



BRAND DESIGN GUIDE



THE SPOTLIGHT'S ON YOU.



CONTENTS

Signature Elements . 4

Concept . 6

Minimum Clear Space . 8

Minimum Size . 10

Signature Colours . 12

How to Implement . 14

Logotype Typography . 16

Brand Colours . 18

SIGNATURE ELEMENTS

The signature consists of both the *mark/symbol* and *logotype*.
(refer to fig A)

When these elements are together,
their relative sizes and position must
be unaltered. (refer to fig B)

The *mark/symbol* may also be
presented on its own. (refer to fig C)

Fig A



Fig B



Fig C



CONCEPT

The *mark/symbol* is inspired by filming lights, with a 45-degree rotation applied to it. (*refer to fig A*)

The centre circle and rings have multiple levels of representation. (*refer to fig B*)

Fig A



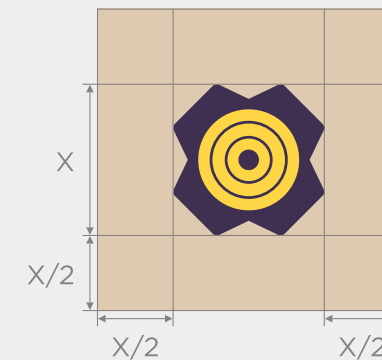
Fig B



MINIMUM CLEAR SPACE

The *minimum clear space* refers to the minimum distance between the signature and any external graphical elements such as text, borders, images, other logos etc.
(refer to opposite diagram)

This ensures that no external elements will overlap or intrude the company logo, which guarantees clarity and prominence of the company logo under any context.



 Nothing else may enter this space

MINIMUM SIZE

The *minimum size* refers to the smallest size at which the signature may be reproduced.
(refer to opposite diagram)

This ensures legibility and clarity of the signature at all times.



Minimum size for screen: x = 25px
Minimum size for print: x = 10mm

SIGNATURE COLOURS

To ensure colour consistency when reproducing the signature, the colours used are clearly defined in RGB and CMYK values.

RGB is used for electronic media (screen), while CMYK is used for print applications.



RGB (64,49,82)
CMYK (78,84,41,35)



RGB (255,214,71)
CMYK (1,14,83,0)

HOW TO IMPLEMENT

While a plain white background is the ideal context for the signature, this is not always the situation.

Other possible contexts include light grey backgrounds, dark grey to black backgrounds, light coloured backgrounds and dark coloured backgrounds.

This guide shows which version of the signature to use according to each possible context.

Full-Colour

Monochrome



LOGOTYPE TYPOGRAPHY

The fonts used in the logotype are
Nexa Bold and *Nexa Light*.

To ensure a consistent and strong
brand image, the logotype must never
be altered, or replaced by another font.

It is important to note that the font is
not used under default settings (i.e.
size, kerning, tracking, leading, colour
etc), and has been modified in its
shape/form.

Therefore, under no circumstances,
may the logotype be reproduced
simply by typing in the company name.



Nexa Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 °\$&,"@%\$ç£(.,;!?)-+/-*

Nexa Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 °\$&,"@%\$ç£(.,;!?)-+/-*

BRAND COLOURS

Consistency in all corporate design elements is vital in strengthening recognition of the brand.

To ensure a strong visual link across all applications, specific colours are clearly defined.

Purple and yellow are the primary brand colours. *(refer to fig A)*

A few monochrome shades make up the secondary brand colours. *(refer to fig B)*

Fig A

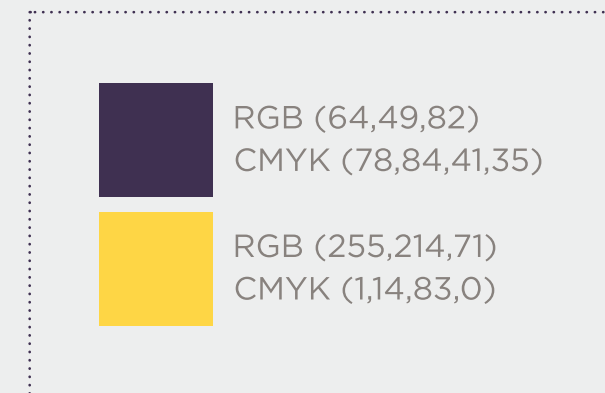
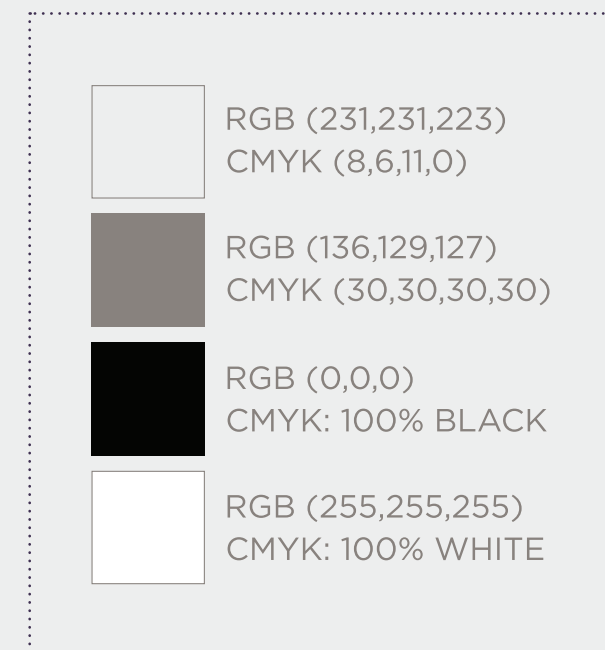


Fig B





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