



# Pandle Branding Guide

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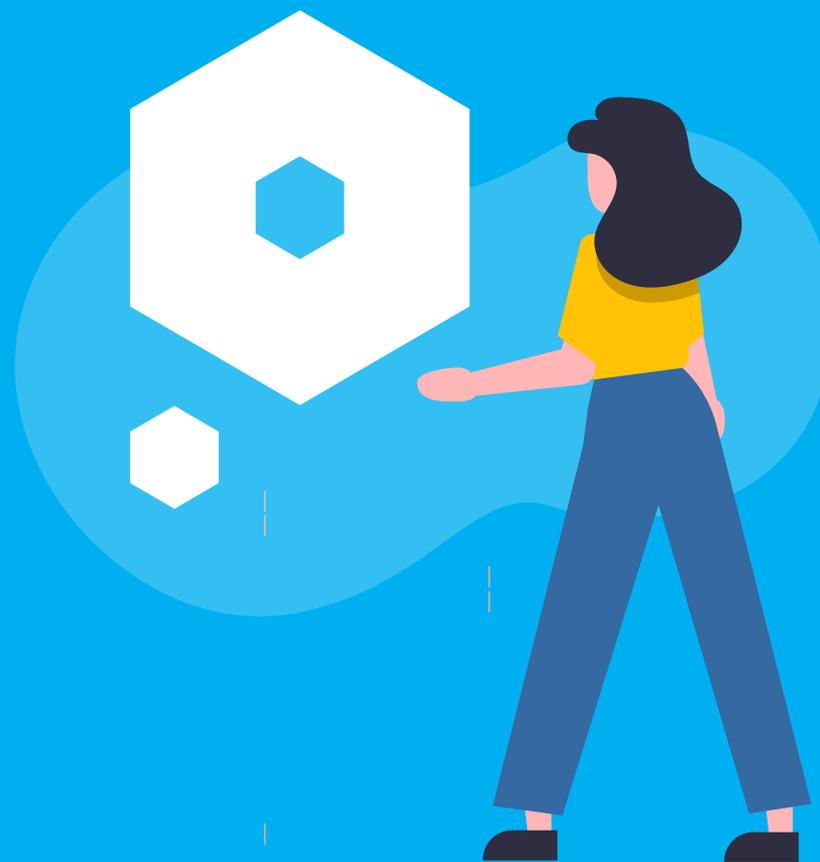
Everything you'll need to spread the word



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## Introduction

**If you've made it this far, you're probably already familiar with who we are, but just in case...**

Pandle is a comprehensive online accounting software designed for contractors, freelancers and small business owners in the UK.

It's simple to use, but stuffed full of powerful features to help make your life easier.

You are currently reading our handy little branding guide - it will take you through our brand colours, logo and general usage rules.

## The Pandle Logo

Say hello to the Pandle logo! It's the symbol that represents our company and helps users around the world to recognise our brand.



Our logo comes in two versions: the **full logo** including our name and logomark, and just the **logomark** alone.

We developed this logo to make it as simple and clean as possible, to accurately represent our software.

The Pandle logo always appears in one of two colours; either in white or in the Pandle blue colour used above.



## Logo Usage

We're usually pretty chill, but we do have a couple of rules around the usage of our logo. This is just to make sure that we're always recognisable.

The rules are as follows:

- ⬡ Please leave plenty of space around the logo
- ⬡ Don't resize the logomark
- ⬡ Don't change the logo composition
- ⬡ Don't reposition the logomark
- ⬡ Don't change the logo into non-brand colours



## Brand Colours

Other than our logo, our brand colours are the next most recognisable thing about our branding.

