

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

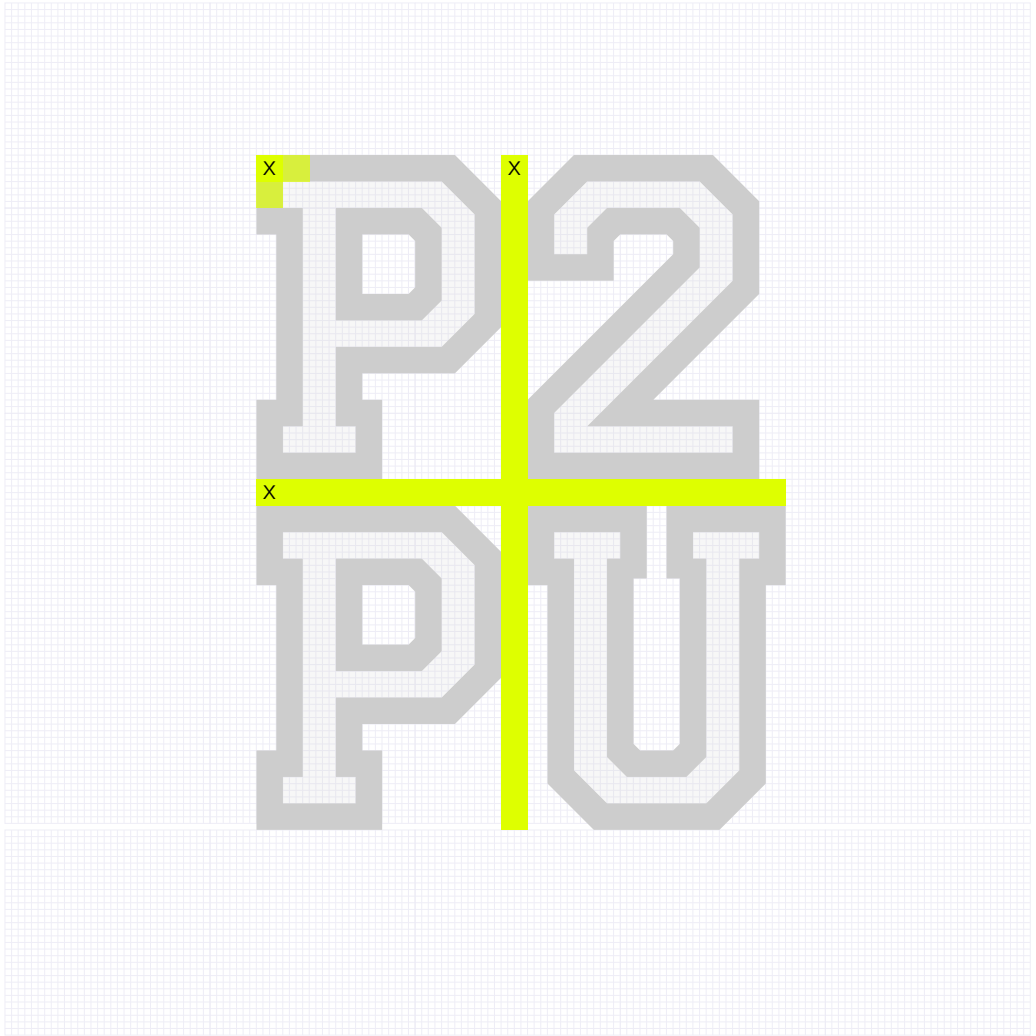
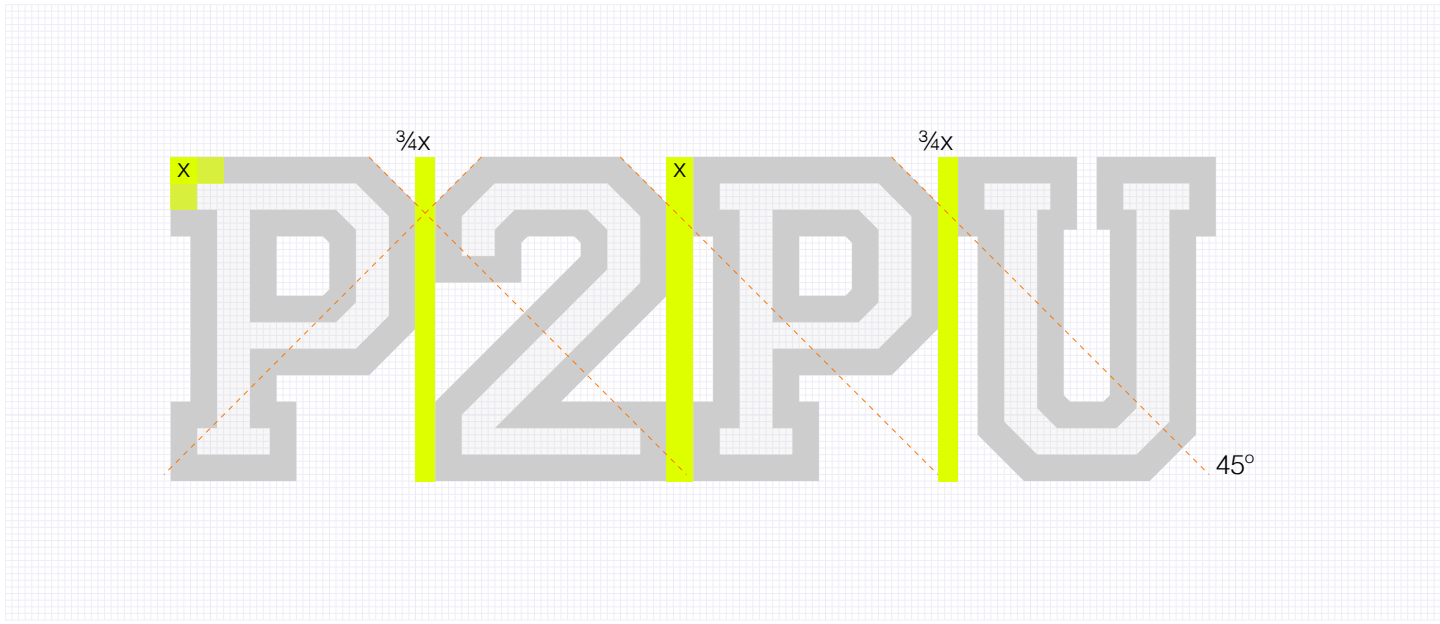


