

# PANA



# VISUAL.

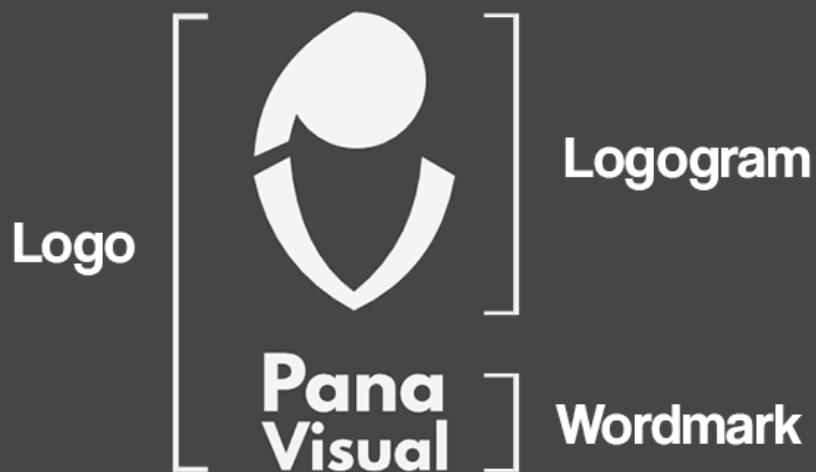
Logo  
Guidelines

# Using this book

The purpose of this book is to explain the visual identity components of Pana Visual, to define its graphic design standards, and also to illustrate how this manual standard is applied. In order to govern how this brand is used, it is important to understand the rules of multiple identities. If you want to use this brand, we will find some visual aspects that are needed.

# our Story

We are a Digital Creative Agency that was founded in Ponorogo and continues to grow. We have worked with dozens of clients over the past year.



Logo dari Pana Visual ini terdiri dari beberapa objek. Pertama ada dari logogram, dalam logo tersebut terdiri dari 2 huruf yang dijadikan satu yaitu huruf “P” dan “V” yang dimana itu menjadi membentuk sebuah mata melambangkan kita fokus dalam mengerjakan suatu project. “P” dalam logo tersebut melambangkan Pana dan “V” dalam logo tersebut melambangkan Visual.

Untuk tipografi font disini kita menggunakan tipe Sans-Serif agar memiliki kesan yang elegan.

# Primary —

## Coolvetica

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

1 2 3 4 5 6 7 8 9 0

---

## — Typeface

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# Secondary

## Montserrat

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

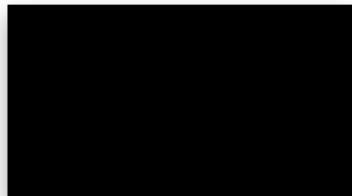
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# Typeface

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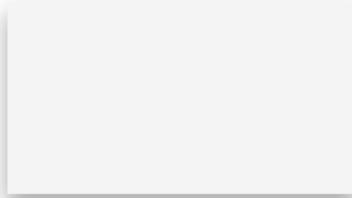
# Color Palette



#000000



#464646



#f4f4f4