

Paragon

Brand identity Guide

ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.

Brand Associations

Visual associations help define the spirit of our business

Eagle

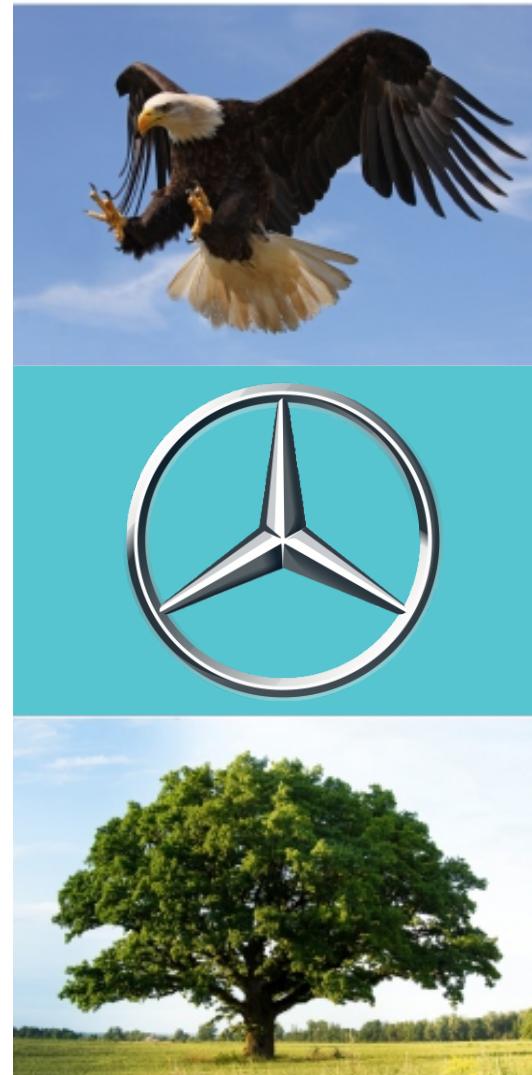
Freedom, Graceful and Effortless

Mercedes Benz

Innovation, Leadership and Success

Oak Tree

Strength, Wisdom and Longevity



1. Brand Elements

What's Included:

- 1.0 Logo: Primary brand mark
- 1.1 Standardising Logo Elements
- 1.2 Logo: Clear space rules
- 1.3 Typography: Logotype
- 1.4 Typography: Print and digital
- 1.5 Typography: Print and digital
- 1.6 Logo: Prohibited Usage
- 1.7 Logo: Secondary version and usage
- 1.8 Colour palette

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What's in a brand logo?

An effective brand logo includes a unique symbol or wordmark, a specific color palette, and a simple design for brand recognition. It should be consistent, relevant, and unique to create a strong visual identity.

The logo's shape, simplicity, and adaptability contribute to its appeal and memorability. Successful logos resonate with the target audience, reflect the brand's values, and stand out from competitors.

Scalability ensures clarity at different sizes, and adaptability allows for various contexts without compromising the brand's integrity.

Overall, a brand logo visually represents the brand's identity, values, and personality, fostering recognition and connection with consumers.

Paragon

Logo: Primary Brand Mark

The Paragon Media brand mark symbolizes our identity, embodying the commitment we make to our customers and the trust they invest in us. It stands as a symbol of trust, excellence, and access. Our single color (Sky Blue) reflects our aspirations for strength, performance, and reliability.



1.1

Adhering to contemporary design standards, we have streamlined our logo by selecting one font type from the family of Montserrat, for a more balanced appearance.

Additionally, the entire logo brand mark now resides within a sleek rectangular lock-up, enhancing consistency in placement across various applications.

Standardising Logo Elements

We standardized logo mark to convey a cohesive brand narrative - modern, bolder, dynamic, and evolved for a digital-first world.



1.2

To maintain the clarity of our logo, always observe the minimum clear space indicated here. No graphic elements should encroach upon this designated spaceS

Refer to the dimensions below for the minimum acceptable reproduction size of the brand mark for both print and digital applications.

Logo: Clear space rules

Recommended brand mark clear space: Width of the 'P'



$$P = X$$

For interpretation and application, all measurements are relative to and in increments of P

1.3

Montserrat is a rounded sans-serif font with eighteen styles, offering extensive language support.

Additionally, it provides several alternate characters, enabling versatile customization of its appearances.

NOTE: Our logo functions as our brand mark and is a fixed entity; hence, the logo type should not be altered or recreated. It should only be applied in its exact PNG vector form when used.

Typography: Logotype

The typography for our logo comprises Montserrat in bold and medium weights. However, it's important to note that this font is exclusively reserved for our logo and is not recommended for use as the primary option for digital or print text.



The logo features the word "Paragon" in a large, teal, rounded sans-serif font. Below it, the letters "AaAa" are displayed in a larger size, with the first "A" and "a" in red, and the second "A" and "a" in teal, representing the bold and medium weights of the font.

1.4

Montserrat is a typeface that is exceptionally legible and clear to read, making it highly versatile for use in headers and body text.

Montserrat is available in three weights (light, heavy and italicized) each with corresponding oblique styles.

Typography: Print And Digital

Montserrat is our primary font for all print and digital use.

A large, bold, teal-colored font specimen showing the letters 'A' and 'a' in a sans-serif font.

AaBbCc12345

Montserrat Light

AaBbCc12345

Montserrat Bold

AaBbCc12345

Montserrat Italicized

1.5

Gotham is a geometric sans-serif typeface that is exceptionally legible and clear to read, making it highly versatile for use in headers and body text.

Gotham is an extremely large family, featuring four widths, eight weights, and separate designs for screen display and a rounded version.

Typography: Print And Digital

Gotham is our alternative font for all print and digital use.

A large, bold, teal-colored font displays the letters 'A' and 'a' in a sans-serif style. The letters are slightly slanted, giving them a dynamic feel.

AaBbCc12345
Gotham Thin

Aa BbCc12345
Gotham Medium

AaBbCc12345
Gotham Bold

AaBbCc12345
Gotham Medium Italic

1.6

The following examples highlight a variety of restricted usages of the logo.

Logo: Prohibited Usage

Our logo is our brand mark and must be applied with consistent representation.

