

PACECARE

Logo & Brand Identity Guidelines

0.1 Logo Specifics

0.3 Typography in Use

0.4 Colour Specifications

0.5 Logo Styles (lock-ups)

Logo Clear Space

Grey stripped area indicates where other graphical elements can be positioned. Blue area is the recommended padding or spacing for maximum visual harmony.



Logo Construct

The logo mark of a heart is made up 2 vector shapes in the form of letter 'p'. The font used is Lulo all uppercase with the word 'pace' having a 1pt border and the word ' care' 0pt border.



The Typeface Family

We used montserrat and muli as the fonts simply because of it's open sourced and doesn't require any license. Available at googlefonts.com

It's simple lines compliments the logo and are similar to Lulo font strengthening and keeping the brand consistent throughout your marketing efforts.

Why google font? it's optimized and is widely used by users of the web. Which means it's cached and increases the speed for web. and it's free to download.

When to Use:

Montserrat Bold is recommended font used headlines and for emphasized call to actions like links or buttons. This can also be used for titles. This is also part of google font family.

Montserrat Bold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@#$%^&*()

When to Use:

Muli family is used for subtitles and/or copy. Similar typeface and is light and is part of google font family.

Muli Light

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890!@#$%^&*()

Pantone 7690C

PROCESS C85 **M**43 **Y**3 **K**0
SCREEN R0 **G**125 **B**188
WEB HEX #007DBC



Pantone 3258C

PROCESS C64 **M**0 **Y**35 **K**0
SCREEN R75 **G**192 **B**182
WEB HEX #4BC0B6



Pantone 164C

PROCESS C0 **M**61 **Y**79 **K**0
SCREEN R255 **G**130 **B**67
WEB HEX #ff8243

CLICK HERE

Pantone black 7C

PROCESS C68 **M**61 **Y**61 **K**51
SCREEN R60 **G**60 **B**59
WEB HEX #3c3c3b

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Portrait on white



Portrait on black



Landscape on white



Landscape on black

