

Playné

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Logo

Logo Overview

The Playne wordmark exists in all brand colours, and can be used in different ways to express the brand in a variety of ways.

The minimum size the wordmark can be is 20 mm.

A large, bold, black wordmark spelling "PLAYNE" in a stylized, rounded font. The letters are thick and have a slight curve to them.

PLAYNE

20 mm

Access Logo

Logo Usage

On Colour

Primarily, when using the logo over solid colour, any of the colour logos should be used. However, it is also reasonable to use the black and white logos.

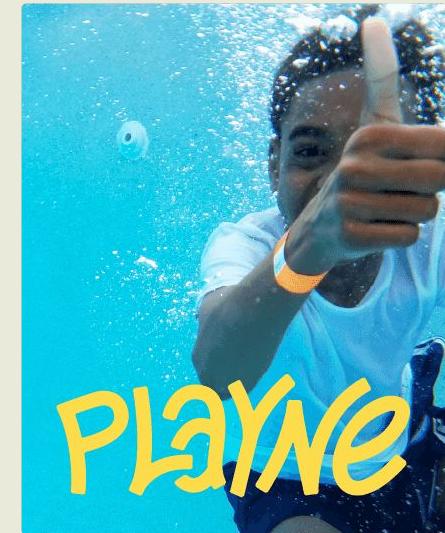


Logo Usage

On Images

Playne's wordmark can be used on imagery when the image includes an uninterrupted area that can act as an appropriate background.

For images with a light image background, use the darker coloured wordmark. For images with a dark image background, use the lighter colored wordmark.



