

Pinpointer

Identity

Guidelines



Logotype

Lockup

1.1 Lockup

The logo lockup is the primary and stronget carrier of the Pinpointer brand.



Symbol

1.2 Symbol

The Pinpointer symbol is the simplest graphic representation of the brand and can be used across any brand touchpoints.



Logotype

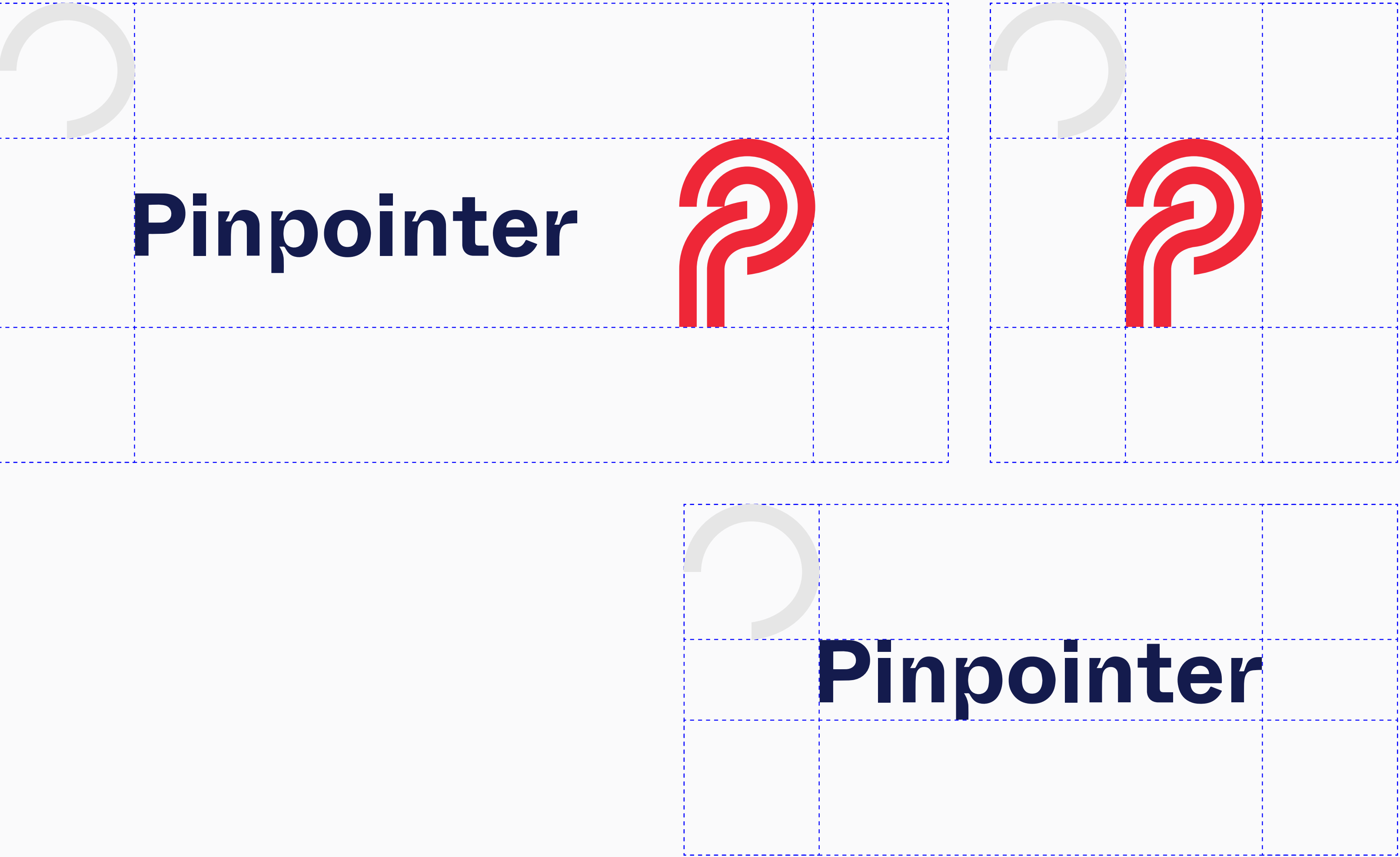
1.3 Logotype

The Pinpointer logotype should only be used seperately when the symbol is taking the main focus of the brand touchpoint.

Pinpointer

Exclusion Zones

1.4 Exclusion Zones



The logotype and symbol should always have sufficient clear space in order to maximise visibility and appear clear as possible.

This measurement is the minimum space allowed around the logotype and symbol.

