printstrap.com

Brand guidelines

How to use the printstrap.com logo
in print, digital media and on products

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Brand guidelines and files by wielkareklama.eu and weblango.com

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All logo files described here are in the pack that comes with this document (folders 02–09). Use the CMYK PDF or EPS files for print and SVG or PNG on screen.

The printstrap.com brand

printstrap.com is a brand of custom printed lanyards, wristbands, ribbons and neck gaiters, made in Poland for companies, event organisers, schools and clubs across Europe.

These guidelines explain how the printstrap.com logo is built, which versions and colours exist, and how to use it so that it looks the same and stays legible everywhere – on a lanyard, the website, an invoice or a banner.

They are meant for our team, printers, agencies, partners and suppliers. If a situation is not covered here, please ask before using the logo – contact details are on the last page.

The three key rules

1. Only use files from the pack – never redraw or rebuild the logo.
2. Keep the clear space and the minimum size.
3. Do not change the colours, proportions or typeface of the logo.

These guidelines and all files were prepared by **wielkareklama.eu** and **weblango.com**.

The logo and its parts

The logo is made of a symbol and a wordmark. The symbol is the letter “P” with a lanyard strap coming out of it – the starting point of every printstrap product.

1 · Letter “P”	**navy**
2 · Folded strap	**orange**
3 · Wordmark printstrap	**Geist SemiBold**
4 · Domain .com	**Geist Medium**

The primary version is the full-colour horizontal logo on white. Other versions are described in sections 08 and 10.



The symbol

The symbol combines the letter “P” with a lanyard strap. The strap comes out under the bowl of the letter and folds like a real lanyard – the lighter area is its reverse side.

The symbol can be used on its own where the brand is already known or space is tight: website and app icons, social media avatars, labels, tags, hardware prints or a repeated pattern on the strap.

The gap between the letter and the strap is part of the logo – do not fill it or change its width.



Construction – horizontal logo

The construction unit X is the x-height of the wordmark. All distances in and around the logo are multiples of X.

ELEMENT	SIZE
Symbol height	3.38 X
Symbol width	2.79 X
Symbol to wordmark gap	0.58 X
Overall width	16.15 X
Width : height ratio	4.78 : 1

The wordmark baseline sits level with the bottom of the “P” bowl, and the top of the strap marks the x-height.



Construction – vertical logo

Use the vertical logo where width is limited: square formats, avatars, narrow banners, stickers and labels.

Symbol height	**4.56 X**
Symbol to wordmark gap	**0,62 X**
Overall width	**12.64 X**
Ratio	**1.96 : 1**

Symbol and wordmark are centred on a common vertical axis.

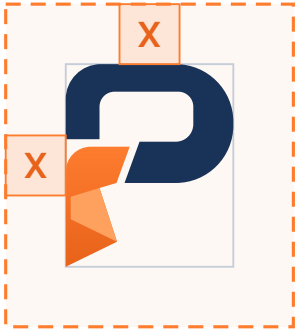


Clear space

Leave a clear space of at least X (the x-height) around the logo. Keep text, other logos and image edges out of it.
Near the edge of a format – e.g. on a narrow lanyard – it may be reduced, but never below ½ X.







Files with the clear space marked are in folder 07 of the pack.

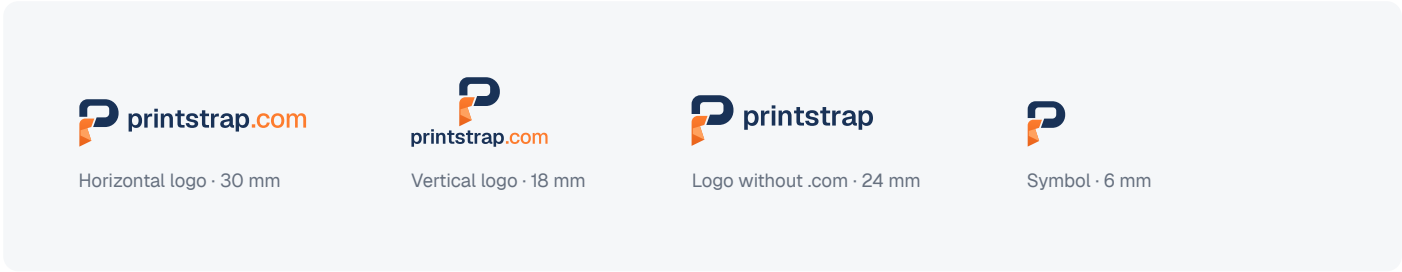
Minimum sizes

Below the minimum sizes the wordmark loses legibility and the gap in the symbol closes up.

VERSION	PRINT	SCREEN
Horizontal logo	30 mm	**120 px**
Vertical logo	18 mm	**80 px**
Logo without .com	24 mm	**96 px**
Symbol	6 mm	**16 px**

On 10–15 mm lanyards use the horizontal logo at least 7 mm high, or the symbol alone. For embroidery and engraving increase the minimum sizes by half.

ACTUAL MINIMUM SIZES (1:1)



Horizontal logo · 30 mm

Vertical logo · 18 mm

Logo without .com · 24 mm

Symbol · 6 mm

Logo lockups



Horizontal logo PRIMARY

First choice wherever there is room: website, invoice, catalogue, lanyard print.



