

BRAND STANDARDS MANUAL

PTERON



OUR GOAL



soar to conquer.

To create consistency around product and brand representation through strategic sales partners. This document will serve as an inspirational tool for partners to effectively plan and execute

Pteron product merchandising and brand communications.



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STRATEGIC BRAND OVERVIEW

Word of mouth. We make products that are worth talking about. They inspire authentic conversation focused on the innovation or features that make our technical garments special. Promoting your business and brand will increase your athletic guest base and the more people you have sweating at your studio the more word will spread that you are offering in your retail boutique.

The first order of business in brand stewardship is realizing that it's not about business at all.. We must recognize that this brand isn't about logos, colors or fonts. These items don't define us. We've crafted them to represent us, but our brand is actually the property of the public and their perception.

A brand is built brick by brick, day by day, cup by cup by the people who experience our coffee. It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen.

As we move forward, let's recognize that this brand is alive, it's fragile and still growing. The logo gives a face to the real body – the people. Treat the logo how you would treat those people – with care, respect and intentionality.

This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together.

BRAND USAGES FOR PRINT AND WEB

LOGO SYSTEM

This system includes a series of graphic elements used at various times to create a comprehensive, cohesive and recognizable identity that represents Pteron publicly.



PTERON



BRAND STANDARDS MANUAL 9

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PRIMARY LOGO/BRANDMARK

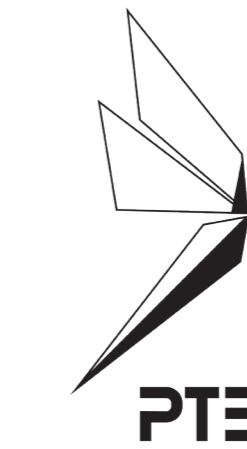
An Icon is a quick, intentional, visual mark that helps deliver an immediate brand signature to the viewer. Sometimes icons are used as symbolic marks that can represent the company and their services. Other times the icon is just a simple mark that identifies the owner. Other times it represents the values that the company stands by.

This is the heart and soul of our identity. When in doubt, always use this icon. This is our go-to logo. This icon must be uniform throughout all of its applications. The graphic integrity of the icon and identity elements should be governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public. Alterations to the icon are prohibited.



PREFERRED USAGE

The preferred use of the signature is in full colour. If this is not possible then on a pure colour or on a white or light background. This application of the logo should always be considered as the first design option.



CLEAR SPACE

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



INTEGRITY OF THE MARK



Do not alter color from accepted standards



Do not screen the logo



Do not add or change typeface of logo type



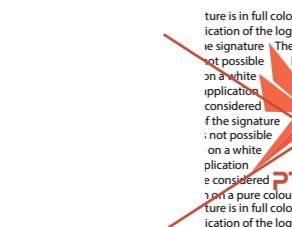
Do not violate the signature clear zone



Do not alter size or proportions of the logo in relation to the logotype



Do not rotate the logo to any degree



Do not place the logo within a line of text



Do not skew or scale the width or height



Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo

COLOR SYSTEMS FOR PRINT AND WEB

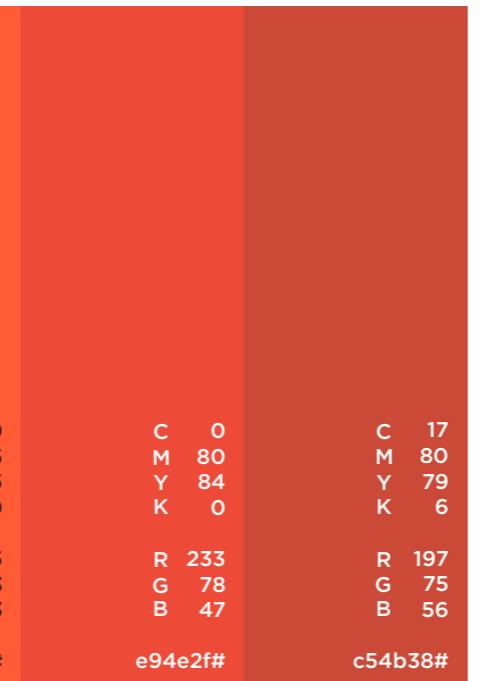
MOODBOARD

Colour is a strong & communicative element to any corporate identity.

