

February 2017



## **Pandera Labs Brand Guide**

## **This brand style guide**

establishes the essence of who we are, what we stand for, and expresses our personality. The guide provides you with the tools you will need to deliver effective communication that empower, support and elevate the brand.

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## Create. Impact. Together.

At Pandera Labs, we are passionate about our work and proud of our impact. We have partnered with some of the world's largest companies — across almost every vertical — to bring creative, high value solutions to the problems that life presents us. While working closely with our clients, we are able to compliment their industry expertise with our passion for data and

digital. After rebranding ourselves from Pandera Systems, we at Pandera Labs are now able to highlight our unique abilities and services, while echoing the standards and quality of the original Pandera Systems. Our four pillars, **Product Design, Development, Analytics,** and **Operations** work together to provide intelligent solutions for complex problems.

**RETHINK THE WAY YOU USE  
PRODUCT & DATA**

**PANDERA LABS**

## The Pandera Helix

Originating from the spiral of Pandera Systems, the Pandera Helix continues to exemplify development and growth. In addition, the four layers that make up the helix represent the focus of Pandera Labs in the partnership and collaboration of our teams; **Analytics**, **Development**, **Product Design**, and **Operations**.



## PRIMARY LOGO

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## MINIMUM SIZE

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.5 in  
33 px



.5 in  
33 px

LOGO

## SECONDARY LOGO

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ONLY TO BE USED WHEN NECESSARY TO  
HAVE THE URL INCLUDED

## MINIMUM SIZE

---



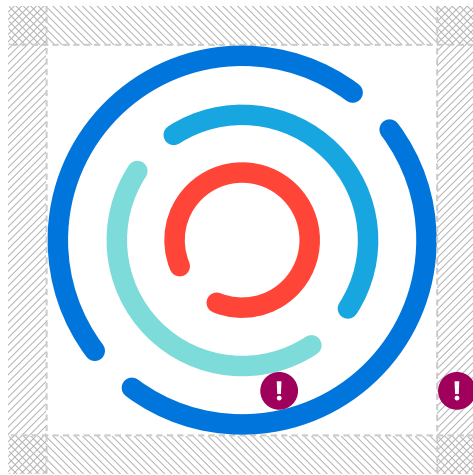
1.75 in  
126 px



2.25 in  
162 px



## PRIMARY LOGO CLEARSPACE



! CLEARSPACE IS EQUAL TO THE DISTANCE BETWEEN HELIX LAYERS

## SECONDARY LOGO CLEARSPACE



! CLEARSPACE IS EQUAL TO THE HEIGHT OF PANDERA HELIX

LOGO



**DON'T MESS WITH THIS**



NO.



NOPE.



NOO.



NADDA.



NEVER.



NAH.




NEH.



HELL NO.



NAY.

