LOGOTYPE GUIDELINE

Guideline

Pmflex™

01.
Logotype

Pmflex Logotype is our most effective image to understand who we are as a brand. It's our asset that provides recognition, influence and communication.

The blockmark is part of the Local & Product Identity. The blockmark logotype is one of our most important asset that provides recognition, identity and influences our decisions.

The Blockmark

The blockmark is part of the Local & Product Identity. The position should preferably be in the left bottom corner and placed inside the margins. It can however be in any other corner depending on the context when left corner **does not work.**

But try to have it in the left side as much as possible.

The Blockmark

The blockmark is part of the Local & Product Identity. The position should preferably be in the left bottom corner and placed inside the margins. It can however be in any other corner depending on the context when left corner **does not work.**
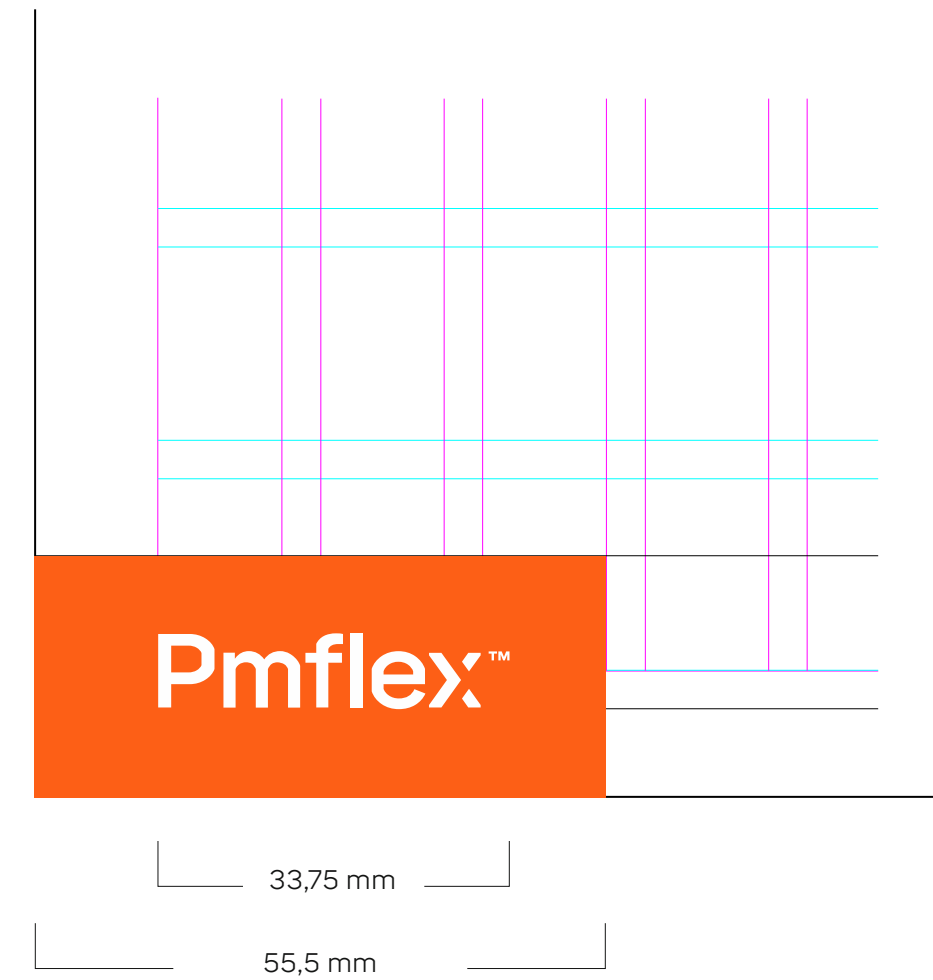
But try to have it in the left side as much as possible.

