



PGFL Guidelines - July 2022

Logo versions



Horizontal version (primary)



Vertical version (secondary)



Icon

Logo usage on white



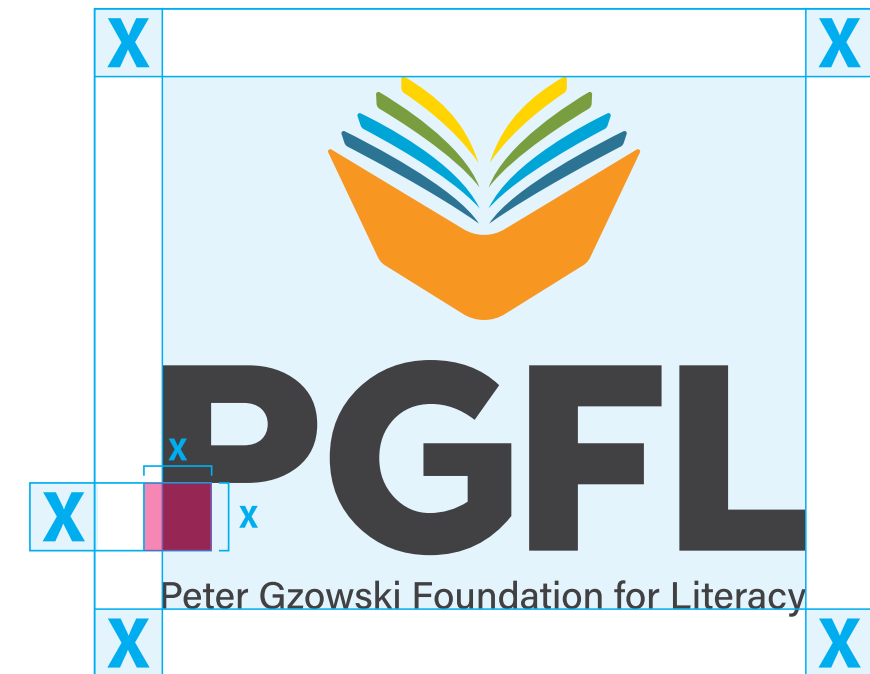
Logo usage on black





Breathing room

It is essential that a certain amount of space surrounds the logo in order to maintain clarity. The clear space must remain free of any elements such as text, graphics or images.



Minimum size

Use this guide to ensure the logo retains legibility. Let's go no smaller than the minimum width indicated, but feel free to make it as large as you'd like. Just don't forget to give it some breathing room.



1.9" / 246px

Improper Logo Usage

Our logo has been designed for optimal use in many scenarios, and for consistency and recognition should not be altered. Avoid any of the following modifications.



Do not change the relative position of the symbol and logotype.



Do not remove elements of the logo.



Do not use new colours for the logo.



Do not change the scale of elements.



Do not distort change the proportions of the logo.



Do not use any other fonts for the logotype in the logo.

Colour



Colour

C 0 R 38 M 0 G 38 Y 0 B 38 K 85 #4d4d4f			
C 0 R 247 M 50 G 148 Y 97 B 35 K 0 #f79423 PMS 130 U			
C 84 R 44 M 46 G 116 Y 30 B 146 K 5 #2c7492 PMS 7461 U	C 74 R 15 M 18 G 163 Y 2 B 217 K 0 #0fa3d9 PMS 306U	C 58 R 122 M 20 G 159 Y 100 B 62 K 3 #7a9f3e PMS 369 U	C 2 R 251 M 15 G 210 Y 100 B 6 K 0 #fbd206 PMS 108 U

Typography



A short and bold headline

A short and bold headline
This subhead is 1/2 the point
size of the headline

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<https://fonts.google.com/>

Kanit Bold

Noto Sans - Regular

