

NGO BRANDING

BRANDING - ART280
FALL 2023
SISTER KWON

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WORD LIST

First Exapanded

3

Original words: “Opportunity for Inmates”

Opportunity

- Chance
- Achieve
- Work
- Priveledge
- Open doors
- Another round
- Bringing up
- Goals
- Joy
- Happiness
- Hopeful
- Gained

Courageous

- Brave
- Confidence
- Beliefs
- Trust
- Knowledge
- Power
- Stand
- Testimony
- Open
- Forward
- Willingness
- Motivation

Rise

- Sun
- Uphill
- Mountain
- Aware
- Get up
- Wake up
- Feelings
- Uphill
- Downhill
- Never give up
- Surrender
- Arise

WORD LIST

Expanded by my Partner

4

Opportunity

Mine	Partner
▪ Chance	▪ Decision
▪ Achieve	▪ Happening
▪ Work	▪ Innovation
▪ Priveledge	▪ Progress
▪ Open doors	▪ Choice
▪ Another round	▪ Get Option
▪ Bringing up	▪ Dream
▪ Goals	▪ Energy
▪ Joy	▪ Anxiety
▪ Happiness	▪ Vision
▪ Hopeful	▪ Future
▪ Gained	▪ Blessings

Courageous

Mine	Partner
▪ Brave	▪ Spirit
▪ Confidence	▪ Heroism
▪ Beliefs	▪ Adventure
▪ Trust	▪ Risk
▪ Knowledge	▪ Active
▪ Power	▪ Challenge
▪ Stand	▪ Hope
▪ Testimony	▪ Devoted
▪ Open	▪ Leaderships
▪ Forward	▪ Honesty
▪ Willingness	▪ Heroic
▪ Motivation	▪ Fearless

Rise

Mine	Partner
▪ Sun	▪ Develop
▪ Uphill	▪ Increase
▪ Mountain	▪ Roket
▪ Aware	▪ Bubble
▪ Get up	▪ Travel
▪ Wake up	▪ Advance
▪ Feelings	▪ Soar
▪ Uphill	▪ Positive
▪ Downhill	▪ Upbeat
▪ Never give up	▪ Hopeful
▪ Surrender	▪ Moon
▪ Arise	▪ Education

WORD LIST

Final Expanded Words: Opportunity

5

Mine	Mine Partner	Mine	Mine + Partner	Mine
<ul style="list-style-type: none">▪ Chance▪ Achieve▪ Work▪ Privedge▪ Open doors▪ Another round▪ Bringing up▪ Goals▪ Joy▪ Happiness▪ Hopeful▪ Gained	<ul style="list-style-type: none">▪ Decision▪ Happening▪ Innovation▪ Progress▪ Choice▪ Get Option▪ Dream▪ Energy▪ Anxiety▪ Vision▪ Future▪ Blessings	<ul style="list-style-type: none">▪ Take▪ Advantage▪ Blessings	<ul style="list-style-type: none">▪ Light▪ Pathway▪ Road▪ Career▪ Moment▪ Lucky▪ Occasion	<ul style="list-style-type: none">▪ Darkness▪ Path▪ Sidewalk▪ Steps▪ Line▪ Signs▪ Together▪ Other way▪ Highway▪ Skyway▪ Dreams▪ Come

WORD LIST

Final Expanded Words: Courageous

6

Mine	Mine Partner	Mine	Mine + Partner	Mine
<ul style="list-style-type: none">▪ Brave▪ Confidence▪ Beliefs▪ Trust▪ Knowledge▪ Power▪ Stand▪ Testimony▪ Open▪ Forward▪ Willingness▪ Motivation	<ul style="list-style-type: none">▪ Spirit▪ Heroism▪ Adventure▪ Risk▪ Active▪ Challenge▪ Hope▪ Devoted▪ Leadership▪ Honesty▪ Heroic▪ Fearless	<ul style="list-style-type: none">▪ Dependable▪ Greatness▪ Coward	<ul style="list-style-type: none">▪ Awesome▪ Attitude▪ Readiness▪ Unafraid▪ Resolve▪ Strong▪ Wild▪ Gusty▪ Audacious	<ul style="list-style-type: none">▪ Cool▪ Breeze▪ Positivity▪ Optimistic▪ Point of View▪ Perspective▪ Expectation▪ Reality▪ World▪ Earth

WORD LIST

Final Expanded Words: Rise

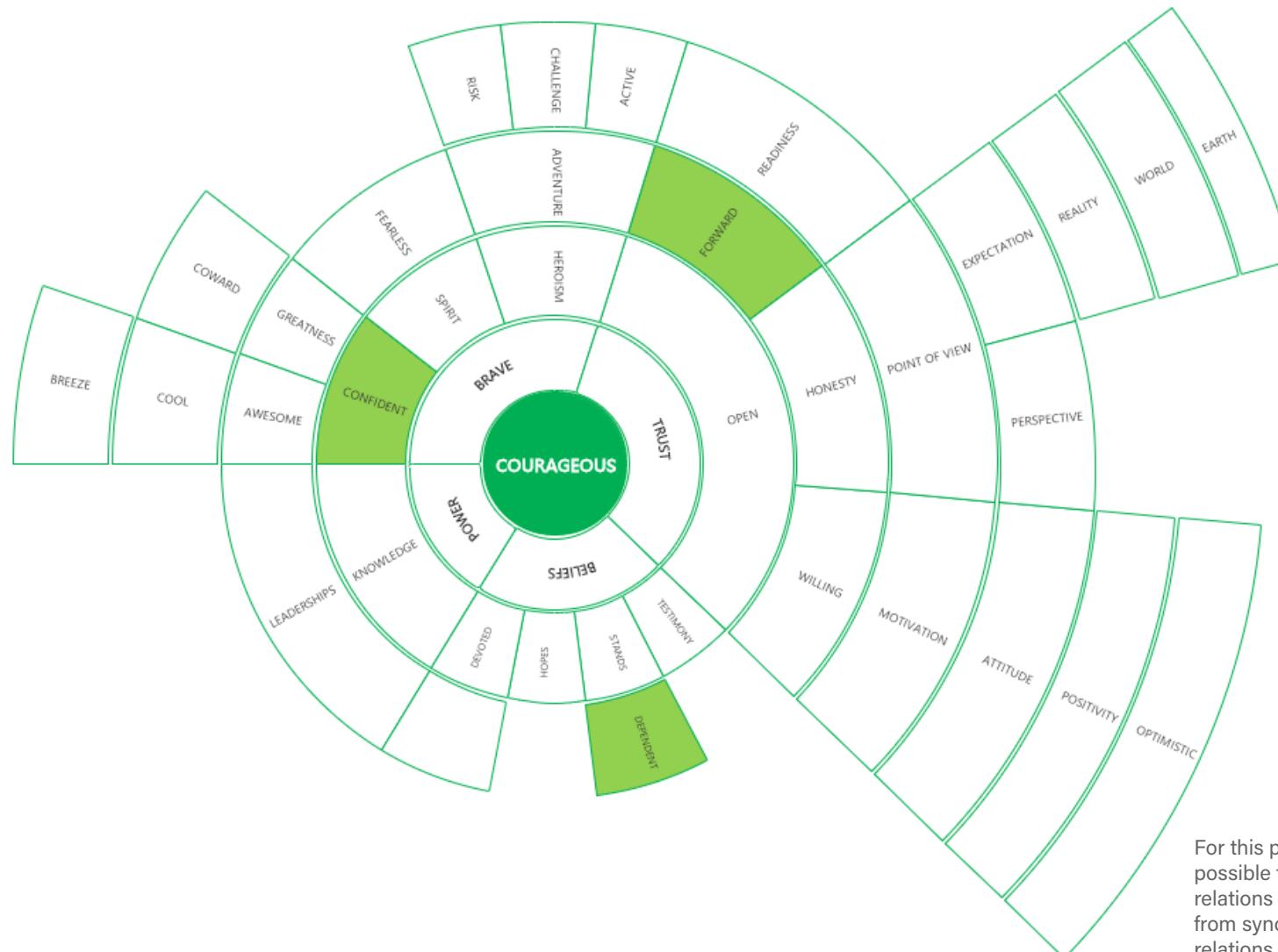
7

Mine	Mine Partner	Mine	Mine + Partner	Mine
<ul style="list-style-type: none">▪ Sun▪ Uphill▪ Mountain▪ Aware▪ Get up▪ Wake up▪ Feelings▪ Uphill▪ Downhill▪ Never give up▪ Surrender▪ Arise	<ul style="list-style-type: none">▪ Develop▪ Increase▪ Roket▪ Bubble▪ Travel▪ Advance▪ Soar▪ Positive▪ Upbeat▪ Hopeful▪ Moon▪ Education	<ul style="list-style-type: none">▪ Enlightenment▪ Beginnings▪ Upward	<ul style="list-style-type: none">▪ Star▪ Above▪ Up▪ Progress▪ Boost▪ Grow▪ Escalation▪ Thrive▪ Succeed	<ul style="list-style-type: none">▪ Shine▪ Bright▪ Light▪ Clouds▪ Weather▪ Seasons▪ Summer▪ Hot▪ Stairs▪ Elevate▪ Multiplier

MIND MIND

Mind Map: Courageous

8

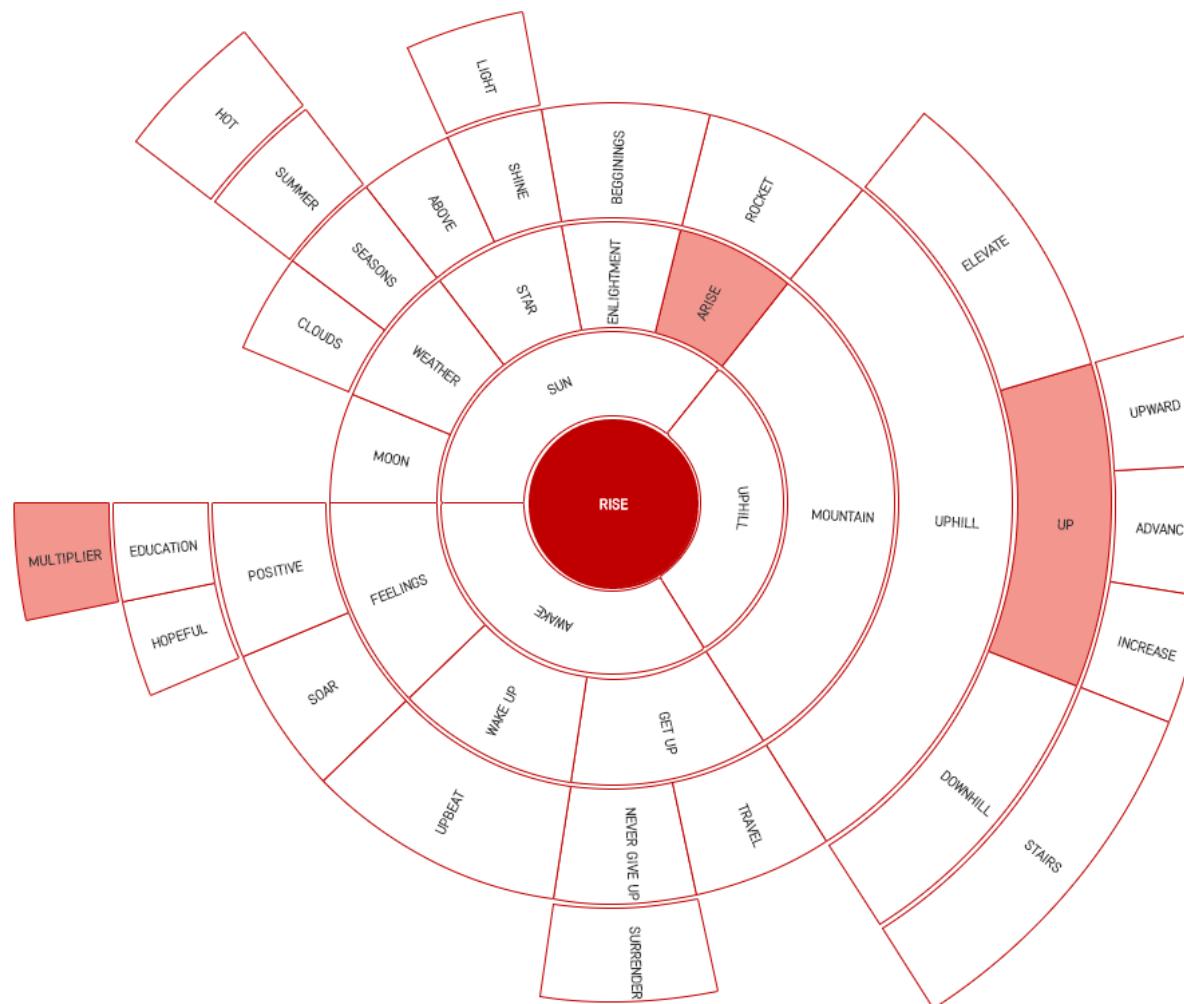


For this position I tried as much as possible to come up some word relations to the word courageous, from synonyns to anytonyms relations.

