Visual specifications for logo use

Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. Do not change its color or add/remove any of its elements. The globe and leaf symbol should not be used alone, except on very specific occasions.

Preferred use:

Use on dark solid background:

Use on internal documents:

Use in black or red:

Use on dark solid background:
File format

Web, presentations and word processing software
Use low-resolution files of the logo, including .JPG and .PNG formats. The minimum size of the logo in electronic format is 130 KB.

Print

For printed material, use high-resolution files including: .TIFF, .AI, or .EPS formats.

Refer to the usability matrix to know what version to use. All versions of the logo in different formats and languages can be downloaded from the PABRA website at:

Improper use of logo

Do not scale the logo to increase or reduce its size by manipulating the green squares, because this may distort the original proportions.

To increase or reduce the logo size, it is recommended to manipulate the squares in the corners. That way the logo will keep its original proportions.
Do not change the typeface or the colors, and do not manipulate the logo or rearrange its layout.

Do not change the tagline typeface

Do not change the color of any element

Do not change manipulate the tagline

Do not rearrange the layout
Colour Palette

Primary font:
TIMES NEW ROMAN
QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
1234567890

Secondary font:
SANSATION REGULAR
QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
1234567890

Main text font:
Calibri
QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
1234567890