**D**  **N'T** **D**  **THIS**  
**O**  **R** **THIS**

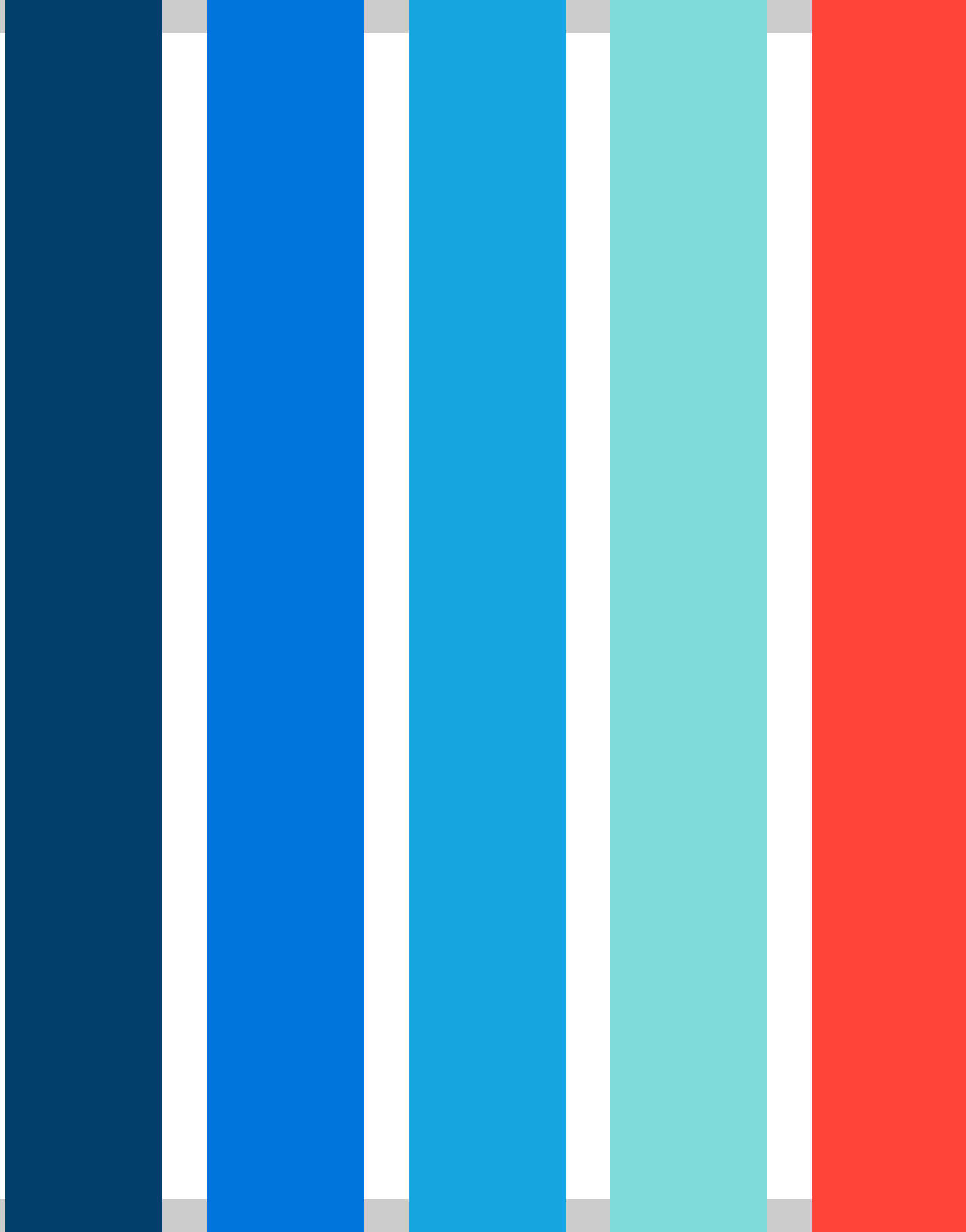
please, refrain yourself.

## Color

The color palette is an essential part of the Pandera Labs brand. The Pandera Labs color palette displays attributes of all the things that make up Pandera Labs.

## The Color Palette

The primary color palette can be used in a diverse manner to achieve many different aesthetics. The Sunset Orange and Aquamarine should only be used as a pop colors and never as a background or the primary color of a composition. There is also a selection of grays to be used as secondary colors.

