



DIGITAL LOGO GUIDELINES

2024



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This guide is for anyone using the **PLYR** visual identity in their communications. It provides instructions to ensure the consistent application of our brand elements across all platforms.

Adherence to these guidelines is critical to maintain a unified and strong brand presence both within our organization and to the world. Should you have questions, reach out to our Marketing/Communications Department.



LOGOMARK

The official logo mark for fields is a dynamic representation of the letter 'P' as well as an arrow, symbolizing swift and steadfast progress towards the future.

Suitable for solitary use in various digital contexts such as favicons, emojis, and more due to its flexibility, this logo offers a broad creative scope that can establish a robust visual brand identity.



Black logomark



PLYR Orange logomark



IMPORTANT

When referring to the chain's name in text, always capitalize it as:

PLYR

avoid "Plyr", "plyr", or any other variations.

LOGOTYPE

The logotype utilizes a bespoke typeface and has been converted to outlines, negating the need for the original font during reproduction.

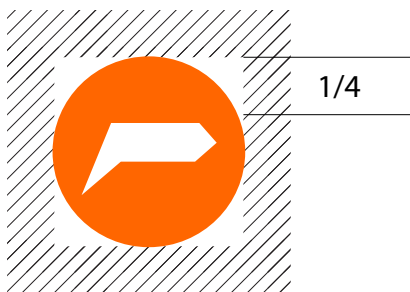
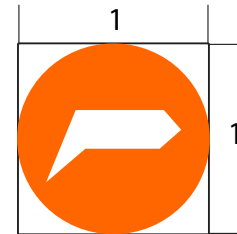
Replicating the logo independently is not recommended.





LOGO RATIO

Maintaining the logo's proportions is crucial to preserve **PLYR**'s visual identity.




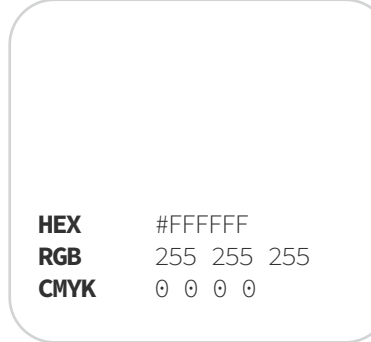


LOGO CLEARSPACE

Ensure there is a sufficient clear space around the logo to keep its impact and presence strong.

Avoid placing any text, images, or patterns too close to the logo to prevent visual clutter and maintain its distinctiveness.

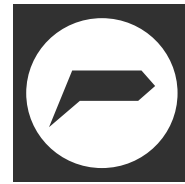
COLOR SCHEME

			
HEX #000000	HEX #FF6600	HEX #666666	HEX #FFFFFF
RGB 0 0 0	RGB 255 102 0	RGB 102 102 102	RGB 255 255 255
CMYK 100 100 100 100	CMYK 0 74 96 0	CMYK 60 51 51 20	CMYK 0 0 0 0

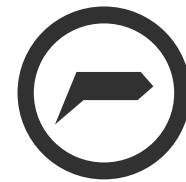


SOCIAL MEDIA

The designated images should be used as profile pictures across all social media to maintain a consistent brand image.



Good usage



Wrong usage



Wrong usage





LOGO USAGE DON'TS

To protect the brand's integrity, never modify, stretch, distort, or rotate the **PLYR** logo. Also, avoid adding extraneous text, changing colors, or altering the typeface. Always use the logo as intended without any unauthorized variations.



Aa

TYPOGRAPHY

The official typeface for **PLYR** is **SOURCE CODE PRO**. It's used across various communication mediums such as stationery and brochures.

SOURCE CODE PRO

TITLE

SOURCE CODE PRO MEDIUM is used mainly in titles, introductory texts, and signage.

BODY TEXT

SOURCE CODE PRO LIGHT for body text to ensure readability.

BODY TEXT

SOURCE CODE PRO BOLD for emphasizing crucial details like the chain name.

ExtraLight 200

Whereas recognition of the inherent dignity

ExtraLight 200 Italic

Whereas recognition of the inherent dignity

Light 300

Whereas recognition of the inherent dignity

Light 300 Italic

Whereas recognition of the inherent dignity

Regular 400

Whereas recognition of the inherent dignity

Regular 400 Italic

Whereas recognition of the inherent dignity

Medium 500

Whereas recognition of the inherent dignity

Medium 500 Italic

Whereas recognition of the inherent dignity

SemiBold 600

Whereas recognition of the inherent dignity

SemiBold 600 Italic

Whereas recognition of the inherent dignity

Bold 700

Whereas recognition of the inherent dignity

Bold 700 Italic

Whereas recognition of the inherent dignity