![panagenda logo]

panagenda logo
Usage Guide

Our Primary Logo

The panagenda logo (PL) must comply with the guidelines provided in this guide, including layout, logo use, colors, and wording. To be compliant, the logo must include all logo components as covered in this guide. Modifications are not permissible. Follow these guidelines to ensure proper logo use in any scenario.

Logo Colors: ● #008acc ● #bbbdbe

Free Space

In order to guarantee a proper placement, the square of the panagenda logo can be used as a reference for free space. There need the square need to fit once on top and once to the sides.

There must be some whitespace to guarantee the visibility and correct usage of positioning.

Minimum size

Size and placement specifications are in place to ensure legibility and clear information hierarchy.

The minimum size for the panagenda logo is 1in / 100 pixels in height.

1in | 100px

|Dos and Don´ts

Logo Dos

The panagenda logo shall always be used in the original colors on a white background, if possible.

If the background is of other color than white, the logo can also be used in white, black or panagenda blue.

Every other use of color, contrast or special placement needs to get reviewed by official panagenda representatives (e.g. marketing, branding or communications department.)
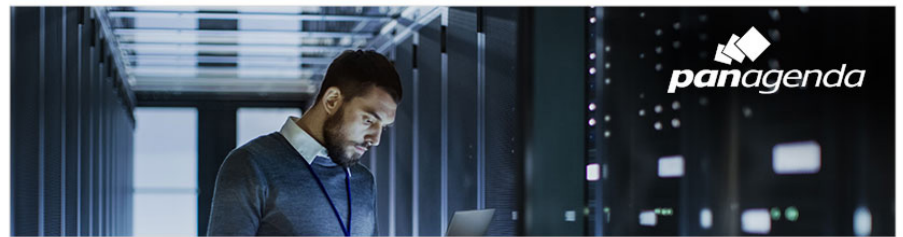
Logo Don´ts

The original logo must not be used on a light-gray background.

Also, the original logo cannot be placed on a colored background, e.g. green.

It is not allowed to rotate the logo or display it in a different color than in the official examples stated in the Dos section.

IMPORTANT: The contrast between background image and logo must be clearly visible. If a background is not monochrome, such as a photo, it must also be ensured that the logo is clearly visible and that no parts of the logo disappears in the image.