MIND MIND

Mind Map: Rise

9

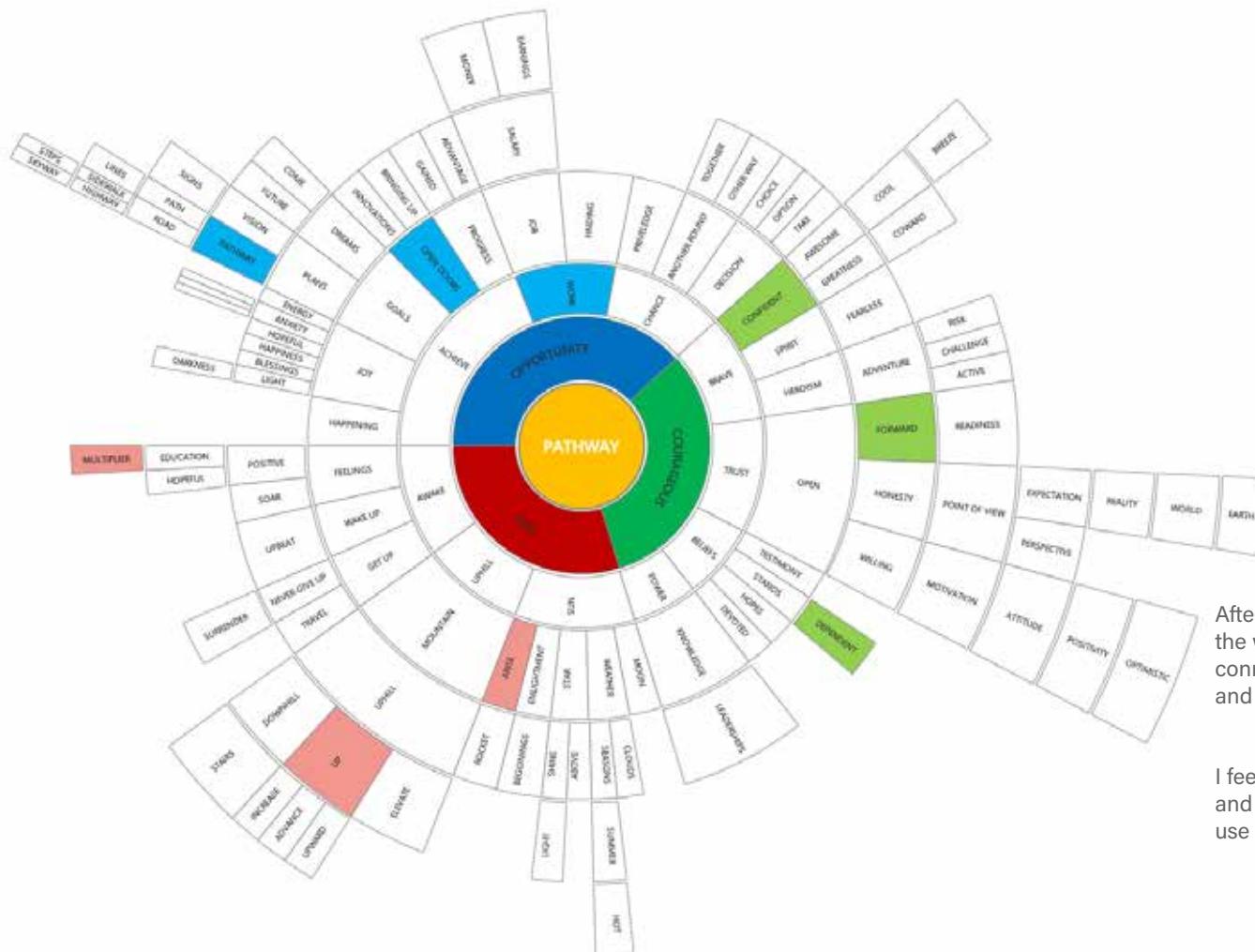


For this position I tried as much as possible to come up some word relations to the word rise, from synonmns to anytonyms relations.

MIND MIND

Mind Map: Rise

10



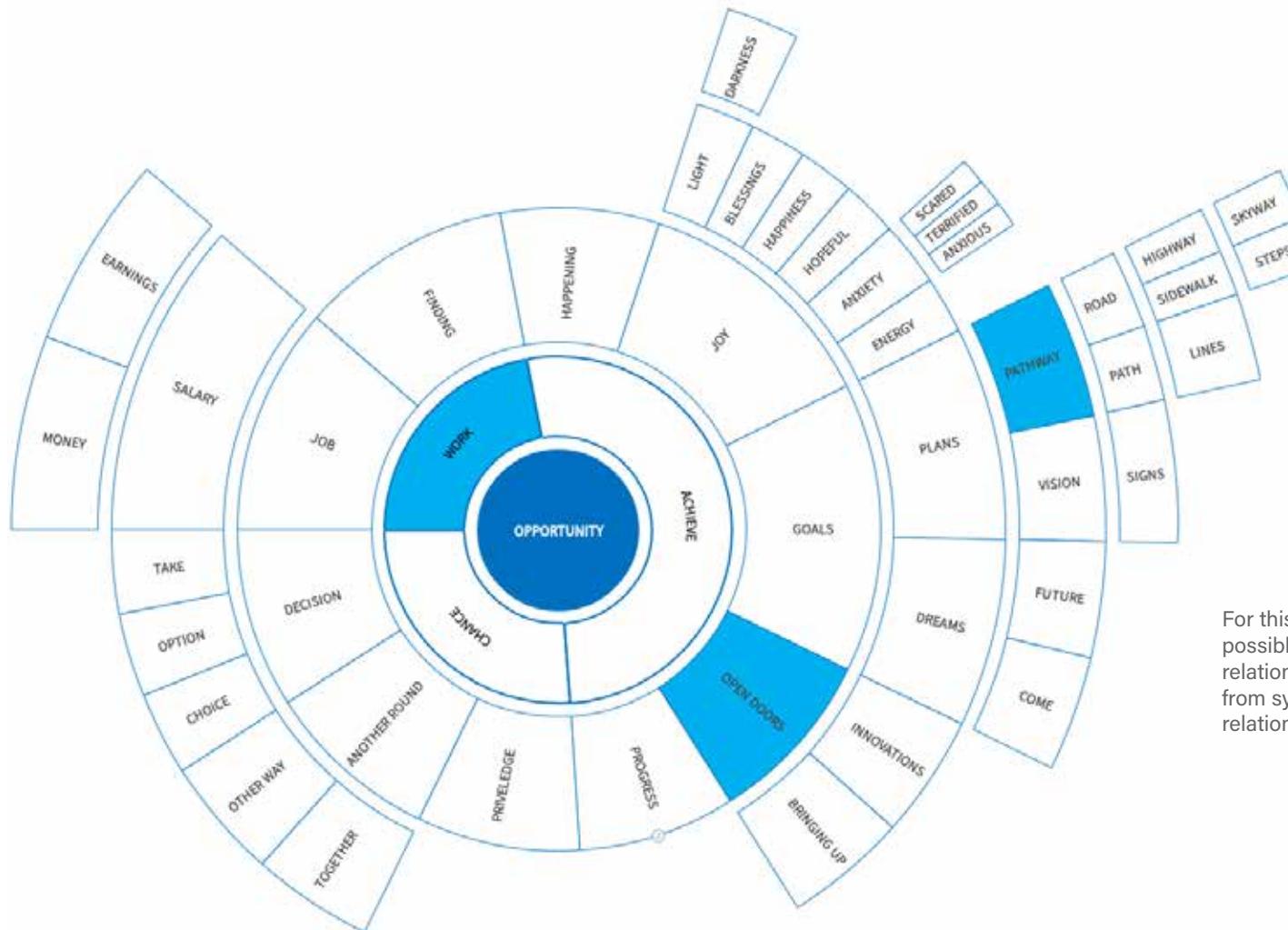
After mapping and gathering all of the words, there's one word that connects my three main words, and that's the word pathway.

I feel like pathway is a pretty strong and encouraging name that I can use for my organization.

MIND MIND

Mind Map: Opportunity

11



For this position I tried as much as possible to come up some word relations to the word opportunity, from synonyns to anytonyms relations.

ICON, INDEX & SYMBOL

12

	1	2	3	4	5	6	7	8	9	10	11	12
NORD	WORK	DOORS	FORWARD	DEPENDENT	CONFIDENT	ARISE	UP	MULTIPLIER	RISE	courageous	MOUNTAIN	OPEN
ICON												
INDEX												
SYMBOL												

TYPOGRAPHY

Typography: Mixed Case

13

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

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Pathway Inmates

Pathway Inmates

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Mixed Case

14

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

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Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

The options marked with yellow highlights represent my top 6 choices

TYPOGRAPHY

Typography: Uppercase

15

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

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PATHWAY INMATES

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Uppercase

16

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

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PATHWAY INMATES

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PATHWAY INMATES

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Lowercase

17

pathway inmates

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The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Lowercase

18

pathway inmates

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The options marked with yellow highlights represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Uppercase

19

PATHMATES

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The options marked with yellow highlights represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Uppercase

20

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PATHMATES

The options marked with yellow highlights represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Lowercase

21

pathmates

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The options marked with yellow highlights represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Lowercase

22

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pathmates

The options marked with yellow highlights represent my top 6 choices

TYPOGRAPHY

Typography: Top 3

23

Mixed Case

Uppercase

Lowercase

Acronym Uppercase

Acronym Lowercase

Pathway Inmates

PATHWAY INMATES

pathway inmates

PATHMATES

pathmates

Pathway Inmates

**PATHWAY
INMATES**

pathway inmates

PATHMATES

pathmates

Pathway Inmates

PATHWAY INMATES

pathway inmates

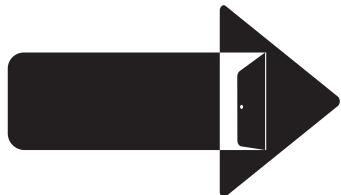
PATHMATES

pathmates

TRADEMARK

E. Trademark Draft 1

24



PATHMATES

First Drafts leads me to incorporate with arrow and play with it.

