

# The Pluralist

Corporate Brand Guide



THE PLURALIST

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We are a watch brand. Our brand's goal is to empower individuality and encourage peace, love and freedom. The brand is here to promote that the existence of different types of people, beliefs and opinions within a society is a good thing. The brand is here to celebrate diversity, intelligence and integrity.

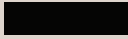
The corporate identity is communicating and reminding the world that we desperately need to unite for the better good. It represents our commitment to quality, safety, social and environmental responsibility.

These guidelines have been created to help individuals be familiar with our image and use our identity with consistency, confidence, accuracy and purpose.

# Logo

CMYK: 75% 68% 67% 89%

RGB: 2 2 2

HEX: 020202 

CMYK: 0% 0% 0% 0%

RGB: 255 255 255

HEX: FFFFFFFF 

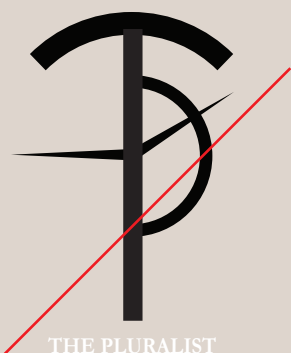


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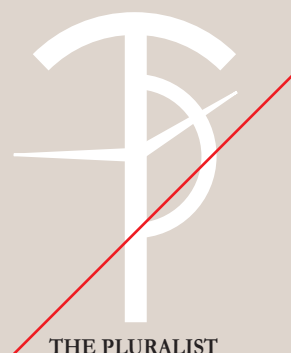


**THE PLURALIST**

The Pluralist logo is always configured vertically. The logo on top and the logo-type at the bottom. The font used is Garamond(Bold). It is crucial to maintain proper spacing and measurements. Approved artwork should only be used. The golden ratio has been used in order to acquire the desired look and feel of the logo. The logo is either entirely white or entirely black.



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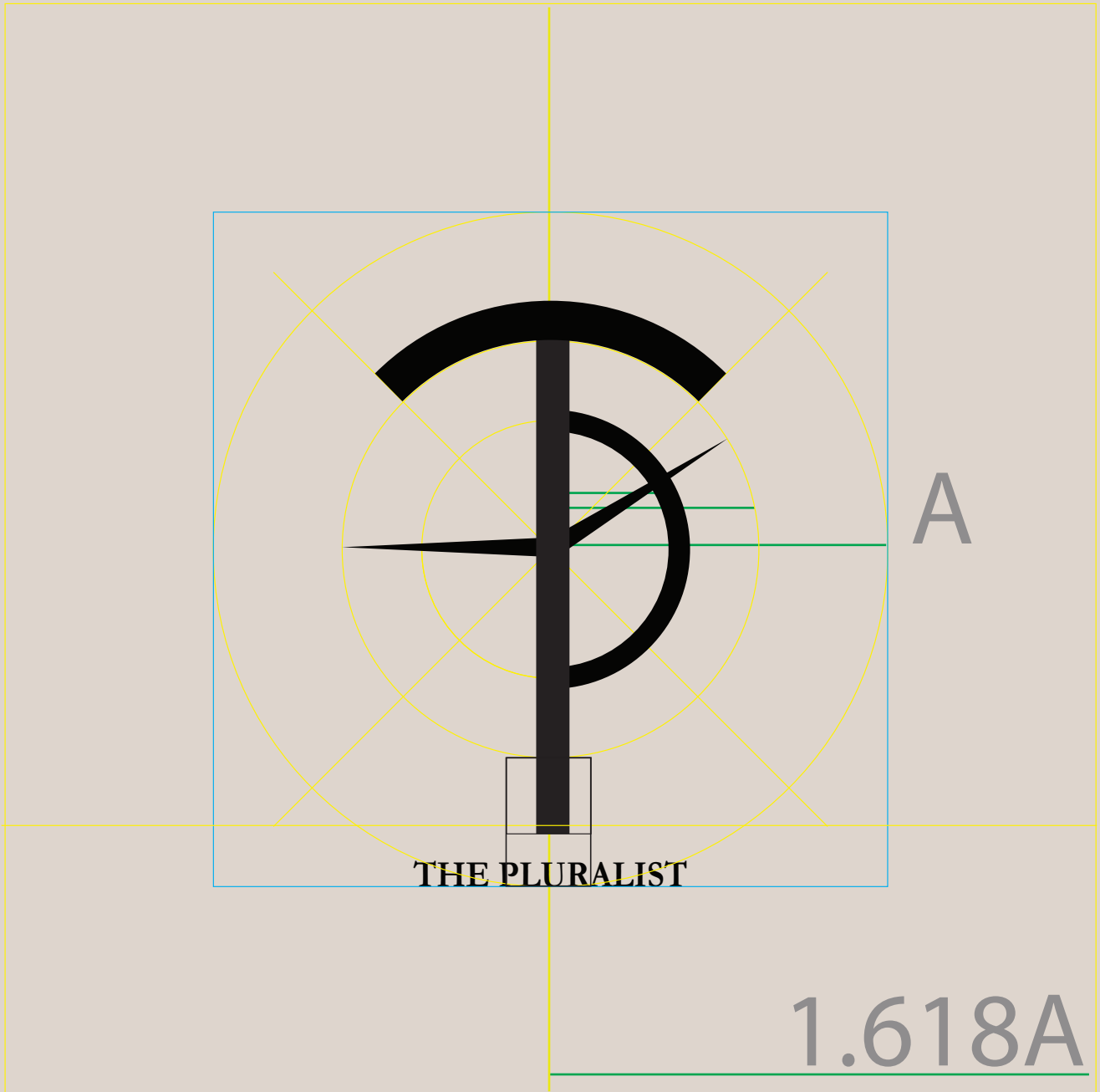
**THE PLURALIST**

