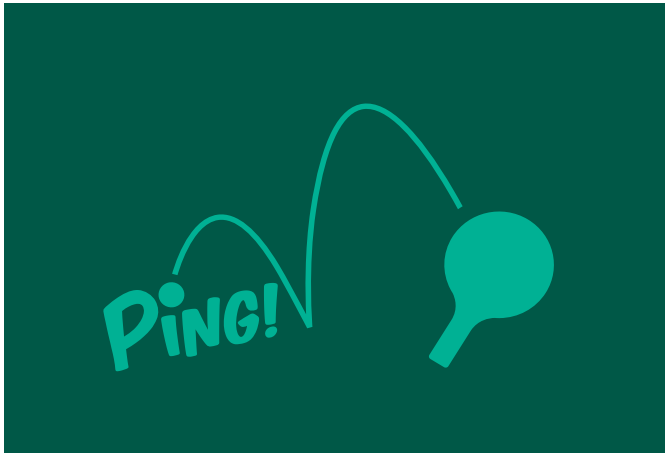
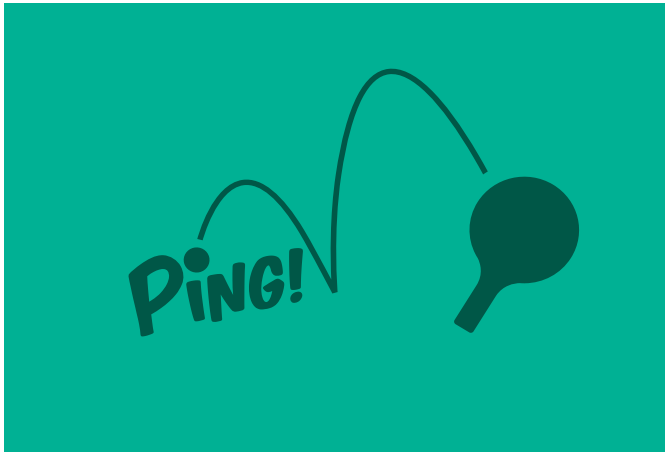
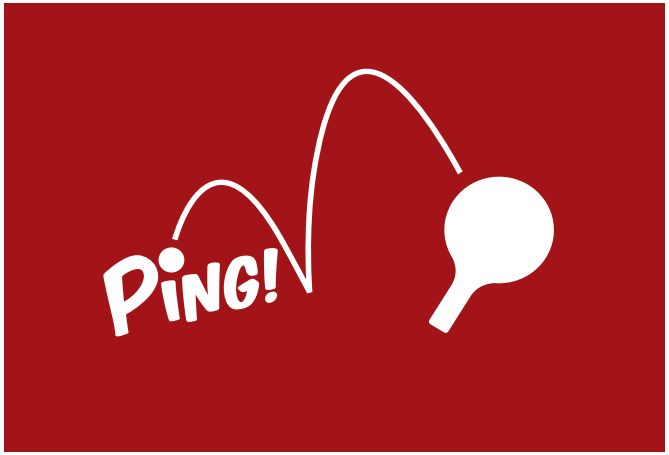
PING! BRAND GUIDELINES

Main Logo

Logo should always be in Ping! Bright Green where possible (see colours page). See next page for more information on alternative logo usage.







Ping! Bright Green logo should always be used where possible.

If background is Ping! Bright Green or Dark Green, logo should be in the alternate ‘Ping! Green’ colour.

For other dark coloured backgrounds where Ping! Bright Green logo is not appropriate, white logo should be used.

Primary Headline: Signpainter House Brush

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Alternative Headline: Signpainter Showcard

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Alternative Headline: Sans serif Shaded

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A prominent feature of the Ping! brand is the playful, 1950s inspired, use of typography.

The primary headline font is Signpainter House Brush but this can be complimented by the use of other listed fonts as appropriate.

Body copy/sub head: Signpainter House Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy/sub head: Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy: Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For body copy either a script font (Signpainter House Script) or sans serif (Helvetica) can be used. It is recommended that the script font is not used for large volumes of text as it can be difficult to read.

In web environments, sor where Helvetica is unavilible, use Arial.

The image to the left is an example of the Ping! graphical style: bold and playful, using a variety of Ping! brand typefaces and simple graphical shapes.