PATHMATES

**PATHWAY
INMATES**

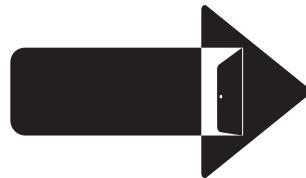
PATHWAY INMATES

PATHMATES

TRADEMARK

TM Draft 1.1 WIP

25



PATHMATES

PATHMATES



This one got the most vote by the critiques they said it is the closes one that connects to my brand

PATHMATES

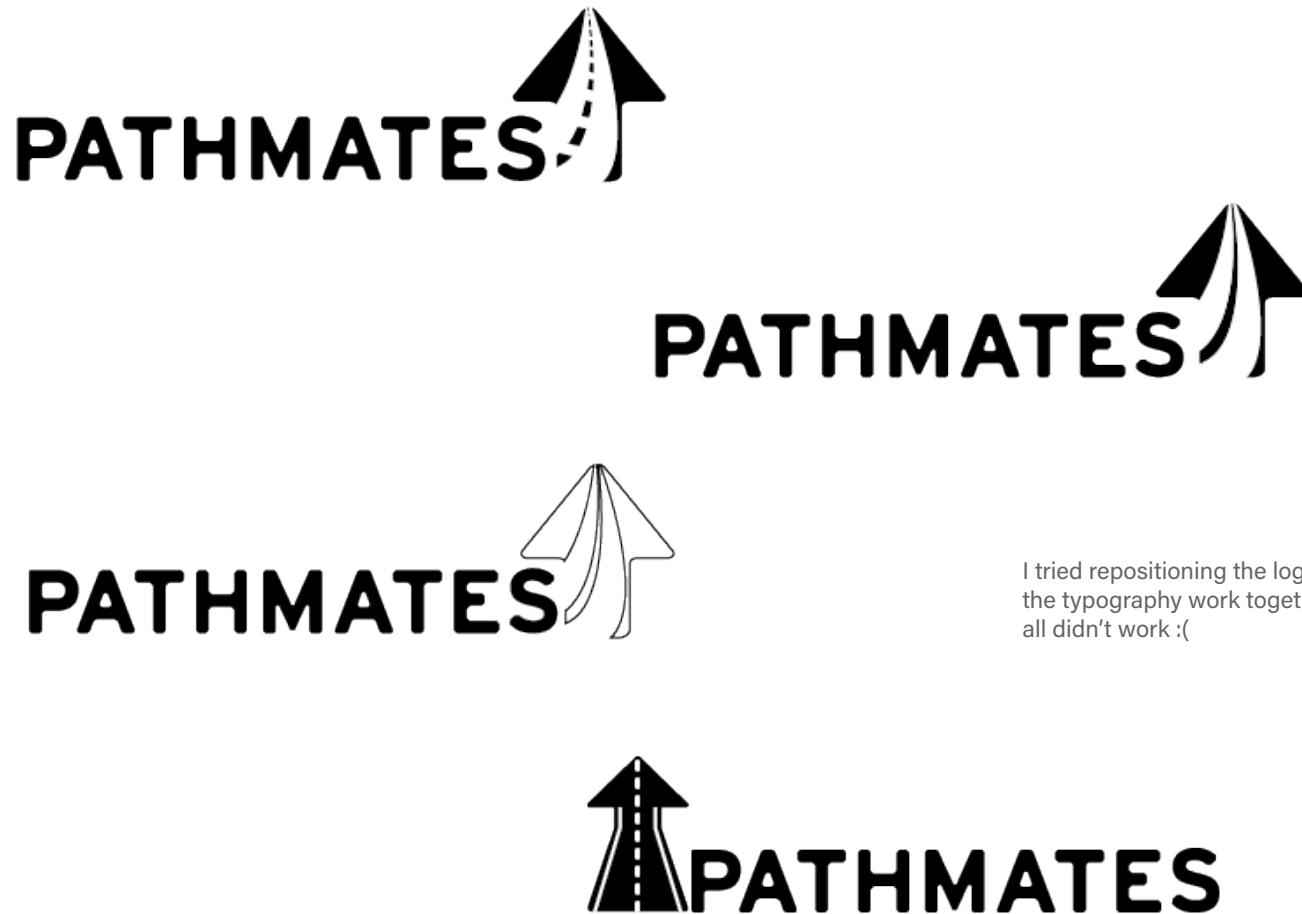
PATHMATES

PATHMATES

TRADEMARK

TM Draft 1.2 WIP

26

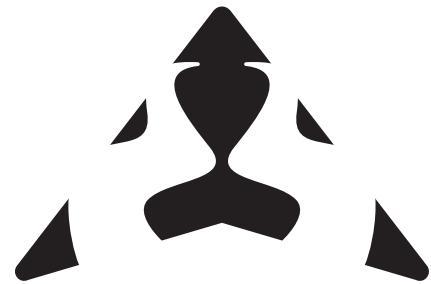


I tried repositioning the logo to make
the typography work together but they
all didn't work :(

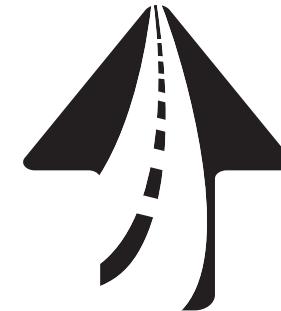
TRADEMARK

TM Draft 2 WIP

27



PATHMATES

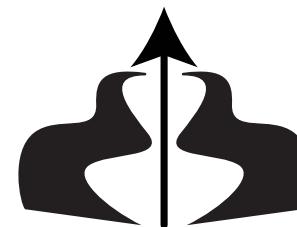


PATHMATES



PATHMATES

I made new series of drafts for more options and inspirations on how I will make the arrow simplified. the critiques ended up choosing the same logo which the upper right.

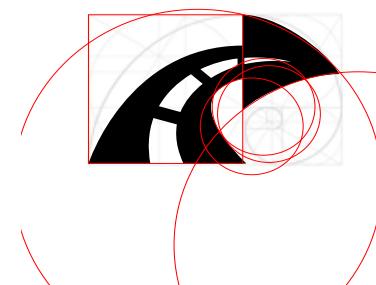


PATHMATES

TRADEMARK

TM Draft 3 WIP

28

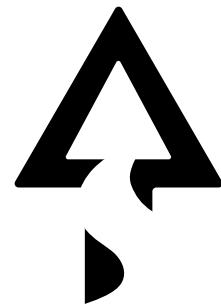


I go back in drawing again and I was able to make tons of new drafts on how will I make the arrow looks like blending to the concept, typography and Idea. so far I got new suggestions.

TRADEMARK

TM Draft 3 WIP

29



PATHMATES



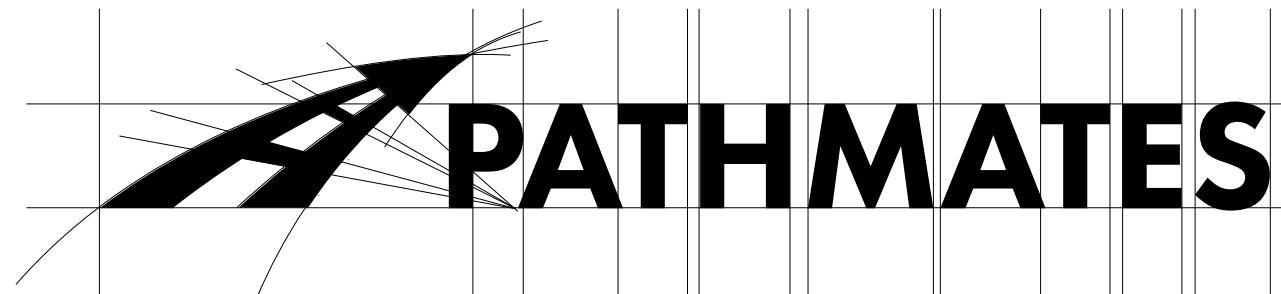
PATHMATES

These are the final two from my previous drafts that we examine and I am kinda feel more the second one will work this time I just need to show the arrow.

TRADEMARK

TM Final Draft

30



and this is it, the final draft I just need to refine some spacing and weight of arrow to make it balance.

IDENTITY SYSTEM

Colors

31



In color I decided to choose some neutral colors to match the target audience

IDENTITY SYSTEM

IS Draft 1

32



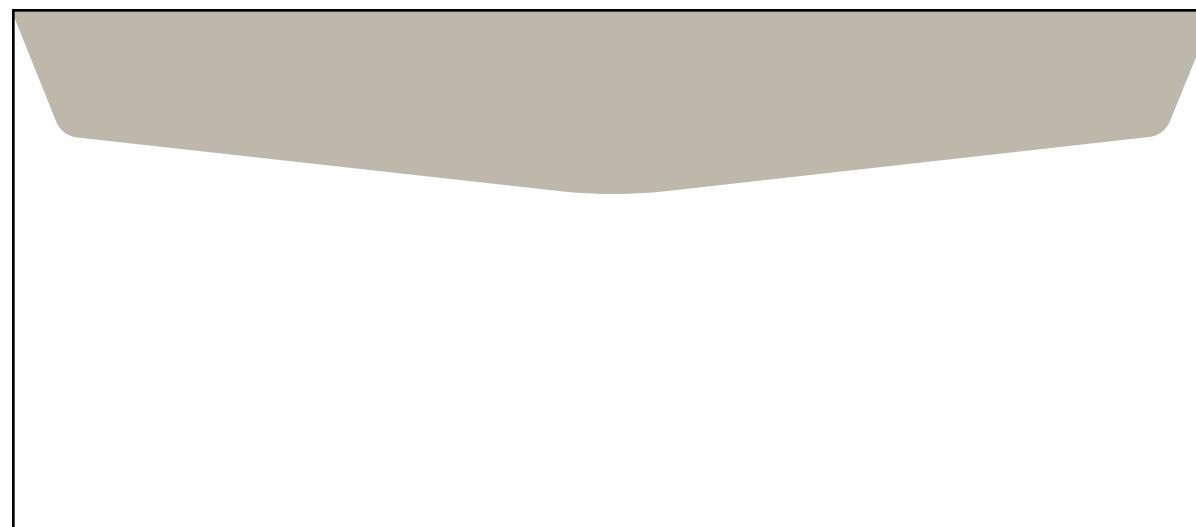
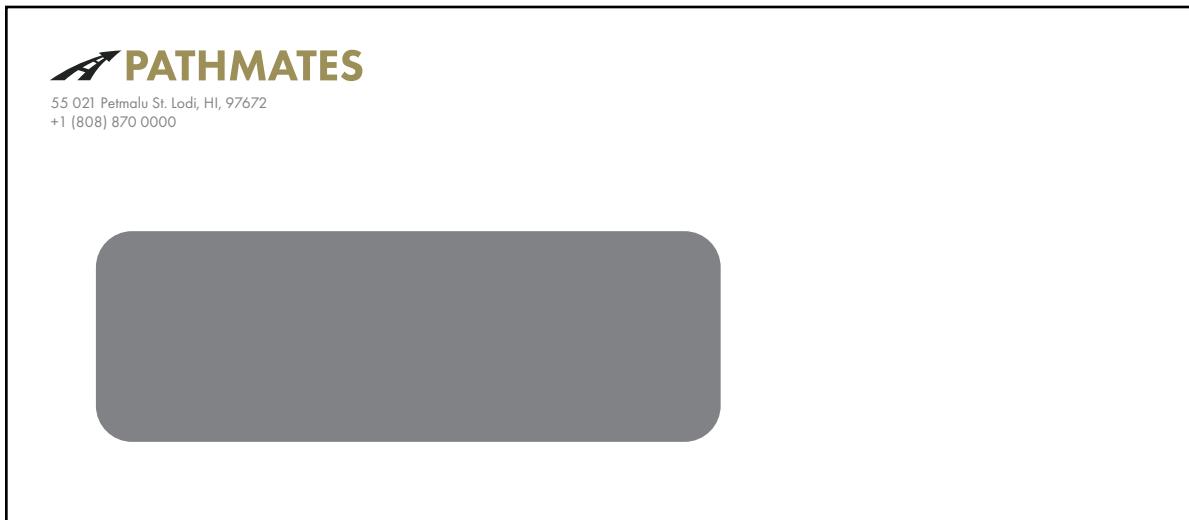
This first draft was okay however the color is not working and it is not giving a feel of hope.



