

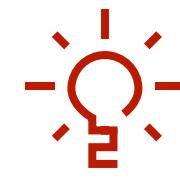
Brand guidelines

Identity manual
Version 4.0



Brand

Parcels and a positive experience
delivered globally.



Innovation

We excel in simplifying the delivery process with modern technologies resulting in revolutionary services like pick-up points and Z-BOX.



Speed

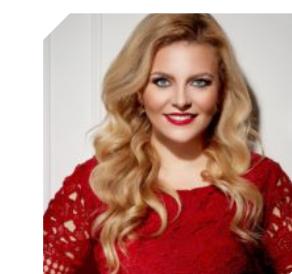
Rely on our global logistic network and up-to-date technologies that deliver happiness and satisfaction to your customers in record time.



Responsibility

We keep our word and stand behind our promises. Connect to our partner carriers with a single API and benefit from safe and fast contact with your customers.

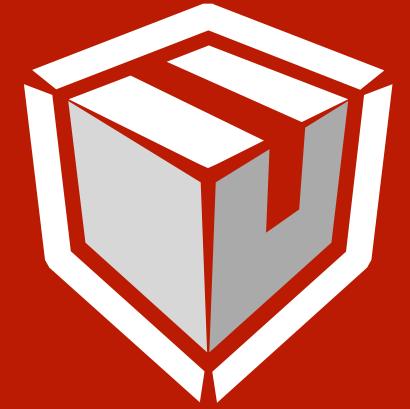
We aim to be your best choice. Every parcel has the potential to bring happiness to recipients as well as senders. That's why we focus on delivering a better experience both to our partners and their customers by using technological innovations with a human approach.



Simona Kijonková
CEO & Founder



Logo



Packeta

Logo philosophy

The key element of Packeta's visual identity is the logo—the most memorable part of the company, connected straight to customer experience. The logomark represents a parcel, a significant symbol of our everyday activities. Everything revolves around it. The logomark is surrounded by a bold safe zone that stands for our initiatives connected to every parcel. The safe zone aims to bring a feeling of safety, comfort, and responsibility. Our logo is available in four basic color variations, displayed on the following pages.

Logotype Colour variations

08



- ✗ Use of this logo variation requires approval.
Before use, please send the created design
to grafika@packetacom.

Logotype
Colour variation



Logotype
Safe zone



Safe zone

The safe zone around the logo is defined by the height of the letter P. Appearance of any other text, graphic elements or photography in the safe zone is not allowed.

Logotype
Colour background



Logo placement on colored background

Logo application is allowed only on a solid color background. Do not place the logo on a photograph or any other color than Packeta red.

In case of the need to place the logo on a colored background, use the brand label with logo (page 23).

Colors

Colors

Main color

Packeta red
#BA1B02

Color philosophy

Red color is a dominant attribute of Packeta's whole visual identity. Its psychology represents physical activity, self-consciousness, and passion. The nature of the color is dynamic, temperamental, and open. This concept is also a significant element of Packeta as a dynamic, open-minded company.

