



BRAND GUIDELINES 1.0

SEPT 2021

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WHO
WE ARE.



CAPTURE **ENERGETIC** **COOL**
MEMORABLE **MODERN** **FUN** **DIGITAL**
EXCITING **INNOVATIVE**
TECHNOLOGY **SLICK** **SEAMLESS**

**OUR
VISION.**



**// TO BE THE LEADING CREATOR AND
DISTRIBUTOR OF DIGITAL MEDIA FOR THE
EXPERIENCE ECONOMY //**

PRIMARY LOGO
WITH TAGLINE.



Pomvom

ANY MEDIA | ANY DEVICE | ANYONE



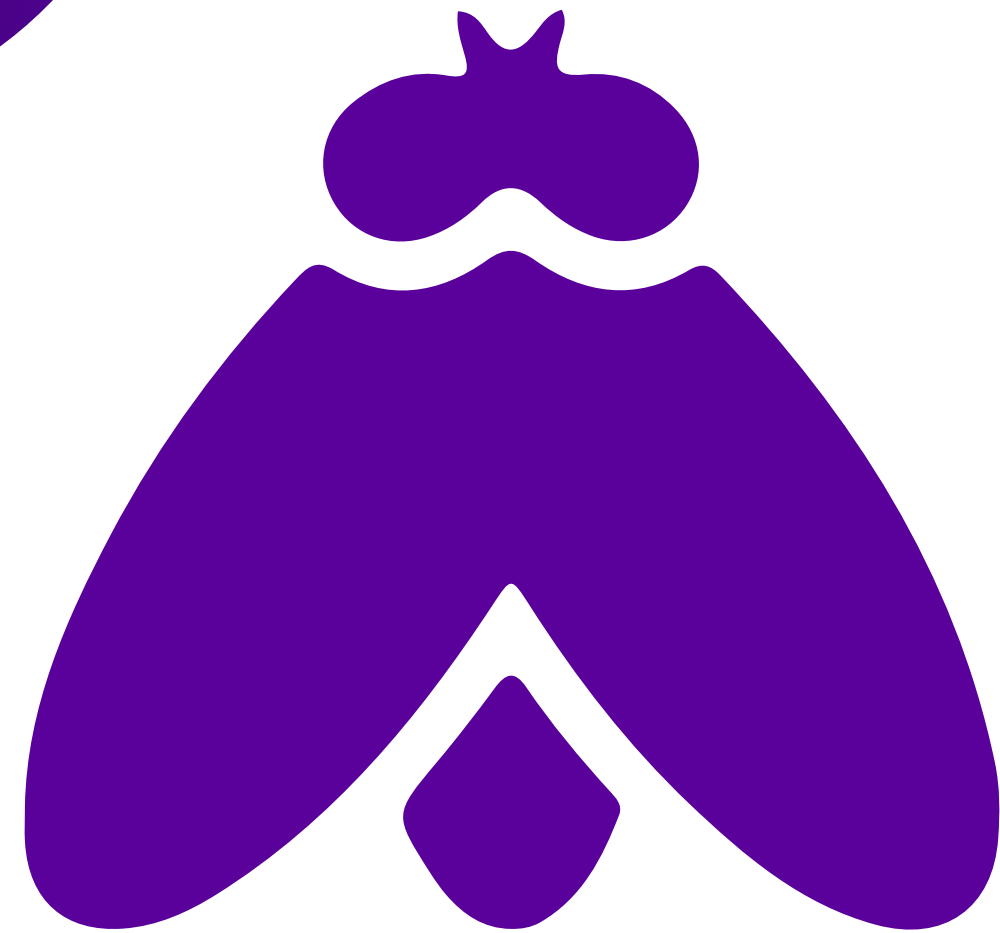
**PRIMARY
LOGO REVERSED.**



Pomvorn

ANY MEDIA | ANY DEVICE | ANYONE

SECONDARY
LOGO.



Pomvom

To be used for social media profile images and portrait documents whereby the Primary logo is lost in size.

OUR
TAGLINE.

ANY MEDIA. ■
ANY DEVICE. ■
ANYONE. ■

To only be written in Poppins Extra bold font, in all uppercase letters.

Full Stops are Gotham Bold to create square stops instead of circle.

Can be used as a filler graphic on Pomvom branded documents.

E.g. If our logo has already been used, this can be placed alongside. *

* Ensure that if placed alongside our logo, that our tagline is not underneath.



DO's & DON'Ts.



Primary logo to be in our Primary Purple colour.



When using our logo on one of our images, set it to white and add a subtle drop shadow so it's visible.



Our logo can be used without the tagline also.



Stacked logo is to never have our tagline underneath. Just as is.



