



## Brand Identity Guidelines

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June, 2024

## ‘THE EMBLEM’

Patent Pending’s logo is emblematic in style, featuring two interlocking "P"s at the center that serve as a distinctive lettermark. The established date highlights the brand's foundation, grounding it in the present while suggesting future growth. The color palette of green and gold creates a regal yet approachable feel—green adds a welcoming, organic touch, while gold conveys prestige and quality. Overall, the design captures a blend of tradition and contemporary craftsmanship, perfectly reflecting Patent Pending’s artisanal yet modern identity.

The minimum size at which the primary logo is used should not be less than .75”



### Filenames:

- PATENT PENDING\_Primary\_CMYK\_Full
- PATENT PENDING\_Primary\_RGB\_Full

### Formats:

- PDF (vector)
- PNG (with transparency)
- JPG

The primary logo should be displayed in color when possible. If the primary logo cannot be shown in color (faxing, photocopying, etc), the grayscale version should be used.

The minimum size at which the primary logo is used should not be less than .75”



**Filenames:**

- PATENT PENDING\_Primary\_CMYK\_Gray
- PATENT PENDING\_Primary\_RGB\_Gray

**Formats:**

- PDF (vector)
- PNG (with transparency)
- JPG

## ‘THE LETTERMARK’

As the secondary logo is visually a part of the standard PATENT PENDING logo it should mainly be used for items and aspects of communication ‘within’ the PATENT PENDING brand, such as business cards, apparel, packaging, and swag.

The minimum size at which the secondary logo is used should not be less than .5”

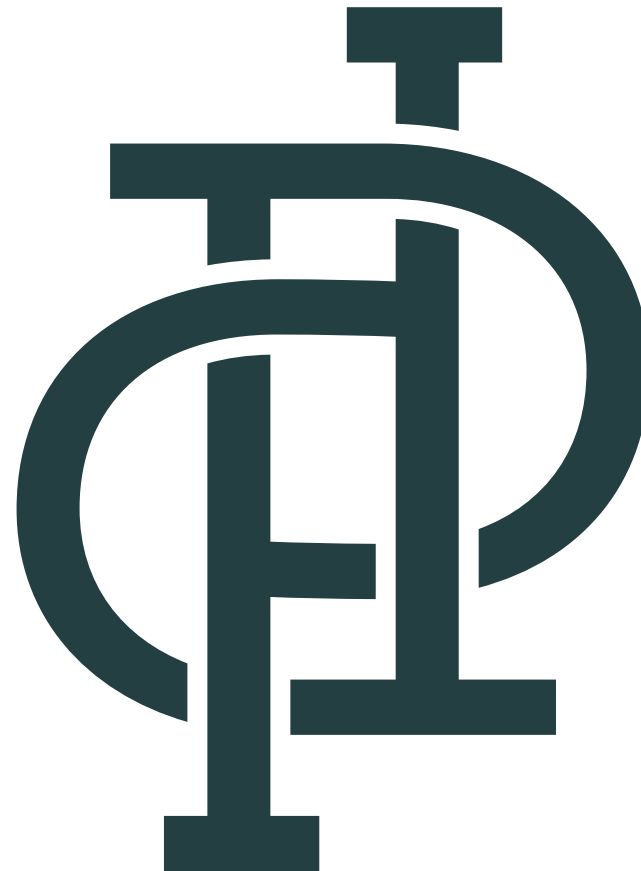


**Filenames:**

- PATENT PENDING\_Secondary\_CMYK\_Full
- PATENT PENDING\_Secondary\_RGB\_Full

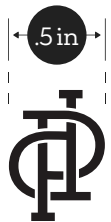
**Formats:**

- PDF (vector)
- PNG (with transparency)
- JPG



The secondary logo should be displayed in color whenever possible. If the secondary logo cannot be shown in color (faxing, photocopying, etc), the grayscale version should be used.