Colors

1.5 Colors



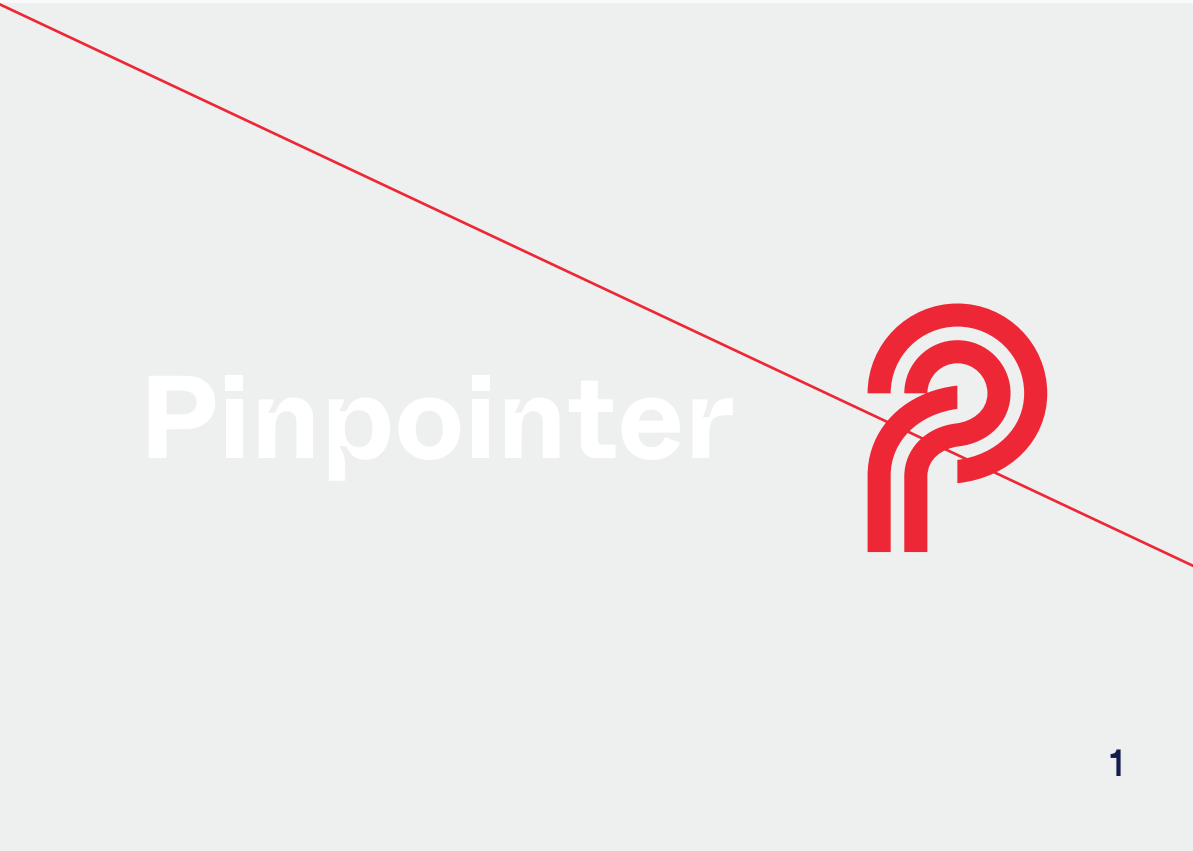
The logotype can appear in different colour schemes on different coloured backgrounds.

We have two primary colours, Pinpointer Navy and Pinpointer