



Panoptic Branding Kit

A guide for understanding and using our identity.

Logo

The Panoptic wordmark and icon are an important expression of our brand identity. By applying the logo in a consistent manner, it strengthens the recognition and visibility of our brand.

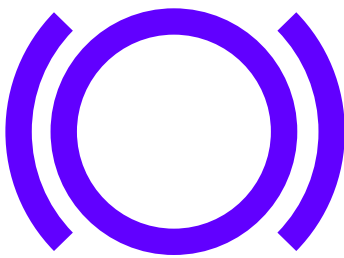
[Download here.](#)

Primary



Minimum size:
35 pixels height

Secondary



Minimum size:
20 pixels height



White Logo

In special cases, when it is inappropriate to use our full color logo, use the white version of the Panoptic wordmark and icon. Whenever possible, use the full color versions of our logo.

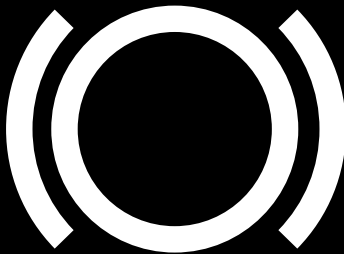
[Download here.](#)

Primary



Minimum size:
35 pixels height

Secondary



Minimum size:
20 pixels height

Logo Measurement

Our logo measurements demonstrate the craftsmanship and precision that make up the Panoptic logo. When applying the logo, please be mindful of the following:

A: The spacing between the wordmark and the icon cannot be altered or adjusted in any way.

B: The ascenders and descenders of the wordmark need to align with the icon.



Logo Clear Space

The “t” defines the specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

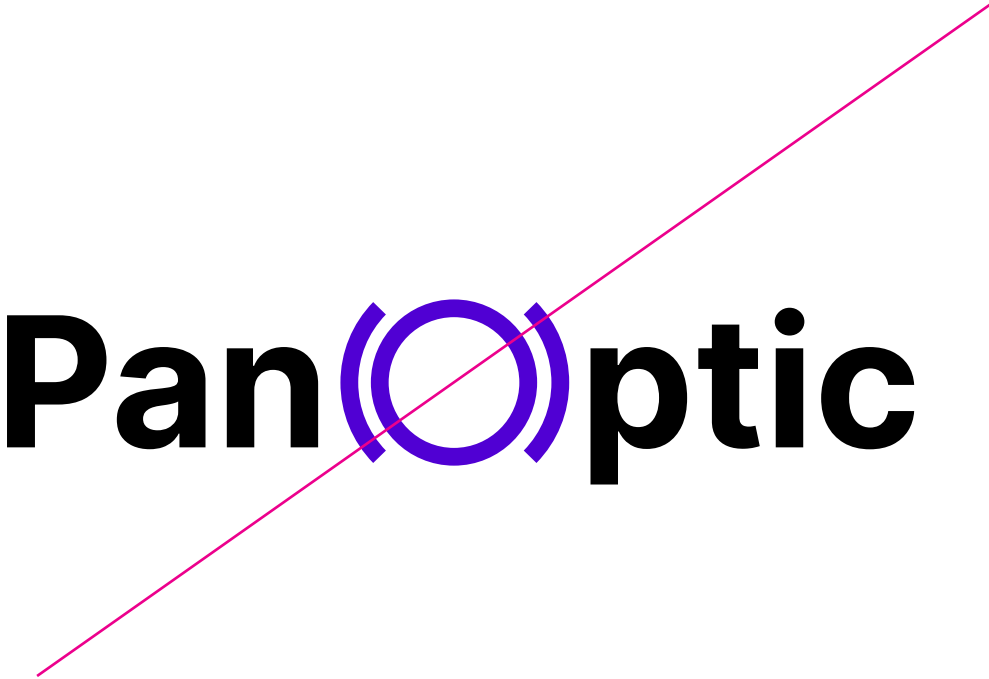


Logo Best Practices

When designing with Panoptic logos, use the logos as they are. Do not attempt to recreate or move logo elements.



