

JOSWORLD

PlanUP
brand book

brand book

PlanUP

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PlanUP
logo

brand book

logo

plan
Up

Use this basic
version of the
logo in all
communications

Invert logo



plan
Up

The logo consists of the word "plan" in a white, lowercase, sans-serif font. Below it, the word "Up" is written in a white, lowercase, sans-serif font. A blue arrow points upwards from the letter "U" in "Up" towards the letter "a" in "plan".

Use this version
of the logo with a
dark background.

logo with .eu

The logo consists of the word "plan" in a dark blue, lowercase, sans-serif font. Below the "an" of "plan" is a stylized blue arrow pointing upwards and to the right. Below the arrow is the word "up" in a dark blue, lowercase, sans-serif font, with a solid blue dot for the period. To the right of "up" is the text ".eu" in a dark blue, lowercase, sans-serif font.

plan
up.eu

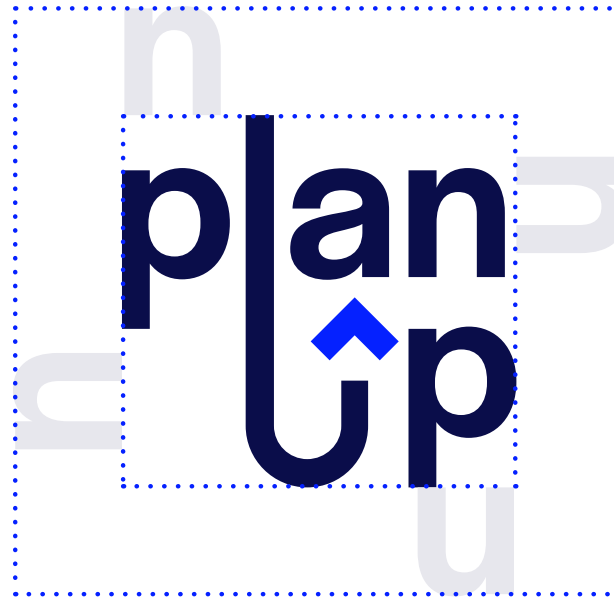
Use this version of
the logo when the
emphasis is on
the website

White space & minimum size

The PlanUP logo must always be recognizable and legible. Therefore, keep sufficient white space around the logo. This space is indicated by the 'n' in the drawing. Do not place text or other elements in this space. This zone must always remain empty (or 'white').

Never use the logos smaller than the minimum size, 7mm, to ensure recognisability and legibility.

White space



Minimum size



Incorrect use of the logo

Do not change anything about the PlanUP logo.

1. Do not rotate the logo.
2. Never change the letter type of the logo.
3. Never change the colors of the logo.
4. Keep the proportions of the logo.
5. Do not use the basic version of the logo on a colored background. (use the invert version of the logo)

1.



3.



2.



4.



5.



PlanUP
color

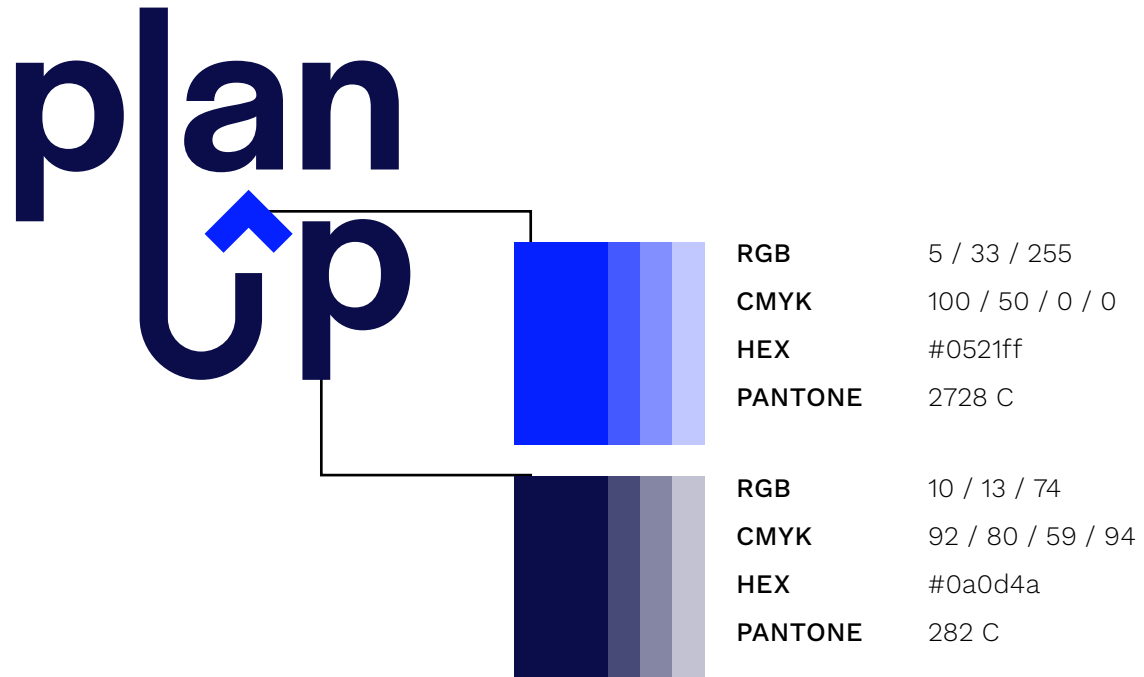
brand book

primary colors

Display the colors of the logo correctly in all circumstances: on printed matter, on facades, on gadgets.