Red. The logotype can also be placed on Black or light backgrounds when required, in either colour or black and white.

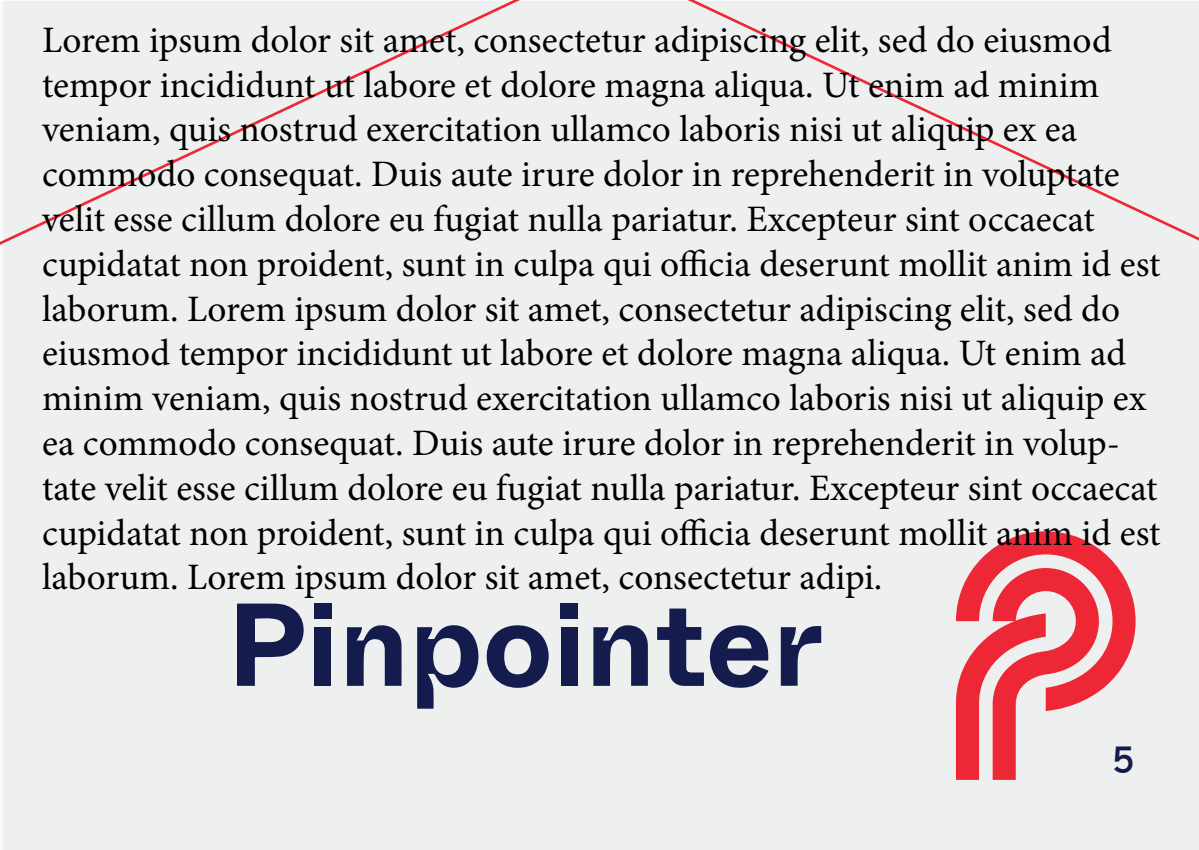
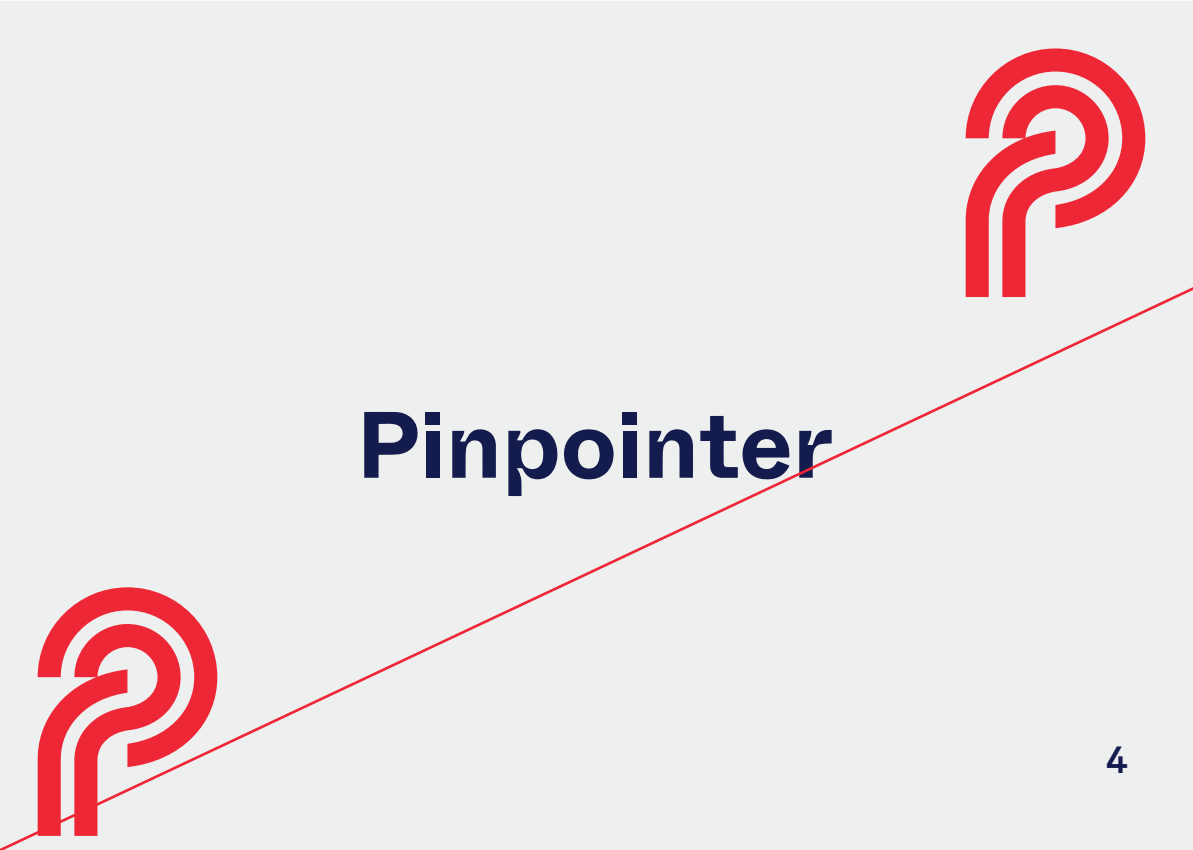


