PONDUS

PRODUCTIONS

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INTRODUCTION

Pondus productions is a custom figures and paperweight manufacturing company. We create custom figures, trophies, paperweights and more based on the demands and needs of either businesses or single paying customers. We fulfill all needs based on what the customer wants and work both B2B and B2C.

What makes Pondus stick out is that we focus on ensuring that our product meets the demand of the customers and tailors to the style they want as Pondus has a variety of materials and can include print into our goods!
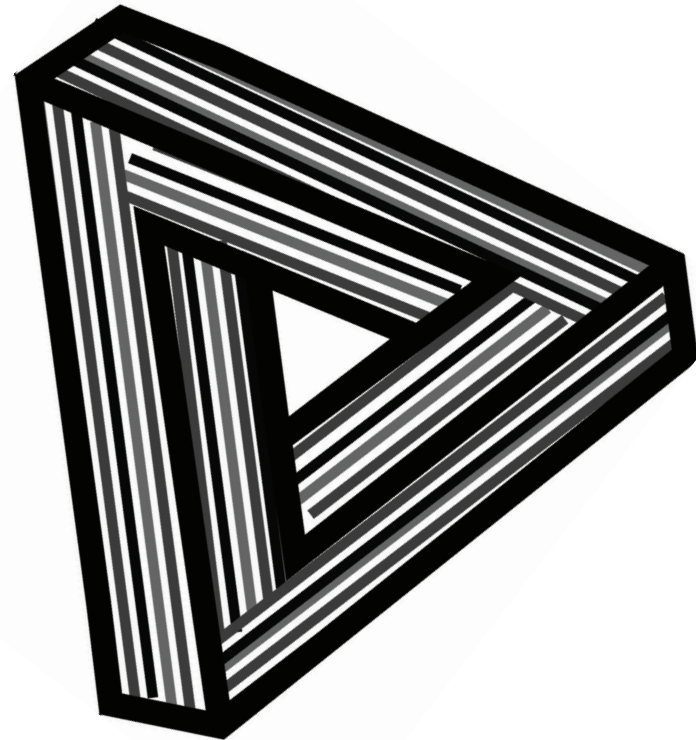
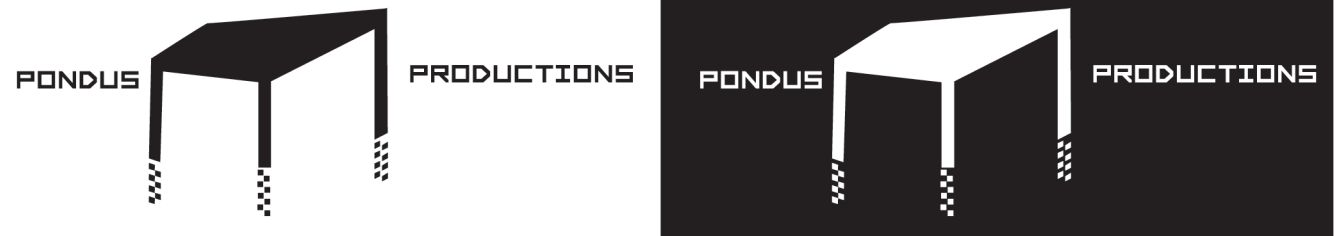# MAINLOGO

LOGO VARIATION

1ST LOGO IS THE FULL SIZED LOGO.

-IT CAN BE USED IN BLACK AND WHITE, BUT IS USED IN PRIMARILY GRAY. AN ALTERNATIVE TO IT IS A DARKER GRAY.

2ND LOGO IS WORDMARK.

-IT IS PRIMARILY IN BLACK, BUT CAN BE USED AS WHITE AND THE GIVEN DARKER SHADE OF GRAY.

