Panda Connect
Brand Guidelines

Tone of Voice

Reliable

Passionate

Trustworthy

Confident

Reassuring

Caring

Easy

New

Colour

| FDFDFD | 9C4E8D | A7DC99 | FC6157 | 363636 |

- The black and white should be used for text, depending on the background colour.

- White should be used for the majority of backgrounds.
- Purple should be used as an accent colour (buttons etc.)

- Green should be used for title background, navigation, icons etc.
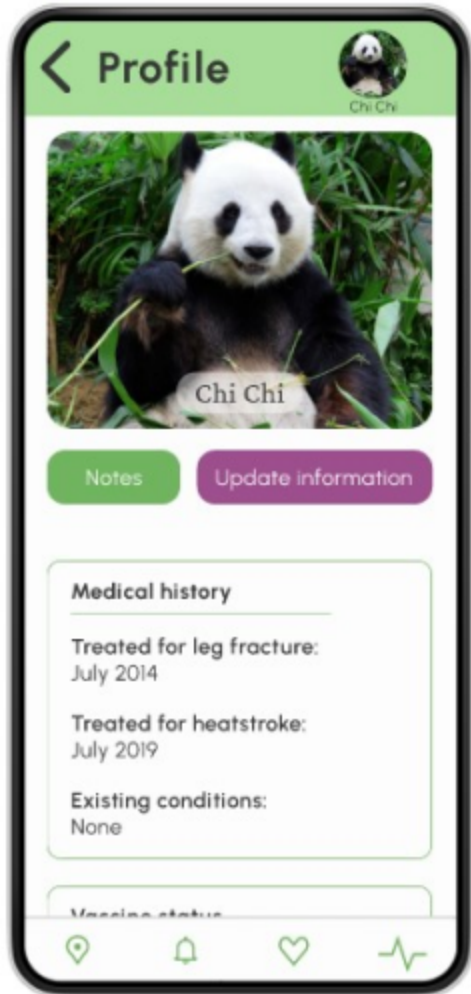- Red should be used for alerts.

Logo/Wordmark

Panda Connect

- The Panda Connect logo and wordmark should be displayed on a white background where possible.

- There must be appropriate spacing around and between the logo and wordmark as shown.

- They should be displayed clearly and in high definition.

- The wordmark must use the typeface "Urbanist", semi-bold.

Typography

- All typography should be displayed as the typeface "Urbanist".

- **Titles**: Size 36, bold

- **Important content:** Bold

- **Body copy:** Size 18, regular

Buttons

Your Alert

Pandas

Add new +

Directions

Search

- · All buttons must have a corner radius of 15.

- · All buttons should have a height of 45.

- · All "Alert" buttons must be in red.

- · Appropriate spacing should be provided around the buttons.

- · Any buttons which are outlined must have a stroke of 5.

- · The majority of buttons within the app should be purple, however, they change to green deoending on the colour pallet.

Imagery

Chi Chi

Chi Chi

- All images must be clear and high definition.

- Images cannot be distorted.

- Text can only be displayed on top of images if it is easy to read e.g. place a background behind it.

- Images used for the profile and alerts should have a corner radius of 20.

- Images used for the profile button must be displayed as a circle, size 57x57.