BRAND
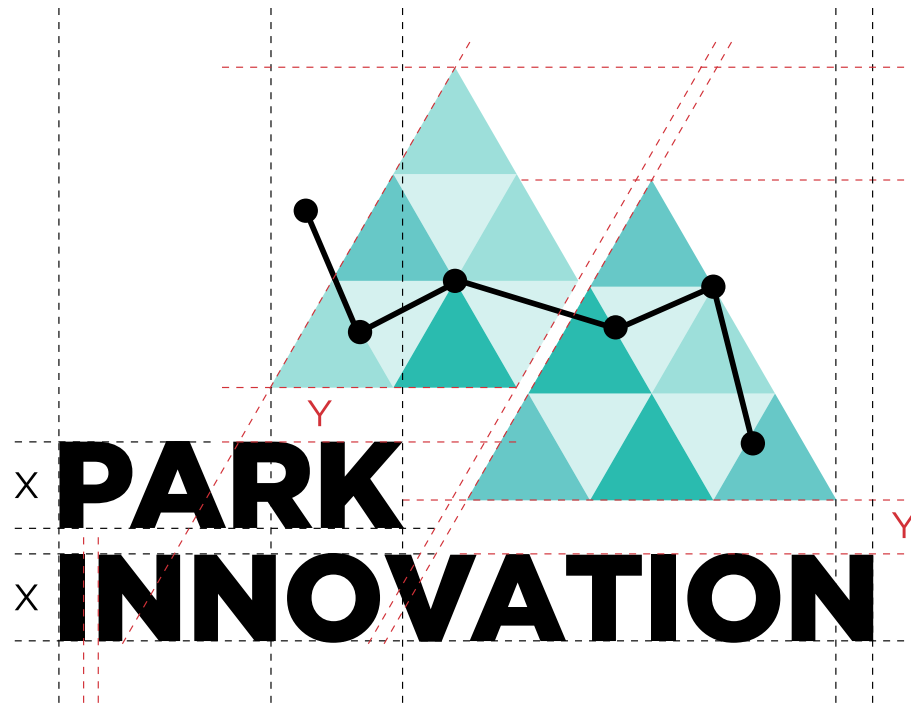# GUIDELINE

TABLE OF CONTENT

PARK
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LOGO
CONSTRUCTION

LOGO
CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

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.

X

X

X

PARK
INNOVATION

X

X

LOGO
APPLICATIONS

The general Logo
The main logo is the dark logo used on white backround. For darker backrounds you will find an alternative below.

The Logo Dark Version
Will be used when the backround color is light colored.

The Logo Light Version
Will be used when the backround color is dark colored.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Minimum Logo Size

PARK
INNOVATION

PARK
INNOVATION

PARK
INNOVATION

PARK
INNOVATION

PARK
INNOVATION

Minimum Size

LOGO
DO'S AND DON'TS

Examples of unacceptable modifications and incorrect
uses of the logo are shown to the right.

The logo is an indivisible unit. Do not alter the composition of the logo, or change its components background.

1. Do not place the logo on backgrounds that provide little contrast or legibility.

2. Do not superimpose the logo on any image or decorative pattern that obscures its readability.

3. Do not add special effects to the logo (drop-shadows, outlines).

4. Never use the logo as an decorative element behind typography.

1.

PARK INNOVATION

3.

PARK INNOVATION

2.

PARK INNOVATION

4.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text It has survived not only five centuries, but also the leap electronic typesetting.

PARK INNOVATION

COLOR
PALETTE

RGB Color

R:13 **G**:212 **B**:212

R:204 **G**:245 **B**:245

R:61 **G**:222 **B**:222

R:135 **G**:232 **B**:232

Pantone Color

Pantone 3265 C

Pantone 325 C

CORPORATE TYPOGRAPHY

Used font:
Gotham

Gotham Bold
Gotham Regular
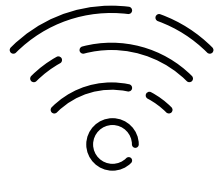Gotham Light

Follow the rules of design to get awesome results.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
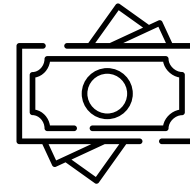abcdefghijklmnopqrstuvwxyz
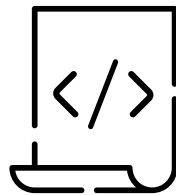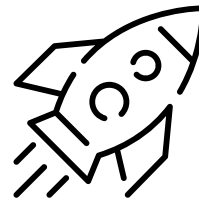1234567890!@#$%^&*()

ICONS

Coworking Space

Acceleration Program

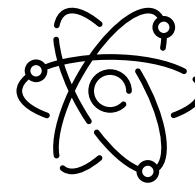Access to Funding

Coding Bootcamp

Startup Incubation

Research and Development

THANK YOU