Usage

1.6 Usage

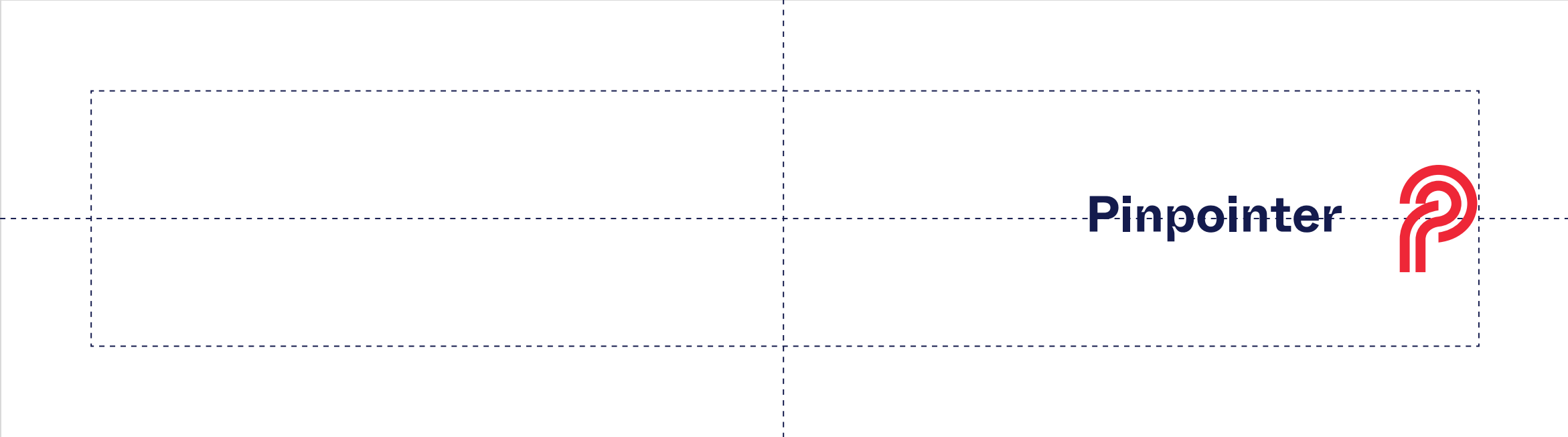
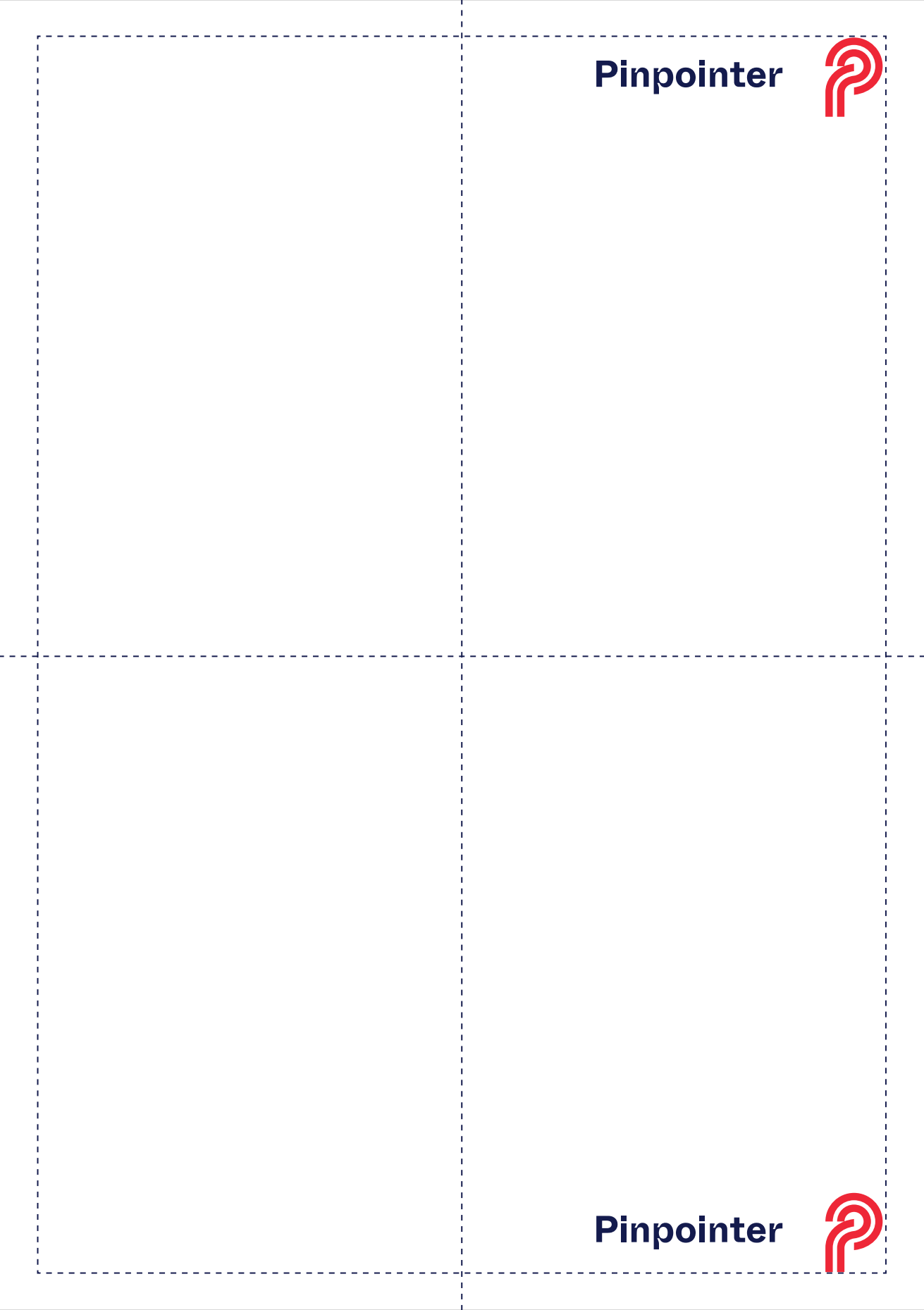