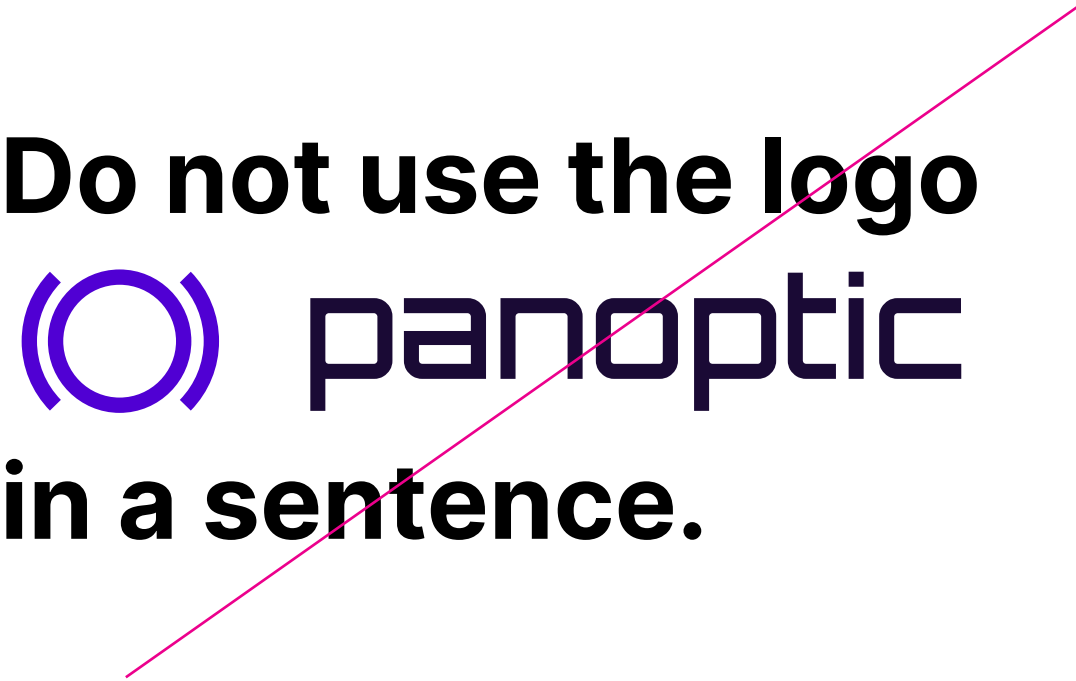
Do NOT use logos that blend into the background colors.



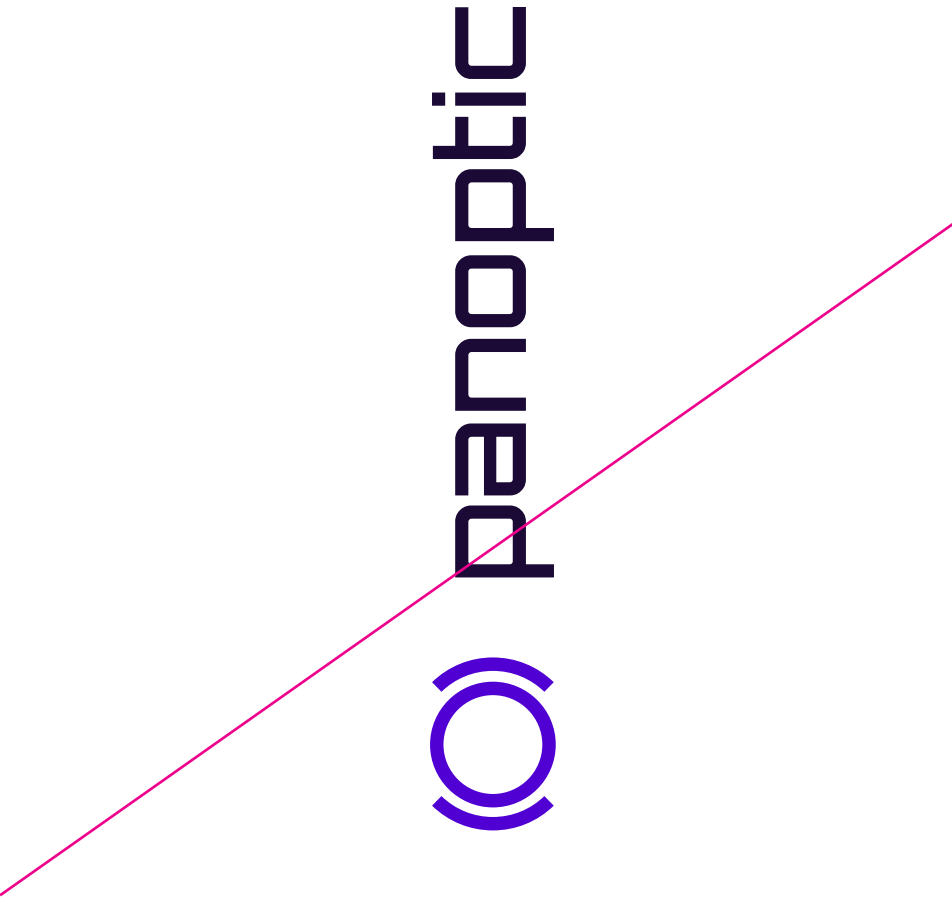
Do NOT replace type with the icon.



