

***PARAJET***

Brand Guidelines

Version 1.0.1  
24/10/2023

Parajet uses 3 types of logo, which are as follows: Full logo (with slogan), Standard logo, and the PJ Icon logo.

HEX: 000826

RGB: [0 / 8 / 38]

CMYK: [15% / 12% / 0% / 85%]

Download full brand guidelines:

<https://parajet.com/about-us/brand-assets/>

**Parajet**

L I V E L I F E A B O V E

**Parajet**

**PJ**

The sizing of the Parajet logo should be kept consistent throughout.

The minimum size for the full Parajet logo is 50mm wide for practical use and 200 pixels wide for digital use.

***Parajet***

L I V E L I F E A B O V E

If less than 50mm wide.  
If less than 200px wide.



***PJ***

If greater than 50mm wide.  
If greater than 200px wide.



***Parajet***

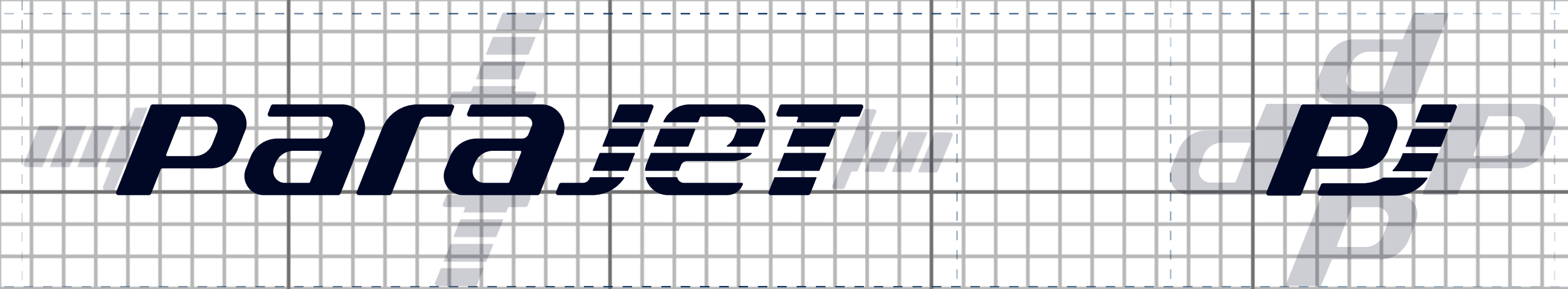
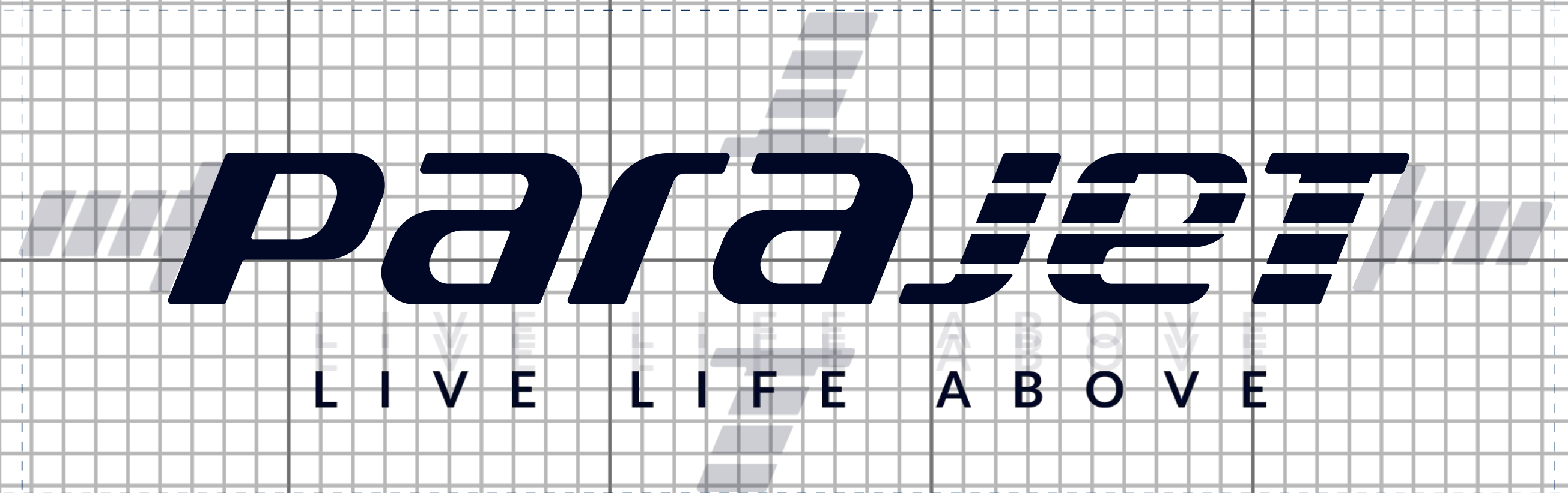
If greater than 50mm wide.  
If greater than 200px wide.



