

pantaloons

THE BRAND GUIDE

Contents

Our Brand Proposition	3	Brand Assets - the apostrophe	25
The Logo	4	Brand Assets - double Os	26
Brand Colours	18	Brand Assets - usage	27
Typography	21	Film Guidelines	29

Our Brand Proposition

Play with fashion



A vibrant photograph of four young adults running along a beach at sunset. From left to right: a man with curly hair and sunglasses, wearing a white shirt and blue floral shorts; a man with sunglasses, wearing a light green patterned shirt and green shorts; a woman with long brown hair and sunglasses, wearing a white t-shirt tied at the waist and pink shorts; and a woman with long dark hair and sunglasses, wearing a blue lace dress. They are all smiling and running towards the camera. The background shows the ocean with waves and a sunset sky with orange and yellow clouds.

THE LOGO

The Logo – *the wordmark*



pantaloons

Our logo is a carefully curated wordmark that uses a playful combination of uppercase and lowercase letters to represent the notion of play and tasteful curation. The mark is made compact and robust with matching 'x' height thereby giving it a versatile form that exhibits refined confidence.

It retains the essence of the interlinked letters 'o' to symbolise community. It has been crafted using the classic geometric forms of Futura which are timeless.

The Logo – *construction*



A diagram illustrating the construction of the PANTALOONS logo. The word "PANTALOONS" is rendered in a white, bold, sans-serif typeface against a teal background. Each letter is individually outlined with a thin red border. Vertical red lines extend from the top and bottom of each letter, defining their horizontal positions. The letter "O" is uniquely constructed, featuring a red circle outline with two diagonal red lines crossing it from the top-left to the bottom-right and from the top-right to the bottom-left. The entire word is contained within a larger, thin red rectangular frame.

The Logo – *versions*

THE PRIMARY MARK

The primary logo reads horizontally, in one line. It is to be used largely as the main mark of the brand.

PanTALøøns

COLOUR VERSIONS

The primary logo can be used in Teal, White and Black.

PanTALøøns

PanTALøøns

PanTALøøns

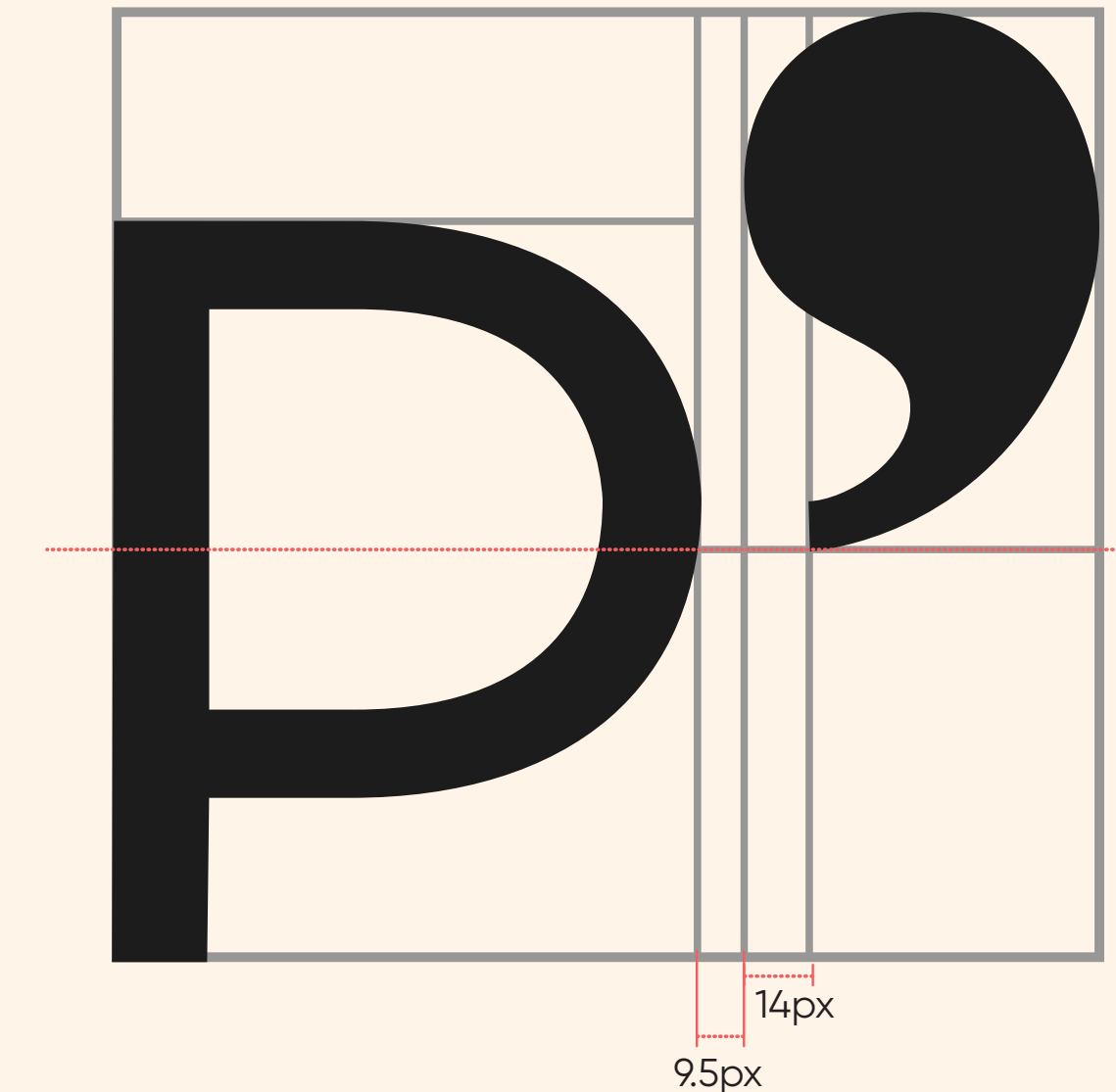
The Logo – *versions*

THE SECONDARY MARK

In special cases the logo can also be used in its condensed version. The apostrophe in the condensed mark denotes possession; it echoes the idea of play and making fashion your own. For example, on social media or as an app icon. It can also be used as a favicon on the brand website.

P' must only be used along with the word 'Pantaloons' unless it is in an owned media space like our social platforms.

The distance between P and the outer curve of the apostrophe is 9.5 px and from there it is 14 px, till the tail of the apostrophe.