Do not outline



Do not distort



Do not add special effects



Do not modify the artwork



Do not use a containing shape

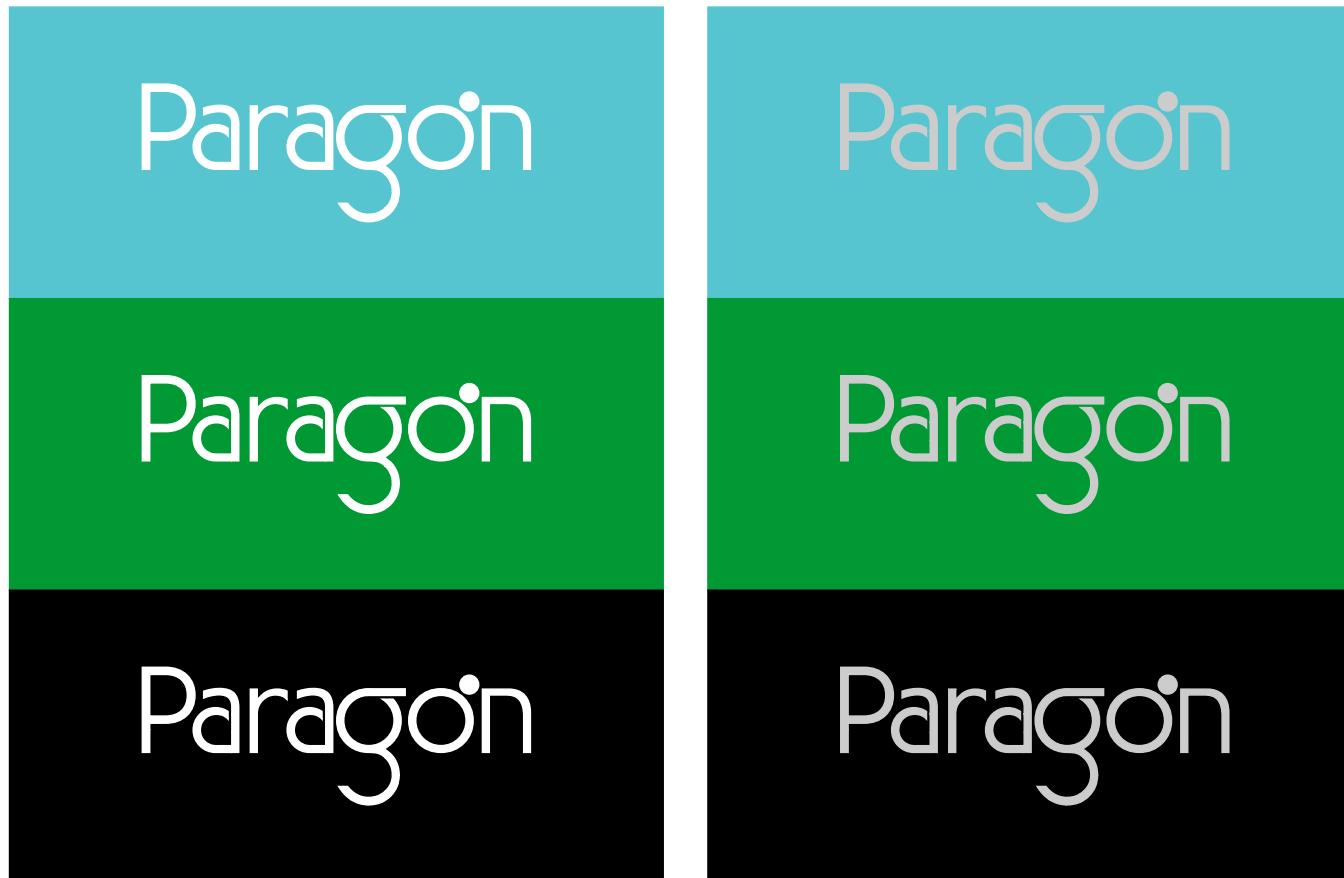


Do not use the logo to create a phrase



Logo: Secondary Version And Usage

We have a secondary version of our logo in white and grey.



NOTE: The imagery and text shown here are for design and reference purposes only.

1.8

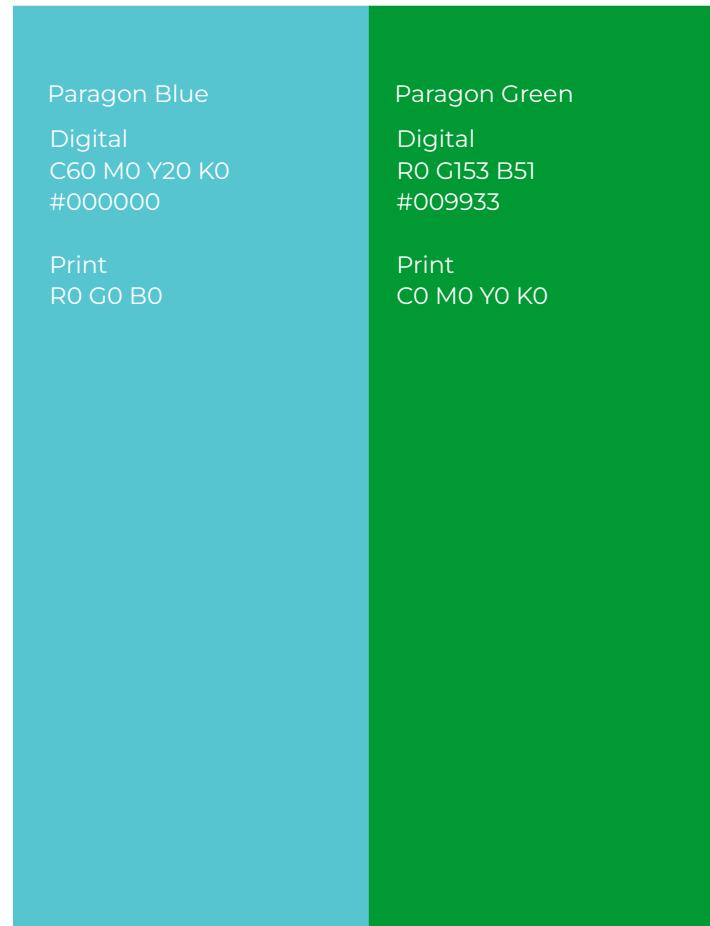
Green is a colour that symbolizes individuality, intensity, ambition, power, and sophistication. Colour psychology characterizes green as rejecting the status quo, providing it with a distinctive edge.

Sky Blue is associated with knowledge, authority, and reliability, making it a prevalent choice for branding in service businesses

Colour Palette

Colour is a defining and elevating element for us, setting us apart from the crowd, and we should take pride in maintaining consistency. Our two primary brand colours are Paragon Blue and Paragon Green, complemented by white and grey as our secondary colours.

Primary Colours



Secondary Colors



2. Visual Language

What's Included:

- 2.0 Elements of Visual Language -
Introducing the Paragon Colour Markers
- 2.1 Elements of Visual Language -
Paragon Colour Markers Prohibited Usage
- 2.2 Primary Applications -
Letterhead
- 2.3 Primary Applications -
Continuation Sheet
- 2.4 Primary Applications -
Memo Sheet
- 2.5 Primary Applications -
Business Card
- 2.6 Primary Applications -
Envelopes
- 2.7 Primary Applications -
Identity Card
- 2.8 Signage: Business and
Directional

Paragon

2.0

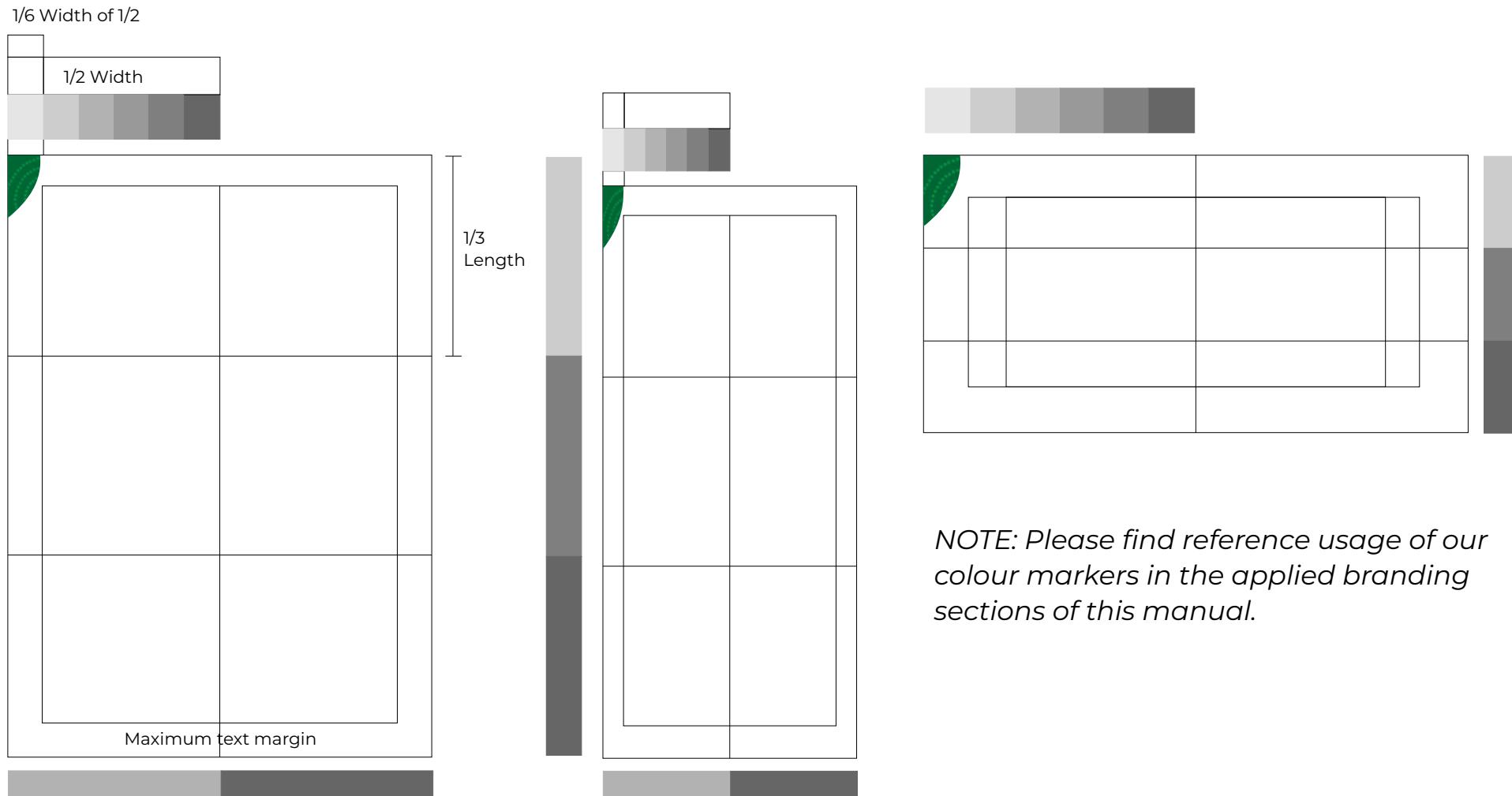
Our color markers play a pivotal role in shaping our brand identity serving as the visual palette that communicates our company's personality, values, and essence