Colors Online



Packeta red

HEX BA1B02
RGB 186 – 27 – 2
CMYK 0 – 100 – 100 – 25
Pantone 485 // RAL 3020



Red +10

HEX A71802
RGB 167 – 24 – 2
CMYK 0 – 100 – 100 – 45



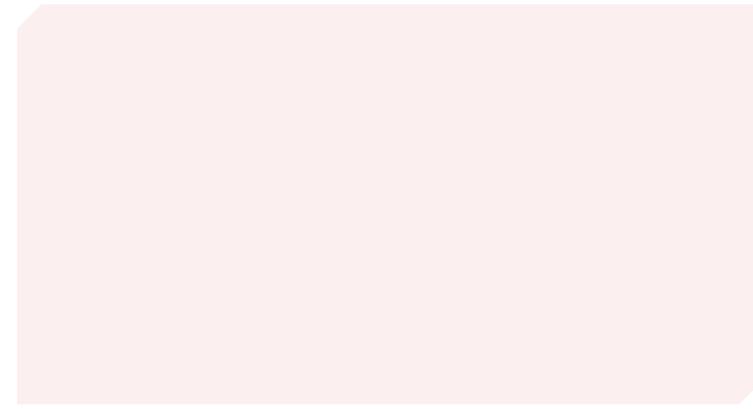
Red +30

HEX 821301
RGB 130 – 19 – 1
CMYK 0 – 100 – 100 – 60



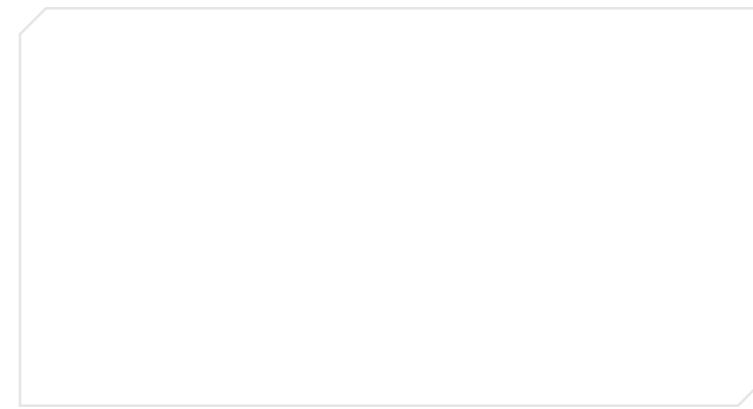
Warning

HEX FFFACB
RGB xxx
CMYK xxx



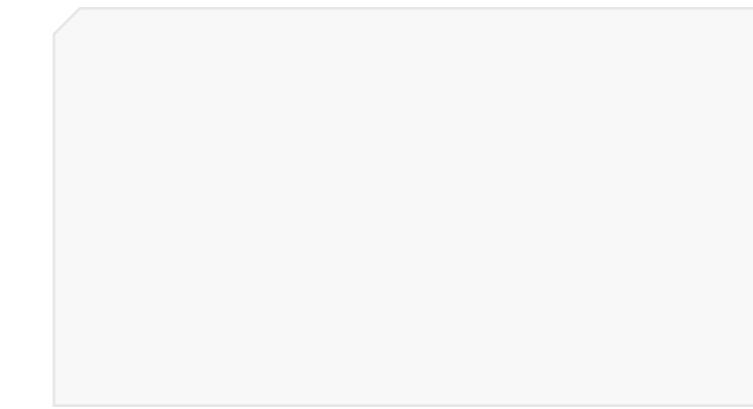
Pink

HEX FCEFF0
RGB xxx
CMYK xxx



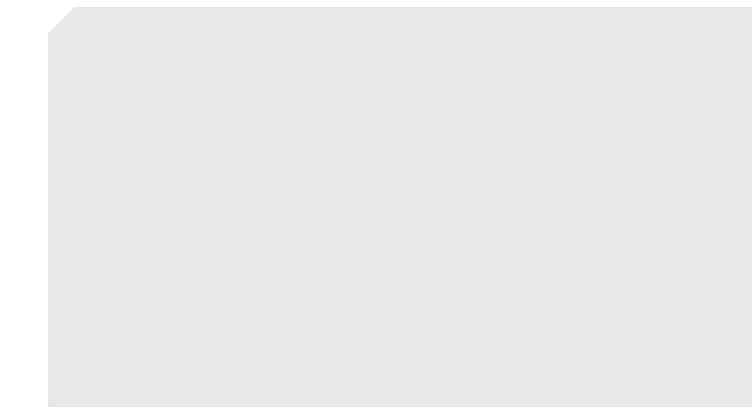
White

HEX FFFFFF
RGB 255 – 255 – 255
CMYK 0 – 0 – 0 – 0



Light grey

HEX F8F8F8
RGB 248 – 248 – 248
CMYK 0 – 0 – 0 – 15



Medium grey

HEX E8E8E8
RGB 232 – 232 – 232
CMYK 0 – 0 – 0 – 30



Full grey

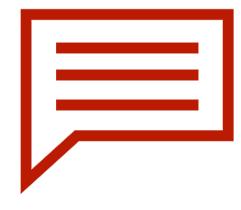
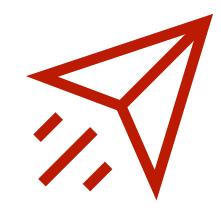
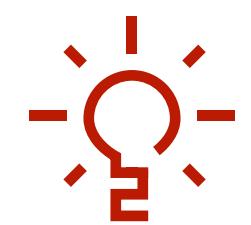
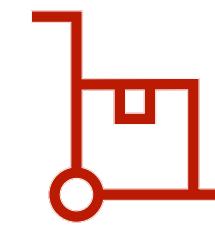
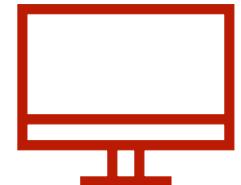
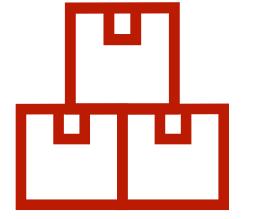
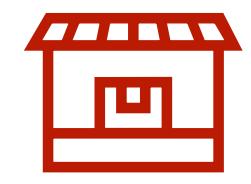
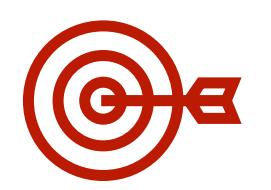
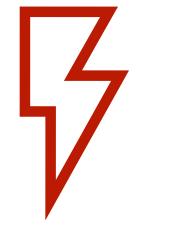
HEX 707070
RGB 112 – 112 – 112
CMYK 0 – 0 – 0 – 75



Black

HEX 202020
RGB 32 – 32 – 32
CMYK 0 – 0 – 0 – 100

Visual style



Iconography

Simple iconography is used as complementary visuals for text content. Outlined shapes with significant sharp edges follow up the edge of the logo mark and other elements of visual style.



Illustration

Illustrations are created in a flat form with gradient shapes. Larger-sized illustrations contain more detail. They are used across our digital products to support the visual experience and deliver the message of the content.

Typography

Uni Sans

Family

Regular

Italic

Semibold

Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 9 8 7 6 5 4 3 2 1 _ : ? ! " (/ ^ % ` @ # \$ ~ ^ & * { }

Primary typeface

Inspired by the classic strong typefaces like DIN and Dax, Uni Sans has its own unique style expressed in perfect soft geometric forms.

Packeta's visual style uses this typeface for headlines, sub-headlines, and other larger text content. We recommend using this typeface in accordance with our typography settings on page 21.

Roboto

Family

Regular
Medium
Bold

Secondary typeface

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Packeta's visual style uses this typeface for basic body text, titles, descriptions, and other smaller text content. We recommend using this typeface in accordance with our typography settings on page 21.

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 9 8 7 6 5 4 3 2 1 _ : ? ! " (/ ^ % ` @ # \$ ~ ^ & * { }

We are Packeta

“Can numbers be proof of passion? We believe so.”

Main headline — Uni Sans / Regular / 64

Quotation — Uni Sans / Italic / 32

Innovation

Secondary headline — Uni Sans / Semibold / 32

We aim to be your best choice. Every package has the power to bring happiness to the recipient and the sender. That's why we aim to deliver a better experience for both our partners and their customers by using technological innovations combined with a human approach.

