



**Panthera**  
Print Company

**Brand Standards Guide**

# Introduction

Our brand identity has an important focus to our company that displays creativity and clarity to our customers and employees. Our mission on our identity at Panthera Print Company is to produce high quality products and to identify our services with organization and resourcefulness. Each design must follow the guidelines to serve the cleanliness and display the balance of our color palettes, typography, and form.

Our identity contains a panther icon and name to explore interesting possibilities of design for our upcoming projects that consists of comfortable color palettes. The large extension of colors gives opportunities to our designers to be creative during seasonal events and collections. Our goal is to guide each designer to our standards that represents a unique print company that is inviting and comfortable for everyone.

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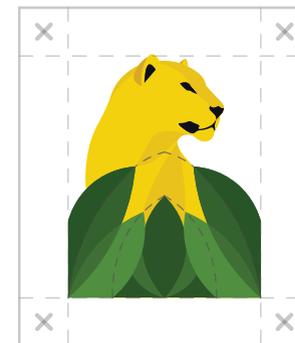
## Logo



The logo of Panthera Print Company has a panther design with surrounding leaves positioned at the bottom with the brand name of the right. The name Panthera comes from the genus name of a specific cat family which are identified spotted. The group itself consists of a variety of detailed design of prints which is similar to our focus as a business. The illustration part of the logo focuses on a limited color palette that eliminates distracting designs. Every side of the logo maintains even space, so keep in mind to avoid any text or designs that may be hard to view.



The brand name focuses as “Panthera” (Calluna Bold, 40pt) set to a larger text size and “Print Company” (Calluna Semibold, 15pt) smaller but large enough to be seen from a distance. It is important to avoid changing the font type, especially if it’s one of lines. The font, Calluna was chosen to resemble the tail of the panther which is display on the curves of the letter, P. The complete name must be displayed and can not be shorten or abbreviated. For an example, Panthera Print Co. is not allowed as part of the logo.



The logo icon consists of the secondary colors of the palette. Opacity detail is very important part of the design. The arrangement of the opacity creates detail such as form and shadows of the animal and leaves and the positioning of the leaves are evenly spaced and balanced. The detail of the leaves describes the environment of the panther and must not be removed or distorted.

## Logo (Color Variations, Light vs. Dark)



The color variation for the logo is limited when being used across applications. The logo icon color palette is fixed and should not be changed unless the complete logo must be changed to black and white like the example on the bottom left. The black and white logos can only be used when necessary such as specific events. For the colored logo, avoid any color changed on the panther, for an example such as warm colors will not be view clearly on a black background.

The name of the brand can be changed to different colors from the color palette. The middle examples on the left are the main colors that are used for packaging and labeling. Avoid using any colors that are not part of the brand color palette.

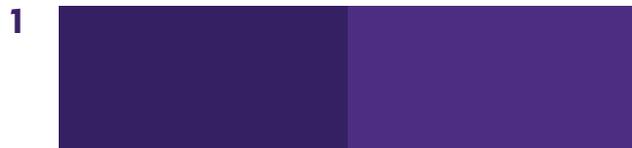
## Logo (Do & Don'ts)



On the left are a few examples to avoid doing to both the logo icon and brand name. For the logo icon, the panther design must have its surrounding leaves design and avoid adding a frame around the design which can lead to a distracting element to the icon. It should also not have heavy stokes that can be seen easily with very light opacity. It is important to not distort the panther and environment illustration and add a distracting bright background to it since the overall design does not look appropriate.

For the brand name, avoid using heavy strokes without color fill in. Using a warp effect to it is unacceptable and must be used evenly horizontal. Adding drop shadows, outside colors, and increasing and changing fonts must be avoided.

# Colors



## Dark Purple

CMYK: 92 100 21 25  
RGB: 54 33 100  
HEX: #362164

## Purple

CMYK: 87 100 12 3  
RGB: 76 45 128  
HEX: #4C2D80



## Dark Yellow

CMYK: 12 28 100 0  
RGB: 226 180 36  
HEX: #E2B424

## Yellow

CMYK: 5 14 100 0  
RGB: 246 209 15  
HEX: #F6D10F



## Dark Green

CMYK: 79 41 100 40  
RGB: 46 86 41  
HEX: #2E5629

## Green

CMYK: 72 23 100 8  
RGB: 83 142 64  
HEX: #538E40



## Dark Blue

CMYK: 100 98 26 28  
RGB: 35 35 94  
HEX: #23235E

## Blue

CMYK: 100 95 5 0  
RGB: 43 57 144  
HEX: #2B3990

1. The first two colors as shown on the left (dark purple and purple) are the primary colors of the brand. It is part of the main identity of the logo and is used in our stationary system, advertisements, website, and environmental graphics. Both colors can be explored into creative different colors by changing the opacity.

