

P2PU

Peer2Peer**University** Brandbook.



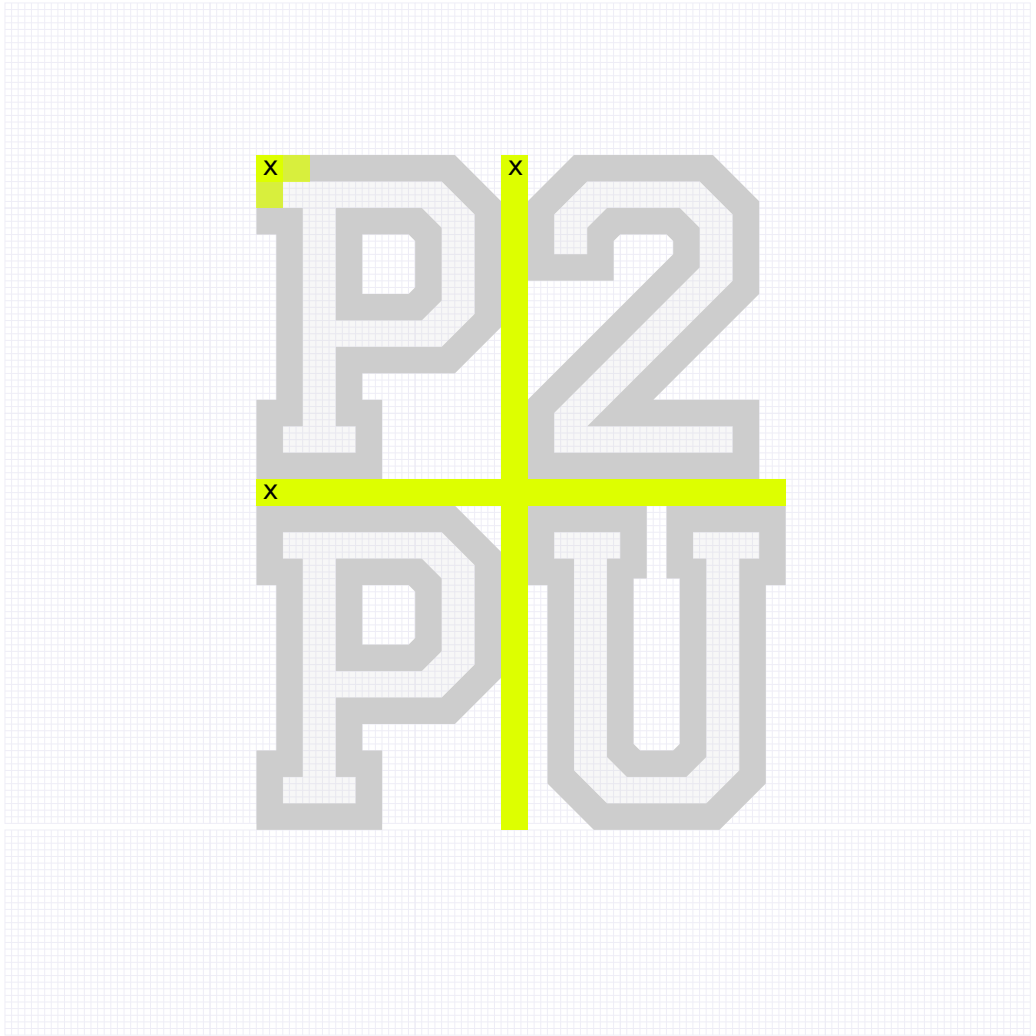
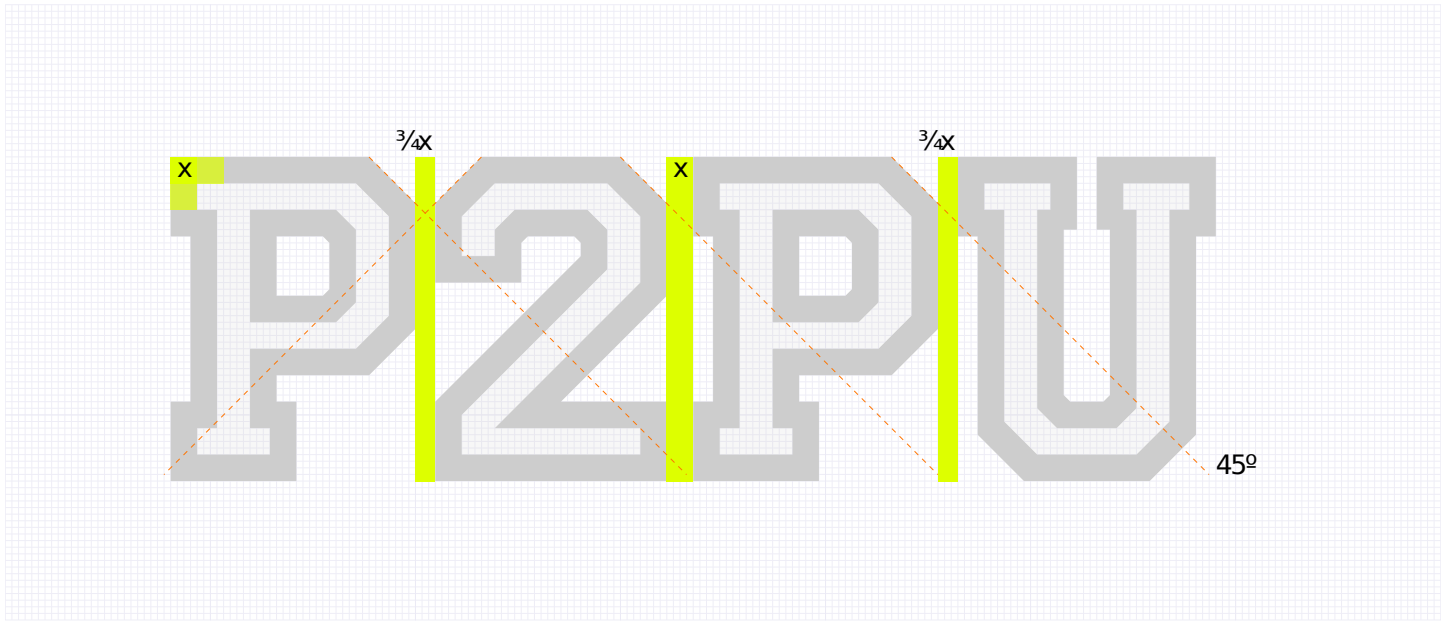
Table of Contents.

