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Parasol Finance
Digital Logo Guidelines

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Digital Logo Guidelines

This document contains a guide to using Parasol Finance identity system. Make sure to follow the rules to keep brand consistency.

It will cover all brand elements - logo, colors, typefaces and more - in order to keep consistency in all materials. You shall reference the document often to become an expert when it comes to using Parasol Finance identity elements.

Logo-mark

This is the official Parasol Finance logo-mark. It's strong enough to be used as a standalone in some cases, i.e. favicon, app icon, small sizes, etc.



Logotype

This is the official Parasol Finance logotype. It's a customized version of Pangram typeface. It can also be used as a standalone, but preferably to be used paired with the logo-mark.

Parasol Finance

Lockups

This is the primary visual form in which Parasol Finance logo will be presented to the public. Especially in the beginning, it's very important to associate the name with the logo-mark.



Logo Versions

Parasol Finance has two logo versions — regular and alternative. In most cases, it's recommended to use only the regular version, as a standalone or paired with the logotype. But it's always a good idea to have an alternative version, to use in specific applications.



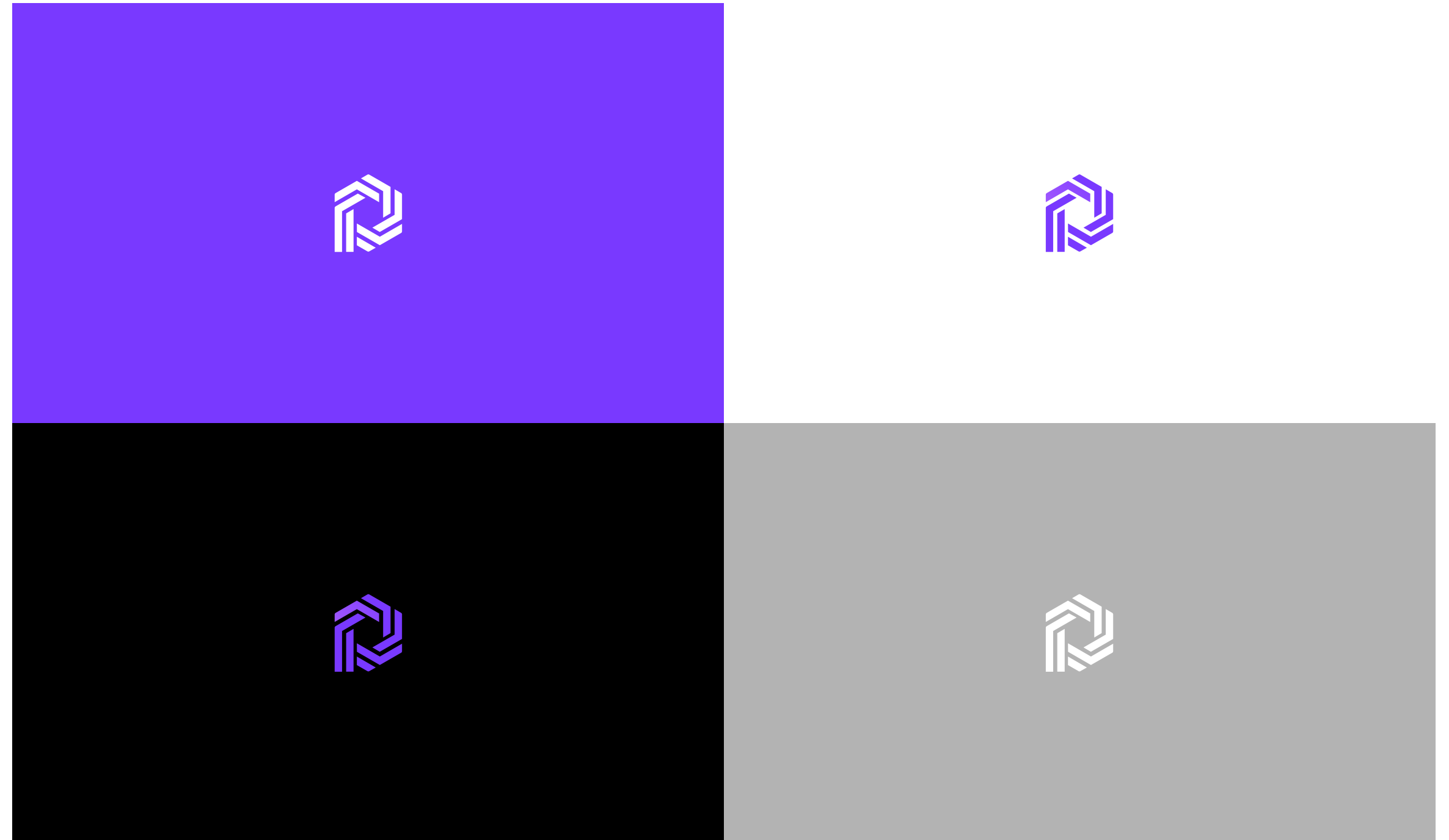
Regular



Alternative

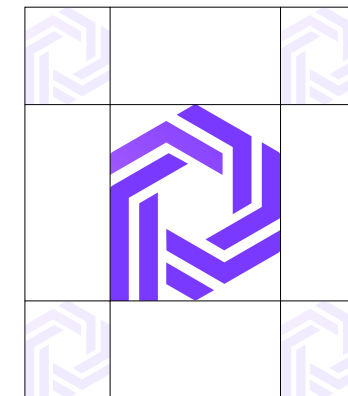
Usage on Backgrounds

Parasol Finance logo can actually work in any color situation. But it's recommended to keep consistency and only display it in the original blue color or white.



Whitespace

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional. The minimum whitespace around the elements is equivalent to half of the mark size. Keep in mind this is the minimum - the more the better, always.



Minimum Size

Especially for readability, scale needs to have special attention. Do not use brand elements below the following pixel values.

20px



Logo-mark

80px



Horizontal

Social Media

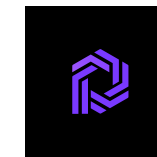
These are the recommended versions for each social media profile picture. It's important to keep consistency in all networks.