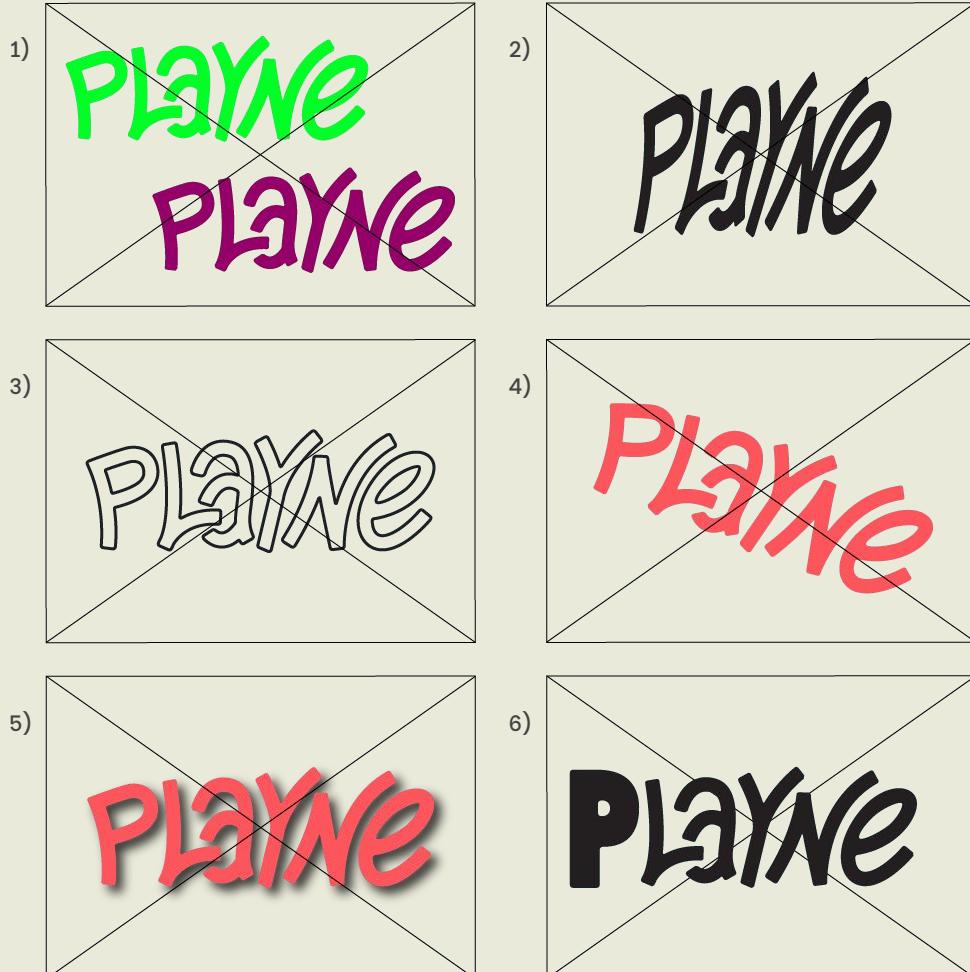
Logo Usage

Improper Use

It is important that the wordmark is never altered in any way and always presented consistently.

Examples of improper usage of the Playne logo are demonstrated to provide essential guidance.

- 1) Do not alter the colours of the logo outside of the brand palette.
- 2) Do not stretch, skew, or warp the logos in any way. It should always scale proportionally.
- 3) Do not outline any part of the logo.
- 4) When rotating the logo, only do so at increments of 90°.
- 5) Do not add drop shadows or similar effects to the logo.
- 6) Do not change wordmark composition, avoid altering any of the letters



Colours

Colour Palette

Playne's colour palette is vibrant, bold and playful, made up of four strong colours in addition to black and an off-white.

[Access Colours](#)

Blue

RGB: 169/236/212
HEX: #A9ECD4
CMYK: 40/0/25/0
PANTONE: 571

Red

RGB: 252/85/91
HEX: #FC555B
CMYK: 0/82/58/0
PANTONE: 185

Yellow

RGB: 252/220/74
HEX: #FCDC4A
CMYK: 0/10/82/0
PANTONE: 107

Pink

RGB: 251/109/210
HEX: #FB6DCB
CMYK: 0/55/0/0
PANTONE: 211

Black

RGB: 0/0/0
HEX: #000000
CMYK: 100/100/100/100
PANTONE: BLACK

Off-White

RGB: 234/234/218
HEX: #EAEADA
CMYK: 8/4/14/0
PANTONE: COOL GRAY

Colour Pairings

Combos to Use

Many colour combinations are possible with our colour palette, but not all are equally successful.

These are the approved colour combinations, based on accessibility. It is suggested that these are adhered to in order to maintain as high an accessibility rating as possible.

A rated combinations are considered fully accessible.

B rated combinations should only be used with large text and logos.

A



B



Colour Pairings

Combos to Avoid

When creating different touchpoints for the brand, it's strongly advised to use this page as a guide for colour combinations that should be avoided.



Typography

Typography Hierarchy Overview

Playne's typographic palette consists of the bold and characterful **Krana Fat** and the clear and concise **Parkinsans**.

Krana Fat is used for short amounts of large text, titles, and headlines only. It should not be used at small sizes.

Parkinsans is used for all body copy as well as for subtitles, and if need be for longer statements set in large sizes, such as pull quotes.

CONFIDENCE BEGINS WITH CREATIVITY

Founded by **Shantell Martin**, Playne creates engaging, interactive learning experiences that foster confidence, critical thinking, and self-expression.

Typography

Headlines

Krana Fat is Playne's headline typeface, it should feel bold and prominent.

It should only be used at large sizes only, and never at small sizes, and should only be used for short statements. Typically, any text longer than 20 words should be set in **Parkinsans**.

Licenses for [Krana Fat A](#) can be directly from Schick Toikka.

[Parkinsans](#) can be downloaded via Google Fonts and Adobe Fonts.

**KRANA FAT
IS FOR
HEADLINES**

Typography

Headlines

Weight

Regular

Case

ALL CAPS for up to 8 words

Title Case for up to 18 words

Size

Large sizes only; ideally no smaller than 30 pt

Alignment

Left aligned or Centered

Line Spacing / Leading

ALL CAPS -12% of pt size

Title Case +12% of pt size

Letter Spacing / Tracking

-10

Kerning

0 / Default

ART MEETS
LEARNING

Personal
Expression
& Emotional
Growth

Typography

Expressive type

There are also instances when we can incorporate some play into our type layouts, opting for more dynamic expressions with rotating type and illustration.

