

---

# Visual Identity Guidelines

APRIL 2018

---

**POEX.IO**

---

- \_\_BASIC ELEMENTS
- \_\_EXCLUSION ZONE
- \_\_TYPEFACE
- \_\_AVOID MISTAKES
- \_\_COLOUR PALETTE
- \_\_BUSINESS CARD

# OVERVIEW

## BASIC ELEMENTS

These visual identity guidelines set the visual standards for PoEx brand image outlining usage convention for our logos, color palette, typography; setting out clear rules on the deployment of these components in our brand. By following the principles outlined in these guidelines, Each element plays an important role in defining our distinct personality and creating a unified look.

### LOGOTYPE

POEX.IO

### CORE COLOUR PALETTE

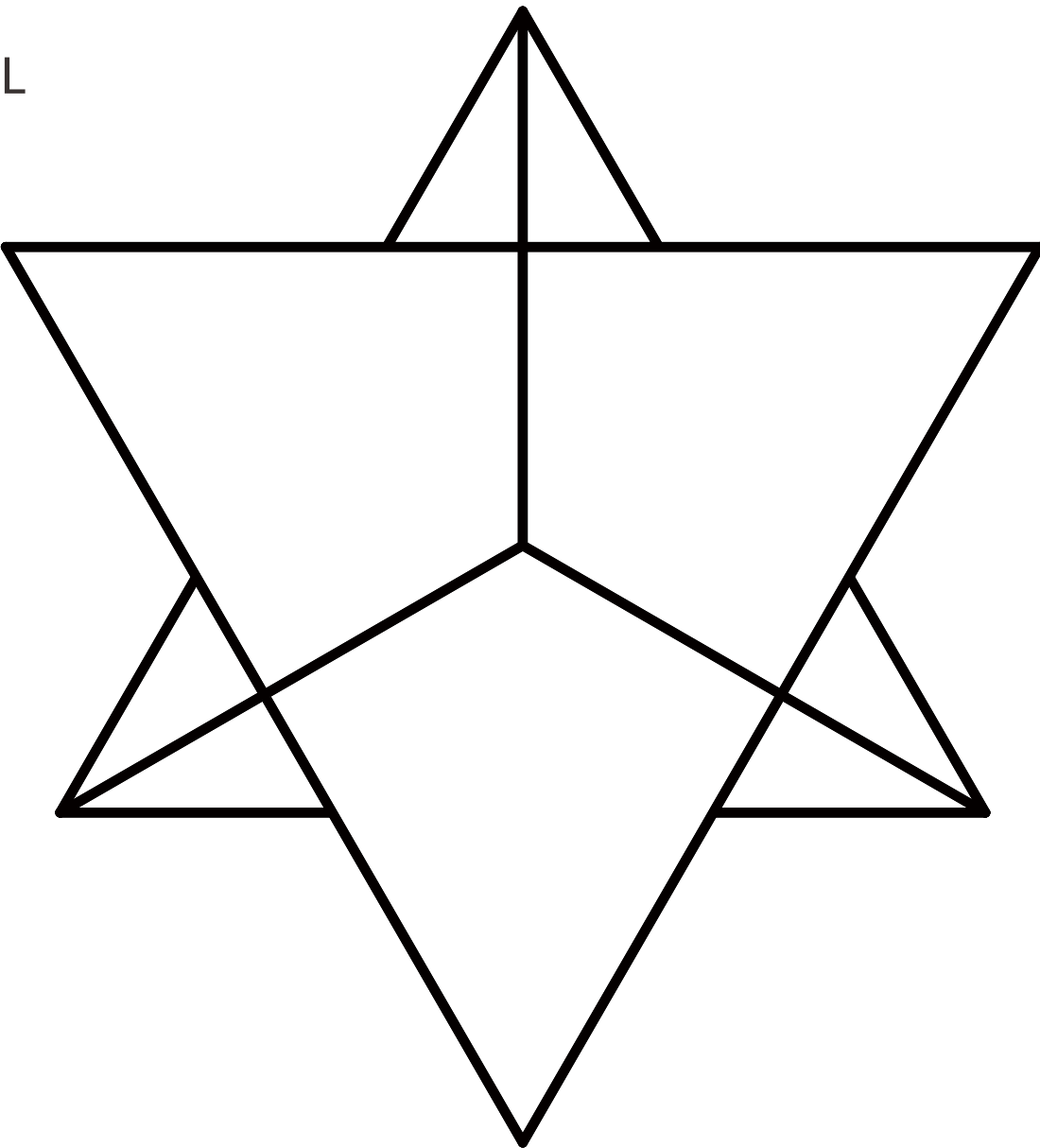


### TYPEFACE

**Arial Rounded**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @\$%&\*!?

**Lato Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @\$%&\*!?

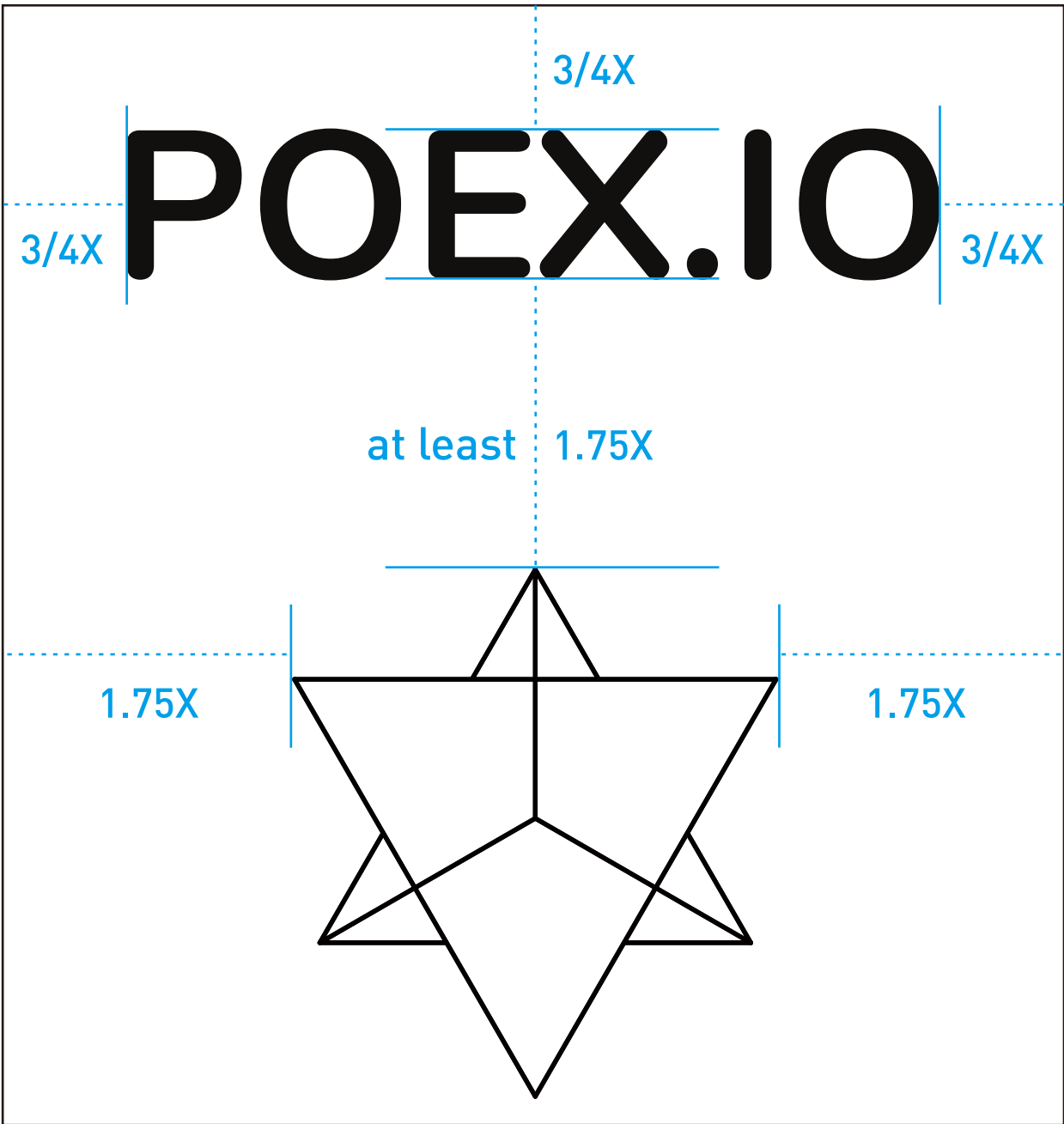
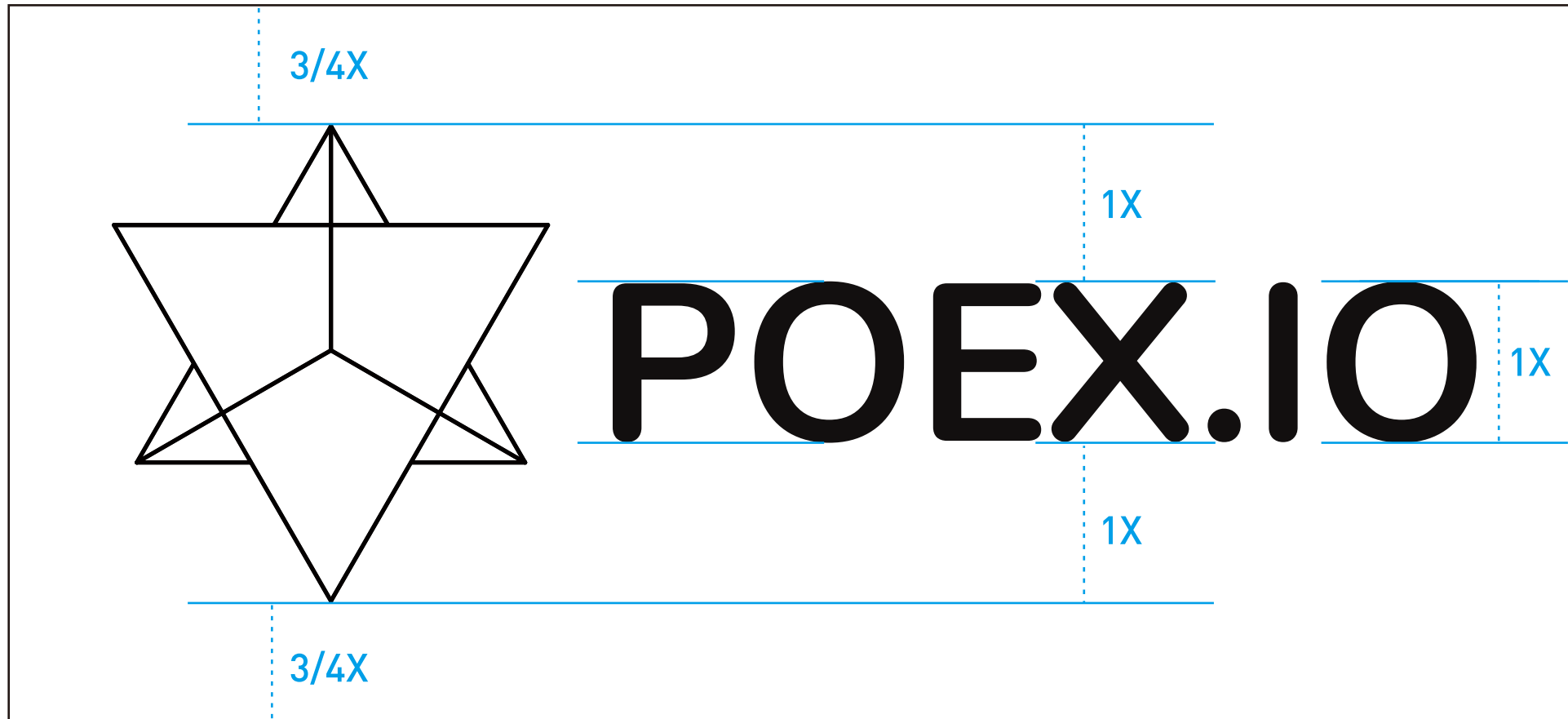
### SYMBOL



