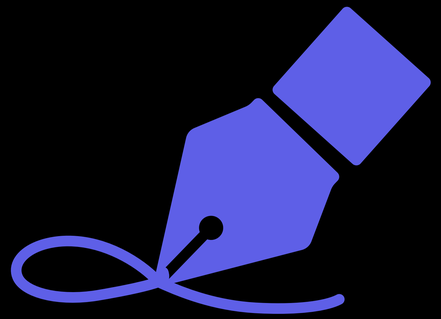
PETPOOJA

MUNSHI

BRAND GUIDELINES



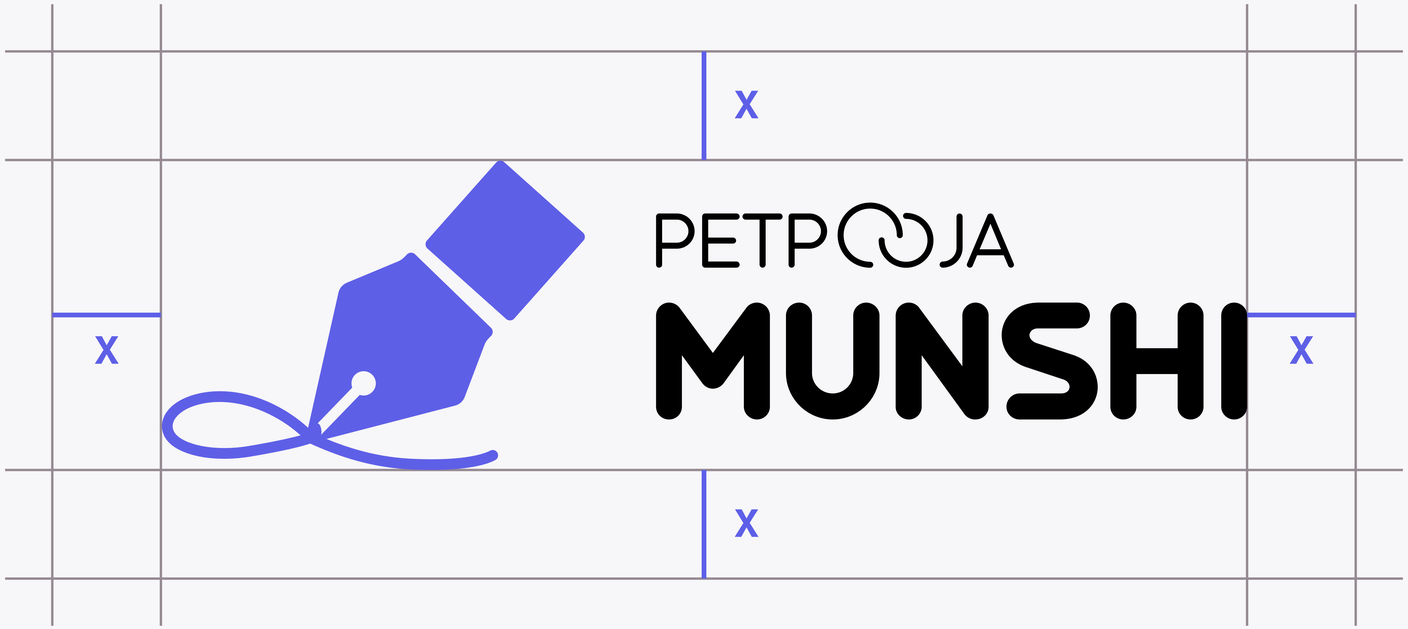
LOGO ON LIGHT BACKGROUND



PETPOOJA
MUNSHI

LOGO ON BLACK BACKGROUND

CLEAR SPACE



X = 10% of the lockup width. Approval pending.

MINIMUM SIZE

SCREEN



PRINT



Screen and print validation pending.

PARTNERSHIP LOCKUPS

Full logo

SCREEN



PRINT

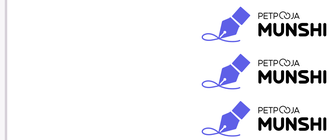


Align both logos around the divider and balance their visual weight.