The minimum size at which the secondary logo is used should not be less than .5”

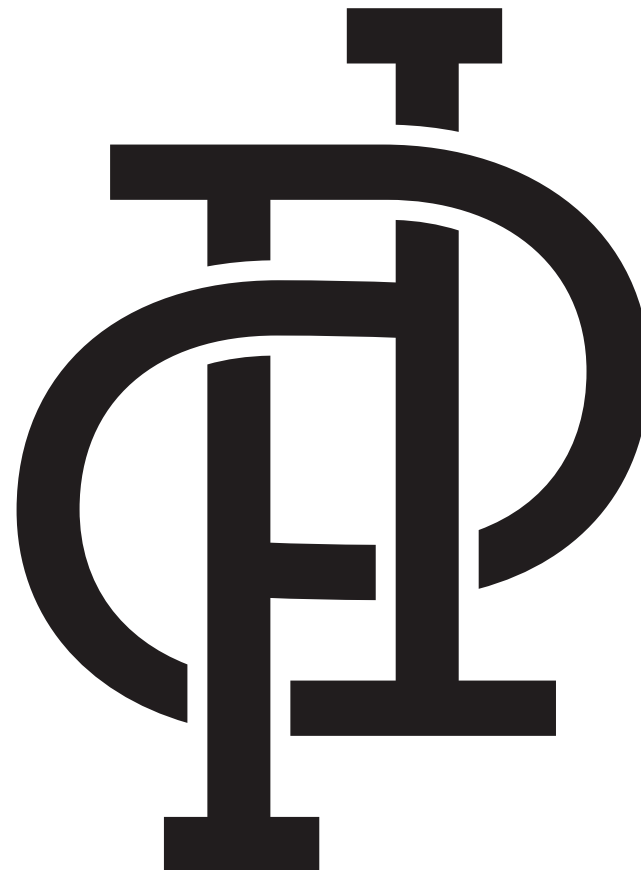


**Filenames:**

- PATENT PENDING\_Secondary\_CMYK\_Gray
- PATENT PENDING\_Secondary\_RGB\_Gray

**Formats:**

- PDF (vector)
- PNG (with transparency)
- JPG



# Color Palette

The six colors in the PATENT PENDING's branding harmonize effectively, with a balanced mix of warm and cool tones that enhances their versatility. This thoughtful combination allows the palette to adapt across different platforms and media, while still maintaining a cohesive and professional appearance.

RGB & Hex should be used for digital displays (Video, Web, PowerPoint) and digital printing  
CMYK Builds should be used when using a 4-color process printer



#F7B855  
RGB: 247,184,85  
CMYK: 2,30,77,0

**Gold**



#303E4D  
RGB: 48,62,77  
CMYK: 82,68,49,0

**Navy**



#B33F33  
RGB: 179,63,51  
CMYK: 22,88,87,12

**Terracotta**



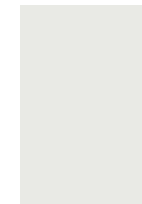
#273F42  
RGB: 39,63,66  
CMYK: 82,58,59,48

**Forest**



#FABDB9  
RGB: 250,189,185  
CMYK: 0,31,18,0

**Pink**



#EAE8E4  
RGB: 234,232,228  
CMYK: 7,5,8,0

**Gray**

# Color Combinations

The branding palette allows only the specific color combinations shown in the grid below. These pairings ensure a consistent and cohesive visual identity across all applications. Any other combinations are not permitted to maintain alignment with the brand's design guidelines.



## Primary Typeface: Archer Pro

While rooted in the ‘geometric slab serif’ style that emerged in the early nineteenth century, Archer’s many liberties with the style are sweet but not saccharine, earnest but not grave. Archer is designed to hit just the right notes of forthrightness, credibility, and charm.

