BRAND GUIDE

PILLAR

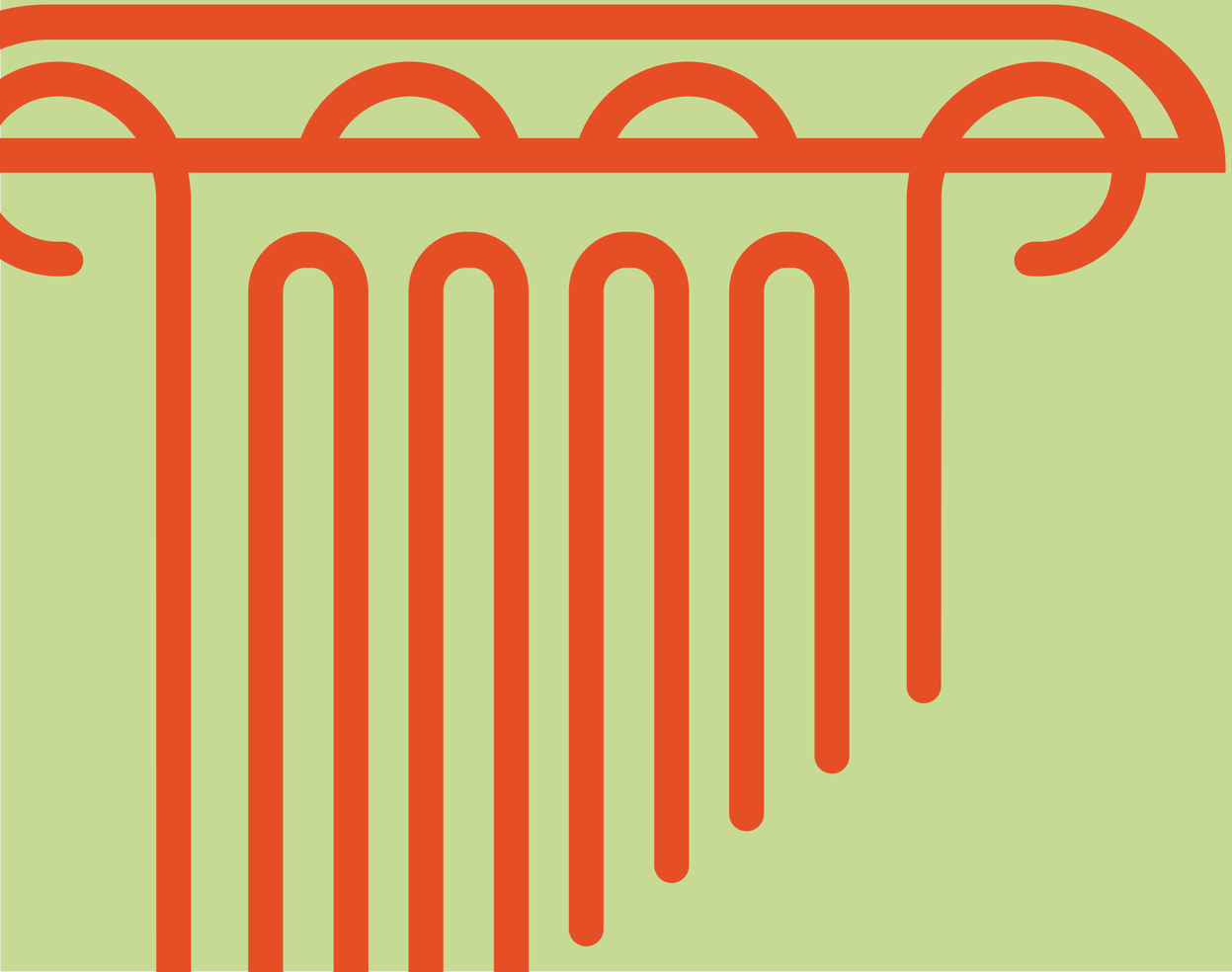
WORLD-CLASS CREATIVE FOR ORGANIZATIONS THAT CAN'T AFFORD *to be ignored.*

03 LOGO

09 COLOR

13 TYPOGRAPHY

18 TEXTURE



LOGO

These are the primary lockups for the PILLAR logo. They or the wordmark should be used in most cases where size permits. Use the Matcha/Pine, Matcha/Tangerine, or any solid brand color including black or white.





