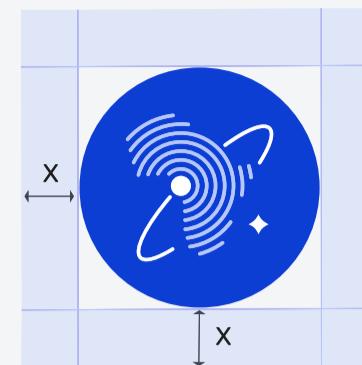


## Primary Brand Mark

The primary PIS logo mark is the 3-colour solid version without transparency. This is to be used as your go-to logo mark design.



## Clear Space

**Clear Space** is a padded area defined by  $x$ , surrounding the logo that should be kept free of any intruding elements.

The **Clear Space** ensures the logo is legible and given a chance to represent the brand without distractions.

The minimum clear space is **1.5 x the width of the P in PanAfrican**, when scaled vertically to the height of the brand mark

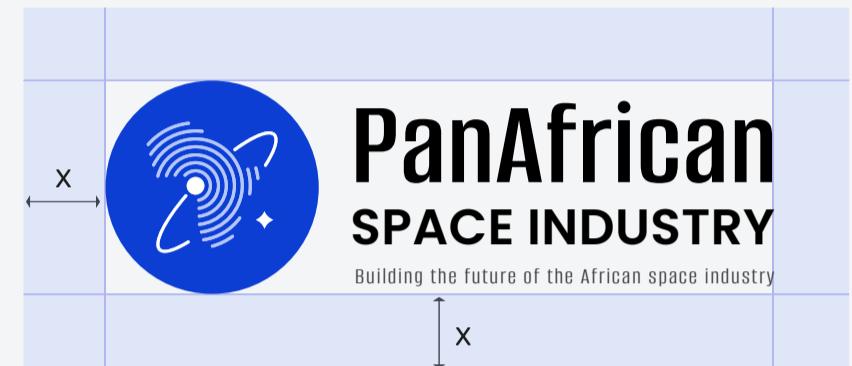
## Primary Logo

This primary PIS logo includes the PSI logo mark and the brand mark as shown above. This is to be used as your go-to logo design.



**PanAfrican**  
SPACE INDUSTRY

Building the future of the African space industry



**PanAfrican**  
SPACE INDUSTRY

Building the future of the African space industry

## Brand Mark Construction

### The Circle



The circle is a symbolic representation of the globe in its entirety.

### The PanAfrican Symbol



This symbol is a representation of Pan-Africanism depicted by the WiFi-like appearance of the curved lines across Africa. Each line is placed in such a way as to look like a finger/foot print, showing how PIS aims to leave an imprint of its influence all over Africa.

### Space Elements



These elements include: a planet circling its orbit and a star placed in the position of Madagascar in the African map

## Primary Brand Marks

This is the PIS's primary brand mark. It captures the essence of the brand. Both circular and square versions of this mark can be used.

**Best placement:** Website URL, website footer, app icon, small print pieces, profile images, social media avatar, social media posts and patterns.

### Colormark - Primary Use



### Colormark - Secondary Use



### Monomark - Negative



### Monomark - Positive



## Horizontal/Wide Logo

This is the primary logo meant to promote PIS's brand and message.

**Best placement:** Desktop website header, facebook cover photo, large print materials, corporate invoices and stationery.

### Colormark - Primary Use



### Colormark - Secondary Use



### Monomark - Negative



### Monomark - Positive



## Vertical/Stacked Logo

This is the secondary/alternate logo without taglines meant to be used when the primary/wide logo isn't suitable due on space restrictions.

**Best placement:** Business cards, invoices, mobile website header and tags for clothing.

### Colormark - Primary Use



**PanAfrican**  
SPACE INDUSTRY

### Colormark - Secondary Use



**PanAfrican**  
SPACE INDUSTRY

### Monomark - Negative



**PanAfrican**  
SPACE INDUSTRY

### Monomark - Positive



**PanAfrican**  
SPACE INDUSTRY

## Primary Word Mark

This contains just the business' name. It is meant to be simple, ensuring immediate recognition and easy to remember.