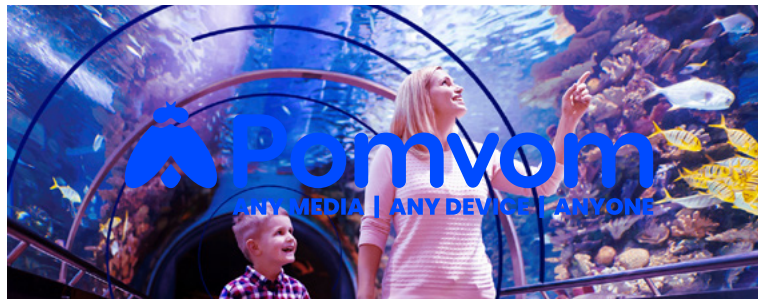
Make sure our logo is visible on white backgrounds.



Ensure our logo is never stretched.



Don't use our logo without the Fly icon.



When placing our logo on top of an image, make sure it is visible. White logo only when on dark backgrounds and Purple logo when on white backgrounds.



Never blackout our logo. If you need a dark colour logo, use Purple.

OUR COLOUR PALETTE.

PRIMARY COLOURS

C: 85
M: 100
Y: 0
K: 0

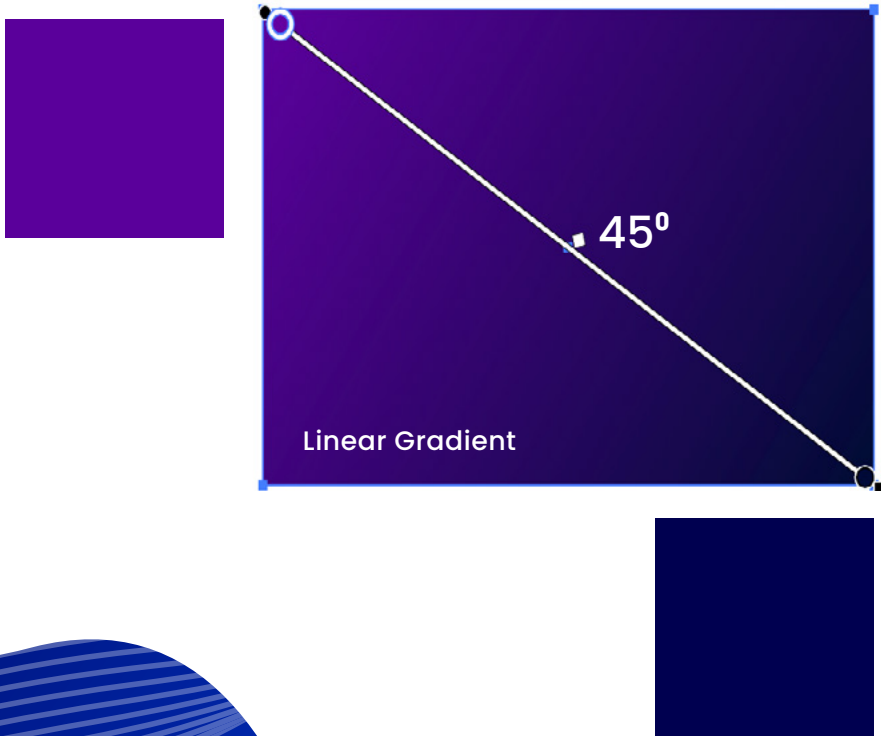
R: 90
B: 0
G: 155

C: 100
M: 60
Y: 0
K: 0

R: 0
B: 75
G: 255

C: 0
M: 100