***Parajet***  
L I V E L I F E A B O V E

The minimum padding for the logo is the size of the Parajet 'T' forming a perimeter around the logo. This perimeter includes the 'LLA' tagline that has a spacing of 1.5x from the main logo.

Clear space ensures the brand is represented, and can be visible from distance without distraction or obstructions



It is important to keep the logo consistent throughout its use, if it is changed it could be perceived as counterfeit or not related to the original brand.



**Parajet**  
L I V E L I F E A B O V E

Original



**Parajet**

Original

The majority of logo use over image should be centred or in corners with equal spacing.



**Parajet**  
L I V E L I F E A B O V E

Skewed



**Parajet**

Colour differences

Brand consistency is important to build recognition and trust from a logo.



**Parajet**  
L I V E L I F E A B O V E

Letter spacing



**Parajet**

Shadow



**Parajet**

Gradients not in colour scheme



**Parajet**

Low contrast background





Logo is centred, and is easily readable in this example



n

**Parajet**

n



Logo is not centred and has poor contrast in this example



0.7n

**Parajet**

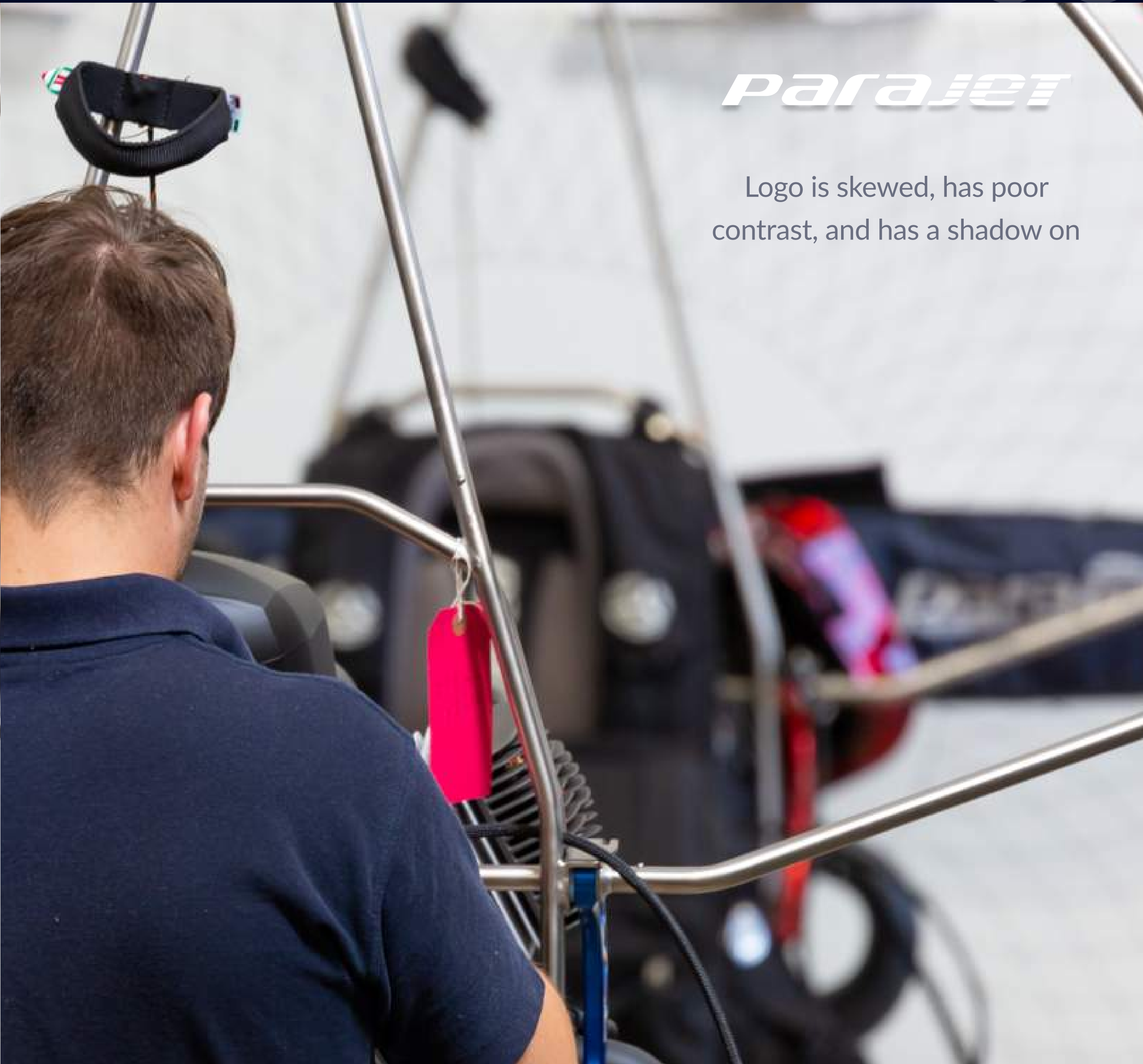
1.3n





***Parajet***

Logo is in a readable position with good contrast