IDENTITY SYSTEM

IS Draft 1

33



IDENTITY SYSTEM

IS Draft 2

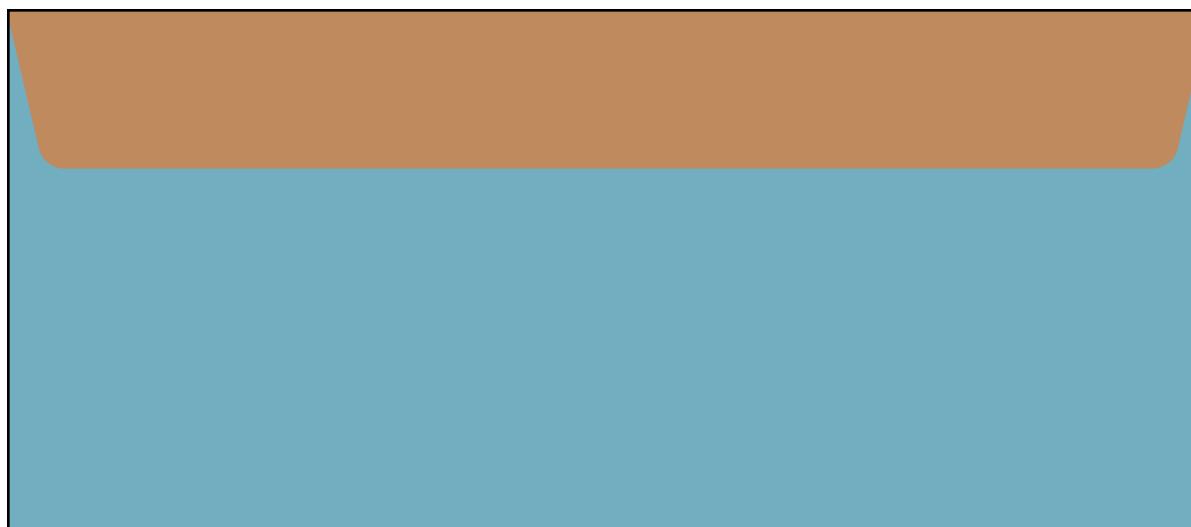
34



IDENTITY SYSTEM

IS Draft 2

35



IDENTITY SYSTEM

IS Draft 3

36



IDENTITY SYSTEM

IS Draft 3

37



IDENTITY SYSTEM

IS Final Draft

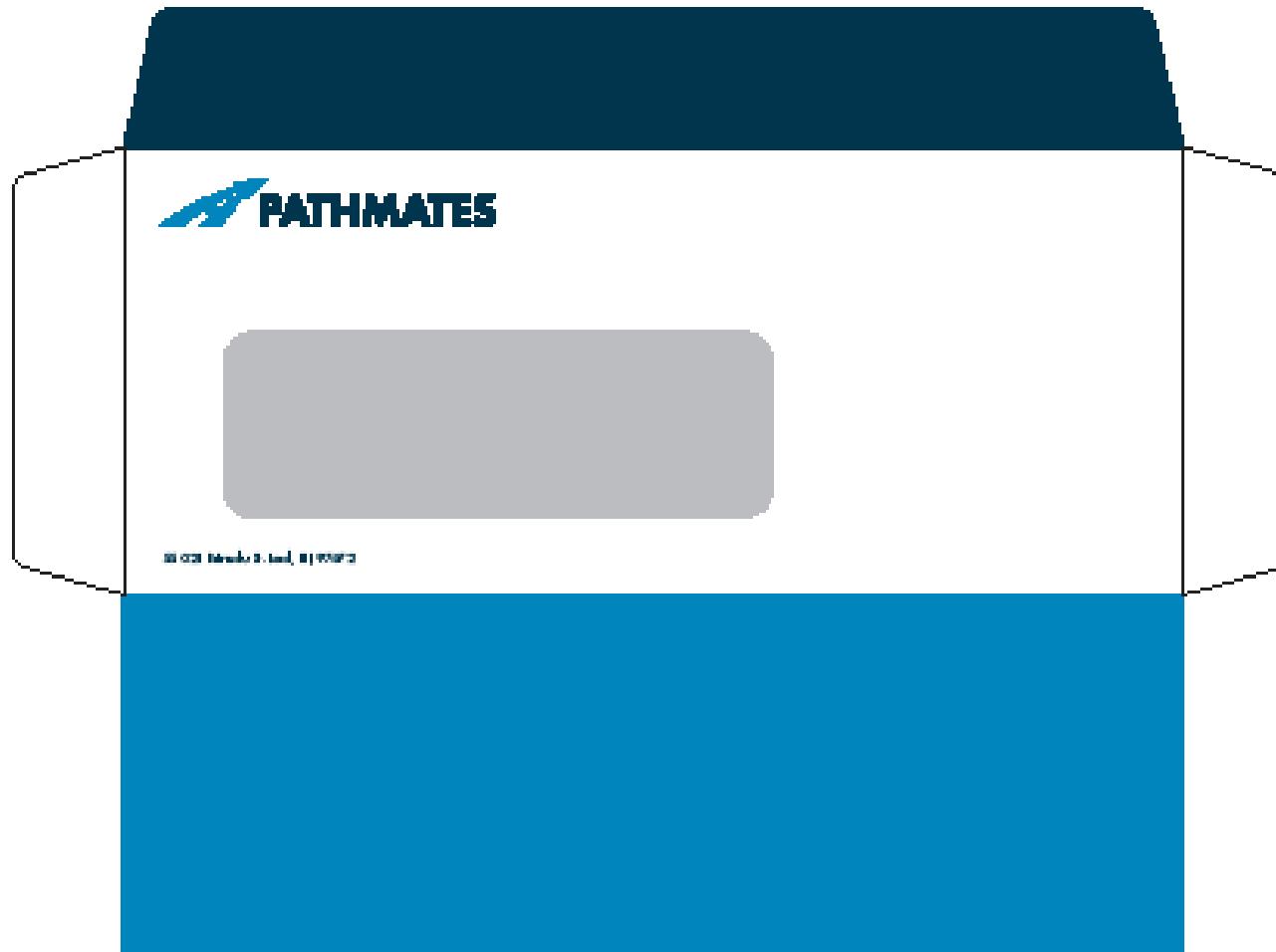
38



IDENTITY SYSTEM

IS Final Draft

39



WEBSITE RESEARCH

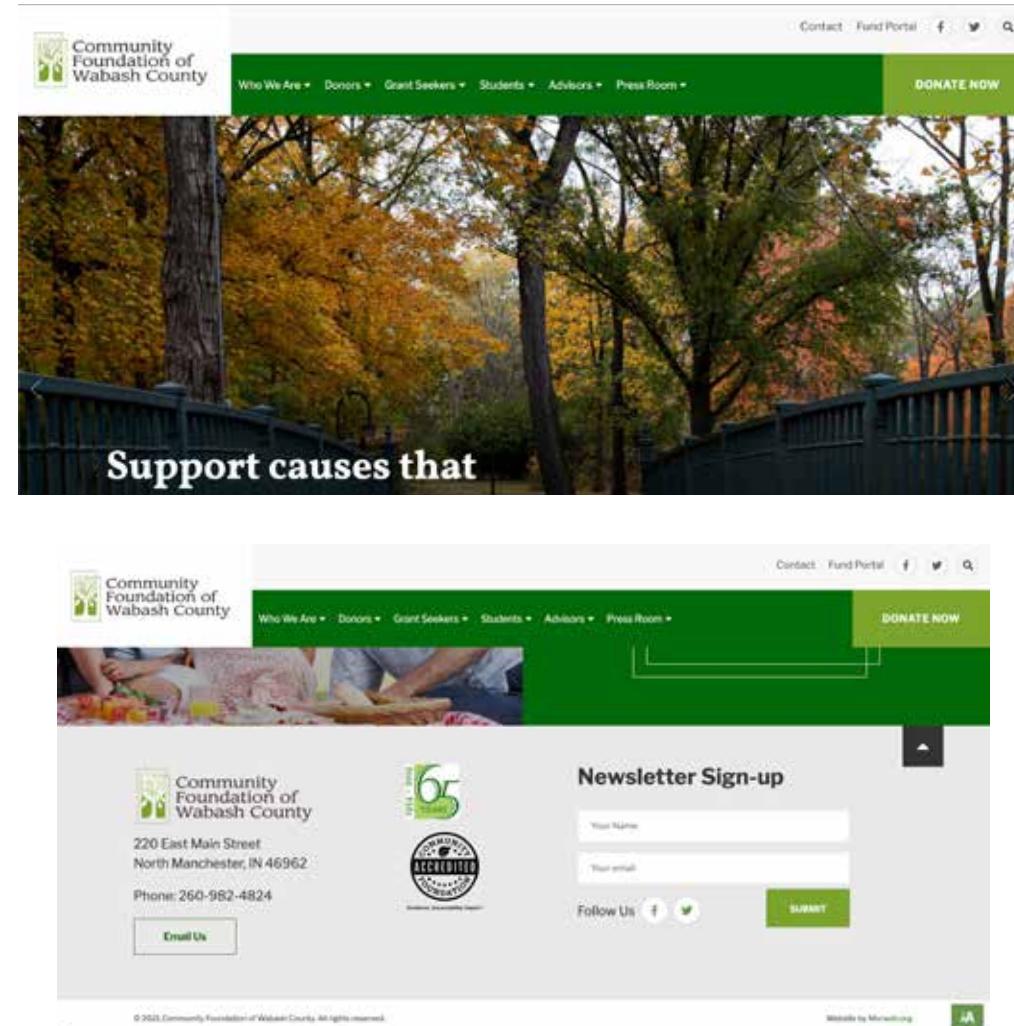
Community Foundation of Wabash

40

The Community Foundation of Wabash County began as a solution to a local problem. A website that helps locals for some resources and etc.

