

2024

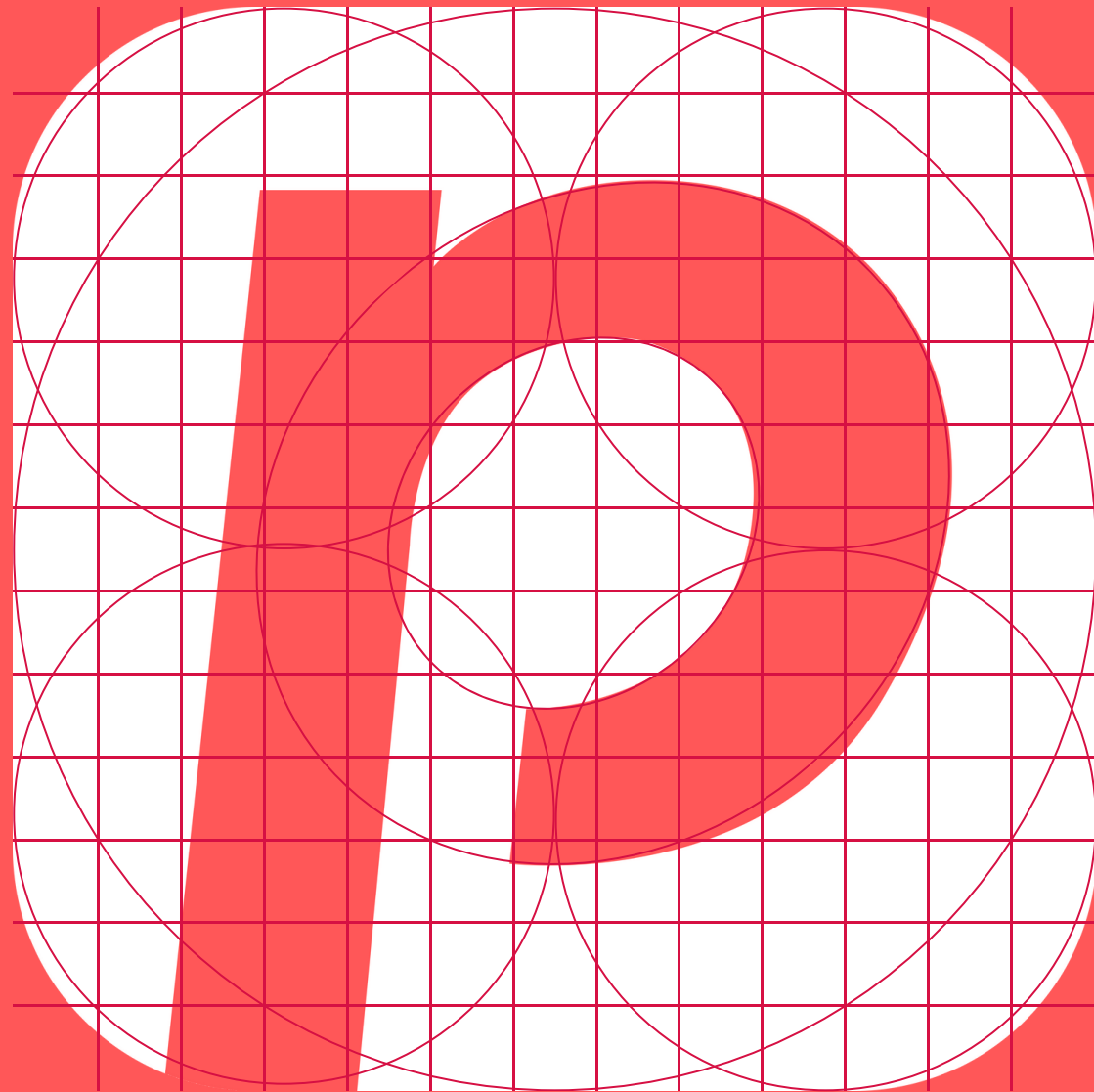
This presentation will provide elements to help us stay consistent as a brand.

passpass Brand Kit

passpass.com

peter@passpass.com

Logo Philosophy



1

BRAND GUIDELINES

The idea for our logo emerges from our name, PassPass.

A “P” encapsulating another “P” is subtle, yet purposeful.

Logo Variations

LOGO GUIDELINES

2024

2

Our logo is simple yet unique and captivating.

these two variations with multiple color schemes cover most use cases.

BRAND GUIDELINES

passpass

passpass

passpass

p

p

p

Brand Colors

COLOR PALLETTE

2024

3

Our colors feature a vibrant peach, and a creative scarlett, embodying our dynamic and innovative spirit. Using white as our supplementary.

BRAND GUIDELINES

#FF5758

PRIMARY

#D61043

SECONDARY

#FFFFFF

SUPPLEMENTARY

Typography

LOGOTYPE SYSTEM

2024

TYPEFACE

Montserrat

passpass

4

For our Typography we use Montserrat. This font reflects the simple but distinguished feel we bring to our community.

BRAND GUIDELINES

ALPHABET

Aa Bb Cc Dd

Ee Ff Gg Hh

Ii Jj Kk Ll

M Nn Oo Pp
m

NUMERIC & SYMBOLS

1234567890

!@#\$%^&*()

Mission:

To Keep Every Business In Business.

5

Our mission statement grounds us in our commitment to community enrichment and local business support.

While our vision statement guides our journey towards creating vibrant, interconnected communities

Vision:

A world where consumer savings contribute to the prosperity of businesses.

BRAND GUIDELINES

Core Values

Our core values are the essence of our brand, and their icons visually anchor these principles.

These symbols not only represent our ideals but also make them memorable and impactful, reinforcing our commitment to both our team and customers.



Purpose

Positively impacting people, businesses and communities.



Pioneer

Unafraid to explore new territory.



Pass-It-On

Success shared is success multiplied