

Brand Visual Identity Guidelines V.01

001



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Intent of this Guide

The **PACHIN PAINTS** visual identity guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the **PACHIN** brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values. What we strive for is a coordinated, consistent, and effective brand presence in everything we create.

If we make something, we want to make sure that people know

where it came from.

While some of our brand executions and graphics have been standardized - like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the **PACHIN PAINTS** brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our Design Team at **design@PACHIN.com**



Using our brand materials

When it comes to our brand, our reputation, we maintain strict control over it.

We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary.

Please contact an authorized pachin representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”

– Sir Richard Branson

About Us

PACHIN is considered as one of Egypt's most well-established companies in its sector, having begun operations in 1960 and currently functioning under the low number 159 for the year 1981. The company's primary business is the production of various types of paints, both decorative and industrial, as well as wood varnishes and printing



History



Mission



The company aspires to be one of the largest paint companies in the Middle East and North Africa by focusing on innovation, product development, maintaining their quality, developing products that meet the needs of different markets, and establishing an optimal employment policy for distinguished human resources.



Core Values

Integrity

The value of integrity applies to all our employees. It is vital we work with trust, transparency and honesty.

Committed

We listen, inspire, challenge and do everything possible for our companies to unleash their full potential.

Team Work

We Are One is more than just our overarching value – it's the backbone of our very philosophy.

Respect

We will respect and treat all others with courtesy regardless of whether their views are different or opposing.

Passion

We're a team of motivated professionals who are passionately working towards a common goal.

Agile

Our driving force is development. We like to be challenged by constantly changing conditions,



Personality

We use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to ensure that our copy is free of unnecessary jargon. We favour results-oriented explanations that clearly communicate purpose over engineering-focused speak that may sound impressive but confuse novice users. Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology. We are serious but not stodgy, we don't tell jokes, but we are

fairly casual with our tone, and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable. We are guided by a vision of empowering others, and as such, our goal should be to communicate everything clearly and honestly.



Brand Logo



Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark

(logotype) and figurative mark (symbol). The lettering is created using the Avenir typeface, and the stylized fox is inseparable. The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