Pteron color palette is bold and dynamic and takes its inspiration from the intense colors of nature. It attempts to represent the energy from the rays of the sun, the reflection of light spectrum from the wings of a fluttering dragonfly or the endurance of the desert sand, in extreme heat.



PRIMARY PALETTE

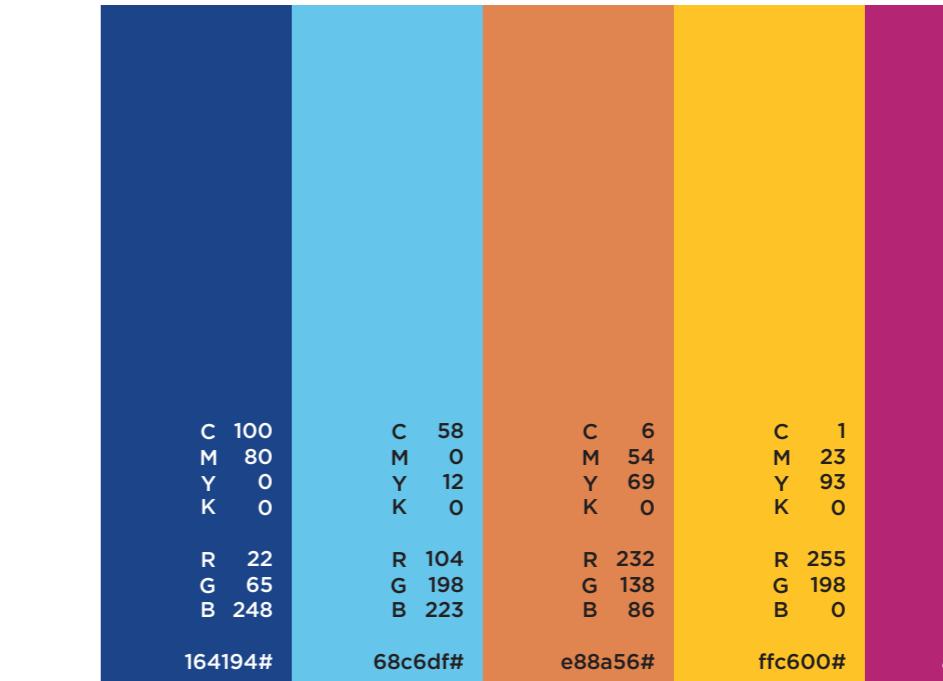


PANTONE
171C

PANTONE
7417C

PANTONE
7619C

SECONDARY PALETTE



164194#

68c6df#

e88a56#

ffc600#

ab2a6b#

TYPOGRAPHY

BRAND, PRINT AND WEB TYPEFACES

The following type hierarchy is a guide to set type in any layout. Adhering to these styles will ensure a consistent style across all Pteron communications.

PRINT AND WEB TYPEFACE

MAIN CONTENT PAGES

Header

Gotham + Bold + size 25 pt + leading: 30 + tracking: -10

Sub Header

Gotham + Medium + size 20 pt + tracking: -10

Body (Large)

Raleway + Light + size 15 pt + tracking: -10

Body (Small)

Raleway + Light + size 10 pt + tracking: -10

LOGO FONT

MOVEMENT REGULAR

A B C 1 2 3

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

1 2 3 4 5 6 7 8 9 0

PRINT AND WEB TYPEFACE

COVER PAGE, OUR GOAL AND CONTENTS

Main Header

Gotham + Black + size 80 pt + leading: 23 + tracking: -10

Sub Header

Gotham + Black + size 42 pt + tracking: 10

Content

Gotham + Book + size 16 pt + tracking: 10

MAIN CONTENT PAGES

LOREM IPSUM

WHAT IS LOREM IPSUM

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COVER PAGES

LOREM IPSUM

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BRAND APPLICATION

01 WEB PAGE



BRAND APPLICATION

O2 BRANDED APPAREL



BRAND APPLICATION

03 BRANDED ACCESSORIES





FIND YOUR GREATNESS.