Our Paragon color markers will create a more dynamic and recognizable entity, allowing us to stand out in a crowded marketplace.

Paragon

Elements Of Visual Language - Introducing The Paragon Colour Markers

Introducing our signature Paragon Blue and Paragon Green colour markers — a distinctive imprint that sets us apart in a saturated marketplace. More than colours, they're the visual essence of our brand, serving as statements that frame our commitment to excellence. Shown here are the guiding rules for their use when applied to our work.



NOTE: Please find reference usage of our colour markers in the applied branding sections of this manual.

2.1

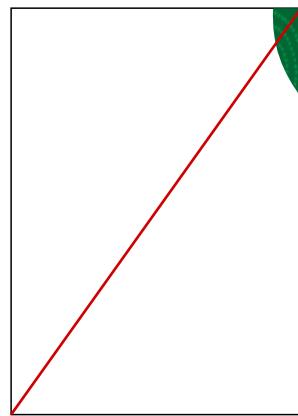
Our color markers play a pivotal role in shaping our brand identity serving as the visual palette that communicates our company's personality, values, and essence

Our Paragon color markers will create a more dynamic and recognizable entity, allowing us to stand out in a crowded marketplace.

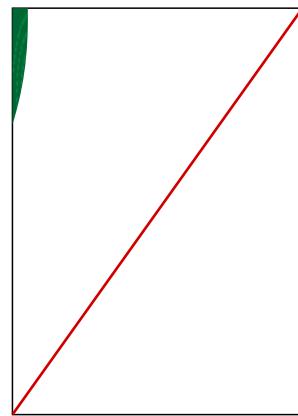
Elements Of Visual Language - The Paragon Colour Markers Prohibited Usage

The Paragon colour markers must be applied with consistent representation.

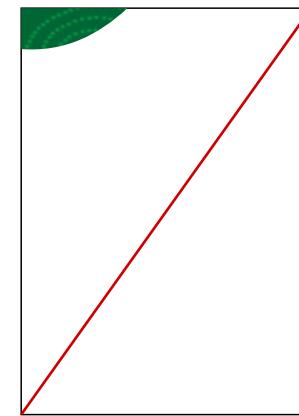
Do not inverse the positions left to right



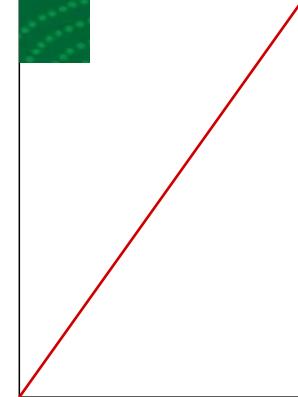
Do not alter the sizes arbitrarily



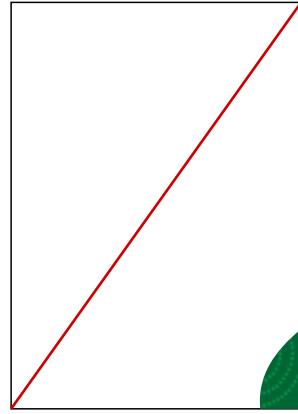
Do not alter the orientation



Do not alter the shapes



Do not inverse the positions top to bottom



2.2

The dimensions shown here are intended only as a guide for checking accuracy.

Our letterhead need never be re-created - this template simply shows all the detailed specifications.

The black text of the letter and the address details are over-printed on a desktop laser printer from the office template after deleting the graphic elements, which are included as a guide only

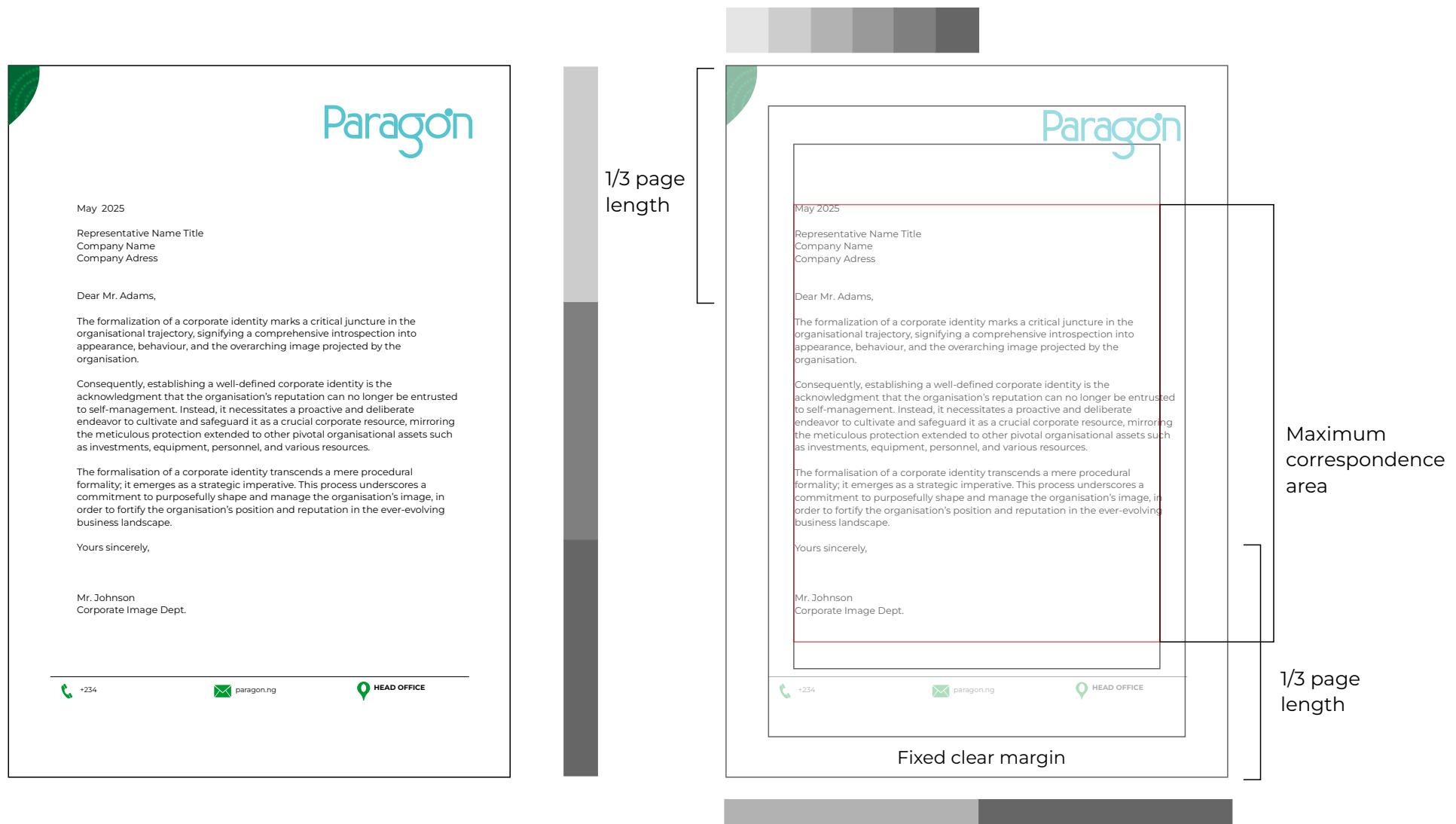
Because the templates are for use on office workstations, we use our official typeface, Monserrat or Gotham.