To avoid improper usage here is some essential guidance.

- 1) Type should not be rotated over 15° clockwise or anti-clockwise.
- 2) Do not stretch, skew, or warp type in any way. It should scale proportionally.
- 3) Avoiding rotating more than 4 words.
- 4) Do not mix & match typefaces.



Typography

Subtitle and Body Copy

Parkinsans is used as Playne's body copy typeface.

When dealing with large bodies of text, it's best to use a normal weight to avoid type feeling too dense and difficult to read.

Section headers and subheads need to be in sentence case and do not use end punctuation.

CTAs need to be in sentence case and do not use end punctuation.

Always avoid widows and orphans.

Parkinsans
is for subtitles
and body copy

Typography

Subtitle and Body Copy

Weight

Normal, **Semibold & Bold**

Case

Title Case

Sentence Case

Size

Ideally scaled 40–50% smaller than accompanying headlines.

Alignment

Left aligned or centered (for short texts only)

Line Spacing / Leading

+10% of pt size

Letter Spacing / Tracking

Auto

Kerning

0 / Default

Subtitle and Body

Who Are We?

Founded by Shantell Martin, **Playne** creates engaging, interactive learning experiences that foster confidence, critical thinking, and self-expression.

Through a combination of art-based curriculum, workshops, and immersive experiences, Playne gives young people the tools to think freely, express themselves, & develop essential life skills.

Larger Pull Quote

Art teaches more than just technique—it teaches resilience, adaptability, and the ability to see the world in new ways.

Design Elements

Design Elements

Shapes

Shapes sit at the center of Playne's branding. Their dynamic design allows them to adapt to touchpoints and content needs, adding play and movement to the design.



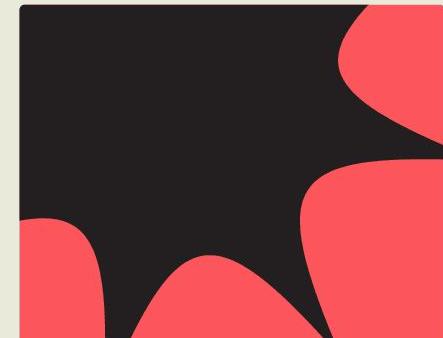
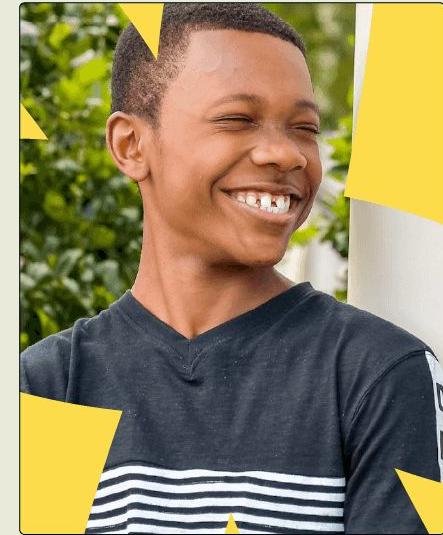
[Access Shapes](#)

Design Elements

Shapes in Use

Shapes can be used in the following ways to create visually interesting and dynamic compositions:

- 1) To hold imagery.
- 2) Sit underneath text.
- 3) Utilising crops to create an extra element for layouts/backgrounds.



Design Elements

Paths

Paths are used to playfully interact with elements on the page. Weaving and meandering with bold colours to create a graphic language that feels whimsical but authentically Playne.

Access Paths



Design Elements

Paths in Use

Use the path as a flexible design element. It can interact with photograph, or with bold type to create a new sense of depth.

Confidence
begins with
creativity



Playne fosters personal growth, confidence, and a lifelong love of learning. Whether through drawing, storytelling, or collaborative projects.

Design Elements

Highlights

Highlights are sometimes used to spotlight certain words on a page for emphasis. As shown on the right, there are **three** ways to highlight type.

Rule of thumb is that the highlight colour should be brighter than the rest of the title or paragraph.