### Archer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-(.,:?!#)\*”\$£%”[/]&@</>

### Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-(.,:?!#)\*”\$£%”[/]&@</>

### Archer Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-(.,:?!#)\*”\$£%”[/]&@</>

Archer Pro is available via Monotype

## Secondary Typeface: Gotham

Gotham celebrates the attractive and unassuming lettering of New York City. One of the most popular and influential typefaces of our time, Gotham is in the permanent collection of the Museum of Modern Art.

### Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-(.,:?!#)\*”\$£%”[/]&@</>

### Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-(.,:?!#)\*”\$£%”[/]&@</>

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-(.,:?!#)\*”\$£%”[/]&@</>

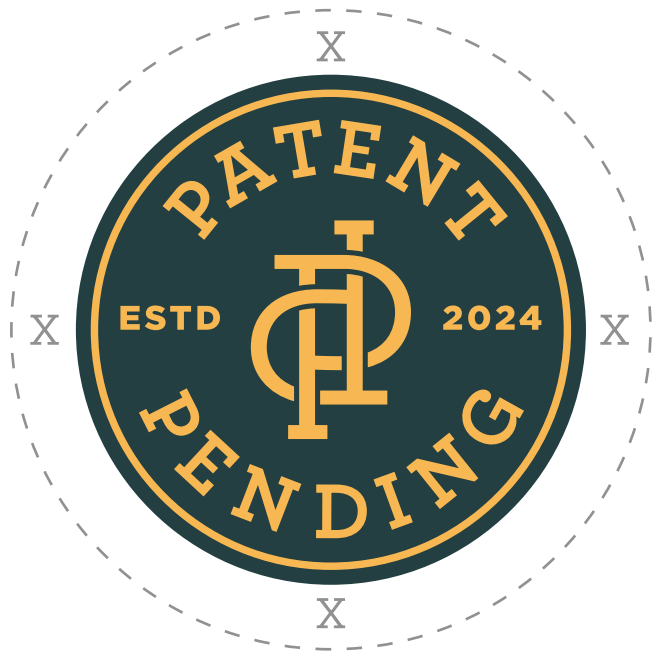
Gotham is available via Monotype



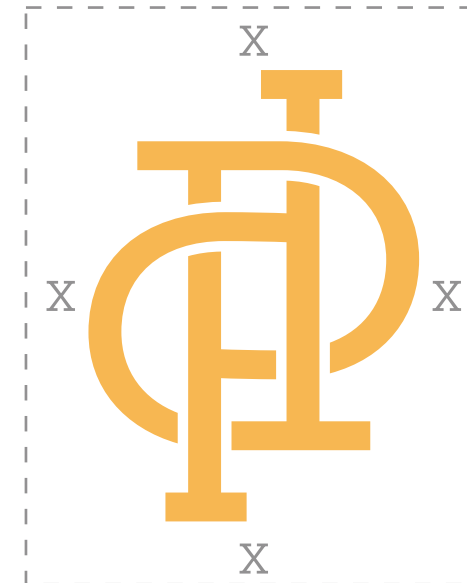
# Clearspace

Clearspace around the Primary or Secondary logo is critical in order to separate it from other communication elements such as text, headlines, or imagery. The area around the logos should always have a generous clearspace so that these components are not crowded or constrained by external elements.

X = 125% the t of the logo



X = 150% the height and width of the logo



# Logo Integrity

The primary and secondary logos should be used with the utmost consistency and integrity. Only the supplied logo files should be used. The primary and secondary logos should never be tweaked, manipulated, used at sizes below minimum allowances, rendered in colors other than brand colors, etc. Please see notes below.



Never set the Logo in a "non-identity" color



The primary and secondary logos are meant to be independent.  
Never show them in conjunction with each other.



Never distort the logo



Don't set the logo on a busy or incongruous background



Only use the supplied high-resolution files provided



Do not rotate the logo



Do not add drop shadows to the logo



Never reinterpret, redraw or reinvent the Logo



Keep the logo in its original aspect ratio