1. Always make sure the logo is fully visible.
2. Ensure logo is legible against imagery.
3. Do not use colours outside of the palette.
4. Never use multiple icons/logos within the same region.
5. Ensure the logo is placed sufficiently away from any copy.
6. Never resize or distort the logo elements individually.



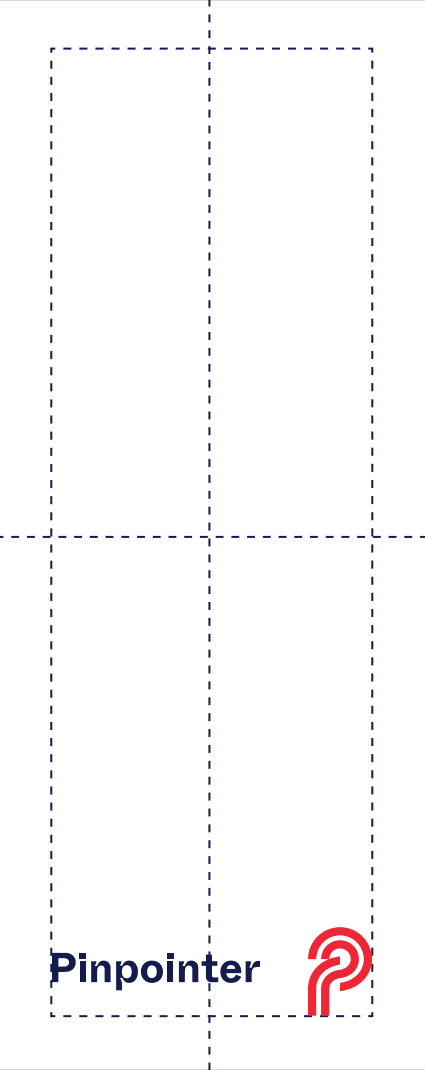
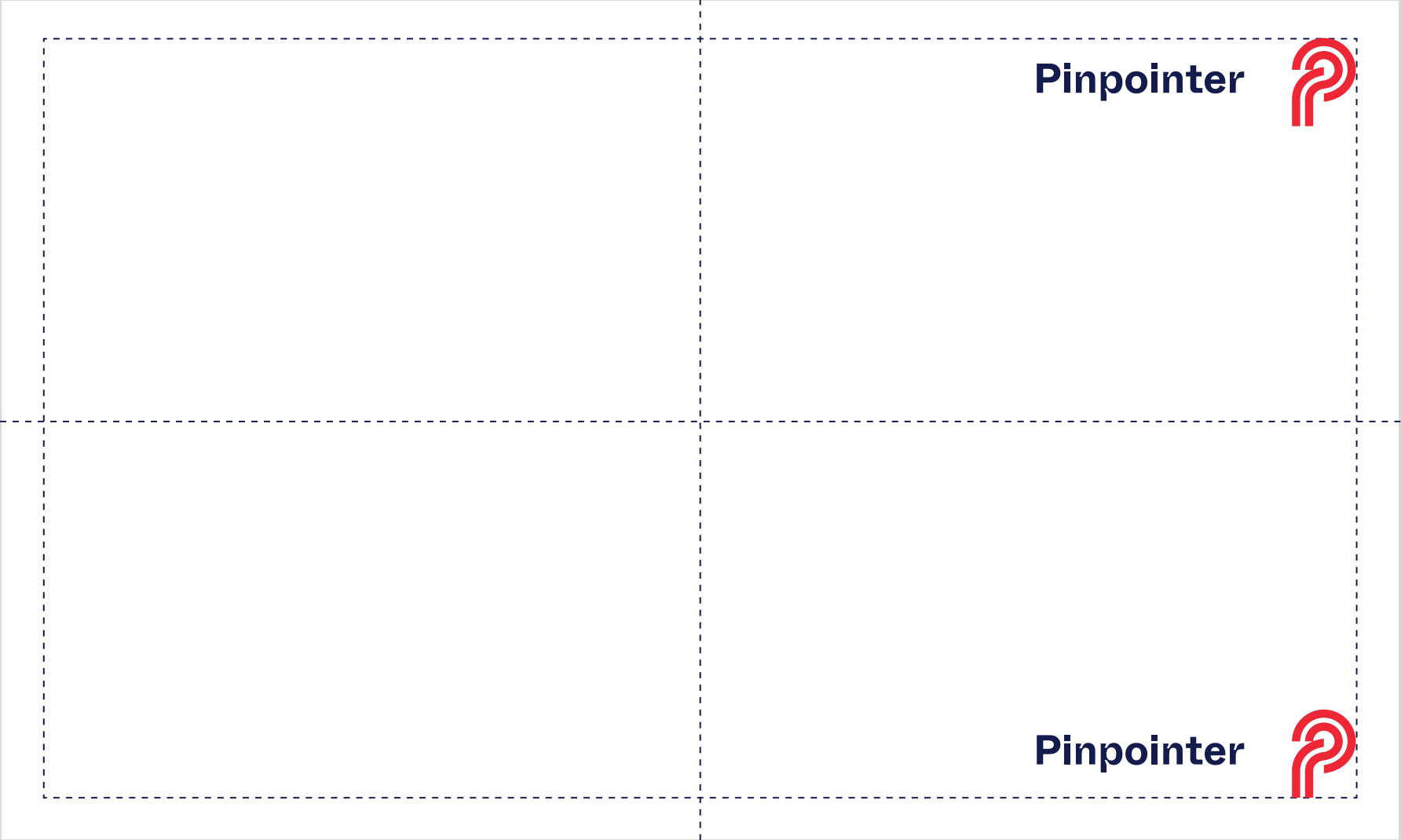
Lockup Usage

