

BRAND GUIDELINES

V2 2025

PERVASID

HOW TO USE THESE BRAND GUIDELINES

These guidelines will give you all the information you need to manage our brand and bring PervasID to life effectively and consistently across all communication channels and platforms.

CONTENTS

01

PURPOSE
& VISION

06

GRAPHICAL
ASSETS

02

STRAPLINE

07

STATIONARY

03

LOGOS

08

PHOTOGRAPHY

04

COLOUR

09

SOCIAL MEDIA

05

TYPOGRAPHY



**PURPOSE
& VISION**

**OUR
PURPOSE**

**DISRUPTING
TODAY FOR
A BETTER
TOMORROW**

OUR VISION

**SETTING THE
DE FACTO
STANDARD FOR
REAL TIME
TRACKING OF
EVERY ITEM**

02

STRAPLINE

**OUR
STRAPLINE**

**DISRUPTING
TODAY FOR
A BETTER
TOMORROW**

DE

LOGOS

PERVASID

PERVASID

PERVASID

PERVASID

03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

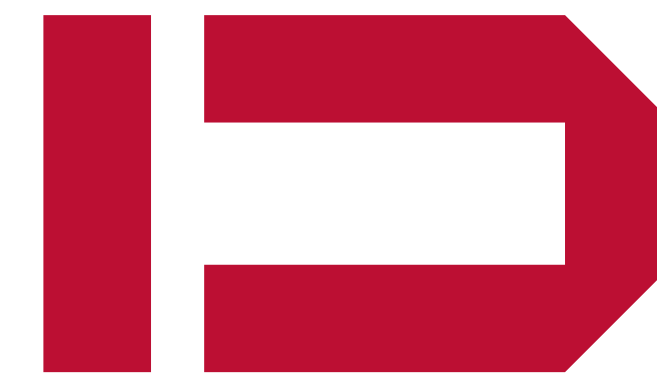
PRIMARY WORDMARK LOGO

Our primary logo that will be used across all comms.



IDENT

To be used when the core logo isn't quite right for the space.



03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

LOGO THEORY

The foundations of our logo reflect the vision for setting the de facto standard for real time tracking and our ambition to grow the PervasID brand in a global market as a leader and innovator.

PERVASID

IDENT

The ident 'ID' shows 2 letters pushing forward to disrupt today for a better tomorrow. The 'D' contains 2 arrows (highlighted blue) pushing outwards relaying a signal, showing forward momentum, leader and innovator.

The arrows form an integral part of the brand look and feel allowing you to use them in a dynamic way to hold text or to show the product is secure and tracked by our system.



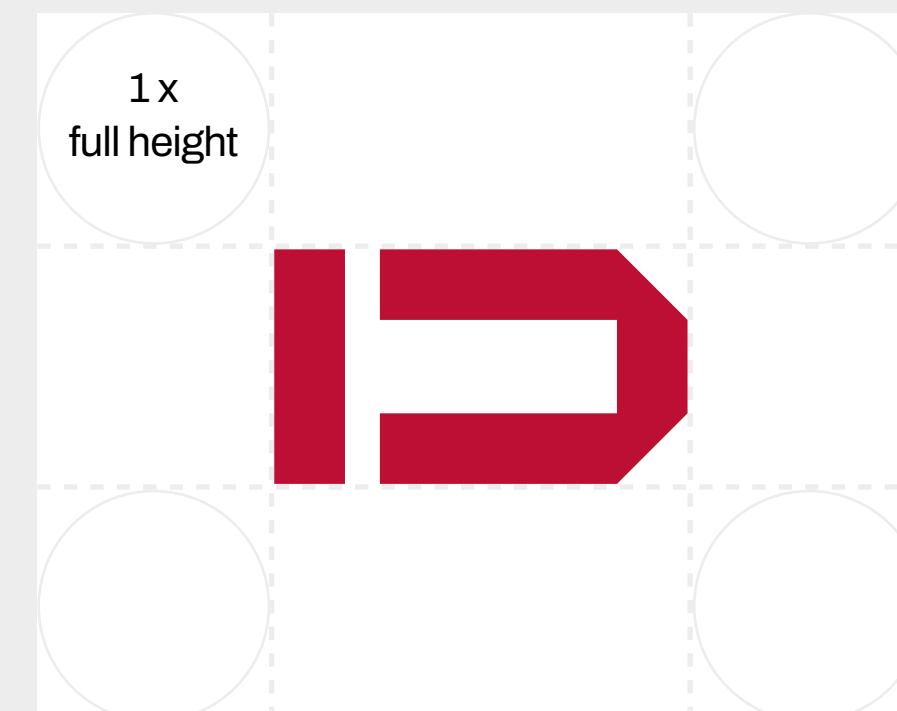
03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

CLEAR SPACE

Clearspace, or the exclusion zone, is the area surrounding a logo that excludes other graphics and typography.

This ensures the legibility and prominence of the logo by distancing it from competing elements.



03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

COLOUR VARIATIONS

When required, the PervasID logo can transform it’s appearance to suit the surroundings. There are 7 variations:

The same colour variations also apply to our ident logo.

2 COLOUR OPTIONS



SINGLE COLOUR OPTIONS



03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

OVER IMAGES

Ensure there is high contrast between elements in the background and the logo when using any of the colour variations.



⊗ Avoid areas of low contrast

03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

THINGS TO AVOID

Always use our logo according to the principles within these guidelines. Here are some basic errors to avoid:

⌘ Don't stretch or distort



⌘ Don't colour individual elements



⌘ Don't put in a container shape



⌘ Don't alter the tracking



⌘ Don't move elements



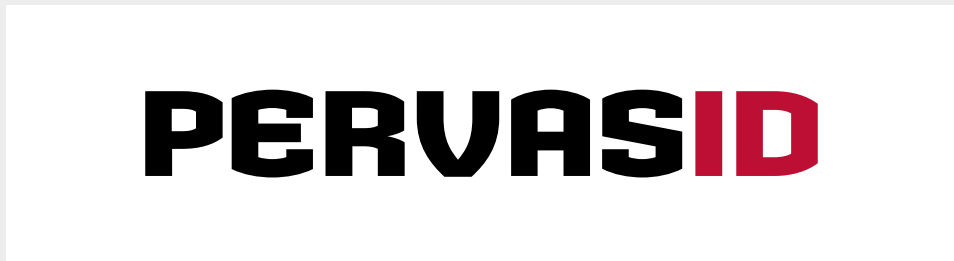
⌘ Don't apply a non brand colour



⌘ Don't keyline



⌘ Don't change the typography



⌘ Don't remove elements



03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

LOGO SIZING

We must always make sure our logo is easy to see and legible.

MINIMUM PRIMARY LOGO SIZE

PERVASID



Print: 30mm
Web: 120px

A4 LETTERHEAD LOGO SIZE

PERVASID



Print: 60mm

03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

PARTNERSHIPS

When partnering with a client at, for example an event our logo should be locked up following this guide along with honouring the brands guidelines.