**Best placements:** Website listing, advertising materials (digital and non-digital) and merchandise.

## Colormark - Primary Use



## Colormark - Secondary Use



## Monomark - Negative



## Monomark - Positive



## Brand Stamp

This is PIS's official business stamp, meant to be simple yet professional.

**Best placement:** Legal documents, employee badges.

## Colormark - Primary Use



## Colormark - Secondary Use



## Monomark - Negative



## Monomark - Positive



## Primary Typeface

The primary PIS font family is called Alumni Sans and consists of eight chosen weights and sixteen styles (regular & italic).

Alumni Sans is used in the PIS brand name/logotype. The heavier variations are intended to be used as the go-to title/heading in any PIS digital/print media.

## Alumni Sans Family

# Alumni Sans SemiBold

**Alumni Sans ExtraBold, Alumni Sans ExtraBold Italic**

**Alumni Sans Bold, Alumni Sans Bold Italic**

**Alumni Sans SemiBold, Alumni Sans SemiBold Italic**

Alumni Sans Medium, *Alumni Sans Medium Italic*

Alumni Sans Regular, *Alumni Sans Italic*

Alumni Sans Light, *Alumni Sans Light Italic*

Alumni Sans ExtraLight, *Alumni Sans ExtraLight Italic*

Alumni Sans Thin, *Alumni Sans Thin Italic*

## Secondary Typeface

The secondary PIS font family is called Poppins and consists of eight chosen weights and sixteen styles (regular & italic).

Alumni Sans is used in the PIS brand name/logotype and is intended to be used as the go-to body text in any PIS digital/print media.

## Poppins Family

# Poppins SemiBold

**Poppins ExtraBold, Poppins ExtraBold Italic**

**Poppins Bold, Poppins Bold Italic**

**Poppins SemiBold, Poppins SemiBold Italic**

Poppins Medium, *Poppins Medium Italic*

Poppins Regular, *Poppins Italic*

Poppins Light, *Poppins Light Italic*

Poppins ExtraLight, *Poppins ExtraLight Italic*

Poppins Thin, *Poppins Thin Italic*

## Brand Colours

The primary PIS logo mark consists of 5 colours: SH01 (cerulean blue), SH02 (cornflower blue), SH03 (blue-gray), SH04 (white) and SH05 (black).

2 additional blue shades are created by overlapping transparency: SH06 and SH07.

## Solid Values



**SH01: CERULEAN BLUE**  
CMYK: 89, 77, 0, 0  
RGB: 12, 62, 212  
HEX: #0F41A3  
HSB: 225, 94, 83  
LAB: 33, 34, -82



**SH02: CORNFLOWER BLUE**  
CMYK: 28, 21, 0, 2  
RGB: 181, 199, 251  
HEX: #B5C7FB  
HSB: 225, 27, 98  
LAB: 80, 2, -28



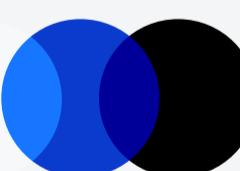
**SH02: WHITE**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF  
HSB: 224, 0, 100  
LAB: 100, -0, -0



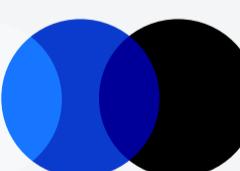
**SH03: GRAY PRIM**  
CMYK: 72, 62, 54, 42  
RGB: 63, 67, 73  
HEX: #3F4349  
HSB: 216, 13, 28  
LAB: 28, -1, -5