1.6 Usage



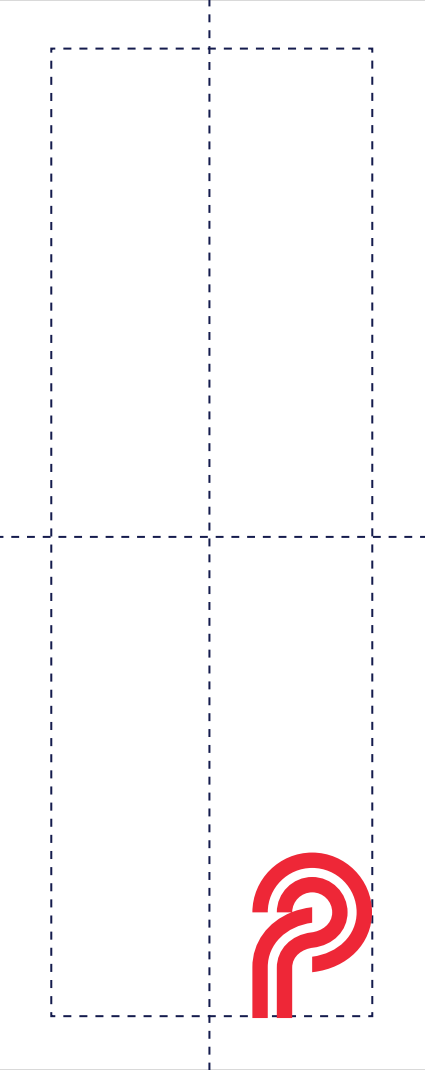
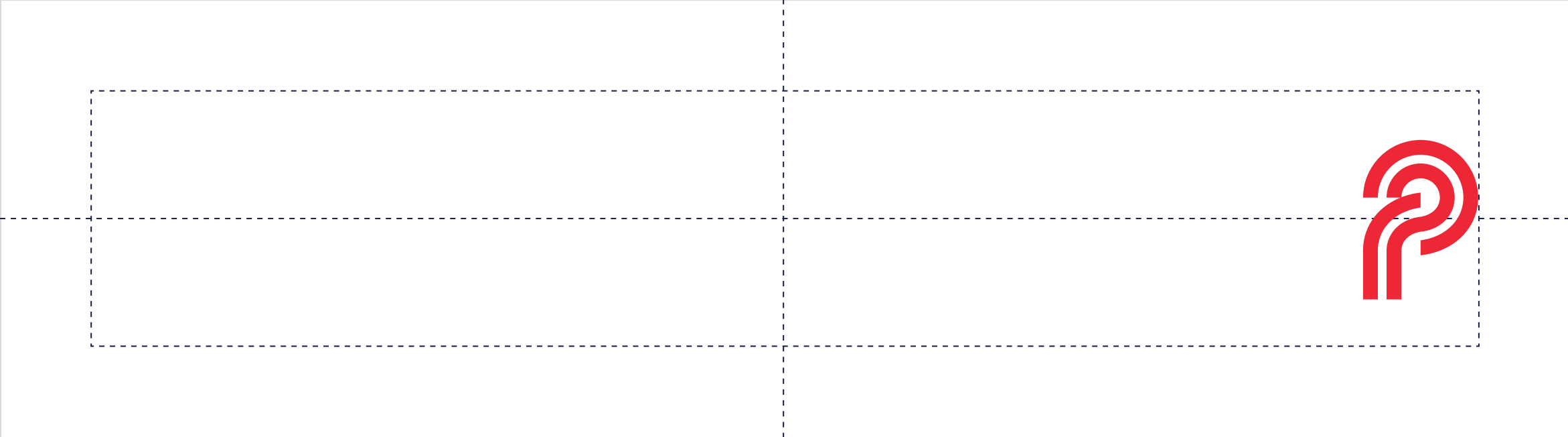
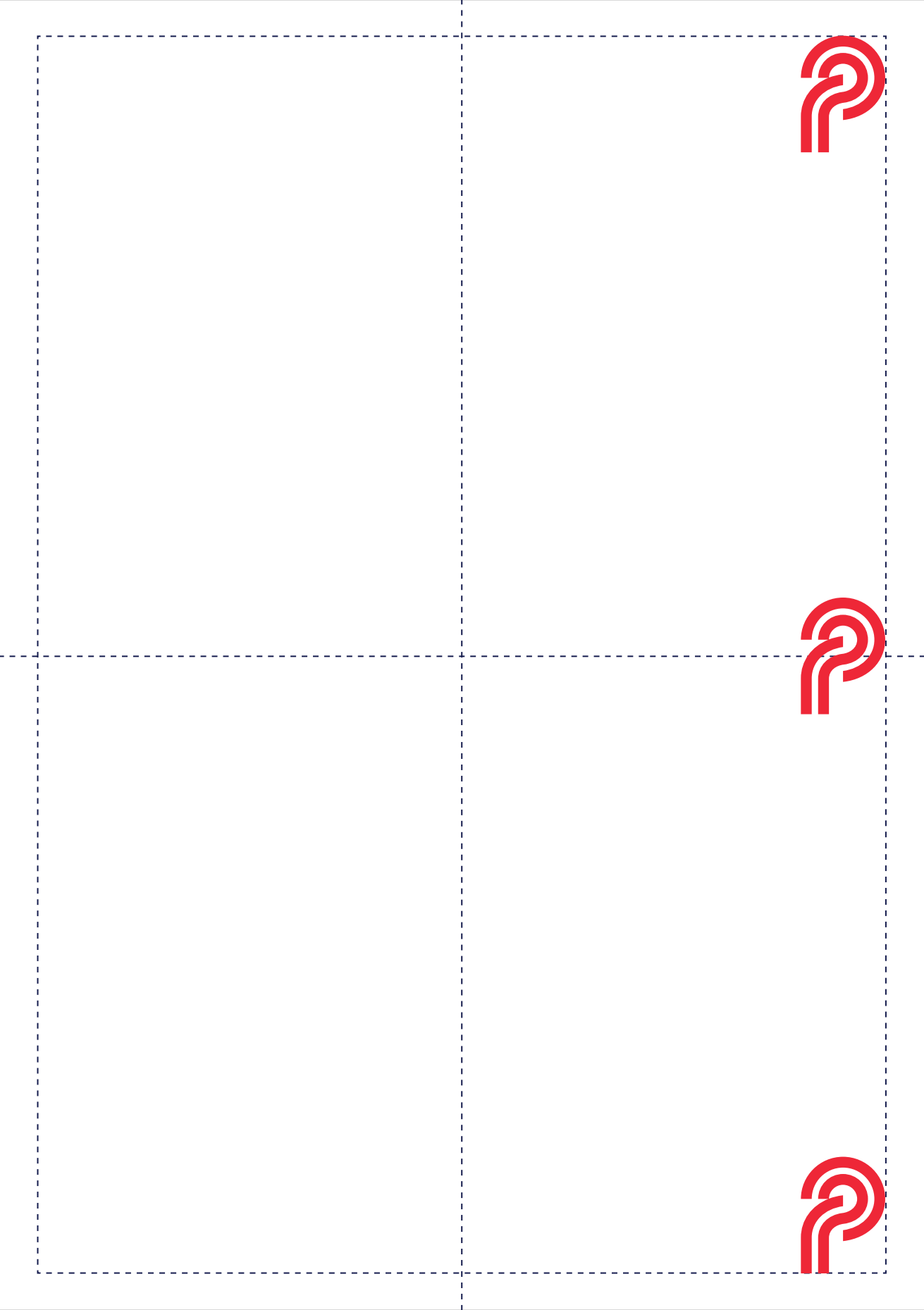
The logo lockup should primarily be placed in the top or bottom right hand corner, or aligned centrally at the bottom from margin to margin if the format is very thin to create consistency across all brand material.

Sizing of logo lockup should remain similar to this document, do not make the logo too large, or too small to the point where visibility becomes an issue.



Icon Usage

1.6 Usage



The logo icon should primarily be placed in the top or bottom right hand corner, or aligned centrally to the right hand margin to create consistency across all brand material.

Sizing of logo icon should remain similar to this document, do not make the logo too large, or too small to the point where visibility becomes an issue.