1 x full height
of our logo

Minimum 1 pt stroke
100% Space grey Keyline

03. LOGOS

Our logo is an important representation of our brand and values. It consists of two elements: a logo ident and a wordmark logo with the name of the company.

PRODUCTS

When creating a new product logo at, for example an event our logo should be locked up following this guide along with honouring the brands guidelines.

HORIZONTAL



STACKED



04

COLOUR

04. COLOUR

Colour is an essential part of your brand's visual identity. It can evoke emotions, convey messages, and set your brand apart from competitors.

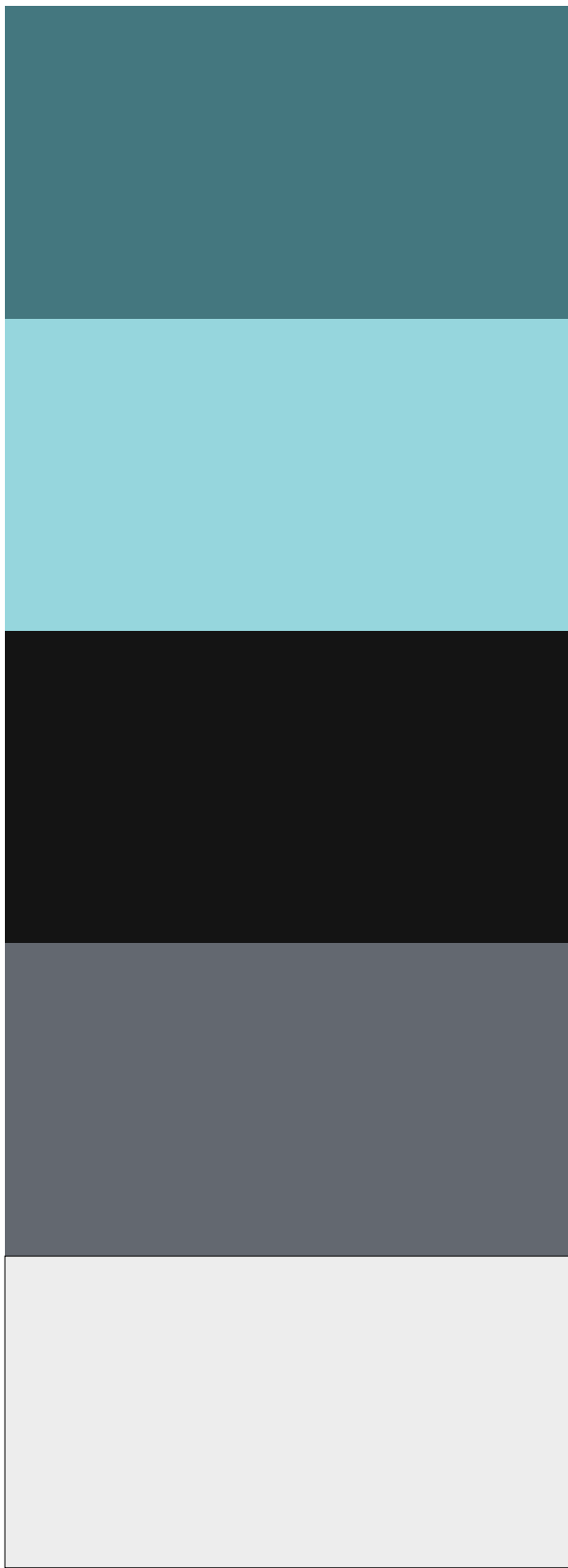
COLOUR PALETTE

Our colour palette is a powerful way for us to identify ourselves and plays an important part in building brand recognition that will help distinguish our communications from other competing visuals.

PRIMARY



SECONDARY



04. COLOUR

Colour is an essential part of your brand's visual identity. It can evoke emotions, convey messages, and set your brand apart from competitors.

COLOUR VALUES

Please follow the specification provided:

COLOUR MATCHING

It's rare to find colours that can easily or exactly convert from RGB to CMYK to Pantone, so the colour breakdowns specified are meant to capture the intent of the colour relationships across digital and printed applications.

When using Pantone colours we'd recommend requesting a test print.

PRIMARY

RED	R: 189	C: 18
	G: 15	M: 100
	B: 51	Y: 74
		K: 8
	Hex code #bd0f33	Pantone P 53-8 C
BLACK	R: 0	C: 0
	G: 0	M: 0
	B: 0	Y: 0
		K: 100
	Hex code #000000	Pantone P Process Black C
WHITE	R: 255	C: 0
	G: 255	M: 0
	B: 255	Y: 0
		K: 0
	Hex code #ffffff	Pantone P 1-1 C