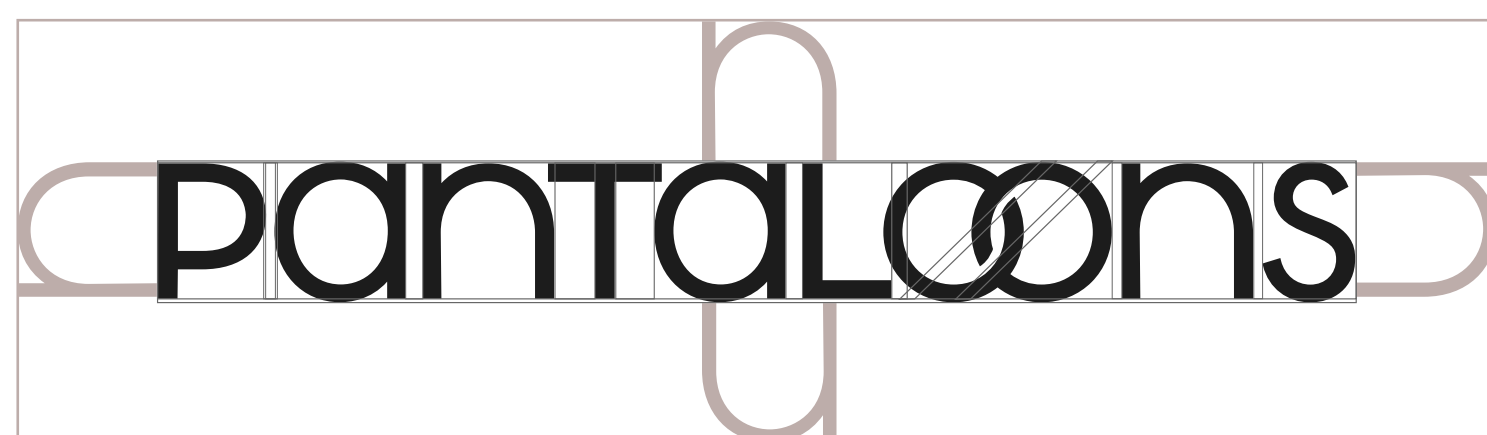
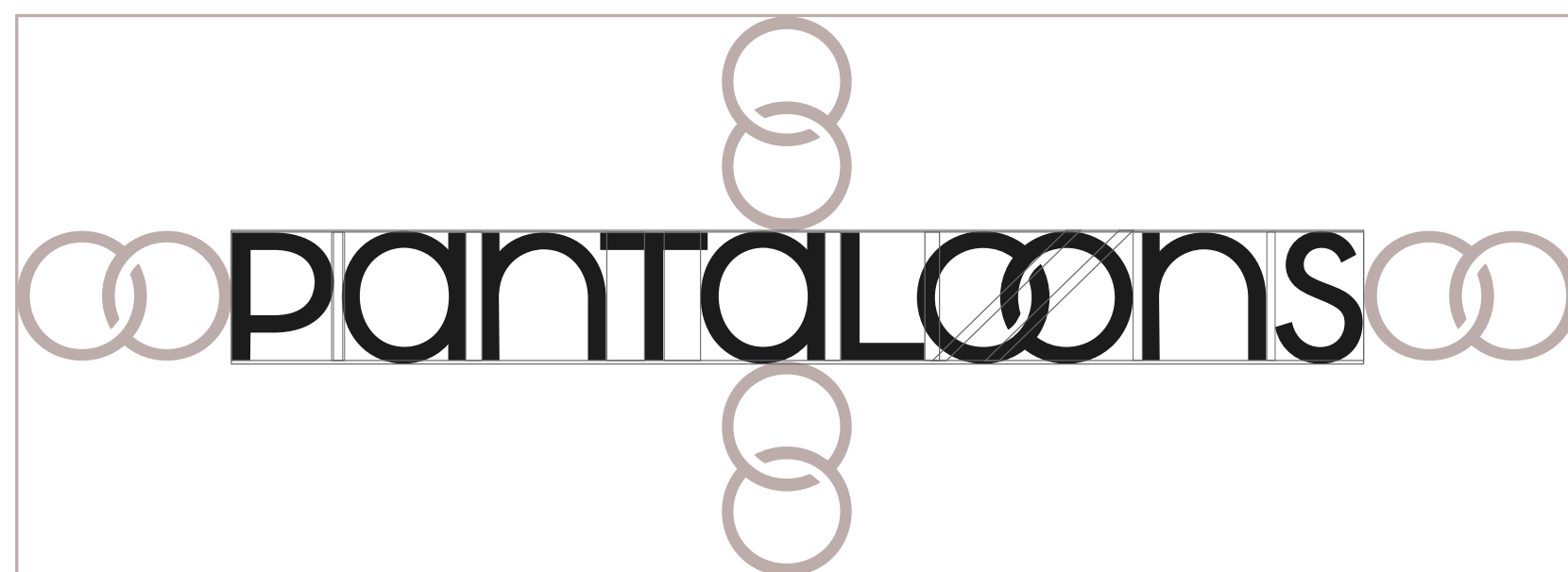


COLOUR VERSIONS:

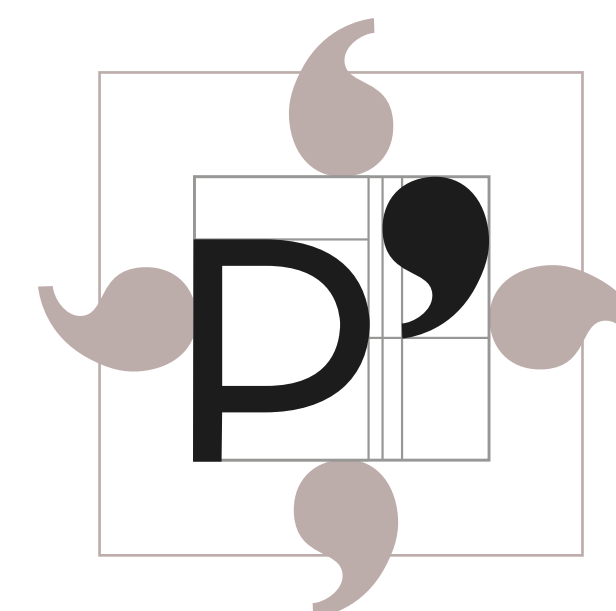
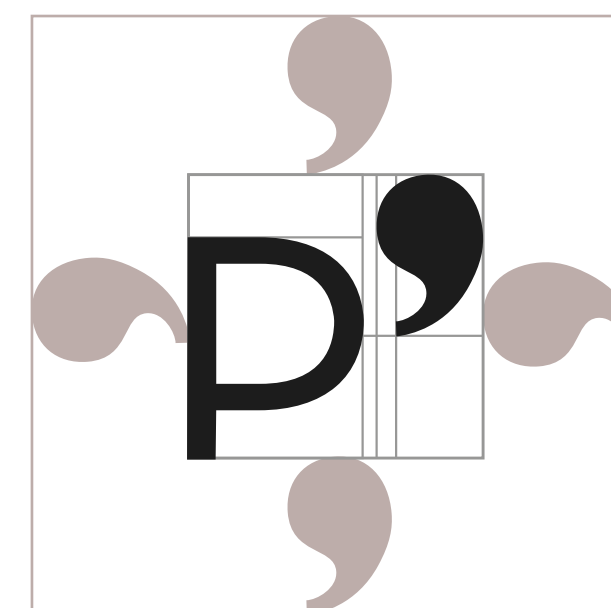
The secondary mark can be used in Teal, Black, Coral and White.



The Logo – *clear space*

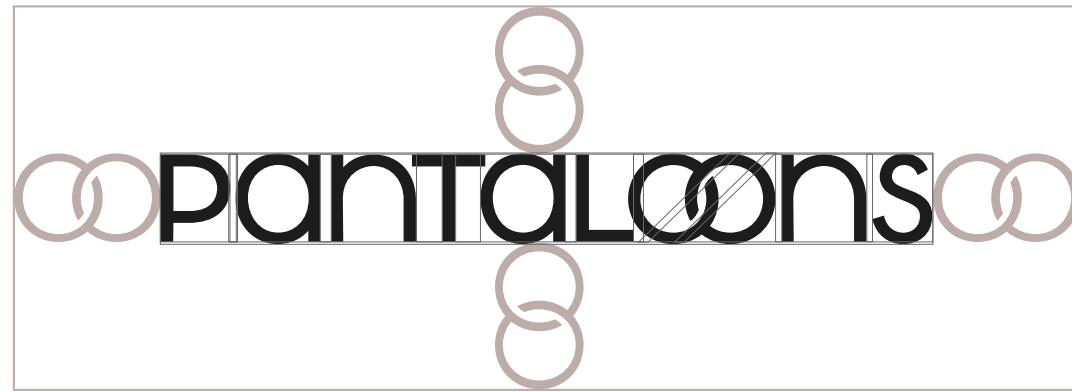


The form of the interlinked letter 'o' in 'pantaloons' is used to measure the maximum clear space. The measurement of the letter 'n' in 'pantaloons' is used to measure the minimum clear space. As for the letter 's' we use the clear space for special cases like facades where the logo needs to stand out.



For the secondary mark, the height of the apostrophe is used to measure the maximum clear space. The measurement of height of the head of the apostrophe is the minimum clear space.

The Logo – *usage*



Always follow the clear space while using the logo



The logo can be used in a vertical orientation in special cases

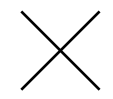


On digital spaces in a smaller size use the secondary mark



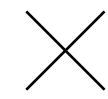
The Logo can be treated in print effects like foiling, spot UV etc.