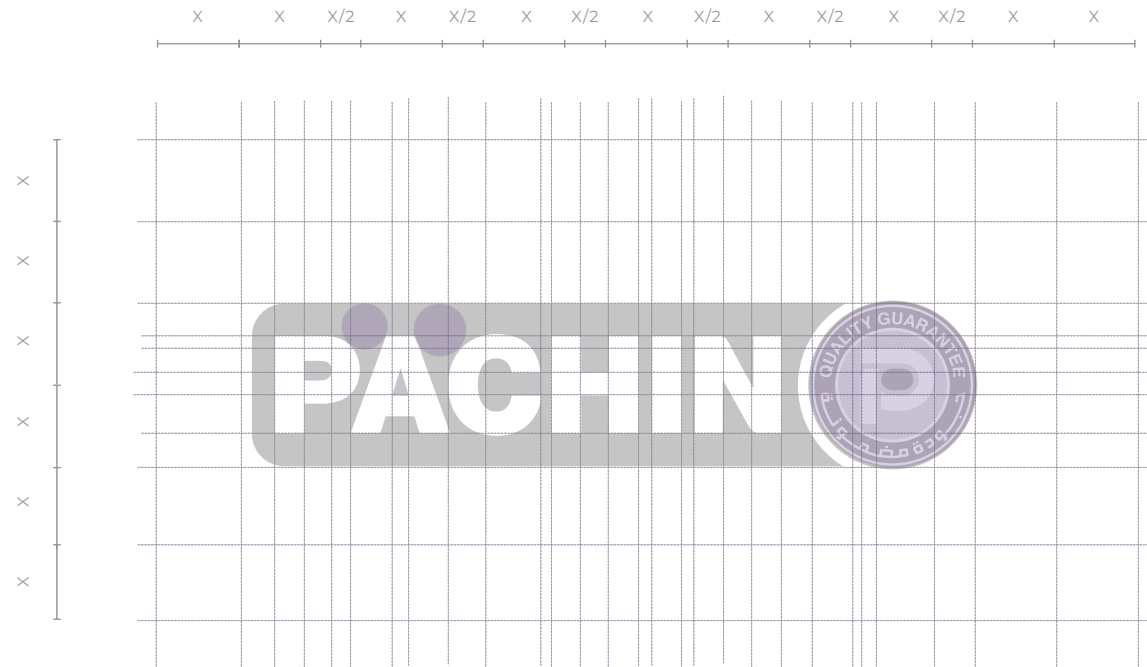




Primary Logo



PACHIN.NET



Construction Grid





Safe Area





70mm | A2



45mm | A3



30mm | A4/A5



20mm | 60px



32 x 32px

Minimum Size

App Icon / Favicon

Legibility



PACHIN.NET



DO NOT change the logo's orientation or rotation



DO NOT disproportionately scale the logo



DO NOT change the logo's colors



DO NOT display the logo in a different configuration



DO NOT attempt to recreate the logo



DO NOT add special effects to the logo



DO NOT display the logo as an outline



DO NOT display the logo with limited legibility

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Logo on Images



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out. In the following pages are shown some examples and common mistakes.





Logo on Images





Wrong Applications





Logo on Images / Inverted





Wrong Applications



Brand Colors

Our company colours are professional and modern, expressing who we are. Pantone 259C Purple is the main colour of the Brand identity so it has the strongest presence on our brand.

Pantone 151 complement the light orange colour, creating balance and making the palette more distinctive and sophisticated. Pantone Cool Grey 4 C and neutral black C balance the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette. The PACHIN logotype can be produced only from these colors.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.



PANTONE
259 C

CMYK
34, 67, 0, 53

RGB
79, 39, 119

HEX
4F2777

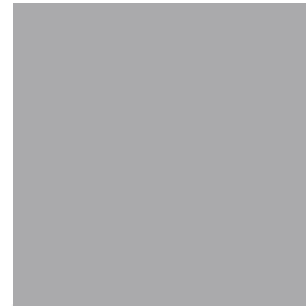


PANTONE
151 C

CMYK
0, 54, 96, 7

RGB
237, 108, 10

HEX
ED6C0A



PANTONE
Cool Gray 4 C

CMYK
0, 0, 0, 30

RGB
178, 178, 178

HEX
B2B2B2



PANTONE
Neutral Black C

CMYK
0, 0, 2, 76

RGB
60, 60, 59

HEX
3D3D3C



Golden effect

HEX
Ce9d41
to
F2cf80



ELEGANT

PURITY

NEUTRAL



PRECIOUS

EXCLUSIVE

DYNAMISM



PROFESSIONAL

CONFIDENT

CORPORATE



CALM

PEACEFUL

RELAXING



TECHNOLOGIC

INNOVATIVE

FUTURISTIC



Black & White



Typography



Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif: **Botera** and **Montserrat**.

English

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Arabic

GE SS Two

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا

تعد شركة البويات و الصناعات الكيماوية (باكين) أعرق الشركات المصرية حيث لديها خبرة أكثر من ٦٠ عاماً في مجال الدهانات

تعد شركة البويات و الصناعات الكيماوية (باكين) أعرق الشركات المصرية حيث لديها خبرة أكثر من ٦٠ عاماً في مجال الدهانات

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Logo Main Font



INTRODUCTION

We are Talking about PACHIN

– Design Team

One minute into the future to be exact.

PACHIN is considered as one of Egypt's most well-established companies in its sector, having begun operations in 1960 and currently functioning under the low number 159 for the year 1981. The company's primary business is the production of various types of paints, both decorative and industrial, as well as wood varnishes and printing inks.

The company's primary business is the production of various types of paints, both decorative and industrial.

Last Update: **3/2022**
Originally Published: **2022**
Created by: **Mohamed Badrawy**
Questions: **design@PACHIN.com**

SECTION

Font: Montserrat
Weight: Bold
Size: 10pt

Color: Purple
Tracking: 100
Case: All Caps

QUOTE

Font: Botera TFE
Weight: Regular
Size: 32pt / 21pt

Color: Purple / Orange
Tracking: 0
Case: Quote

HEADLINE

Font: Botera TFE
Weight: Regular
Size: 21pt

Color: Purple
Tracking: 0
Case: Title

BODY COPY

Font: Montserrat
Weight: Light
Size: 10pt | Leading: 16pt

Color: 50% Grey
Tracking: 50
Case: Sentence

NOTES

Font: Montserrat
Weight: Light / Bold
Size: 8pt | Leading: Auto

Color: light grey
Tracking: 50
Case: Sentence

Logo Main Font



Visual Style



Every brand needs a visual style guide.