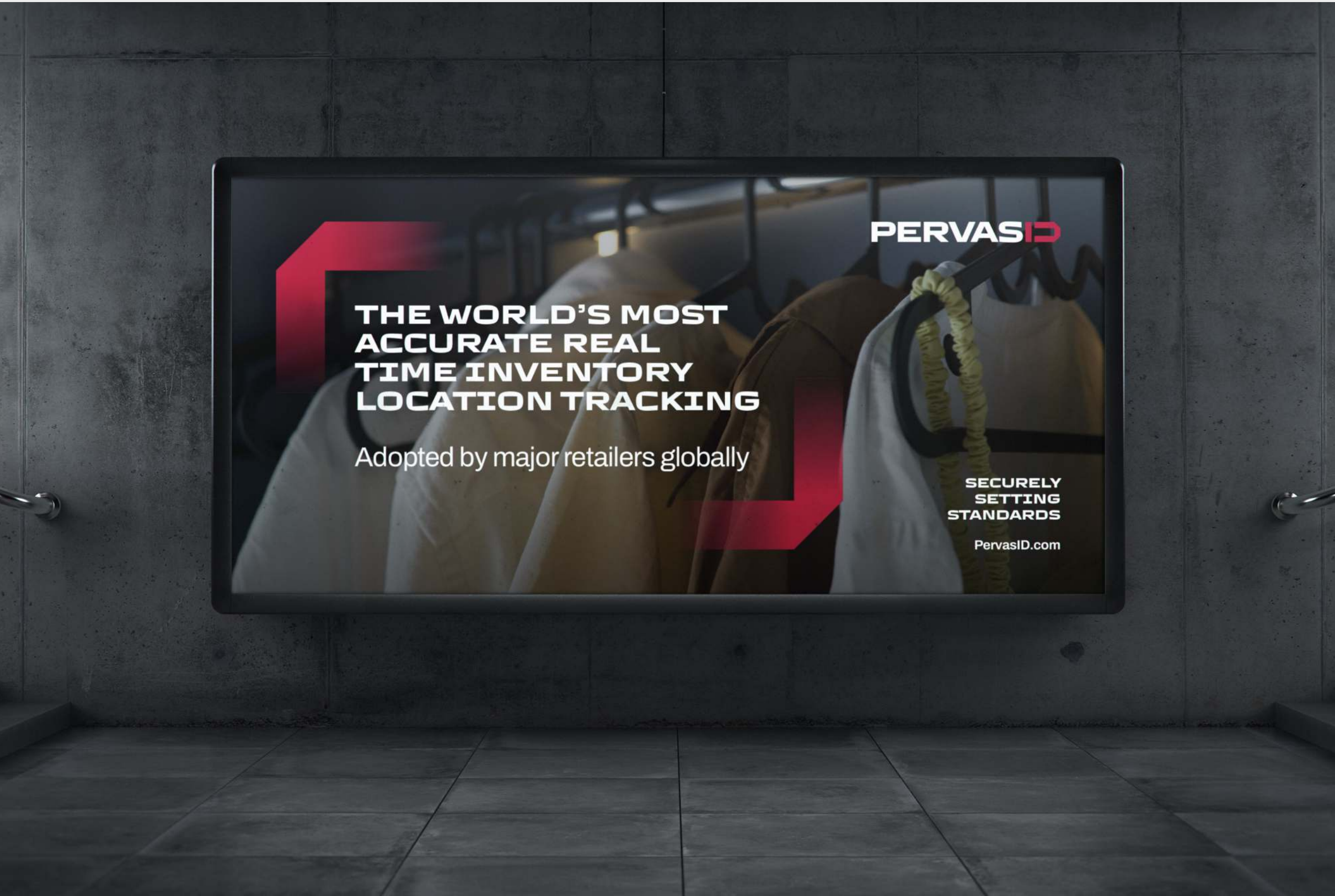
SECONDARY

METALLIC BLUE	R: 69	C: 73	Hex code #457880
	G: 120	M: 35	
	B: 128	Y: 40	Pantone P 132-13 C
		K: 19	
AQUA BLUE	R: 150	C: 45	Hex code #96d6de
	G: 214	M: 0	
	B: 222	Y: 16	Pantone P 121-11 C
		K: 0	
EERIE BLACK	R: 20	C: 91	Hex code #141414
	G: 20	M: 79	
	B: 20	Y: 62	Pantone P 179-16 C
		K: 98	
SPACE GREY	R: 99	C: 61	Hex code #141414
	G: 105	M: 48	
	B: 112	Y: 41	Pantone P 173-11 C
		K: 29	
COOL GREY	R: 237	C: 8	Hex code #ededed
	G: 237	M: 6	
	B: 237	Y: 7	Pantone P 179-2 C
		K: 0	

04. COLOUR

Colour is an essential part of your brand's visual identity. It can evoke emotions, convey messages, and set your brand apart from competitors.

COLOUR APPLICATION



DES

TYPOGRAPHY

05. TYPOGRAPHY

Setting a tone through our typographic styling.
The form of our letters says a lot about who we are.

TYPOGRAPHY

Is an important visual component of PervasID's visual identity system.

TT AUTONOMOUS BOLD

ABCDEFGHIJKLM

Archivo Bold

abcdefghijklm

Archivo Regular

abcdefghijklm

Arial

abcdefghijklm

05. TYPOGRAPHY

Setting a tone through our typographic styling.
The form of our letters says a lot about who we are.

HEADLINES

TT Autonomous is PervasID's primary typeface. It is a modern brutal technological sans serif. The basic visual characteristic of the typeface is the noticeable squareness of the characters and angular internal space.

TT AUTONOMOUS BOLD

A B C D E

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? @ £ \$ % ^ & * () < >

05. TYPOGRAPHY

Setting a tone through our typographic styling.
The form of our letters says a lot about who we are.

SUBHEADINGS AND HIGHLIGHTS

A highly legible typeface for subheadings and highlights. It has a graphical tie back to the headline display face creating cohesion on the page.

Archivo Bold

abcde

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?@£\$%^&*()<>

05. TYPOGRAPHY

Setting a tone through our typographic styling.
The form of our letters says a lot about who we are.

BODYCOPY

A slimmer highly legible typeface for the body copy. It has a graphical tie back to the headline display face creating cohesion on the page.

Archivo Regular

abcde

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?@£\$%^&*()<>

05. TYPOGRAPHY

Setting a tone through our typographic styling.
The form of our letters says a lot about who we are.

SYSTEM FONT

When brand fonts cannot be
used Arial is our fall back.

Arial

abcde

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?@£\$%^&*()<>

05. TYPOGRAPHY

Setting a tone through our typographic styling.
The form of our letters says a lot about who we are.

TYPOGRAPHY APPLICATION



DES

**GRAPHICAL
ASSETS**

06. GRAPHICAL ASSETS

When communications need visual elements or when we want to add depth to communications these graphical devices can be used.

GRADIENT ARROWS

They form an integral part of the brand look and feel allowing you to use them in a dynamic way to hold text or to show the product is secure and tracked by our system.

The arrows are pushing outwards relaying a signal, showing forward momentum, leadership and innovation.

