

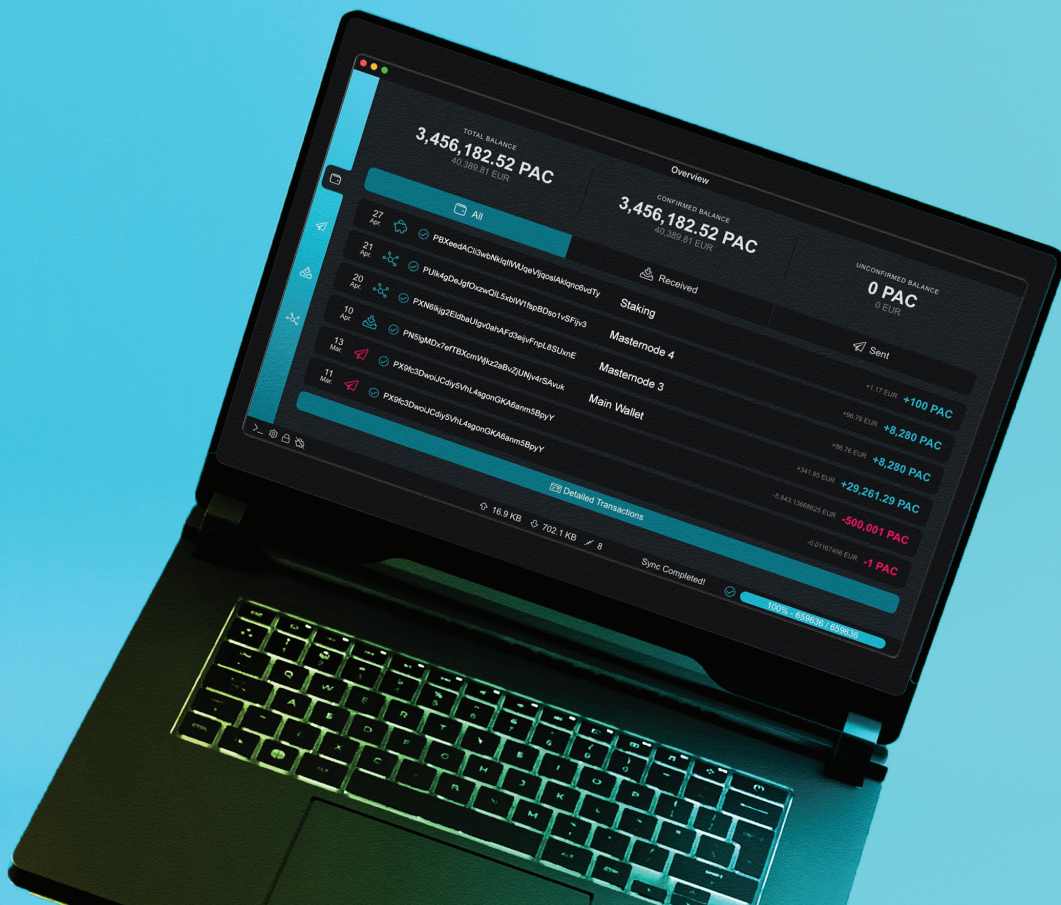


PAC

PROTOCOL

Brand Guide

Q2 2021





Mission

Providing next generation
blockchain network solutions.

Vision

Allowing users to transact freely with
anyone, anywhere, at any time.

Differentiator

We lead with integrity.



PAC Protocol Logo

Over time, logos become identifiable loyalty tools for brands that gain a following. Liking a brand can turn into loving a brand. Customers can become obsessed, and, ultimately, come back without brands even marketing to them. PAC Protocol has the potential to become an organic part of people's everyday lives. Like the friend or product you can't imagine living without. The one that evolves with you.

PRIMARY LOGO



SECONDARY LOGO



BRAND ICON



ICONOGRAPHY BADGES



Logo Usage

Our logo stewards the new age of PAC Protocol, pivoting the network to harness its power as a support validator with potential multi-chain/project support, including reliable and server-specific NFT storage. The rebranded PAC Protocol logo emboldens the brand identity, and should be prominent on all pieces except where the icon is present and space prohibits the use of the full logo.

There should be at least the height of the top icon mark around the logo for clear space.



Must always be larger than .5" in width.



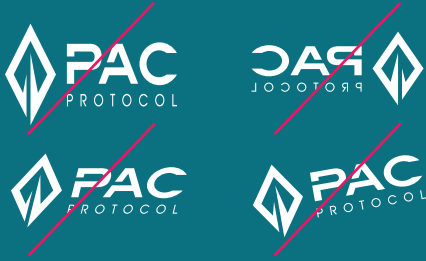
The PAC Protocol logo should never be applied over the icon.



The logo should only appear in brand colors and can be reversed out in white.



You should never manipulate the logo, i.e. stretch, flip, scale individual elements, or rotate.



Do not add graphic effects directly to the logo.



Primary logo is always preferred, but Secondary is available for vertical space use.



Do not apply non-Primary brand colors to the logo.



When placing the logo on top of a photo, reverse out in white if placing on dark.



