



**BRAND IDENTITY & SAMPLE DESIGNS**

**MAY 2014**

## PUMPING MARVELLOUS LOGO

The Pumping Marvellous logo consists of three elements - the Pumping Marvellous name, the tagline and the heart symbol.

The proportion and arrangement of the symbol and wordmark have been specifically determined.

The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.



Logo on white



Logo on a background - OPTION 1



Logo on a background - OPTION 2

# COLOURS

## PRIMARY BRAND COLOURS

These are the colours used in the Pumping Marvellous logo and represent the core colour expression of the brand.



**PANTONE: 213**

C: 89 R: 3  
M: 32 G: 112  
Y: 84 B: 74  
K: 21



**PANTONE: 368**

C: 50 R: 141  
M: 0 G: 198  
Y: 99 B: 64  
K: 0

## SECONDARY PALETTE

These complimentary colours can be used in all material.



**PANTONE: 306**

C: 75 R: 0  
M: 0 G: 188  
Y: 7 B: 228  
K: 0



**PANTONE: 513**

C: 44 R: 154  
M: 83 G: 78  
Y: 0 B: 158  
K: 0



**PANTONE: 032**

C: 0 R: 239  
M: 90 G: 65  
Y: 86 B: 53  
K: 0



**PANTONE:  
YELLOW**

C: 67 R: 64  
M: 46 G: 82  
Y: 50 B: 82  
K: 43



**PANTONE: 021**

C: 0 R: 247  
M: 53 G: 142  
Y: 100 B: 30  
K: 0



**PANTONE: 2758**

C: 100 R: 1  
M: 80 G: 58  
Y: 0 B: 129  
K: 26

## TERTIARY PALETTE

These complimentary colours only to be used for specific events by the companies desecration.



**PANTONE: BLACK**

C: 40 R: 6  
M: 40 G: 0  
Y: 40 B: 0  
K: 100



**PANTONE: 871**

C: 20 R: 163  
M: 25 G: 145  
Y: 60 B: 97  
K: 25

## MINIMUM SIZE

The Pumping Marvellous logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the following dimensions.



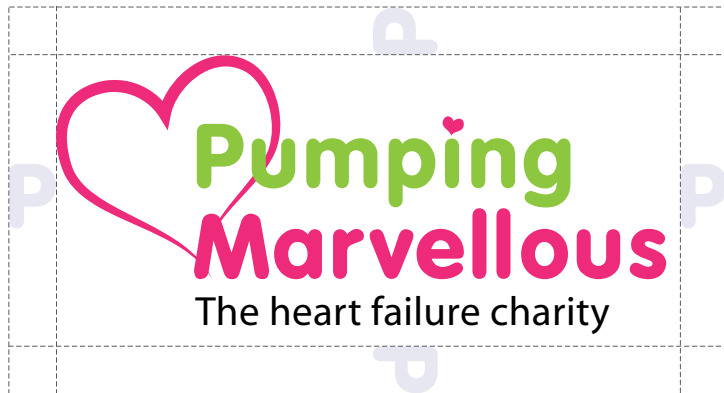
40mm

## CLEAR SPACE

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Pumping Marvellous logo and the alternative versions is defined as the width of the "P" in the word 'Pumping'.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

This is the recommended minimum area, wherever possible allow more space.



# FONTS

To help provide a consistent unified look in the Pumping Marvellous brand's use of typography, the Museo Sans Rounded typeface should be used on all communications for Pumping Marvellous products and services.

## PRIMARY TYPEFACE

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### MUSEO SANS ROUNDED 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

### MUSEO SANS ROUNDED 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 7 8 9 % ? : + ""

### MUSEO SANS ROUNDED 900

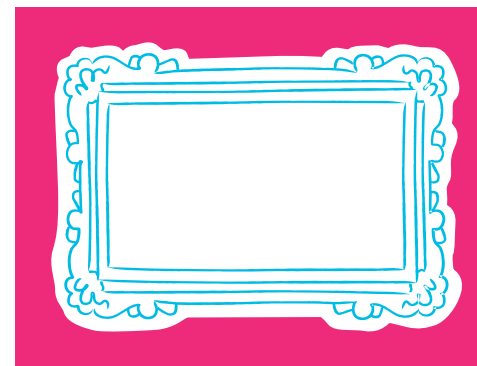
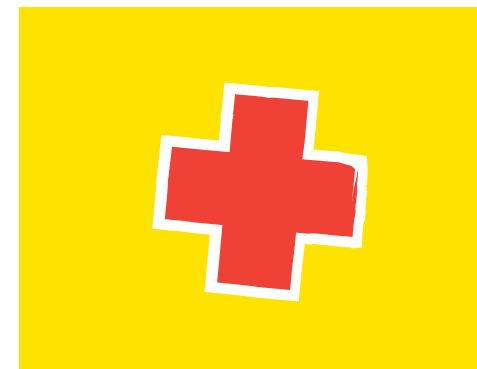
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0 1 2 3 4 5 6 7 8 9 % ? : + ""**

### MUSEO SANS ROUNDED 1000

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0 1 2 3 4 5 6 7 8 9 % ? : + ""**

# IMAGERY

Images on all Pumping Marvellous material needs to have a consistent look, the examples on the page illustrate this.





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**[www.pumpingmarvellous.org](http://www.pumpingmarvellous.org)**

**Registered Charity Number 1151848**