Do NOT use logos that blend into the photography.



Do NOT use the logo in the middle of a sentence.



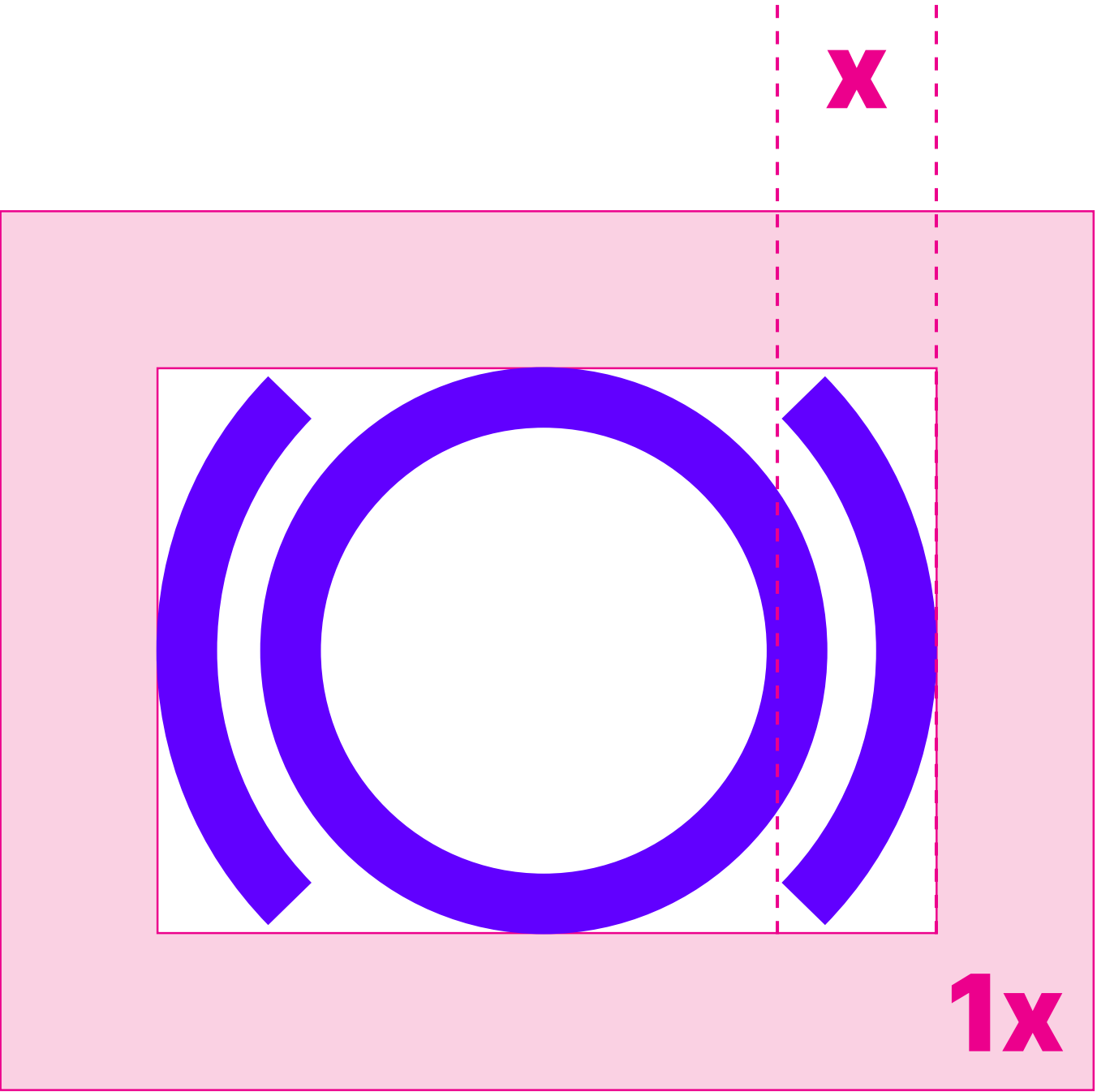