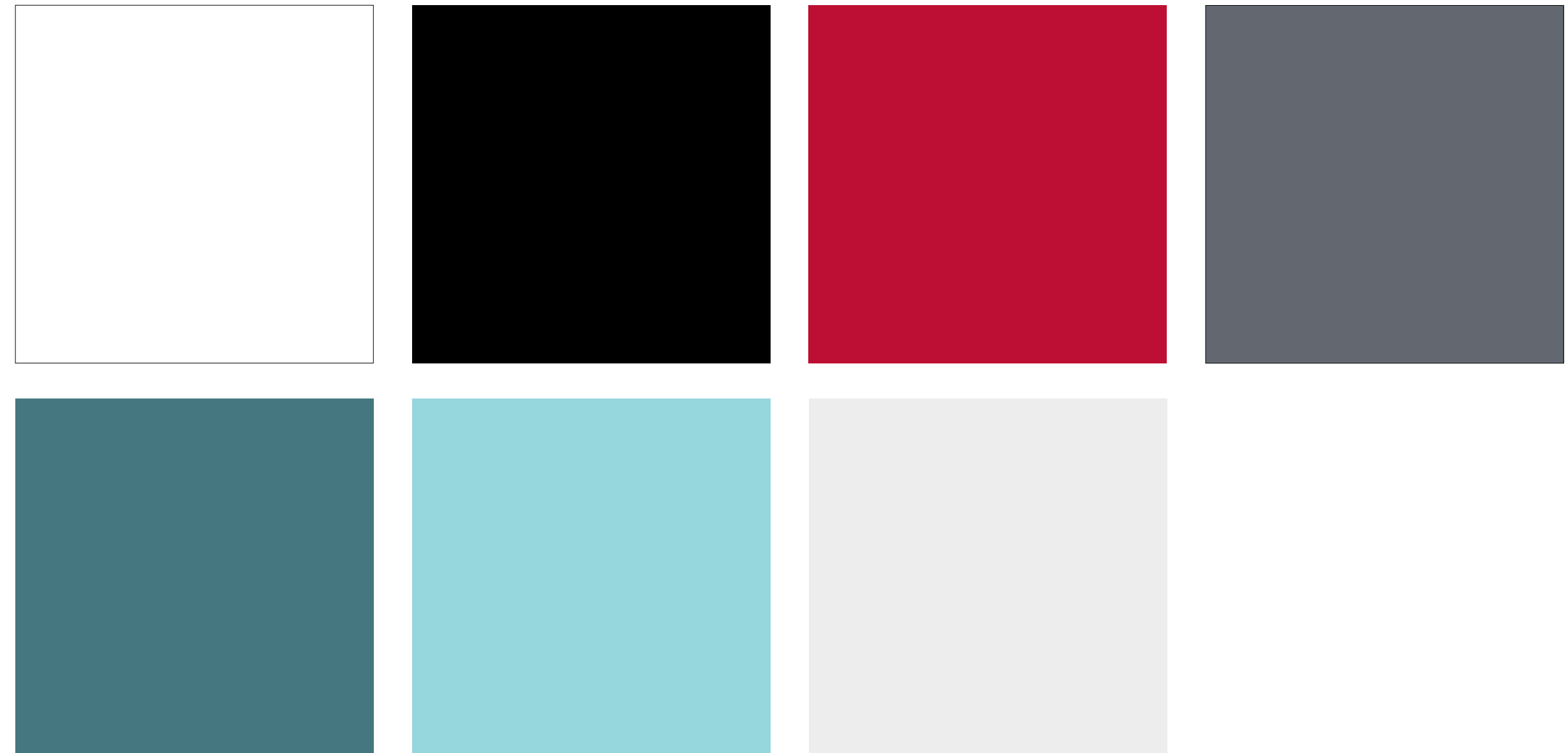


06. GRAPHICAL ASSETS

When communications need visual elements or when we want to add depth to communications these graphical devices can be used.

GRADIENT ARROW COLOUR VARIATIONS

When required, the arrows can transform their appearance to suit the surroundings. There are 7 variations:



06. GRAPHICAL ASSETS

When communications need visual elements or when we want to add depth to communications these graphical devices can be used.

OUTLINE ARROWS

They form an integral part of the brand look and feel allowing you to use them in a dynamic way as a subtle background element.

When applying an outline arrow to your asset, you can also reduce the opacity to 20%, this allows the element to fade into the background allowing items in front to stand out.

Stoke Weight

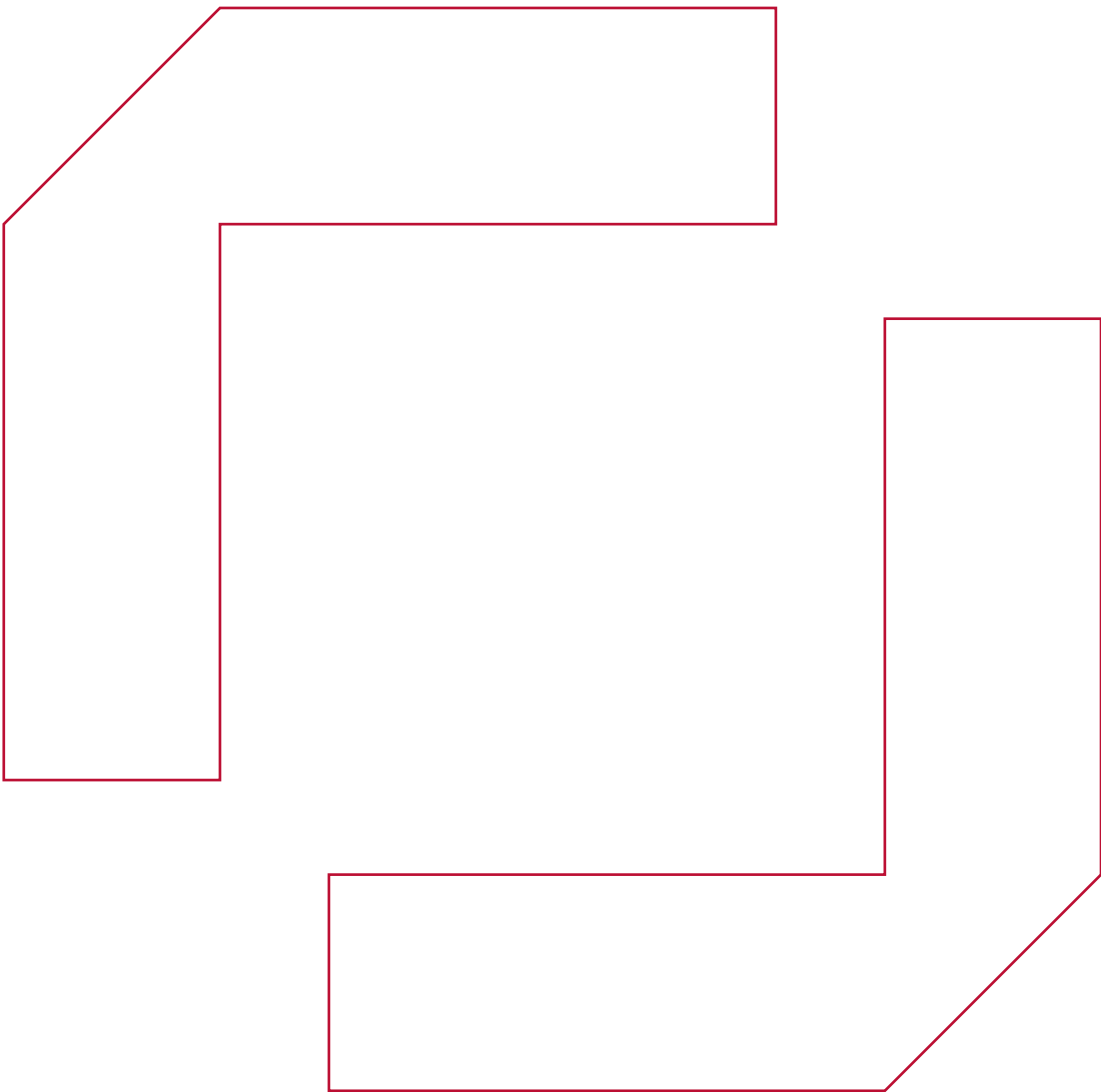
The weight is based on size of your document, please use these sizes as a guide:

Print:

A5:	0.5pt
A4:	0.6pt
A3:	0.7pt
A2:	0.8pt
A1:	0.9pt

Digital:

