

pbx.me

BRAND GUIDELINES



BRAND GUIDELINES

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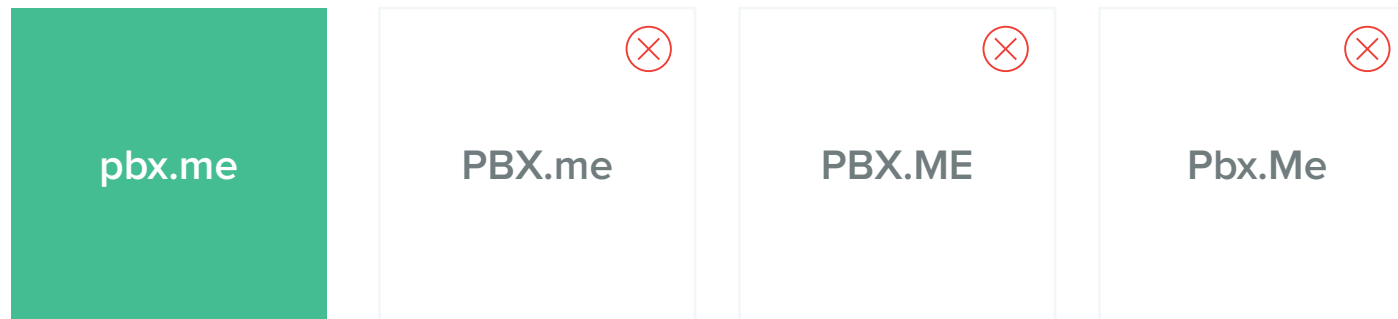
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Thanks for checking out pbx.me.

We have a few guidelines that we'd appreciate you following if you're planning to write about us or use our logo.



pbx.me is both our URL and our name. Whichever way you're using the term pbx.me, please do not drop the .me and note that no capital letters should be used.



BRAND GUIDELINES

The Logo

Please keep the dimensions of our logo to its current scale and don't trim or distort it to fit somewhere.
If a space is too small for our full logo, you can use our icon instead.



FULL LOGO



LOGO ICON



BRAND GUIDELINES
Logo variants

When you're using our logo on a white background, you can use either our full color logo or this single color variant.
If you're working with a dark background, use our negative color logo.



FULL COLOUR LOGO



SINGLE COLOUR LOGO



NEGATIVE COLOUR LOGO

Please DON'T



ALTER THE SIZE OR SHAPE OF ANY PART(S) OF THE LOGO



USE DIFFERENT COLORS THAN THOSE PICTURED HERE



ADD SHADOWS, FANCY BACKGROUNDS OR ANY OTHER UNSIGHTLY EMBELLISHMENTS



Proxima Nova

Our only typeface is Proxima Nova, with Semibold generally used for titles and headlines and Regular used for body text.
Please do not use block capitals or any other font when writing on behalf of pbx.me.

SEMIBOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&/()=?

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&/()=?

DON'T **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!"#\$%&/()=?

DON'T ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&/()=?

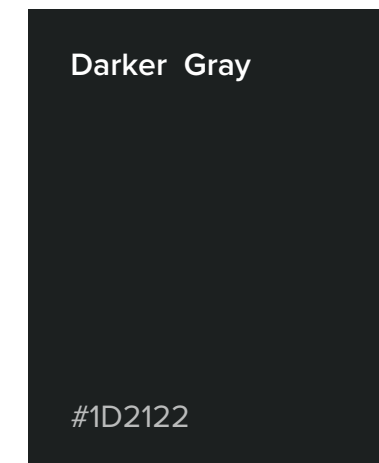
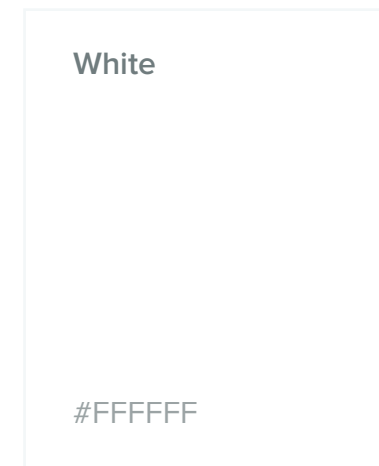
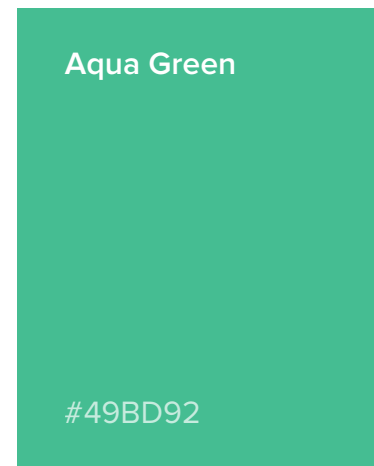
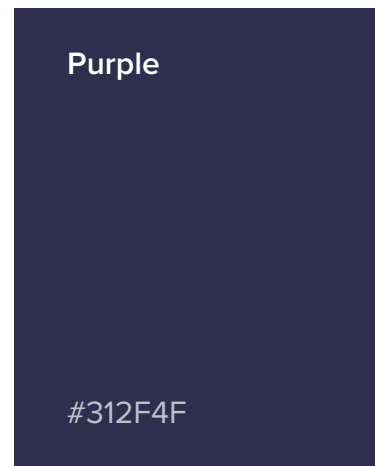




Colours

Our brand colors are shown below, along with their respective HEX codes.

You can also download the palette as an ASE file [here](#).





BRAND GUIDELINES

Download Center

Get all of our brand assets (logo, palette, typeface etc) in a single .zip file



Dropbox



Google Drive



.zip file