LOGO USAGE



Alter the artwork



Repeat as decoration



Recolour the logo



Crowd the logo



Use within a sentence



Add a shadow



Use an outline



Stretch the logo



Rotate the logo



Use low contrast



Retype the logo



Use approved artwork

BRAND COLOURS

Munshi Purple

#5E5FE7

RGB 94 / 95 / 231

Black

#000000

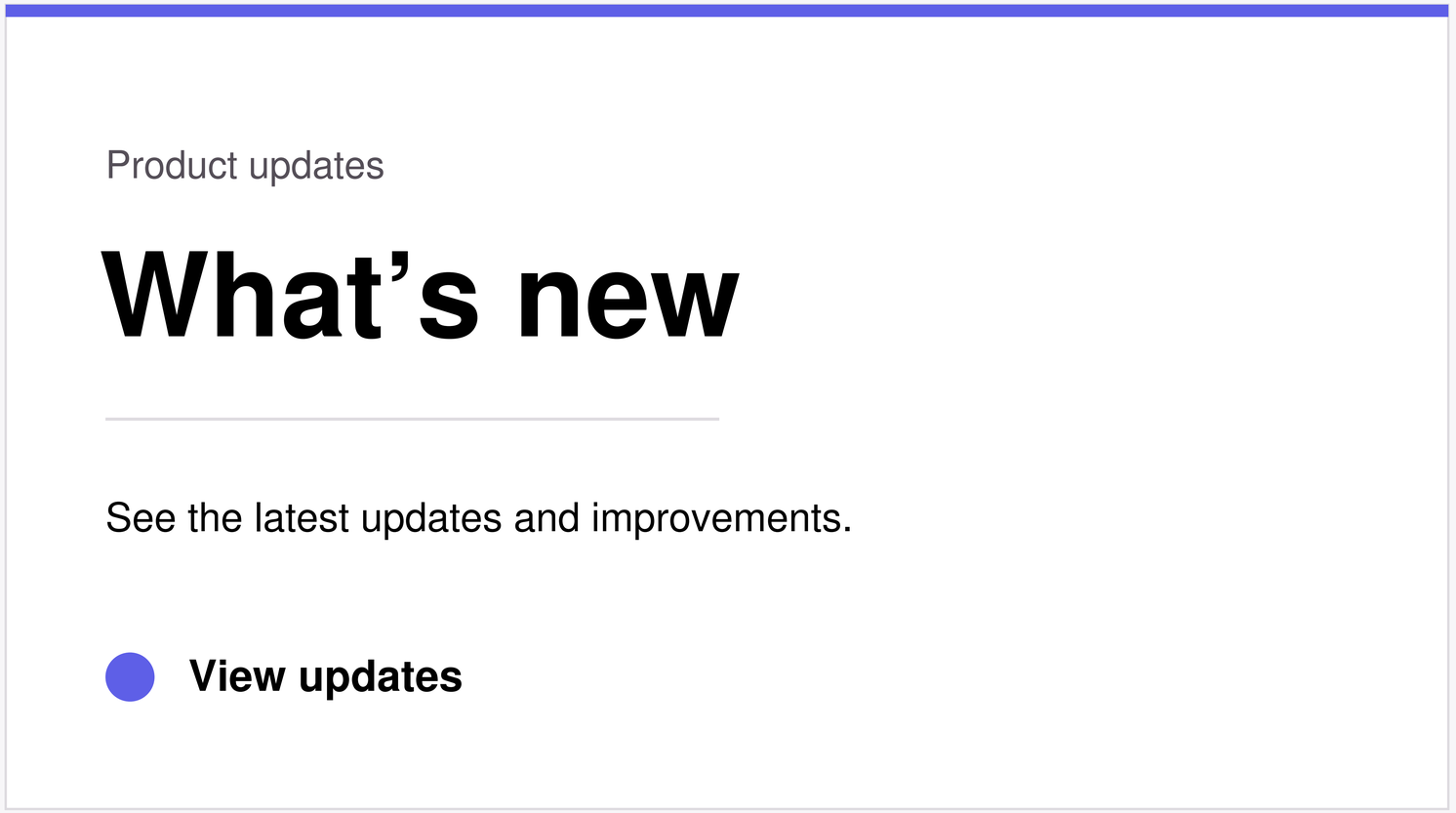
RGB 0 / 0 / 0

White

#FFFFFF

RGB 255 / 255 / 255

COLOUR APPLICATION



White background

Keeps the content area open.

