



Parsionate

January 2023

Parsionate Logo Manual

Parsionate Marketing



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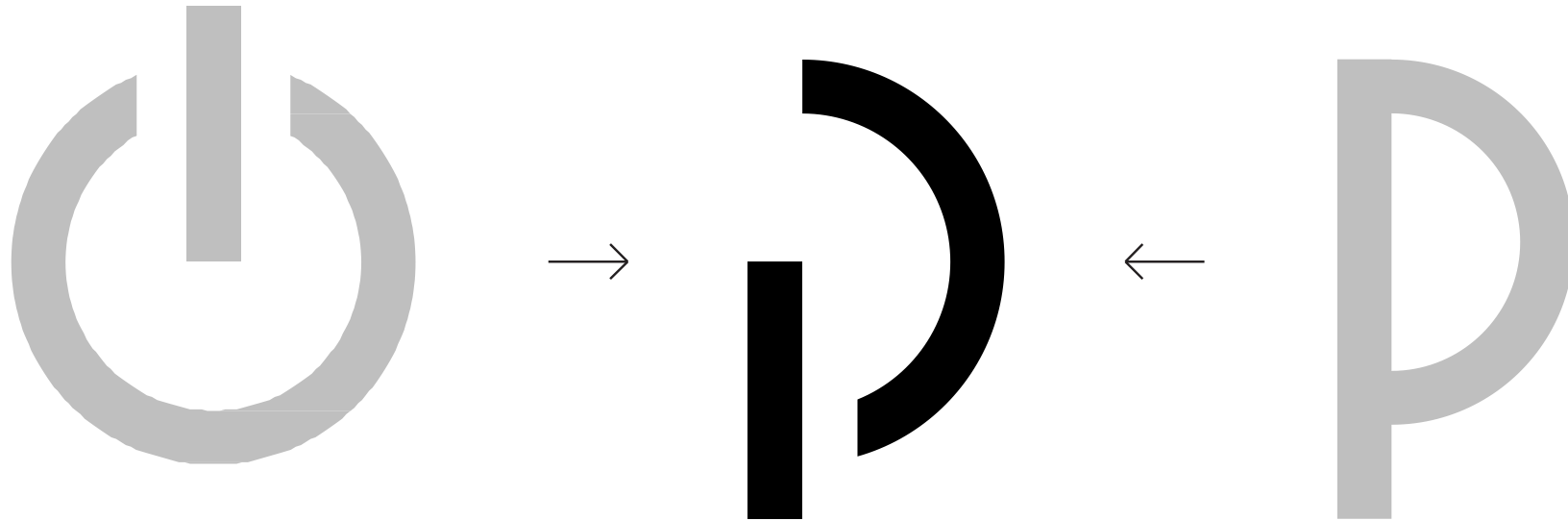
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The Idea of the Symbol: Unleashing Potential



The purpose of our brand: Unleashing Potential

Our new brand symbol conveys this purpose by combining two well-known characters:

The ON button symbolizes the act of turning on, activating or – in other words – „Unleashing“, while the letter P represents the double meaning of „Potential“ and „Parsionate“.



The Two Versions

The Compact Logo

The compact logo is the logo for everyday business. It is used on business stationery, publications, presentations and advertising materials.



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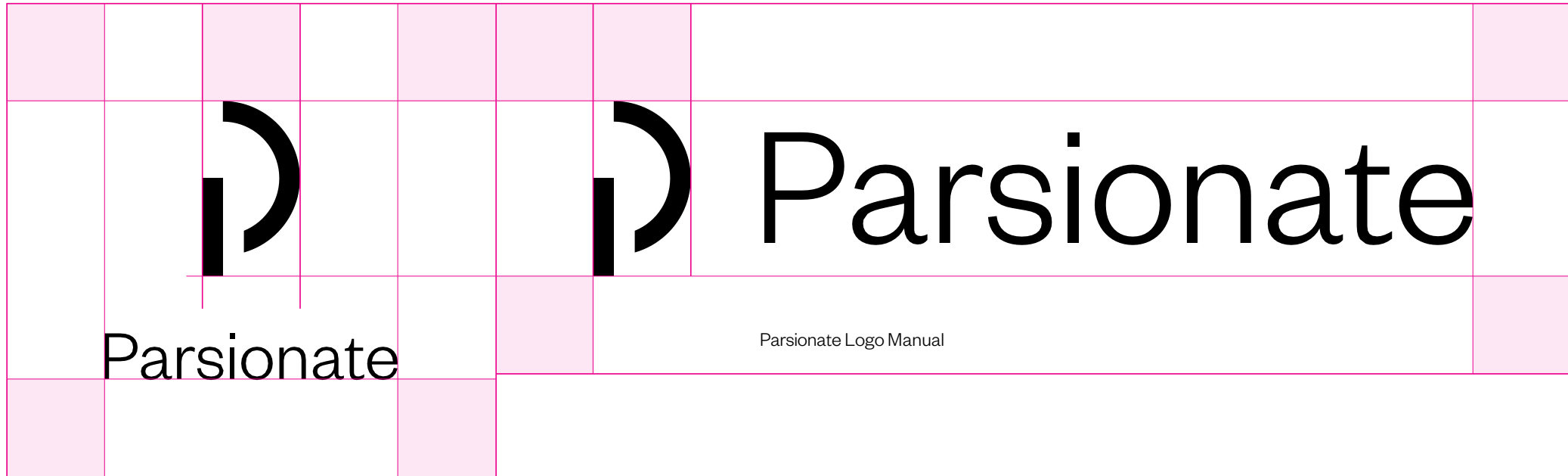
The Oblong Logo

The oblong logo is used where longer lettering is appropriate, such as in building or vehicle lettering or selected business stationery. Here, the text message clearly dominates over the signet. The use of the long logo is limited to a few exceptions.