The logo colors for all possible applications:

PMS values (Pantone®), CMYK (for four-color printing), RGB (for video applications) and web colors.



The image shows the 'planUp' logo in a dark blue color. A line from the 'Up' part of the logo points to two sets of color swatches. The top set consists of four swatches: a solid bright blue, a medium blue, a light blue, and a very light blue. The bottom set consists of four swatches: a very dark blue, a dark blue, a medium-dark blue, and a medium blue. To the right of these swatches are technical specifications for each set.

RGB	5 / 33 / 255
CMYK	100 / 50 / 0 / 0
HEX	#0521ff
PANTONE	2728 C

RGB	10 / 13 / 74
CMYK	92 / 80 / 59 / 94
HEX	#0a0d4a
PANTONE	282 C



secondary colors

Use these colors in addition to the primary colors

The logo colors for all possible applications:

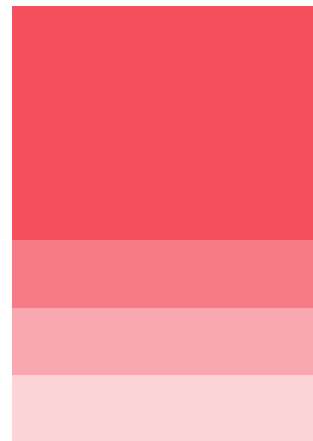
CMYK (for four-color printing),
RGB (for video applications) and web colors.



RGB 84 / 178 / 143
CMYK 67 / 7 / 56 / 0
HEX #54b28f



RGB 235 / 166 / 74
CMYK 7 / 38 / 82 / 0
HEX #eba64a



RGB 244 / 79 / 95
CMYK 0 / 84 / 55 / 0
HEX #f54f5e



RGB 193 / 139 / 217
CMYK 27 / 50 / 0 / 0
HEX #c18bd9

PlanUP
visual elements

brand book

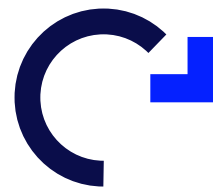
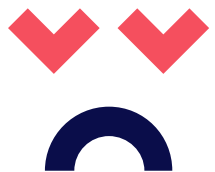
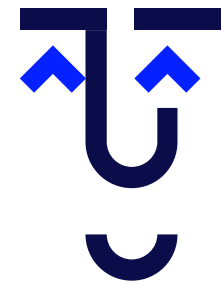
visual elements

Elements that emerge from the logo are used as visual elements.

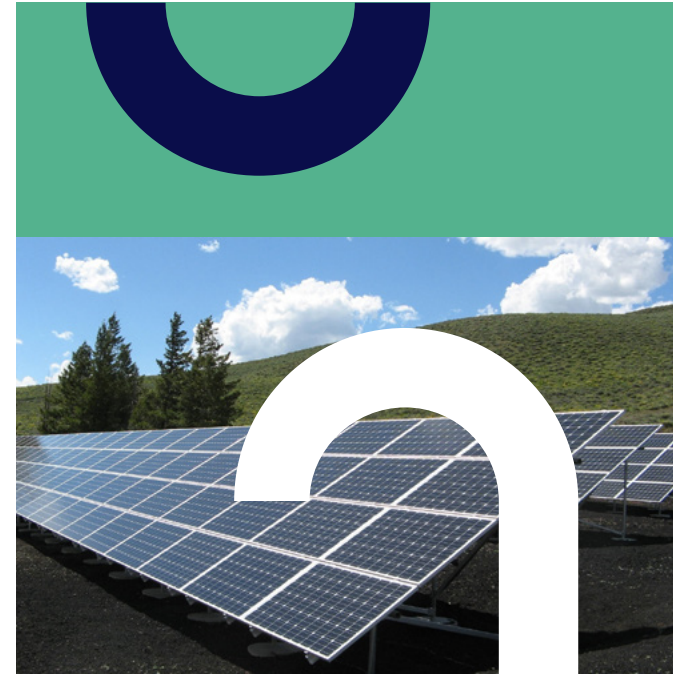


icons

Customized icon set.



elements in use



PlanUP
typography

brand book

font style

Use work sans for all communication.
Online and offline.

WORK SANS

BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PlanUP

technical assistance

If you have questions about the logo or the applications, please feel free to contact the designers or the communication manager of PlanUP.

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Thanks!