

P R O M I S E

BRANDBOOK

MAIN LOGO

P R O M I S E

MAIN LOGO

P R O M I S E

ALTERNATIVE LOGO

P R O M I S E

P R O M I S E

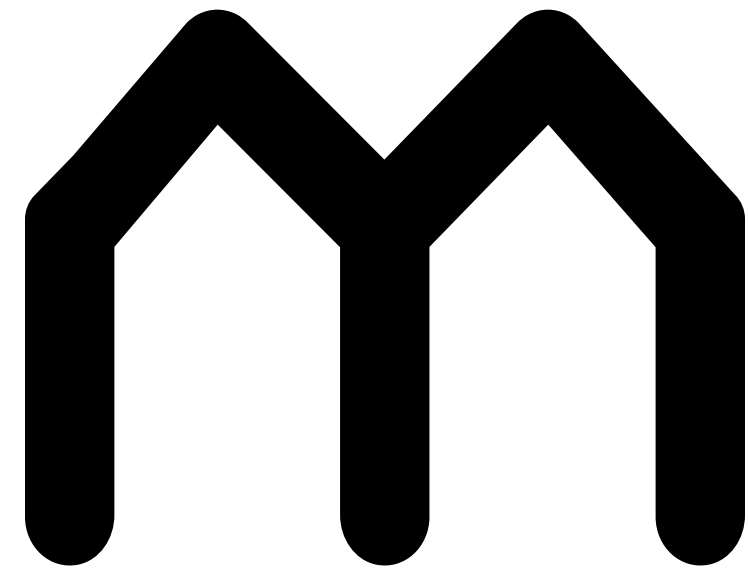
P R O M I S E

P R O M I S E

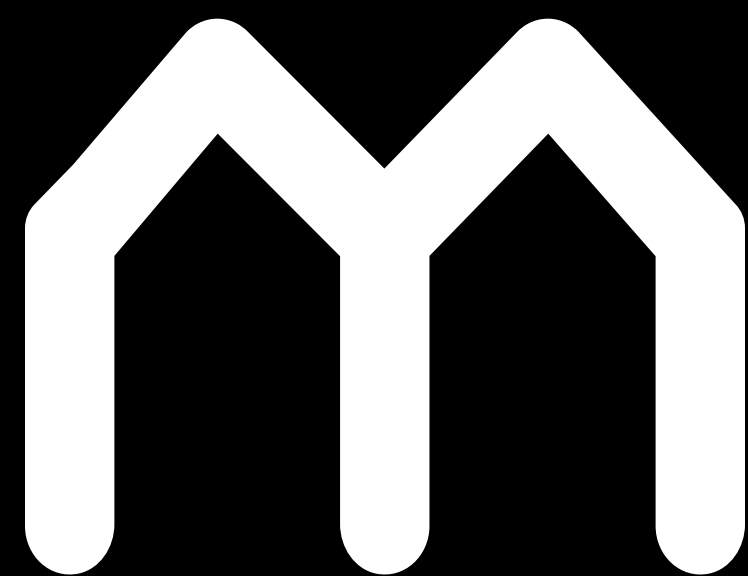
P R O M I S E

P R O M I S E

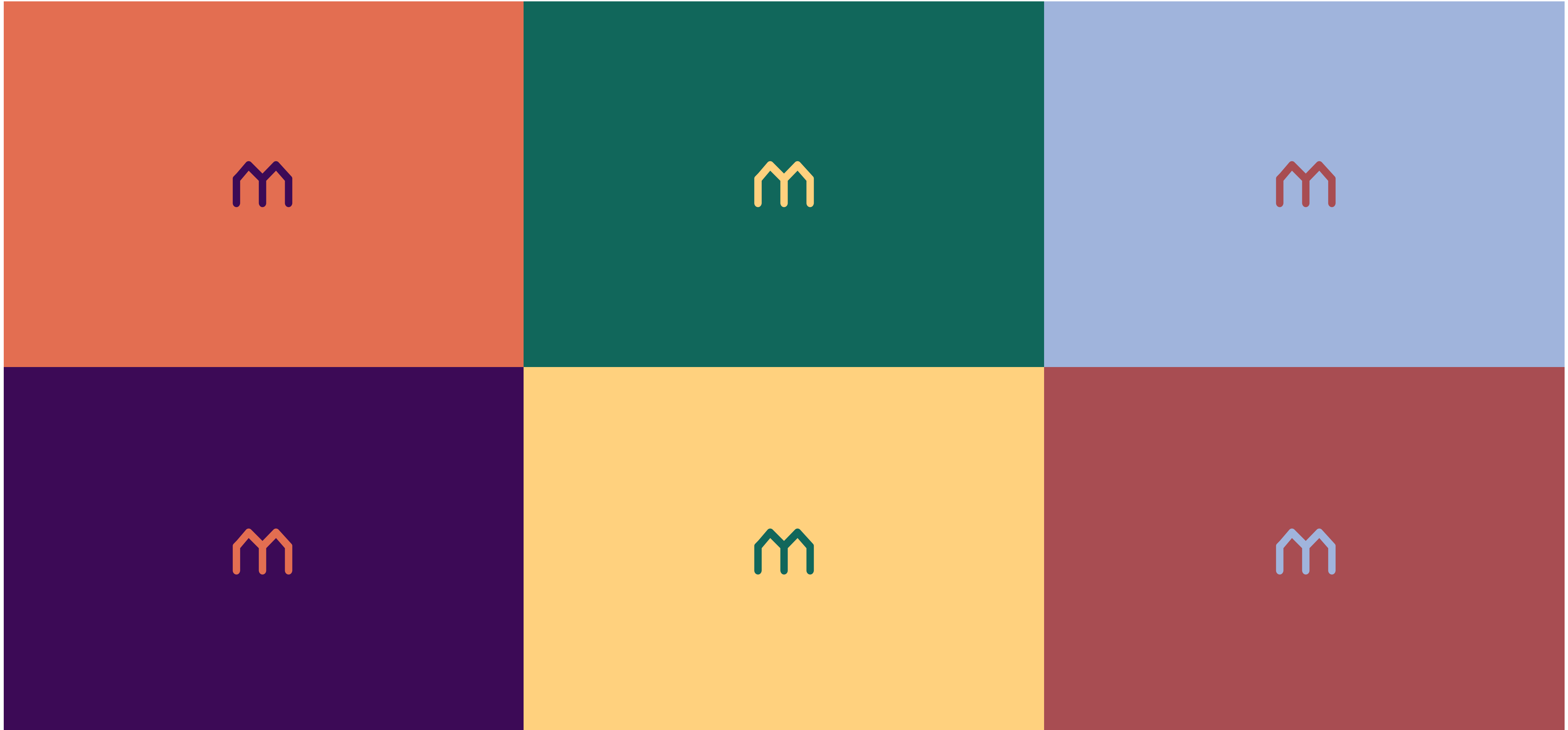
SYMBOL



SYMBOL



SYMBOL - COLOUR VERSIONS



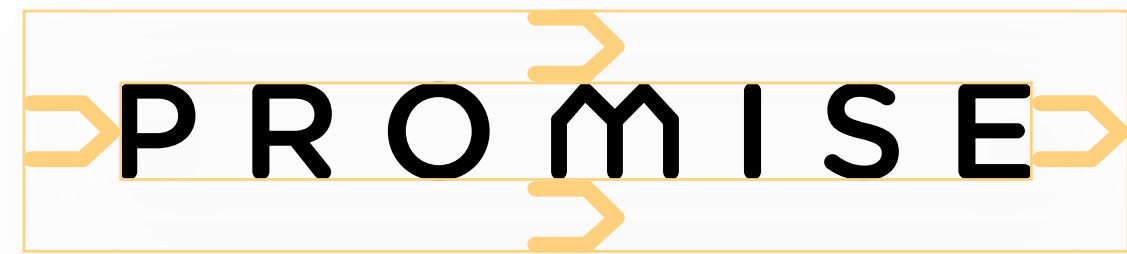
PROJECT SERIES LOGO

P R O M I S E
PROJECT SERIES

LOGO WITH EDITION NUMBER

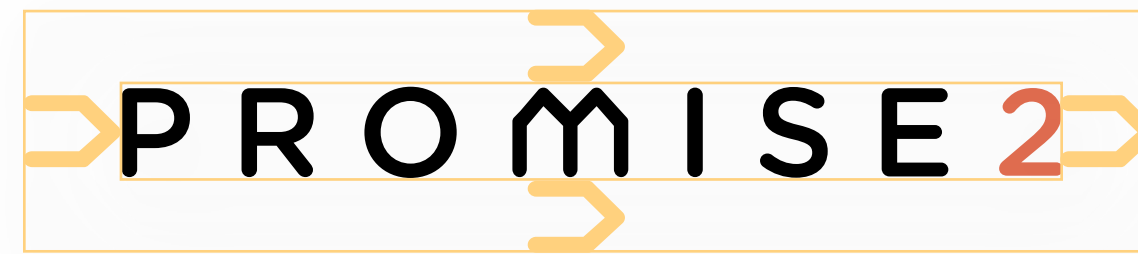
P R O M I S E 2

PROTECTIVE FIELD



PROMISE

The logo features the word "PROMISE" in a bold, black, sans-serif font. It is enclosed within a thin, light blue rectangular border. Four orange arrowheads point towards the center of the text: one on the left, one on the right, one above the 'M', and one below the 'M'.



PROMISE 2

The logo features the word "PROMISE" in a bold, black, sans-serif font, followed by a red "2". It is enclosed within a thin, light blue rectangular border. Four orange arrowheads point towards the center of the text: one on the left, one on the right, one above the 'M', and one below the 'M'.



PROMISE
PROJECT SERIES

