

**-Psn**

LOGO GUDE  
03.2020



## 1.1. LOGO

The PSN logo was designed by Baht Design Studio in 2020.  
Its main usage format is below.

The logo consists of a dark blue square followed by the letters 'P', 'S', and 'n' in a bold, sans-serif font. The 'P' is significantly larger than the 'S' and 'n', which are of similar size. The 'n' is lowercase, while 'P' and 'S' are uppercase.

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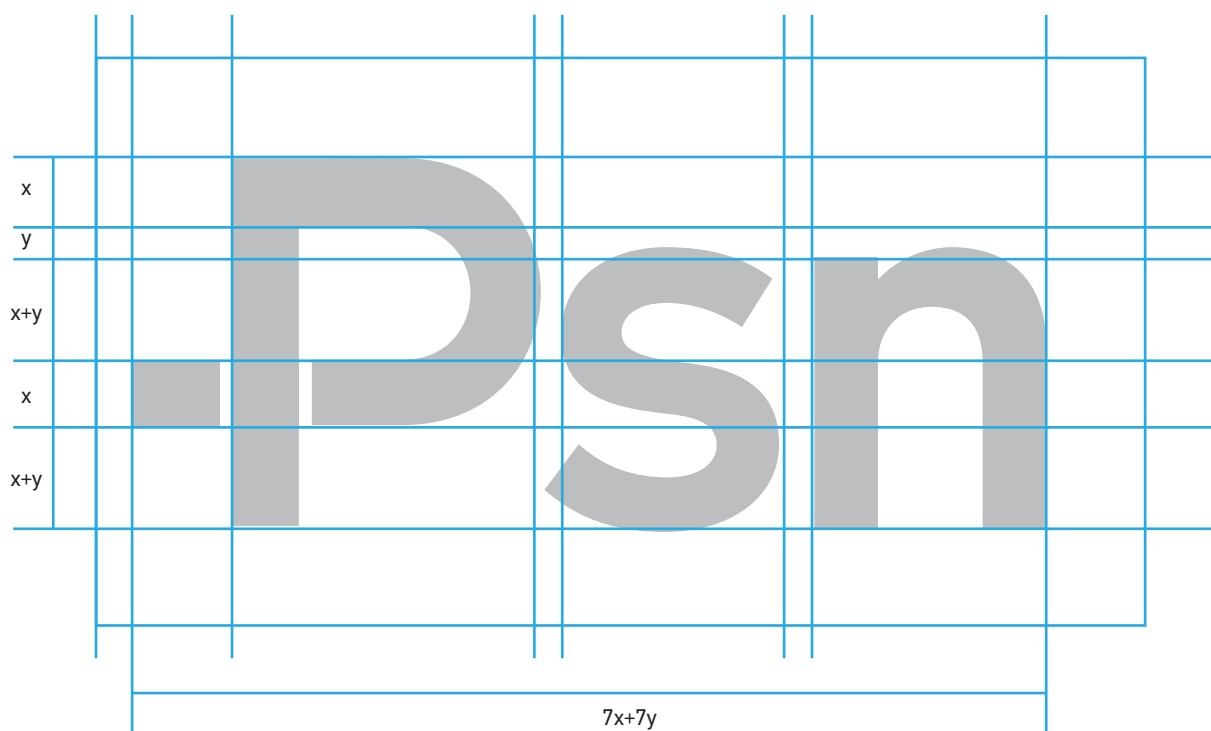
● C:30 M:0 Y:0 K:90  
#243842

Ⓙ PF DinText Pro  
MEDIUM

## 1.2. RATIOS

Psn logo ratios are below. Logo spaces are relative to x and y values.

There is a safe area around the logo. Other logos / text may not be placed closer than the borders.



### 1.3. USE OF NEGATIVE

The logo should be used on negative ground as below.  
Psn logo should be used in white.



#### 1.4. USE OF SINGLE COLOR

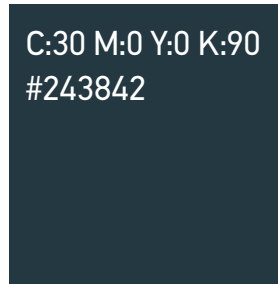
Psn logo is used as a single color on mixed colors images.

The logo should be used in white color on dark backgrounds. And should be used in PSN's gray color on light backgrounds.

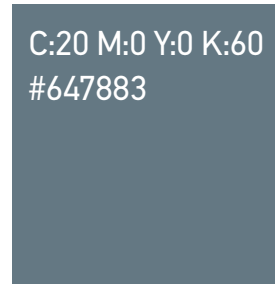


## 1.5. COLORS

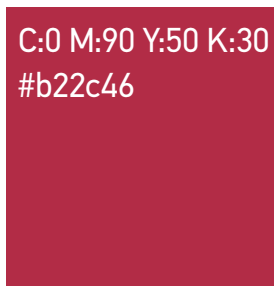
CMYK and HEX codes of the logo are below. For CMYK code printing, HEX code is for digital. In addition, the following colors can be used in the corporate identity.



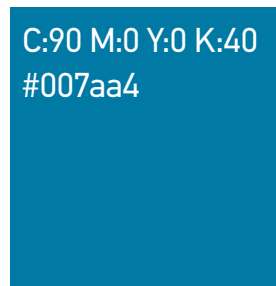
LOGO COLOR



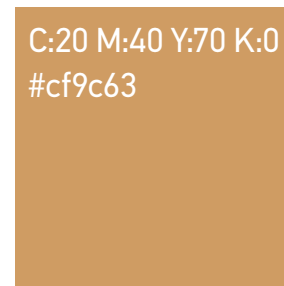
SECONDARY COLOR



OTHER COLOR



OTHER COLOR



OTHER COLOR

## 1.6. CORPORATE TYPEFACE

Psn's corporate typeface is PF DinText Pro font family.

ABCDEFGHIJKLMNOPQRSTUVWXYZ... abcdefghijkl... 0123456789...

PF DINTEXT PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ... abcdefghijkl... 0123456789....

PF DINTEXT PRO REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ... abcdefghijkl... 0123456789....**

PF DINTEXT PRO MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ... abcdefghijkl... 0123456789....**

PF DINTEXT PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ... abcdefghijkl... 0123456789....**

PF DINTEXT PRO BLACK

## 1.7. INCORRECT VERSIONS



**-Psn**

It cannot be narrowed without scale.



**-Psn**

The distance between letters cannot be reduced.



**-Psn**

It cannot be extended without scale.



**-Psn**

Letter spacing cannot be changed.



**-Psn**

The length of the letter P cannot be changed.



**-Psn**

Its color cannot be changed.



**-Psn**

It cannot be rotated at different angles.  
It can only be used upright at 90 degrees.



**-Psn**

The logo cannot be bent.



**-Psn**

Correct using



## 1.9. USE OF EMBLEM

The PSN logo is always used as a whole, because it is short and typographic. However, only the letter P can be used in very small scale areas (favicon etc.).



## 1.10. LOGO & SLOGAN RELATIONSHIP

**-Psn** LASER-FIT  
HIGH-EDGED  
**FLOOR MATS**  
FOR AUTO

## 1.11. USING CORPORATE LOGO TOGETHER

The use of the Psn (product) and the Apesan (company) logo together can be in two ways.



PSN priority hierarchy



Equal hierarchy

**Baht.**

Branding focused design studio based in London and Istanbul.  
Contact us: [mail@baht.design](mailto:mail@baht.design)