TAKEAWAYS

- How to organize a lot of information in a cohesive manner
- Categories and subcategories
- Color coding
- Hierarchy
- Consistent typography
- Grid usage
- Branding
- Footer organized



<https://cfwabash.org/>

WEBSITE RESEARCH

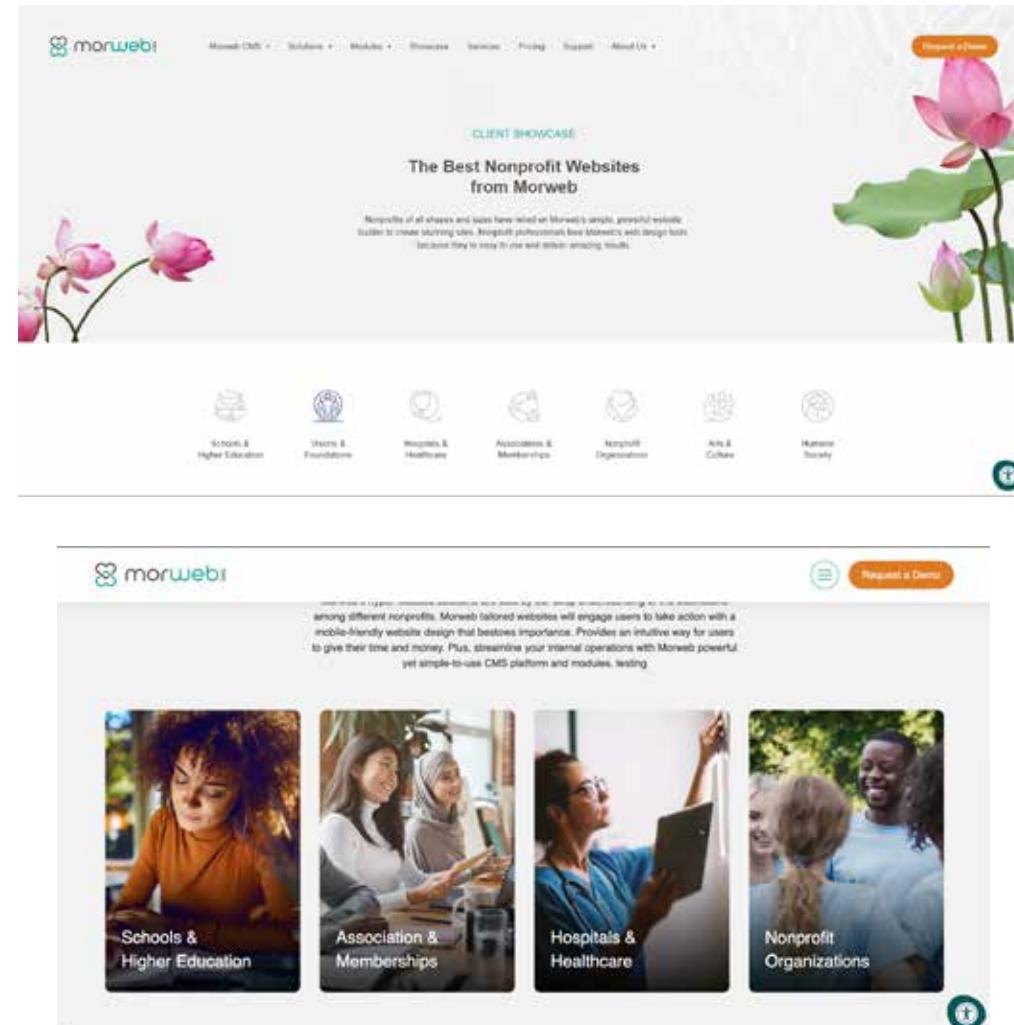
Morweb

41

Morweb is a ridiculously easy nonprofit CMS platform to manage and grow a website with the right set of tools, support, and appealing web design for organizations to thrive online.

TAKEAWAYS

- How to organize a lot of information in a cohesive manner
- Categories and subcategories
- Color coding
- Hierarchy
- Consistent typography
- Usage of images
- Grid usage
- Branding
- Overall pleasant aesthetic



<https://morweb.org/>

WEBSITE RESEARCH

IBM

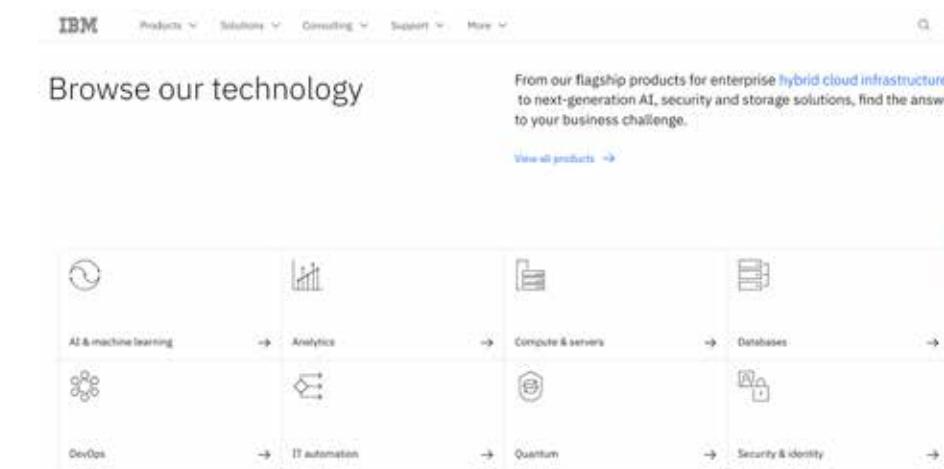
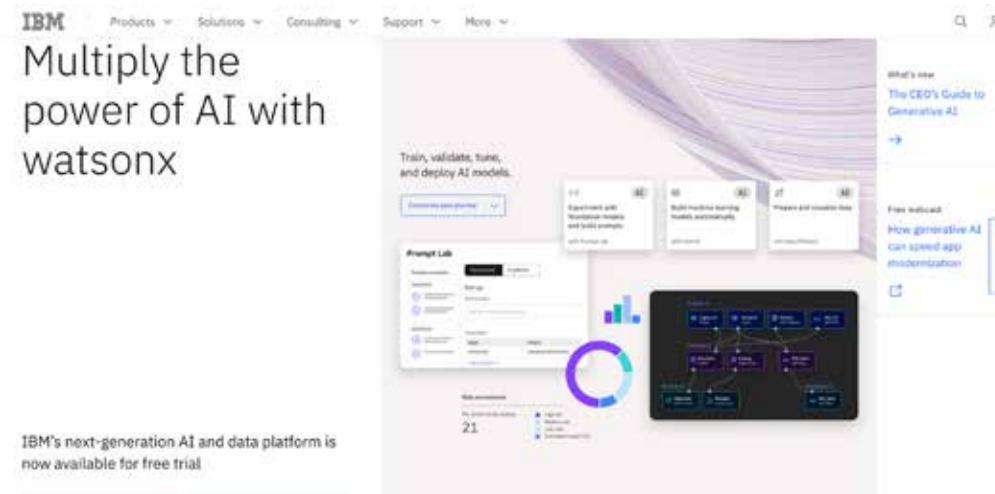
42

IBM's website is for the International Business Machines Corporation, a multinational technology company, such as cloud computing, data analytics, and artificial intelligence

TAKEAWAYS

- **Responsive design:** The website is responsive, meaning that it adapts to the size of the device it is being viewed on.
- **Use of white space:** The website uses white space effectively, making it easy for users to focus on the content.
- **Use of color:** The website uses color effectively, creating a visually appealing and engaging experience for users.
- **Use of images:** The website uses images effectively, breaking up the text and making the website more visually appealing.
- **Use of typography:** The website uses typography effectively, making the text easy to read and understand.

<https://www.ibm.com/us-en>



USER PERSONA

User Persona 1

43



Goals: Aldus is looking for opportunities for employment or guidance to start his own business within Hawaii. He wants to connect with organizations in Hawaii that can help him find stability and support.

Needs: Clear and accessible resources on your website to explore job listings, business startup guides, and success stories of other ex-convicts in Hawaii. John also needs a way to contact your organization for personal guidance within the local context.

Wants: A user-friendly website with a simple navigation structure that won't overwhelm

him, tailored to the needs and opportunities in Hawaii. He also appreciates success stories of individuals from Hawaii who have successfully reentered society.

Fears: Rejection from potential employers in Hawaii and a lack of support within his local community. John is looking for encouragement and a supportive community specifically in Hawaii.

Aldus

Background: Aldus is a 40-year-old ex-convict who has recently completed his sentence in Hawaii. He's determined to rebuild his life and become a contributing member of society in the same community.

USER PERSONA

User Persona 2

44



Odette

Background: Odette is a 25-year-old woman living in Hawaii whose brother was recently released from prison. She wants to help him reintegrate into Hawaiian society and is looking for resources.

Goals: Sarah seeks information on organizations in Hawaii that can assist her brother and provide guidance on how she can support his journey within their local community.

Needs: Clear information on your website about your NGO's services and resources tailored to the context of Hawaii. She's interested in testimonials from family members in Hawaii who have supported ex-convicts successfully.

Wants: A well-organized website with a section dedicated to resources for family members and support networks specifically

in Hawaii. She wants to connect with others in Hawaii who have gone through a similar experience.

Fears: That her brother will struggle to find opportunities within the Hawaiian job market and that she won't be able to provide the support he needs within their local community. She's seeking guidance and a community in Hawaii to share her concerns.

USER PERSONA

User Persona 3

45



Alucard

Background: Alucard is a 35-year-old small business owner in Hawaii who believes in second chances. He's interested in hiring ex-convicts in Hawaii and contributing to their reintegration into the Hawaiian commu-

Goals: Alucard is looking for a platform where he can post job listings in Hawaii and connect with qualified ex-convicts who are seeking employment specifically within the Hawaiian context.

Needs: An easy-to-use job posting platform on your website that allows him to review candidates' backgrounds and qualifications, with a focus on ex-convicts in Hawaii. Clear information on the benefits of hiring ex-convicts in Hawaii.

