



Brand Manual

The Definition of the Porkoyum Brand



ISSUE 01

CORPORATE
DESIGN MANUAL

Corporate Manual

Table of Content

1. Brand Identity
2. Corporate Typography
3. Corporate Color System
4. Corporate Stationary

Porkoyum

1686B Oladele Olasore Str.
Victoria Island, Lagos

1 Brand Identity

The logotype has been carefully chosen for its modern yet redefined. Highly legible style, which has been further enhanced by the use of upper and lower case letters. The typeface is bold and it balances perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The corporate colours are red and green. It is a fresh blend of colours chosen for their strong combination modern classic timeless.

RECOMMENDED FORMATS ARE:
.eps | .ai | .png | .jpg | .tiff

ATTENTION:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.

1 THE GENERAL LOGO



2 ALTERNATE LOGO



1 THE GENERAL LOGO

The main logo is green and red logo used on white or color background from darker background.

2 ALTERNATE LOGO

The alternate logo is white logo used on green or red background.

Clearspace & Computation

Application on
a Background

CLEARSPACE AND COMPUTATION

COMPUTATION

- To work out the clear-space take the height of the logo and divide it in half. (Space = Height / 2).

DEFINITION

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Incorrect Logo Application



- ① Do not invert the logo
- ② Do not alter the logo
- ③ Do not alter the logo type style
- ④ Do not change the proportions of the logo vertically/horizontally

2 | Corporate Typography

THE PRIMARY FONT

EXPLANATION AND EXAMPLES

Typography plays an important role in communication an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Porkoyum communications. We have selected "HARABARA".

Harabara Mais

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w x y z

THE SECONDARY FONT

EXPLANATION AND EXAMPLES

TIMELESS

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w x y z

THE SECONDARY FONT

EXPLANATION AND EXAMPLES

OLIVIER

A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w x y z

3 | Colour System

Primary Colour



RGB: #166a37

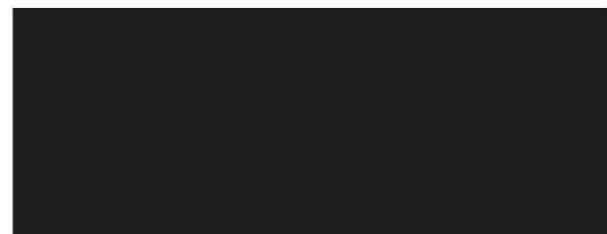
CMYK: 88 34 98 25



RGB: #ce202a

CMYK: 13 100 96 3

Secondary Colour



RGB: #1f1f1f

CMYK: 72 66 65 75



RGB: #7d7c7c

CMYK: 53 45 44 9

4 Corporate stationary



Address:
1686B Oladele Olasore Str,
Victoria Island, Lagos

Phone:
+2348173656192
+2348173656194

Website:
www.porkoyum.com

Jonathan Doe
Designation

porkoyum

1686B Oladele Olasore Str,
Victoria Island, Lagos

+2348173656192
+2348173656194

www.porkoyum.com