As demonstrated, a ‘shear’ transformation or rotation can be applied to headlines. This should always be 14° **as indicated above.**

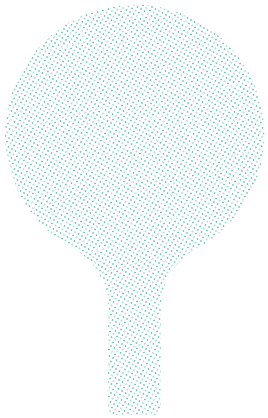
Colours

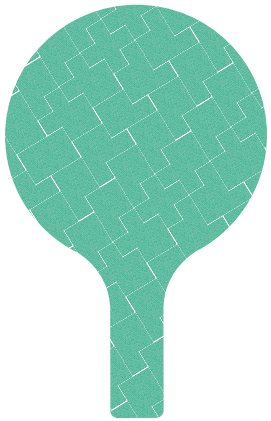
Bright Green
PMS: 339C
CMYK: 84/0/56/0
RGB: 0/177/148

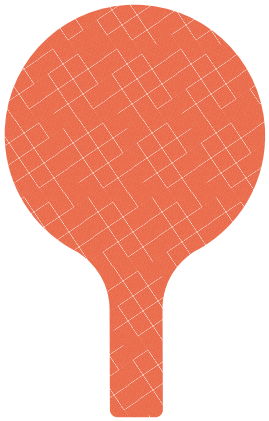
Dark Green
PMS: 3305C
CMYK: 100/0/61/61
RGB: 0/88/71

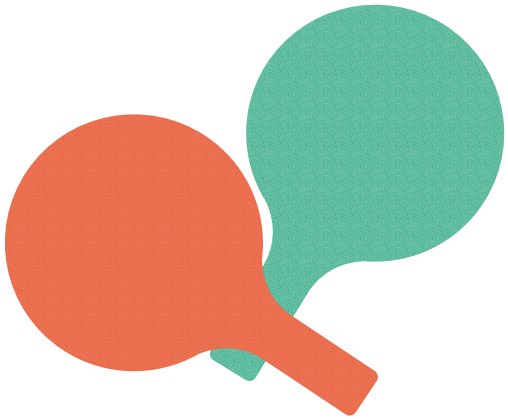
Cream
PMS: Warm Red C
CMYK: 0/6/14/0
RGB: 255/238/217

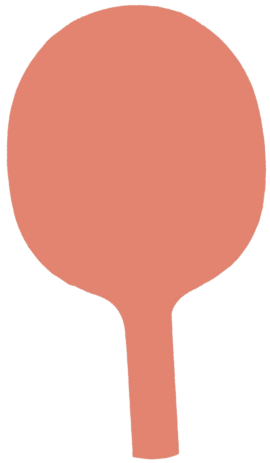
Red
PMS: Warm Red C
CMYK: 0/75/90/0
RGB: 242/101/49