Wants: A professional and trustworthy website that connects him with potential em-

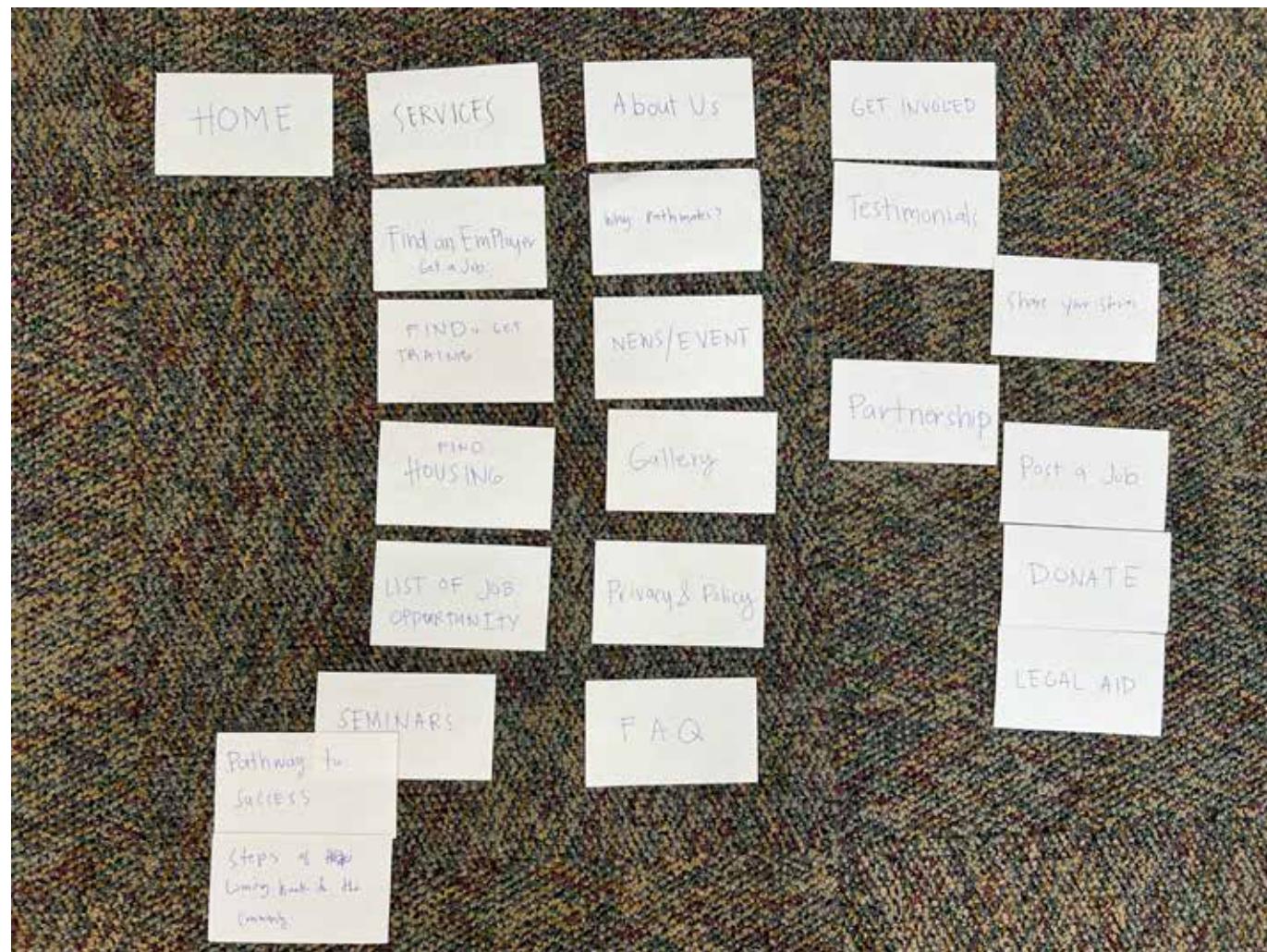
ployees in Hawaii. Success stories of businesses in Hawaii that have successfully hired ex-convicts are also important.

Fears: That the hiring process might be complicated or risky, particularly when considering candidates in Hawaii. Mark needs reassurance that the candidates presented to him are well-prepared for employment within their local Hawaiian community.

USER TESTING

Card Sorting

46

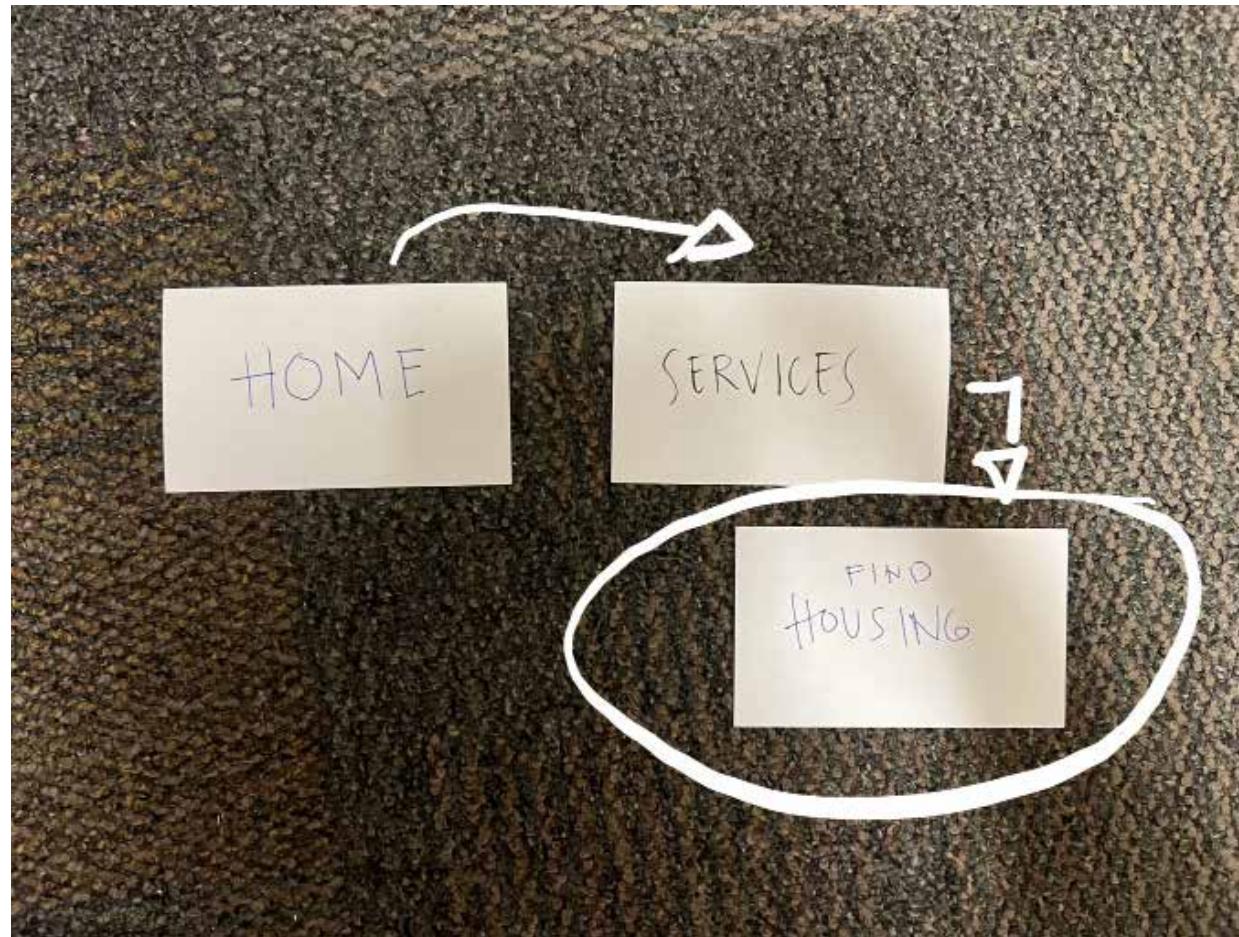


USER TESTING

Task 1

47

The user is looking for home where he can start again.

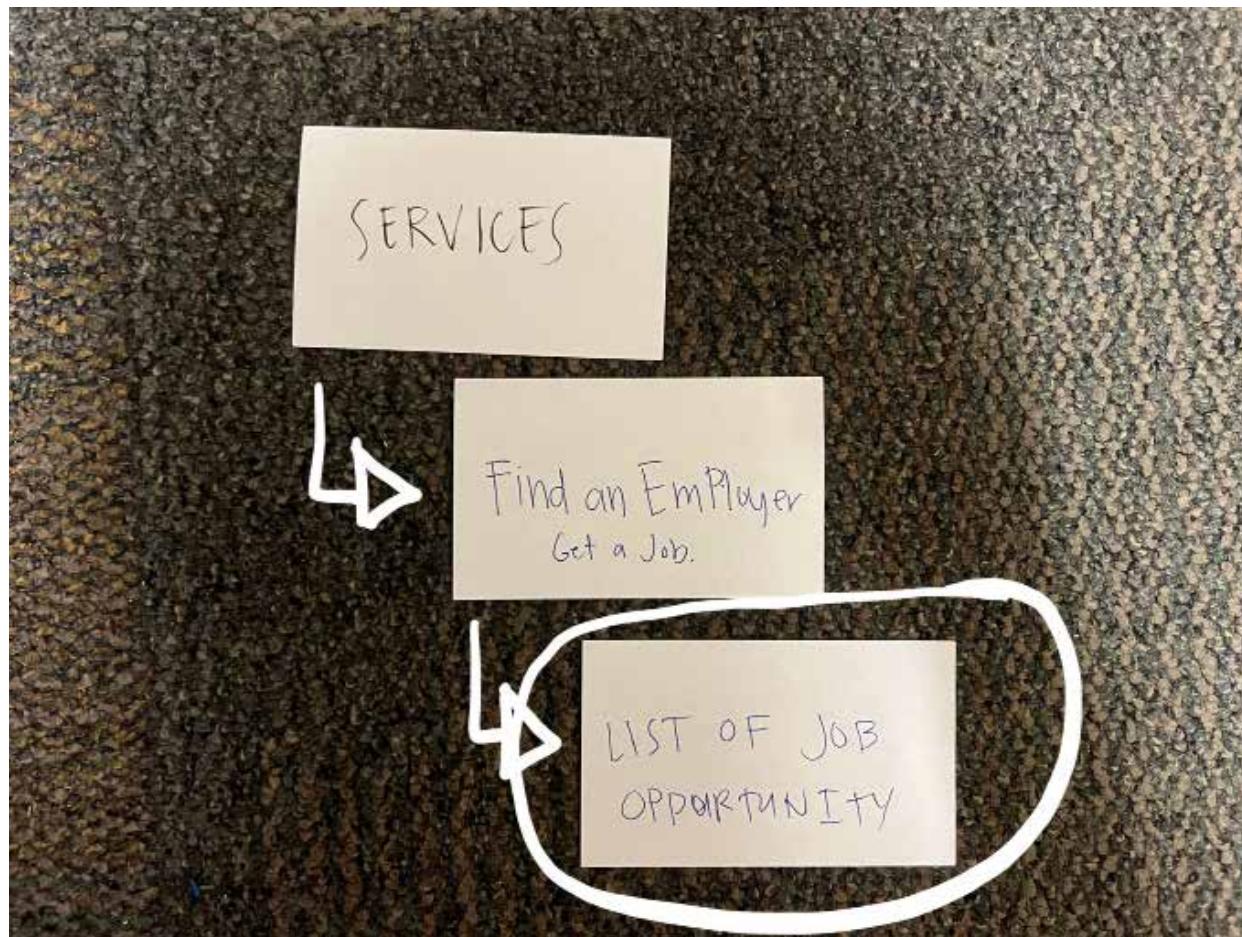


USER TESTING

Task 2

48

The user is looking a job or an employer that is willing to give him a job.