The logo features the word "PROMISE" in a bold, black, sans-serif font, with "PROJECT SERIES" in a smaller, black, sans-serif font below it. It is enclosed within a thin, light blue rectangular border. Four orange arrowheads point towards the center of the text: one on the left, one on the right, one above the 'M', and one below the 'M'.

SIZING

promise logo should not be applied
below the given values

PRINT

PROMISE

8 mm

PROMISE
PROJECT SERIES

14 mm

DIGITAL

PROMISE

40 px

PROMISE
PROJECT SERIES

80 px

COLOURS

R:227 G:110 B:81
C:0 M:70 Y:60 K:0
PANTONE 164U

R:168 G:77 B:82
C:0 M:90 Y:60 K:25
PANTONE 187U

R:255 G:209 B:126
C:0 M:20 Y:60 K:0
PANTONE 1205U

R:60 G:10 B:86
C:70 M:90 Y:20 K:25
PANTONE Medium Purple U

R:160 G:180 B:220
C:10 M:10 Y:0 K:10
PANTONE 2706U

R:17 G:103 B:91
C:100 M:60 Y:70 K:40
PANTONE 323U

TYPOGRAPHY

font used in logo - Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

font families used in identity -
Palanquin & Palanquin Dark

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DESIGN: PODPUNKT
NARBUTTA 50/3, 02-541 WARSAW
PH. 0048 22 646 05 53, MOBILE 0048 600 455 440
CONTACT@PODPUNKT.PL
WWW.PODPUNKT.PL