See 2.0 Elements of Visual Language for interpretation of measurement bar

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Primary Applications - Letterhead

For our letterhead, A4 paper size has been used to create the dimensions seen here.



2.3

The dimensions shown here are intended only as a guide for checking accuracy.

Our continuation sheet need never be re-created — this template simply shows all the detailed specifications.

The black text of the letter and the address details are over-printed on a desktop laser printer from the office template after deleting the graphic elements, which are included as a guide only.

Because the templates are for use on office workstations, we use our official typeface, Montserrat or Gotham.

Primary Applications - Continuation Sheet

For our continuation sheet, A4 paper size has been used to create the dimensions seen here.



Maximum correspondence area

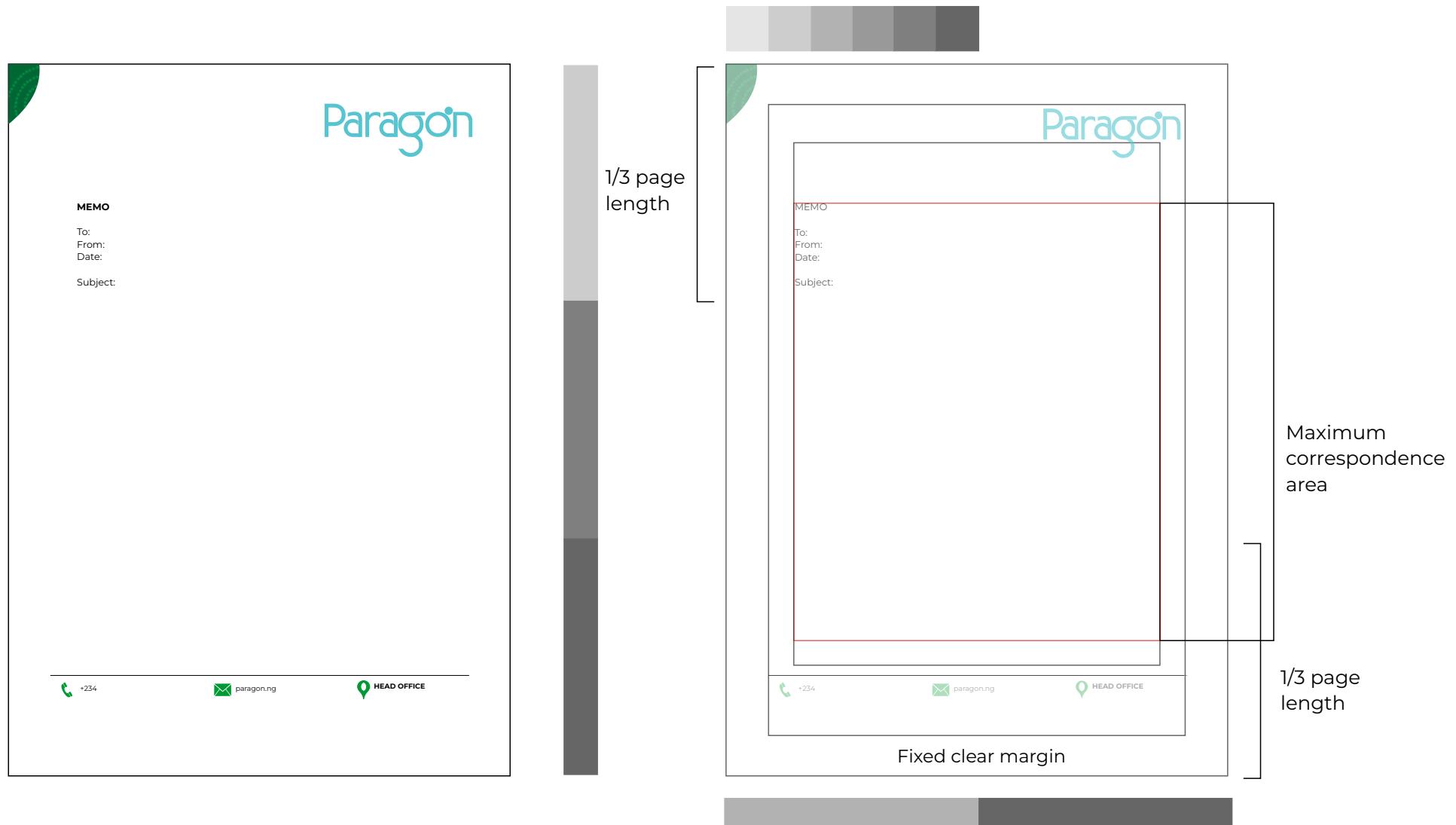
Fixed clear margin

2.4

Our memo templates are not pre-printed, but are available as office templates. The elements in the header and footer are fixed and should not be altered by the user. The body of the template has live text fields in which the user enters their copy.

Primary Applications - Memo Sheet

For our memo sheet, A4 paper size has been used to create the dimensions seen here.