# Logo Guidelines and Clear Space

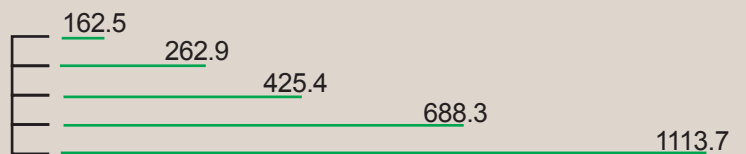


Minimum Size:

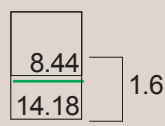
W : 8.198    H:11.88



The Golden Ratio is used to measure every spacing.

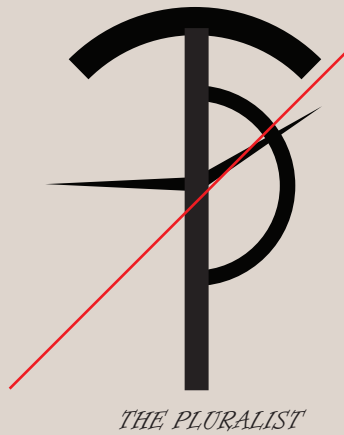


$$\begin{aligned}
 162.5 + 262.9 &= 425.4 \\
 262.9 + 425.4 &= 688.3 \\
 425.4 + 688.3 &= 1113.7
 \end{aligned}$$