Instagram



Twitter



Facebook



LinkedIn

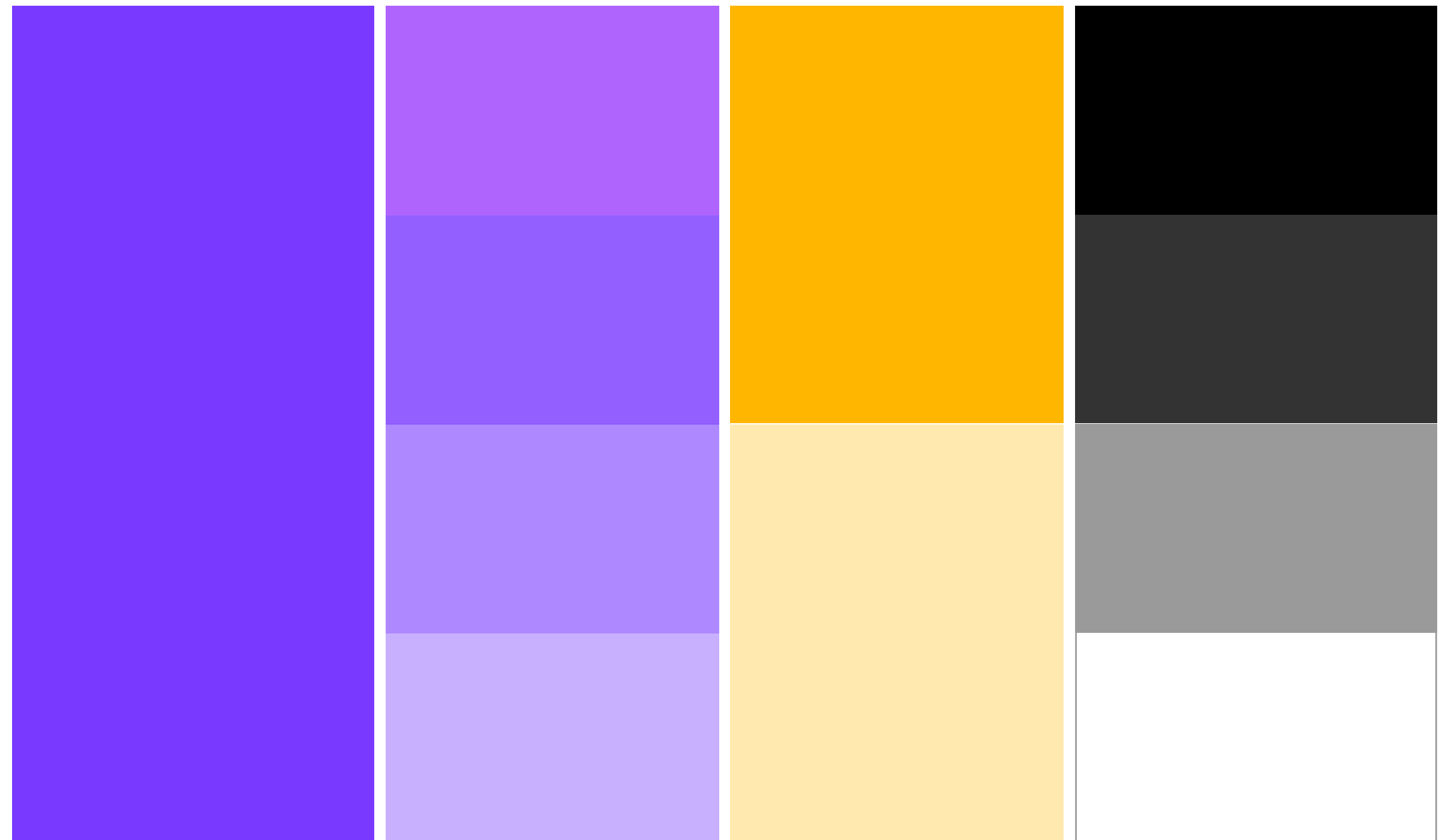
Favicon

The favicon is an opportunity to prove that Parasol Finance logo-mark works in very small sizes. The most appropriate version to use is the regular version.



Color Palette

These are the primary and complementary colors of the brand. Make sure to always use these exact color codes.



Typography

Pangram is the primary type family of Parasol Finance brand identity system. It's a Sans Serif typeface with a modern and minimal look. It's simple and easy to read. We use four different weights to create hierarchy and consistency in designs and documents.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Poppins is the secondary type family of Parasol Finance brand identity system. It is easy to read and understand. For hierarchy and consistency in designs and texts, recommended for body text.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*{}

Hierarchy

H1
Pangram
Bold, 40

H2
Pangram
Medium, 24

H3
Pangram
Regular, 22

P
Poppins
Regular, 20

Details
Poppins
Light, 12

The following is a sample of an ideal font stacking using Pangram family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they're being designed. However, the general proportions should be kept intact for all layouts.

Digital Logo Guidelines

You can easily adapt this document and create a presentation for your projects.

This is a sample of an ideal font stacking and hierarchy to use on materials.

The following is a sample of an ideal font stacking Pangram family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they're being designed. However, the general proportions should be kept intact for all layouts.

Digital Logo Guidelines – Created by Parasol Finance.

General Information

This document is the ultimate guide to use Parasol Finance brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this guide. It's recommended to share this guide with anyone responsible to use the brand elements in any way. If you have any questions or need any further information, please contact me at hey@youre-mail.com

