



PAN AM BRAND STANDARDS





PAN AM **BRAND STANDARDS**

The guidelines for a brand are a necessity when establishing or maintaining a brand. They offer a guide to help in consistent implementation of logos colors and type to ensure that our staff and clientele has a consistent on brand experience.

Strict adherence to standards are important and this guide should be used in any visual work being done for Pan Am.

Included is an implementation guide for the primary business needs and uniforms for the park or promotional events.

LOGO PROXIMITY LIMITS

The logo

This is the final logo that identifies how close it can be to other objects or the edge of a page.

The light blue marks the space that should be left as white space when using the logo.



The logotype

The combination of letters and absence of the illustrative portion of the logo is for use when a picture might be deemed inappropriate. Such incidents might include where the tall version of the logo does not fit as a design element or wear text is the best option for identifying the brand.

For strong horizontal uses when the suitcase and logo type are used together.



LOGO VARIATIONS

The logo

The minimum size for the standard logo is being shown. The logo can adapt when the size gets too small to show details.

Also shown is the suitcase which be used as a web browser identifier. It can be used in this capacity in any of the approved brand colors.



The logotype

Here the logo is shown in black and white reversed, when using grays or colors.

The logo can be shown in any of the approved colors but the stickers on the suitcase should always be white so as not to create an off brand color combination.



IDENTITY COLORS

Colors

In order to assure consistency in color we chose not to include a spot color as part of the identity.

We chose a group of five colors to give plenty of flexibility in application while still staying on brand.

The tints of all the colors are approved for use except red. Red will often look pink in a tint and so red is not approved as a tint color.

White, black and 50% gray are approved for use with the logos.



RGB 128 128 128
CMYK 00 00 00 50
HEX 808080
Pantone Cool Gray 8 C



RGB 251 184 031
CMYK 00 27 88 02
HEX FBB81F
Pantone 123



RGB 00 159 223
CMYK 90 15 00 00
HEX 009FDF
Pantone 801



RGB 068 134 063
CMYK 49 00 53 47
HEX 44863F
Pantone 362



RGB 128 221 071
CMYK 41 00 68 13
HEX 80DD47
Pantone 7488



RGB 217 037 037
CMYK 00 83 083 15
HEX D92525
Pantone Red 032

APPROVED FONTS

Primary font family

The approved font family is Helvetica Nue LT. This family will give many options for type usage and compliments the display face well.

Helvetica Nue was chosen because it is the refined and most modern version of helvetica. This font works quite well reversed and has been found to be exceptionally readable in many instances.

Secondary fonts

For the secondary font we have gone with the font that was used in the logo itself. The font is an all capital letter set limiting it's flexibility and readability.

Only use this font for titles or subtitles. This font should never be used for body copy.

Primary Typeface

Helvetica Nue LT STD Light

Helvetica Nue LT STD Regular

Helvetica Nue LT STD Medium

Helvetica Nue LT STD Bold

SECONDARY TYPEFACE

BIG NOODLE TITLING REGULAR

BIG NOODLE TITLING OBLIQUE