Body text — Roboto / Regular / 20

Home delivery

Sub-headline — Roboto / Medium / 24

OUR SERVICES

Title — Roboto / Regular / 16 / Uppercase

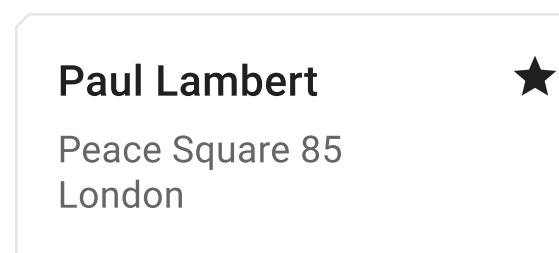
Significant elements

Significant elements

Edge cut

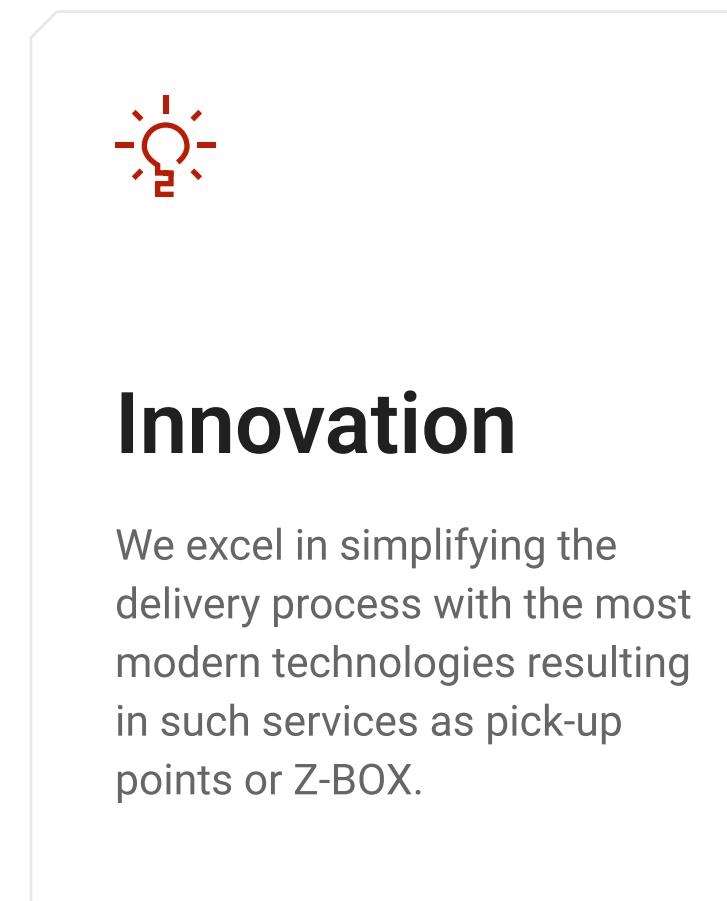
5 px for small-size objects

Buttons
Inputs
Small UI elements
...



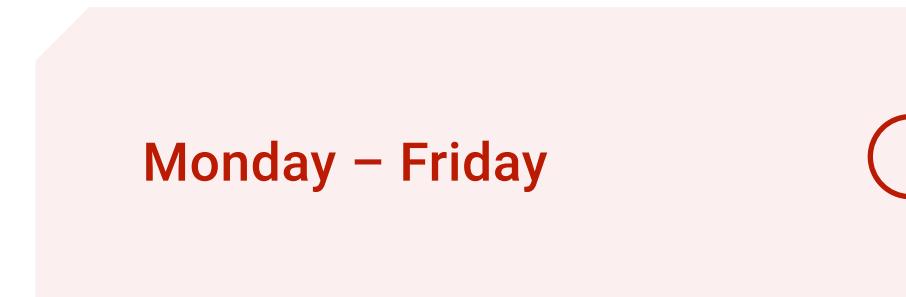
10 px for medium-sized objects

Logo badge
Cards
Medium UI elements
...



20 px for big-sized objects

Content boxes
Big banners
Big UI elements
...



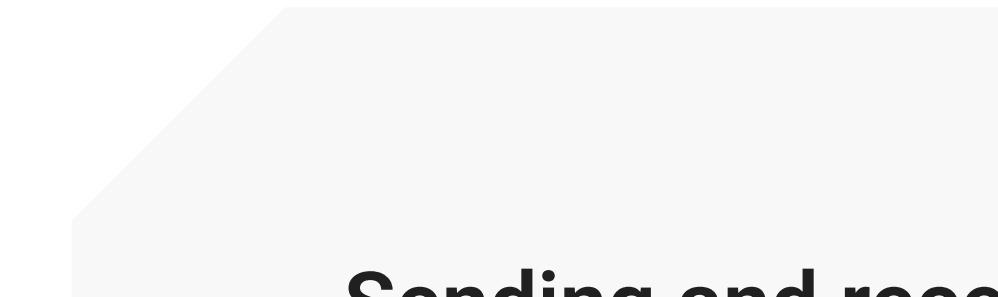
9 – 18

Central European Time

Excited about a new business?
Call our sales reps who are available
anytime

40+ px for huge-sized objects

Background flats
Inputs
Huge UI elements
...

