The Exclusion Zone

White space provides the silence.

The Exclusion Zone also known as white space, is the empty space between and around individual elements of a page layout. It ensures our message delivered loud and clear.

The exclusion zone is equal to half the height of the Icon (marker as × in the diagram).

*Minimum Size: 50 pixels or 15mm for Vertical Logo and 70 pixels or 22mm for Horizontal Logo.

Color is a very important element in the formulation of our projects, but, as we do with typefaces, we have limited and articulated our palette to express the message in the clearest and most understandable way.

Our brand's Color Pallete includes: Primary Color (Dark Gray / Dark Purple) and Secondary Color (Lime Green / Charcoal Brown).

There are times for strong primary colors and times for subtle pastel colors; there are times for just black and white; and times where rich browns and hearty colors work more appropriately to the task at hand.

In order to choose colors by knowing how effective it can be to use the right color at the right time, we have set up our own Color Usage. Our new Color Usage pairs in a *low-key* way, unexpected ways. Color is low-contrast and natural—especially when it comes to the new application, which can change based on the situation.

The Color Pallete

Primary Color

PANTONE 669 C (90%)	C—76%
pizza4ps-dark-purple	M—82%
	Y—34%
#503D66	K—21%

BLACK 6 C (50%)	C—62%
pizza4ps-black	M—51%
	Y—45%
#666a70	K—16%

Secondary Color

PANTONE 411 C	C—56%
pizza4ps-charcoal-brown	M—60%
	Y—58%
#5f504d	K—34%

PANTONE 390 C	C—35%
pizza4ps-lime-green	M—12%
	Y—100%
#b4bd00	K—00%

White space provides the silence.

The Exclusion Zone also known as white space, is the empty space between and around individual elements of a page layout. It ensures our message delivered loud and clear.

The exclusion zone is equal to half the height of the Icon (marker as × in the diagram).

*Minimum Size: 50 pixels or 15mm for Vertical Logo and 70 pixels or 22mm for Horizontal Logo.

The Exclusion Zone