A brand's visual style is a set of design principles and rules that work to create consistent visual messaging. It applies to everything the brand distributes, from the website design to print collateral to advertising and even social media. A visual style guide sets the visual tone of a brand, so that anyone with access to it can jump in and design something that matches what customers and fans are accustomed to.

Iconography



Application Examples



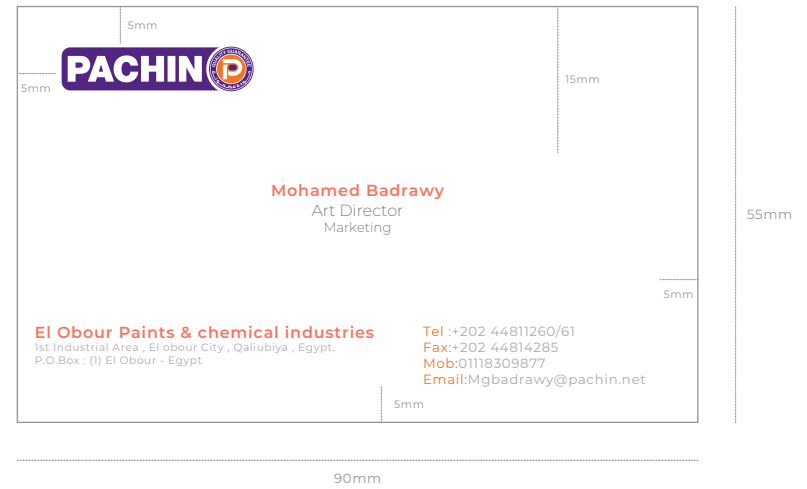
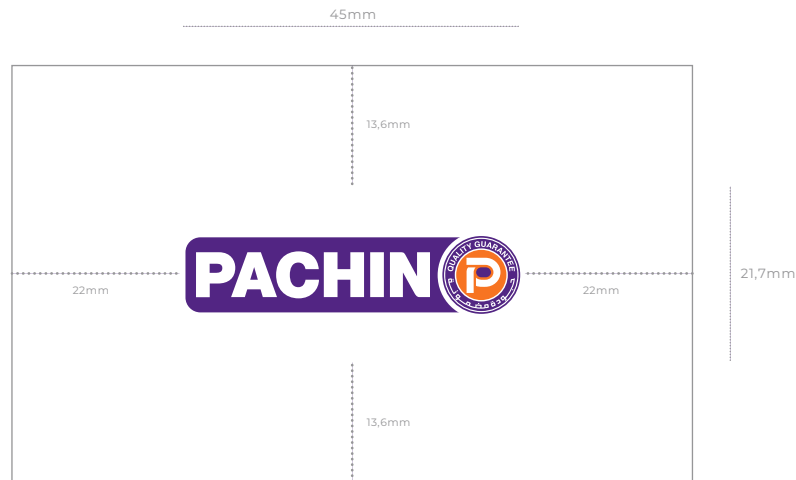
The following section brings all of the identity elements together to show the pachin Brand in application: we would like as many people and organisations as possible to use the identity elements of the Pachin Brand. Please use these

