

P&J Live

LOGO GUIDELINES

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1.0 Overview

These guidelines are for internal and external use and should be read by anyone who is required to use the P&J Live brand. This includes employees, business partners and third party suppliers such as printers, designers etc.

The purpose of these guidelines are to ensure consistency in use of the P&J Live Logo at all times. These guidelines are to be applied to all internal and external materials, such as the website, stationery, as well as course materials and presentation templates etc.

1.1 Logotype

The logotype features the letters 'P' and 'J' in a highly stylized, blackletter-inspired font. The 'P' has a large, ornate loop at the top, and the 'J' has a similar flourish. A small ampersand (&) is positioned between the 'P' and 'J'. To the right of the 'J' is the word 'LIVE' in a bold, modern, sans-serif typeface. The entire logotype is rendered in white against a dark blue background.

Our Logotype is the bedrock of the P&J Live brand. It has been constructed from the P&J logo and Regola Pro font and customised to directly reference the buildings iconic architecture.

The Brand Mark should be used in it's entirety whenever possible. With the Logotype being used to supplement brand messaging when applicable.

1.2 Primary Lock Up

The logo features the text "P&J LIVE" in a white, high-contrast font against a dark navy blue background. The "P&J" portion is rendered in a stylized, blackletter-style script, while "LIVE" is in a bold, modern, all-caps sans-serif font. The two styles are joined together, with the "P&J" script appearing to sit slightly above the "LIVE" text.

1.3 Secondary Lock Up

P&J LIVE
AT TECA

1.4 Social Avatar



1.5 Structure & Positioning

The P&J Live Logotype has been optically adjusted for optimum balance and visual flow. It is important to make sure the logo is used effectively at all times. Use this diagram showing the safe space as a guide.

Take care when using the P&J Live logo type to ensure correct positioning is adhered to. Avoid placing over busy images, low contrasting imagery, multiple colours or conflicting patterns.