Vertical logo

Square and narrow formats: avatars, stickers, labels, roll-ups.



Logo without .com

On products and packaging where the web address appears elsewhere or is not needed.



Symbol

Icons, avatars, hardware, repeated pattern on the strap.

Brand colours

Printstrap Navy

HEX	#193257
RGB	25 50 87
CMYK	100 78 32 30
Pantone	Pantone 2767 C

logotype, “P”, headings

Printstrap Orange

HEX	#FD7C2E
RGB	253 124 46
CMYK	0 62 86 0
Pantone	Pantone 1575 C

strap, .com, buttons, accent

Light orange

HEX	#FFA15E
RGB	255 161 94
CMYK	0 46 68 0
Pantone	—

strap fold

Deep orange

HEX	#E8621A
RGB	232 98 26
CMYK	0 72 95 2
Pantone	—

strap gradient end

Night navy

HEX	#0F1F38
RGB	15 31 56
CMYK	100 82 40 55
Pantone	—

dark backgrounds

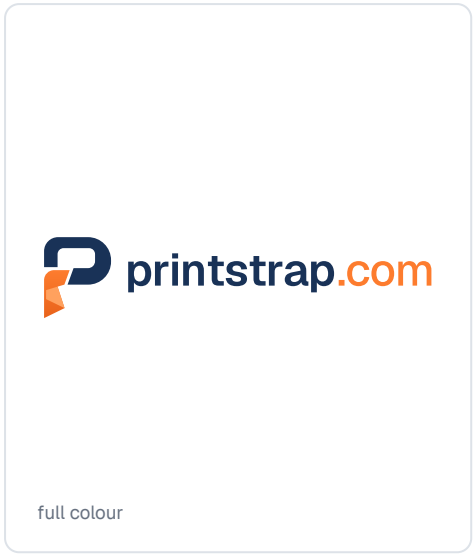
Paper

HEX	#F5F7F9
RGB	245 247 249
CMYK	3 1 1 0
Pantone	—

light backgrounds

Proportions: navy and white form the base (about 70%), orange is the accent (about 20%) – buttons, highlights, prices. Light and deep orange appear only in the symbol (strap fold and gradient). CMYK values are for coated paper (FOGRA39); Pantone is the closest match – check against a current swatch book before printing. Strap and thread colours are matched to the manufacturer's swatch card.

Colour versions



full colour



full colour – negative



flat (2 colours)



flat – negative



greyscale



black (1 colour)



white (1 colour)

Flat version (2 colours) – screen and pad printing, plotter-cut stickers. 1-colour versions – engraving, embossing, embroidery, stamps.

Logo on backgrounds

Place the full-colour logo on white or light backgrounds and the negative on navy. On orange, photos and other colours use the white version or put the logo on a white panel.



✓ White



✓ Paper



✓ Night navy



✓ Brand navy



✗ Orange – use the white version



✗ Background too light for the negative



✗ Low-contrast coloured background



✗ Busy background, photo not darkened

What not to do



Do not stretch or squash



Do not change the colours



Do not rotate



Do not change the typeface



Do not rearrange the elements



Do not add shadows or effects



Do not use transparency



Do not outline or frame the logo

Typography

Geist

Geist is the typeface of the wordmark and the main brand typeface – on the website, in quotes, catalogues and on packaging.

The typeface is free (SIL Open Font License 1.1) – the files are in folder 09 of the pack. Where Geist is not available (e.g. in the recipient's Word, in e-mail), use Arial.

Geist Regular · 400	Custom printed lanyards – made in Poland
Geist Medium · 500	Custom printed lanyards – made in Poland
Geist SemiBold · 600	**Custom printed lanyards – made in Poland**
Geist Bold · 700	**Custom printed lanyards – made in Poland**

AĄBCĆDEĘFGHIJKLŁMNŃOÓPRSŚTUWYZŹŻ
aąbcćdeęfghijklłmnńoóprsśtuwyzźż 0123456789 € zł – „” ✓
The typeface covers all Latin-script EU languages.

Heading – SemiBold

Lead – Medium

Body – Regular, 9–11 pt, line height 1.5. Prices and buttons – SemiBold in orange.

Icons and social media

In small formats the symbol replaces the full logo. Ready-made icons, favicons and social media graphics are in folder 06.

favicon.ico, favicon.svg	**browser tab**
apple-touch-icon, android-chrome	**phone home screen**
avatar 1080 × 1080	**Facebook, Instagram, LinkedIn, Google**
1200 × 630	**link preview (Open Graph)**
1640 × 624 · 1584 × 396	**Facebook · LinkedIn cover**
e-mail signature 400 px	**display at 200 px**

The HTML code for the favicons is in a text file in folder 06.



app



app – dark



avatar



avatar – dark

FAVICON



96 px



48 px

32 px

16 px

Logo on lanyards and wristbands

On printstrap's own products the logo is used sparingly: on tags, packaging, labels and sample straps.