Secondary Usage

1.6 Usage

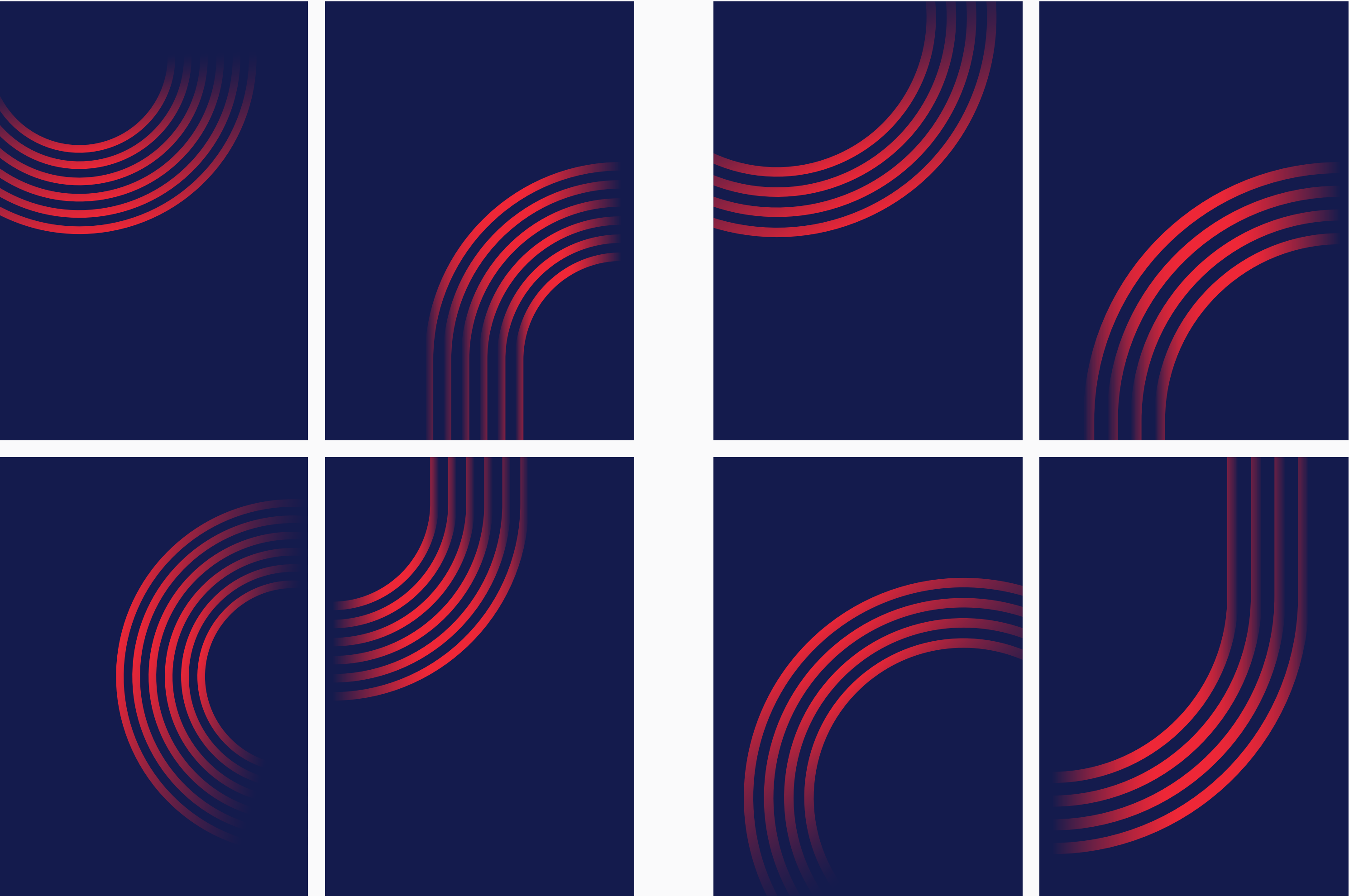
Pinpointer



Exceptions can be made when it comes to display or print formats. If the logo elements are to be used seperately the logotype should always be used in the top left and logo icon should always be used in the bottom right.

Stripes

1.6 Usage



The stripes must be used in groups of 4 or 6, preferably on a dark background for maximum contrast.

Stripes

1.6 Usage

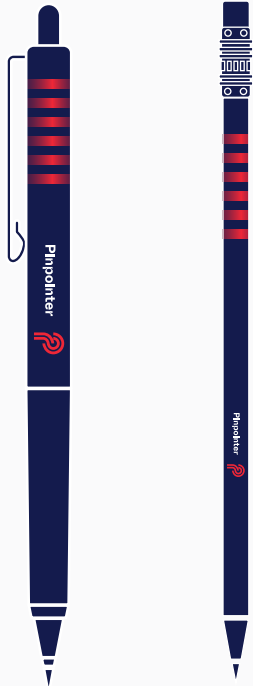
The stripes can be used across all printed and stationary material. Try to ensure that the gradient fades out towards the edges, and that the gradient is flowing through all the stripes rather than individually.



