PISTON INTERIORS

Brand Guidelines

PISTON INTERIORS

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Minimum Size:
Web – 54px
Print – .75 in

For clear space around the logo, you may use the "O" from the logo type on all sides

Colors

BLUE

RED

WHITE

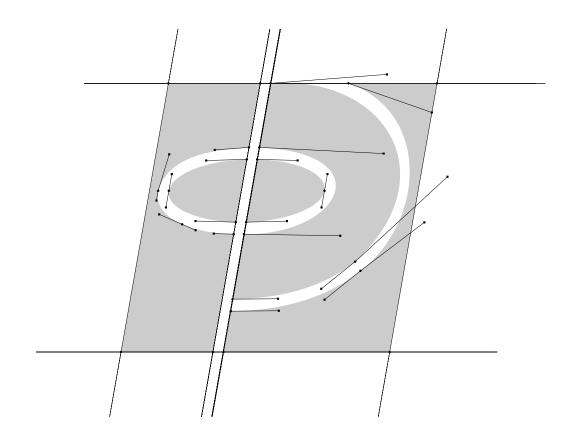The colors Blue, Red and White were taken from the Piston Group Logo for brand cohesion.

HEX	#14549E
RGB	R20 G84 B158
CMYK	C 54% M 29% Y 0% K 38%

HEX	#DB1F33
RGB	R219 G31 B51
CMYK	C 0% M 74% Y 66% K 14%

HEX	#FFFFFF
RGB	R255 G255 B255
CMYK	C 0% M 0% Y 0% K 0%

The symbol is a blend of the main oval shape from Piston Group logo integrated with the letters "P" and "I" of the name "Piston Interiors". The layering of the "I" behind the "P" contributes to the interior aspect of Piston Interiors.

Favicon/Minimum Size 16px

Typeface

Kumbh Sans

AaBbCcDd

Bold

Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#$%^&*

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!@#$%^&*

The Quick Brown Fox
Jumps over the lazy dog.

The typeface used is Kumbh Sans, with two weights for detail, contrast and heirarchy.

PISTON INTERIORS

On light/white backgrounds keep original brand colors.

PISTON INTERIORS

On black backgrounds switch typeface color to white with white inline on the symbol/icon

PISTON INTERIORS

On medium contrast backgrounds switch typeface color to white with white inline on the symbol/icon

Do Not stretch logo

Do Not outline logo

Do Not rotate logo

Do Not skew/shear logo

Do Not use non–approved colors

Do Not apply gradients to logo

Do Not change alignment of the
logo elements

Do Not modify the scale or positon
of logo elements

Do Not swap brand colors in logo

Thank You