1080 x 1080:	2.0pt
1920 x 1080:	2.0pt
3840 x 2160	4.0pt

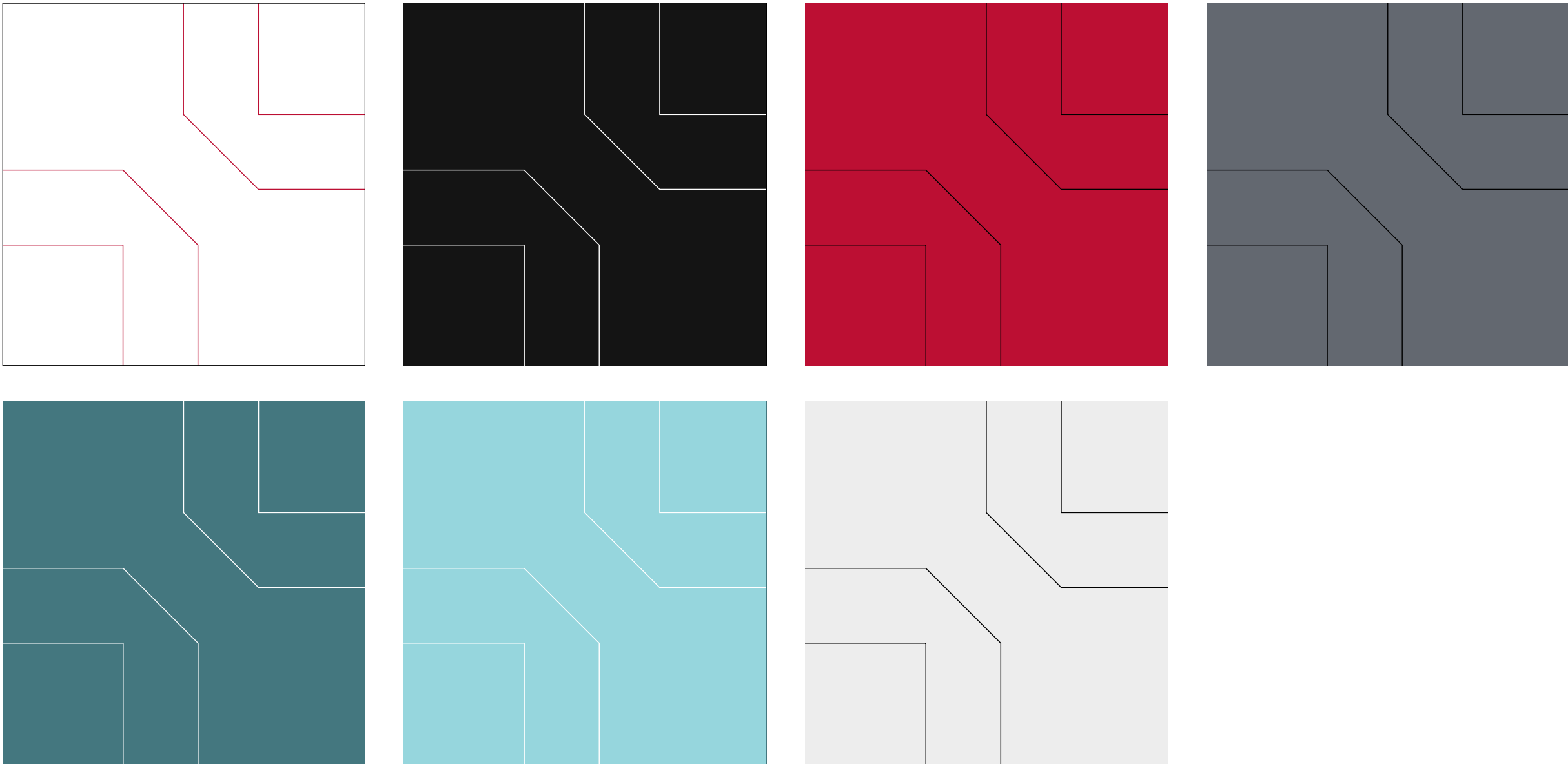


06. GRAPHICAL ASSETS

When communications need visual elements or when we want to add depth to communications these graphical devices can be used.

OUTLINE ARROW COLOUR VARIATIONS

When required, the arrows can transform their appearance to suit the surroundings. There are 7 variations:



06. GRAPHICAL ASSETS

When communications need visual elements or when we want to add depth to communications these graphical devices can be used.

ARROW APPLICATION



07

STATIONARY

07. STATIONARY

Corporate Stationery creates a brand identity through printed materials and serves as a powerful marketing tool.

LETTERHEAD

This shows the approved layout with the primary elements of the PervasID stationery system for the frontside of letterheads.

LETTERHEAD

Dimensions: DIN A4 (210 x 297 mm)

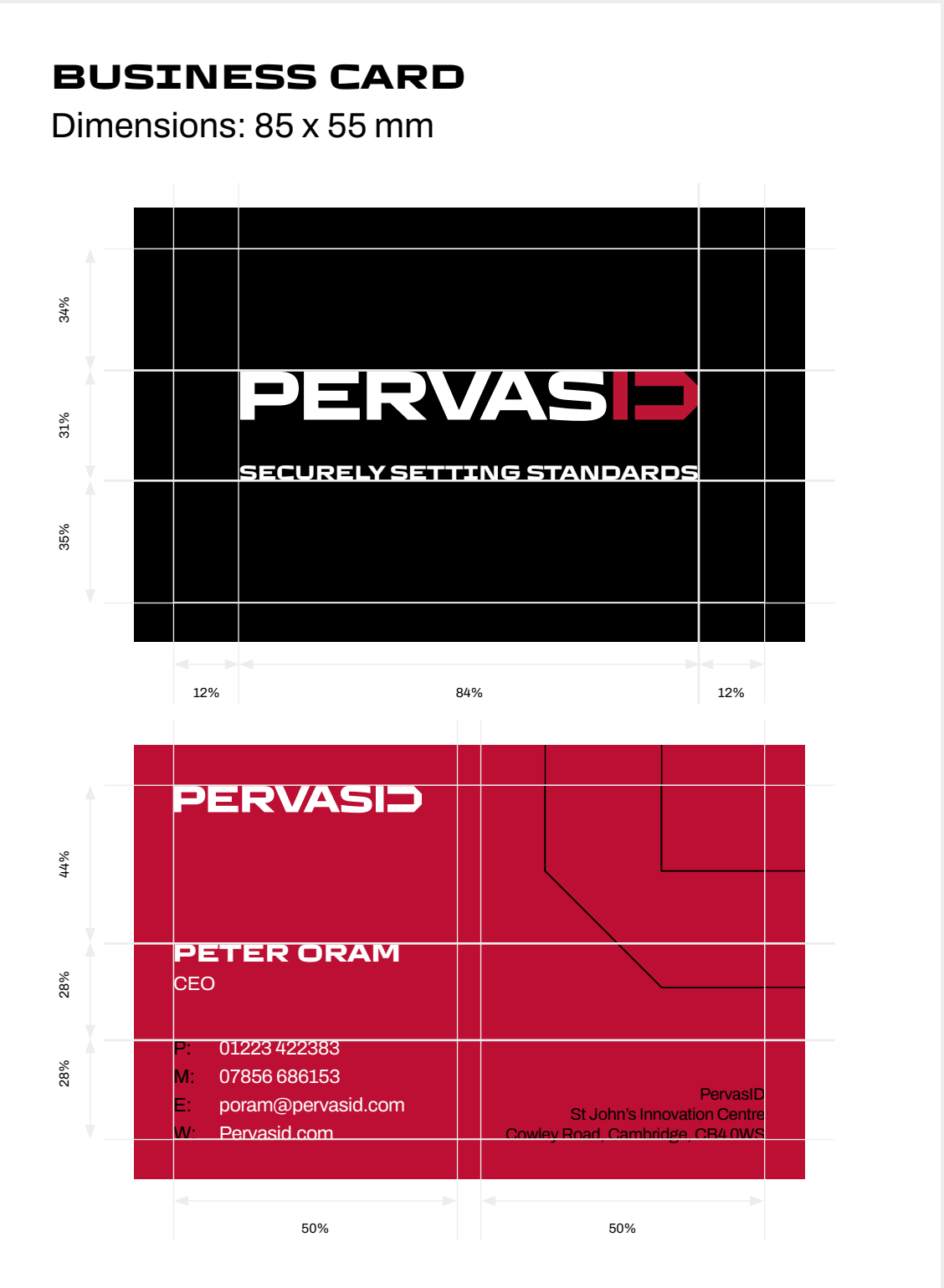


07. STATIONARY

Corporate Stationery creates a brand identity through printed materials and serves as a powerful marketing tool.