See 2.0 Elements of Visual Language
for interpretation of measurement bar

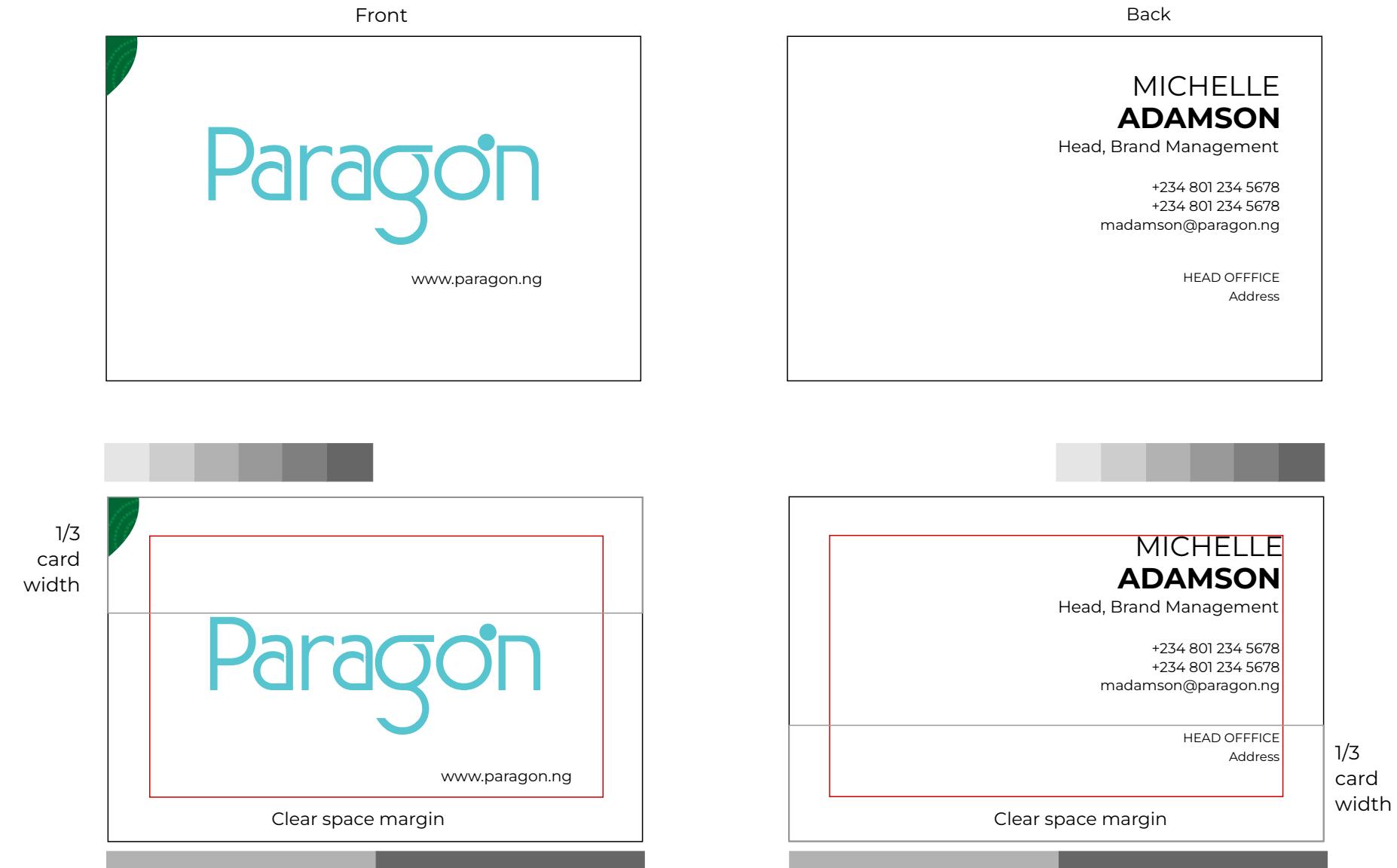
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2.5

The dimensions shown here are intended only as a guide for checking accuracy. Our business card need never be re-created — the digital templates hold all of the detailed specifications. Our business card should be printed in spot colours.

Primary Applications - Business Card

For our business card, we have used the standard dimensions of 8.5cm x 5.5cm.



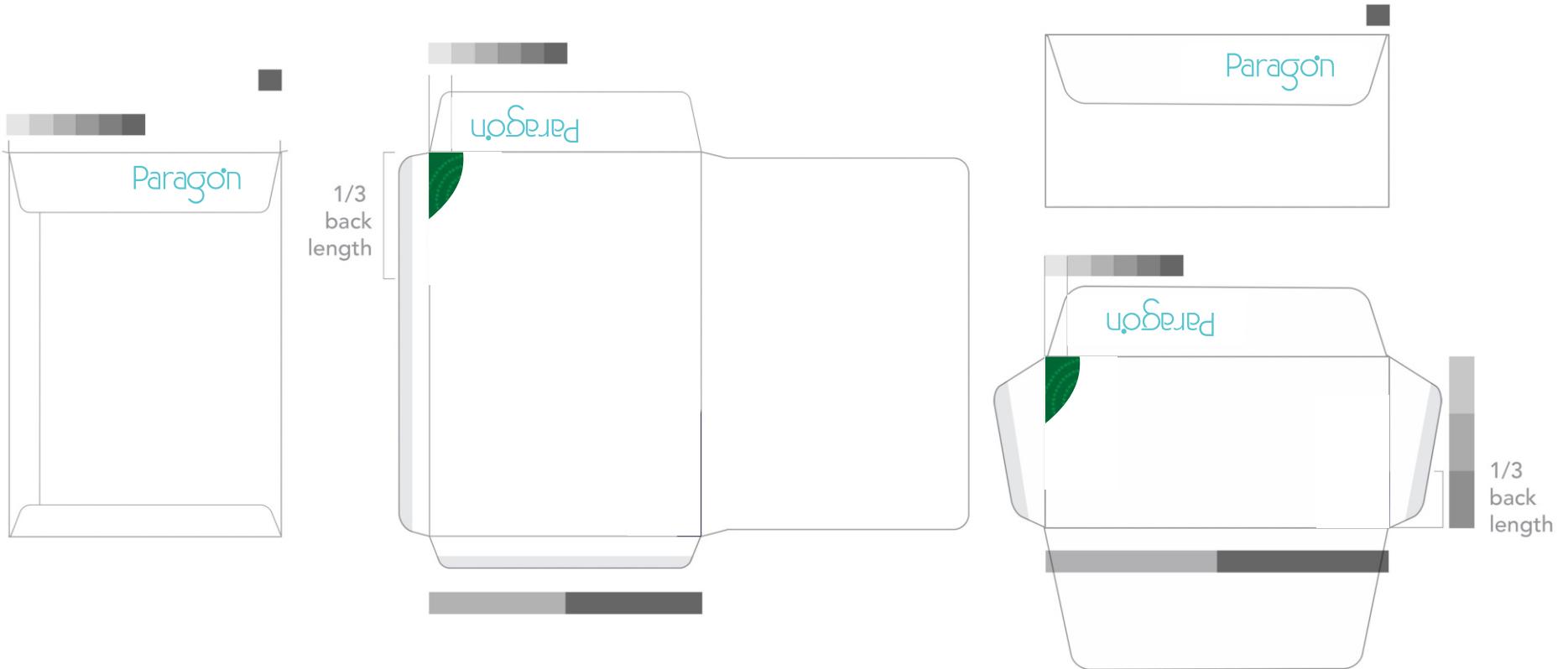
See 2.0 Elements of Visual Language
for interpretation of measurement bar

2.6

Our branded envelope should be printed in spot colours on a flat sheet and die-cut

Primary Applications - Envelopes

Envelopes shown here are the standard commercial and catalogue formats.



