OUR LOGO

Logo

Details for logo colour:
Cyan 0; Magenta 88; Yellow 85: Black 0
R239; G70; B55
#ef4637
Clear Space

The marked section is the amount of clear area around the brand logo. It’s called the exclusion zone and depicts the area that needs to be isolated from other elements like text and images. The intent here is to make the logo stand out. Here the amount of clear space needed is equivalent to the size of the circle logo around the top, bottom, left and right section.

Color variation

Based upon the background of the design, our logo can be used in below three variations only.
Logo Do’s & Don’ts

The logo forms the brand identity and so it should never be tampered with. Here we will discuss the do’s and don’ts while using the Pearl Academy logo.

- Don’t change the angle of the slanting dashes
- Don’t pick and drop the circle from its location
- Never keep the circle and the fonts in the same colour

Logo Placement

Here we will discuss the dos and don’ts of our logo placement.

- Should always be placed at the center or top right.
- Placing the logo on the top left, bottom left and bottom right is prohibited.