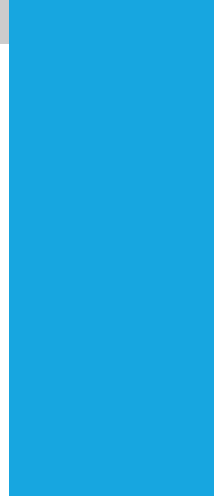




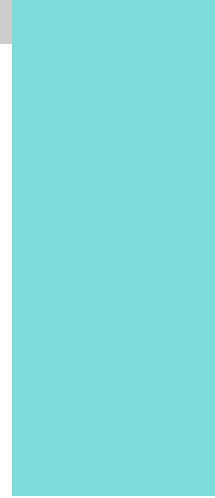
**REGAL BLUE**



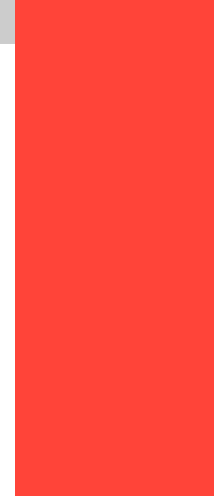
**TRUE BLUE**



**CERULEAN**



**AQUAMARINE**



**SUNSET  
ORANGE**

HEX CODE

#01406B

#0075DC

#17A6E0

#7DDBDA

#FF4439

RGB

1-64-107

1-117-220

23-166-224

125-218-219

255-68-57

CMYK

100-78-34-20

82-53-0-0

72-18-0-0

46-0-19-0

0-87-79-0



# COLOR

## CONCRETE

HEX CODE

RGB

CMYK

#F2F2F2

242-242-242

4-2-2-0

## IRON

#CCCCCC

204-204-204

19-15-16-0

## TIN

#7F7F7F

128-128-128

52-43-43-8

## NERO

#252525

37-37-37

71-65-64-70

## Typography

The typography system for the Pandera Labs brand relies heavily on two typefaces: Poppins and Open Sans. Poppins' primary use is for headers. Open Sans can be used for sub-headers and body text.

**Poppins Bold**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

Poppins Regular  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

**Poppins SemiBold**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

Poppins Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

**Poppins Medium**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

Open Sans Condensed Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

*Open Sans Condensed Light Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&?!*

Open Sans Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

*Open Sans Light Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&?!*

Open Sans Regular  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

*Open Sans Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&?!*

Open Sans Semibold  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

*Open Sans Semibold Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&?!*

Open Sans Bold  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

*Open Sans Bold Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&?!*

Open Sans Extrabold  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&?!

*Open Sans Extrabold Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890&?!*

# Headers are Poppins Bold 32pt

Subheads are Poppins Bold 18pt

*Quotes are Open Sans Light Italic 24pt — “Quotem ipsum dolor said”*

*Bylines are Open Sans Light Italic + **Open Sans Semibold Italic (name)** 15pt*

*by **John Apple**  
on January 28, 2017*

Body copy is Open Sans Regular 12pt

## LET THE BODY BREATHE

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At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact.

**Open Sans 9pt | 14pt Leading**

At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact.

**Open Sans 10pt | 16pt Leading**

At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact. At Pandera Labs, we are passionate about our work and proud of our impact.

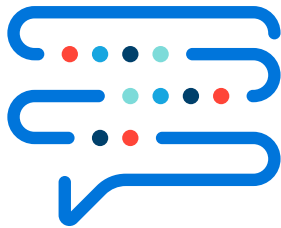
**Open Sans 12pt | 18pt Leading**

## Iconography

In addition to a symbolic logo, Pandera Labs employs the use of iconography to exemplify the top most standards of the brand. With three primary icons, we are able to define each segment of Pandera Labs, while consistently representing all that is Pandera Labs as a whole.

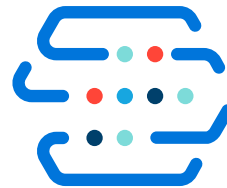
## PRIMARY ICONS

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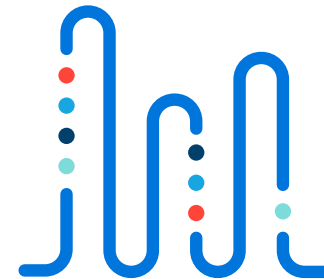
### ADVISORY

Partner with our experts to establish strategic vision, align with industry trends (data / UX / tech), and create short/long-term execution plans.



### PRODUCT DEV

Build consumer-grade digital solutions to better engage customers, collaborate with clients / partners, and optimize internal processes.



