PassPass

Brand Guidelines

Content

Visual Identity

Introduction

Welcome to our brand book! In these pages, we will guide you through the essential elements that make up our brand and help you understand how to use them to create consistent and compelling communications. Our brand is more than just a logo or a color palette - it is a reflection of our values, our mission, and our unique identity.

By following these guidelines, we can ensure that our brand is always communicated in a way that is authentic, meaningful, and memorable.

Logo

The Color Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in color format. This section is particularly important to ensure that the logo is represented accurately and consistently in different media and contexts.

Logo Mark

The Color Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in color format. This section is particularly important to ensure that the logo is represented accurately and consistently in different media and contexts.

Mobile App Logo

The Mobile App Logo section of a brand book outlines guidelines for the use and presentation of the brand's logo in the context of a mobile application. This section is particularly important to ensure that the logo is represented accurately and consistently on mobile devices, which have smaller screens and different display characteristics compared to other media.

Logo Usage

The Logo Usage section of a brand book outlines guidelines for the appropriate use of the brand's logo across various media and contexts. This section is particularly important to ensure that the logo is presented consistently and in a way that reflects the brand's values and messaging.

The brand book provides instructions on how to use the logo in different sizes and formats, such as for print publications, digital media, or merchandise.

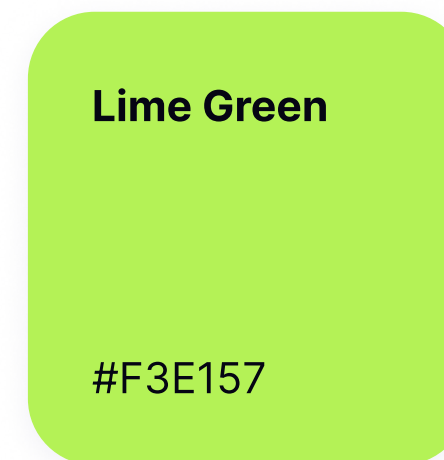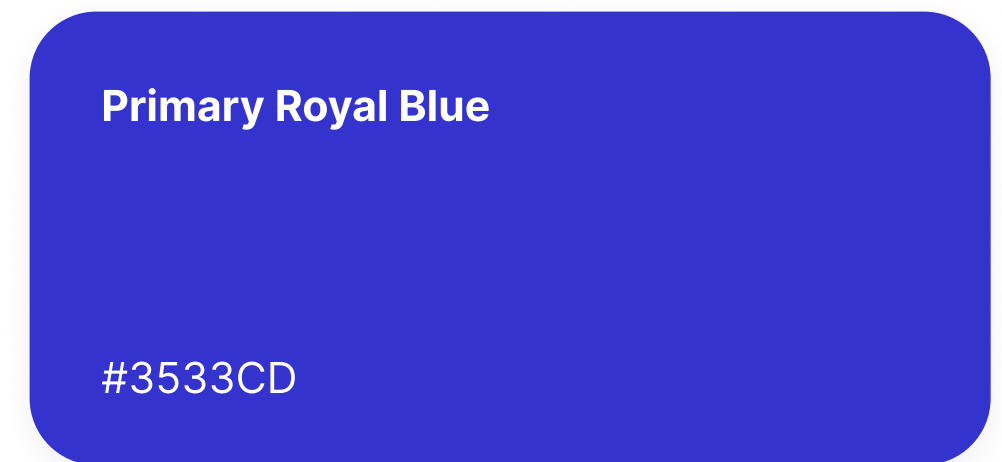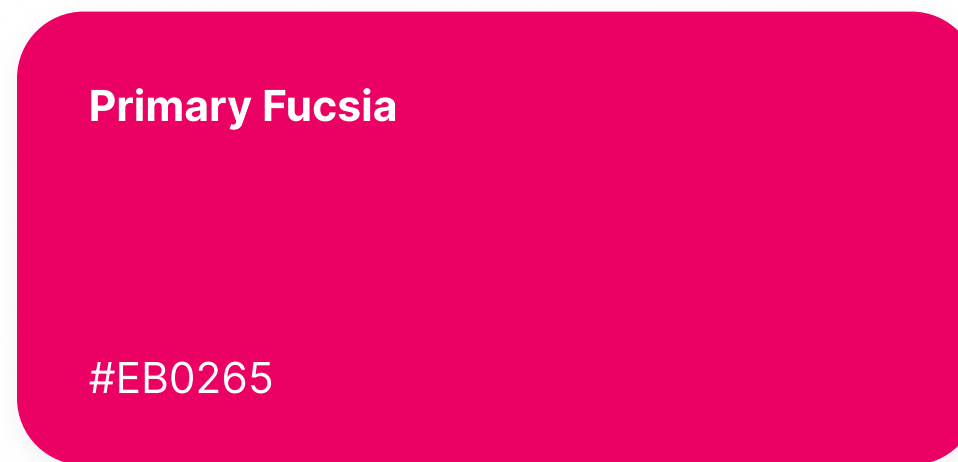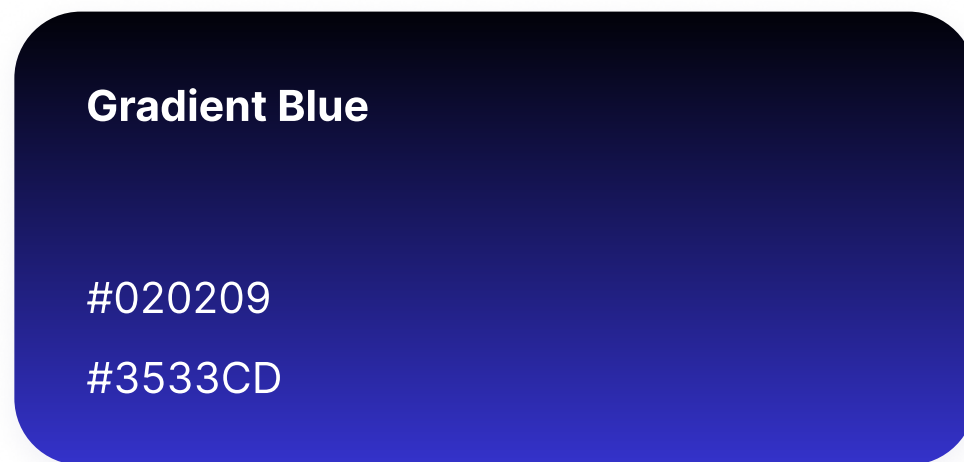# *Color Palette*

The Color Palette section of a brand book outlines the colors that are associated with the brand, and how they should be used across various media and contexts.

Gradient Blue

#020209

#3533CD

Primary Fucsia

#EB0265

Primary Royal Blue

#3533CD

Black

#020209

Dark Grey

#242323

Light Fucsia

#FF4594

Yellow accent

#F3E157

Lime Green

#F3E157

Pure White

#FFFFFF

Typography

The Typography section of a brand book outlines the fonts and typography that are associated with the brand.

Montserrat Regular

Montserrat Semibold

Montserrat Bold Italic

Montserrat Black Italic

MONTSERRAT BLACK ITALIC UPPERCASE

Montserrat

Photography

The Photography section of a brand book outlines the style and usage of photography that is associated with the brand.

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