
Panda Global Logo Guidelines



Introduction

Every organization has a specific visual identity, and each element of its communications contributes to the overall impression people have of it. These guidelines have been created by Chermayeff & Geismar & Haviv to help define and standardize the Panda Global visual identity. The pages that follow explain the essential elements of the identity system and demonstrate their correct use across a broad sampling of applications and media.

Many of the standards depend on relative size, proportion and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the spirit of these graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent visual identity for Panda Global.

1.2 Symbol

Shown here is the Panda Global symbol. Geometric, modular, and charismatic, the Panda Global symbol is the face of a panda in a double-outlined hexagon, with rectangular ears that run parallel to its rectangular eyes.

The symbol together with the wordmark (see next page) form the Panda Global logos. The following pages show the approved proportional relationships for the logos and guidelines for their use.

Only in some instances should the symbol be used alone – for example, as a social media avatar, a favicon, or a decorative pattern.

The relationship of the forms in the Panda Global symbol are carefully considered; do not attempt to redraw the symbol or change the relationship of the elements. Always use the provided artwork files.



1.3

Wordmark

Shown here is the Panda Global wordmark. The letters for the name “Panda” are a specially created wordmark. They are not a typeface and should never be recreated using fonts.

The wordmark along with the Panda Global symbol (shown on page 1.2) combine to make up the Panda Global logos. The following pages show the approved relationships between symbol and wordmark that are used to create each logo. The wordmark should never appear without the symbol on any application.

The wordmark for Panda Global, featuring the word "panda" in a bold, lowercase, sans-serif typeface. The letters are white and set against a dark background.

1.4

Vertical Logo with Clear Space / Minimum Size

The symbol above the wordmark of the same width combine to make the Panda Global Vertical Logo. This vertical logo is the preferred format and should be used wherever possible. Since the Panda Global logo will appear on nearly all brand communications (websites, various print and promotional media), it must therefore remain highly visible and recognizable in all instances. Wherever possible use the Panda Global logos on a black or dark background.

Always use the original and approved artwork; never alter or attempt to redraw or recreate the lettering using computer fonts. Artwork with a "TM" and "®" have been provided for use with all printed materials. When using the logo for digital applications, it is not necessary to use the TM or ®.

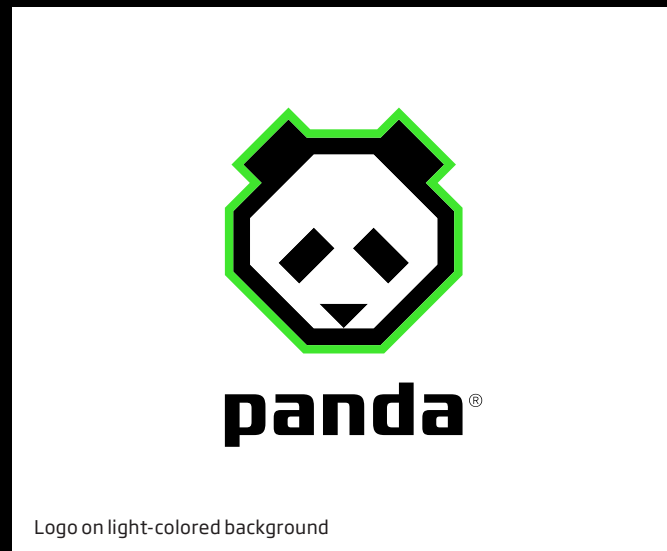
Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics.

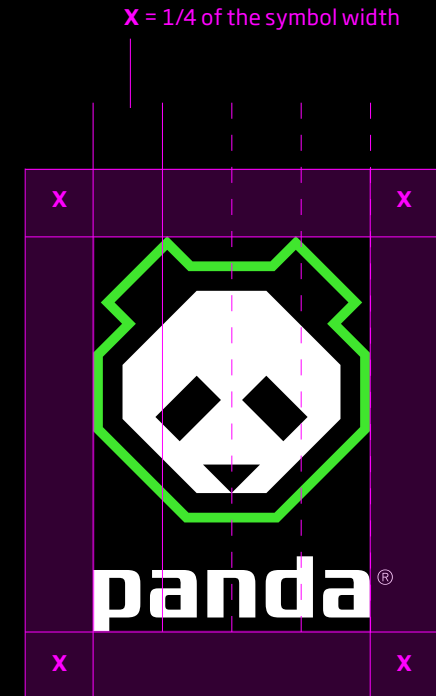
The logo must be surrounded on each side by an adequate clear space. For the Vertical Logo, at minimum, the clear space is equal to 1/4 of the symbol width, as shown in the diagram.