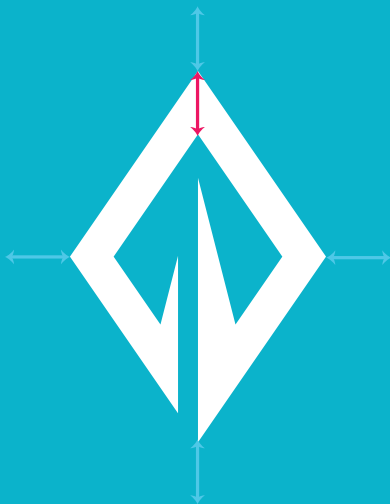
When placing the logo on top of a photo, keep it blue or black if placing on a light area.



Icon Usage

The stand-alone icon can be used as a graphic element as long as the PAC logo also appears on the piece or in close proximity. For certain products or deliverables where space does not allow or the full logo would detract from the value of the piece, it is sufficient to place the icon alone.

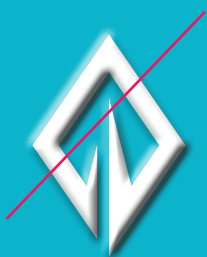
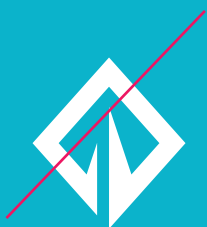
As with the logo, use the height of the icon's crown as a unit of measurement for clearance around the icon.



The icon can be used as a graphical treatment when it is the most prominent element on a piece. In this case, clear space rules do not apply.



Never manipulate the icon, i.e. stretch, flip, rotate, or add effects.



Our icon is always shown in its entirety, rather than cropped off the page.



PAC Protocol Typography

Our Primary font is used in all applications except for body copy, which uses the Secondary font. The "PAC" lettering in the logo was custom-created and should not to be emulated by similar fonts.

PRIMARY FONT

Montserrat SemiBold

Title Case, +10 LETTER SPACING, OPTICAL KERN

LINE HEIGHT 100%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(),./<>?:;

SECONDARY FONT

Gilroy Regular

Sentence case, OPTICAL KERN

LINE HEIGHT 120%

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(),./<>?:;

Don't Crowd Content.

Always leave a minimum of 10px of space between paragraphs and the equivalent of the height of the headline text after a title.

Typography: Alternative Fonts

For universal systems and applications where our primary fonts are unavailable such as in emails, Microsoft® PowerPoint® presentations and Microsoft Word® documents we use Tahoma for headlines and Arial for subheads and body copy.

PRIMARY FONT

Tahoma Bold

Title Case, +10 LETTER SPACING, OPTICAL KERN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*(),./<>?:;

SECONDARY FONT

Arial Regular

Sentence case, OPTICAL KERN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

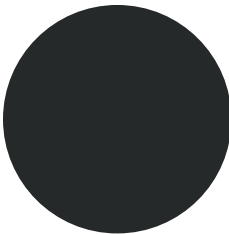
1234567890!@#\$\$%^&*(),./<>?:;

Color Palette

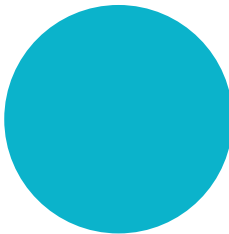
The PAC Protocol color palette includes Primary, Secondary and Alert-only colors. The chosen colors create a bright and energetic feeling with high contrast.

Primary colors should be utilized for text, backgrounds and major graphics. Secondary colors should be used sparingly to add pops of color to the Primary set, and should not be used in more than 30% of the design.

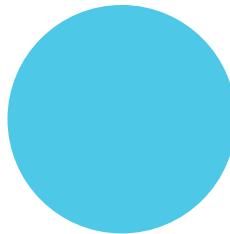
PRIMARY COLORS



HEX: #272A2B
RGB: 39, 42, 43
CMYK: 73, 64, 63, 66



HEX: #00B3CC
RGB: 0, 179, 204
CMYK: 73, 6, 18, 0

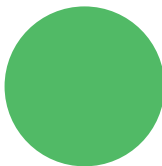


HEX: #00E0FC
RGB: 0, 224, 252
CMYK: 58, 0, 7, 0

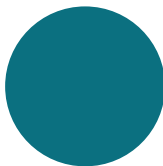
SECONDARY COLORS



HEX: #C4D90B
RGB: 196, 217, 11
CMYK: 28, 0, 100, 0



HEX: #2BD56A
RGB: 43, 213, 106
CMYK: 67, 0, 81, 0

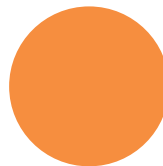


HEX: #007080
RGB: 39, 42, 43
CMYK: 89, 42, 41, 11

ALERT COLORS



HEX: #FC0062
RGB: 252, 0, 98
CMYK: 0, 99, 41, 0



HEX: #FD8F3B
RGB: 253, 143, 59
CMYK: 0, 53, 84, 0

Best Practices

If light colors are used in the background, dark text should be used in the foreground for high contrast/visibility.

If dark colors are used in the background, light text should be used in the foreground for high contrast/visibility.

The Primary colors should generally be used as backgrounds, while the Secondary mark colors should be used as accents.

Gradient combinations with Primary and Secondary colors are encouraged, however logo and icon should only ever use the Primary blue colors at a 90 degree angle, light variant at top.



Headline Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque scelerisque rhoncus venenatis. Maecenas porttitor leo vitae tincidunt placerat.

Headline Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque scelerisque rhoncus venenatis. Maecenas porttitor leo vitae tincidunt placerat.

BUTTON TEXT



Not Sure What To Do?

Reach out to your Brand Ambassador for approval or clarification on any of these guidelines.