01. Logotype

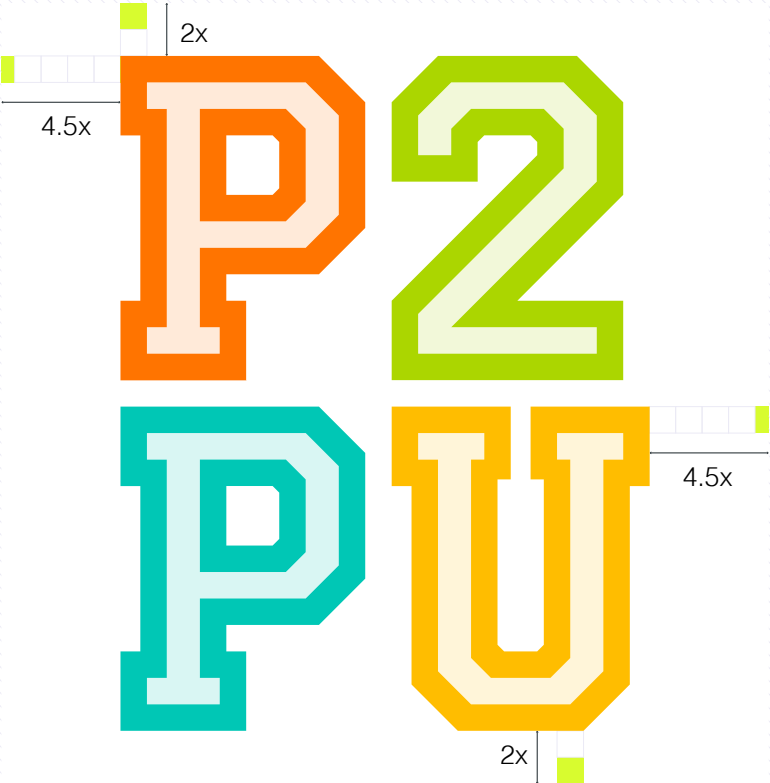
P2PU

P2  
PU

02. Construction



03. Minimum Clear Area



04. Size Showcase

P2PU

75%

P2  
PU

P2PU

50%

P2  
PU

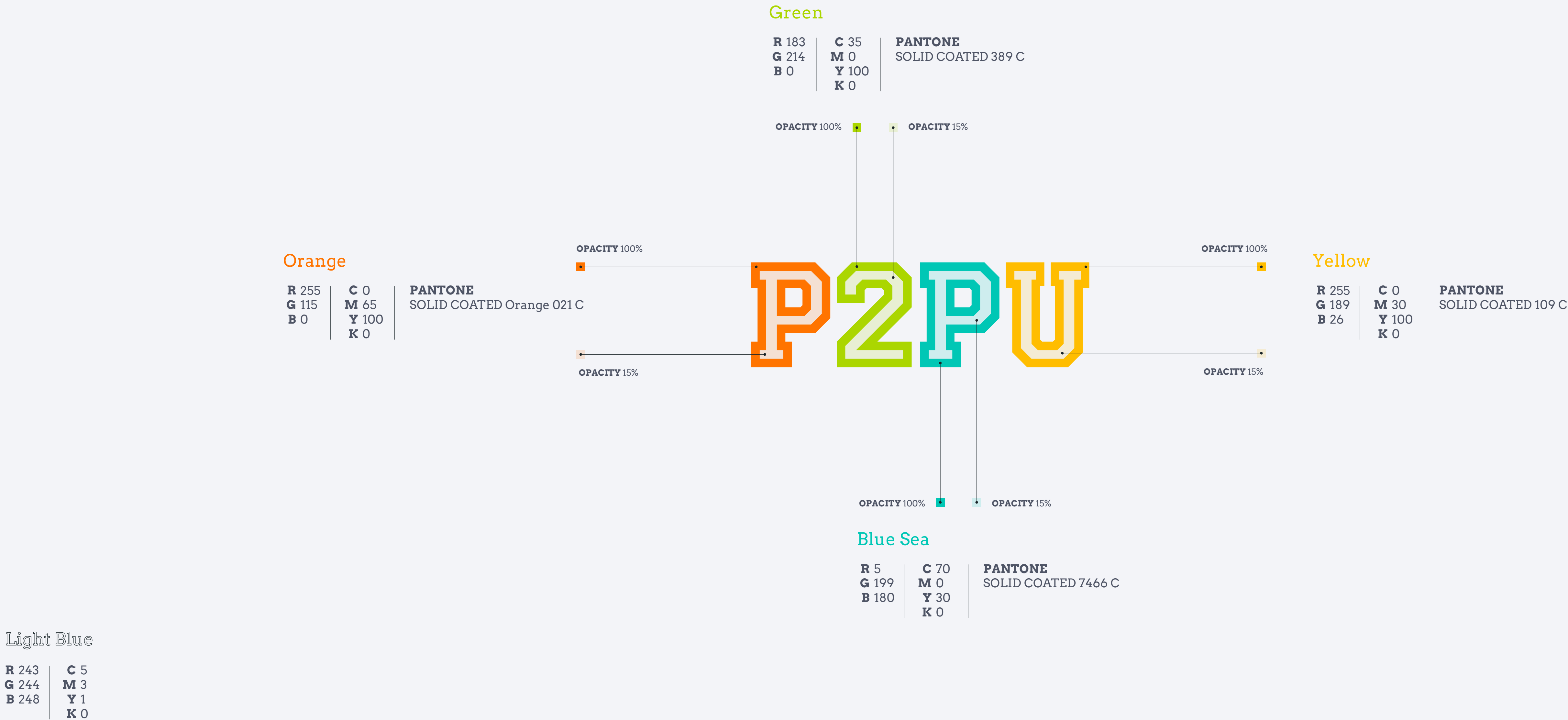
P2PU

25%

P2  
PU

P2PU

06. Logo Color Scheme

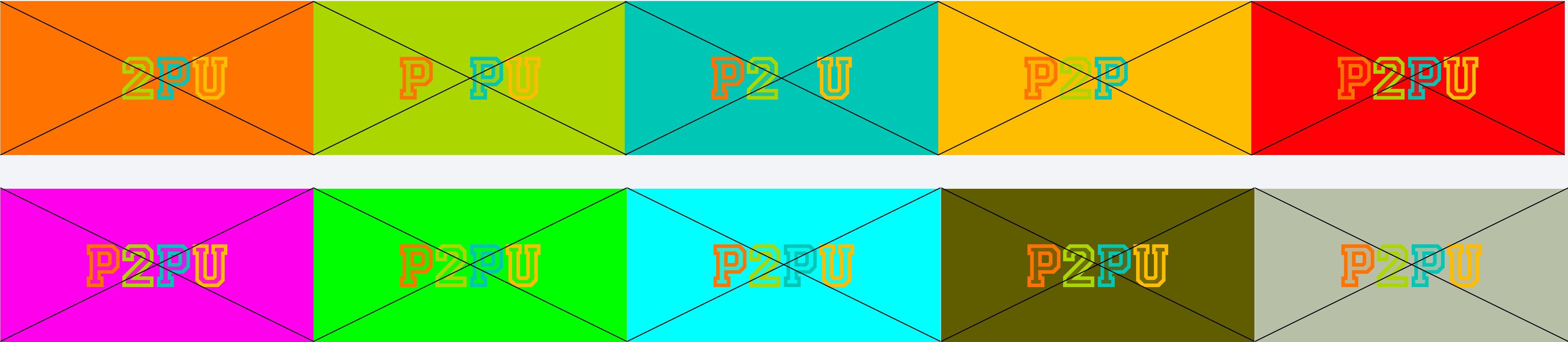




07. Web Color Scheme



NO



YES

P2PU	P2PU	P2PU	P2PU	P2PU
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

SENSE

EXTRA LIGHT

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

REGULAR

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

MEDIUM

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

BOLD

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

AaBbCc123



## P2PU Community.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et velit enim. Pellentesque tempus, nisi nec aliquet lacinia, sapien mi rhoncus justo, ullamcorper tempus ante tellus dapibus enim.

## P2PU Help.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et velit enim. Pellentesque tempus, nisi nec aliquet lacinia, sapien mi rhoncus justo, ullamcorper tempus ante tellus dapibus enim.

## P2PU Meetups.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et velit enim. Pellentesque tempus, nisi nec aliquet lacinia, sapien mi rhoncus justo, ullamcorper tempus ante tellus dapibus enim.

## P2PU LAB.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et velit enim. Pellentesque tempus, nisi nec aliquet lacinia, sapien mi rhoncus justo, ullamcorper tempus ante tellus dapibus enim.

## P2PU Blog.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et velit enim. Pellentesque tempus, nisi nec aliquet lacinia, sapien mi rhoncus justo, ullamcorper tempus ante tellus dapibus enim.

## P2PU Jobs.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et velit enim. Pellentesque tempus, nisi nec aliquet lacinia, sapien mi rhoncus justo, ullamcorper tempus ante tellus dapibus enim.