**SH03: GRAY SEC**  
CMYK: 36, 27, 23, 0  
RGB: 167, 172, 179  
HEX: #97ACB3  
HSB: 214, 6, 70  
LAB: 70, -1, -5



**SH06: SKY BLUE**  
CMYK: 77, 52, 0, 0  
RGB: 24, 124, 255  
HEX: #187CF  
HSB: 213, 90, 100  
LAB: 53, 11, -74



**SH05: NAVY BLUE**  
CMYK: 100, 97, 0, 2  
RGB: 0, 0, 169  
HEX: #0000A9  
HSB: 240, 100, 66  
LAB: 17, 49, -82

## Logo Usage

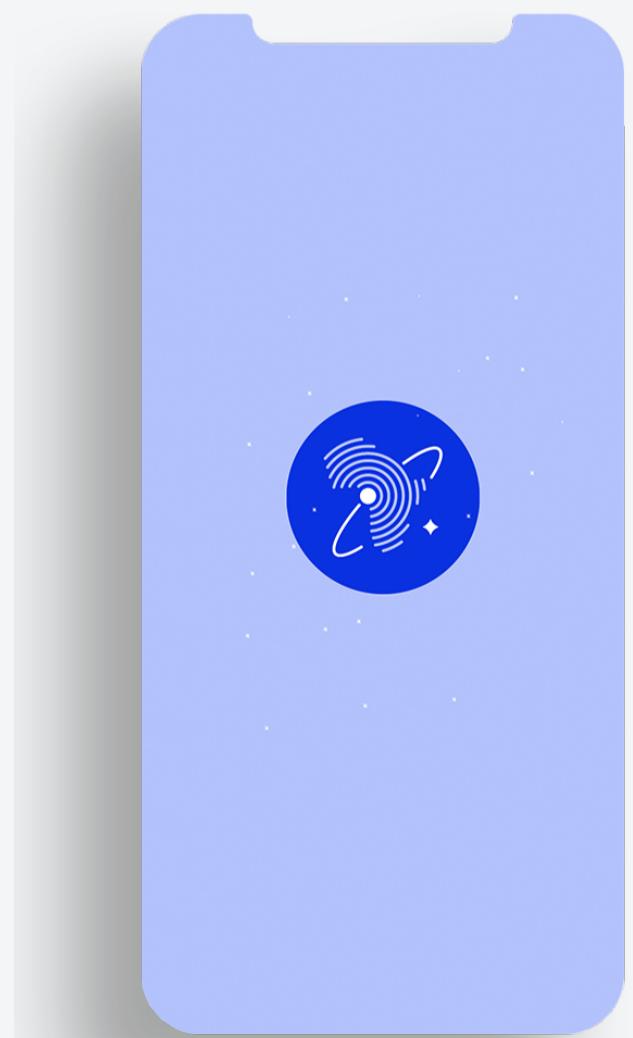
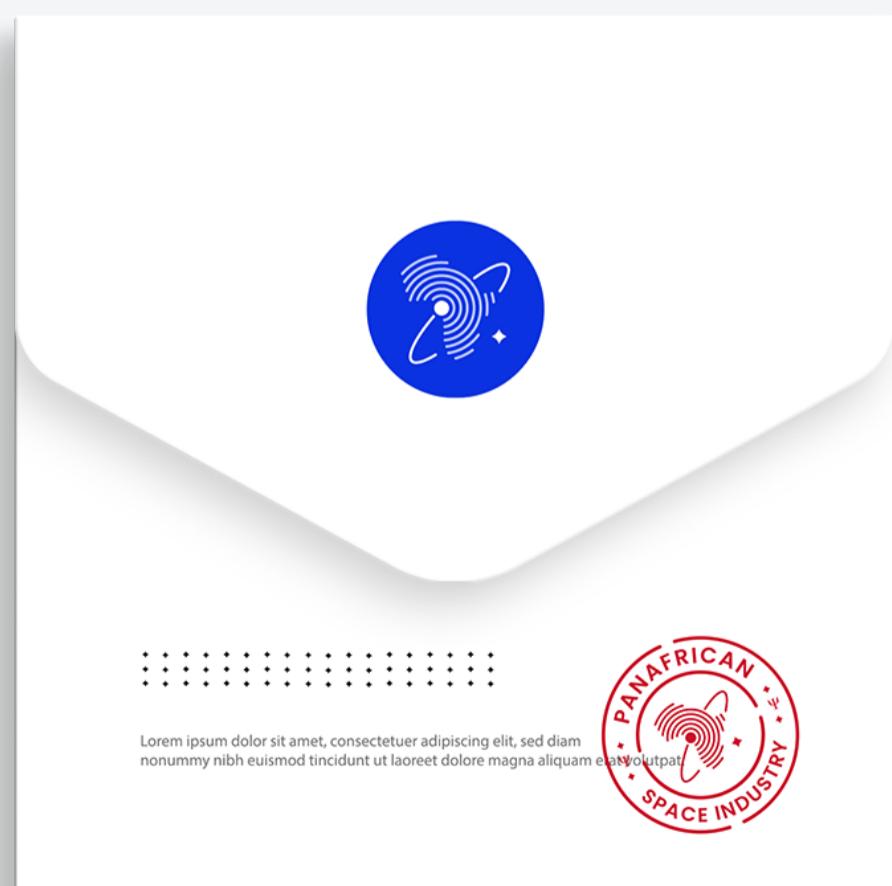
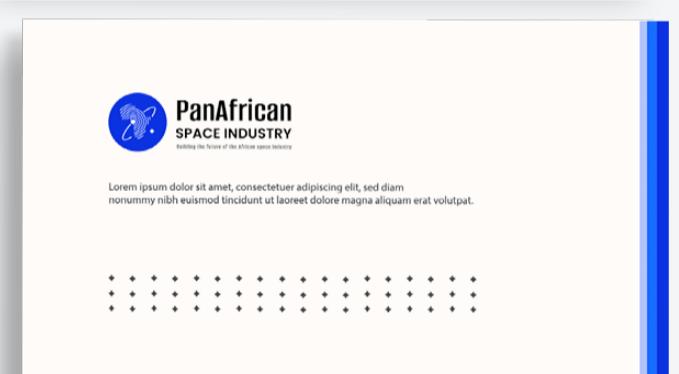
Each PIS logo variation should be placed on a background with the most appropriate contrast in order for the logo to be legible & stand out.