BUSINESS CARDS

This shows the approved layout with the primary elements of the PervasID stationery system for the frontside of letterheads.



07. STATIONARY

Corporate Stationery creates a brand identity through printed materials and serves as a powerful marketing tool.

STATIONARY APPLICATION



08

PHOTOGRAPHY

08. PHOTOGRAPHY

A well-designed corporate image system helps to convey a sense of professionalism and credibility.

BRAND IMAGERY

Our images need to show our ambition for the capability of our technologies and our people to drive forward innovation on behalf of our clients.

The chosen style, is dark, closely cropped and if possible with a slight red neon light. This allows the content placed ontop of the image to remain highly legible and accessible.



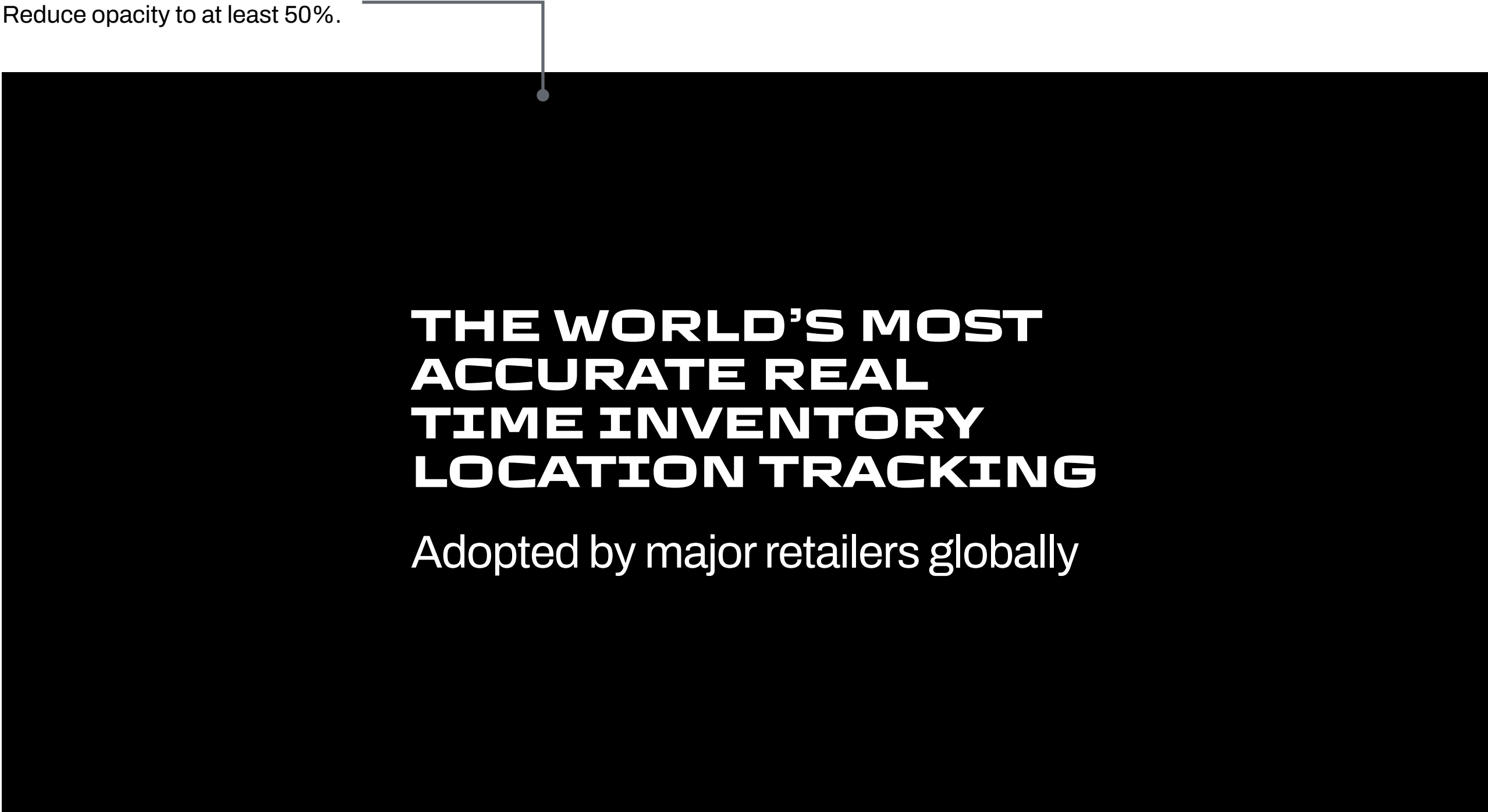
08. PHOTOGRAPHY

A well-designed corporate image system helps to convey a sense of professionalism and credibility.

IMAGE TREATMENT

When there is a need to overlay text ontop of an image apply this rule:

IMAGE OPACITY
Reduce opacity to at least 50%.



