



# panell

The human conversation platform





panell

## Icon

The icon is made up of 2 parallels to which the latter has an added circle, symbolising the 'p' of panell. The icon is only used for webapplications, as the main logo exists of the name panell written out.

## Logo

The logo of panell exists of the name of the platform, all lower case. The 'p' and two 'l's' are lowered, with a line in between them. This symbolises the bridge this platform will build between 2 individuals who want to have meaningful conversations. The logo makes a statement, has a grown-up feel to it without becoming too serious. The all-lower case letters make this logo feel accessible, human and down to earth.

## Logo variations

The variations of the logo and icon are limited to the 2 main colors (blue and orange) and a black and white version. This ensures brand consistency.



panell

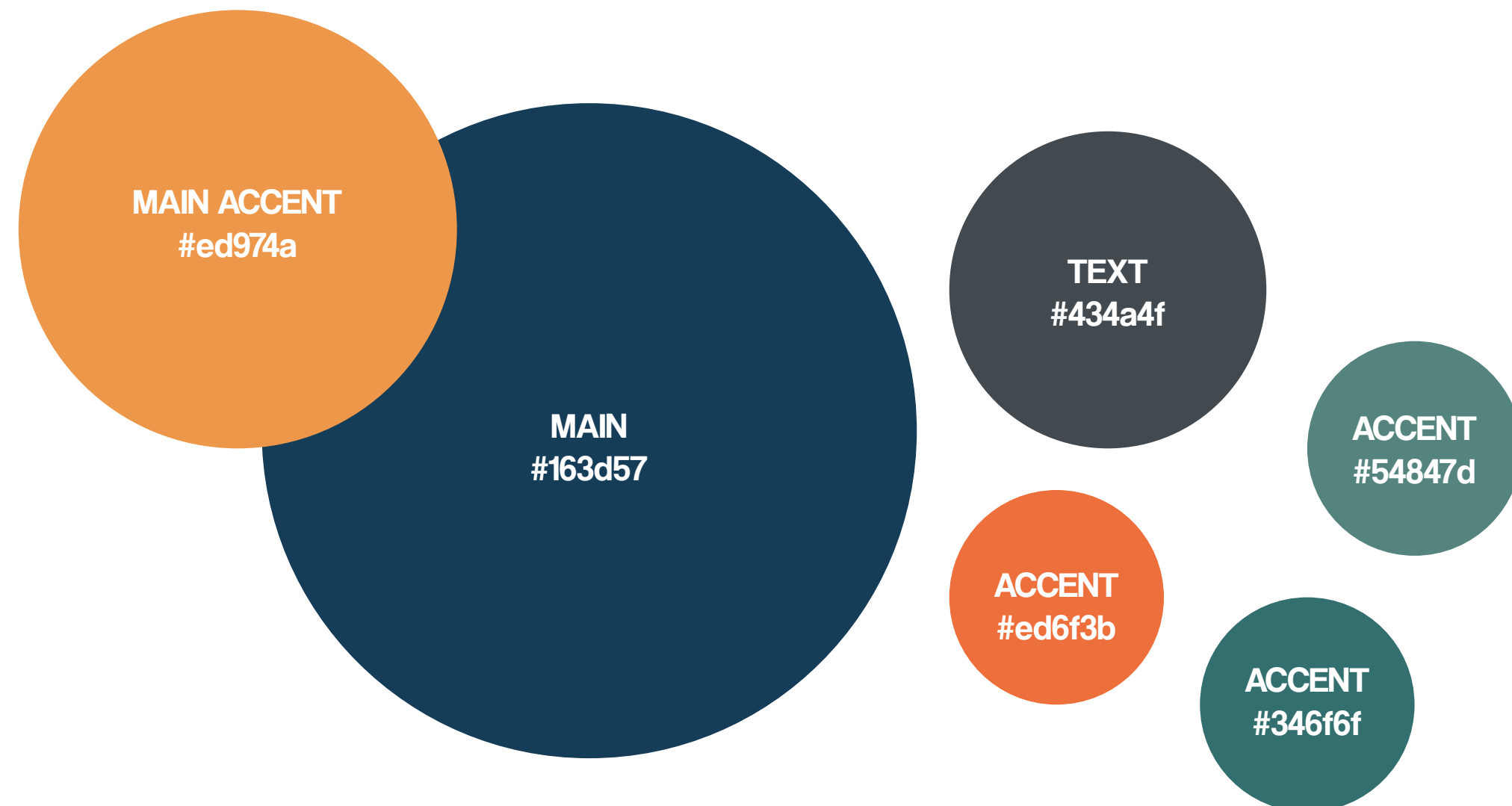
panell

panell



## Colors

The main color is a rich deep blue, symbolising deep, meaningful conversations about topics that matter. As its main accent, there's a contrasting light orange, balancing out the seriousness of the blue and adding a touch of lightheartedness and fun. Text on a white background has a dark grey color, and 3 accent colors are a darker orange, and 2 variations of a dark green. The whole makes for a recognisable color palette that brings peace, is easy on the eyes and shows up in a mature way.



## Typography

The font used to create the logo is called **Fundamental Brigade**. It should not be used for anything but the logo.

The font used for titles is **Coolvetica**.

The font used for paragraphs is Galvji.





## Mood and visuals

We can sum up the visual branding for panell in 3 words: authentic, human and connection. These key words are reflected in the brand style, color use and the choice for visuals for panell. The visuals are portraying a warm human connection, showing authentic emotions.

Using visuals as accents in the branding (for example as a side stroke to a page) adds character and personality to the brand. Often the visuals have an overlay of the blue brand color in an opacity ranging from 40-60%. This creates brand consistency.

Tip for free high quality visuals: [unsplash.com](https://unsplash.com)

# Authentic Human Connection





A photograph of two women sitting at a wooden desk, looking at a laptop. The woman on the left is wearing a light blue sweater and a gold watch. The woman on the right is wearing a light blue shirt. A black smartphone is on the desk to the left of the laptop. The word 'panel' is overlaid in large white lowercase letters across the center of the image. The laptop lid has 'chrome' and 'SAMSUNG' logos visible.

panel