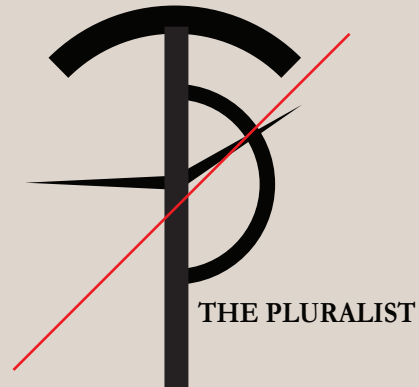


# Incorrect Usage

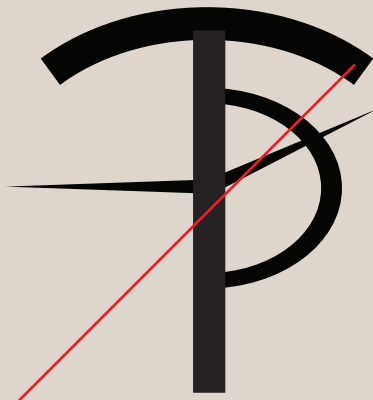
Incorrect Typeface



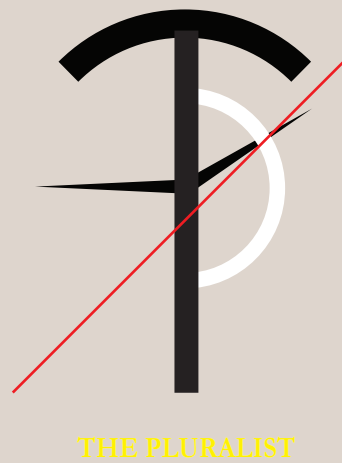
Incorrect Arrangement



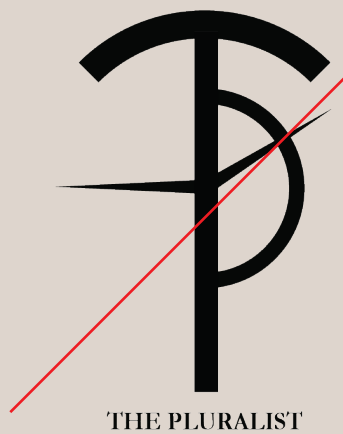
Incorrect Promotions



Incorrect colors



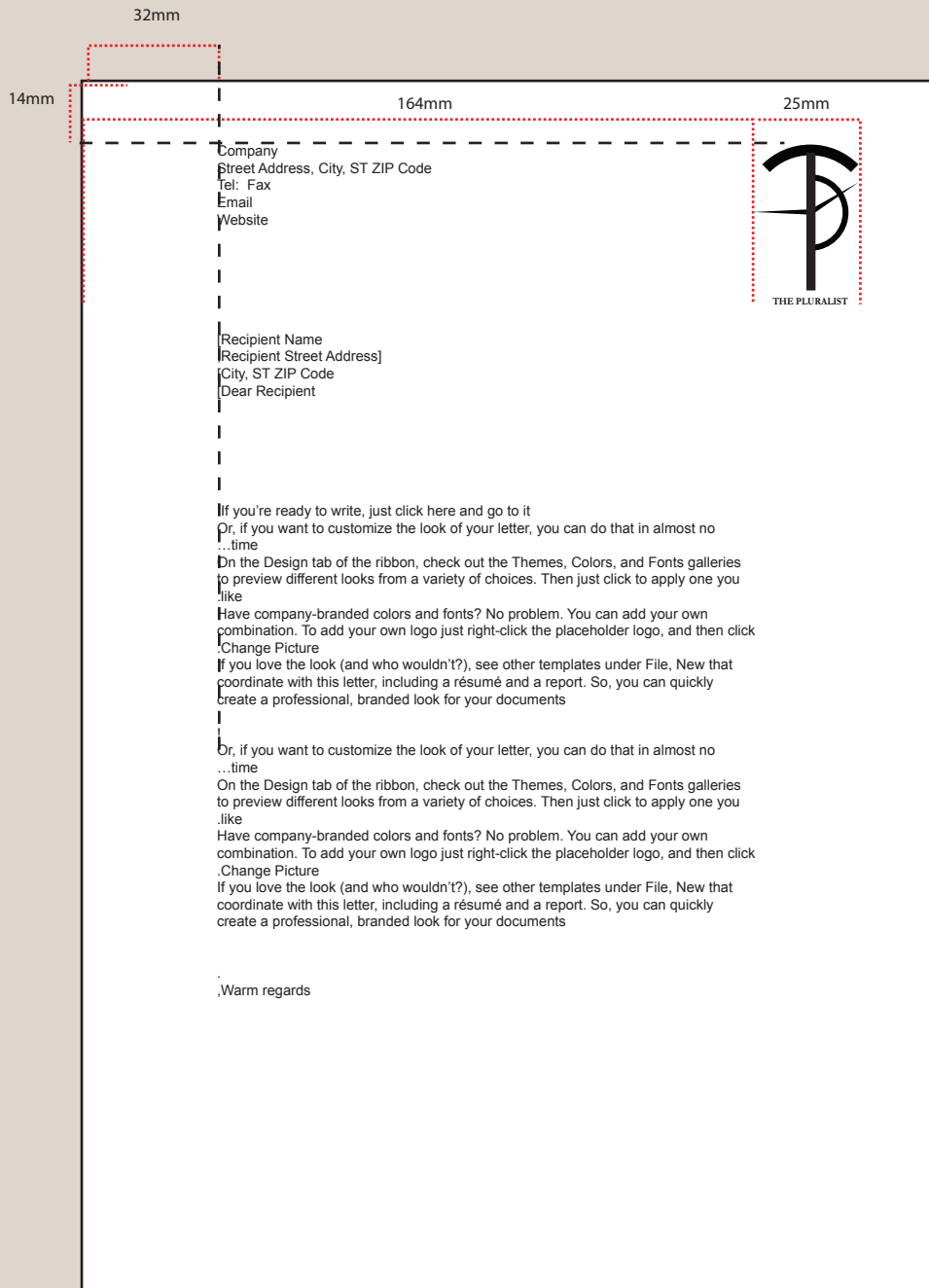
Incorrect Low resolution



Incorrect use in shape