As such, we like to keep things consistent. When using the Pandle brand, please try and keep to these colours:

### Pandle Blue

HEX #03a2ea

RGB 3 / 162 / 243

C99, M31, Y0, K8

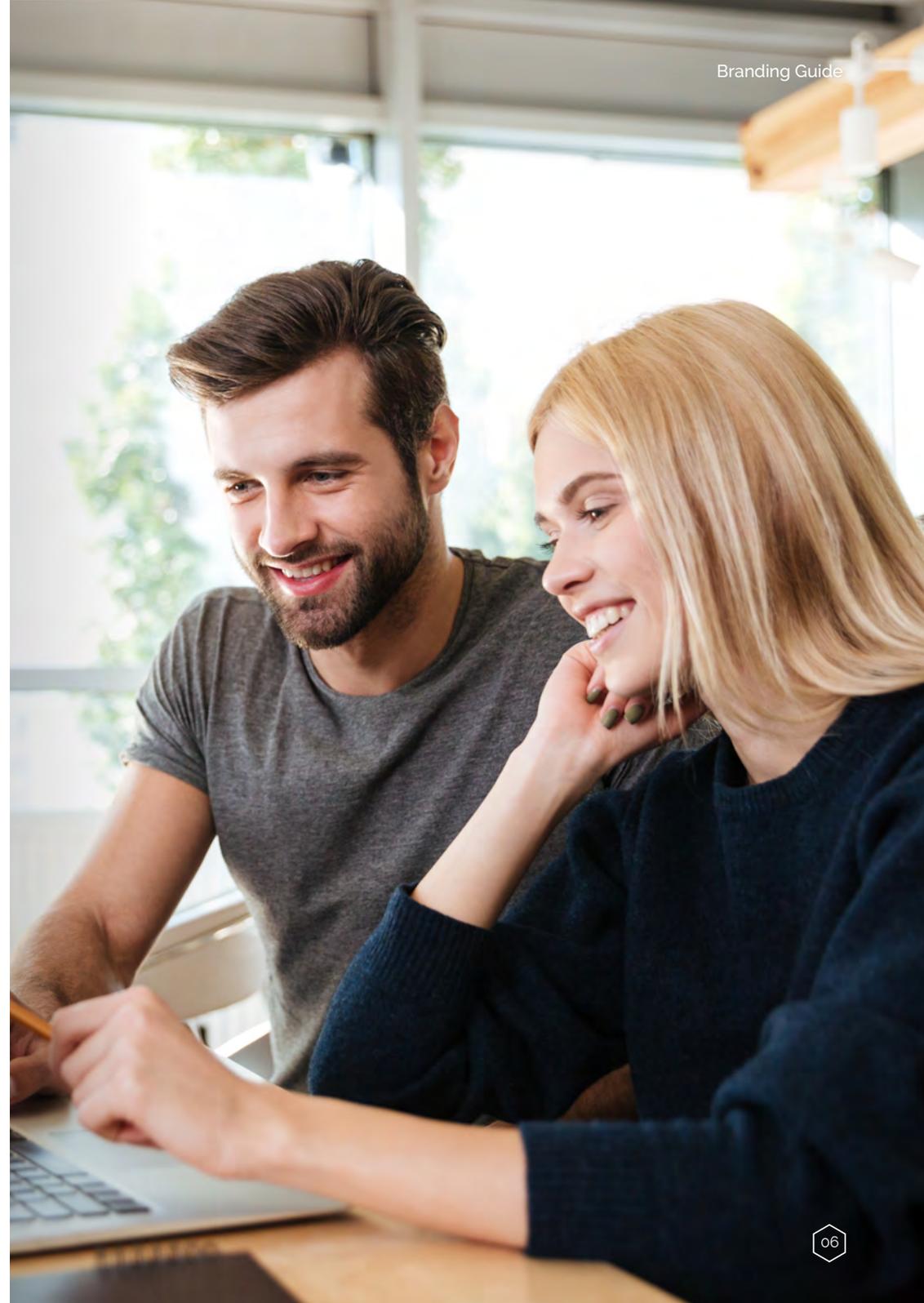
PMS 299 C

### White

HEX #FFFFFF

RGB 255 / 255 / 255

C99, M31, Y0, K8



## Your Partner Badge

So you've become a Pandle Partner...

Congratulations! As you sign up more clients to Pandle, your partner level grows with it.

Depending on your level, you will be awarded a medal to display on your website to promote your Pandle prowess.

As with our logo, we have just a couple of rules about how you should display your Partner Badge.

The rules are as follows:

- ⬡ Please leave plenty of space around the badge
- ⬡ Don't resize the badge elements
- ⬡ Don't change the badge composition
- ⬡ Don't change the badge colours



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