The Logo – *usage*



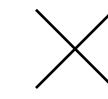
PANTALOONS Lorem ipsum

Do not use the wordmark in a typed sentence. Use fonts as per typography guidelines.



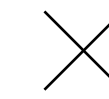
PANTALOONS

Do not use the wordmark in teal on coral.



PANTA
LOONS

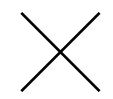
Do not break up the mark, or space out the letters, spaced out versions are provided in the size guide.



PANTALOONS

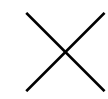
PANTALOONS

Do not stretch or compress the mark, or modify the position, spacing or characters of the mark.



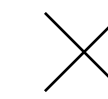
P' PANTALOONS

Do not use the primary and secondary mark as a lock up unit and do not accompany it with any other symbol.



PANTALOONS

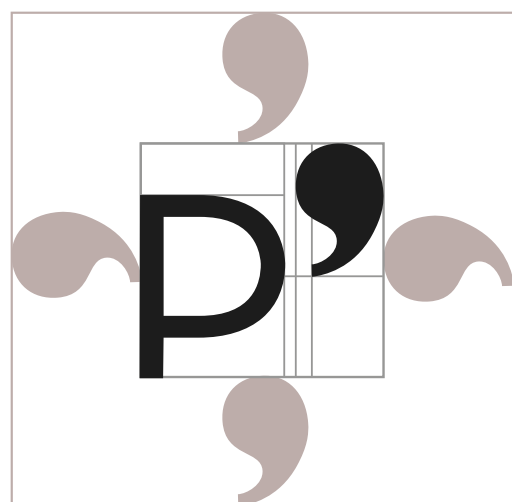
Avoid using any other colors on the mark besides the brand colours Do not use inappropriate digital effects like gradients, drop shadows, etc. on the mark.



PANTALOONS

Avoid using the mark on excessively busy backgrounds.

The Logo – *secondary mark usage*



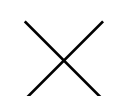
Use the secondary mark with the given clear space rules.



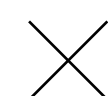
It can be used in the above four colours.



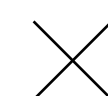
It can be used as a condensed version across digital and print.



Do not modify, change the position, spacing or sizes of the secondary mark

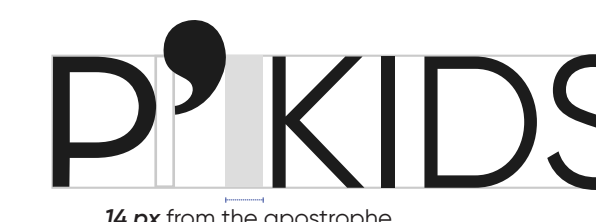


Do not use the Letter 'p' without the Apostrophe to be the secondary mark



Do not use the wordmark in a typed sentence. Use fonts as per typography guidelines.

USAGE WITH CATEGORIES



While using the secondary mark with category names, we can match the height of the letters to that of 'p'. Gilroy is preferable here in uppercase for the category names. The category name should be at a distance of 14px from the apostrophe.

The Logo – *colour usage*

- ∞ The secondary mark can be used on different background colours other than the brand colours.
- ∞ Make sure that our logo is clearly visible against the background colour. Use colours which don't create an illusion and make the mark invisible.
- ∞ Do not use the secondary mark in colours other than these four- Teal, White, Coral, and Black.
- ∞ Please take the brand team's approval before using coral P'.

Note: These colours are just for reference of the usage and not a set of colours to be used.



The Logo – *colour usage*

- Logo can be used on different background colours other than the brand colours.
- Make sure that our logo is clearly visible against the background colour.
- Teal logo to be used on colours which are either lighter than teal or neutrals and if using dark or mid tones, make sure you use colours which don't create an illusion and make the logo invisible.





- White logo to be used on mid and darker tones. When it comes to pastels, only certain pastels can be used, those that doesn't merge the logo.





- Black logo to be used on lighter/pastels and mid tones.





- Do not use the wordmark in colours other than these three- Teal, White, and Black.

The Logo – *tagline*

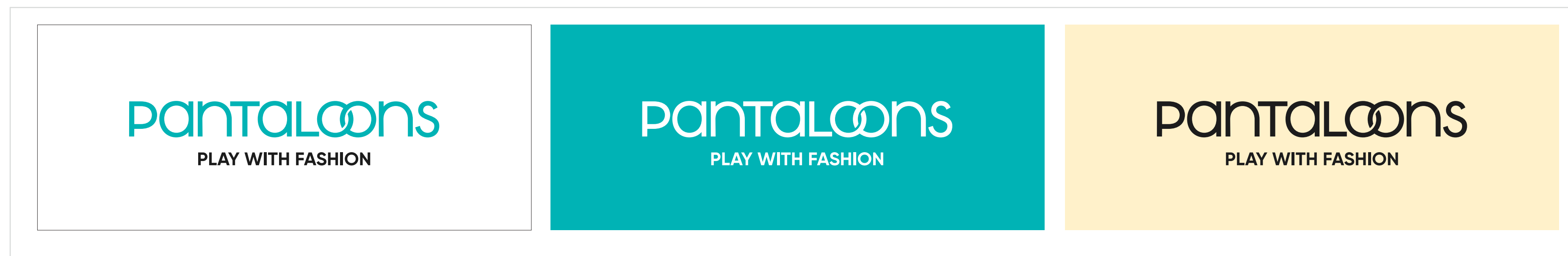
pantaloons
PLAY WITH FASHION

clear space:



The Logo – *tagline usage*

- ⌘ Use the 'logo unit with the tagline' in the following:
 - thematic campaigns, (it can be reconsidered if the communication is getting verbose and it is repetitive to the headline or body copy, ONLY if the Brand team has approved it.)
 - product GTMs,
 - NSO launches
 - anything and everything where brand building is key and where we are exposing the brand to a new audience.
- ⌘ Tagline can be eliminated only in tactical communications (sales/offers/discounts comms and also when the logo unit is modified for regional festivals)
- ⌘ All film end slates should be with the tagline.
- ⌘ The below combinations to be referred when using Pantaloons logo with it's tagline on different colour backgrounds.



- ⌘ Avoid changing the alignment of 'Play With Fashion'. It always needs to be centered aligned to the Pantaloons logo.


 This example shows the Pantaloons logo in teal with the tagline 'PLAY WITH FASHION' in black below it. A red 'X' is placed above the logo, indicating this alignment is incorrect.


 This example shows the Pantaloons logo in teal with the tagline 'PLAY WITH FASHION' in black below it. A red 'X' is placed above the logo, indicating this alignment is incorrect.

The Logo – *label collaborations*

When collaborating with other labels, the Pantaloons logo should always be put first in order and then followed by the other brand order.

EXAMPLE:

PANTALOONS x KRISHNA MEHTA

PANTALOONS

x

KRISHNA MEHTA

When launching/introducing a label, the unit can appear in the following formats:

EXAMPLE:

7alt by **PANTALOONS**

7alt
by
PANTALOONS

TYPOGRAPHY

Typography

Primary Font

GILROY

Gilroy

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

The primary brand typeface is Gilroy and the whole family of Gilroy. It can be used in any case- upper/ lower or in a combination too. Gilroy can be used across web and print.