See 2.0 Elements of Visual Language
for interpretation of measurement bar

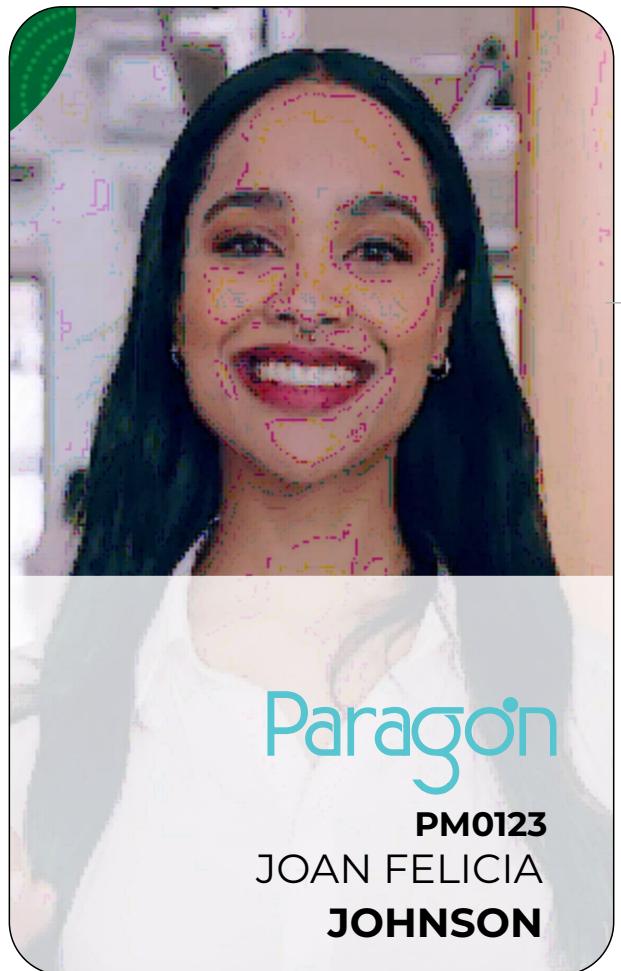
Paragon

2.7

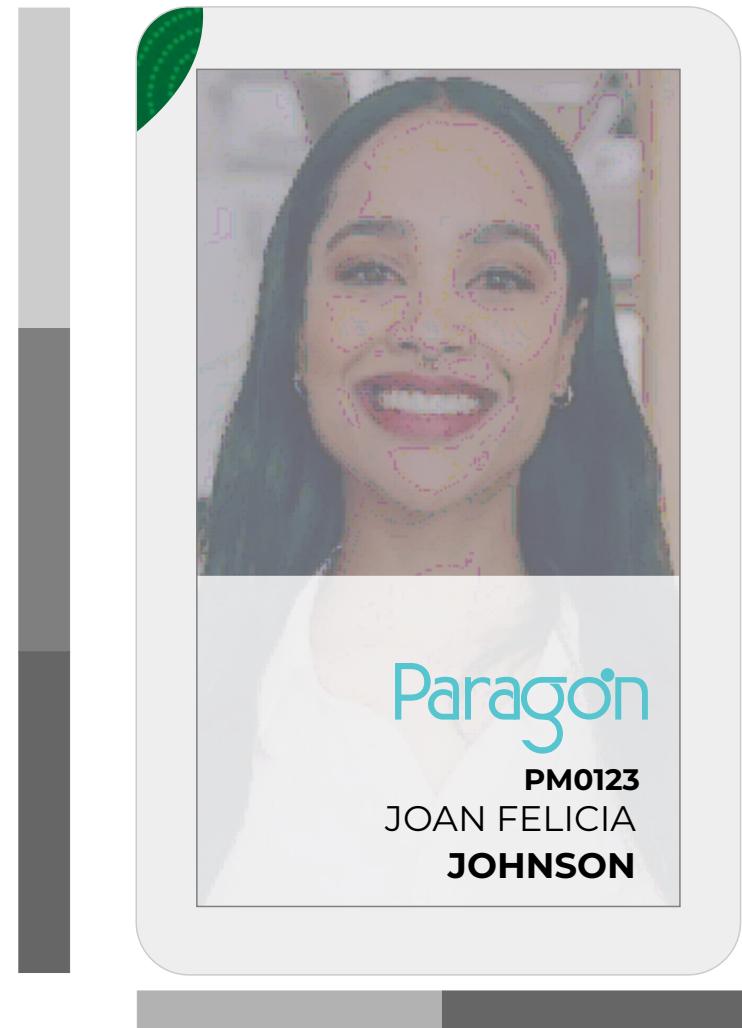
The dimensions shown here are intended only as a guide for checking accuracy

Our ID card need never be recreated - this template simply shows all the detailed specifications for production

Primary Applications - Identity Card



15% grey background



Maximum text area

See 2.0 Elements of Visual Language
for interpretation of measurement bar

Paragon

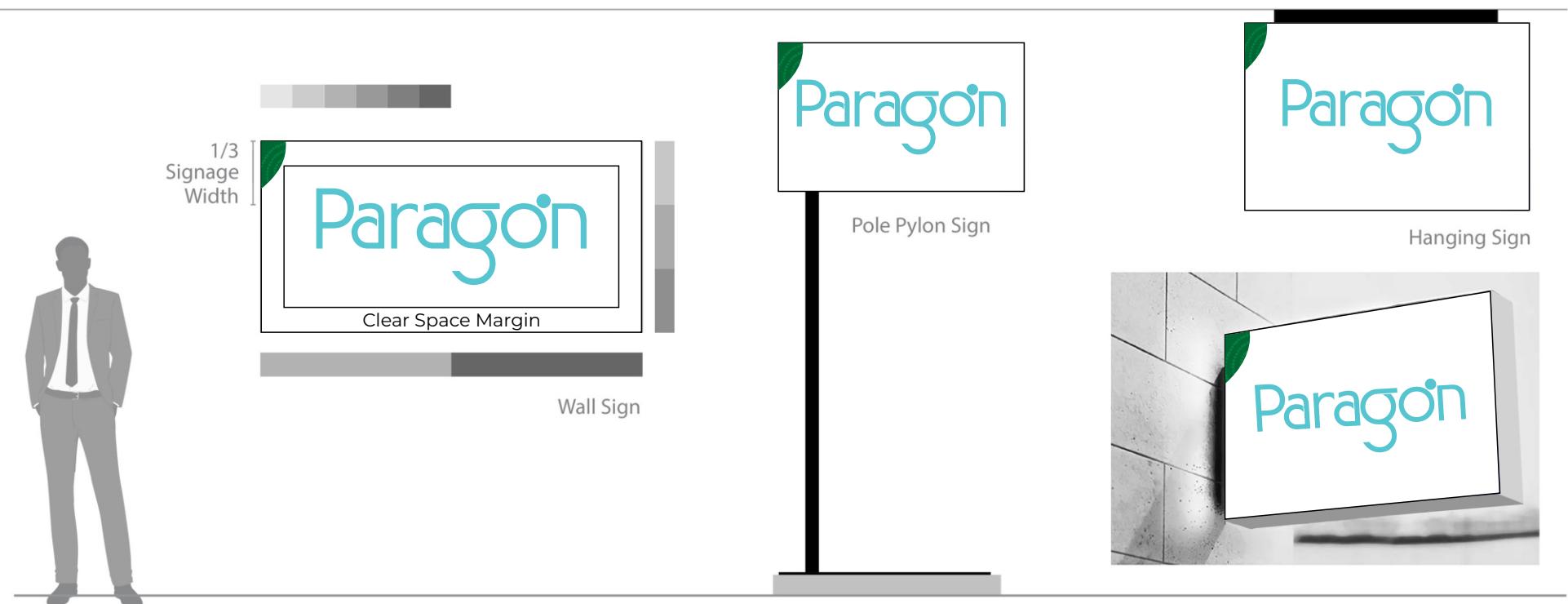
2.8

The dimensions shown here are intended only as a guide for checking accuracy.

All dimensions must be verified by the sign manufacturer prior to manufacturing and installation.

All signage must comply with the Tenant Criteria specifications of the relevant location and local signage laws and regulations.

Signage: Business And Directional



See 2.0 Elements of Visual Language
for interpretation of measurement bar

Paragon

3. Applied Branding

What's Included:

- 3.0 Literature - Brochure Cover Page
- 3.1 Advertising - Print: Out of Home, Posters, Banners and Publications
- 3.2 Advertising - Print: Out of Home/Posters, Banners and Publications
- 3.3 Electronic - PowerPoint Template
- 3.4 Digital - Website Landing Pages
- 3.5 Digital - Social Media Pages
- 3.6 Equipment - Accessories and Merchandising
- 3.7 Accessories and Merchandising - Promotional Gifts
- 3.8 Accessories and Merchandising - Dynamic Branding

3.0

Our brochure design seamlessly integrates clear messaging, captivating visuals, and cohesive branding with aligned colors, fonts, and logos.

Literature - Brochure Cover Page

Cover pages must have the primary logo version, and our brand colour markers. All design elements must be used in the correct form.



NOTE: The imagery and text shown here are for design and reference purposes only.

3.1

Effective print advertising combines a clear, concise message with an attention-grabbing and visually appealing design.

It employs a compelling headline, relevant imagery, and consistent branding to reinforce brand recognition and credibility. A well-defined call-to-action guides the audience to take desired steps, while targeted messaging resonates with specific demographics.