# LetterHead



LetterHead Size: 210mm\*297mm

Font: Arial Regular 10pt

Paper: Neenah Environment

PC 100 White

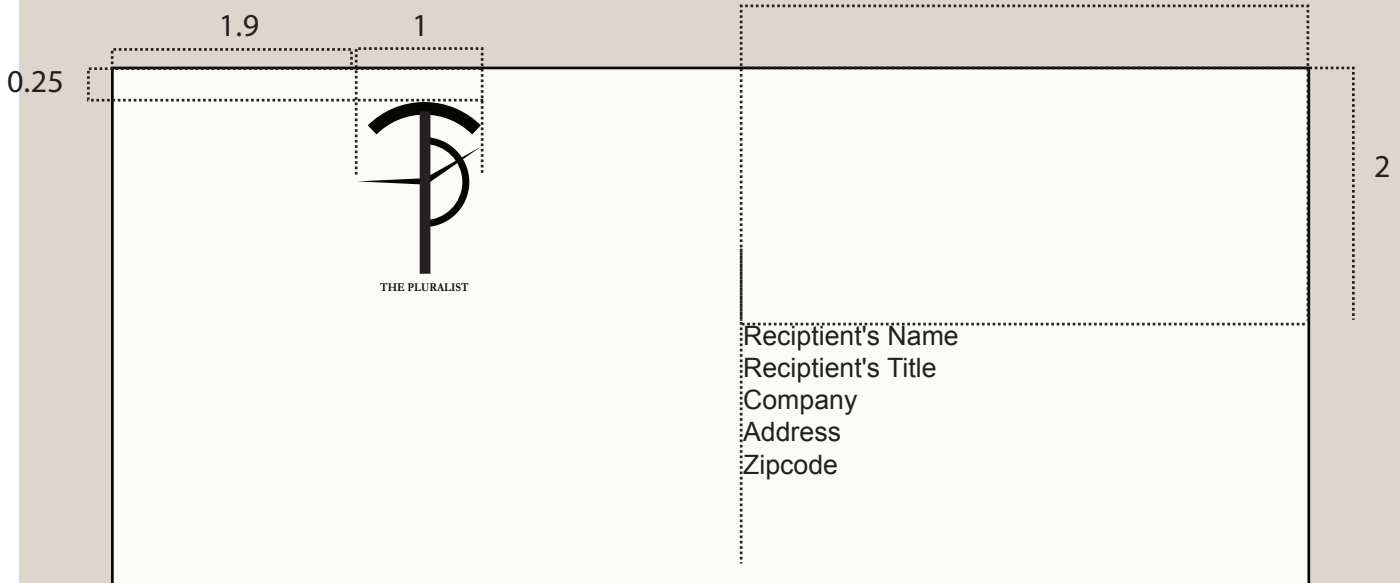
# NoteCard and Envelope



NoteCard  
size:6.25\*4.5

Paper: Neenah Enviroment  
PC 100 White

4.5



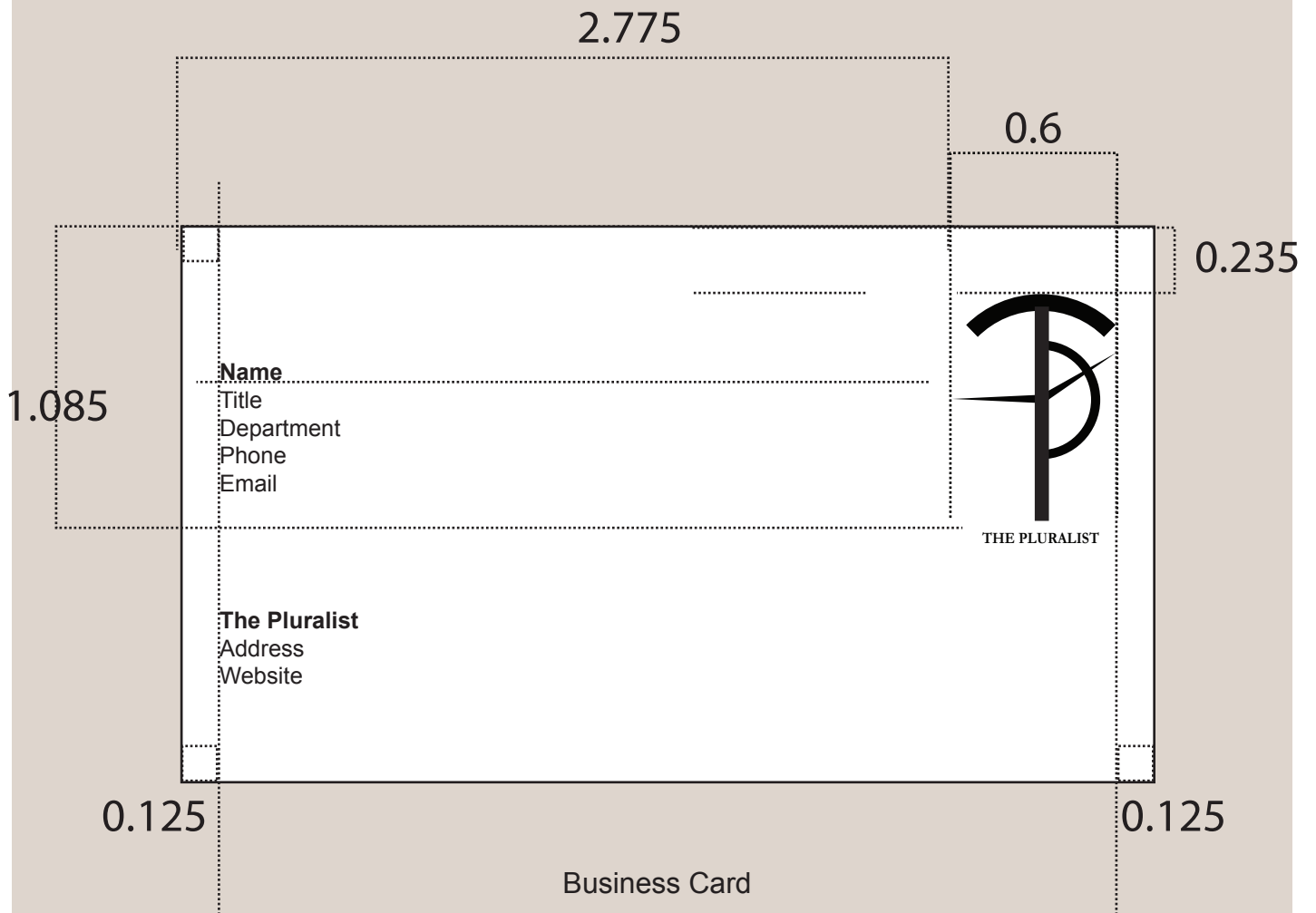
Envelope  
size:9.5\*4.125

Address:10pt Arial Regular leading 12pt

Paper: Neenah Enviroment  
PC 100 White



# Business Card



Business Card

**Name** : Arial Bold 6pt  
**Company Name** : Arial Bold 6pt  
**Title** : Arial Regular 6pt  
**Department** : Arial Regular 6pt  
**Phone** : Arial Regular 6pt  
**Email** : Arial Regular 6pt  
**Address** : Arial Regular 6pt  
**Website** : Arial Regular 6pt

Paper: Neenah Enviroment  
Smooth  
Ultrawhite  
Cover 120