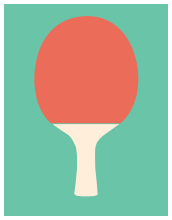


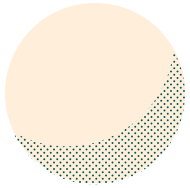


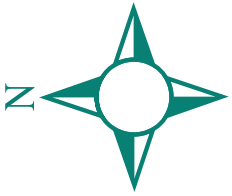








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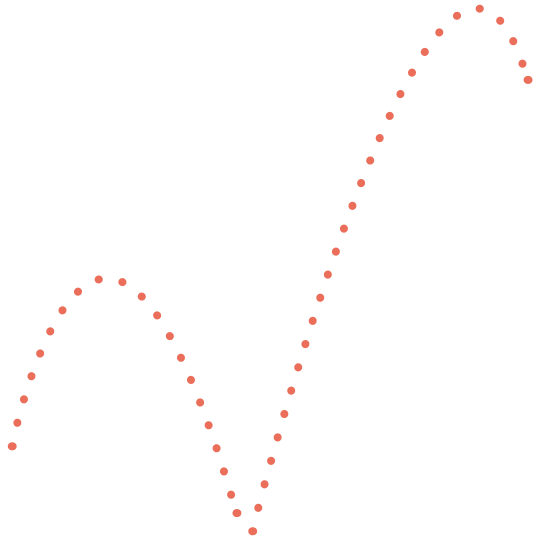
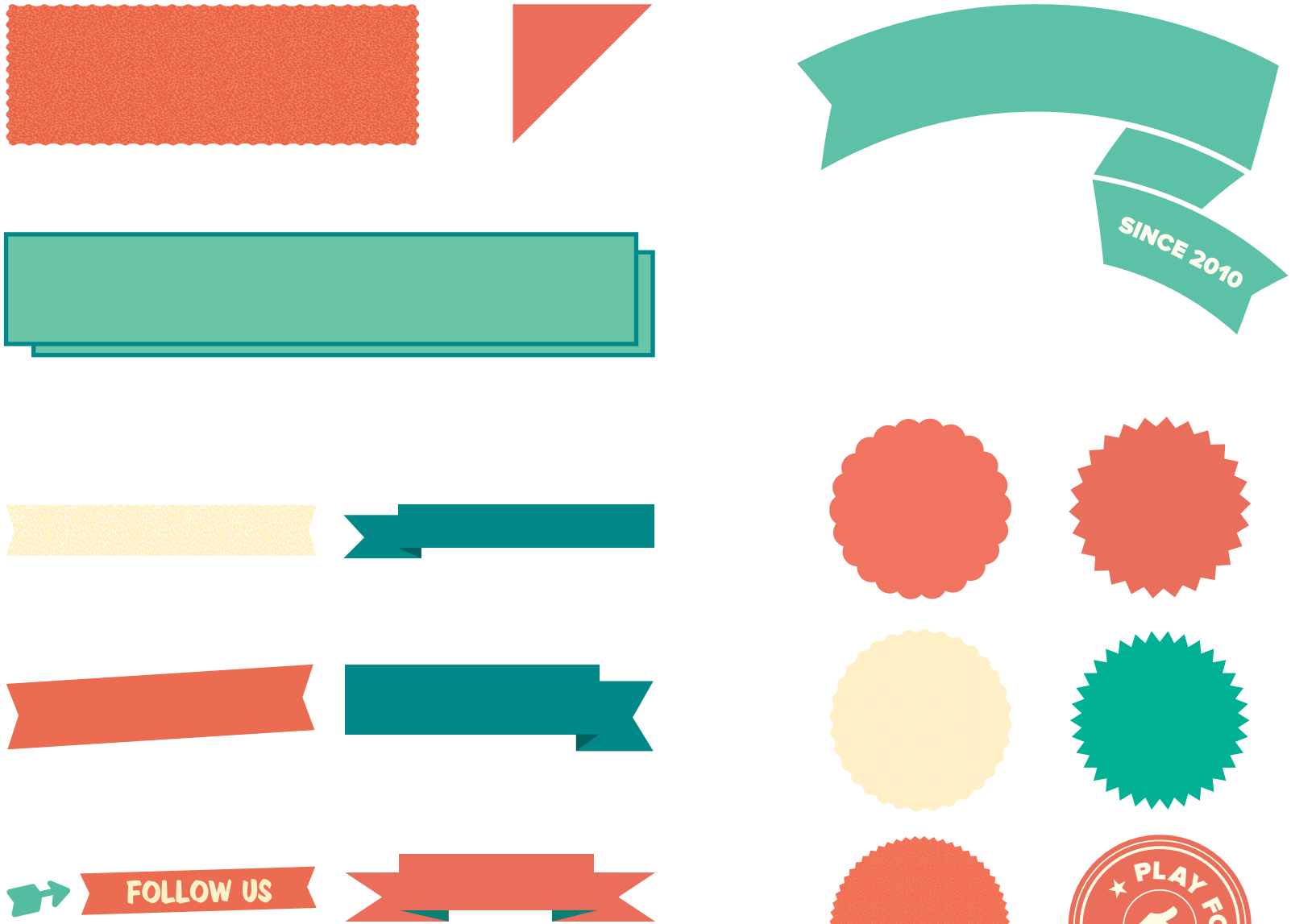
Ping! Brand Guidelines
Assets - Labels & Banners