Pmflex™

33,75 mm

55,5 mm

Pmflex™

A

Pmflex™

B
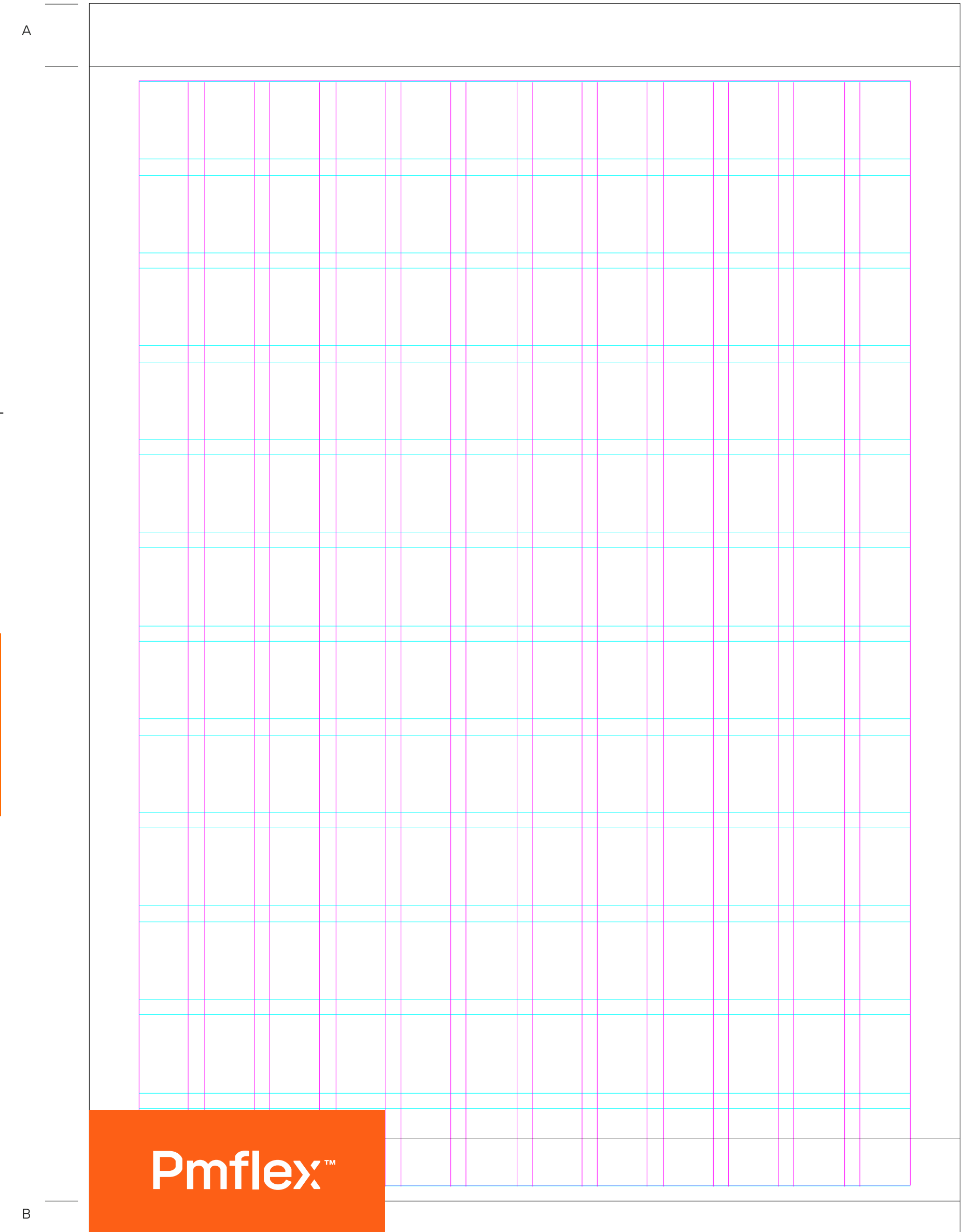
Improper Use

Our blockmark Logotype should only be used in Black, White, or Orange. The Pmflex logotype should never be changed, manipulated, or seated in any other way than the guideline dictates.

Make sure to always keep as it is straight from the logopackage.

Do not rotate the logotype

Do not change the opacity of the logotype

Do not space out the logotype

Do not fill the colour with that is not related to Pmflex

Do not change the opacity of the block

Do not fill with patterns