BRAND GUIDELINES

PACKSALE INDUSTRIES

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Company Logo

1.0

Logo

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PRIMARY LOGO

PACKSALE®
INDUSTRIES

SECONDARY LOGO

PACKSALE®
INDUSTRIES

LOGO TYPE

PACKSALE®
INDUSTRIES

LOGO MARK

Clear Space

The brand identity should always be placed with an area of white space surrounding it. This ensures that no other graphic element interferes with the communication of our brand. The minimum area of clear space surrounding the brand identity is determined by the "x" between the top of PACKSALE BRAND MARK' and the base, as per the illustration.

X=PACKSALE
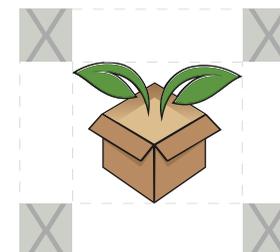
Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommended staying within to preserve the quality of the logo.

100%

80%

60%

40%

Logo Mark & Background Variation

The brandmark is our symbol. This symbol can be used alone to reinforce our brand. There are couple of different ways to use it but keep in mind that the clearspace around the brandmark is equivalent to 1/5 of its width. Also, you can reverse single colors

Primary Color - V1

Primary Color - V2

Secondary Color - V1

Secondary Color - V2

Secondary Color - V3

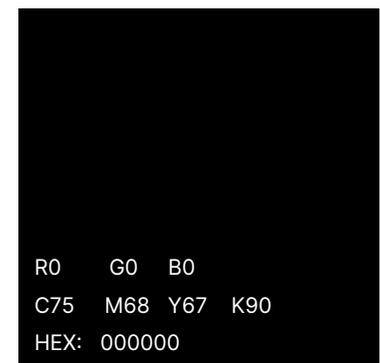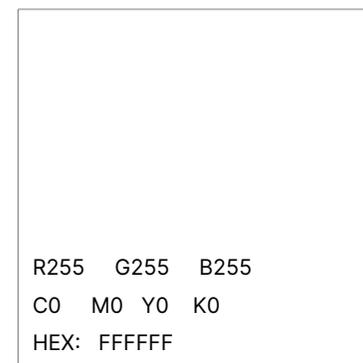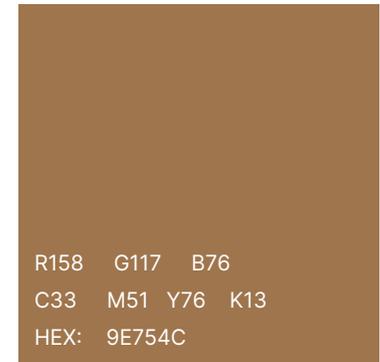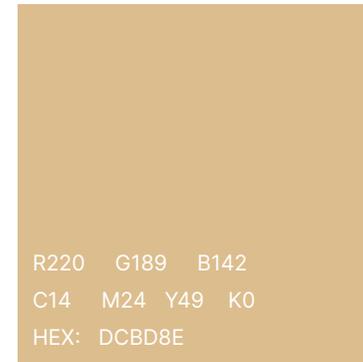Secondary Color - V4

2.1. Brand Colors

Colors

2.0

Brand Colors

These are the colors that represent our brand. These colors are also used across our visual communications.

R185 G139 B98 C26 M45 Y67 K4 HEX: B98B62	R93 G151 B66 C69 M20 Y100 K4 HEX: 5D9742
R220 G189 B142 C14 M24 Y49 K0 HEX: DCBD8E	R158 G117 B76 C33 M51 Y76 K13 HEX: 9E754C
R255 G255 B255 C0 M0 Y0 K0 HEX: FFFFFF	R0 G0 B0 C75 M68 Y67 K90 HEX: 000000
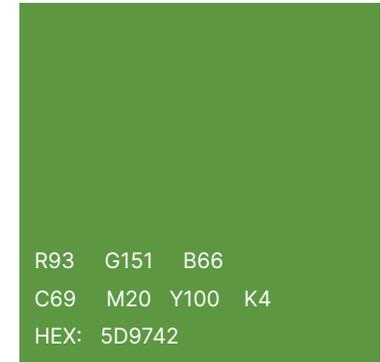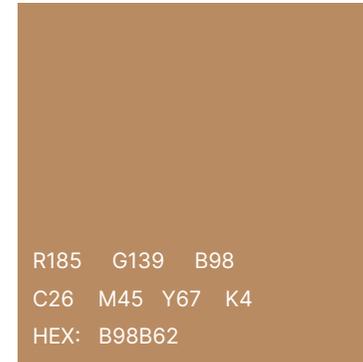
Typography

