



Brand  
Guidelines  
November 2011

# Logo Versions



B



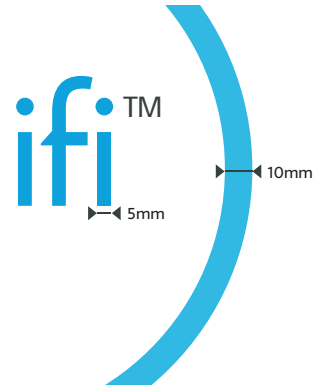
Logo A is generally for use on the physical pod itself, for other purposes use Logo B.

In general written form use 'podifi<sup>TM</sup>' with lowercase characters throughout followed by the 'TM' symbol.

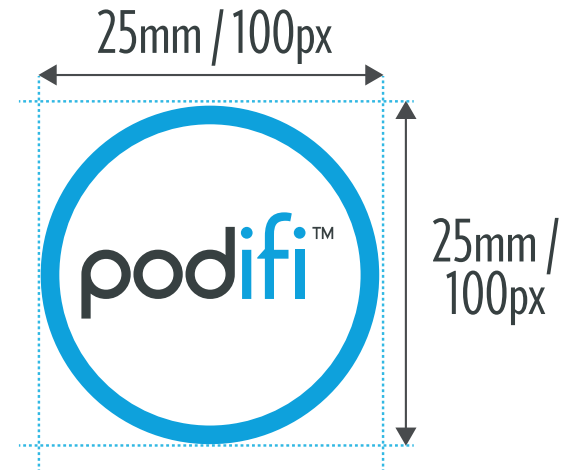
# Logo Construction & Use



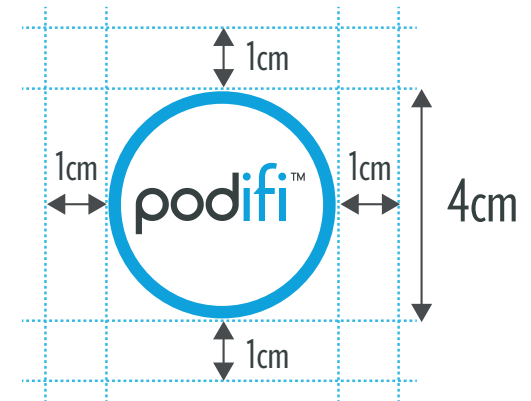
Outer circle aligned with centre of the 'd' in 'podifi'



Outer circle twice thickness of the 'i' in 'podifi'



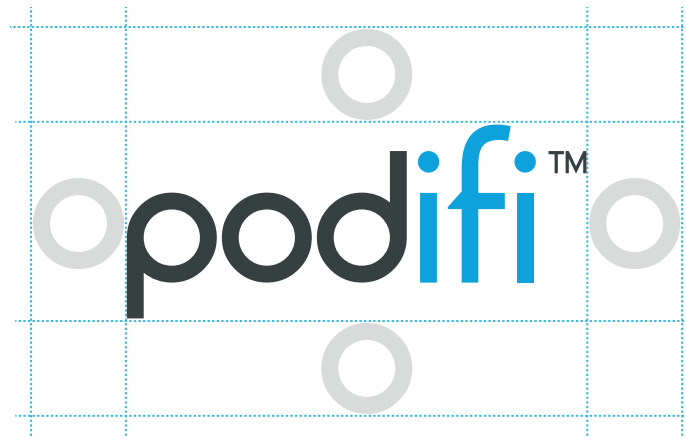
Minimum sizes: Print / Digital



Clear space around logo= 25% of outer circle diameter



Minimum sizes: Print / Digital



Clear space around logo= diameter of 'o' in podifi

The fonts used to construct the logo are **Sf New** and **Republic bold** and Verlag book.

# Logo Colours

Primary Colour options are Blue and Grey. Secondary options on next page are for other uses TBC.  
For black and white requirements use 90% black throughout both logos if possible or if not 100% black.



90% Black



100% Black

Pantone: 299C

CMYK: 86 / 8 / 0 / 0

RGB: 0 / 161 / 222

Hex: 00A1DE

Pantone: 446C

CMYK: 54 / 27 / 36 / 82

RGB: 64 / 69 / 69

Hex: 404545

# Logo Colour Variants



podifi™



Pantone: 178C

CMYK: 0 / 86 / 80 / 0

RGB: 255 / 88 / 95

Hex: FF585F



podifi™



Pantone: 360C

CMYK: 64 / 0 / 80 / 0

RGB: 97 / 194 / 80

Hex: 61C250



podifi™



Pantone: 143C

CMYK: 0 / 36 / 87 / 0

RGB: 238 / 175 / 48

Hex: EEAF30