Minimum Size

For the Vertical Logo, the height of the logo should never appear smaller than 40 pixels in height when used in digital formats, or .5" in height when used in print materials.



Clear Space



Minimum Size



1.5

Horizontal Logo with Clear Space / Minimum Size

Sometimes because of limited space or layout, there might be a need for a more horizontal logo. The symbol next to the wordmark combine to make the Panda Global Horizontal Logo. Use the Vertical Logo (see page 1.4) wherever possible. Use this logo when the Vertical Logo is not appropriate to use because of space or legibility. Wherever possible use the Panda Global logos on a black or dark background.

Always use the original and approved artwork; never alter or attempt to redraw or recreate the lettering using computer fonts. Artwork with a “TM” and “®” have been provided for use with all printed materials. When using the logo for digital applications, it is not necessary to use the TM or ®.

Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics.

The logo must be surrounded on each side by an adequate clear space. For the Horizontal Logo, at minimum, the clear space is equal to 1/4 of the symbol width, as shown in the diagram.

Minimum Size

For the Vertical Logo, the height of the logo should never appear smaller than 20 pixels in height when used in digital formats, or .3” in height when used in print materials.



Clear Space

X = 1/4 of the symbol width



Minimum Size

20px min
for digital
(.3”h for print)



1.6

Alternate Vertical Logo with Clear Space / Minimum Size

Sometimes there may be a need for a version of the vertical logo with a more prominent wordmark. The symbol with the larger wordmark below it make the Alternate Vertical Logo. Use the Vertical Logo (see page 1.4) wherever possible. Use this logo only when, because of space or legibility, neither the Vertical Logo nor the Horizontal Logo is appropriate to use. Wherever possible use the Panda Global logos on a black or dark background.

Always use the original and approved artwork; never alter or attempt to redraw or recreate the lettering using computer fonts. Artwork with a "TM" and "®" have been provided for use with all printed materials. When using the logo for digital applications, it is not necessary to use the TM or ®.

Clear Space

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics.

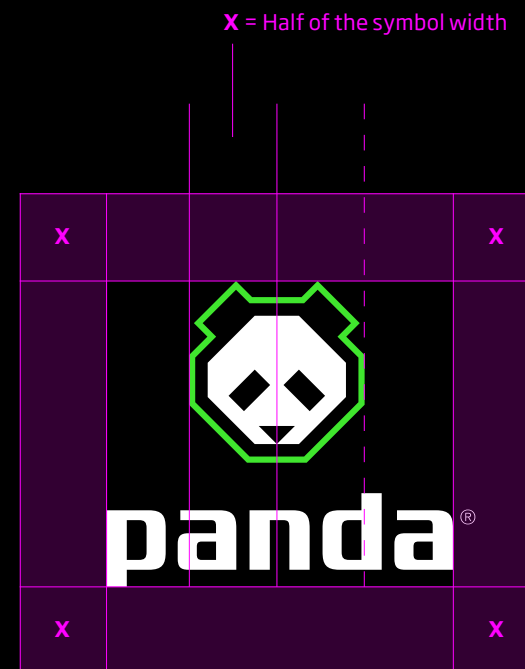
The logo must be surrounded on each side by an adequate clear space. For the Vertical Logo, at minimum, the clear space is equal to half of the symbol width, as shown in the diagram.

Minimum Size

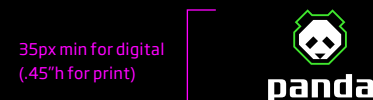
For the Vertical Logo, the height of the logo should never appear smaller than 35 pixels in height when used in digital formats, or .45" in height when used in print materials.