Black type

Carries headlines and copy.

Brand accent

Draws attention to the action.

TYPOGRAPHY

HEADINGS



Goodly

Extra Light / Light / Regular / Medium / Semibold / Bold

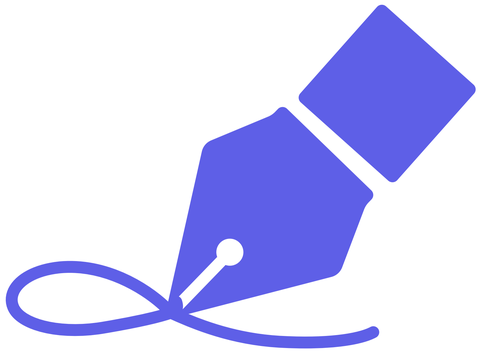
SUPPORTING COPY



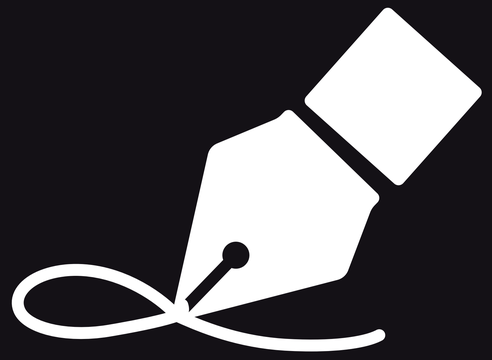
Poppins

Light / Regular / Medium / Semibold / Bold / Black

STANDALONE ICON



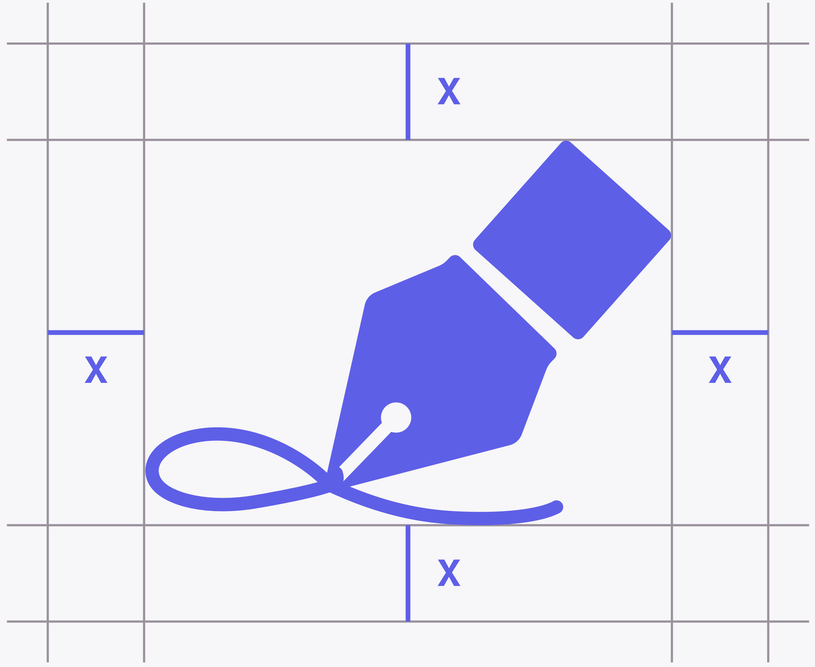
Light background



Dark background

Use the icon when the brand is already identified or the placement is icon-sized.

ICON CLEAR SPACE



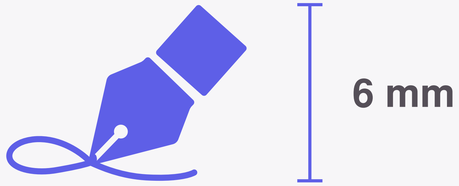
X is one quarter of the icon height.