Secondary Font

Black Jack

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

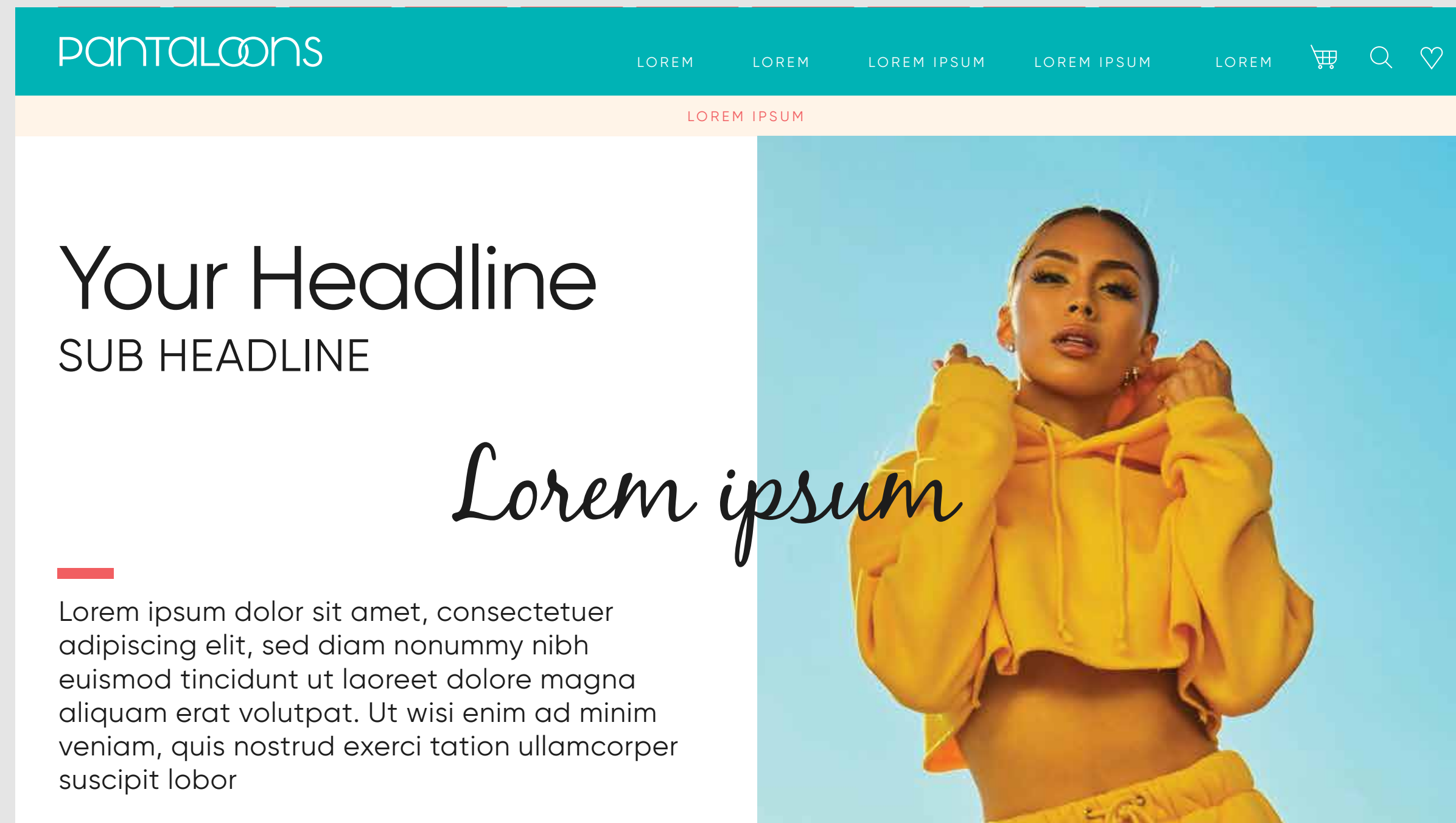
a b c d e f g h i j k l m n o p q r s t

u v w x y z

1 2 3 4 5 6 7 8 9 0

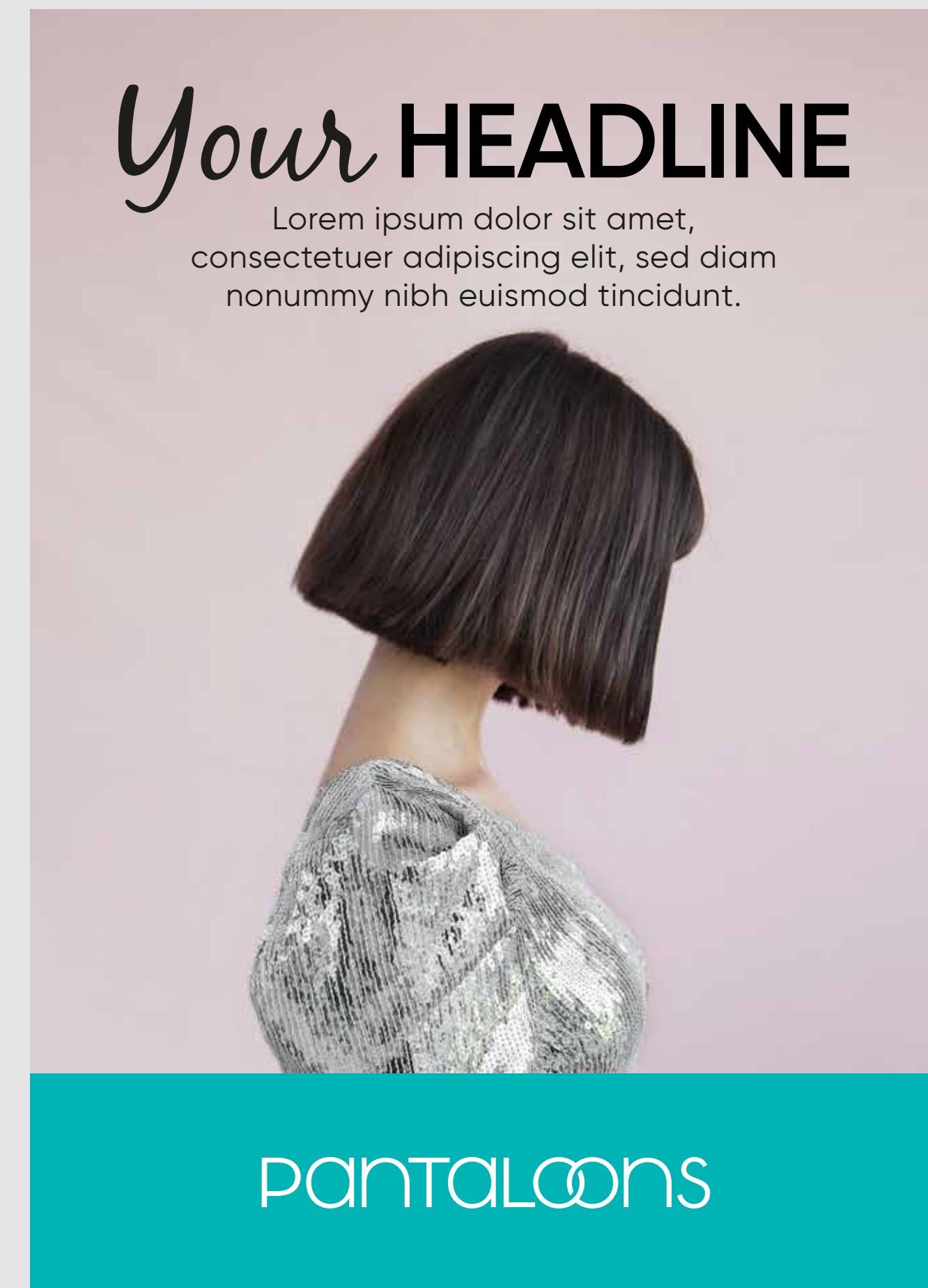
Black Jack is an expressive script that characterizes the idea of play along with the primary typefaces. We can add in scripts in this zone to suit the design expression. Preferably use this font in title or sentence case, avoid upper case. It can be used across web and print but always along with Gilroy in the layout.

Typography – *usage*



DIGITAL

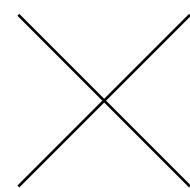
The use of Black Jack can be done on both web and print but it needs to be used with Gilroy always. It shouldn't overpower Gilroy and the proportion of usage should be maintained across mediums.



MAINLINE

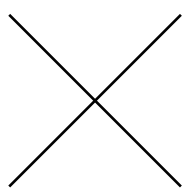
For Digital, the typography can be used creatively and can slightly overlap too on the image whereas for mainline communications, the text shouldn't overlap the image.