Clear Space



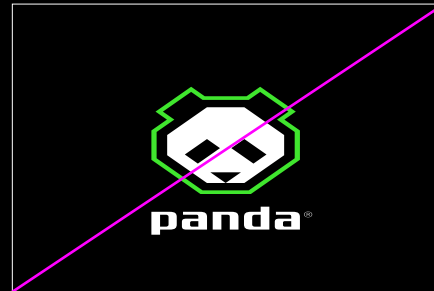
Minimum Size



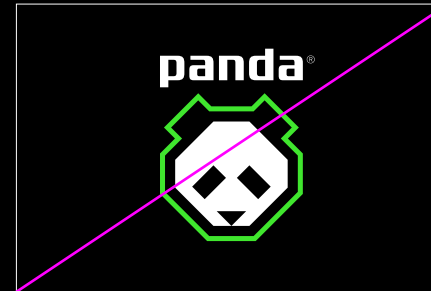
1.7 Incorrect Logo Use

For maximum impact and overall consistency, it is important to protect the value and integrity of the Panda Global identity by using the logo correctly.

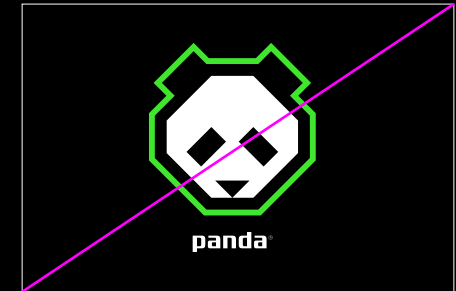
Always reproduce the logo from original artwork files, and avoid improper logo usage such as illustrated here. These examples apply to all Panda Global logos.



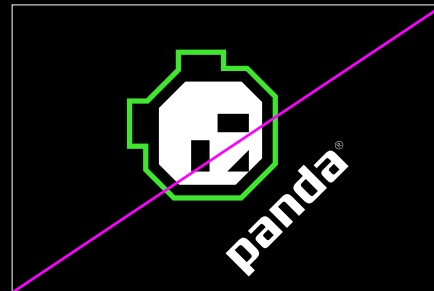
Do not distort the logo



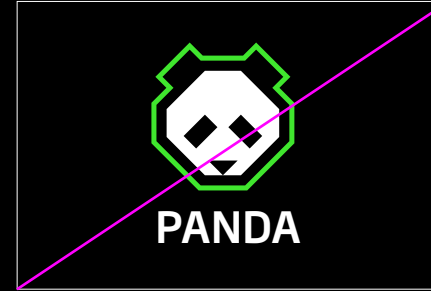
Do not reposition the logo elements



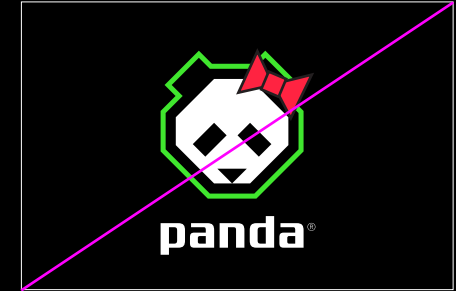
Do not change the size relationships of the logo elements



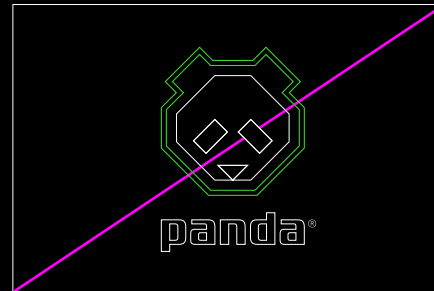
Do not rotate the logo



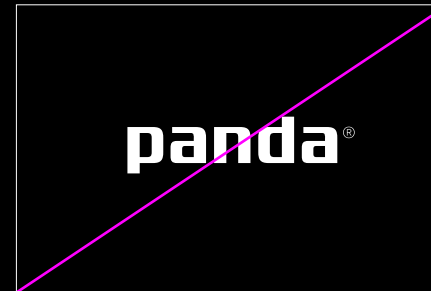
Do not change the typeface of "Panda"



