PLAN U

BRANDMANUAL


PLAN Ü

Logo Meaning



Visual media
Camera icon

Digital Media
Loudspeaker icon

You
User icon

Proportion



Exclusion Zone



1x



Logos on Backgrounds









Unacceptable Use



Don't change alignment



Do not change space
between icon and typeface



Dont stretch out the logo



Do not change spacing
between the font



Do not outline



Do not use dropshadow



Do not use low resolution logo



Do not use gradient allover

COLOUR

Primary Palette

#372368
R 55 G 35 B 104
C 93 M 100 Y 20 K 22

#8a3594
R 138 G 53 B 148
C 54 M 95 Y 0 K 0

#e8137e
R 232 G 19 B 126
C 2 M 99 Y 13 K 0

#ee203d
R 238 G 32 B 61
C 0 M 99 Y 78 K 0

Secondary Palette

#524c5f
R 82 G 76 B 95
C 69 M 67 Y 44 K 28

#967487
R 150 G 116 B 135
C 43 M 57 Y 33 K 4

TYPOGRAPHY

Aa

DM Sans

Regular **Medium** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefg h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ( ) { } [ ] \ / < > ? : ”

MOCKUP


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Inspiring Change


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PIANÙ


John Mathew
Creative Head
PLAN U


PLAN U
PLAN U
John Xaviar
Art Director
+91 1234567890
Sheikh Mohammed
bin Rashid Blvd -
Downtown Dubai


Connecting Stories,
Inspiring Change.
Connecting Stories,
Shaping Perspectives.



All the brand features of
Plan U are proprietary.