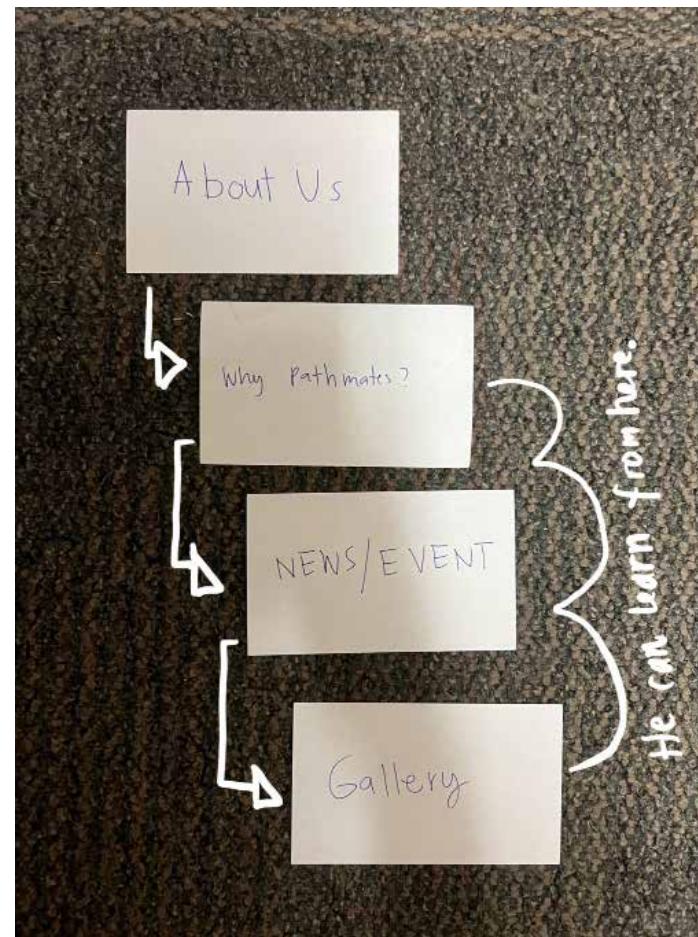


USER TESTING

Task 3

49

The user want to learn more about pathmates in general.

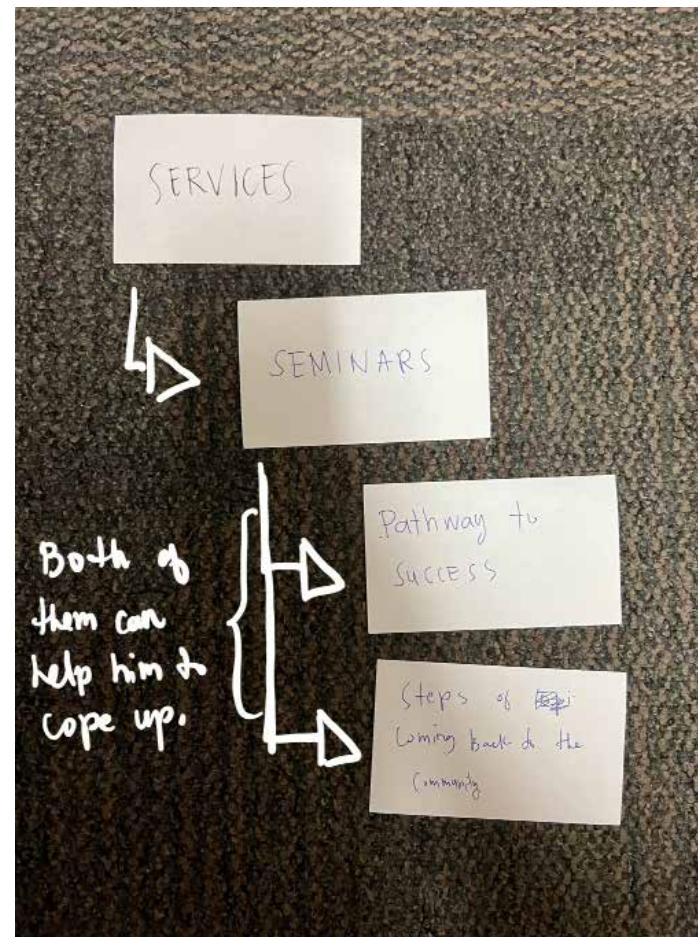


USER TESTING

Task 4

50

The user is looking for some seminars that will him to go back to community.

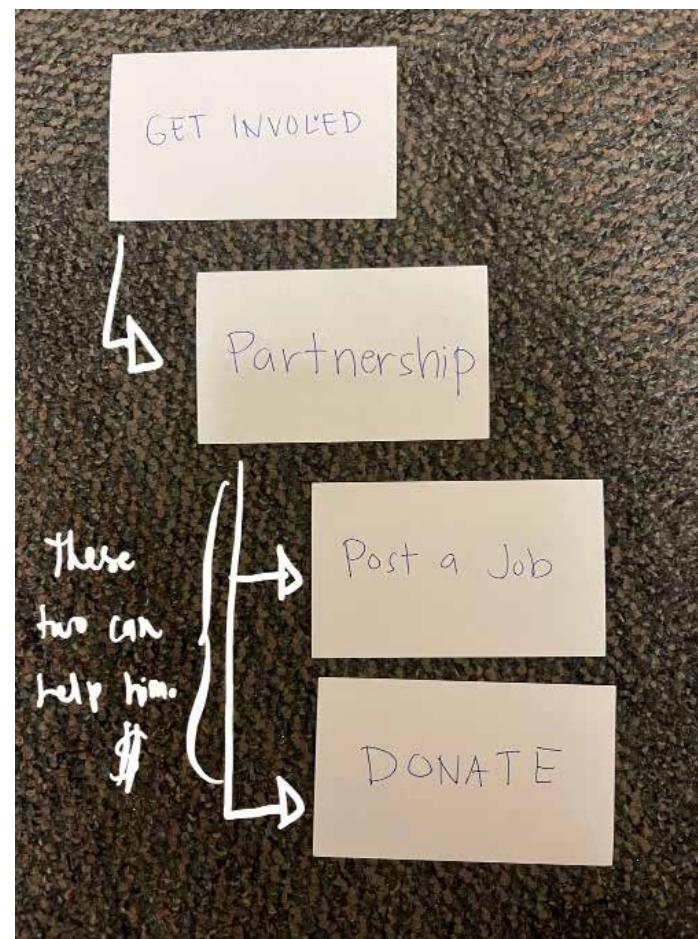


USER TESTING

Task 5

51

The user is a employer who would like to donate and post a job for inmates.



WEBSITE MAKING

Sample Task

52

1	The user is looking for home where he can start again.
2	The user is looking a job or an employer that is willing to give him a job.
3	The user want to learn more about pathmates in general.
4	The user is looking for some seminars that will him to go back to community.
5	The user is a employer who would like to donate and post a job for inmates.

WEBSITE MAKING

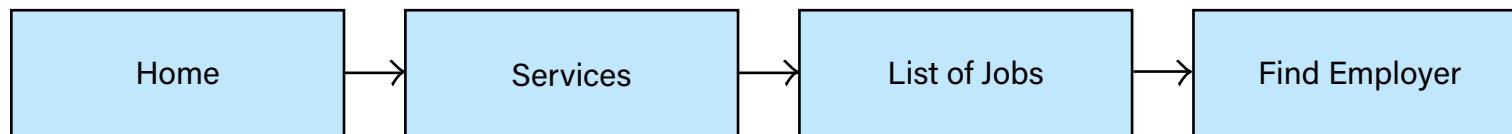
Task 1 - 5

53

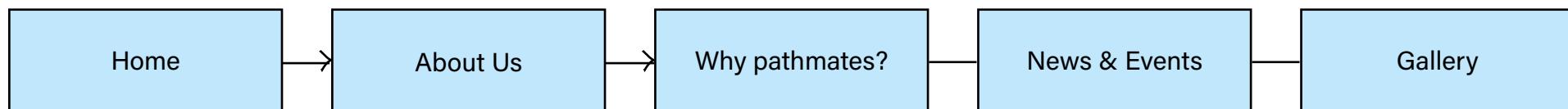
Task 1: The user is looking for home where he can start again.



Task 2: The user is looking a job or an employer that is willing to give him a job.



Task 3: The user want to learn more about pathmates in general.



Task 4: The user is looking for some seminars that will him to go back to community.



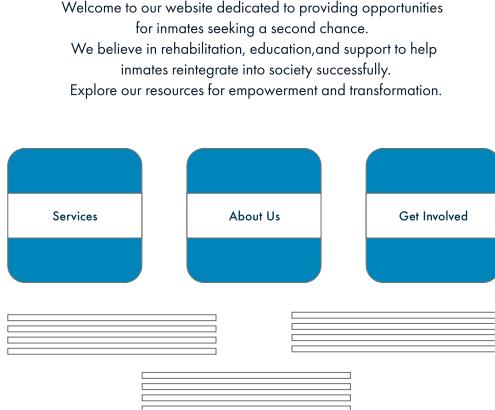
Task 5: The user is a employer who would like to donate and post a job for inmates.



WEBSITE MAKING

Website First draft

54



In the first draft, I've tried my best to pick some photos that will suit my NGO



WEBSITE MAKING

Website Second draft

55

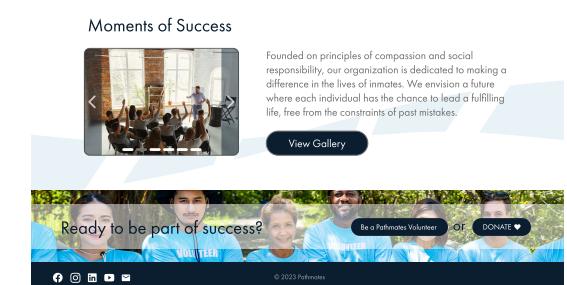
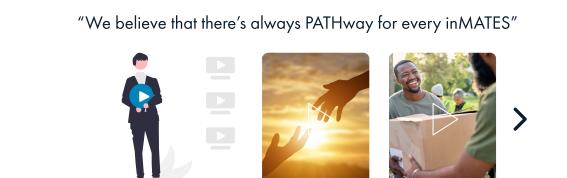
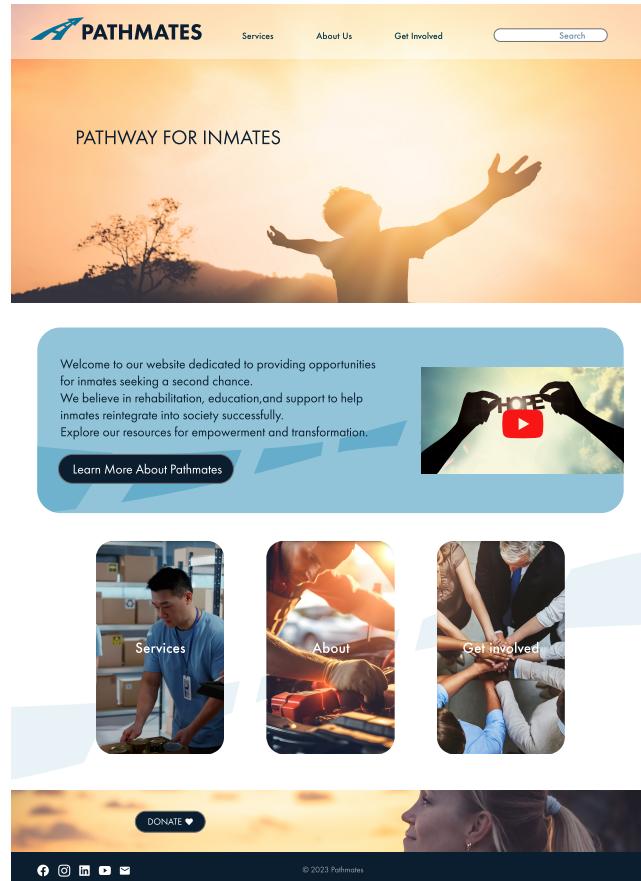


Second draft was a bit of a progress I started adding some illustration to fit my design, but I still need to work on perspective and designs.

WEBSITE MAKING

Website Third draft

56



The third draft was a bit strange because the colors from the photos didn't get the vibe from blue color

WEBSITE MAKING

Final Website

57

The image displays three versions of a website for 'PATHMATES' against a white background. The top row shows the homepage and a services page, while the bottom row shows the 'About Us' page.