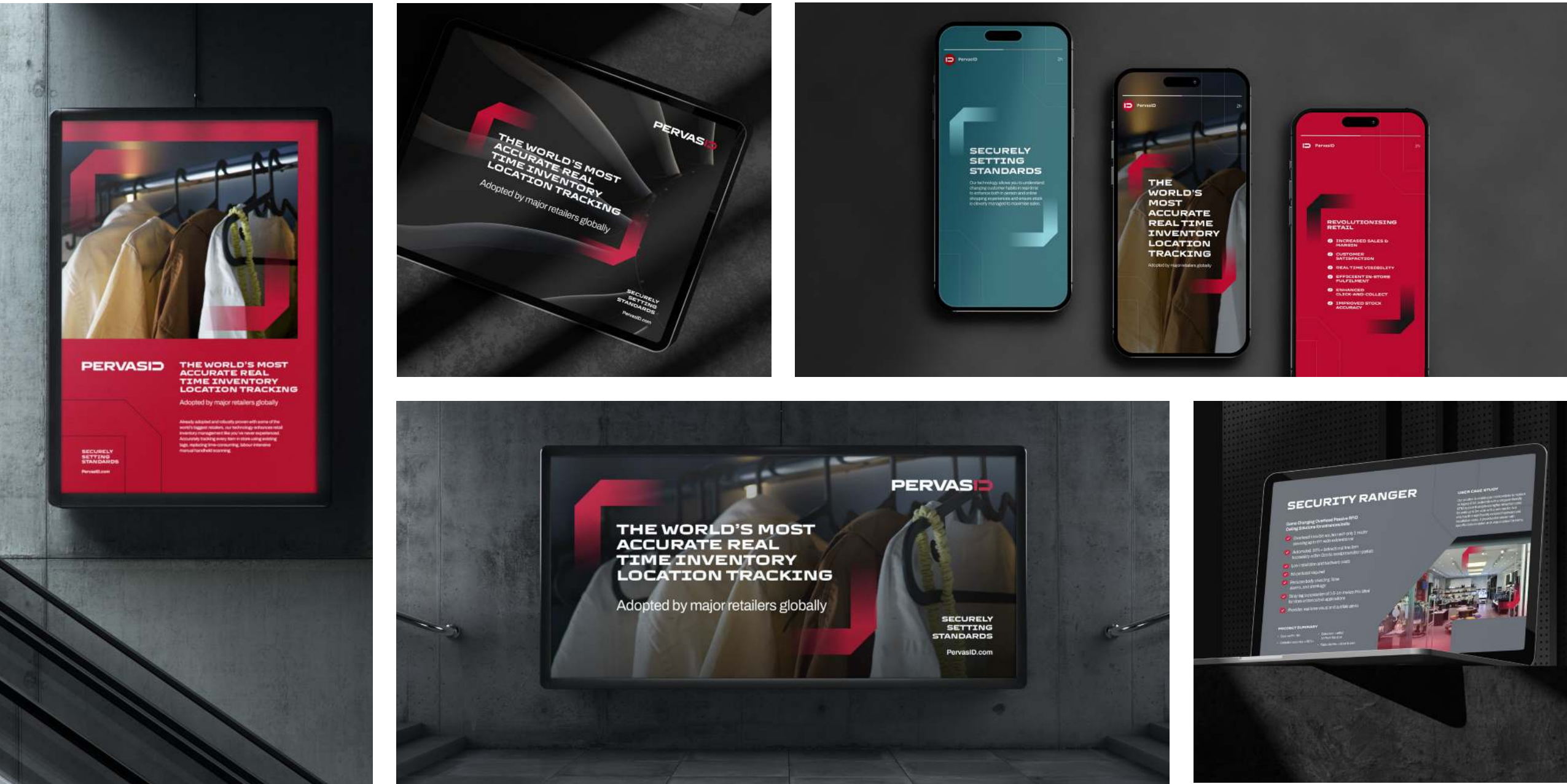
If your selected image is bright you may need to reduce the opacity further.

08. PHOTOGRAPHY

A well-designed corporate image system helps to convey a sense of professionalism and credibility.

MOCKUPS

Only use unique high quality mockups to showcase the brand product and message.



DS9

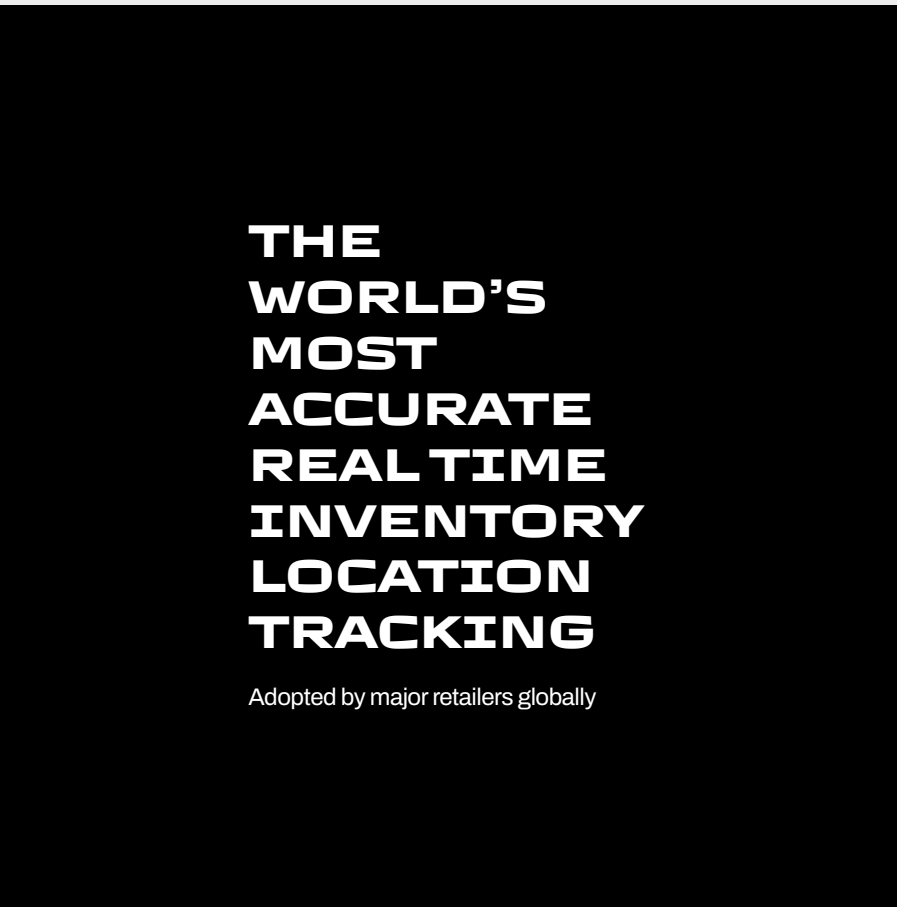
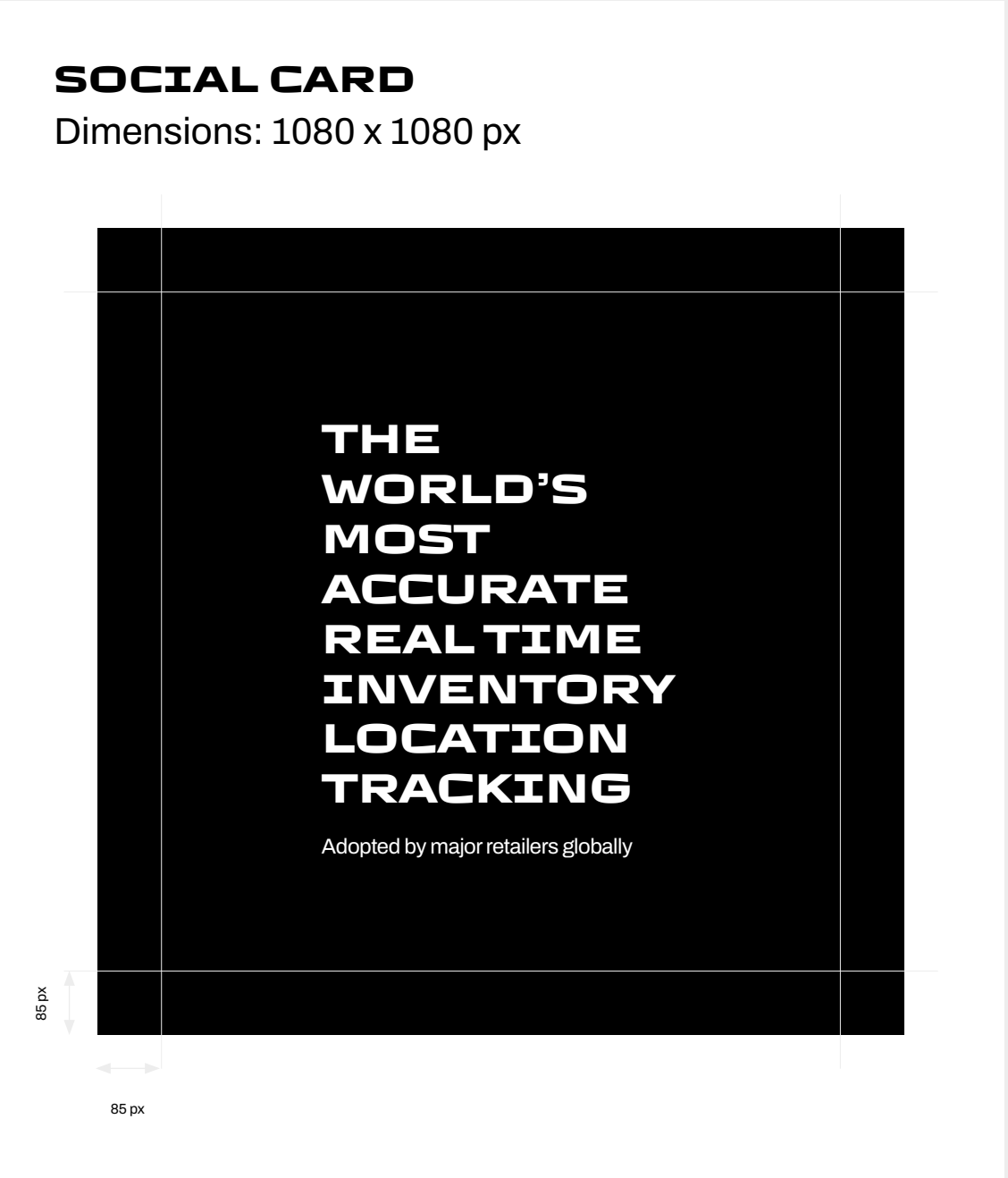
SOCIAL MEDIA