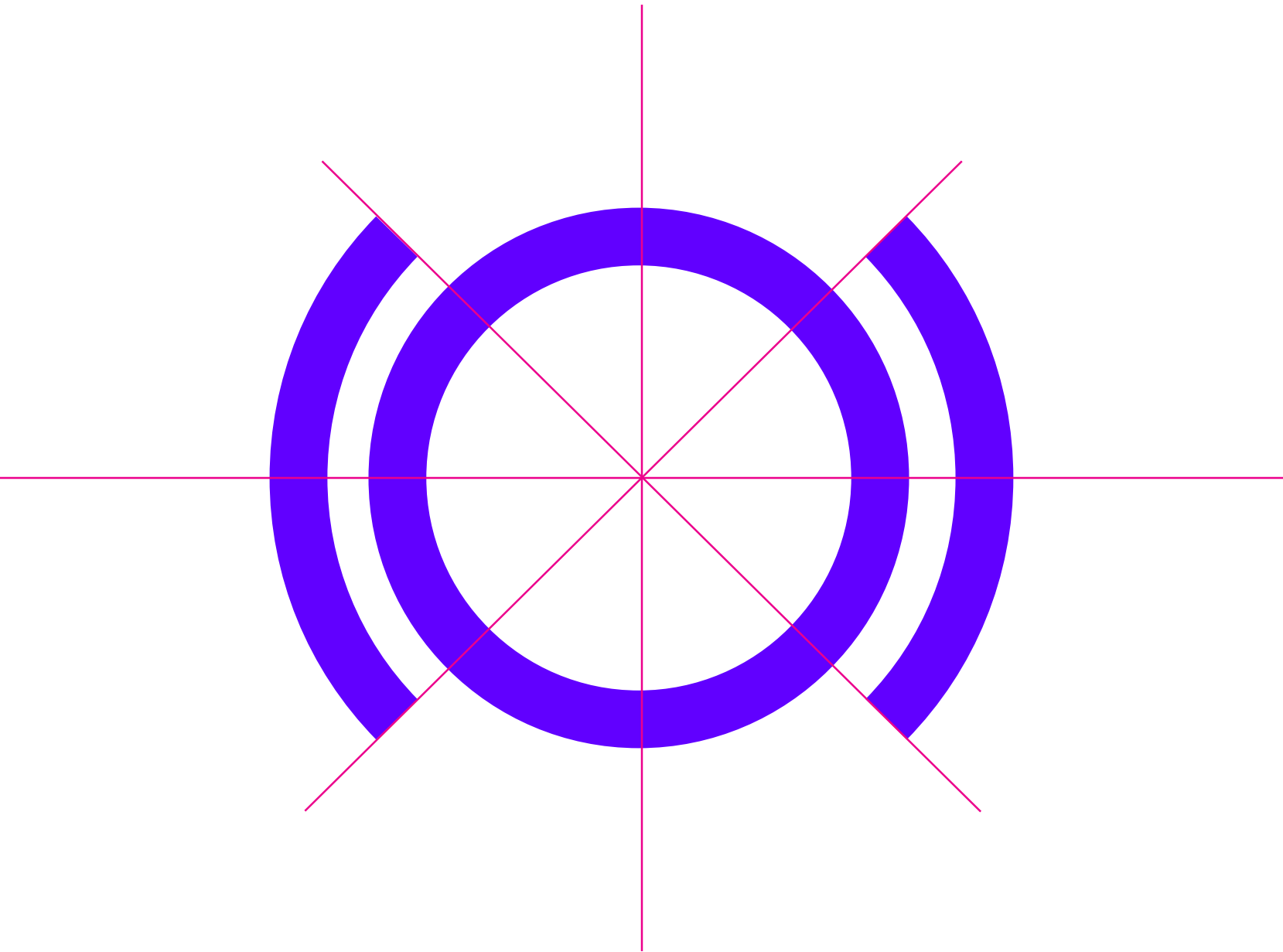
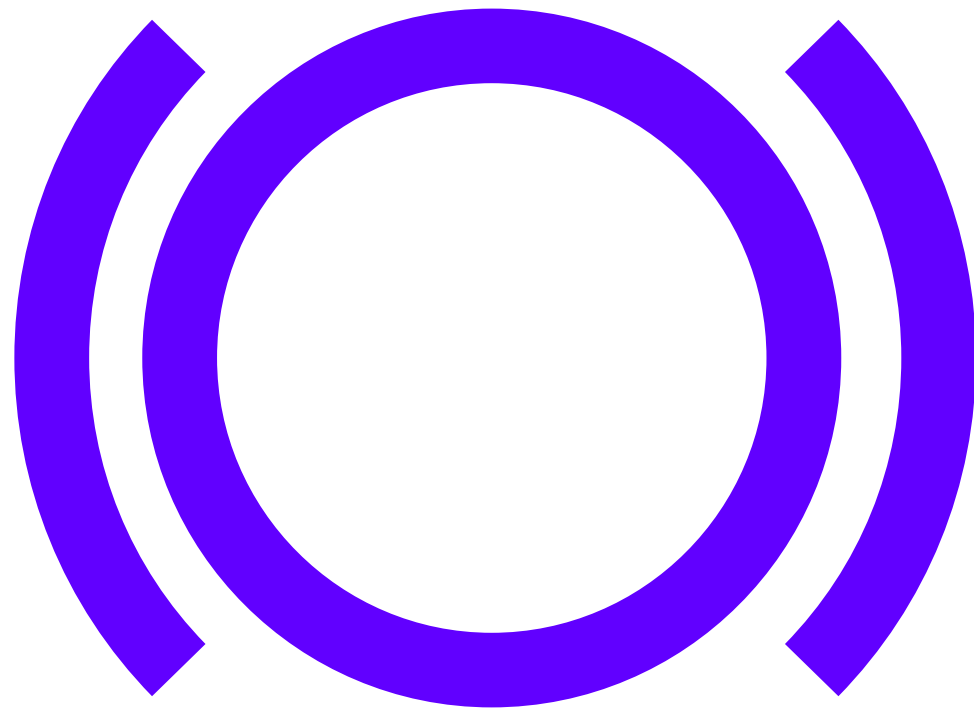
Do NOT alter the orientation of the logo.