STRAP WIDTH	RECOMMENDED VERSION
10–15 mm	**symbol or logo without .com, 1 colour**
20 mm	**horizontal logo, 9–11 mm high**
25 mm and wider	**horizontal logo, up to 60% of the strap**

Gap between repeats on a strap: at least ⅓ of the logo length. For screen and pad printing use the flat (2-colour) or 1-colour version.

20 MM STRAP – NAVY, NEGATIVE LOGO



20 MM STRAP – WHITE, FULL-COLOUR LOGO



15 MM STRAP – ORANGE, WHITE 1-COLOUR LOGO



PRODUCT TAG



Stationery



On stationery the logo goes in the top-left corner, in full colour, with its clear space. The bottom edge may carry a bar in the strap colours.

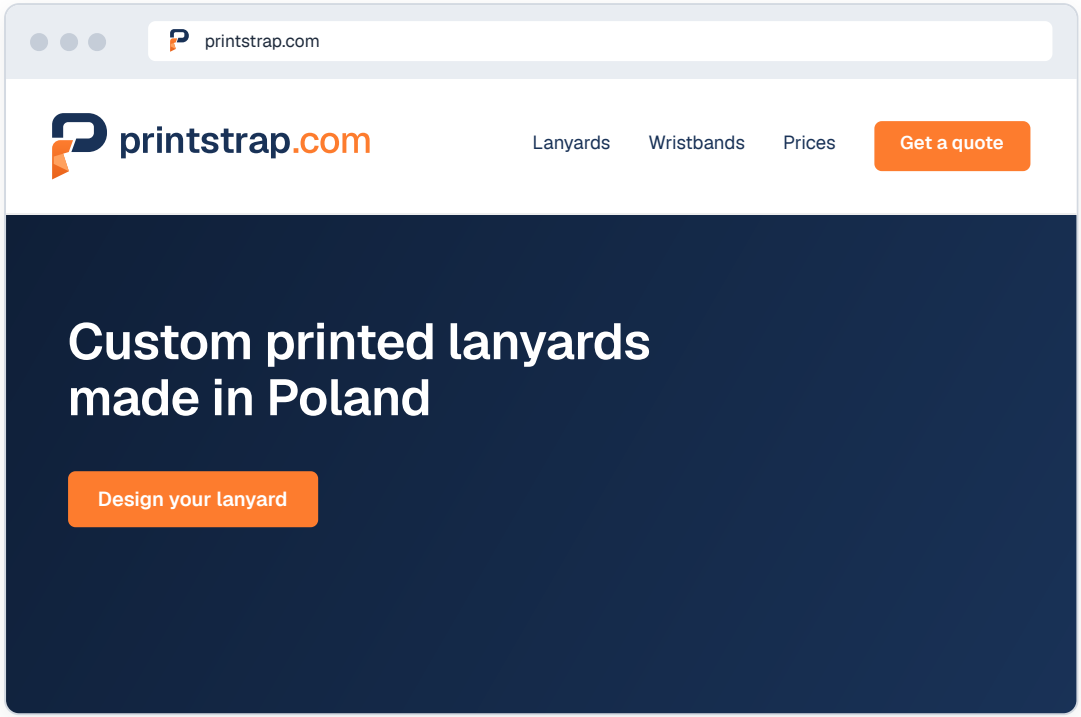
printstrap.com

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Business card 90 × 50 mm, letterhead A4, logo 60–65 mm wide. Orange only as an accent.

Website and digital



On the website the logo sits in the top-left corner and links to the home page. Logo height in the header: 32–40 px.





printstrap.com
Custom lanyards and wristbands

In posts put the logo in a corner, no wider than ⅓ of the graphic. Avatar: the symbol alone.

Files in the pack

```
printstrap-com_logo-pack_v1.0/
├─ 00_README.txt
├─ 01_Brand_guidelines/   PDF
├─ 02_Logo_horizontal/   7 versions
├─ 03_Logo_vertical/   7
├─ 04_Symbol/   7
├─ 05_Logo_without_domain/   4
├─ 06_Icons_favicon_social/
├─ 07_Logo_with_clear_space/
├─ 08_Colours/   ASE · CSS · TXT
└─ 09_Fonts/   Geist (TTF + OFL)
```

In folders 02–05 each version comes as SVG, CMYK PDF, CMYK EPS and PNG. All logo files are vector (except PNG/JPG) with text converted to outlines – no font installation is needed to open them.

FORMAT	USE FOR
PDF CMYK	print: printers, screen and pad printing, plotters – vector, FOGRA39 colours
EPS CMYK	older software (CorelDRAW, older Illustrator), engraving, embroidery
SVG	websites, apps, presentations – RGB vector
PNG	Office documents, e-mail, social media – transparent background, 300 dpi
ASE	colour swatches for Adobe (Illustrator, InDesign, Photoshop)

File names: printstrap-com_[lockup]_[version]. Example: `printstrap-com_logo-horizontal_full-colour.pdf`

printstrap.com

QUESTIONS ABOUT THE LOGO, FILES AND THEIR USE

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Brand guidelines and files prepared by
wielkareklama.eu and weblango.com

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The printstrap.com logo is protected. It may only be used in line with these guidelines.