To the right of this are a few examples of the do's and don'ts of using the logo on any background.



## Logo Mockups

These are semi-realistic images of the best placement of each PIS logo variation on "brand-owned" property.



## Primary Brand Mark

The primary PIS logo mark is the 3-colour solid version without transparency. This is to be used as your go-to logo mark design.



## Clear Space

**Clear Space** is a padded area defined by  $x$ , surrounding the logo that should be kept free of any intruding elements.

The **Clear Space** ensures the logo is legible and given a chance to represent the brand without distractions.

The minimum clear space is **1.5 x the width of the P in PanAfrican**, when scaled vertically to the height of the brand mark

## Primary Logo

This primary PIS logo includes the PSI logo mark and the brand mark as shown above. This is to be used as your go-to logo design.



**PanAfrican**  
SPACE INDUSTRY

Building the future of the African space industry



## Brand Mark Construction

There are 3 main components of the PSI brand mark: the circle, the striped African map & the space elements.



The circle is a symbolic representation of the globe in its entirety.



This symbol is a representation of Pan-Africanism depicted by the WiFi-like appearance of the curved lines across Africa. Each line is placed in such a way as to look like a finger/foot print, showing how PIS aims to leave an imprint of its influence all over Africa.

## Space Elements



These elements include: a planet circling its orbit and a star placed in the position of Madagascar in the African map

## Primary Brand Marks

This is the PIS's primary brand mark. It captures the essence of the brand. Both circular and square versions of this mark can be used.

**Best placement:** Website URL, website footer, app icon, small print pieces, profile images, social media avatar, social media posts and patterns.



### Colormark - Primary Use

### Colormark - Secondary Use



### Monomark - Negative



### Monomark - Positive



## Horizontal/Wide Logo

This is the primary logo meant to promote PIS's brand and message.

**Best placement:** Desktop website header, facebook cover photo, large print materials, corporate invoices and stationery.

### Colormark - Primary Use



### Colormark - Secondary Use



### Monomark - Negative



### Monomark - Positive



## Vertical/Stacked Logo

This is the secondary/alternate logo without taglines meant to be used when the primary/wide logo isn't suitable due on space restrictions.

**Best placement:** Business cards, invoices, mobile website header and tags for clothing.

### Colormark - Primary Use



PanAfrican  
SPACE INDUSTRY

### Colormark - Secondary Use



PanAfrican  
SPACE INDUSTRY

### Monomark - Negative



PanAfrican  
SPACE INDUSTRY

### Monomark - Positive



PanAfrican  
SPACE INDUSTRY

## Primary Word Mark

This contains just the business' name. It is meant to be simple, ensuring immediate recognition and easy to remember.