Y: 0
K: 0

R: 230
B: 0
G: 155



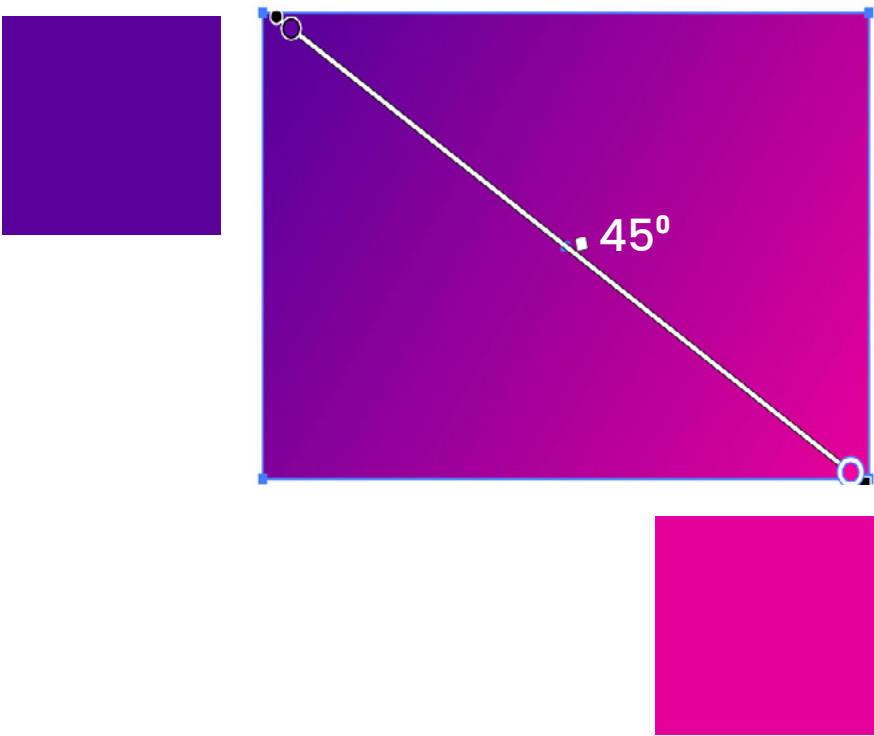
SECONDARY COLOURS

C: 5
M: 20
Y: 95
K: 0

R: 250
B: 205
G: 0

C: 100
M: 100
Y: 5
K: 55

R: 0
B: 0
G: 80



We then take our colours and set them at a 45 degree gradient in order to create our backgrounds.

OUR BACKGROUNDS.



Primary



Secondary



Tertiary



Quaternary

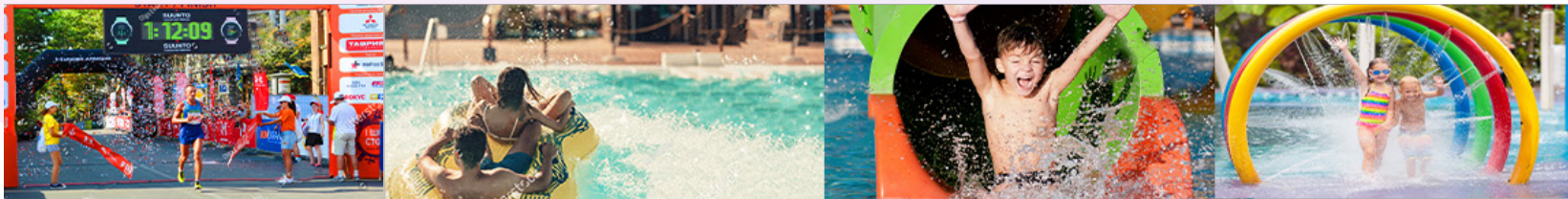
OUR IMAGE BANK.



Theme
Parks



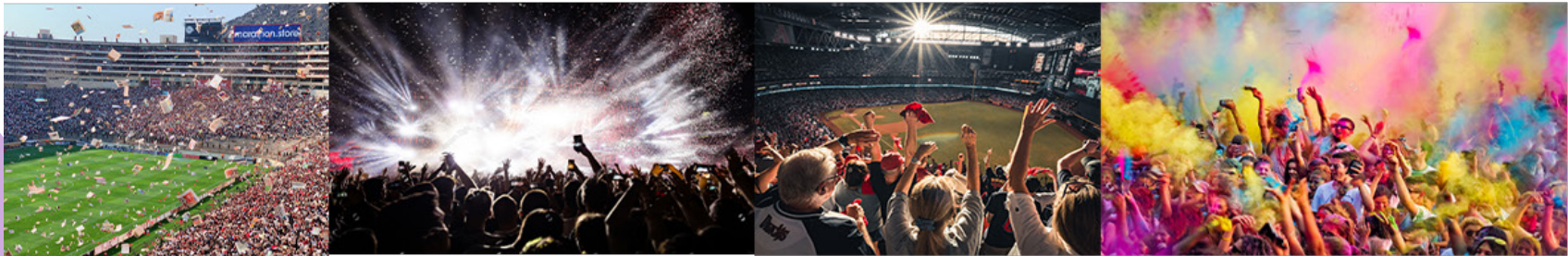
Indoor
Attractions



Water
Parks



Zoo's



Stadiums/
Festivals



Sharing
with Friends



IMAGE EDITING.