2. The dark yellow and yellow is known to be used as the colors of the panther icon. The two colors support the rest of the color palette as an attraction for viewers. It is mostly used in packaging and labeling and our monthly magazine (depending on the season).

3. The dark green and green which are also identified as secondary colors are described the green environment of the logo icon. These colors are also used in packaging and labeling and magazine. These two colors are known to displayed in collections during the spring and summer season.

4. The last two colors of the palette are dark blue and blue. These colors are mostly identified as tertiary colors. They can be used as a good alternative when it comes to designing our brand. Either one of the shades can only be displayed in the brand name when it come to displaying the complete logo on different backgrounds.

# Fonts

## Logo Type

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**Calluna** (Bold, Semibold)

## Primary Typography

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**Garamond Premier Pro** (Bold, Semibold, Medium, Regular, Caption)

**Aria Text G2** (Bold, *Bold Italic*, Semibold, *Semibold Italic*, Regular)

## Secondary Typography

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**Myriad Variable Concept** (Bold, *Semibold Italic*, Regular)

**Agenda** (Bold, Semibold, Medium, Regular, Caption)

## Logo Type

The font for the brand is Calluna and it specifically is only used for the brand name. Calluna bold is assigned to use in the name, “Panthera” (40pt), and Calluna semibold for “Print Company” (15 pt).

## Primary Typography

Garamond Premier Pro and Aria Text G2 is used across most applications. For both fonts, bold and semibold are used for titles and headings. For the remaining of the font family, they are to be used as body text. Both are alternatives if one of the font families is overused across any application.

## Secondary Typography

Myriad Variable Concept and Agenda is used for other applications such as documents and the brand guide. Secondary fonts may be used as alternative use for publication and packaging & labeling documents. Similar to the primary fonts, bold and semibold are used for titles and headings and the rest of the family as body text.

## Applications (Packaging & Labeling)



For packaging and labeling, it is very important to follow along the color scheme depending on what type of package a customer will purchase. For the blue design, only tube packaging are acceptable to be display on it. For this reason is that customers will know which specific product they will receive when it is mailed. For the green design, this categorizes to only be used in flat mailers (specifically only artwork without frames or other items). For the yellow and purple designs, they are for larger packages which includes frames or other heavy products. The purple design is the largest package from the yellow tier.

## Applications (Publication/Editorial Design)



Panthera Print Company has a publication/editorial design which focuses on a monthly magazine. Inspire Monthly received its name to focus on providing inspiration to our readers with room decorating tips with our products, and articles from experts.

The cover design for the magazine is followed by the season and collection. The color palette may be changed based on the collection. For an example on the left, the cover design balances with the chosen colors and photograph. Using more than two colors for typography is recommended. Only the logo icon can be displayed at the bottom left of the page near the barcode. Be aware what photography will be used since limited open space for typography may occur.

## Applications (Product/Service Catalog)



For the product catalog, each covers are focused on seasonal photography. Avoid using distracting or unrelated images that does not have any of our products. Allow to the images to have open space to include descriptive information about the catalog. Using black and white for typography and logo is acceptable if the photography has many distractions. Aria Text G2 font family is used across this application and secondary typography may be used.

## Applications (Ads & Environmental Graphics)

Enjoy custom-made  
art that fits your style



Panthera  
Print Company

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panthera.com



For the usage of typography and logo in advertisements and environmental graphics, it is important to follow along the clarity view and arrangement. Starting from top to bottom, the first one is an example of how a billboard ad is displayed. A short sentence or slogan related to the product is placed above the logo. Avoid adding additional information that is unnecessary such as phone number or email. For the second design, this includes minimal information with a divider. This example is great for bus stop and flyer advertisements. For the last example, this display is used as a profile image for all social media.

# Photography & Illustration



Following the guidelines of photography in our brand is important to follow. Most of the photography that is focused is product design and community interaction.

A few things to avoid using is:

- Distracting objects that may cover the focused area
- Over and underexposed images
- Unrelated images that does not focus on the brand
- Blurry or bright colored images



Illustration design is part of the brand identity which is used in our stationary system and labeling and packaging. The design is mainly geometric shapes that builds up to bigger design. Follow along the color palette from pages 6 & 7, to change the color appearance depending on the requirements. The geometric design cannot be stretched or have mismatched colors. The illustrations are minimal which is important to avoid distractions towards our brand.



## Conclusion

Panthera Print Company is dedicated to serve our customers with great, affordable quality products and provide better customer service. Our commitment is also to support our employees and volunteers with growth and trust. Following the standards of the brand guide help supports our company with organization, improvement, and to create something better. For any questions, concerns, or comments contact your department or call (901) 234-5678.

**For more information about our brand guide, go to [www.panthera.com](http://www.panthera.com)  
For questions, contact Alicia Thompson at (901) 234-5678  
or [athompson@panthera.com](mailto:athompson@panthera.com)**

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