
2024

Brand Guidelines

Check-in Pax

Corporate Logo

Business Contact

Check-in Pax

Instructions for use

Use of any stylized, animated, hand drawn or other versions of official logo is not recommended. This undermines consistency of the brand. Please consult with Checkin-Pax Trademark Licensing if you have any questions or need further help.

Recommended Formats

Adobe Illustrator (.ai)

Encapsulated PostScript (.eps)

Portable Network Graphic (png)

Tag Image File Format (.tiff)



Complete Brand Logo



Brand Icon

Logo Minimum Size

In order to ensure legibility of the Check-in Pax logo, the width should never be less than 1.4" in print or 101 px digitally.



1.4"



100 px

In order to ensure legibility of the Check-in Pax Icon, the width should never be less than 0.2" in print or 14px digitally.



0.2"

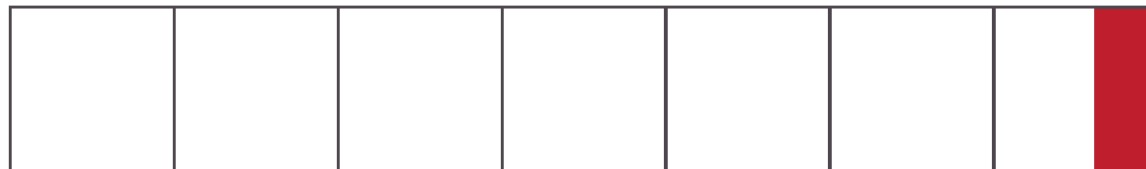


14 px

Logo Introduction

Explanation

Logo construction is used when necessary to verify that the composition of the logo's elements (typography, spacing, etc.) are maintained correctly. The size and position of each element are determined by 'x'. Which is defined by the height of Brand Insignia's height.



7.6x

Logo Clear Space

Explanation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo. They have a fixed relationship that should not be altered.



Logo Variations



Corporate Colors

Explanation

The brand has 2 official colors, these colors have become a primary recognizable identifier for the brand.

Usage

Use them as the dominant color palette for all visual presentations of the brand.

Primary

**RGB**

44, 41, 44

CMYK

70%, 67%, 61%, 65%

HEX

2C292C

Secondary

**RGB**

172, 166, 166

CMYK

47%, 45%, 36%, 4%

HEX

ACA6A6

Typography Colors for Digital Properties

Explanation

The typography requirements for digital products require at least 4 variations between from Dark to Light.

Usage

These colors are only used on the website or digital properties of the brand.

Dark

HEX # 4D474D

Slightly Dark

HEX # 8C838C

Slightly Light

HEX # CFC8CF

Light

HEX # EDE7ED

Corporate Typography

Primary Font

Inter

Details

Inter is an open-source sans-serif typeface designed by Swedish designer/programmer

Rasmus Andersson

Source

<https://fonts.google.com/specimen/Inter>

Aa

Font Weight / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Font Weight / Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Font Weight / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography Sizes for Digital Properties

H2	The quick brown fox jumps over the lazy dog	60 px
H3	The quick brown fox jumps over the lazy dog	40 px
H4	The quick brown fox jumps over the lazy dog	24 px

Typography Sizes for Digital Properties

H5	The quick brown fox jumps over the lazy dog	20 px
H6	The quick brown fox jumps over the lazy dog	16 px
H7	The quick brown fox jumps over the lazy dog	12 px

Digital Properties

Mobile View

This shows suggestive layout with the primary elements of the brand on company's functional app.