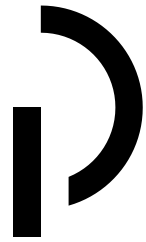
Clear Space



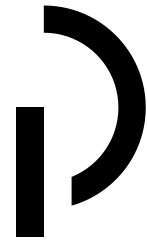
We maintain a minimum spacing equal to the width of the symbol to ensure that our logo stands proud. The height of this minimum distance is also equal to the width.



Positive Version



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Whenever possible we use the positive version.



Negative Version



For optimal contrast with dark backgrounds or images, the logo can be inverted.



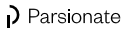
Minimum Size

Centered Version
positive



12 mm
60 pt

Horizontal Version
positive



26 mm
85 pt

Centered Version
negative



14 mm
70 pt

Horizontal Version
negative

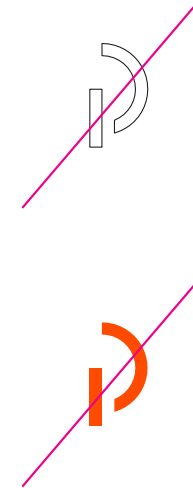
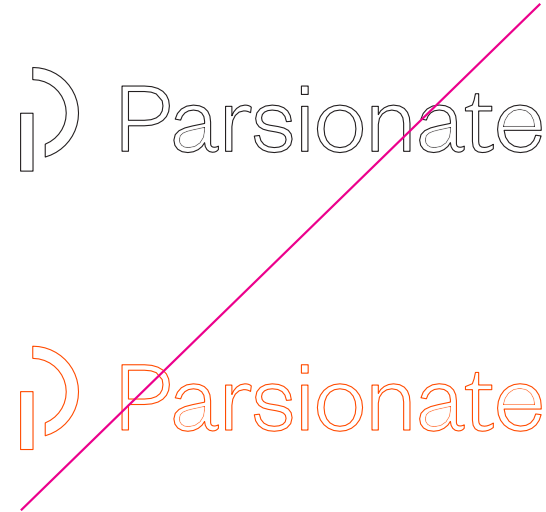


28 mm
99 pt

To ensure readability, we do not use the logo for print or screen display below the sizes shown here.



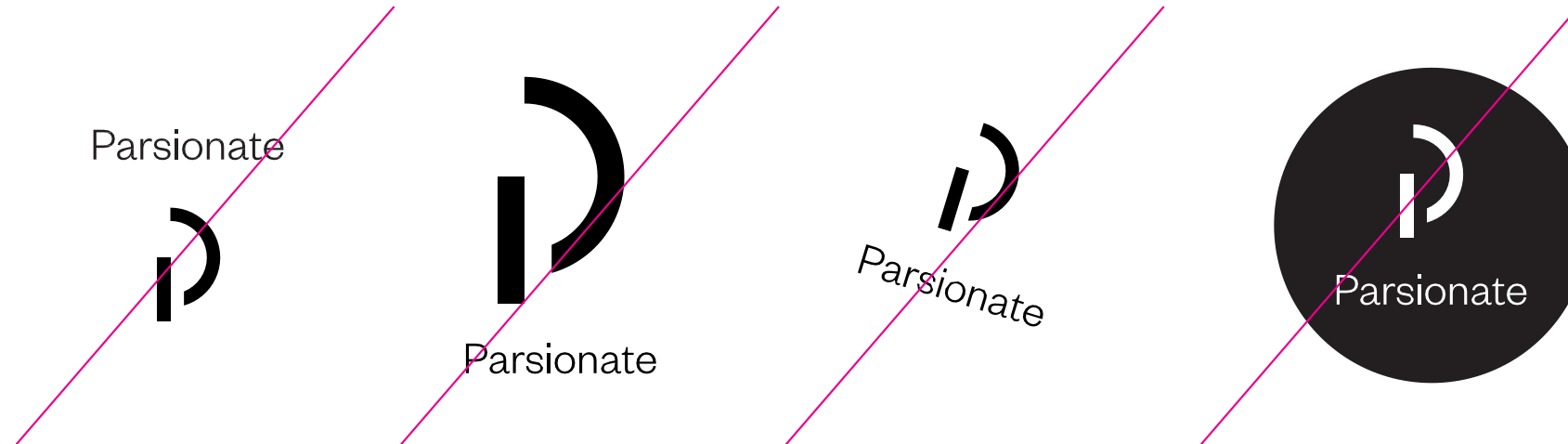
Don'ts – Colors



We do not use our symbol or our wordmark in any color other than black or white.



Don'ts – Relations and Shapes



We will never change the relationship between our symbol and the wordmark:

Neither in the position of the symbol and the wordmark in relation to each other, nor in the proportions defined together for both elements. Furthermore, the logo may not be rotated or otherwise modified, nor may it be reproduced on any graphical forms.

Not being allowed to do all this may seem boring to some. But in fact our logo should be our absolutely unmistakable signature, with which we sign what we stand for. That's why we love to be and remain consistent at this point.



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If you have any questions or need further materials, do not hesitate to contact the Parsionate Marketing:

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Thank You.



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