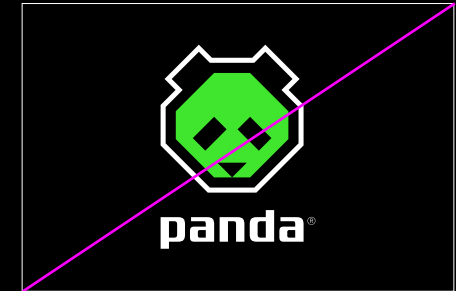
Do not add elements to the logo



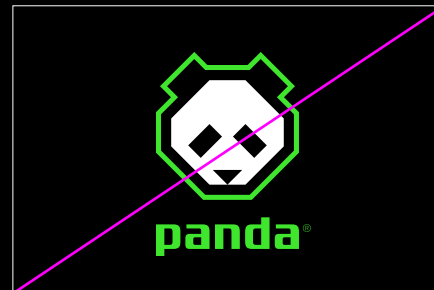
Do not outline any area of the logo elements



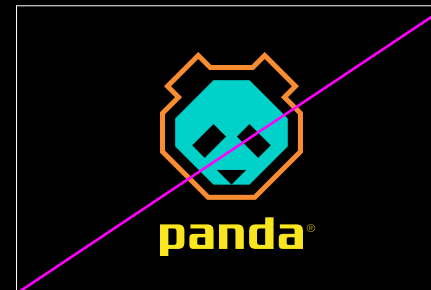
Do not use the wordmark without the symbol



Do not switch the symbol colors



Do not make the wordmark green



Do not use unapproved colors



Do not use unapproved effects on the logo

1.8

Logo Color Palette

Color is an essential part of the Panda Global identity system. The Panda Global colors are a specific shade of green for the symbol, and black or white for the wordmark. These colors have been carefully selected to make up the Panda Global brand identity and should be used wherever possible.

When the logo appears on a black or dark-colored background, the wordmark is white. When the logo appears on a white or light-colored background, the wordmark is black. Examples of the logo color on various backgrounds are shown on page 1.11.

Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.



Logo on dark-colored background



Logo on light-colored background

Panda Green

Pantone® 375C / 374U
C51 M0 Y86 K0
R63 G229 B47
Hex 3FE52F

Black

C0 M0 Y0 K100
R0 G0 B0
Hex 000000

White

C0 M0 Y0 K0
R255 G255 B255
Hex FFFFFFFF

1.9 Secondary Color Palette

Shown here is the Panda Global secondary color palette. The secondary color palette supports the Panda Global identity and can be used where appropriate for accents, highlighted information, or for graphs and charts. These secondary colors should be used sparingly relative to the Panda Global primary colors. The secondary colors are provided to allow for the flexibility required in many of Panda Global's applications.

Color Specifications

Pantone® spot colors, as well as 4 / C process colors, are specified for print use. RGB and Hex specifications are for use with on-screen and web applications, and are provided for a consistent appearance across different media.

Red

Pantone® 032C / 032U
C0 M90 Y76 K0
R255 G35 B65
Hex FF2341

Blue

Pantone® 298C / 298U
C65 M3 Y0 K0
R45 G168 B247
Hex 2DA8F7

Orange

Pantone® 151C / 151U
C0 M54 Y100 K0
R249 G140 B49
Hex F98C31

Pink

Pantone® 239C / 239U
C10 M84 Y0 K0
R255 G70 B255
Hex FF46FF

Yellow

Pantone® 108C / 108U
C0 M2 Y99 K0
R250 G230 B31
Hex FAE61F

Teal

Pantone® 319C / 319U
C59 M0 Y26 K0
R0 G210 B201
Hex 00D2C9

Dark Blue

Pantone® 280C / 280U
C100 M85 Y0 K39
R0 G0 B51
Hex 000033

Gray

Pantone® Cool Gray 7 C / U
C38 M29 Y24 K5
R148 G150 B153
Hex 949699

Light Gray

Pantone® Cool Gray 2 C / U
C14 M10 Y8 K0
R209 G211 B212
Hex D1D3D4

1.10

Logo Use for Special Occasion

Examples of Logo Use of Special Occasion – Rainbow color

The Panda Global logo should be used in its green color whenever possible. The green is an essential part of the Panda Global identity and its consistent use will help grow the brand's recognition. However, there may be special occasions where another temporary color treatment may be appropriate. Shown here is one such example, the rainbow colors for pride replacing the Panda Global green. This should only be done on special occasions and for a temporary period of time.