09. SOCIAL MEDIA

Social media is a powerful marketing tool, we must remain consistent, tell compelling stories, have a unique voice, and stand out among the crowd.

MARGINS

This shows the approved layout with a clear margin of 85 px, this applies to all social artwork.
Text should remain clear of the margin.

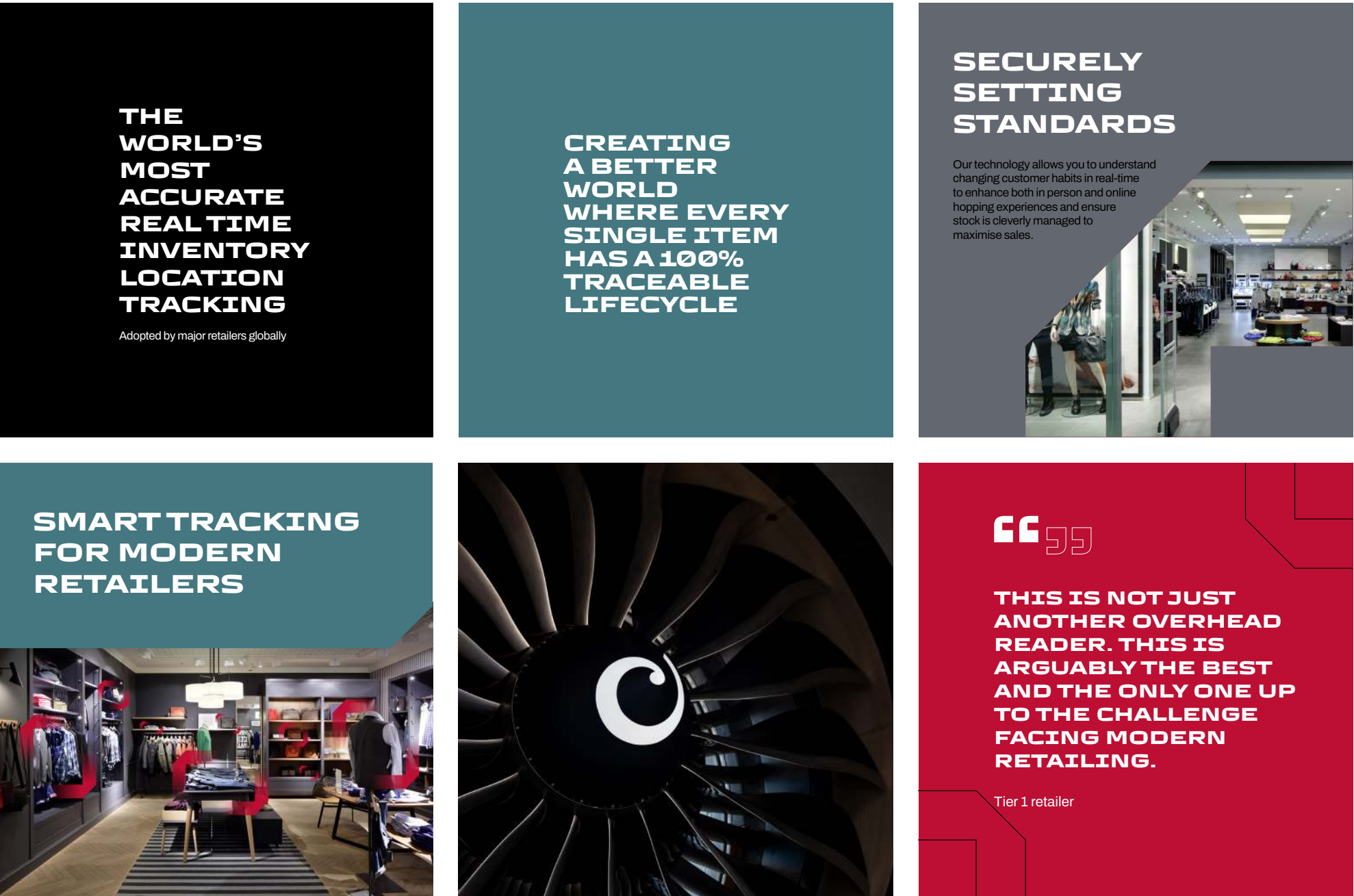


09. SOCIAL MEDIA

Social media is a powerful marketing tool, we must remain consistent, tell compelling stories, have a unique voice, and stand out among the crowd.

SOCIAL MEDIA

Here are a few templates:





P: +44 1223 422 383

E: info@pervasid.com

W: PervasID.com

A: St John's Innovation Centre
Cowley Road
Cambridge
CB4 0WS
UK