Do NOT distort or alter the logo.

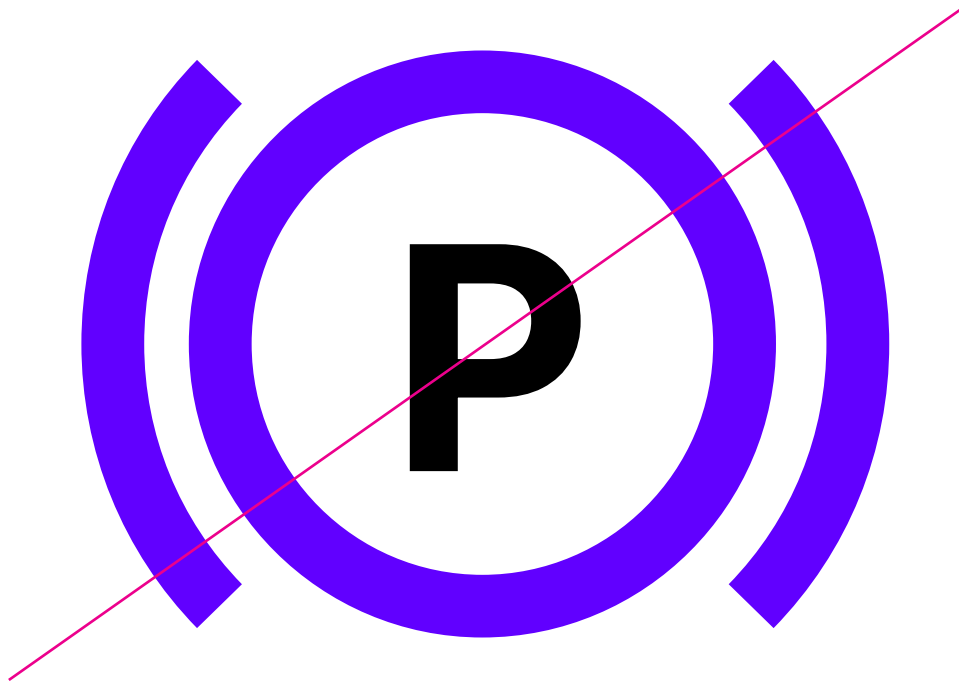
Icon Usage

Our icon is the visual representation of our brand. It can be used as a stand-alone graphic; however, when possible, the Panoptic wordmark should appear somewhere in the layout to enforce brand recognition. The icon should never be used as a symbol within text or altered in any way.