Also shown here is an example of how color might be used in the future to incorporate brand extensions that need to be differentiated.

Logo color variations should be used on a very limited basis and must be approved by Panda Global before use.



Examples of Logo Use of Special Occasion – Red



1.11

Logo Use on Color Backgrounds

Shown here are examples of the approved logo color use. When placing the logo on color backgrounds, make sure that the logo has sufficient contrast with the background to ensure visibility. For maximum contrast, use the Panda Global logo on black or dark-colored backgrounds. Use the Panda Global logo with the black wordmark on white or light-colored backgrounds.

Limited Color Production

Use the full-color versions of the logo wherever possible. However, there may be circumstances where it is necessary to produce the logo in one color. Use Panda Global one-color version of the logo in these cases. (See two examples on bottom row.)

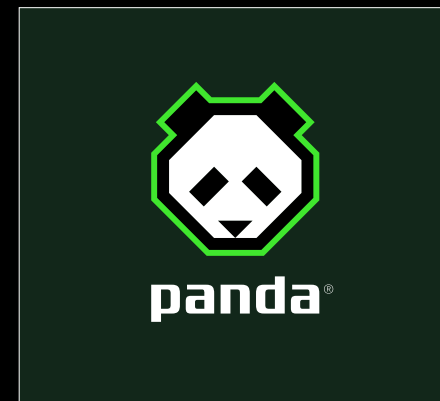
When a one-color logo is needed, use the provided artwork for the Panda Global one-color versions of the logo. The one-color versions of the logo have been specially created. Do not try to recreate in any way.

Specialty Printing

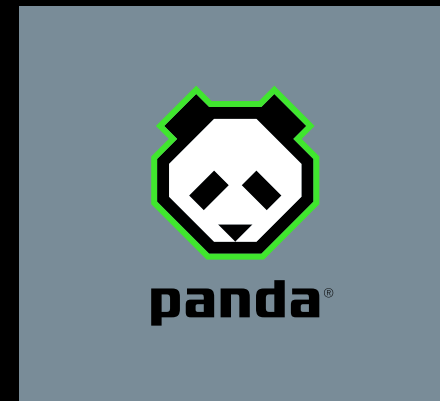
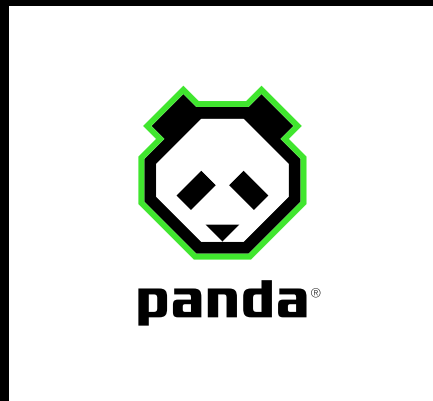
For specialty printing such as foil stamping, the Panda Global logo may be reproduced in metallic silver or gold, as shown in the bottom right example.

These examples apply to all of the Panda Global logos.

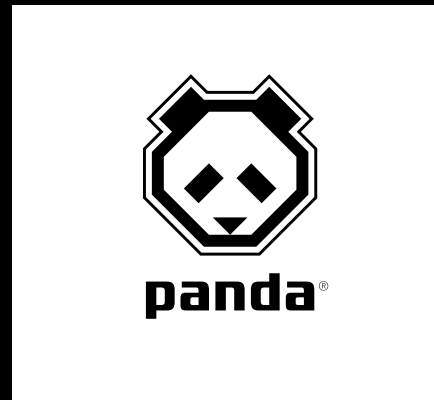
Logo is used on black or dark-colored backgrounds



Logo is used on white or light-colored backgrounds



Logo is used in one-color (limited color production)



Specialty printing – foil stamping



1.12 Logo Use on Photography

Shown here are examples of the correct ways to use the Panda Global logo with photography.

