

Logo Guidelines

PLANAR[®]

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Logo

Non-Trademarked Logo

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Trademarked Logo

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Identity and Color

Always use the variant that provides the best visibility given the background color (or image).

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Clearspace

When placing additional elements around the identity elements, be sure not to crowd them. Use the following as minimum spacing metrics for each.



Logo Misuse

To ensure brand recognition and consistency in communications, the logo must not be changed. This page shows a few examples of misuse of the Planar logo.

Do not shadows

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Do not stretch

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Ensure optimal legibility and contrast

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Logo can only be used horizontally or vertically

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Do not add any elements

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Do not change font

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Colors

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Primary Color Palette

Planar Sapphire

PMS: 2727C

HEX: #2E54FF

RGB: 46 | 84 | 255

Recommended CMYK: 76 | 49 | 0 | 0*

*Pantone 2727C remains the color standard. CMYK values may require minor adjustment by the print provider to visually match the Pantone reference based on the printing process and substrate.

Planar Onyx

PMS: Black 6C

HEX: #000000

RGB: 0 | 0 | 0

CMYK: 30 | 30 | 30 | 100

Planar Snow

HEX: #FFFFFF

RGB: 255 | 255 | 255

CMYK: 0 | 0 | 0 | 0

For questions regarding logo
usage, contact marketing@planar.com

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