Best placements: Website listing, advertising materials (digital and non-digital) and merchandise.

### Colormark - Primary Use



### Colormark - Secondary Use



### Monomark - Negative



### Monomark - Positive



## Brand Stamp

This is PIS's official business stamp, meant to be simple yet professional.

**Best placement:** Legal documents, employee badges.

### Colormark - Primary Use



### Colormark - Secondary Use



### Monomark - Negative



### Monomark - Positive



## Primary Typeface

The primary PIS font family is called Alumni Sans and consists of eight chosen weights and sixteen styles (regular & italic).

Alumni Sans is used in the PIS brand name/logotype. The heavier variations are intended to be used as the go-to title/heading in any PIS digital/print media.

### Alumni Sans Family

## Alumni Sans SemiBold

**Alumni Sans ExtraBold, Alumni Sans ExtraBold Italic**

**Alumni Sans Bold, Alumni Sans Bold Italic**

**Alumni Sans SemiBold, Alumni Sans SemiBold Italic**

Alumni Sans Medium, *Alumni Sans Medium Italic*

Alumni Sans Regular, *Alumni Sans Italic*

Alumni Sans Light, *Alumni Sans Light Italic*

Alumni Sans ExtraLight, *Alumni Sans ExtraLight Italic*

Alumni Sans Thin, *Alumni Sans Thin Italic*

## Secondary Typeface

The secondary PIS font family is called Poppins and consists of eight chosen weights and sixteen styles (regular & italic).

Alumni Sans is used in the PIS brand name/logotype and is intended to be used as the go-to body text in any PIS digital/print media.

### Poppins Family

## Poppins SemiBold

**Poppins ExtraBold, Poppins ExtraBold Italic**

**Poppins Bold, Poppins Bold Italic**

**Poppins SemiBold, Poppins SemiBold Italic**

Poppins Medium, *Poppins Medium Italic*

Poppins Regular, *Poppins Italic*

Poppins Light, *Poppins Light Italic*

Poppins ExtraLight, *Poppins ExtraLight Italic*

Poppins Thin, *Poppins Thin Italic*

## Brand Colours

The primary PIS logo mark consists of 5 colours: SH01 (cerulean blue), SH02 (cornflower blue), SH03 (blue-gray), SH04 (white) and SH05 (black).

2 additional blue shades are created by overlapping transparency: SH06 and SH07.

### Solid Values



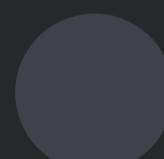
SH01: CERULEAN BLUE  
CMYK: 89, 77, 0, 0  
RGB: 12, 62, 212  
HEX: #0F41A3  
HSB: 225, 94, 83  
LAB: 33, 34, -82



SH02: CORNFLOWER BLUE  
CMYK: 28, 21, 0, 2  
RGB: 181, 199, 251  
HEX: #B5C7FB  
HSB: 225, 27, 98  
LAB: 80, 2, -28



SH02: WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF  
HSB: 224, 0, 100  
LAB: 100, -0, -0



SH03: GRAY PRIM  
CMYK: 72, 62, 54, 42  
RGB: 63, 67, 73  
HEX: #3F4349  
HSB: 216, 13, 28  
LAB: 28, -1, -5



SH03: GRAY SEC  
CMYK: 36, 27, 23, 0  
RGB: 167, 172, 179  
HEX: #97ACB3  
HSB: 214, 6, 70  
LAB: 70, -1, -5

### Overlap Values



SH06: SKY BLUE  
CMYK: 77, 52, 0, 0  
RGB: 24, 124, 255  
HEX: #1B7CFE  
HSB: 213, 90, 100  
LAB: 53, 11, -74

SH05: NAVY BLUE  
CMYK: 100, 97, 0, 2  
RGB: 0, 0, 169  
HEX: #0000A9  
HSB: 240, 100, 66  
LAB: 17, 49, -82

## Logo Usage

Each PIS logo variation should be placed on a background with the most appropriate contrast in order for the logo to be legible & stand out.

To the right of this are a few examples of the do's and don'ts of using the logo on any background.

