

# Logo & Brand Identity Guidelines

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Design

Company

Designer

Logo & Brand Identity Guidelines

Paving Shopper

[stebell.co.uk](http://stebell.co.uk)

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1

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Logo Specifics

---

---

2

---

Clear Space

---

---

3

---

Logo Variation

---

---

4

---

Background

---

---

5-6

---

Colour Specifications

---

---

7

---

Typography in Use

---

---

8

---

Logo Best Practices

---

---

9-10

---

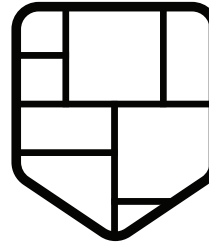
Stationery & Application

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### Logomark

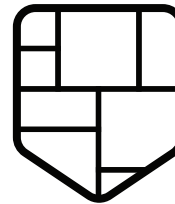
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Our logo is the face of Paving Shopper - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.



### Primary Logomark

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PAVING SHOPPER

### Clear Space

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Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 100% height of the logomark text on each side.





### Logo Variation

Paving Shopper logo used on an application will often depend on the background and production method. Use the light logo variation for use on white and other bright backgrounds, whilst using the dark variant otherwise. The stacked variant is to only be used when necessary, i.e. use on square or circular placeholders such as social profiles.

Light



Dark



Stacked



Background



Primary Colours

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HEX: #BA9B70



HEX: #1A2038



HEX: #000000



HEX: #FFFFFF

### Secondary Colours

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HEX: #D7727C



HEX: #DBCAB7



HEX: #3F2833



HEX: #AEC7CD

## The Typeface Families

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### Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### Do Not: Logomark

Do not resize or change the position of the logomark.



### Do Not: Fonts

Do not use any other font, no matter how close it might look to Futura



### Do Not: Sizing

Do not squash the logo. Any resizing must be in proportion.



### Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines





