

**Brand
Guidelines**

June 2015

Panike[®]
Pastry & Bakery

Brand Guidelines

June 2015

Brand History

1986



2007



2014



2015



Brand Guidelines

June 2015

Logotype

Main version

Panike®

Brand Guidelines

June 2015

Logotype

Security Margins



Margin relation applied to all versions.

Brand usage



Brand Guidelines

June 2015

Logotype

Secondary
version

Panike®
Pastry & Bakery

Brand Guidelines

June 2015

Logotype

Secondary version



This secondary version of the brand with the main description can be applied when appropriate.



Maximum reduction of the brand with the tagline.

Brand Guidelines

June 2015

Logotype

Logo Embossing

Panike®

Brand Guidelines

June 2015

Logotype

×

Tagline

2×			2×
	×	<i>Pastry & Bakery since 1986</i>	
2×			2×

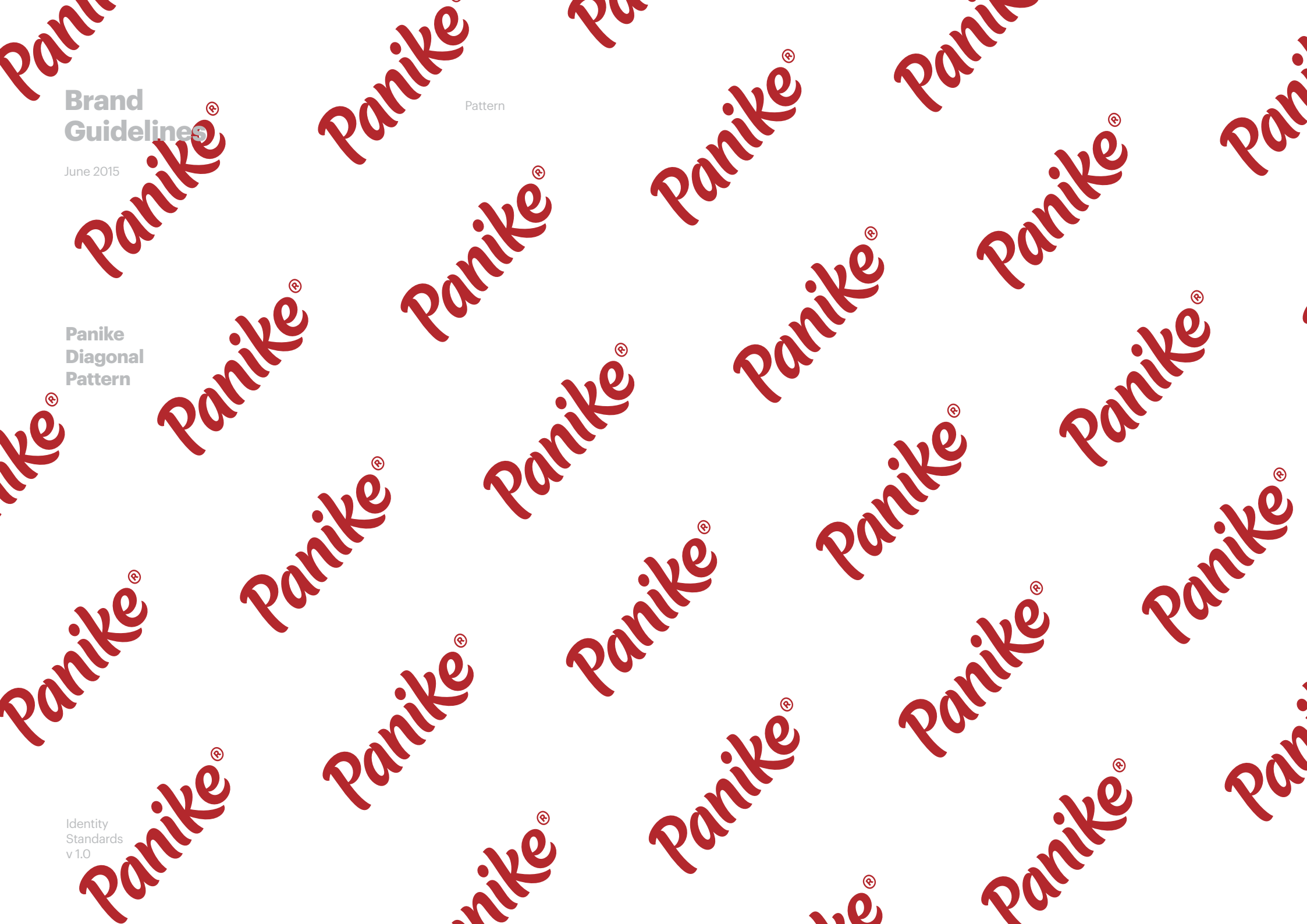
**Brand
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Pattern

**Panike
Diagonal
Pattern**

Identity
Standards
v1.0



Brand Guidelines

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Chromatic system

CORPORATE PAPER

Fedrigoni X-PER 320g

X-PER is a paper with high rigidity and opacity suitable for letterspress, offset, blind embossing, hot foil stamping, thermography and screen printing. The color consistency has an unique balance between coated and uncoated papers.

We strongly advise to use neutral anilox varnish to protect color transfer to other surfaces.

Corporate Colors

— CMYK

20 / 100 / 85 / 10

— RGB

183 / 32 / 51

— HEX

#B71F33

— PANTONE

UNCOATED 1805 U
COATED 1805 C

www.pantone.com

— VINYL

ORACAL 651 — 030 Dark Red

www.orafol.com

— RAL

3002 Carmine Red

www.ralcolor.com

— FABRICS

POLYNEON Color Card 80 — 1982
SOL's Tango Red

www.madeira.com
www.sols-europe.com

— CMYK

16 / 11 / 11 / 27

— RGB

167 / 168 / 170

— HEX

#A7A8AA

— PANTONE

COOLGRAY 6 U
COOLGRAY 6 C

www.pantone.com

— HOTFOIL

Silver

0% 20% 40% 60% 80% 100%

0% 20% 40% 60% 80% 100%

Brand Guidelines

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Typography

Main Typeface
FF Tisa Sans

Tisa Sans Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Brand Guidelines

June 2015

Typography

Secondary Typeface

FF Tisa Pro

Tisa Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Panিকে®

by
Bürocratik