Clothing



A5 Notebook



Pen

Pencil



Clothing alternate



Rollup



Rollup alternate

Colour Palette

Primary Colors

2.1 Primary Colors

Pinpointer Navy

Pantone: 2766 C

CMYK - C100 M100 Y6 K60
RGB - R20 G27 B77
#141B4D

Pinpointer Red

Pantone: 1788 C

CMYK - C0 M88 Y82 K0
RGB - R238 G39 B55
EE2737

White

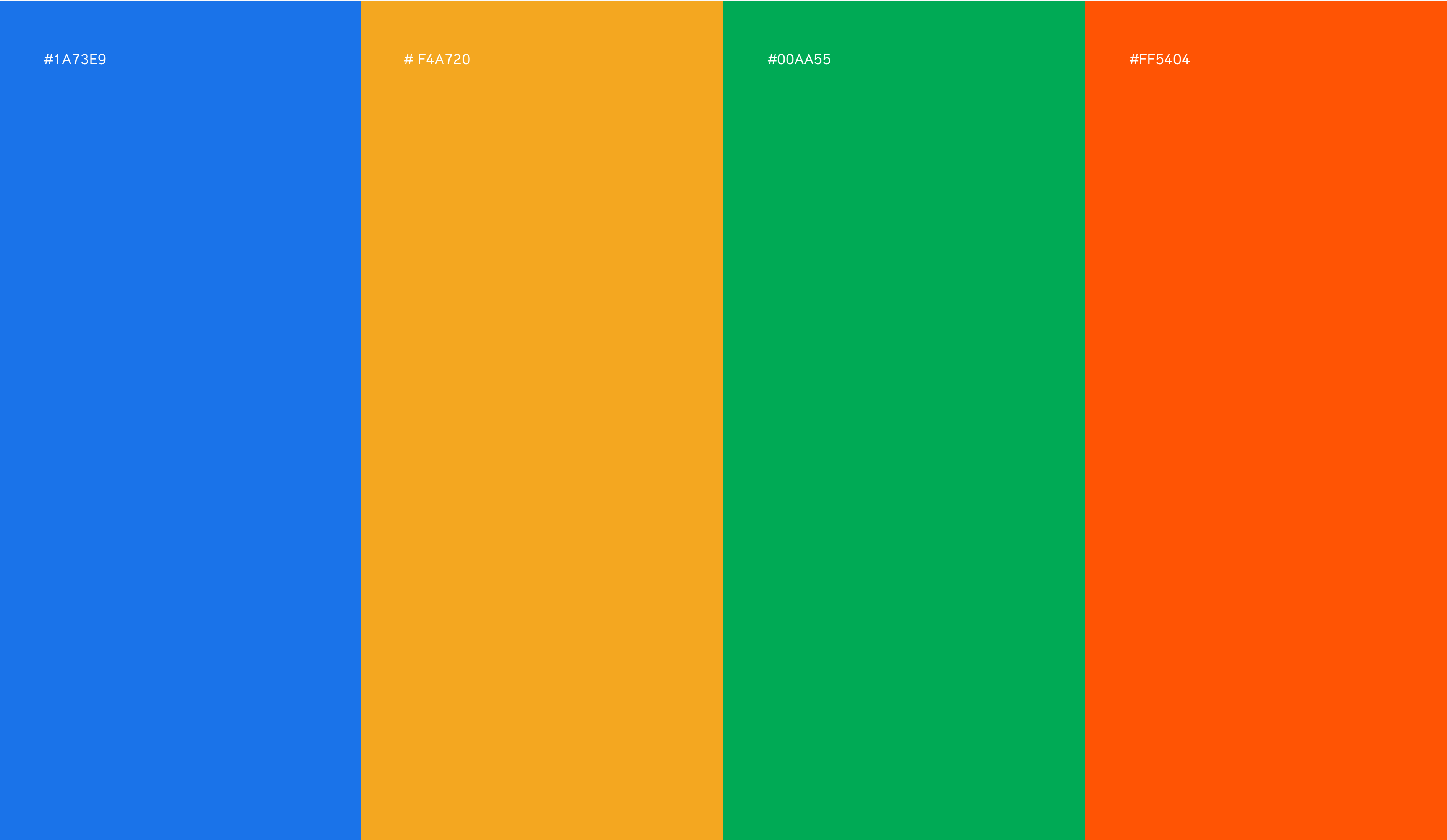
Pantone: 2766 C

CMYK - C0 M0 Y0 K0
RGB - R255 G255 B255
#FFFFFF

The brand colours connect colours in a bold and playful manner. The colours are selected to compliment each other while being able to use against dark and bright coloured backgrounds.

Extended Palette

2.2 Extended Palette



Extended palette to be used only across digital touchpoints.

Across the digital touhcpoints the colours are used to distinguish between various options.

Typography

Headline

3.1 Headline

Catamaran Bold is to be used for headlines across digital and print.

Catamaran
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Catamaran Regular is to be used for body copy across digital and print.

Catamaran Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Imagery

Imagery

4.1 Imagery



Imagery should be bright and have a good contrast, with a clear indication of what is going on.

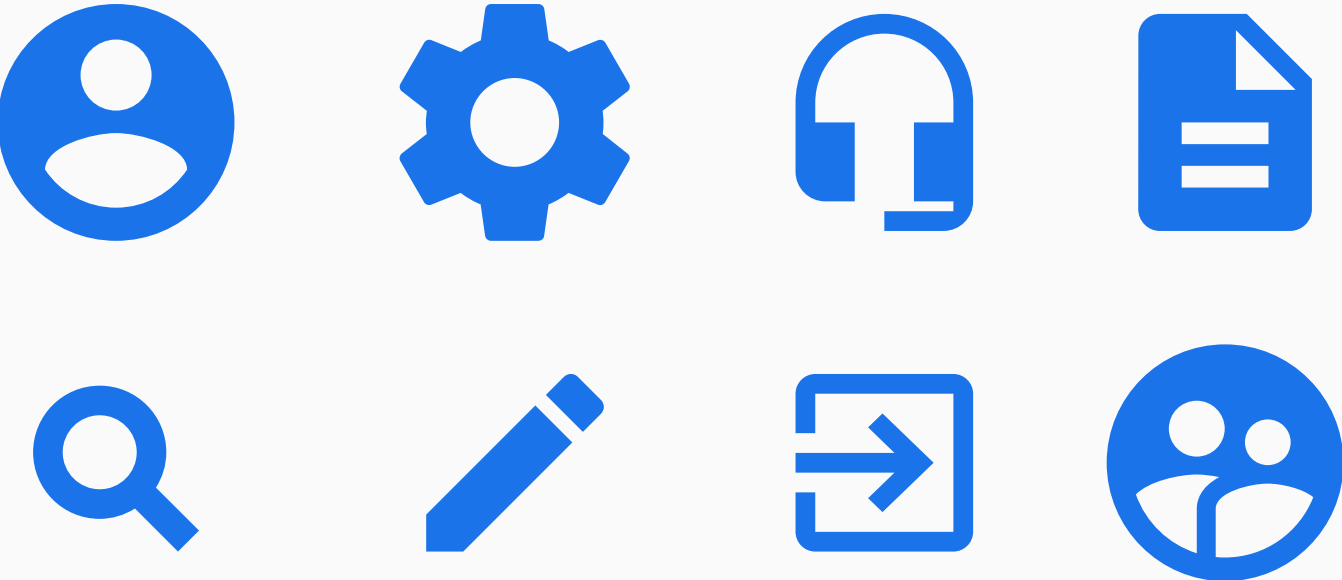
Imagery for environmental aspect should try to incorporate good lighting and greenery, to reinforce the companies environmental promise.



Icons

Icons

5.1 Icons



The icon pack used is from Google material design.

The icons should primarily be used to highlight information or for a specific function in digital touchpoints such as the app.

Not to be used outside of digital touchpoints or as decoration.

Pinpointer