Minimum sizing:  25mm

1.6 Logo Usage



P&J LIVE

Do not change alignment
of logo type



P&J LIVE

Do not squeeze



P&J LIVE

Do not squash



P&J LIVE

Do not rotate



P&J LIVE

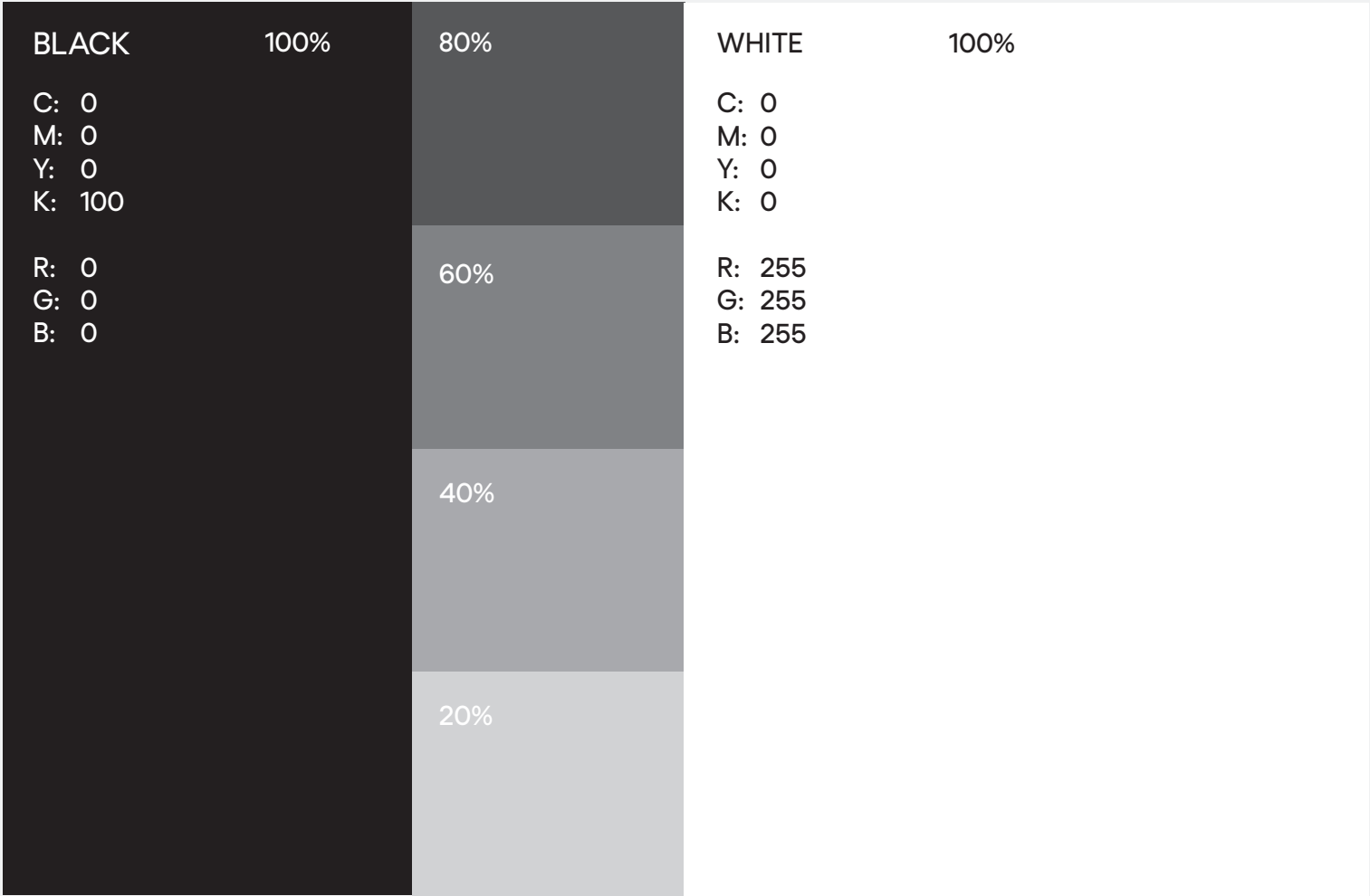
Do not change the colours



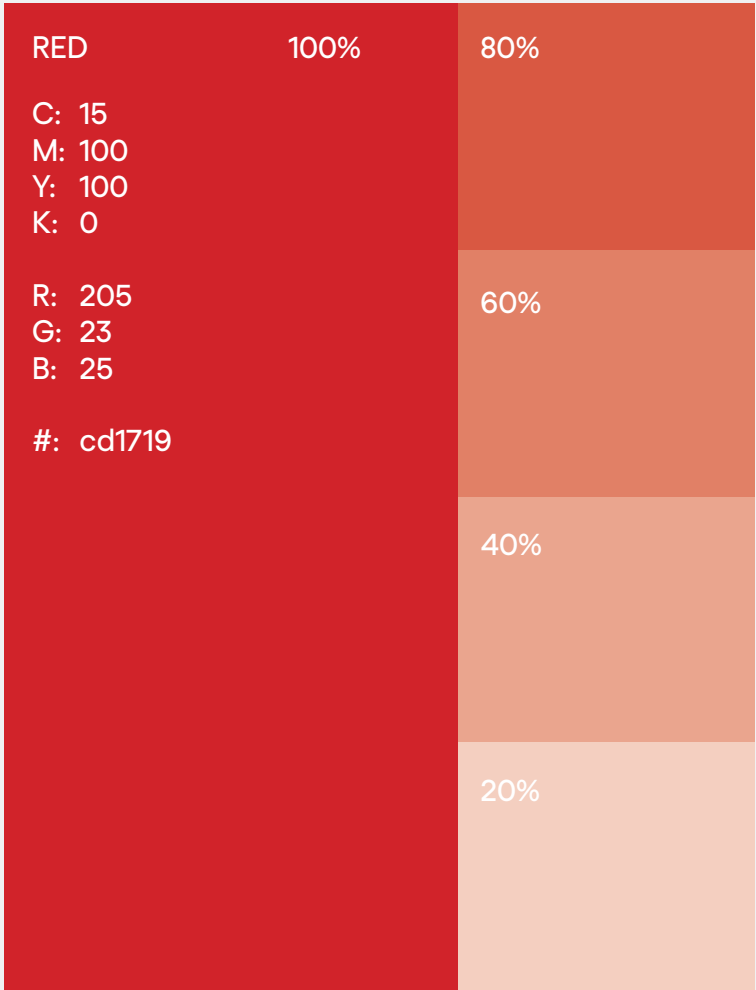
P&J Live

Do not change the font

2.0 Primary Colour Palette



2.1 Secondary Colour Palette



Regola Pro Font Family

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

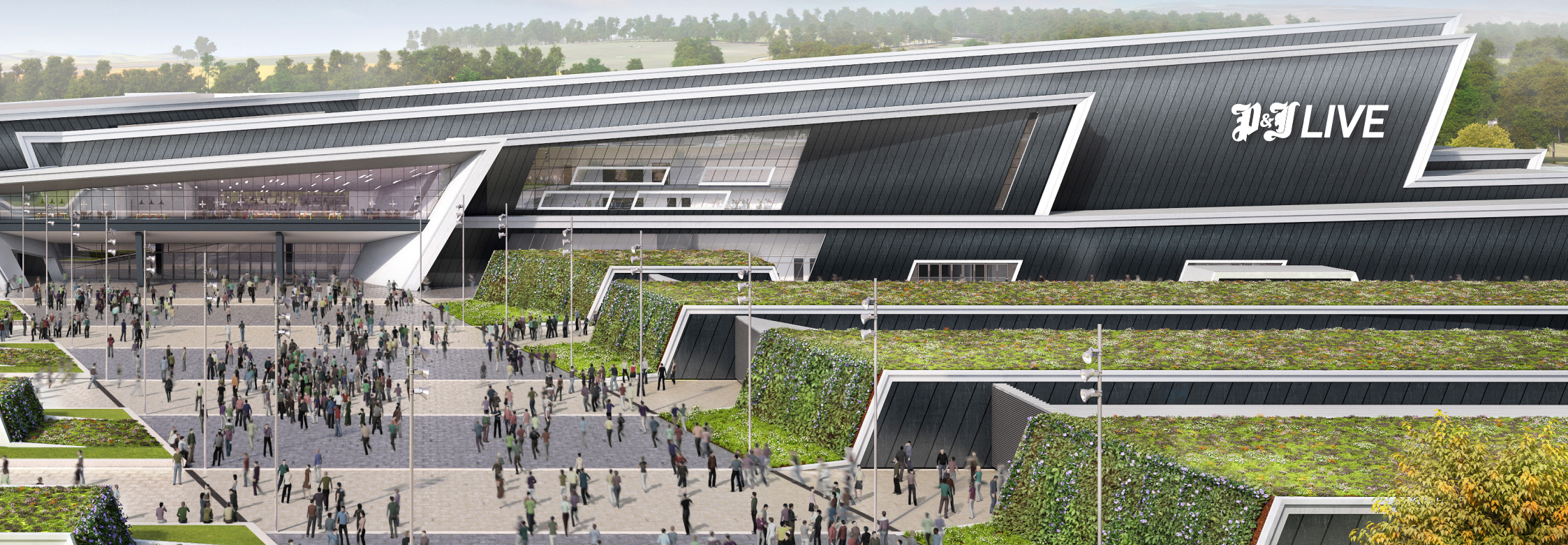
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typography is defining part of the P&J Live brand and a must be treated correctly at all times.

Regola Pro font family must be used on all printed and digital promotional materials.

For comms and collaborative documents the secondary type face is Montserrat. Montserrat should never be used for printed collateral.



5.0 Application of logo - Stationery examples



5.0 Application of logo - Merchandise examples

CONCEPT ONLY



5.0 Application of logo - Merchandise examples

CONCEPT ONLY



5.0 Application of logo - Merchandise examples

CONCEPT ONLY



For more information regarding the use of the P&J Live Logos Guidelines or accompanying materials, please contact Istewart@aecc.co.uk

Thank you.