- \_\_BASIC ELEMENTS
- \_\_EXCLUSION ZONE
- \_\_TYPEFACE
- \_\_AVOID MISTAKES
- \_\_COLOUR PALETTE
- \_\_BUSINESS CARD

# LOGO EXCLUSION ZONE

We have defined an exclusion zone that prevents other elements reducing the prominence of the PoEx logos. The height of the letter 'P' defines the exclusion zone and is referred to as the 'X' height. Please observe this rule wherever the PoEx logos are used.



MINIMUM SIZE



- \_\_BASIC ELEMENTS
- \_\_EXCLUSION ZONE
- \_\_TYPEFACE
- \_\_AVOID MISTAKES
- \_\_COLOUR PALETTE
- \_\_BUSINESS CARD

# TYPOGRAPHY

## TYPEFACE

Typefaces have been carefully chosen for ease of communications and for their legibility, exibility, and adaptability with the other design elements. Our typefaces are Arial Rounded and Lato. We recommend three weights: Light, Regular, Bold. Try to limit the number of different weights used in any single piece of communication.

PRIMARY TYPEFACE

**Lato Bold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @#\$%&\*!?

**Lato Regular**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @#\$%&\*!?

SECONDARY TYPEFACE

**Arial Rounded**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @#\$%&\*!?

**Arial Rounded**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 @#\$%&\*!?

- \_\_BASIC ELEMENTS
- \_\_EXCLUSION ZONE
- \_\_TYPEFACE
- \_\_AVOID MISTAKES
- \_\_COLOUR PALETTE
- \_\_BUSINESS CARD

# LOGO AVOID MISTAKES

The PoEx logo must be applied consistently across the visual identity and usage must adhere to the guidelines. The PoEx logo must always be proportionally scaled. No modification can be made to either the PoEx logo, as any deviation will undermine the integrity of the brand.



DO USE THE LOGO THIS WAY



Put the white logo on a dark background.



Put the dark logo on a light gray background.



Put the white logo on a dark image.



DO NOT USE THE LOGO THIS WAY



Do NOT Put the white logo on any color background.



Do not Put the white logo on a light gray background.



Do NOT Use the logo over busy backgrounds.



- \_\_BASIC ELEMENTS
- \_\_EXCLUSION ZONE
- \_\_TYPEFACE
- \_\_AVOID MISTAKES
- \_\_COLOUR PALETTE
- \_\_BUSINESS CARD

# COLOURWAYS

## COLOR PALETTE

	<b>WHITE</b> K0 R255 G255 B255 HEX #FFFFFF
	<b>EXTRA LIGHT GREY</b> K20 R210 G210 B210 HEX #D2D2D2
	<b>LIGHT GREY</b> K40 R168 G168 B168 HEX #A8A8A8
	<b>MEDIUM GREY</b> K60 R51 G51 B51 HEX #393332
	<b>DARK GREY</b> K80 R89 G89 B89 HEX #595959
	<b>BLACK</b> K100 R0 G0 B0 HEX #000000

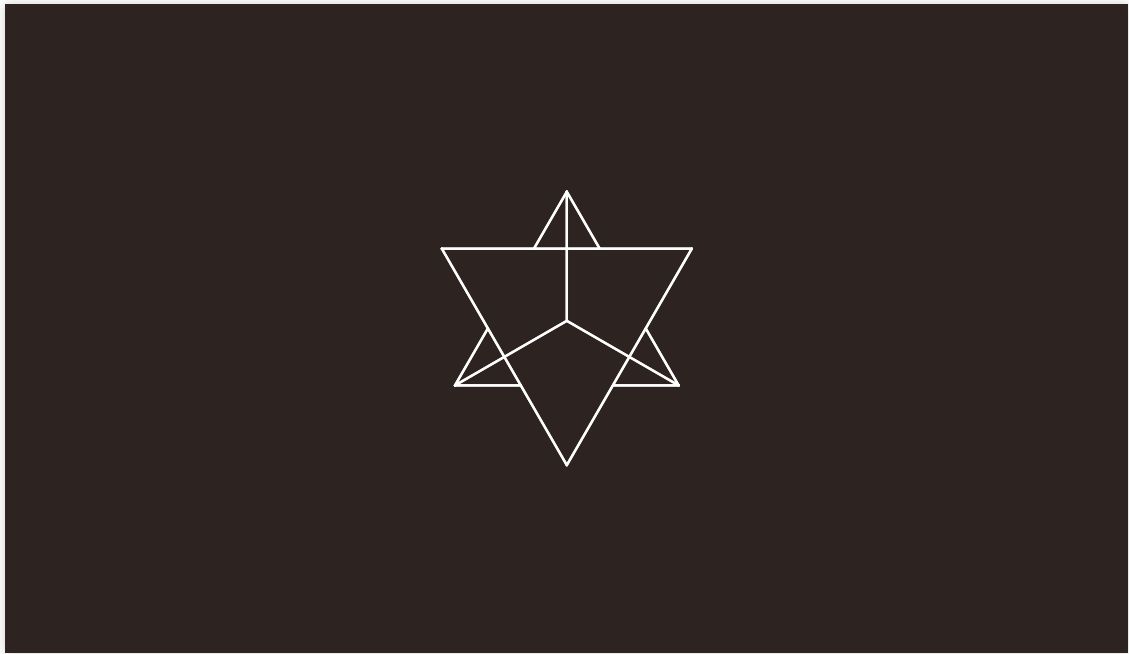
The PoEx logo can be displayed only in black / grey / white background. When placing the logo on light grey backgrounds, use an all-black logo. Never place the PoEx logo on a visually cluttered or patterned background.



- \_\_BASIC ELEMENTS
- \_\_EXCLUSION ZONE
- \_\_TYPEFACE
- \_\_AVOID MISTAKES
- \_\_COLOUR PALETTE
- \_\_BUSINESS CARD

# DESIGN BUSINESS CARD

FRONT



BACK



Horizontal Rotation



BACK

**THE END**

---