Typography – *usage*

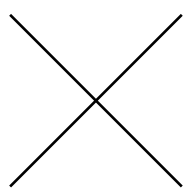


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

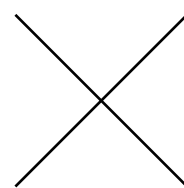
Avoid using the bold weight of Gilroy bold in small point sizes. Use any from the font family according to the size and its legibility.



Do not use the primary colour and primary colours like this, the type should always be legible.



Do not overuse the secondary typeface. It should be well balanced with the primary font.



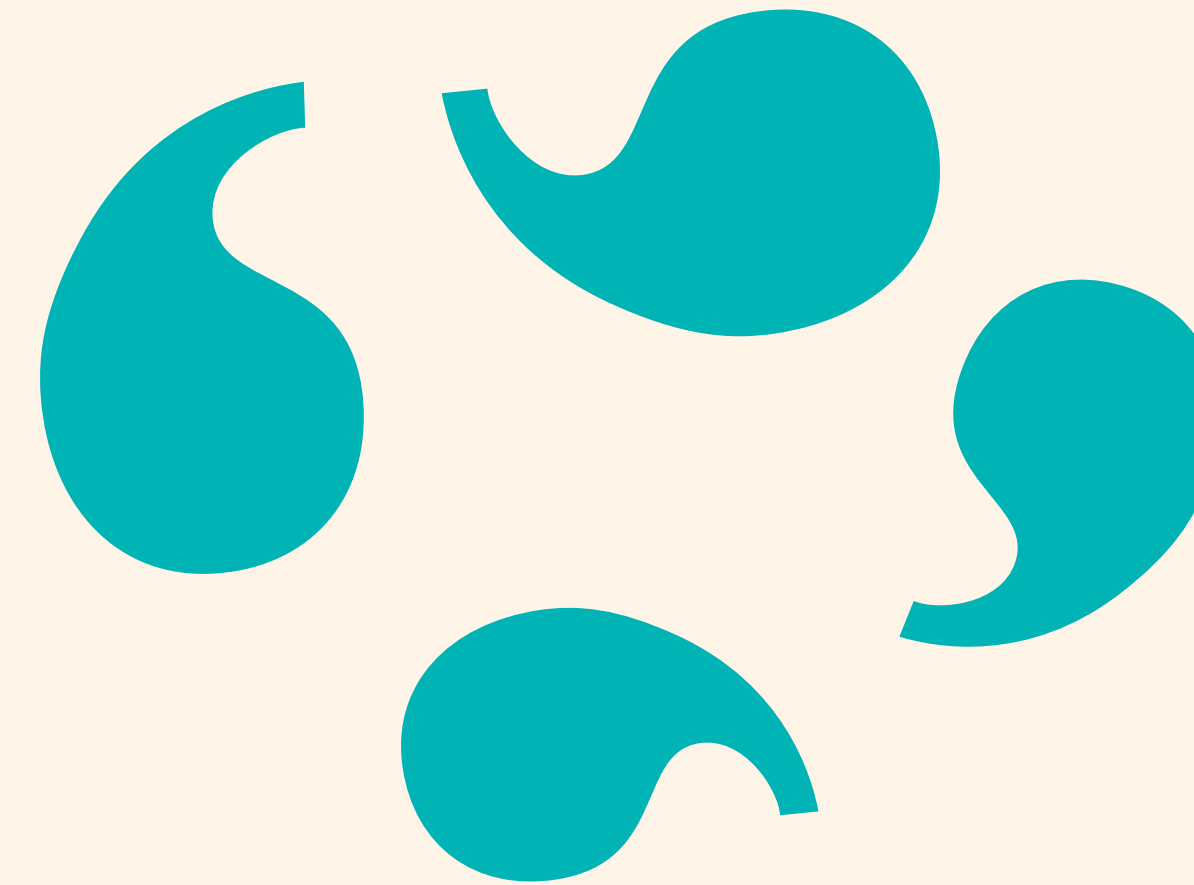
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM

Avoid condensing the kerning to an extent that it isn't legible and makes the layout look cluttered.

Brand Assets – *the apostrophe*



apostrophe in its origin



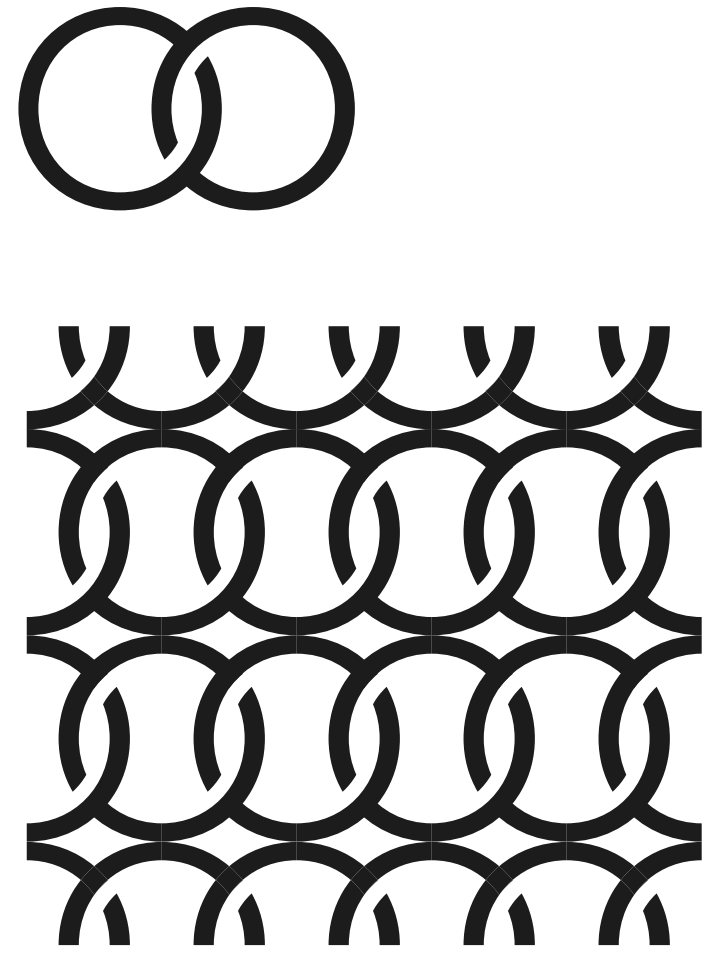
can be used in
different orientations

The Apostrophe is a supporting secondary asset that can be used in the branding.

It can be used in the brand colours, in outline-form or filled, can be superimposed on imagery. Avoid overusing it or letting it overpower the main branding. We can change the orientation. It can also be used on its own, making it part of the layout as a design element.

Usage of outlined apostrophe should be approved by the brand team.

