



PWS GROUP

Brand Guide Line

PWS Group
People Woven Solution



 **PWS**
GROUP
People Want S



People Want S

People Want S is a company built on the principle that true innovation and progress stem from the intricate connections between people and between people and companies.

The slight modifications to the logo do not alter the fundamental essence of its predecessor. These changes are intended to enhance the company's image, providing a more impactful representation that clearly, assertively, and effectively communicates the company's brand to the audience.

This refined approach ensures that the logo continues to resonate with the core values and identity of the company while adapting to evolving market expectations.

We offer two primary alternatives for the orientation of the layout



People Want S

Vertical orientation



People
Want
S

Horizontal orientation



The logogram is designed to reinforce the current brand identity of the logo. It features three rectangular shapes with rounded corners, each increasing in size from left to right, adding a dynamic quality to the overall visual impact.

This logogram embodies the concept of a domino effect, where small actions lead to significant outcomes, symbolizing the company's growth from humble beginnings to greater achievements. The three shapes also represent the company's powerful three-syllable name, emphasizing its strength and impact.

The color components are thoughtfully chosen to reflect the legacy of the previous logo, utilizing its base colors and their variations. These colors contribute to the dynamic feel of the logo as a whole, maintaining a sense of continuity while also enhancing the modernized design.

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The fundamental design of the previous logo remains largely unchanged; however, the logotype has been updated to a new, bold, simple, and modern style.

Certain sharp corners in the letterforms have been rounded to soften the overall look, eliminating any rigidity and creating a smoother, more dynamic effect.

The arrangement and size of the text elements within the logo have also been revised to project a more dynamic, bold, and contemporary image. Additionally, the word 'Group' has been realigned from the previous logo to enhance its prominence as a holding company, ensuring a balanced composition within the logo's structure.

Clear space



The use of clear space in the logo ensures that it remains easily visible and unobstructed by other visual elements. This designated space around the logo provides a safe margin, maintaining its clarity and impact.

Minimum size

Minimum printable logo size



Minimum logo size on display



Minimum icon size on display



Primary color palettes



HEX #C13827

C 17 M 100 Y 87 K 7

R 193 G 57 B 39

Crimson Red

Crimson red is a robust and striking hue, symbolizing strength, stability, and a forward-thinking mindset. The rich, deep red undertone carries connotations of passion and energy. In a corporate context, crimson red serves as a powerful visual anchor, ensuring that the brand's presence is both commanding and memorable, while also fostering a connection of warmth and approachability.



HEX #1A1A1A

C 64 M 66 Y 62 K 58

R 30 G 30 B 30

Obsidian Black

Obsidian Black, evokes a sense of strength, sophistication, and timeless professionalism. This deep, dark hue provides a solid foundation, allowing the logo to stand out with a commanding presence. The use of Obsidian Black in the logo reflects the company's commitment to stability and resilience, traits that are essential in establishing trust and authority within the marketplace.



HEX #808080

C 42 M 38 Y 37 K 3

R 130 G 147 B 147

Urban Mix

The logo, presented in Urban Mix, embodies a subtle yet sophisticated aesthetic that balances modernity with understated elegance. This soft, muted gray tone offers a refined and versatile appearance, making it ideal for brands seeking to convey professionalism and approachability. Urban Mix brings a calming presence to the logo, allowing it to blend seamlessly into various applications while maintaining a distinct and memorable identity.

Secondary color palettes



HEX: #C10000

C:85 M:89 Y:86 K:19

R:128 G:0 B:0



HEX: #E10000

C:17 M:100 Y:87 K:7

R:190 G:0 B:0



HEX: #3A3A3A

C:34 M:38 Y:42 K:38

R:58 G:58 B:58



HEX: #FF0000

C:0 M:100 Y:100 K:0

R:255 G:0 B:0



HEX: #FF7F7F

C:0 M:68 Y:64 K:0

R:255 G:127 B:127



HEX: #999999

C:40 M:38 Y:37 K:3

R:153 G:153 B:153

The secondary color is used exclusively for branding purposes outside of the main logo, such as backgrounds, graphic variations, typography, and other applications.

Secondary Inverse (Special Use)



People Want S



People Want S

All-black color on a white background



People Want S

All-white color on a black background

Secondary Inverse (Special Use)



In certain conditions, use of all-white color on a different colored background.

Logotype



People Want S

For the core logo, we use Sanomat Sans Text Extra Bold. Sanomat Sans Text Extra Bold is used as the font for the logo to convey a strong, bold presence. This typeface adds weight and emphasis to the logo, ensuring it stands out and leaves a lasting impression. Its clean, modern lines offer a sense of clarity and professionalism. The extra bold variant of Sanomat Sans Text enhances the logo's visibility and legibility across various mediums, reinforcing the brand's identity with a striking and impactful visual statement.

Sanomat Sans Text | ExtraBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Sanomat Sans Text | Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Standard Font Usage

We utilize the Sansat Sans Text font family for all branding needs across different written formats. This font serves as our standard and is versatile enough to be applied to headlines, subtitles, captions, body text, and various other uses.

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

SemiBold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

Extra Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@_+{}"/=

11



1000



100

Logo Application



CD Cover



ID Card, Pen & Pencil



Notebook



Pins



Company Profile Binder



Goody Bag



Icon App



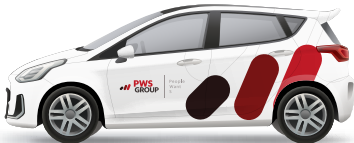
Logo App



Social Media Logo



Website Logo



Wrap Branding

Do not (|)Logomark

Do not resize or change the position of the logomark.



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Do not (|)Fonts

Do not use any other font, no matter how close it might look to Sansoma Sans Text.



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People Want \$



PWS
Group

People Want \$



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People Want \$

Logos Incorrect Usage

Do not |tilting

Do not use squish or squash the logo.
Any resizing must be in proportion.



Do not |Colour

Do not change the colours even if
they look similar. Use the official
colour specifications detailed in these
guidelines.