Because every image is different, be sure to choose an image whose colors provide strong contrast with the logo. Place the logo in an area of the image that is not visually “busy” in order for the logo to read clearly.

The full-color version of the logo should be used wherever possible. For maximum contrast, use the Panda Global logo with the white wordmark on black or dark-colored backgrounds. Use the Panda Global logo with the black wordmark on white or light-colored backgrounds.

Where it is necessary to produce the logo in one color – such as required in one-color printing – use an all-black or all-white version of the logo.

These examples apply to all of the Panda Global logos.

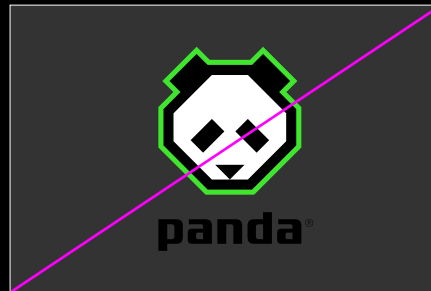


1.13 Incorrect Logo Use on Color Backgrounds and Photography

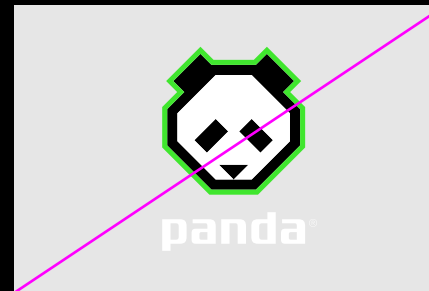
For maximum impact and overall consistency, it is important to protect the value and integrity of the Panda Global identity by using the logo correctly.

Always reproduce the logo from original artwork files and avoid improper color and background usage such as illustrated here.

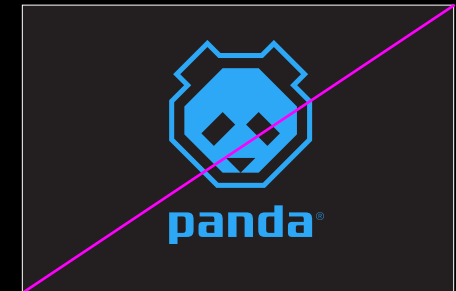
These examples apply to all of the Panda Global logos.



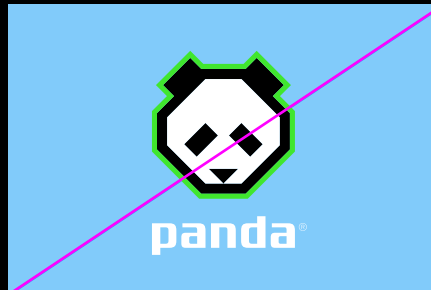
Do not use version with the black wordmark on dark-colored backgrounds



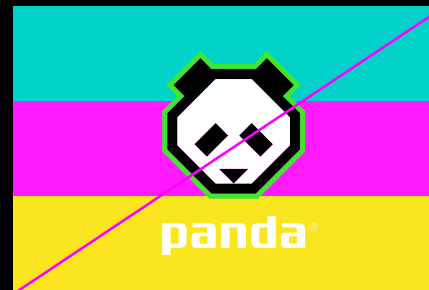
Do not use version with the white wordmark on light-colored backgrounds



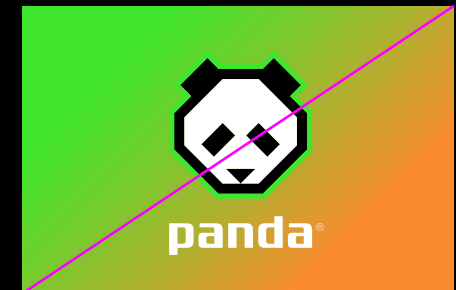
Do not use the logo in one color, other than all-white or all-black