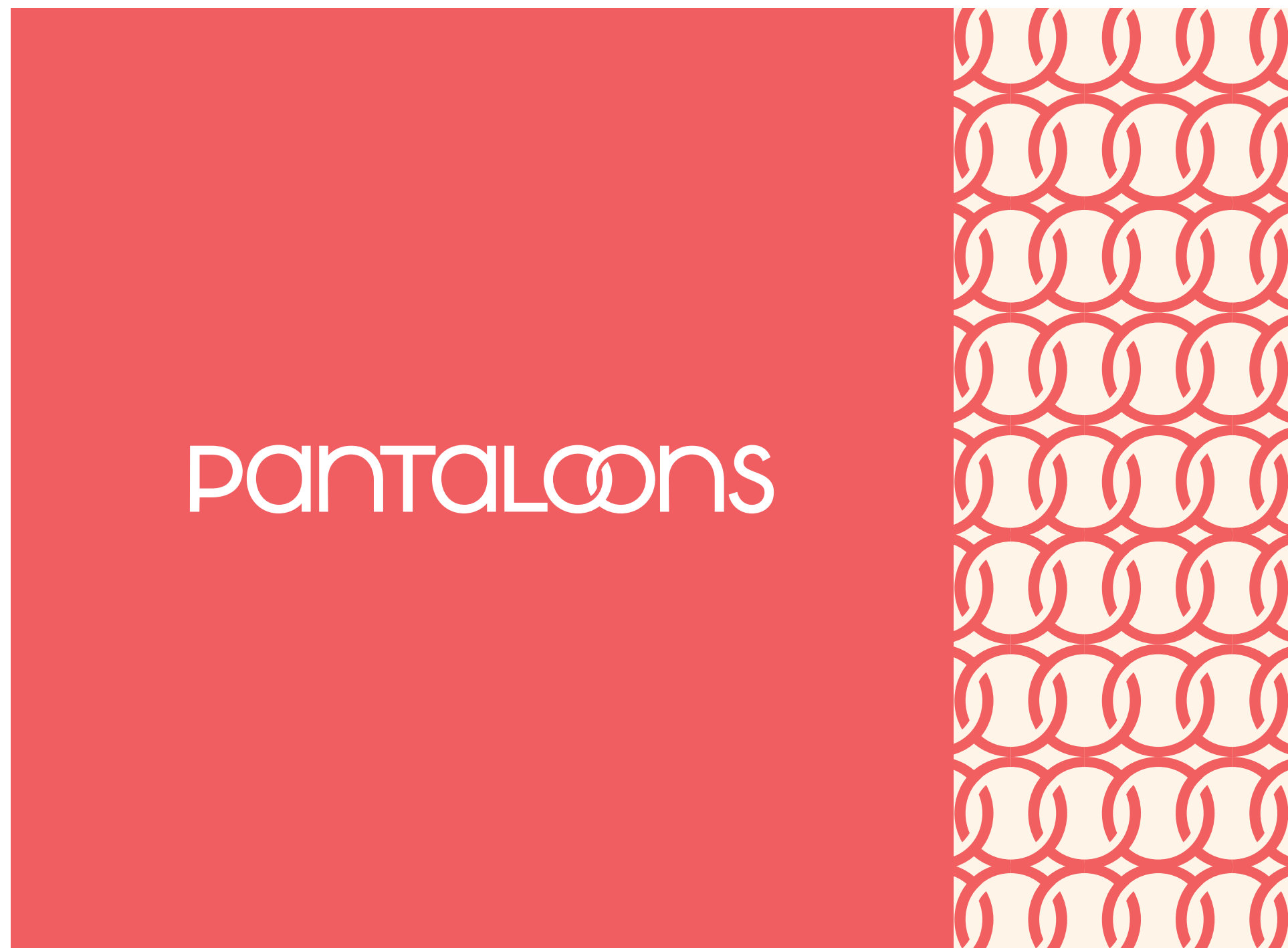
Brand Assets – *the double Os*



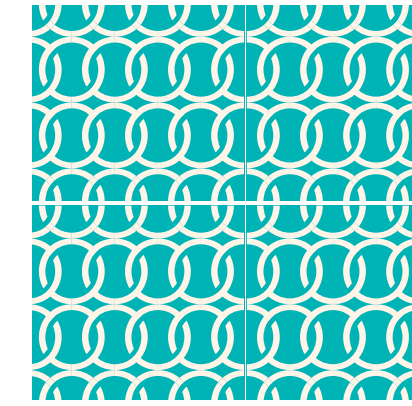
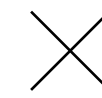
The Brand Pattern is constructed from the interlinked O's of the wordmark

Use the brand pattern in the above given combinations or using the other brand colours.

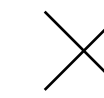
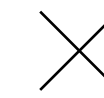
Brand Assets – *usage*



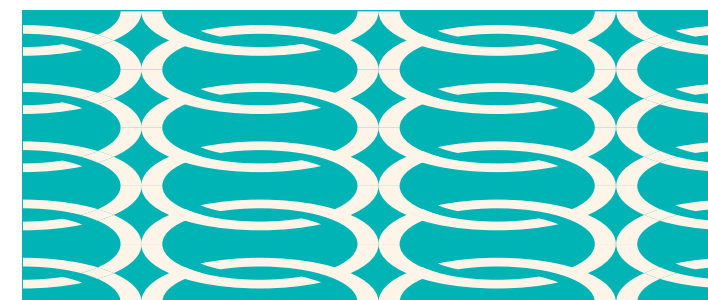
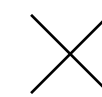
Use the brand pattern in combination with solid colours. Avoid overusing the pattern



Avoid scaling the pattern too small or too large. Do not crop it inappropriately



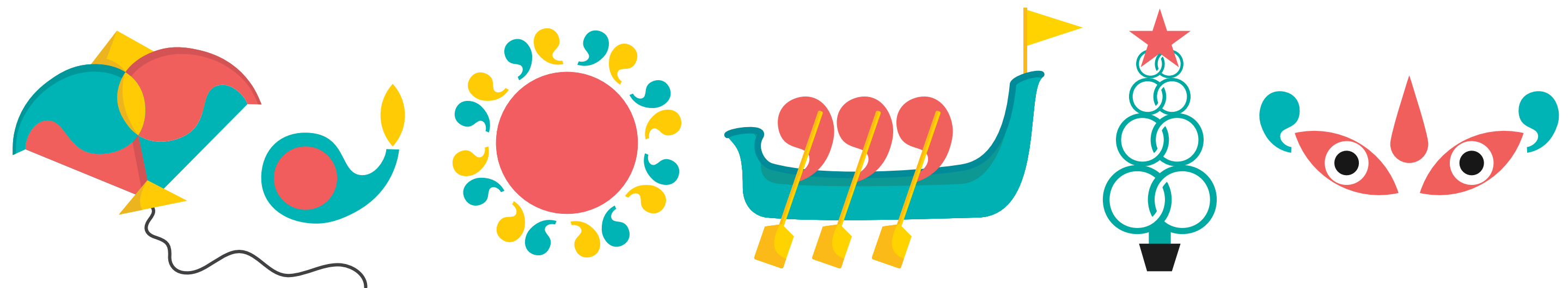
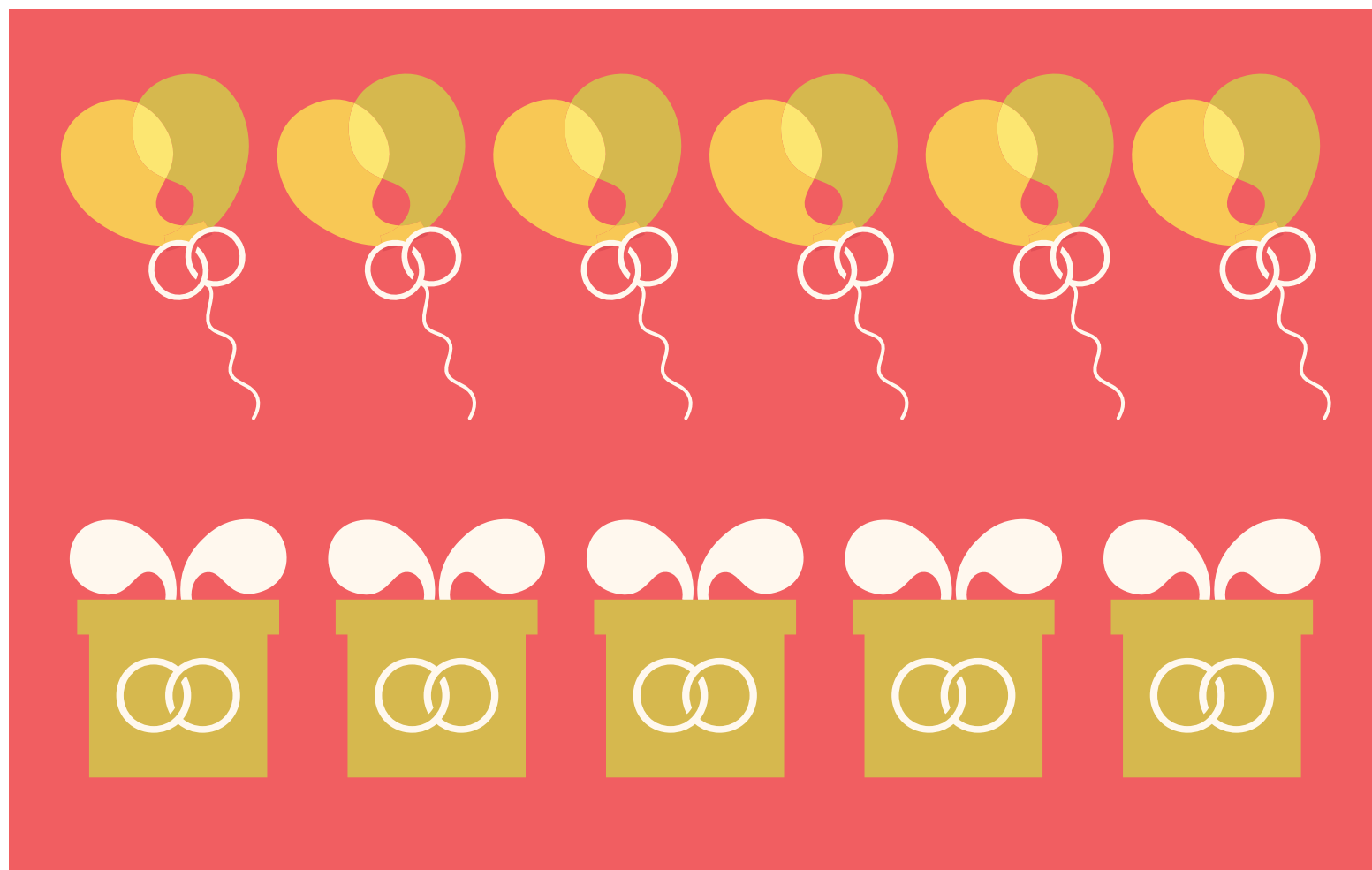
Avoid using the pattern in any other orientation