ICON MINIMUM SIZE

SCREEN



PRINT



Validate on screen and in print.

ICON PARTNERSHIP LOCKUPS

Standalone icon

SCREEN



Partner logo

PRINT



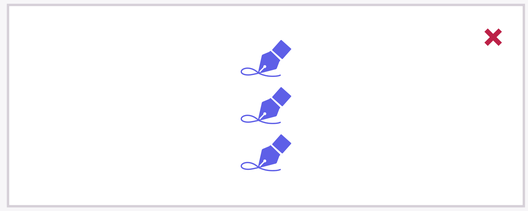
Partner logo

Use the icon lockup where the product is already identifiable.

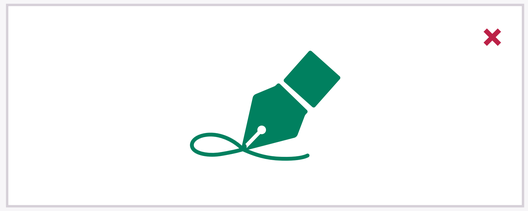
ICON USAGE



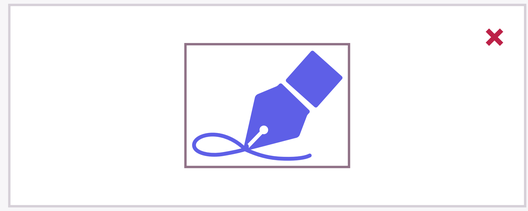
Alter the artwork



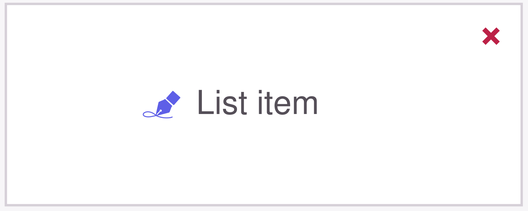
Repeat as decoration



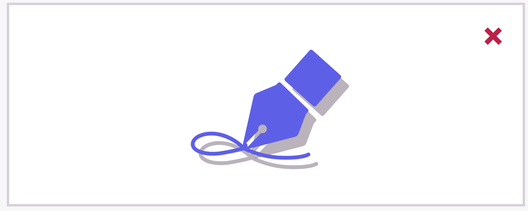
Recolour the icon



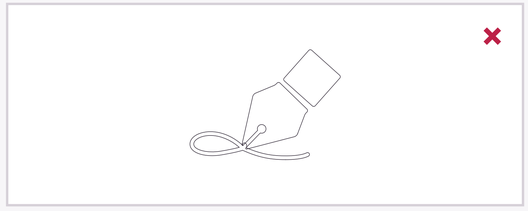
Crowd the icon



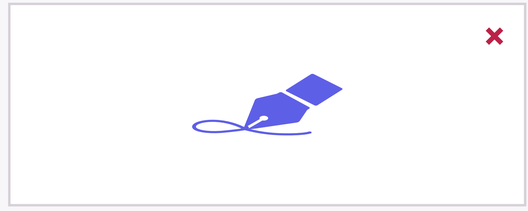
Use as a text bullet



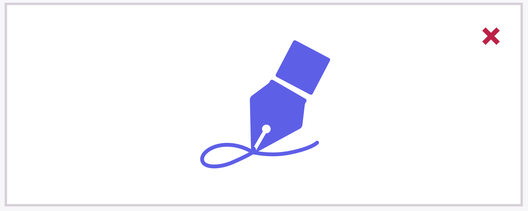
Add a shadow



Use an outline



Stretch the icon



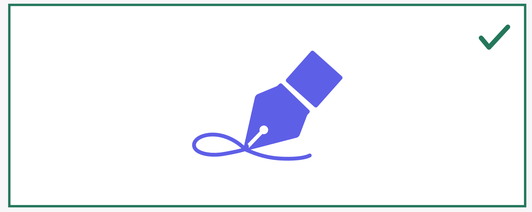
Rotate the icon



Use low contrast



Redraw the icon



Use approved artwork

Munshi

Brand Resources

Use the supplied artwork for logos and icons.