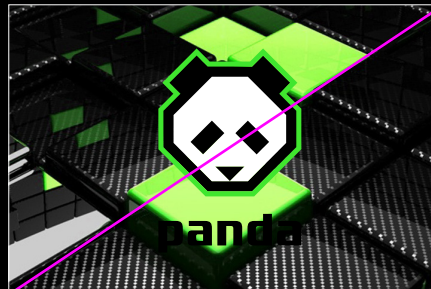
Do not use logo on backgrounds of similar hue or value



Do not place over multiple colors



Do not place on backgrounds where contrast with the logo colors is uneven



Do not place on photos with insufficient contrast



Do not place on busy areas of photographs



Do not place on faces in photographs



Do not add a box or shape around the logo



Do not make the full-color logo transparent



Do not bleed the logo off edge(s)

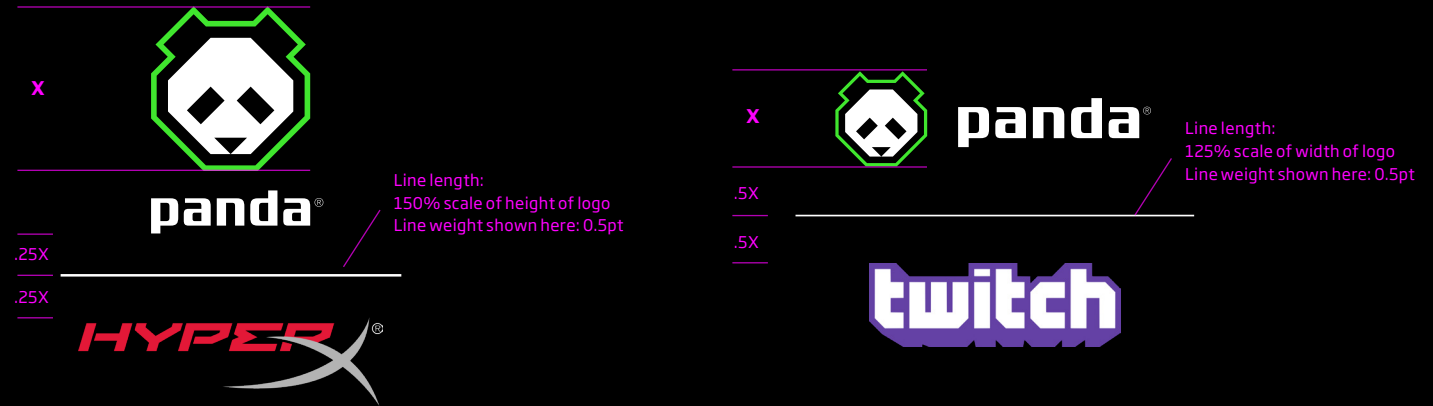
1.17 Logo Use in Co-branding

The Panda Global Logo can be used with sponsor / partner logos in either of the two configurations shown here.

For all sponsor / partner lockups, the Panda Global logo should always appear above or to the left of any other logo and should be of similar visual weight. A fine line weight, as shown here, separates the two logos.

Always refer to guideline specifications on pages 1.4-1.6 for clear space minimum size, and page 1.11 for use on various backgrounds.

Examples of Sponsor Lockup Vertical Configuration



Examples of Sponsor Lockup Horizontal Configuration



2.11

3D Rendering

Example of 3D Rendering

The Panda Global logo may be rendered as a three dimensional graphic. The preferred 3D rendering has the symbol and wordmark extruded as shown in the example here. The black outline is raised slightly. The face elements (eyes and nose) are raised slightly further than the plane of the black outline. Keep all dimension and lighting effects for the symbol and wordmark at a minimum. When great depth or shadows are introduced, the forms will appear distorted, especially when the logo is moving or rotating. Always maintain the minimum clear space as specified in the these guidelines. Be sure to follow the current standards for Title-safe Areas for television and video graphics.



Preferred 3D rendering details

3/4 view



Front view



Side view