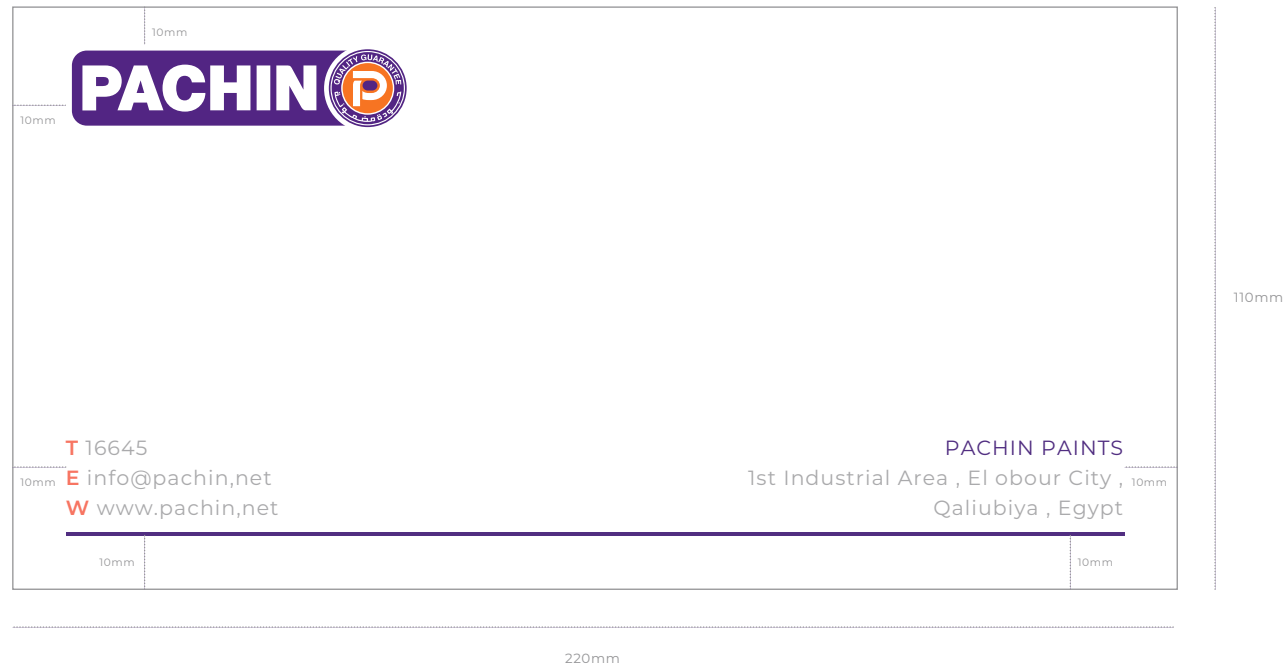
example applications as a visual guide to help you create your communications. This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.

Note: This is not a comprehensive list of all Brand Identity deliverables.



The image shows a letterhead template for PACHIN.NET. The overall dimensions are 210mm wide and 297mm high. The PACHIN logo is positioned at the top left, with a 15mm margin from the top and left edges. The logo itself is 60mm wide. The date 'January 1, 2018' is placed to the right of the logo. The recipient's address is: Takumi Aikihabara, 28 Shibuya Ave., Tokyo, JP 32814. The salutation is 'Dear Mr. Aikihabara,'. The main body of the letter contains three paragraphs of placeholder Latin text. The signature block includes 'Sincerely yours,' and 'Andrea Balzano, Digital Senior Manager'. At the bottom, there are three columns of contact details: 'CONTACT DETAILS' with 'Badrawy' below it; 'P.O. Box (1st) El Obour, Egypt' with a 15mm margin from the bottom; and phone number 'T 16645', email 'E info@pachin.net', and website 'W www.pachin.net'. A 15mm margin is also indicated at the bottom of the page.







Email Signature



Glossary

CORPORATE IDENTITY

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

IDENTITY MANUAL

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for

reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

LOGO

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

TYPEFACE/FONT FAMILY

In typography, a typeface (also known as font family)

set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

STATIONERY

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

TEMPLATE

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

BRAND

Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB

The RGB color model is an additive color model in which red, green, and blue light are added together in various ways

to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

PRIMARY COLORS

The core selection of identifying colors that are used in a logo.

PALETTE

A given, finite set of colors for the management of digital images.weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Resources



Our website www.pachin.net also contains additional resources and information that we think you will find useful.

Please visit it for:

- Avaon Haute Consulting brand photo library
- Logotype artwork
- Links and information

For additional information please contact the brand office at design@pachin.net or call **+(20) 1118309877**

Contacts



Should you need any further information,
please do not hesitate to contact us.

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