1ST

PONDUS   PRODUCTIONS

PONDUS   PRODUCTIONS

PONDUS   PRODUCTIONS

PONDUS   PRODUCTIONS

2ND

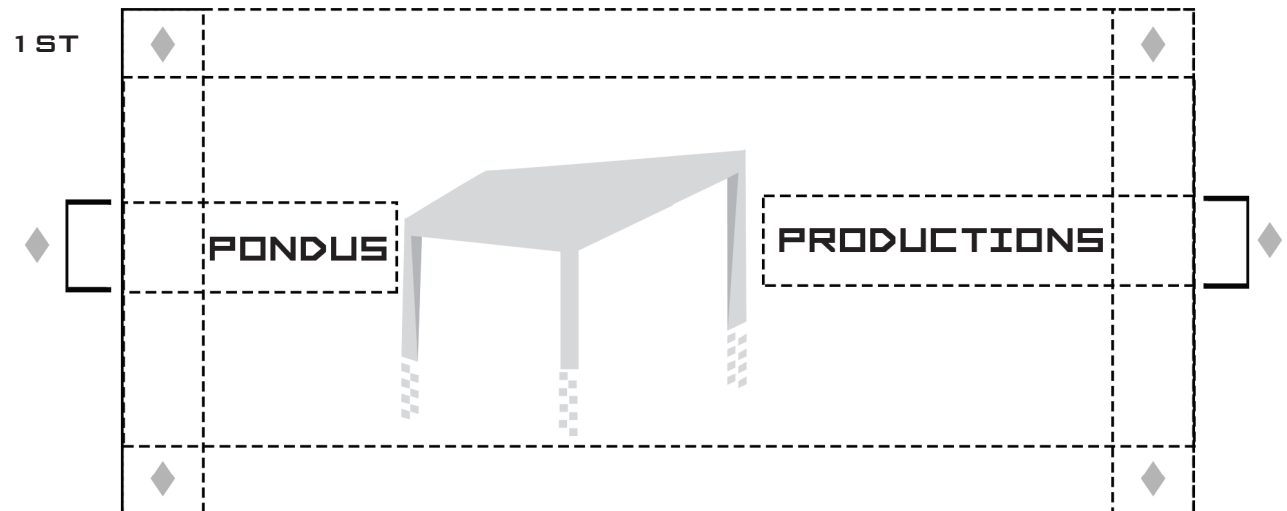PONDUS PRODUCTIONS

PONDUS PRODUCTIONS

PONDUS PRODUCTIONS

CLEAR SPACE

Both logos must have a respective amount of clear space on all sides to ensure that it can be seen properly and effectively.
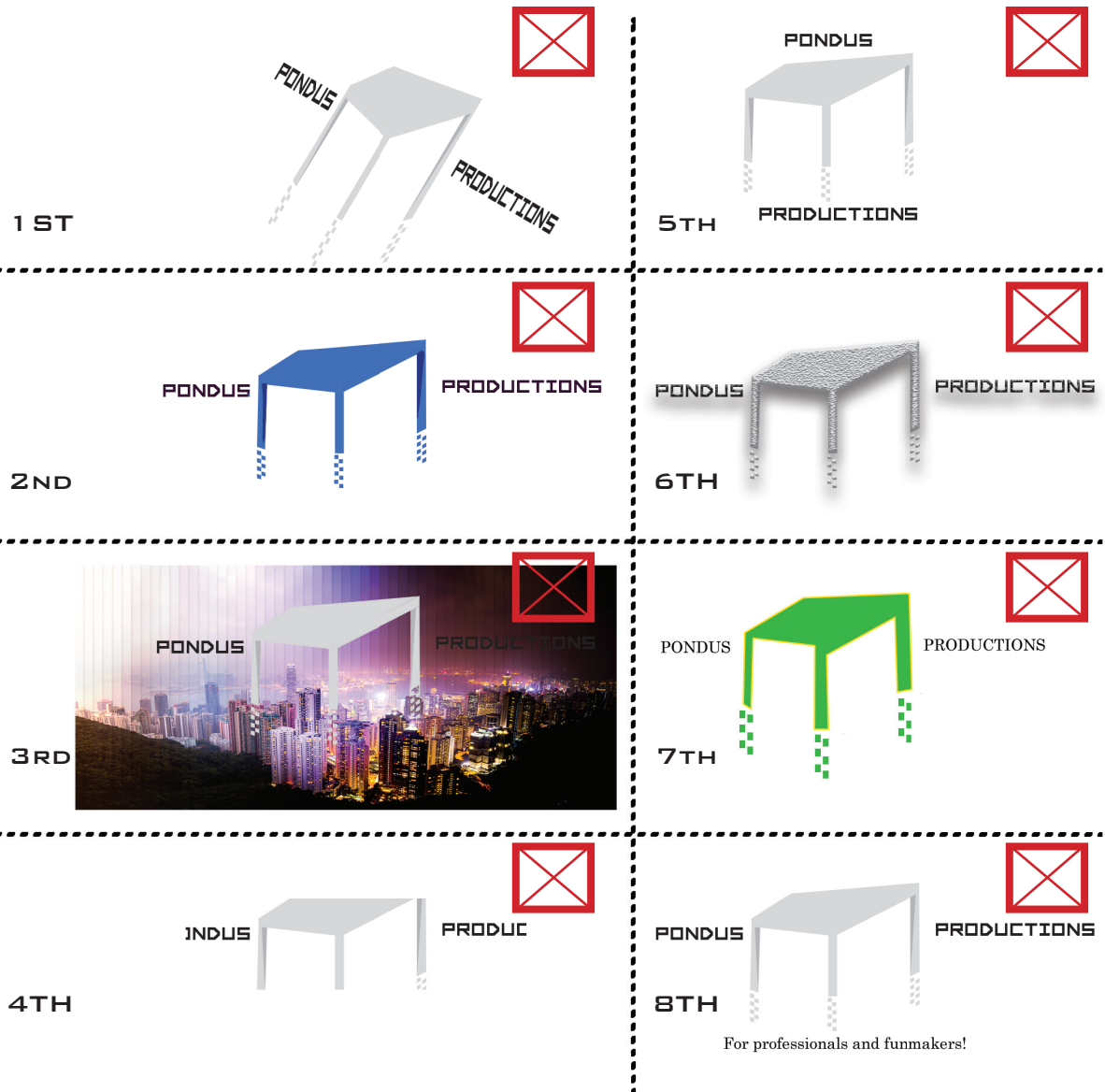
1st - Full Logo
2nd - Wordmark

1ST

PONDUS PRODUCTIONS

2ND

PONDUS PRODUCTIONS

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LOGO TREATMENT

ENSURE QUALITY

Pondus Productions loves ensure quality and clarity, preferring that the Pondus production's logo is not tampered with in the following ways.