Do not stretch, break or modify the pattern. Keep the usage consistent

Brand Assets – *usage*

EXAMPLES:



Both the brand assets- the apostrophe and the double Os can be used to create shapes, patterns and logo units by repeating, changing orientation and in any way possible but using it as a whole and not distorting their form in any way. They can be used together as a combination too.



FILM GUIDELINES

Film – *subtitles*

∞ *Font:* Gilroy

∞ *Colour of the text:*

Preference 1: White (C-0, M-0, Y-0, K-0)

Preference 2 (only if white is not legible): Black
(hexcode: #1c1c1c | C-72, M-66, Y-65, K-77)

∞ *Text Alignment:* Center

∞ *Position of the Text:* Bottom of the frame

∞ Shadow should be added behind the text only if absolutely necessary. If a shadow needs to be added the details are given below:

Mode: Multiply

Color: Black

The factors mentioned below can be changed according to the requirement for legibility:

Opacity: 40%

X offset: 0.04 cm

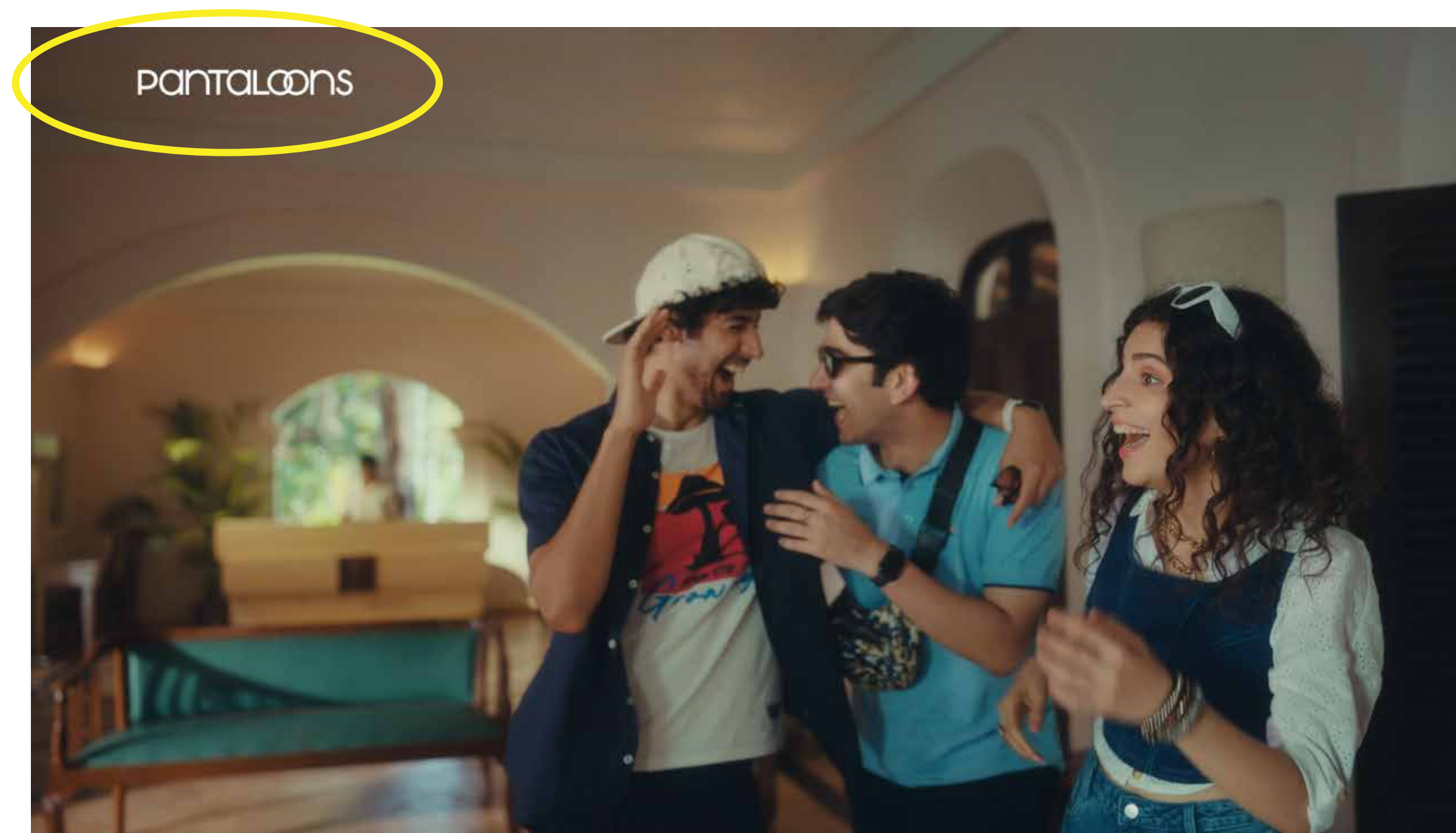
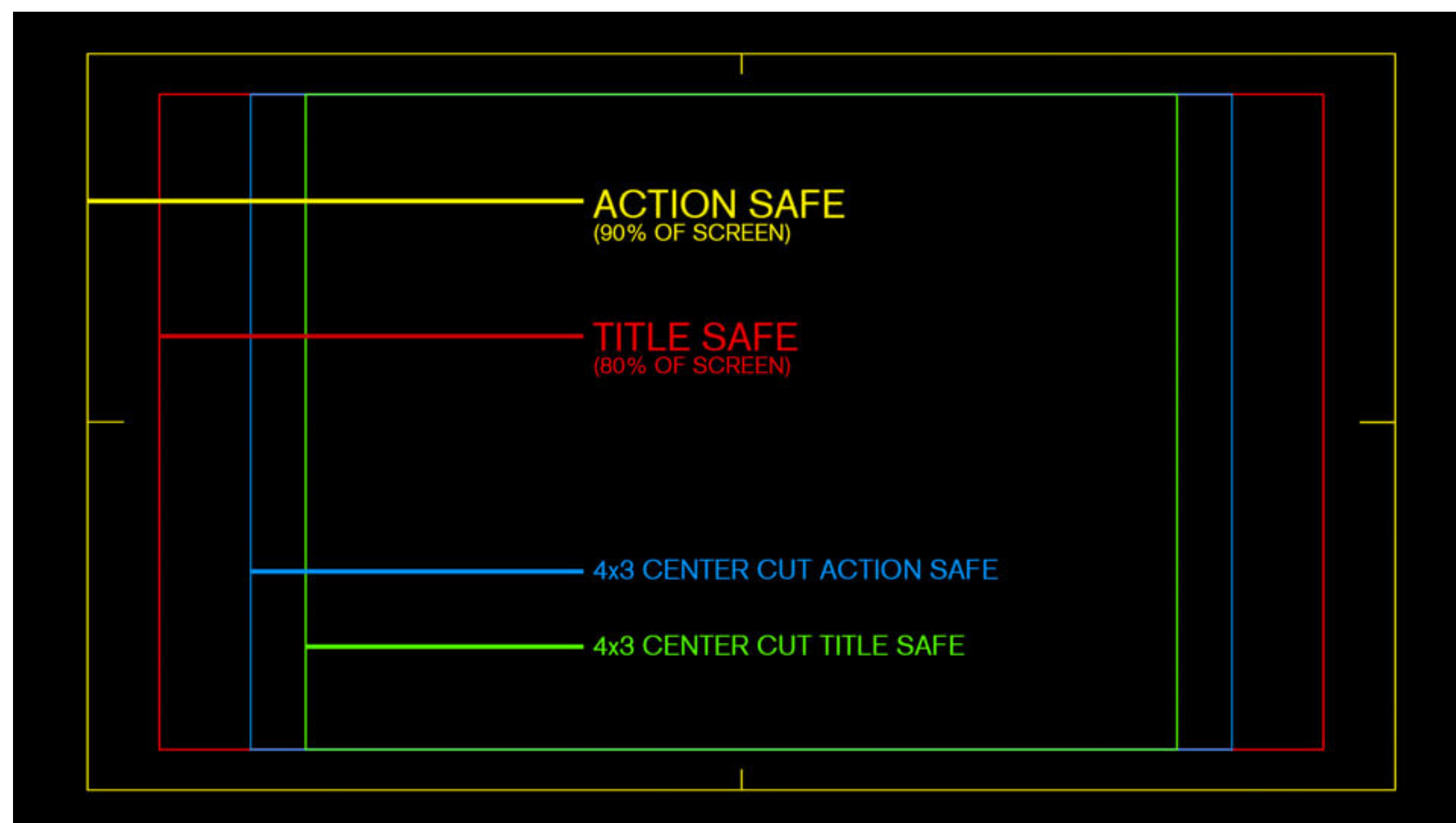
Y offset: 0.04cm

