



# Panoptic Solutions Brand Style Guide

November 2019

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## Logo Uses

Below are acceptable and unacceptable uses of the logo. The preferred version of the logo is full color on a white background. However, it is also acceptable to use the other versions shown below

**Full Color (preferred)**



**Black and White**



**Reverse Color**



## Clear Space

The Panoptic logo should always have ample space between it and other visual elements. The minimum clear space around the logo should be the height of the logo

Minimum Clear Space



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## Minimum Size

The minimum size requirements have been set to ensure legibility.  
Do not reduce the logo below the recommended size.

### **Print**

1 inches wide  
(300DPI)

### **Web**

150 pixels wide



## Brand Colors

The Panoptic corporate color palette consists of two Core Colors and four Secondary Colors. Our Core Colors should be used by default, while Secondary Colors should serve as supporting colors.

### Core Colors

Black

**HEX** #231F20

**RGB** 35 31 32

**CMYK** 82 84 64 91

Green

**HEX** #49B869

**RGB** 73 184 105

**CMYK** 71 0 77 0

### Secondary Colors

Gold

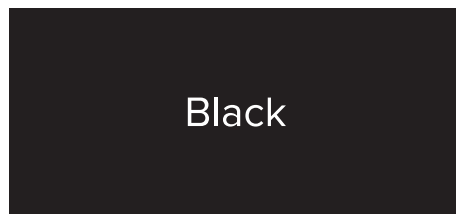
**HEX** #B4975F

**RGB** 180 151 95

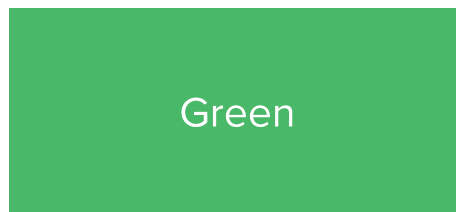
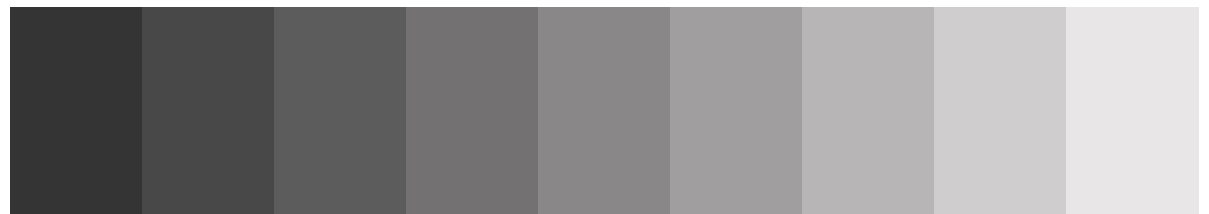
**CMYK** 22 32 66 19

## Tints

The Panoptic corporate color palette also includes each branding color's tints and shades. A tint is the mixture of a color with white. Each color's tints are combined to create more variety



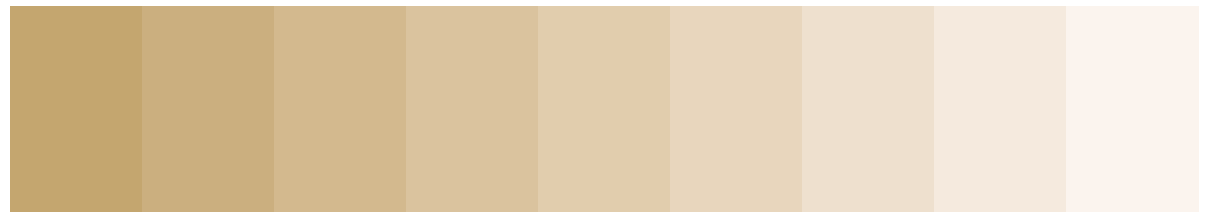
10% White >



10% White >



10% White >



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# Typography

Font choices vary by use. For example, typography that is ideal for web may not present well for UI or print, etc. Below are recommendations for font choices by use case.

## Primary Typefaces

Our primary typefaces are used for our website and print collaterals, as well as in our product UI.

## Proxima Nova

### Light

Work and live without fear and uncertainty by engaging a team of specialists who can confidently ensure your safety.

### Regular

Work and live without fear and uncertainty by engaging a team of specialists who can confidently ensure your safety.

### Bold

**Work and live without fear and uncertainty by engaging a team of specialists who can confidently ensure your safety.**

## Text Formatting

This is standard text formatting for Web. We use **Proxima Nova** for everything.

**Title Bold: 34 px**

Sub Title: 20 px

Paragraph: 15 px

`<h1> 34px weight 600 </h1>`

`<h2> 28px weight 400 </h2>`

`<h3> 34px weight 500 </h3>`

`<h4> 25px weight 600 </h4>`

`<h5> 16px weight 600 </h5>`

`<h6> 14px weight 600 </h6>`





**PANOPTIC**  
SOLUTIONS