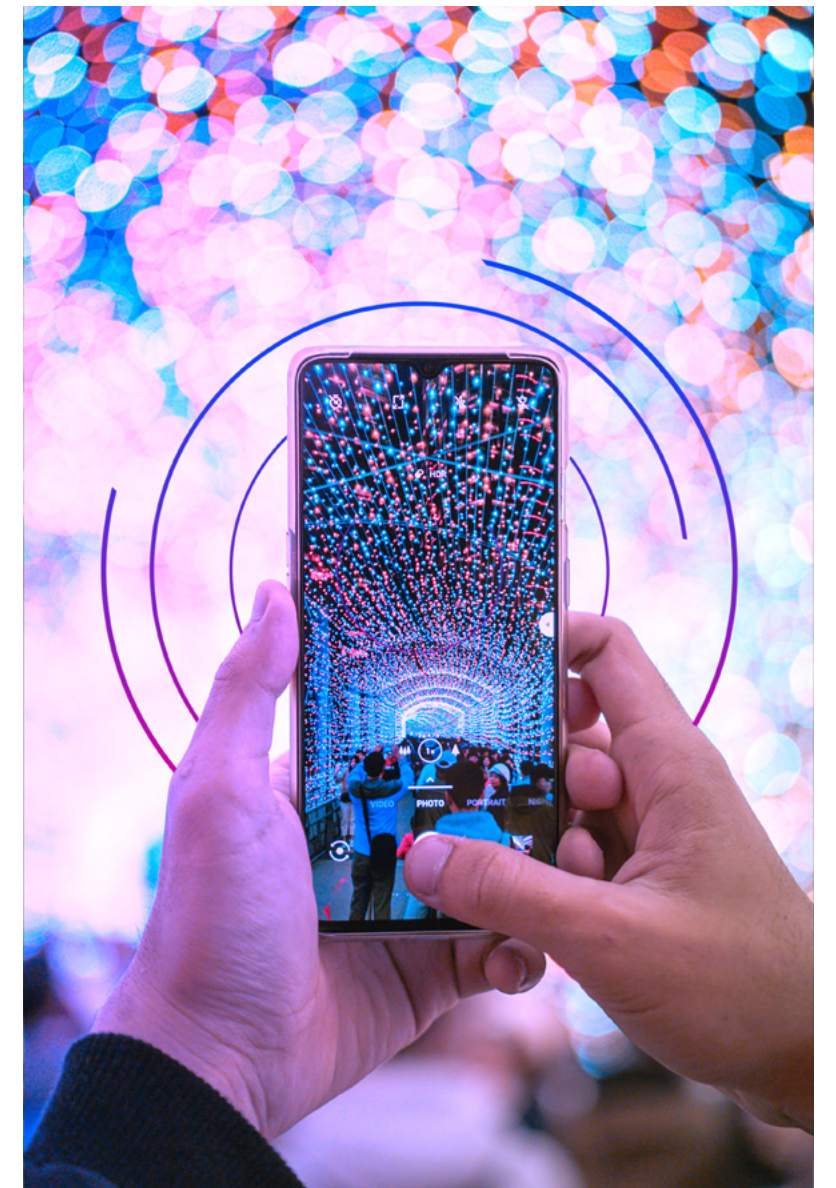
Original Unedited Image



Brand
ident(s) in our
4 gradient
colour styles



Add one of our
gradient colour
styles as an
overlay layer
effect onto
the image at
50% opacity.



Final outcome!

PHYSICAL COLLATERAL.



For our more formal looking documents, we want to use our Primary Purple/Pink colours only. The yellow may only be used as a callout/ text highlight colour.

Kept very clean looking and not too overcrowded with images/assets.



**CREATIVE
ELEMENTS.**

These can then be placed in the corner of white documents with a duplicated bubble sat underneath in 35% opacity, to give the design depth.

Further bubbles can be placed for extra depth around the document at 8% opacity.

CREATIVE ELEMENTS V2.

Our Pomvom waves can be added to our Pomvom Bubbles on presentations (as shown through this document) or as an added asset overlayed onto our backgrounds. They are to be set at 20% opacity.

White is to be used on coloured backgrounds, and you may change them to be one of our Pomvom Colours on a white background.

POPPINS

Light, Regular, Medium, Semibold, Bold

!@£
\$%^
&*().

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abcdefghijklmnopqrstuvwxyz

123
456
789
0

POWERPOINT PRESENTATION TEMPLATE.



OUR-END-TO-END SOLUTION.

imagic

[ee-madj-ik]

IMAGIC logo may either be solid colour, or two tone to fit whatever brand it sits within.



We will use the same Images from our Image bank, we've just changed our background to a more subtle, softer purple.

The font we use for IMAGIC is "Mulish"

DOWNLOAD LINKS.



POMVOM LOGOS: 

IMAGE BANK: 

BACKGROUNDS: 

BUBBLES: 

WAVES: 

POPPINS FONT: 

TEMPLATES: 

IMAGIC BRAND: 

**THANK
YOU.**



Any questions you may have regarding our brand, please contact:

Senior Graphic Designer – george.mihic@pomvom.com