Blur: 0.04cm



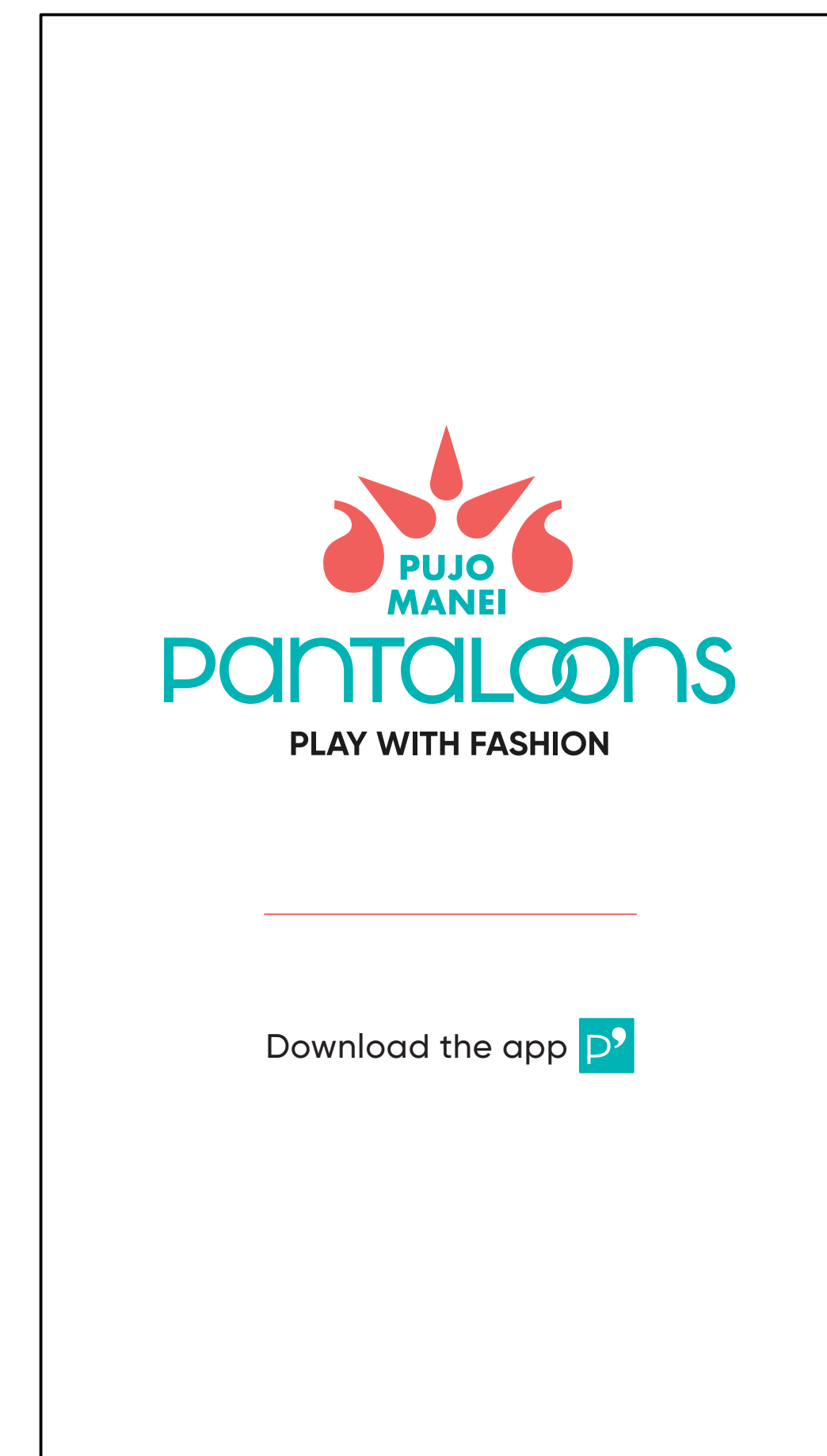
Film – logo

safe area guidelines:



- ∞ The Pantaloons logo without the tagline (Play With Fashion) should run throughout the film except the end slate.
- ∞ The logo needs to be on the *top left of the film for TVCs* and either *top left or right corner for digital*.
- ∞ The color of the Pantaloons logo could be *teal or white*. (Teal Hexcode: #00b3b5)
- ∞ Follow the safe area guidelines according to the different platforms (TV (as the above reference), digital platforms-Youtube, Instagram and any other screens as per the film requirement) so that no content or logo is cut after going live.
- ∞ Logo to be placed 115 px away from the side and 65 px from the top.
- ∞ For vertical edits of the film, we need not have P' or the Pantaloons logo.

Film – *campaign logo*



- ⌘ The festival/campaign logo should appear on the 2nd last frame and should cover 60% of the entire frame.
- ⌘ The background frame color should be white.
- ⌘ We need the 'download the app' communication to appear on the bottom right of the slate in horizontal formats and bottom center in vertical formats.
- ⌘ Please note that the position of the these elements may change depending on the end slate. We can keep this as a variable.

Film – *end frame*

The ABG logo video should appear as the end slate in all our films. The logo should take up 40% of the screen, comparatively smaller than Pantaloons logo.

The duration of this can be decided as per the length of the film.



pantaloons