



Brand Guidelines 2020

How to Use These Guidelines

Partners Relief & Development Visual Identity System reflects the strategic intent of the brand, establishing standards for logos, typography, color, photography and other graphic elements.

These guidelines are designed to showcase all components that comprise this system and provide instructions related to their usage, in an effort to ensure consistent application across all marketing and communication materials. This will help us create a distinctive brand that expresses Partners Relief & Development unique position.

Brand Mark

This Visual Identity System communicates the core features and benefits of the Partners brand. The following pages outline the correct, on-brand executions of the Partners Relief & Development logos.

Primary Logo



Icon

The Partners icon is a visual representation of the brand's nimble rapid response in a crisis. Specific guidelines for icon usage are outlined in subsequent pages of this document.

The Wordmark

The proportions of the icon and wordmark have been defined and typeset respectively. These elements should not be modified from the original art files. High-resolution files of the logo can be obtained from a Partners team member. Other companies may not use the Partners logo without formal, written permission.

Primary Logo / Space & Size



Clear Space

The Partners logo should be surrounded by at least the minimum amount of clear space shown in the diagram to the left. To maintain visual integrity, it should never be crowded with text, photographs or other graphic elements. The clear space is defined as a space equal to the height of the primary logo.

Note: Clear space formula requirements remain the same for the Reverse logo versions.

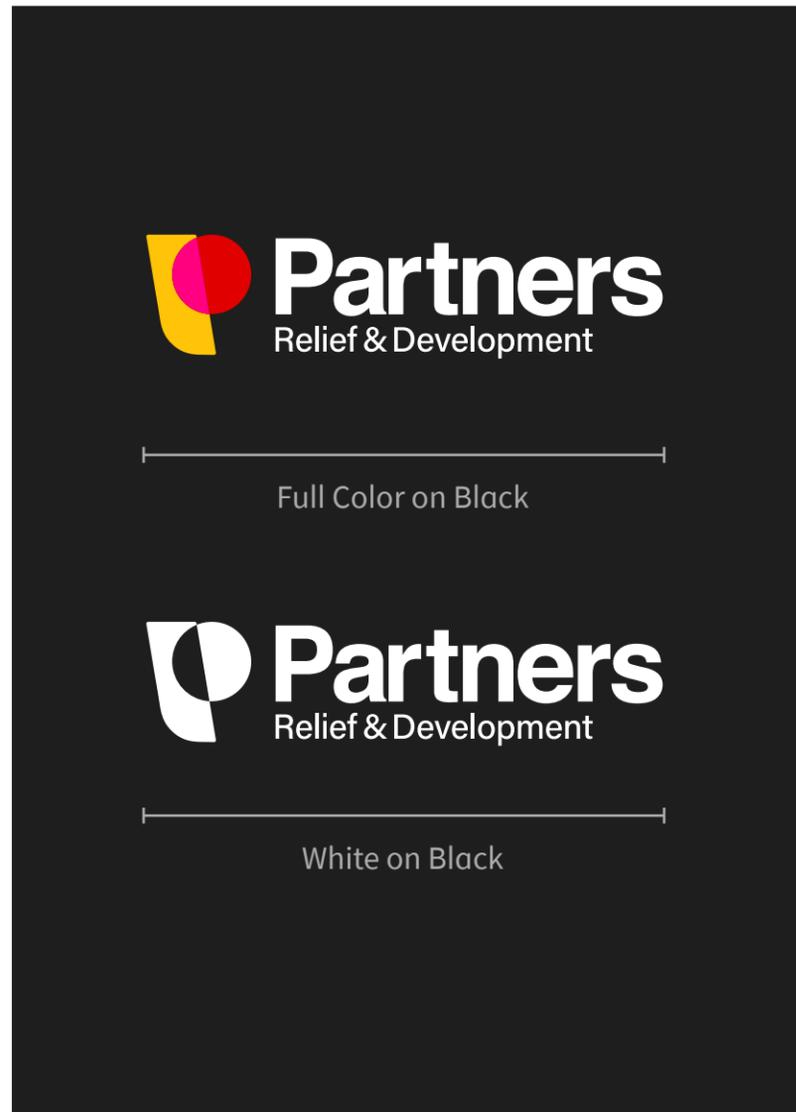
Primary Logo / Colorways



Full Color on White



Black on White



Full Color on Black

White on Black

Colorways

Alternate colorways of the primary logo have been created to maximize the flexibility of the identity system.

Full Color / On Dark

The full color / on dark logo shifts the brand color palette and balance to incorporate more white into the logo. As a result of this shift, the darkness of the image or background becomes part of the brand color palette.

One-Color Logos

The one-color logos can be used when legibility is a concern or when print or digital production specifications limit the use of multiple colors.

Secondary Logo



Vertical Logo

The vertical logo works best in branding situations that are more square in nature. Size and color limitations may prevent the use of this logo; in those cases, please use an alternate logo.

Secondary Logo / Space & Size



Clear Space

The Partners secondary vertical logo should be surrounded by at least the minimum amount of clear space shown in the diagram to the left. To maintain visual integrity, it should never be crowded with text, photographs or other graphic elements. The clear space is defined as a space equal to the height of the primary logo.

Note: Clear space formula requirements remain the same for the Reverse logo versions.