However there's instances where titles use black boxes as a highlight feature, switching highlighted type from black to off-white.

AFTER
SCHOOL
CLUB

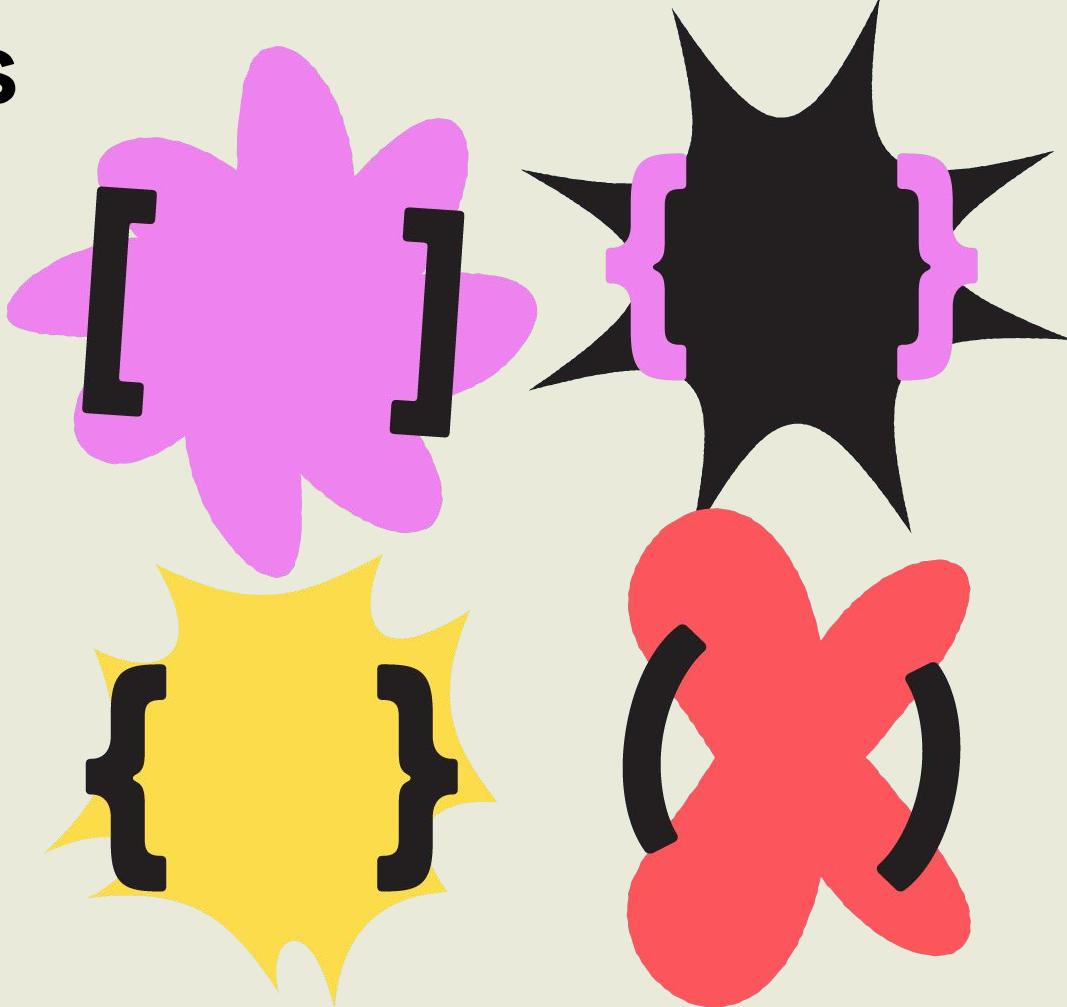
Personal
Expression
& Emotional
Growth

Founded by Shantell
Martin, Playne creates
engaging & interactive
learning experiences.

Design Elements

Brackets

Brackets are a framing device to add both character, or help ground elements within Playne's identity.