1. Stretching, Scaling or tilting
2. Recolouring
3. Placing in busy Background
4. Cropping
5. Changing Configuration
6. Adding Any Effects
7. Re-creating the logo
8. Adding Addational Elements

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1ST — PONDUS PRODUCTIONS

2ND — PONDUS PRODUCTIONS

3RD — PONDUS PRODUCTIONS

4TH — 1NDUS PRODUC

5TH — PONDUS PRODUCTIONS

6TH — PONDUS PRODUCTIONS

7TH — PONDUS PRODUCTIONS

8TH — PONDUS PRODUCTIONS

For professionals and funmakers!

PRIMARY COLORS &
ASSISTING COLORS

CLOUD GRAY

HEX --- D2D2D2
RGB --- 210, 210, 210
CMYK - 17, 13, 13, 0

COIN GRAY

HEX --- A8A8A8
RGB --- 168, 168, 169
CMYK - 36, 29, 29, 0

COAL BLACK

HEX --- 231F20
RGB --- 34, 31, 32
CMYK - 70, 67, 64, 74

ALTERNATIVE COLOURS

SEAWEED GRAY

HEX --- 3E4543
RGB --- 62, 69, 67
CMYK - 70, 57, 61, 44

OCEAN GRAY

HEX --- 1E252B
RGB --- 30, 37, 43
CMYK - 79, 68, 58, 67

PRIMARY FONT

Forced square

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Forced Square is used on the logo and any type of headings or additional content that needs to be highlighted.

Bank Gothic LT BT is to be used for common text.

Bank Gothic MD BT is to be used for Subheadings and paragraph starts.

BANK GOTHIC LT BT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BANK GOTHIC MD BT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ICON SAMPLES

To keep with the simplistic design that shows that our products are easily customizable we made all our samples, letterheads ads...etc. simplistic yet attention grabbing.
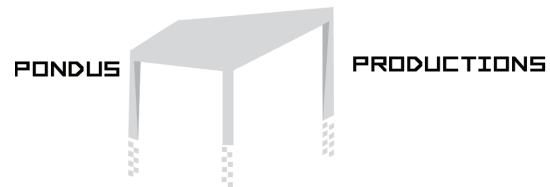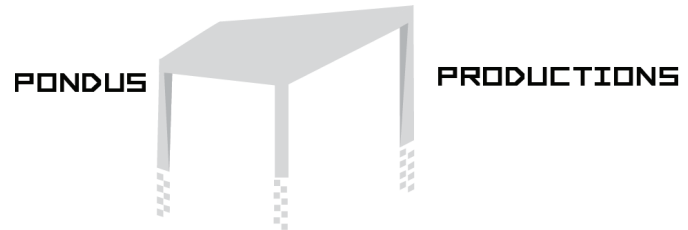
100 PX

PONDUS   PRODUCTIONS

150 PX

PONDUS   PRODUCTIONS

200 PX

PONDUS   PRODUCTIONS
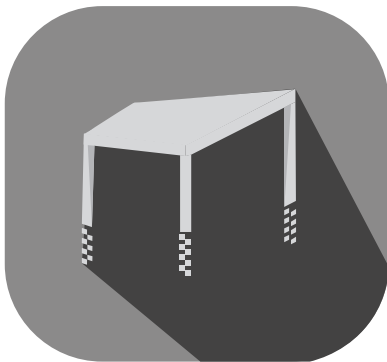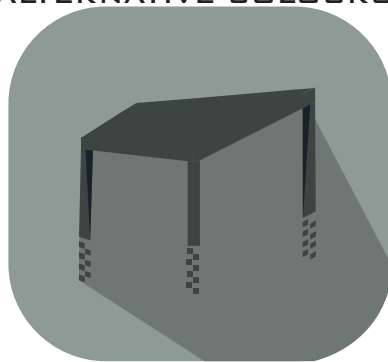
250 PX

PONDUS   PRODUCTIONS

IDEAL LOGO PLACEMENT

APP ICONS

ALTERNATIVE COLOURS

ANTHONY SOOKNANAN
CEO
Lead Marketing Manager
Graphic Designer
Advertising Specialist
ART DIRECTOR
All Around Cool Guy

PONDUS   PRODUCTIONS

Design Your Own Beauty

Contact AT 674-557-9110 OR 1234mATC@Hotmail.com

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BRAND SAMPLE USAGES

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