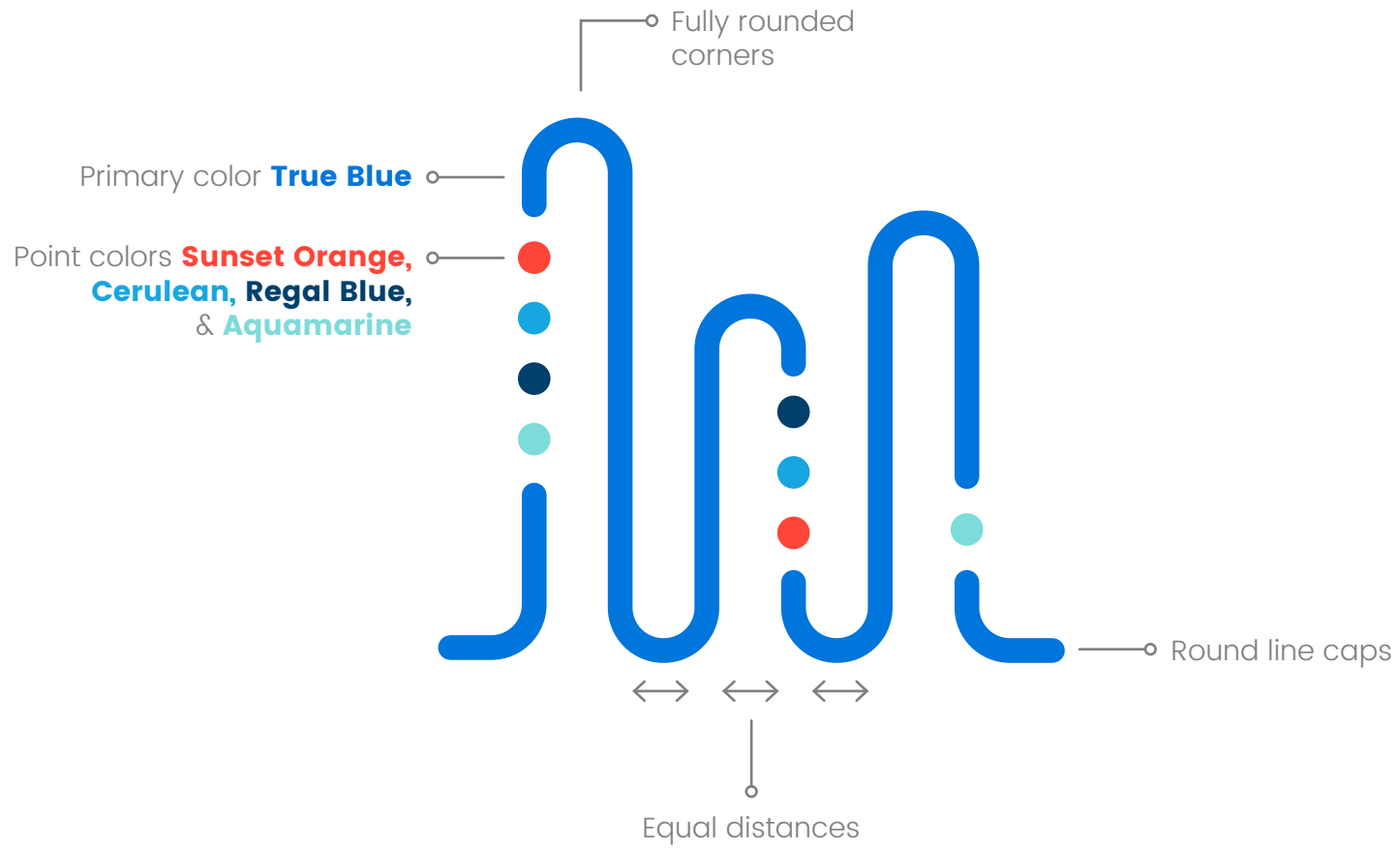
### DATA SCIENCE

Predict outcomes and automate actions for your business' key strategic decisions through complex analysis and modeling.



## ICONOGRAPHY ANALYSIS

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## Illustration

In addition to employing compelling & complex iconography, Pandera Labs utilizes illustrations that are in line with the style of The Pandera Helix and its iconography. Illustrations are especially great for blog posts or social media posts, and should always be used in the defined style.

## FOOTER ILLUSTRATION



BLOG ILLUSTRATION



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

*“Quotem ipsum dolor said”*



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.