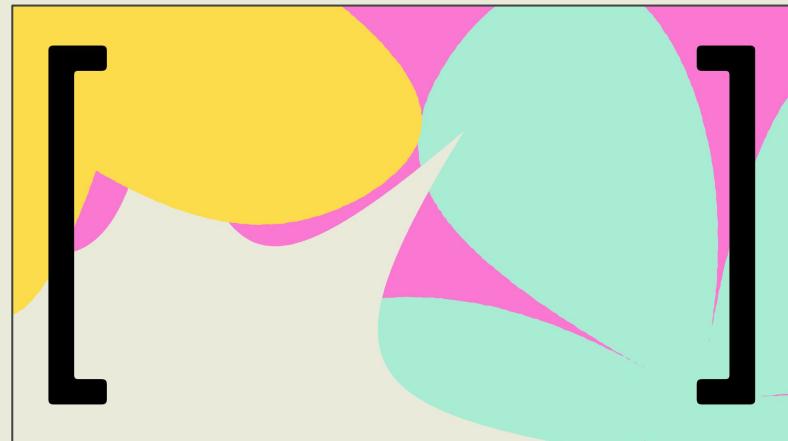
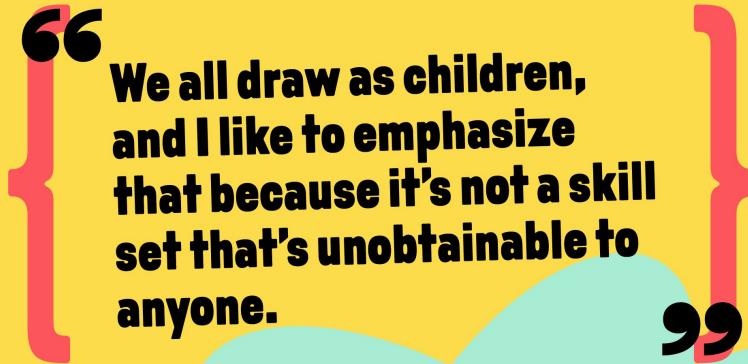


Access Brackets

Design Elements

Brackets in Use

Brackets can be used to frame typography, add charm to illustrations or help ground imagery within layouts.



**Brand
in Use**

With just simply
a few lines or a
few strokes, you
can imagine
something or bring
things to life.

SHANTELL MARTIN



[Access Templates](#)



Socials 4x5

Personal Expression & Emotional Growth

Creating a safe space
for both self-reflection
& storytelling.

Shantell Martin
Artist/Founder

1 Road Name,
London N1 7LQ
(000)000-0000
hello@playne.com
playne.com

PLAYNE

PLAYNE

Shantell Martin
Artist/Founder

1 Road Name,
London N1 7LQ
(000)000-0000
hello@playne.com
playne.com



[Access Templates](#)

Business Cards (85x55mm)

PLAYNE

MAKIN' UR OWN PATH

About

Through a combination of art-based curriculum, workshops, and immersive experiences, Playne gives young people the tools to think freely, express themselves, and develop

Helping
young
people
find their
line.

PLAYNE

[Access Templates](#)

A3 Posters (CMYK)

PLAYNE

Dear Name,

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit,
 sed diam nonummy nibh euismod tincidunt ut laoreet
 dolore magna aliquam erat volutpat. Ut wisi enim ad minim
 veniam, quis nostrud exerci tation ullamcorper suscipit lob-
 ortis nisl ut aliquip ex ea commodo consequat. Duis autem
 vel eum iriure dolor in hendrerit in vulputate velit esse mo-
 lestie consequat, vel illum dolore eu feugiat nulla facilisis at
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 praesent luptatum zzril delenit augue duis dolore te feugait
 nulla facilisi.

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit

FINANCIAL & ECONOMIC LITERACY

Equipping students
with real-world
financial knowledge
for independence.

“

We all draw as children,
and I like to emphasize
that because it's not a skill
set that's unobtainable to
anyone.

”



Art meets Learning

[Access Templates](#)

Covers

PLAYne

All assets created using the Playne brand must be signed off by your named marketing contact before they are finalised/used in the public domain/go to print/etc.

NEED HELP WITH OUR BRAND

If you require any further information with using our brand guidelines or assets, please contact: studio@shantellmartin.com