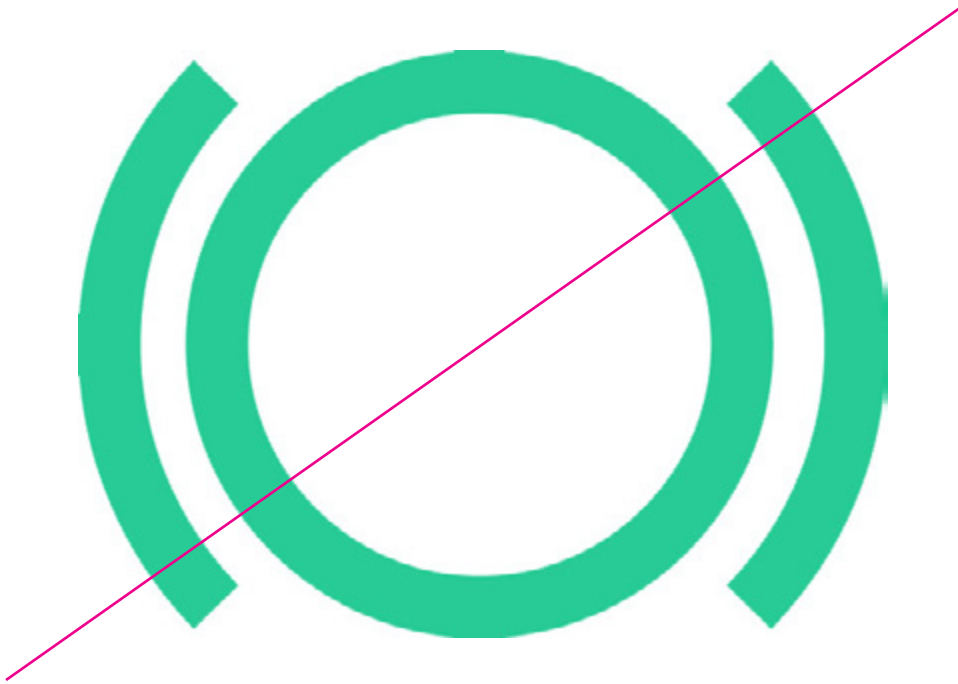


Icon Best Practices

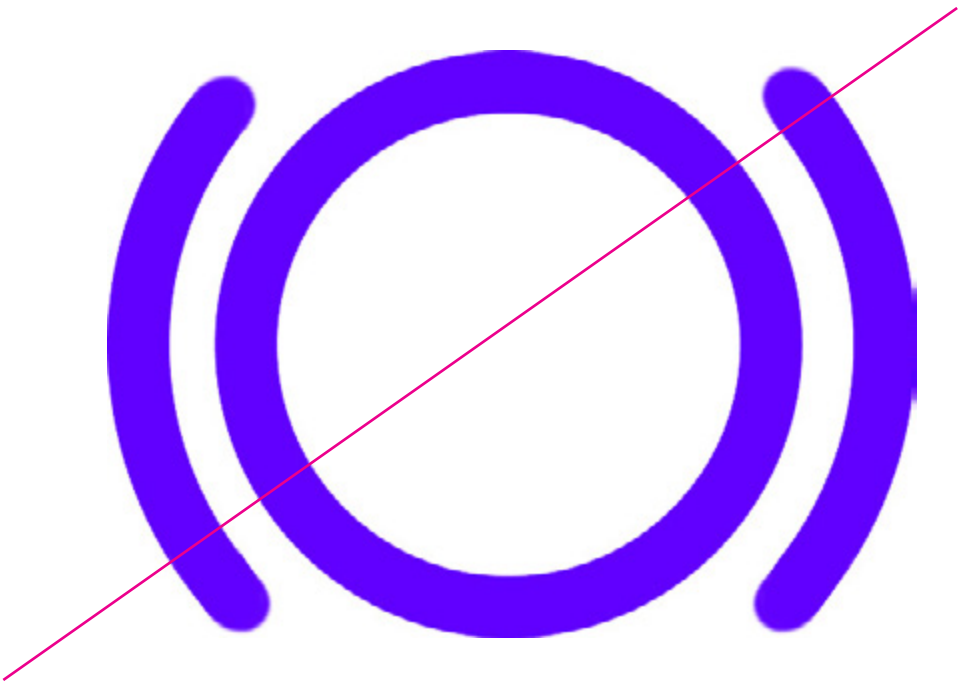
When designing with the Panoptic icon, use the logo as it is. Do not attempt to recreate or move the logo elements.



Do NOT place anything within the icon.



Do NOT change the icon's color.



Do NOT modify the icon's edges or shape.

Primary Typography

Panoptic employs Inter as our primary typeface. Our brand communications use three weights: Inter regular, Inter Medium, and Inter bold.

Aa Bb
Cc Dd

Inter Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890!@#%^&*()

Aa Bb
Cc Dd

Inter Medium

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890!@#%^&*()

Aa Bb
Cc Dd

Inter Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890!@#%^&*()

Secondary Typography

Panoptic employs IBM Plex Mono as our secondary typeface. Our brand communications use two weights: IBM Plex Mono regular and IBM Plex Mono semi-bold.

Aa Bb
Cc Dd

IBM Plex Mono Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Aa Bb
Cc Dd

IBM Plex Mono SemiBold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890!@#%&*()

Typography Applications

Inter is our brand font. Bold or regular weights are preferred to create consistency in communications and should be left aligned where possible. Headlines and banners may be centered. Bold can be used for more emphasis and is primarily used for launch communications.

Quick use guide:

