

Branding Guidelines

PartydoosMedia



▶ **Welcome**

PartydoosMedia

The Branding Guidelines in this document outlines the rules and guidelines of when and how to use the PartydoosMedia logo.

These branding guidelines also provide crucial information for its use like colours and more.



▶ Logo Introduction

PartydoosMedia

The Logo is an essential element of all communications. Therefore, the correct logo must be applied in compliance with the usage principles in these guidelines.

The Logo may be used in any of the colour versions shown below. Each version must retain the specific colour values for CMYK and RGB during implementation.

With legibility, a priority in logo use, the most appropriate version needs to be selected depending on the application.



Grey colour:
#131215
CMYK 10, 14, 0, 92

Purple colour:
#5F42ED
CMYK 60, 72, 0, 7



▶ Logo Protected Zones

PartydoosMedia

The Logo must be surrounded with sufficient clear space to prevent interference from other visual elements and ensure the independence and legibility of the Logo in all circumstances.

When the Logo is in use, the protected zone must be kept clear and separated from the Logo itself.

Special attention should be given to the legibility of the Logo when it is used in minimum size applications across all media types.



Minimum size



**PARTYDOOS
MEDIA™**



Minimum size for
printing: 30 mm



Minimum size
for screen display: 30 mm



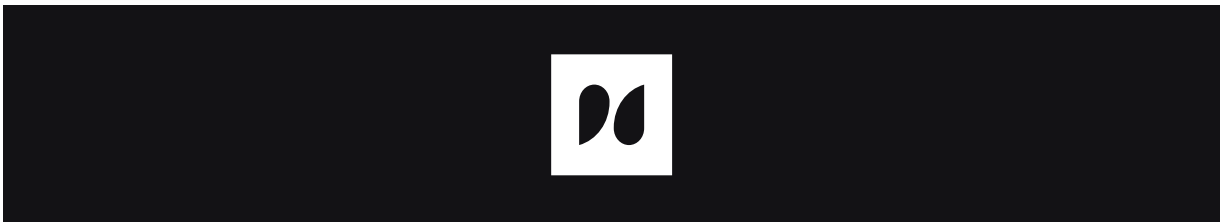
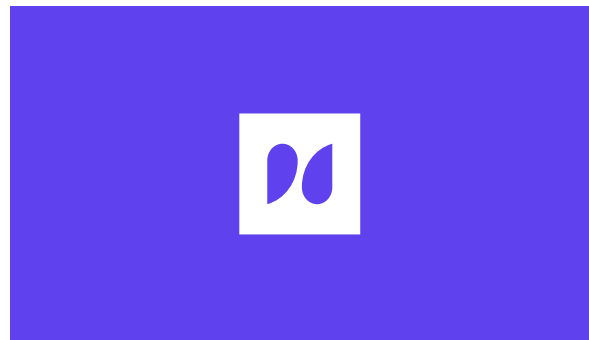
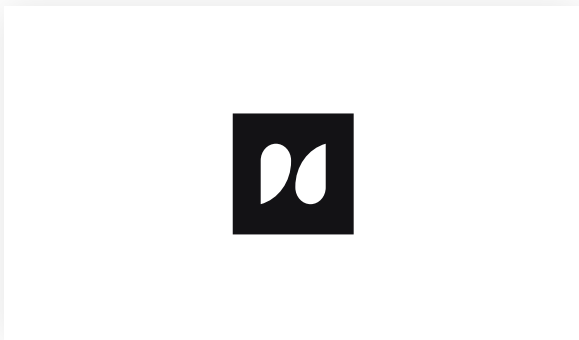
▶ Logomark Introduction

PartydoosMedia

The Logomark is an essential element of all communications. Therefore, the correct logo must be applied in compliance with the usage principles in these guidelines.

The Logo may be used in any of the three colour versions shown below. Each version must retain the specific colour values for CMYK and RGB during implementation.

With legibility, a priority in logo use, the most appropriate version needs to be selected depending on the application.



Grey colour:

#131215

CMYK 10, 14, 0, 92

Purple colour:

#5F42ED

CMYK 60, 72, 0, 7



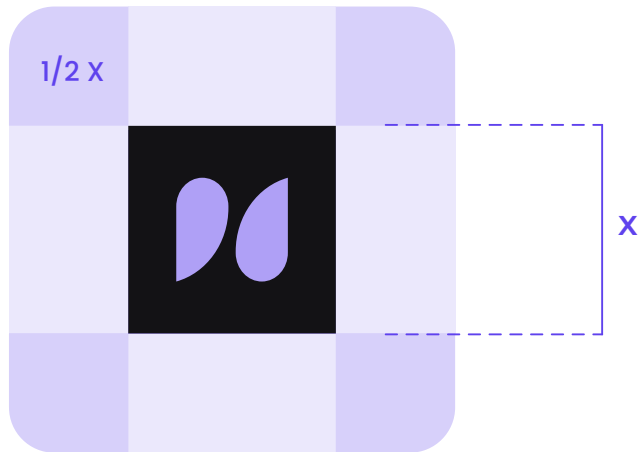
▶ Logomark Protected Zones

PartydoosMedia


The Logo must be surrounded with sufficient clear space to prevent interference from other visual elements and ensure the independence and legibility of the Logo in all circumstances.


When the Logo is in use, the protected zone must be kept clear and separated from the Logo itself.

Special attention should be given to the legibility of the Logo when it is used in minimum size applications across all media types.



Minimum size

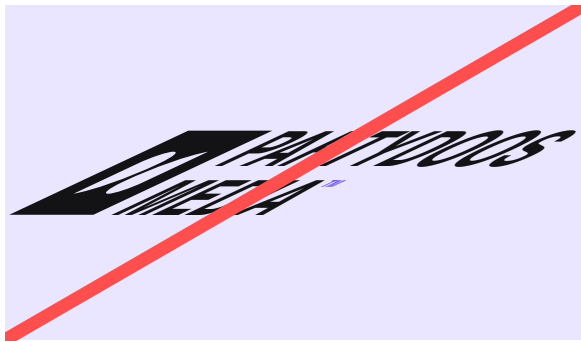
 Minimum size for printing: 6,2 mm

 Minimum size for screen display: 6,2 mm

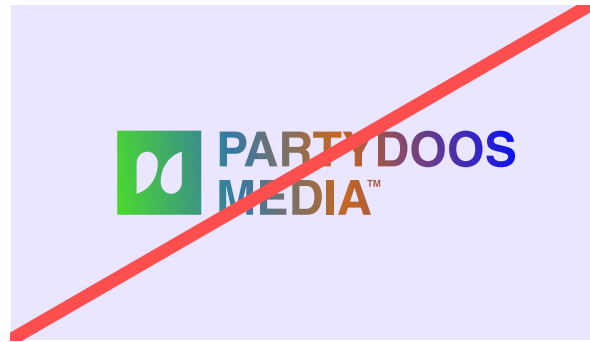


▶ General Regulations

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Do not change the angle of the logomark.



Do not use any non-standard colours or gradients.



Do not add an outline to the logo.



Do not use the logo in a low resolution.



Do not add effects to the logomark.

Font series:

Degular Display Medium

Degular Display Bold

Helvetica



▶ **Thank you**

PartydoosMedia

In case misuse is found, please either contact PartydoosMedia, or the abuser of our Logo.

We thank you for taking a read into our Branding Guidelines.