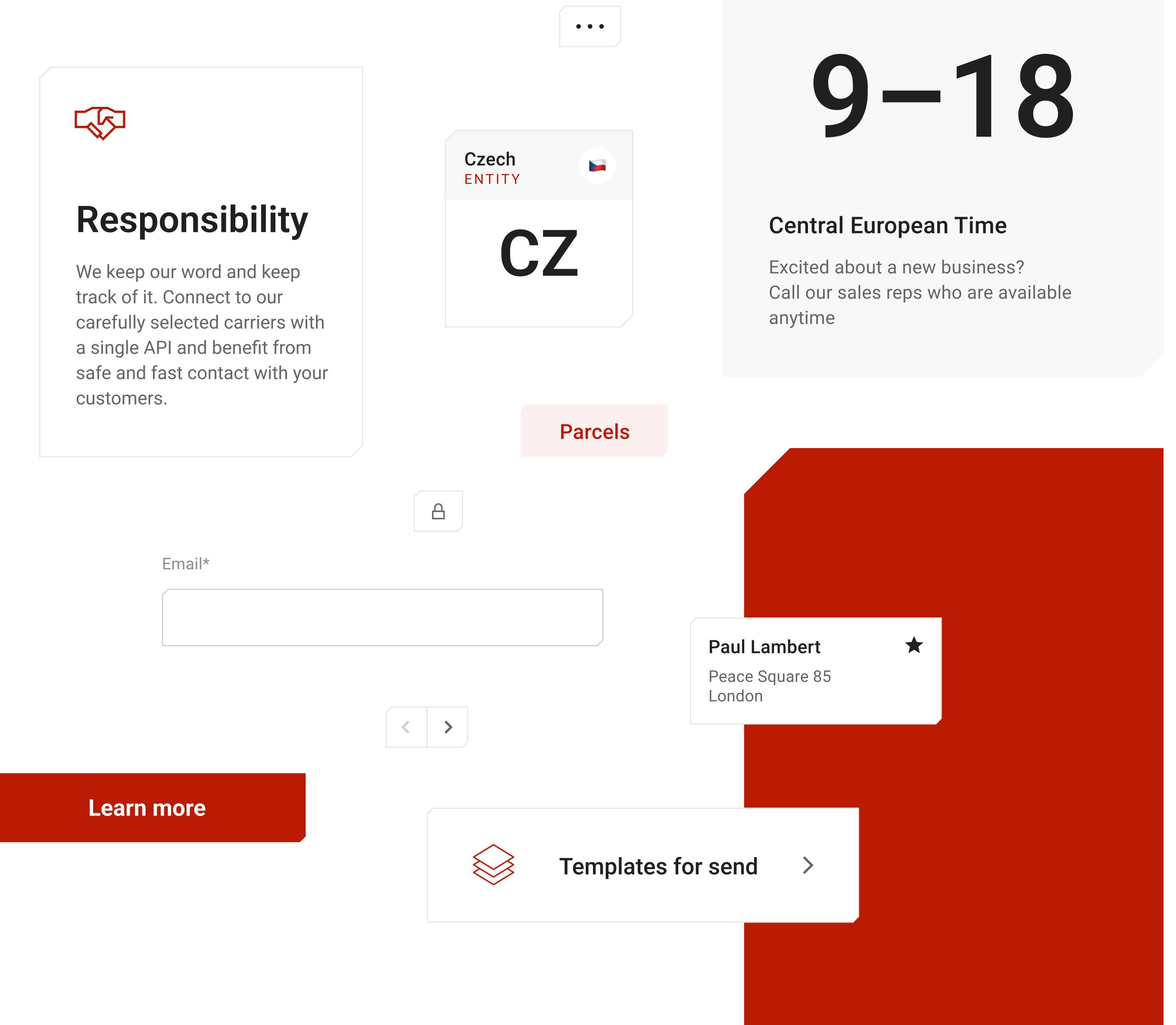


Using our services is easy through our
reviewed mobile and web applications.
No queues, no paperwork. Just try it!

Try it yourself!



Significant elements
Edge cut



The screenshot illustrates the visual style of the Packeta website, featuring rounded rectangular shapes with shadows and highlights. Key elements include:

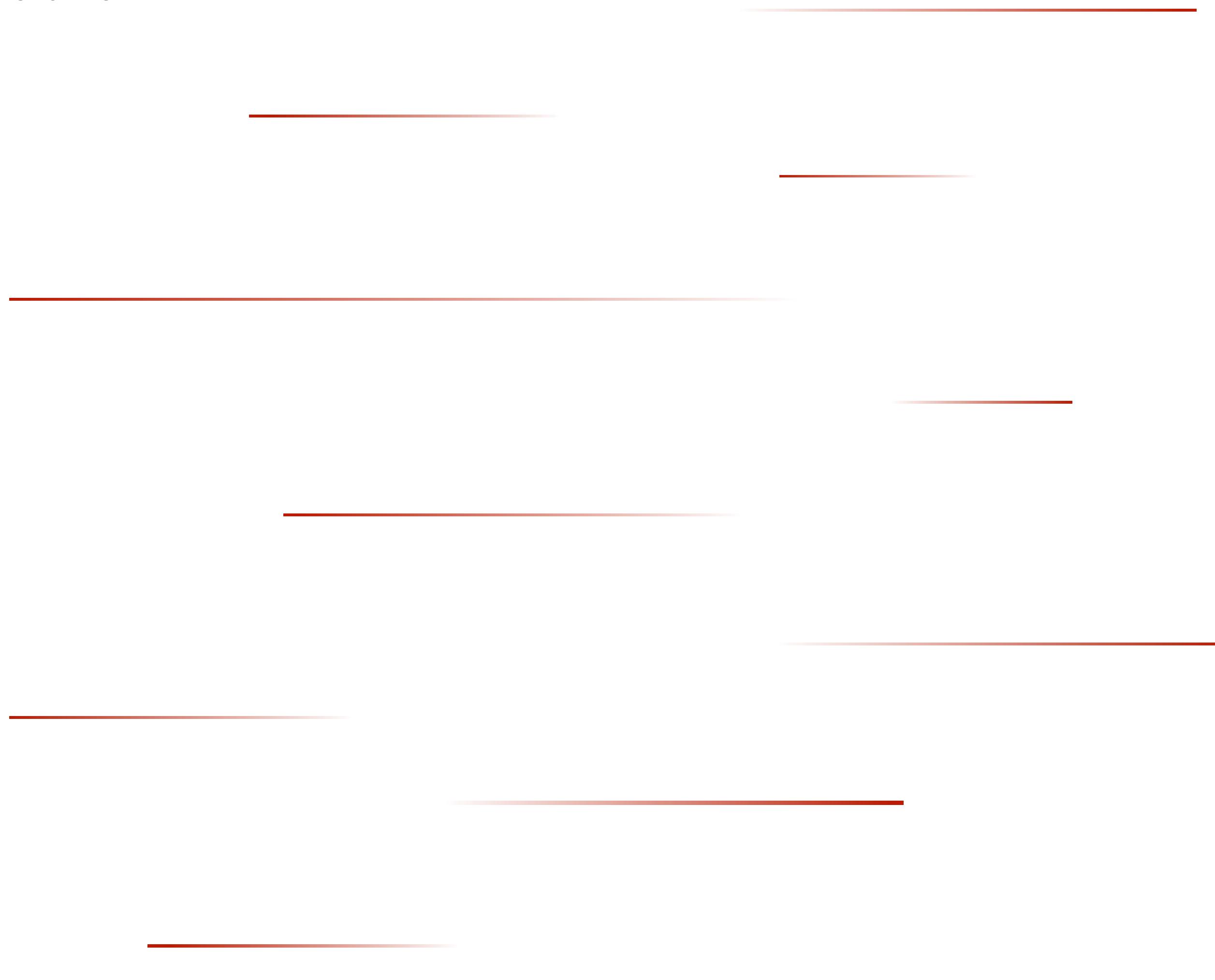
- Top Bar:** A red bar with the Packeta logo.
- Section Headers:** "Responsibility" with a handshake icon, and "Central European Time".
- Text Content:** Descriptions about keeping track of business and sales rep availability.
- Input Fields:** An "Email*" field with a lock icon.
- Buttons:** A red "Learn more" button and a "Templates for send" button with a stack of boxes icon.
- Time Display:** "Monday – Friday" and "9–18" with a clock icon.
- Carrier Information:** A box for "Czech ENTITY" with "CZ" and a flag icon.
- Delivery Status:** A box for "Parcels" showing a delivery address: "Paul Lambert ★ Peace Square 85 London".

Edge cut

Significant elements of Packeta's visual style are derived from the logomark. The edge is cut under a 45° angle. We recognize 4 basic sizes that enable a different edge. Follow the instructions below for the optimal size of the edge cut on the next page.

Significant elements

Gradient line



Gradient line

Gradient line symbolizes the journey of the parcel from point A to point B. Evokes dynamic motion, straight direction and delivery speed. It is used as a complementary element of the visual style for connecting parts of text, graphic or image elements.

