

# Logo Guidelines

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Design

Logo Guidelines

Company

Party Chest Limited

Date

24/01/2022

Design

Pixart Design Studio Ltd

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## Primary Logomark

Our logo is the face of Party Chest - the primary visual expression that we use to identify ourselves. We need to be careful to use it correctly and to do so consistently.

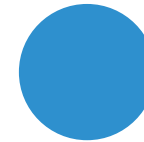
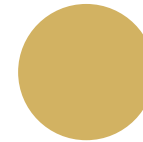
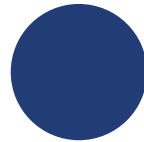


## Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by the height of the letter C on each side.



Primary Colours



cmyk

98 87 25 12

9 96 91 1

19 27 73 0

75 32 0 0

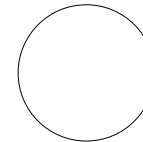
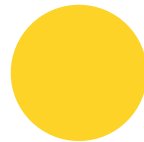
hex

#2a356e

#d52423

#d9b65b

#3790cf



cmyk

1 15 92 0

11 7 8 0

0 0 0 0

hex

#ffd50b

#e8e8e9

#ffffff

## The Font

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Only one font style is used for the logo, font: PartyChest Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

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### Do Not: Fonts

Do not use any other font, now matter how close it might look.



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### Do Not: Squish or Squash

Do not squish or squash the logo. Any resizing must be in proportion.



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### Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.





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