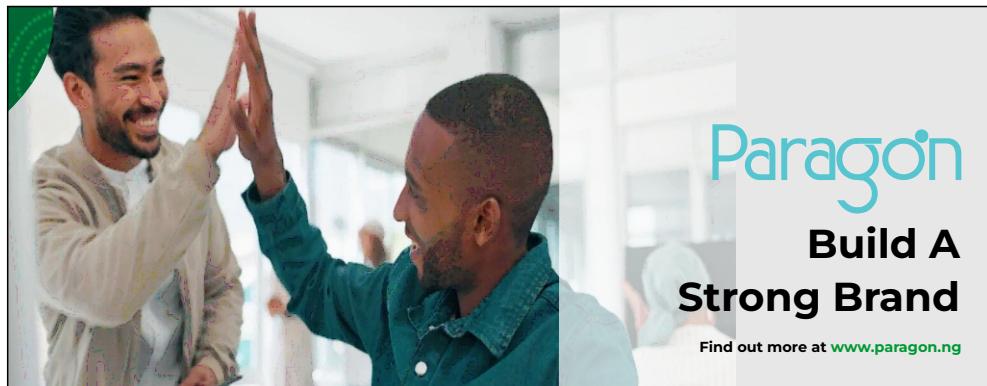
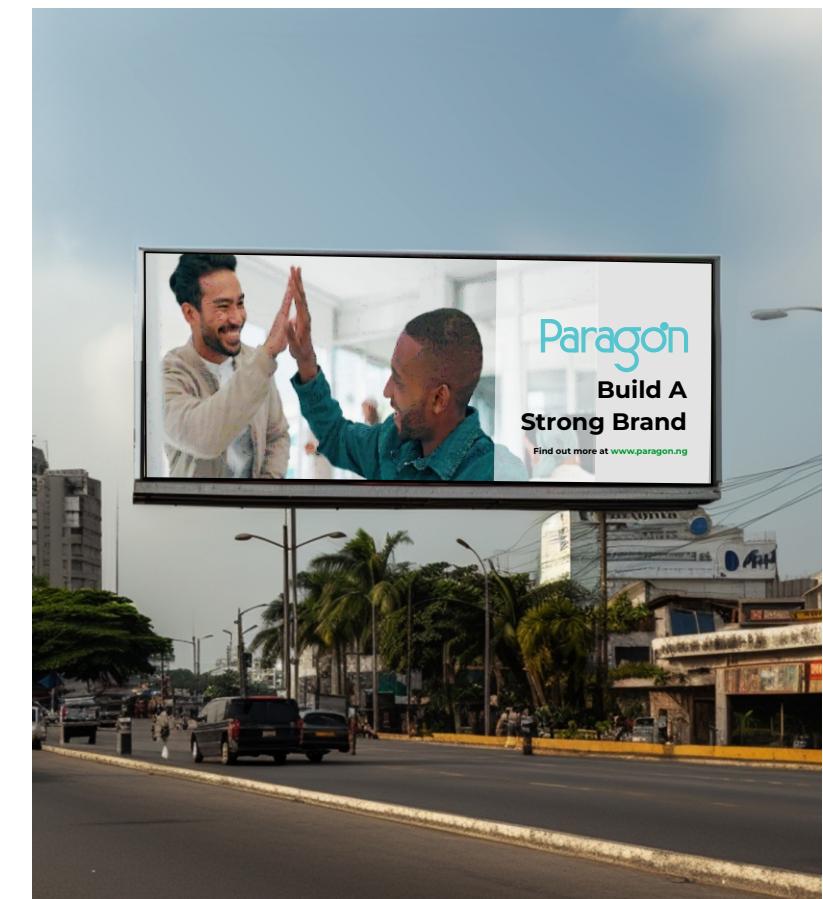
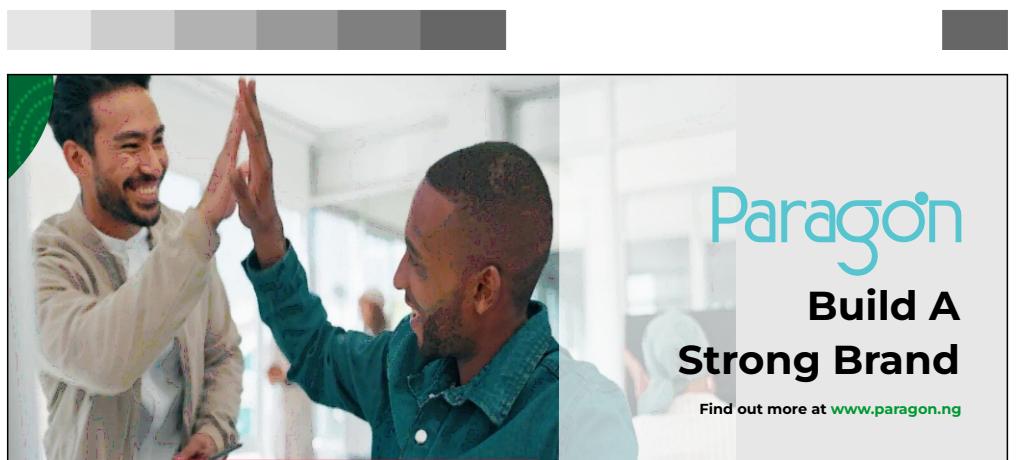
The readability of typography, print quality, and strategic placement in relevant print media contribute to the overall impact.

See 2.0 Elements of Visual Language
for interpretation of measurement bar

Paragon

Advertising - Print: Out of Home, Posters, Banners and Publications

In our print advertising design, the utilization of the primary logo version, brand colour markers, and the Paragon is recommended. All design elements must adhere to precise alignment and measurement standards.



NOTE: The imagery and text shown here are for design and reference purposes only.

3.2

Effective print advertising combines a clear, concise message with an attention-grabbing and visually appealing design.

It employs a compelling headline, relevant imagery, and consistent branding to reinforce brand recognition and credibility. A well-defined call-to-action guides the audience to take desired steps, while targeted messaging resonates with specific demographics.

The readability of typography, print quality, and strategic placement in relevant print media contribute to the overall impact.

See 2.0 Elements of Visual Language
for interpretation of measurement bar

Paragon

Advertising - Print: Out of Home, Posters, Banners and Publications

In our print advertising design, the utilization of the primary logo version, brand colour markers. All design elements must adhere to precise alignment and measurement standards.



NOTE: The imagery and text shown here are for design and reference purposes only.

For our newspaper and magazine advertising with body copy, we use a full-width text alignment to create balance.

3.3

Our PowerPoint template is pre-designed. The slides incorporate consistent branding, versatile layouts, readable fonts, and high-quality visuals. Our template is easy to customize while maintaining a polished and professional appearance.

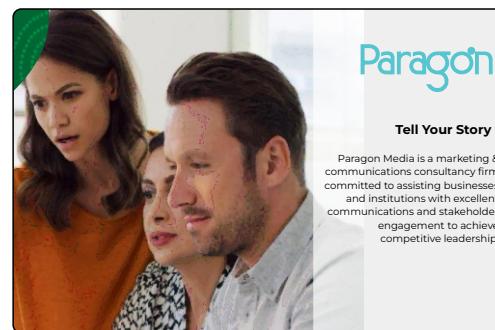
Electronic - PowerPoint Template

For our presentation templates, the utilization of the primary logo version, brand colour markers is recommended. All design elements must adhere to precise alignment and measurement standard

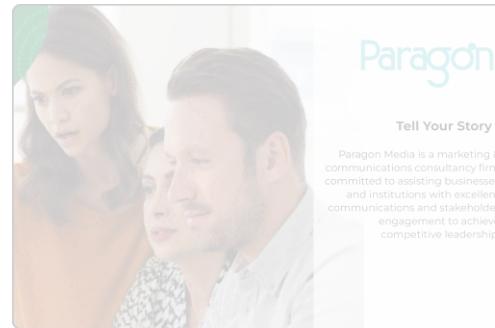
Title Slides



Slides with picture and text



Slides with text only



See 2.0 Elements of Visual Language
for interpretation of measurement bar

Paragon

NOTE: The imagery and text shown here are for design and reference purposes only.

3.4

A well-crafted landing page is crucial for our online presence. Our landing page shapes users initial interactions, creating a positive impression and encouraging further exploration.

