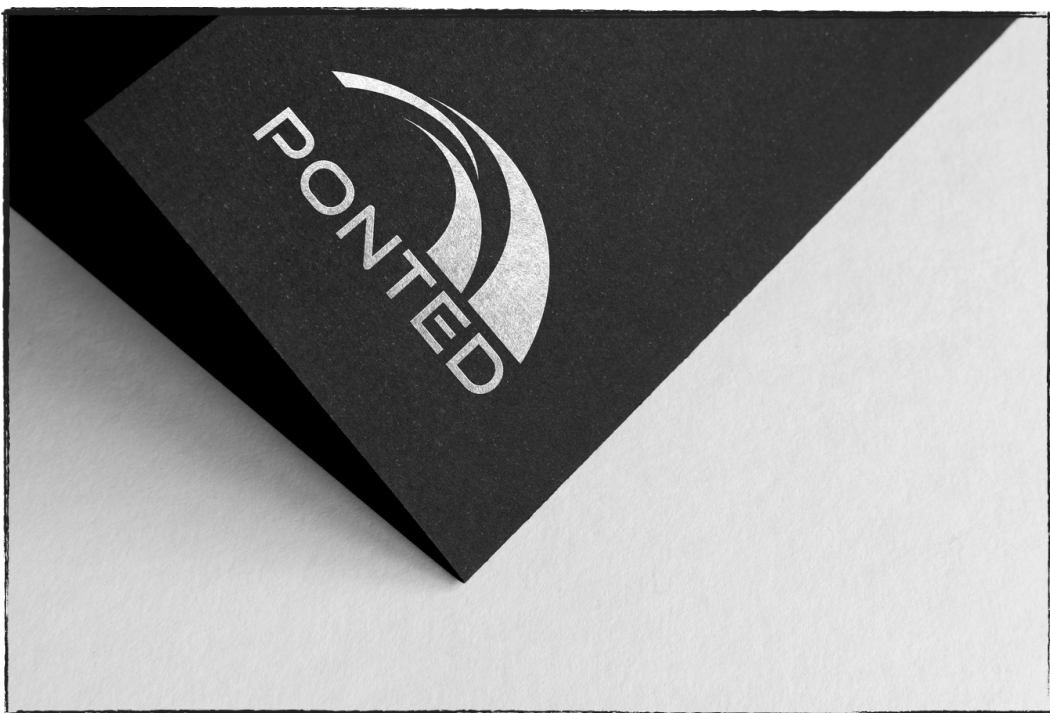# GOOD TIMES

ABCDEFGHIJKLM
OPQRSTUVWXY
Z0123456789

MOCKUPS

Gold Box Lid

Silver Logo Black Envelope

MOCKUPS

Business Entrance

Black Envelope

THANK YOU