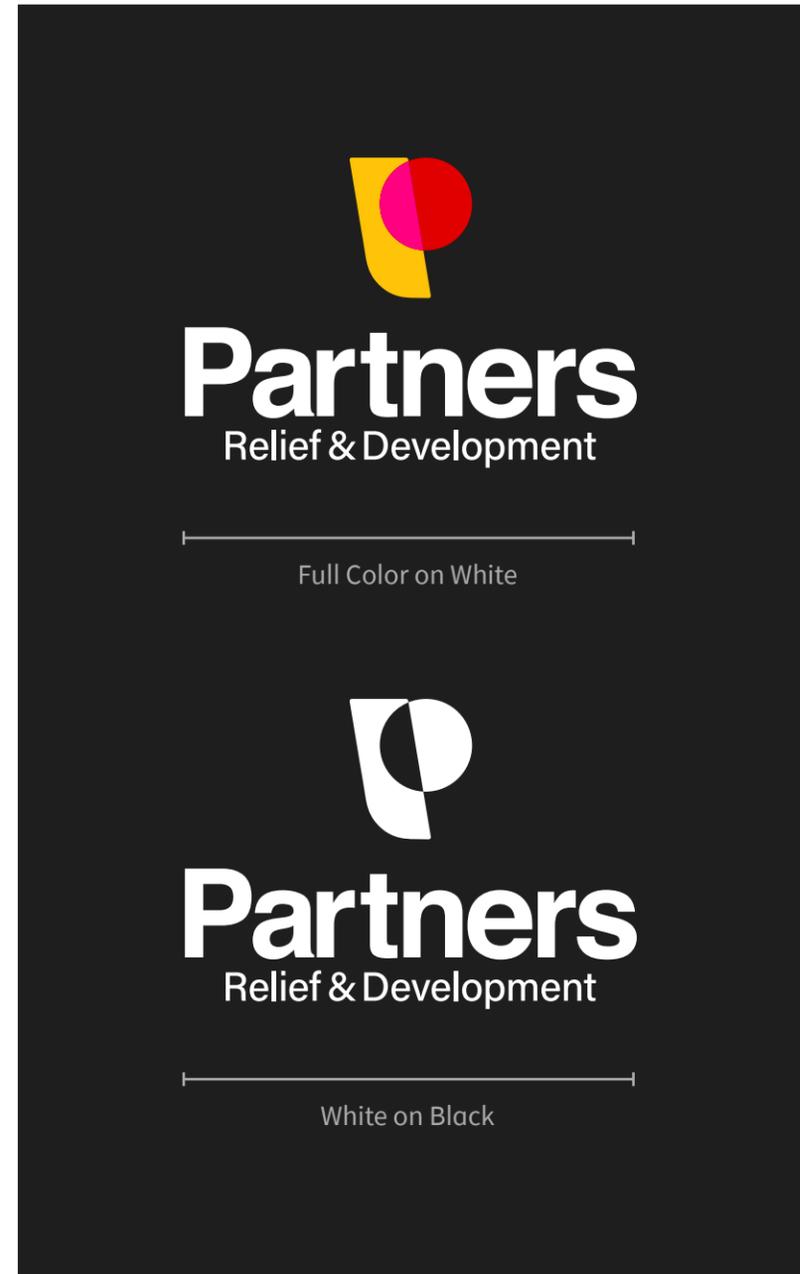
Secondary Logo / Colorways



Full Color on White



Black on White



Full Color on White



White on Black

Colorways

Alternate colorways of the secondary logo have been created to maximize the flexibility of the identity system.

Full Color / On Dark

The full color / on dark logo shifts the brand color palette and balance to incorporate more white into the logo. As a result of this shift, the darkness of the image or background becomes part of the brand color palette.

One-Color Logos

The one-color logos can be used when legibility is a concern (See lower logos) or when print or digital production specifications limit the use of multiple colors.

Color Palette

The Partners brand color palette leverages the primary colors found in the logo suite, along with secondary accent colors. The following pages provide guidelines for how to correctly use the primary and secondary colors.

Primary Color Palette



Red

Pantone 2347 C
 C-5 M-100 Y-100 K-99
 R-225 G-0 B-0
 HEX - E10000



Pink

Pantone 213 C
 C-0 M-97 Y-14 K-0
 R-255 G-0 B-128
 HEX - FF0080



Yellow

Pantone 123 C
 C-0 M-24 Y-98 K-0
 R-255 G-195 B-18
 HEX - FFC312

Secondary Color Palette



Green

Pantone 7731 C
 C-86 M-20 Y-100 K-6
 R-13 G-141 B-69
 HEX - 0D8D45



Blue

Pantone 639 C
 C-78 M-26 Y-7 K-0
 R-10 G-150 B-200
 HEX - 0A96C8



Purple

Pantone 3566 C
 C-94 M-100 Y-24 K-12
 R-56 G-42 B-111
 HEX - 382A6F



Recommended Balance

A range of color percentages have been defined to allow for flexibility within any design situation.

Typography

Using the correct typefaces outlined on the following pages can effectively add emphasis, power and clarity to messaging.

Type Pairings

Heading 1

Helvetica Neue bold

Heading 2

Helvetica Neue bold

Sub Heading

Helvetica Neue Regular

Body Copy

This page is used to showcase the brand's type system.
This will help convey a clear vision of how typography will
feel in the brand experience.

Helvetica Neue Regular