An effective landing page guides visitors through the user journey, prompting actions and improving conversion rates. It represents our brand with relevant content, and enhances marketing effectiveness.

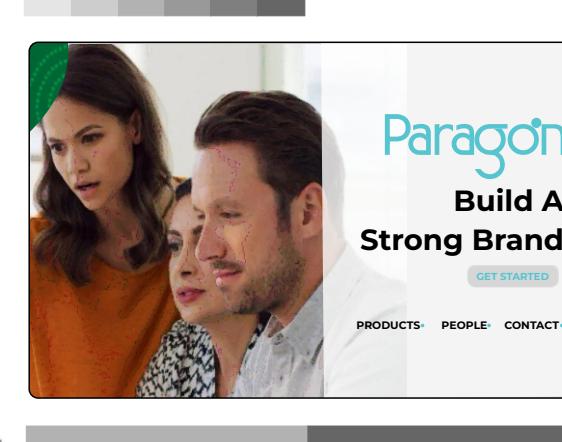
Digital - Website Landing Pages

Ensuring consistency across all brand platforms is paramount, and our website is no exception. On our landing pages, we implement the primary logo version, incorporate brand color markers, all while meticulously adhering to precise alignments and measurements.

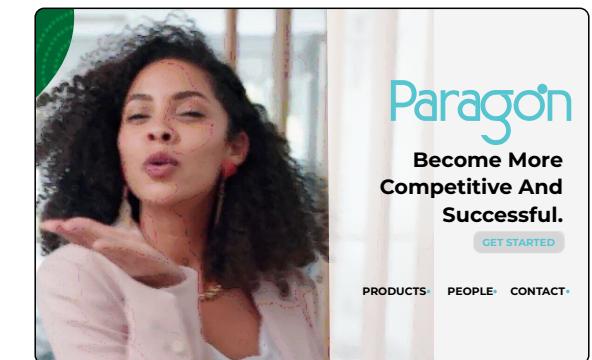
Scrolling Page 1



Scrolling Page 2



Scrolling Page 3



 See 2.0 Elements of Visual Language for interpretation of measurement bar

Paragon

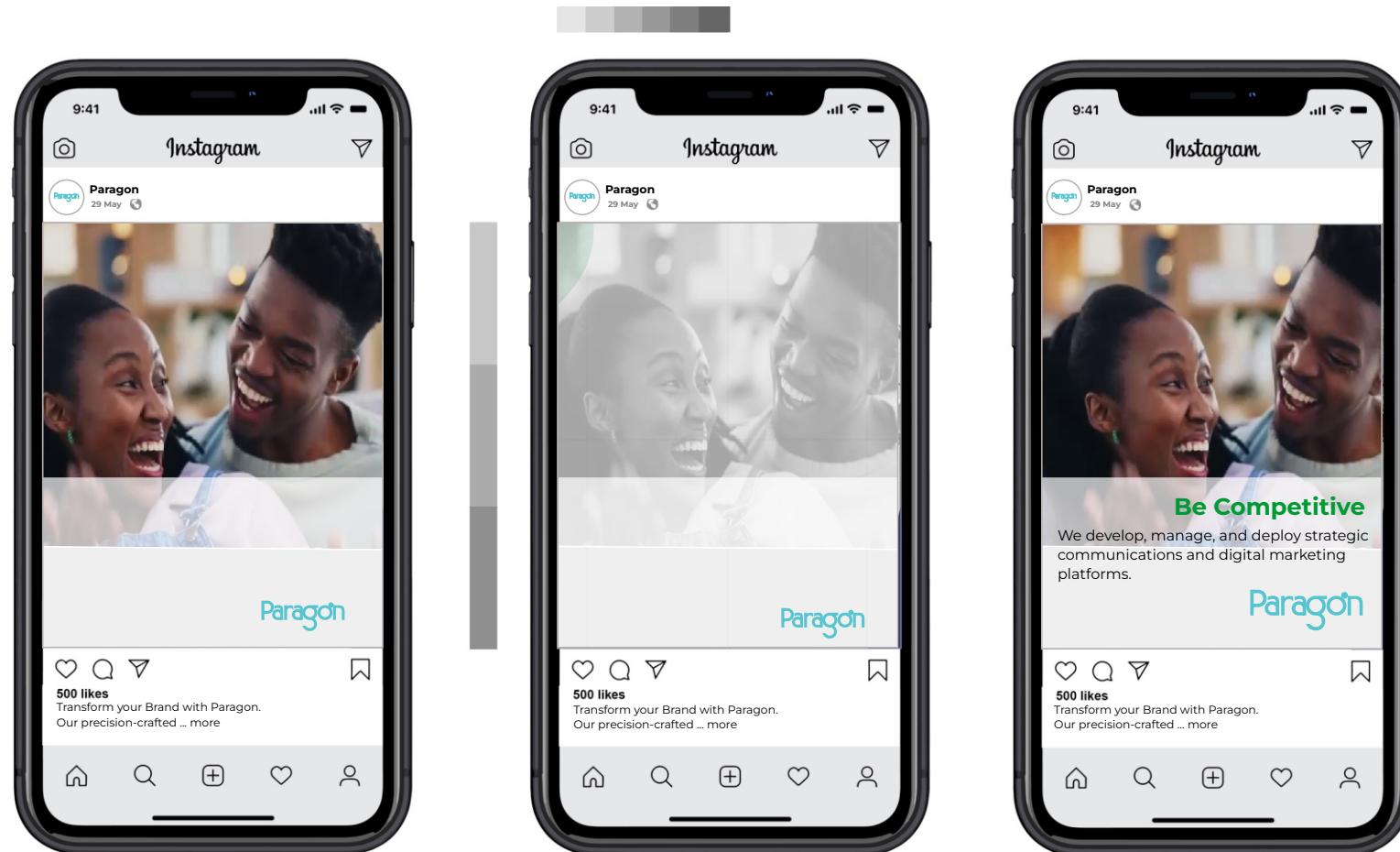
NOTE: The imagery and text shown here are for design and reference purposes only.

3.5

Well designed social media posts are strategically crafted, visually appealing, and tailored to the target audience, emphasizing consistency, engagement, and adaptability to trends for a compelling online presence.

Digital - Social Media Pages

On our social media pages, we implement the primary logo version, incorporate brand color markers, all while meticulously adhering to precise alignments and measurements.



See 2.0 Elements of Visual Language
for interpretation of measurement bar

Paragon

NOTE: The imagery and text shown here are for design and reference purposes only.

3.6

Accessories and merchandising branding involves creating a distinct and recognizable identity for our brand, through the use of promotional materials to build customer loyalty, and convey a specific image and message.

Successful branding is an ongoing process that requires continuous evaluation and adjustment.

Consistency across all brand elements helps build trust and recognition in the minds of consumers

Equipment - Accessories And Merchandising

For equipment branding, it is only permitted to use fixed relationship for our logo and logo type.



Fixed Relationship



3.7

Accessories and merchandising branding involves creating a distinct and recognizable identity for our brand, through the use of promotional materials to build customer loyalty, and convey a specific image and message.

Successful branding is an ongoing process that requires continuous evaluation and adjustment.

Consistency across all brand elements helps build trust and recognition in the minds of consumers

Paragon



Accessories And Merchandising - Promotional Gifts

For merchandise branding, it is permitted to use only a fixed relationship for our logo and logo type. It is advisable to use the primary logo on white or light backgrounds, and the secondary logo is most effective when applied to dark surfaces.



3.8

Accessories and merchandising branding involves creating a distinct and recognizable identity for our brand, through the use of promotional materials to build customer loyalty, and convey a specific image and message.

Successful branding is an ongoing process that requires continuous evaluation and adjustment.

Consistency across all brand elements helps build trust and recognition in the minds of consumers

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Accessories And Merchandising - Dynamic Branding

Dynamic branding using our brand colours. Patented and vibrant motifs may be created using our Paragon brand colours to create unique patterns that transform merchandise into distinctive, eye-catching statements.





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