The PILLAR wordmark can be used in any brand color, black, or white.

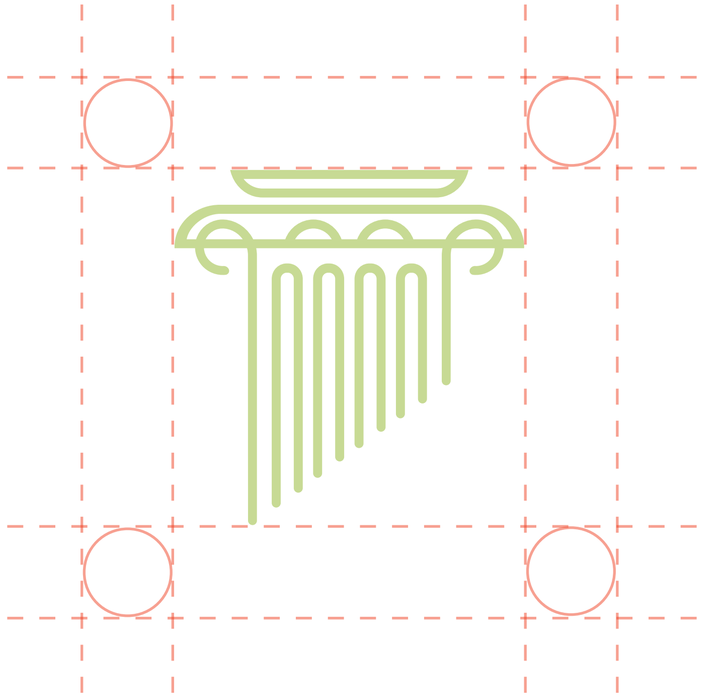
PILLAR

This is the PILLAR icon and it can be used alone when the primary logos are unrecognizable due to size or in cases where the icon is visually preferable. The icon can be used in any solid brand color, black, or white.

As a general rule, the primary and secondary logos should be no smaller than 350px wide. The icon should be used for nothing smaller than a favicon. Practically speaking, if the lines of the letters are disappearing or you're squinting, or if the lines of the icon are morphing together, it is too small.



As a general rule, clear space around the logos should be no less than half the height of the wordmark. For the logo icon, clear space should be no less than 1/4 of the height of the icon on the longer side.





Do not use non-brand colors



Do not use stretch, squash, or skew



Do not rotate



Do not add drop shadows





Do not overlap or combine the logo and icon in any other way than the official logo lockups.



COLOR

These are the primary colors of PILLAR. Pine and Matcha should be used 50% more than Tangerine. Refer to color usage on the following page.