— Headlines need to be in sentence case, without the use of end punctuation (exceptions: exclamation points and question marks).

— Subheads need to be in sentence case and use end punctuation.

— Banner headlines need to be in title case and do not use end punctuation.

— Avoid widows and hyphenation.

Headline

Headlines

Kerning should always be set to 0 optical.

can be

For leading, add 2-6 pts on top of type size.

Inter Bold

Leave a clear space between ascenders and descenders.

Subhead

Inter regular is used for subheads and body copy. **For emphasis, use Inter bold.**

30-50% smaller type size than headlines.

Typography Best Practices

The following best practices apply to all Panoptic communications (video, print, digital, and social).

**Do not make
leading too tight
or too open**

do not use all
lowercase

Do not mix
typefaces
**within a
sentence**

**Do not right
align type**

Do not
introduce NEW
TYPEFACES

**Do not hyp-
henate words
in a headline**

Color Palette

Purple is a key signifier for the Panoptic brand — use it to express brand pride. These are the definitive colors that make up our color palette and should be used wherever possible.

Primary

Purple

4E14D0

RBG 78 20 208

CMYK 63 90 0 18

Secondary

Black

000000

RBG 0 0 0

CMYK 75 67 68 90

Gray

F3F3F3

RBG 243 243 243

CMYK 3 2 2 0

Green

00D091

RBG 0 208 145

CMYK 82 0 68 0

Light Purple

9B6FFF

RBG 155 111 255

CMYK 54 65 0 0

Color Best Practices

The following best practices apply to all Panoptic communications.