3.0

Typography

Inter

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 1 2 3 4 5 6 7 8 9

The typography is one of the most important aspects of design. It should be adaptive and contextual. 'Inter' has been chosen as brand typeface. It has a clean and modern look and works well on digital medium. It has eight different weights which makes it highly versatile.

Aa Bb Cc 12	**Aa Bb Cc 12**	Regular This can be use for all copies.
Aa Bb Cc 12	**Aa Bb Cc 12**	**Semibold** **This can be use for headings & Sub headings.**
Aa Bb Cc 12	**Aa Bb Cc 12**	**Bold** **This can be used only for headings.**
Aa Bb Cc 12	**Aa Bb Cc 12**	

Type Setting

1) Heading 36pt
Inter Bold - (43pt on Auto leading) Aligned left.

2) Sub Heading 19pt
Inter Semi Bold - (22pt on Auto leading) Aligned left.

3) Copy 9pt
Inter Regular - (11pt on Auto leading) Aligned left.

To allow a optimal readability across all channels and touch points, it is important to follow proper type settings such as leading and kerning according to font size and usage.

THE HEADING

SUB HEADING -

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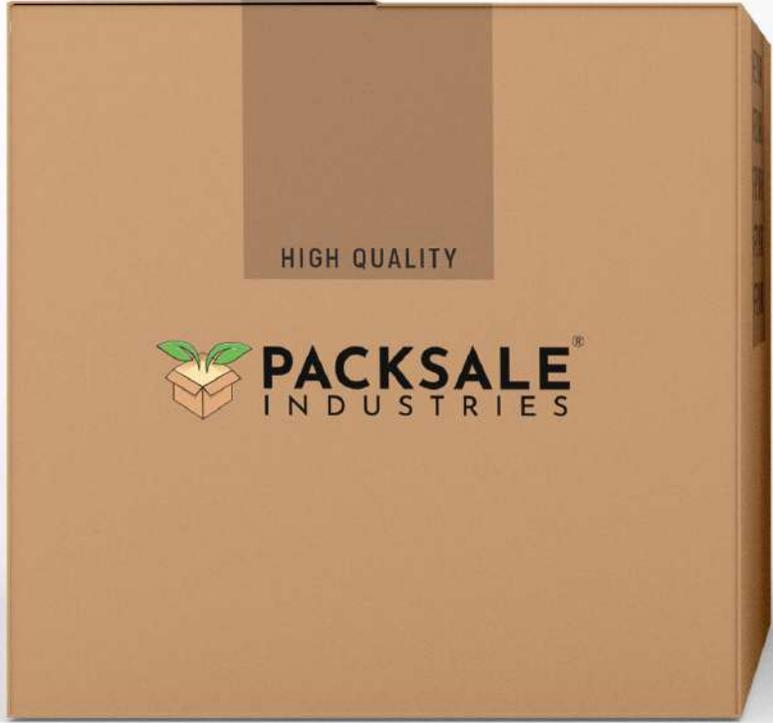
Copy -

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Brand Application

4.0

PACKSALE®
INDUSTRIES

ratio
13:13:10

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PACKSALE®
INDUSTRIES

packaging item

ratio
13:13:10

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CONTEXT

PACKSALE™
INDUSTRIES

ratio
13:13:10

O
13

THANK YOU