PINE
#384948
PANTONE 432 C

MATCHA
#C6DA95
PANTONE 580 C

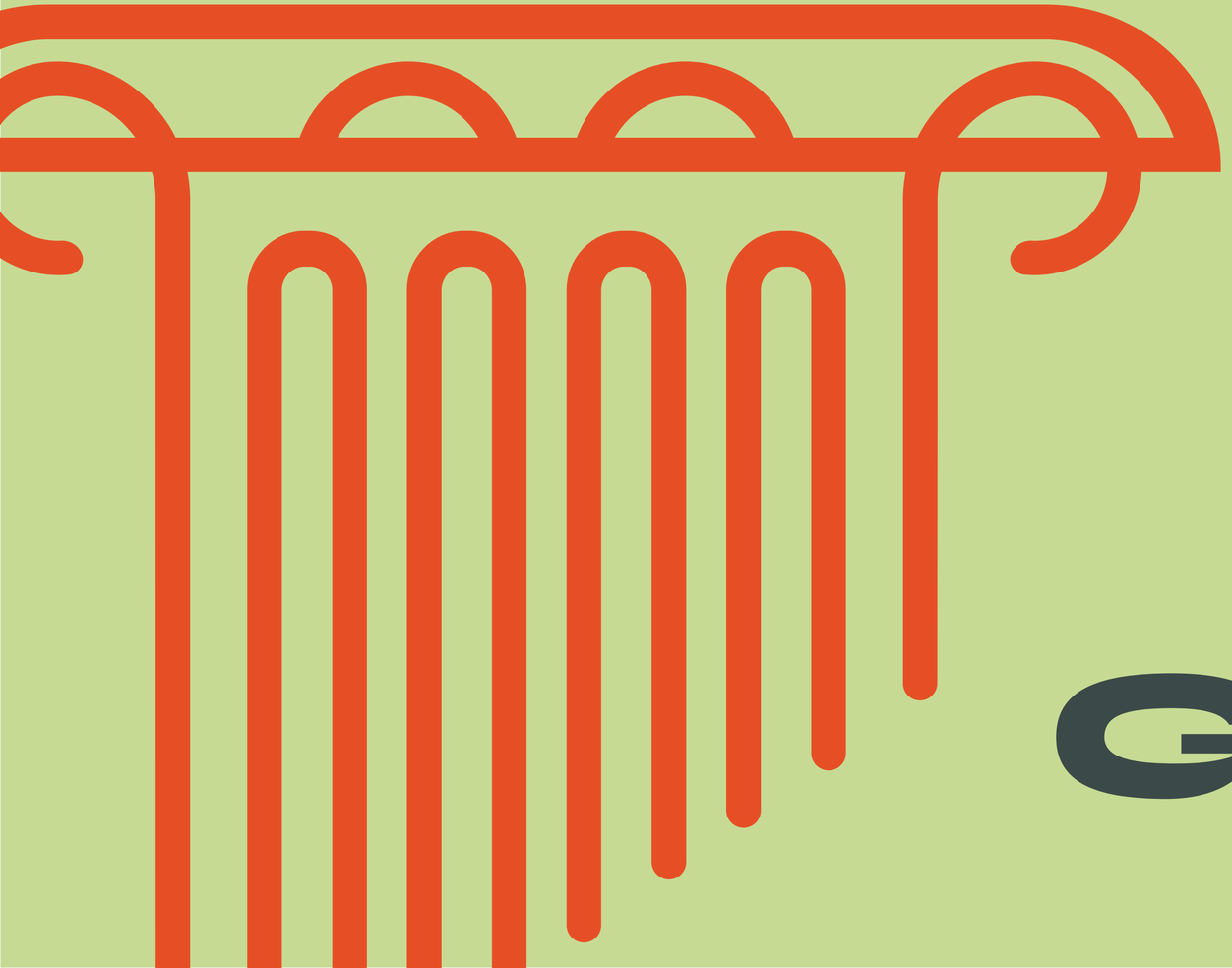
TANGERINE
#FB3B00
PANTONE 166 C

For accessibility reasons, these are the only acceptable color combinations that should be used when dealing with text.

MATCHA	PINE
WHITE	BLACK
PINE	MATCHA
BLACK	TANGERINE
BLACK	WHITE

For accessibility reasons, these color combinations should **never** be used when dealing with text.





TYPO-GRAPHY

SYNE

SYNE is a Google font that can be used for **headers** and **subheads**. Headers should be bold or extra bold and all caps. Subheads should be semibold or bold and all caps or sentence case.

Semibold

Bold

Extra Bold

IvyMode

IvyMode is an Adobe font that can be used as a **subhead** or **accent font** for artistic treatments. It should only be either italic or semibold italic. It is only to be used in sentence case.

NOTE: When IvyMode cannot be accessed for collateral created outside of Adobe, **Cormorant Garamond** can be used as a substitute, using either Medium 500 italic, Semibold 600 italic, or Bold 700 italic.

Italic

Semibold Italic

Inter

Inter is a Google font with multiple weights and variables. For body copy, use Inter 18pt Light or Regular in sentence case.

Light

Regular

For longer form usage such as client briefs, copy documents, internal reports, etc., use SYNE bold or semibold and Inter.

37pt **HEADER - SYNE bold**

16pt **Subhead 1 - SYNE bold**

11pt **Subhead 2 - SYNE bold**

11pt Body - Inter



TEXTURE

These gradient textures have been created to add noise and texture to backgrounds.







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