

THE PRIMARY LOCKUP



Use this wherever there is room for it – signage, the front of a card, the opening frame of a film, a poster.

ALTERNATES



HORIZONTAL

letterheads, email signatures, website headers



MARK ONLY

where the name already appears nearby



PD ICON

the mark in a square – profiles, favicons, app icons

CLEAR SPACE & MINIMUM SIZE



Keep clear on all sides by at least a third of the mark's width (dashed).
Nothing sits inside it.

DO & DON'T

DO

- Use the supplied files – don't redraw or retype the name.
- Full colour on cream or white; reversed on charcoal or a dark photo.
- Keep the proportions locked – scale from a corner.



Don't print the mark below 18 mm wide – the fine cut between the P and the D closes up. Below that, use the square PD icon.

DON'T

- No drop shadows, glows, outlines or gradients.
- No stretching, rotating or recolouring off-palette.
- Don't drop full colour onto a busy photo – use the white version.