Homepage: The header features the 'PATHMATES' logo with a stylized 'A' icon. The main title 'A Pathway for Inmates' is displayed over a background image of a person with arms raised in a landscape. The navigation bar includes 'Services', 'About Us', and 'Get Involved'.

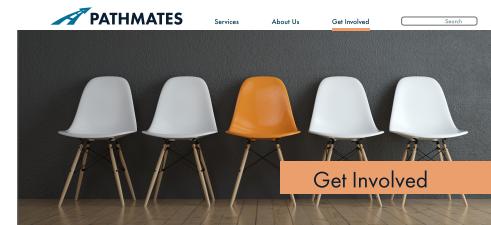
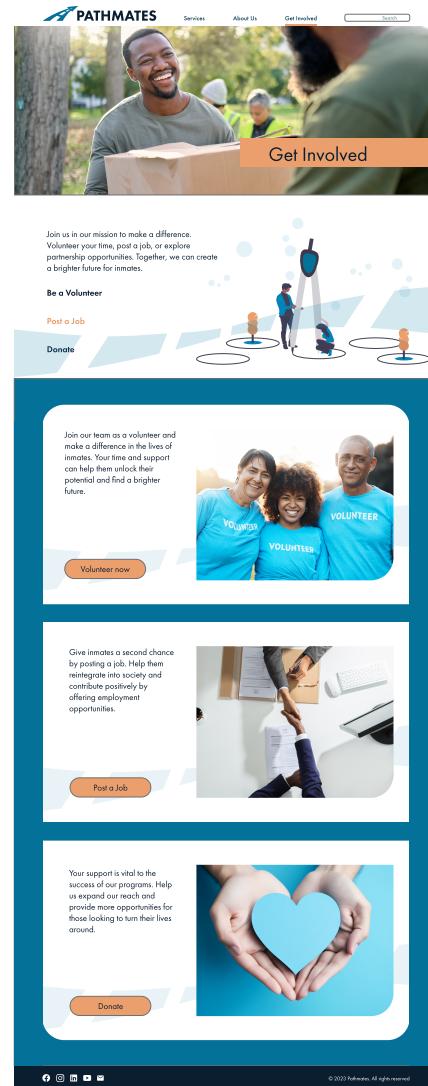
Services Page: The header features the 'PATHMATES' logo. The main title 'Services' is displayed over a background image of a person walking in a field. The navigation bar includes 'Services', 'About Us', and 'Get Involved'. A search bar is present. The page includes a 'Find a job' section with a list of categories: Location, Careers, Business, Program, and Short term. It also includes 'Find Housing' and 'Workshops' sections.

About Us Page: The header features the 'PATHMATES' logo. The main title 'About Us' is displayed over a background image of a group of diverse people smiling and waving. The navigation bar includes 'Services', 'About Us', and 'Get Involved'. A search bar is present. The page includes a large illustration of a person standing among silhouettes of other people in a park-like setting. Text on the page reads: 'At Pathmates our commitment is simple yet profound: we believe in second chances. Our mission is to empower inmates with the tools and opportunities they need to rebuild their lives and contribute positively to society. We understand that the path to redemption and transformation is not always easy, but we are here to walk that path alongside those seeking a fresh start.' A 'Enroll for Workshops' button is located on the right.

WEBSITE MAKING

Final Website

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Post a Job Opportunity

For the final there's much of improvements happening and it's more cohesive.

BRAND GUIDELINES

Booklet style: Pathmates Style guides

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Mission Statement

Pathway for Inmates

Our mission at Pathway for Inmates or Pathmates is to provide inmates with opportunities for personal growth and successful reintegration into society. We focus on education, skill development, and reintegration support to unlock the potential for positive change in every individual. Through advocacy, awareness, and community engagement, we aim to create a future where every person, regardless of their past, can contribute meaningfully to society.

2

Logo

Main Logo



The logo Pathmates represent an arrow and a pathway road that symbolize path to enlightenment and opportunity for every inmates.

3

Brand Integrity

Safe Zones

Don't allow design elements within the defined safe zone. Always keep other elements at least one 'bowl' width away from each corners and the head of the arrow for the icon.



Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a minimum width of 3 inches.



PATHMATES
W 3in

4

Logo Use

Trademarks

Primary Logo: This is the preferred and most recognizable version. It should be used in most cases for consistency and brand recognition.



PATHMATES



Secondary Logo Variations: In certain situations, alternative logo variations are provided. These may include simplified versions for small applications or monochromatic versions for situations with limited color options.

JOVINCENT INOC - BRANDING

Logo Pitfalls

Pitfall Samples

To safeguard the integrity and strength of the Pathmates brand, it's crucial to be aware of practices that can potentially harm the logo. Avoid the following examples as they have the potential to erode the brand identity:



Rounding the logo



Repositioning the icon



Use it as background



Raising the icon is not



Adding Border



Changing colors



Distorting the logo



Don't make it 3D



Cropping the logo



Do not use the icon without its box



Altering colors



Changing the Angle of the arrow

5

6

STYLE GUIDES

Booklet style: Pathmates Style guides

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Color

Official Colors

These are the official colors that can be only use in the logo. White can be only use if the background has the same contrast to the blue palette.

Color	Name	PMS	CMYK	RGB	HEX
	Freedom Blue	318 C 304 U	42,6,0,4	141, 230, 245	#8DE6F5
	Hopeful Blue	2965 C 282 U	1,36,0,71	7, 47, 74	#072F4A
	Bright White	Col Grey 1C 7241 U	0,0,0,0	0, 0, 0	#FFFFFF

7

Color

Accent Colors

These recommended accent colors have been selected to complement our official Pathmates colors and are not to be used in place of them. The use of these colors is suggested but not required.

Color	Name	PMS	CMYK	RGB	HEX
	Joyful Tangerine	162 C 157 U	0,40,59,5	242, 145, 99	#F29163
	Calming Grey	424 U 877 C	0,0,0,50	128, 128, 128	#808080
	Steady Grey	425 C Process Black U	0,0,0,67	85, 85, 85	#555555

8

Color Scheme

Color Variations

Color is a crucial element of our brand identity, and maintaining consistency across various applications is vital for brand recognition. The color guidelines outline approved color variations to ensure a cohesive and impactful representation of our brand.

By adhering to these color variation guidelines, I guarantee a unified and visually impactful brand representation across diverse applications, strengthening recognition and reinforcing our brand identity.



9

Typography

title typeface: Futura PT Heavy

Selecting the appropriate typeface for titles is crucial in conveying the intended message and reflecting the brand's personality. Here are guidelines for choosing a title typeface:

We only use Futura Heavy for any titles, header and subheading for consistency.

By following these guidelines, you can consistently make a title typeface that not only enhances the visual appeal of your design but also aligns seamlessly with your brand identity and messaging.

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i
j k l m n o p q r s t u v w x y z 1 2
3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

10

Typography

body typeface: Futura PT Book

Selecting an appropriate typeface for the body text is essential for readability and overall design cohesiveness. Here are guidelines for choosing a body typeface:

Only use Futura PT Book for every body and caption font for consistency.

By adhering to these guidelines, you can maintain a body typeface that not only enhances the readability of our content but also aligns seamlessly with your brand's visual language and design objectives.

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 1 2 3 4 5 6
7 8 9 0 ! @ # \$ % ^ & *

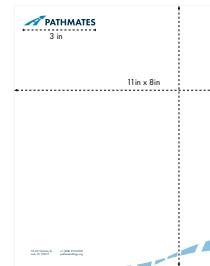
11

Identity System

Letterhead

A well-designed letterhead serves as a professional backdrop for our written communications, reinforcing brand identity and credibility. Follow the sample guidelines to ensure consistency and a polished presentation:

By following these letterhead design guidelines, we create a professional and cohesive template for written communications, reinforcing our brand identity with every document.

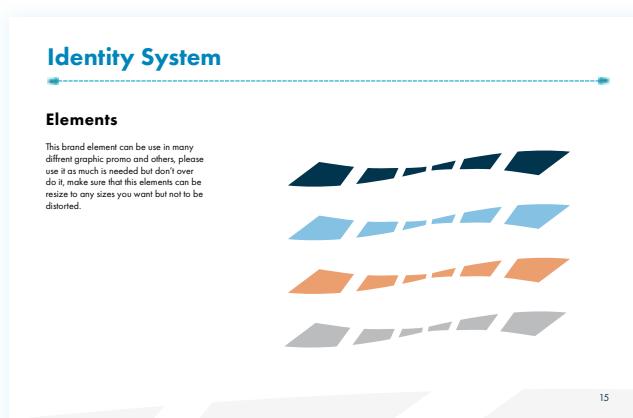
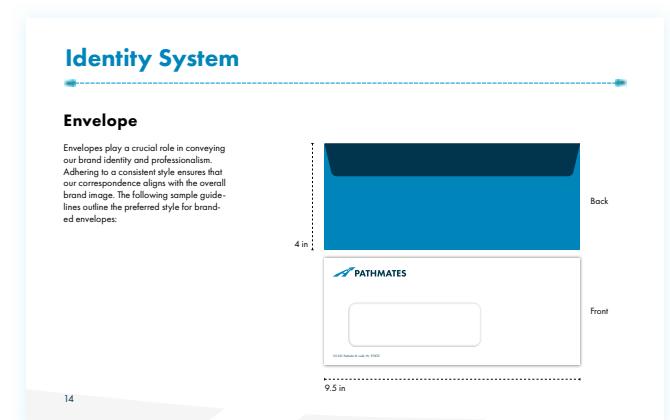
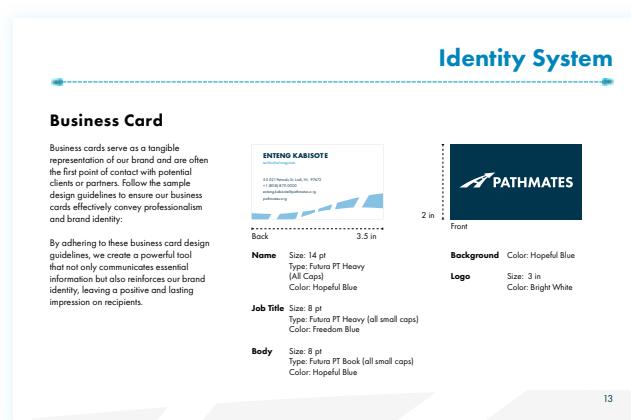
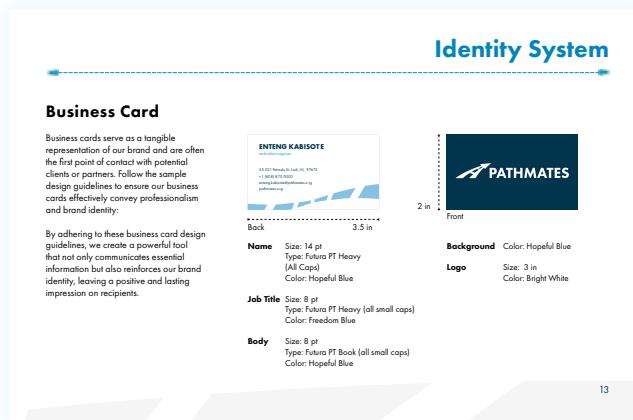


12

STYLE GUIDES

Booklet style: Pathmates Style guides

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The thought process for this brand guidelines is very basic, I followed the principles and rules that I wanted to apply for this brand and create those rules in this booklet.