



# PANASAS BRAND GUIDELINES

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July 2013

**Panasas** corporate logo is the most visible and recognizable expression of the brand and the cornerstone of our corporate identity. It provides a unique point of differentiation and a guarantee of the quality of Panasas products and services.

The logo should be treated as a single element and should never be divided, redrawn or modified. Our logo is comprised of the Panasas typography and “infini-p” symbol. These elements must always appear together in the same proportions and relationship.

The infini-p may be used as an independent design element only in addition to the logo, in a format that complements the overall identity. It may never be used in place of the Panasas logo.

The logo should include the registration mark in all instances, except when the logo is smaller than the minimum size.

The logo should be prominently displayed on all Panasas products as well as sales and marketing materials.



**The** color version of the Panasas logo is always preferred, but it is acceptable for the logo to appear in black and white.

When the logo is to appear on a background color field of 50% or greater density, the reverse version of the logo should be used. Single color applications of the Panasas logo include only white and black.



2-COLOR USAGE



2-COLOR USAGE ON  
BACKGROUNDS DARKER THAN 50% DENSITY



1-COLOR USAGE —  
POSITIVE APPLICATION



1-COLOR USAGE —  
REVERSE APPLICATION

**Panasas** logo should never appear at any size smaller than .75 inches in width. It should always be surrounded by a minimum amount of clear space, as shown on the diagram. It should never be crowded or encumbered by other elements such as text, logos or photographs which would detract from its clarity.

The Panasas logo consists of two colors; the chart lists the formulas for RGB screen color, CMYK print color, Pantone Solid color (also referred to as "PMS" or "Pantone Matching System"), and Hexadecimal colors for web applications.

The PANTONE MATCHING SYSTEM is the international reference for selecting, specifying, matching and controlling color. For more information, visit [www.pantone.com](http://www.pantone.com)



MINIMUM SIZING



MINIMUM CLEAR SPACE



PANTONE 123c

CMYK: C: 0  
M: 21  
Y: 88  
K: 0

RGB: R: 253  
G: 200  
B: 47  
  
HTML: FDC82F



BLACK

CMYK: C: 0  
M: 0  
Y: 0  
K: 100  
  
RGB: R: 0  
G: 0  
B: 0  
  
HTML: 000000

**Secondary** color palette should be used in conjunction with Panasas corporate colors and is meant to complement and reinforce the Panasas brand.



C=0; M=0; Y=100; K=0  
R=255; G=242; B=0



C=0; M=60; Y=100; K=0  
R=245; G=130; B=32



C=0; M=60; Y=100; K=40  
R=162; G=85; B=11



C=3; M=100; Y=92; K=0  
R=230; G=30; B=46



C=22; M=100; Y=100; K=15  
R=172; G=31; B=35



C=31; M=82; Y=0; K=0  
R=178; G=81; B=159



C=67; M=91; Y=0; K=0  
R=114; G=62; B=152



C=100; M=0; Y=0; K=0  
R=0; G=174; B=239



C=100; M=30; Y=0; K=20  
R=0; G=115; B=174



C=63; M=40; Y=2; K=0  
R=102; G=138; B=195



C=96; M=93; Y=3; K=0  
R=51; G=59; B=147



C=24; M=0; Y=100; K=0  
R=205; G=220; B=41



C=52; M=21; Y=100; K=3  
R=135; G=161; B=60

**Correct** usage of the Panasas logo is important for building recognition of the Panasas brand as well as protecting our valuable trademark rights.

This page illustrates some common treatments to be avoided.

Contact Panasas marketing department for approval of any logo usage which seems questionable.



**DO NOT**  
use the logo smaller than  
.75 inches wide



**DO NOT**  
use the typography portion of  
the logo independent of the  
Infini-P

**DO NOT**  
alter or substitute the  
colors of the Panasas logo



**DO NOT**  
alter any of the fonts  
in the logo



**DO NOT**  
alter the proportions of the Panasas  
name and the  
Infini-P elements.



**DO NOT**  
add additional elements  
or taglines to the logo



**DO NOT**  
alter the proportions of the  
Panasas name and the  
Infini-P elements.