



Brand guidelines | April 2020 | V.1.0.

Brand guidelines

The brandbook for Pelias

Pelias Brand Identity Standard

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the elements you may need logos, colors, typefaces and how to apply them.

Version 1.0. April 2020

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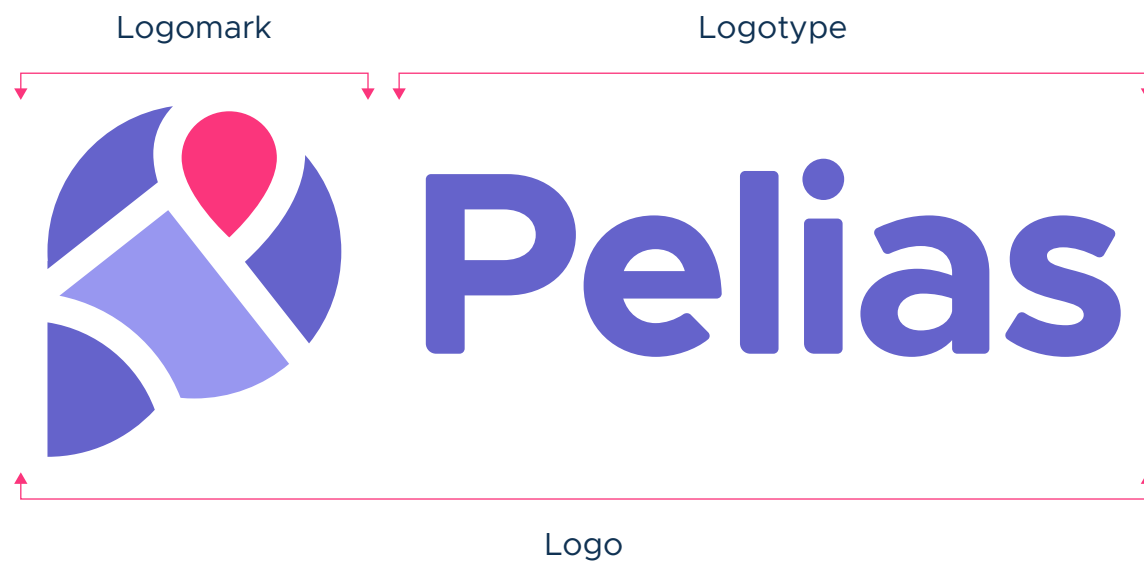
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Primary Logo

The logo consists of a symbol and a typeface. When the width is much greater than the height (form-strip), the logo of this design is used.



Logo Construction

Logo construction and the white space around the logo.

It is highly advised to respect the X space around the logo in order to preserve the visual balance.



Min. size usage



When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve the quality of the logo.

■ Logo

Logo Variations

In case where the shape for the logo is approximated to the square, a vertical version of the logo is used. Also this option is used in case where the logo is one on the media, for example, a cover of something.



Logo Usage

Primary use



Dark background



Avoid using off brand colors



Avoid stretching



Avoid rotation



Avoid adding strokes



Main Colors

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.



Blue Marguerite

#6563CB
R101 G99 B203
C69 M67 Y0 K0

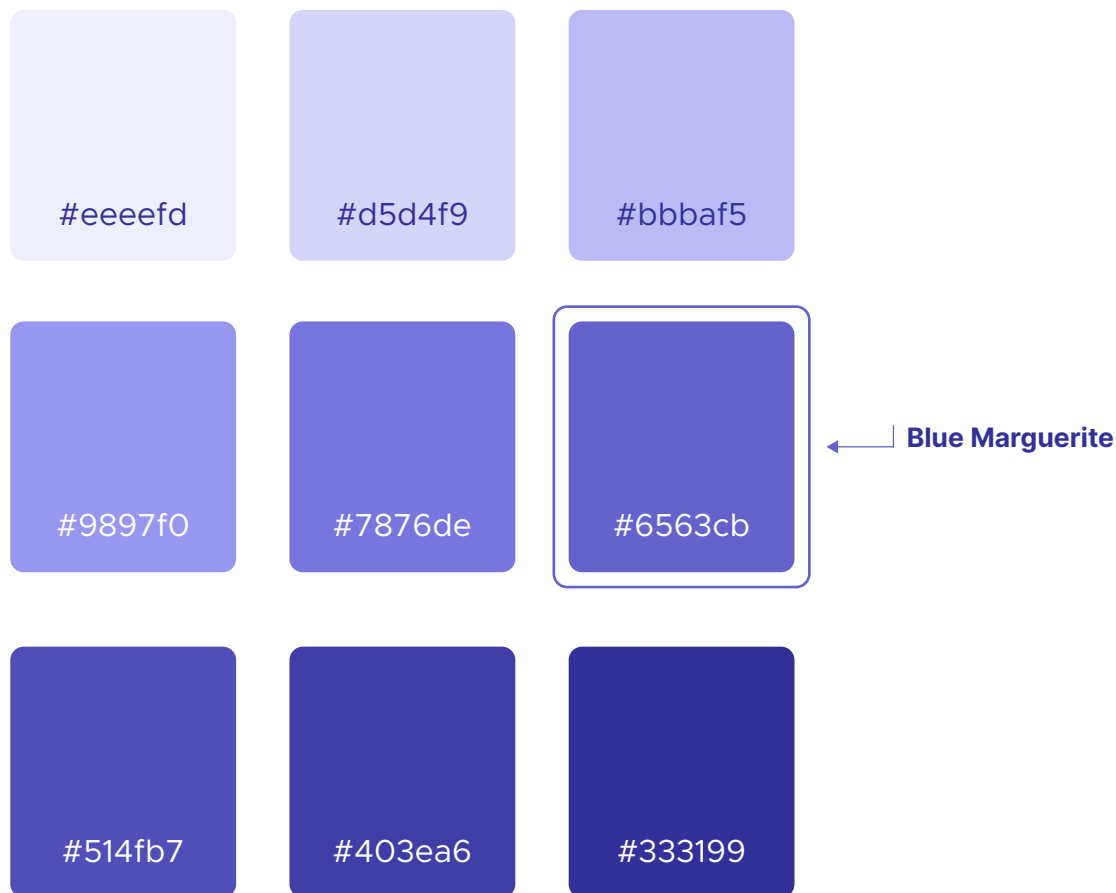


Violet Red

#FB357C
R251 G53 B124
C0 M91 Y22 K0

Extended Colors

Here is the extended color palette based on the official brand color. This palette is created with the intention to be used on User Interfaces like web, mobile and app design.



Typography

Aa

PRIMARY TYPEFACE

Metropolis

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	0
1	2	3	4	5	6	7	8	9

Aa

SECONDARY TYPEFACE

Inter

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	0
1	2	3	4	5	6	7	8	9

Typography Usage

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

Body | Inter-Regular | Size 14pt:16pt | Line Spacing 20:22pt

Home Documentation Community
NAV | Metropolis-SemiBold | Size 16pt

Learn More

CTA 1 | Metropolis-Bold | Size 24pt

Learn More

CTA Small | Metropolis-Bold | Size 16pt

H1

Metropolis | Size 64pt | Line Spacing 72pt

H2

Metropolis | Size 48pt | Line Spacing 54pt

H3

Metropolis | Size 36pt | Line Spacing 43pt

H4

Metropolis | Size 26pt | Line Spacing 31pt

H5

Metropolis | Size 22pt | Line Spacing 26pt