- 01. Logotype
- 02. Construction
- 03. Minimum Clear Space
- 04. Size Showcase
- 05. Color Background Version
- 06. Logo Color Scheme
- 07. Background Color Scheme
- 08. Incorrect Usage
- 08.1 Correct Usage - Color Background
- 09. Corporate Typefaces
- 10. Headline Showcase

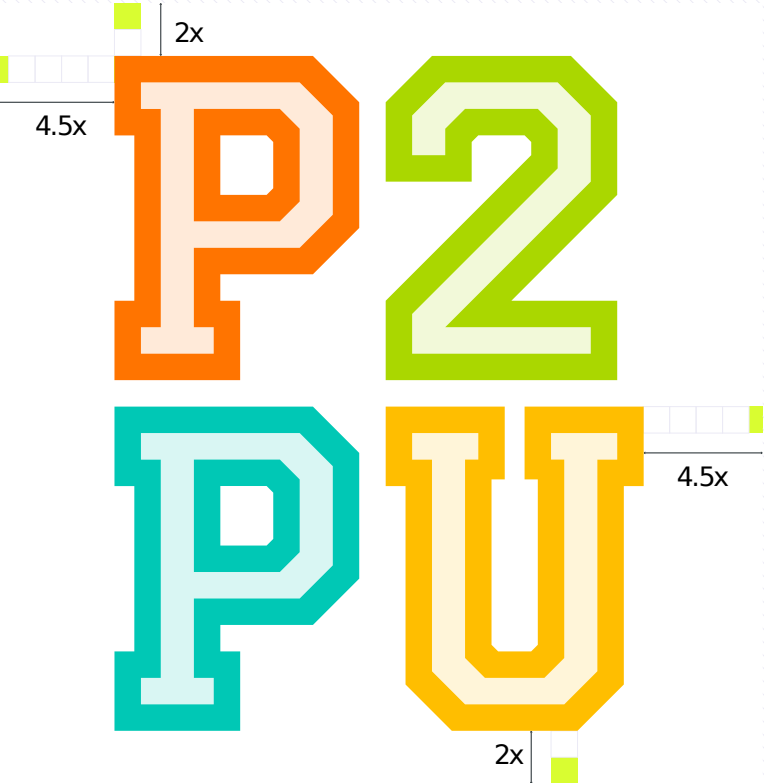


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03. Minimum Clear Area



04. Size Showcase

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75%

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50%

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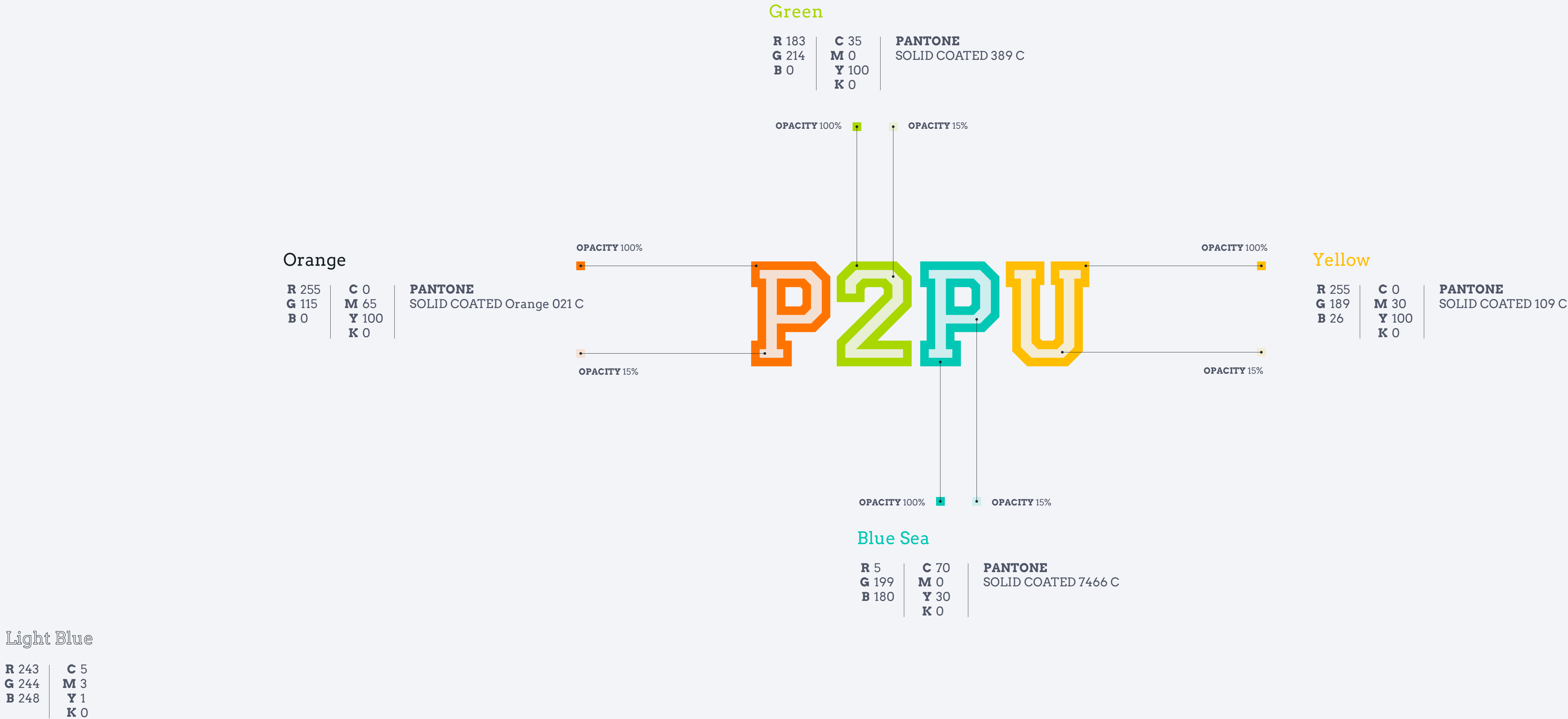
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25%

P2
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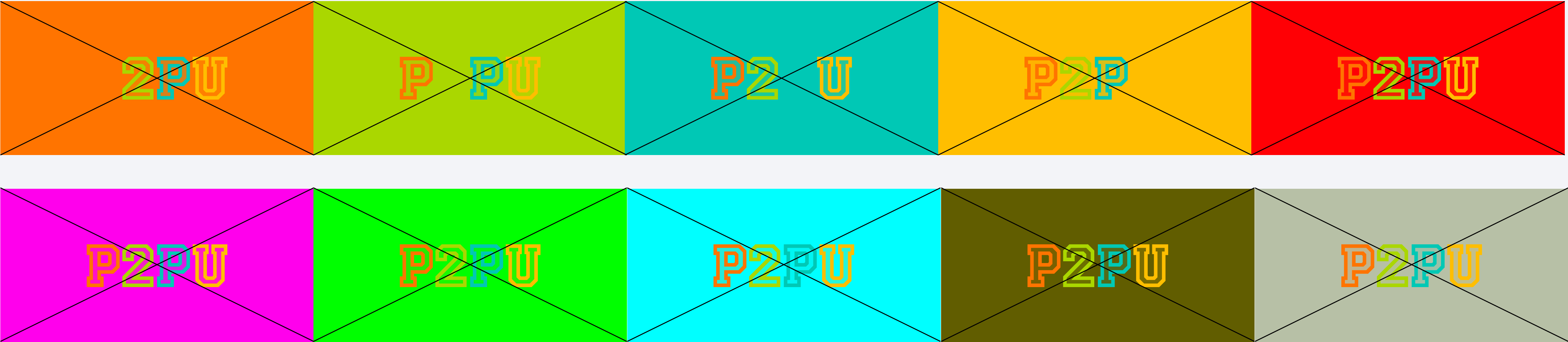
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06. Logo Color Scheme





NO



YES

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P2PU	P2PU	P2PU	P2PU	P2PU

Primary typeface for headlines

ARVO

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@'""(.,;:#!?)

BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@'""(.,;:#!?)**

AaBb12

Secondary typeface for regular web text

OPEN SANS

EXTRA LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
1234567890\$%&@'""(.,;:#!?)

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
1234567890\$%&@'""(.,;:#!?)

MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
1234567890\$%&@'""(.,;:#!?)

BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
1234567890\$%&@'""(.,;:#!?)**

AaBbCc123



P2PU Community.

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P2PU Help.

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