

BRAND GUIDE

Logo



The PARIS Technologies, Inc. logo consists of a specially drawn wordmark and graphic elements. Always use the provided artwork, do not attempt to recreate the logo. Do not reconfigure the elements. The logo colors should never be reversed.

Icon



Do not alter the PARIS Technologies, Inc. icon in any way, including changing the colors, angle, or dimensions or relationship between elements.

Colors



PANTONE
534C

Pantone 534 C
CMYK: 96/78/32/19
RGB: 30/67/109
Hex: #1e436d



PANTONE
715 C

Pantone 715 C
CMYK: 6/49/99/0
RGB: 233/146/41
Hex: #E99229



PANTONE
Cool Grey 1 C

Pantone Cool Grey 1 C
CMYK: 11/8/9/0
RGB: 223/224/223
Hex: #DFE0DF

The colors of the PARIS Technologies, Inc. logo is PMS 715C, PMS 534C, and PMS Cool Grey1C.

When all possible use logo in color and print in CMYK for accuracy.

Do not rely on this screen PDF or printouts of this PDF for color matching.

PANTONE® is the property of Pantone, Inc.

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Color Variations



While the original color option is preferred, a white version is also available for us on dark backgrounds.



Use the black, white & grey version when production requirements prohibit the use of the color logo.

Minimum Size & Clearspace



Print: 1 inch min



Web: 100px min

The minimum size for the PARIS Technology logo is 1 inch wide for print and 100 pixels wide for screen. If any smaller, use the square icon.



The logo and the icon's exclusion zone is equal to half the height of the icon.