***Parajet***

Logo is skewed, has poor contrast, and has a shadow on



***ParaJet***

**L I V E L I F E A B O V E**

ParaJet Full Logo (Dark)

RGB: [0 / 8 / 38]

HEX: 000826

CMYK: [15% / 12% / 0% / 85%]



**ParaJet**

L I V E L I F E A B O V E

ParaJet Full Logo (White)

RGB: [255 / 255 / 255]

HEX: FFFFFFFF

CMYK: [0% / 0% / 0% / 0%]



ParaJet Full Logo (Dark)

RGB: [0 / 8 / 38]

HEX: 000826

CMYK: [15% / 12% / 0% / 85%]



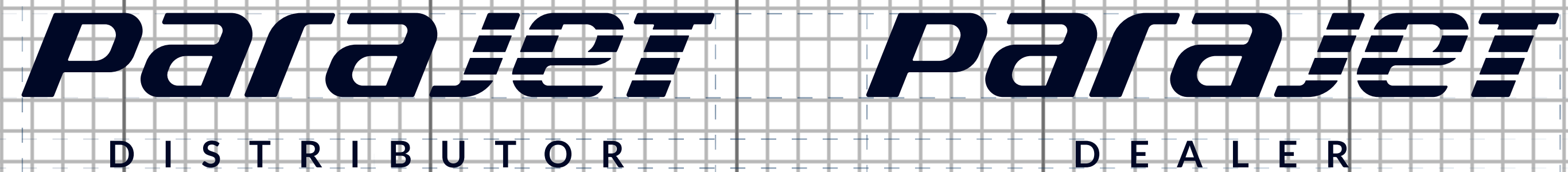
ParaJet Full Logo (White)

RGB: [255 / 255 / 255]

HEX: FFFFFFFF

CMYK: [0% / 0% / 0% / 0%]

The logo lockups should be in the shown styles.



It is important to make sure there is a margin of free space around these logo lockups, so the logo and area are visible.



Only verified distributors and dealers should be using these logos.



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The typeface used throughout the brand is Lato, including physical and digital work.

Variation of the Lato font is used depending on the application.

It is important to use the correct type settings as listed in the table to maintain consistency.

Text should not be below 12px and anything above 36px should be using the Heading settings.

Pair text sizes, for instance if using 12px body text, use 20px sub-heading size.

Lato

Lato

Lato

Lato

Lato

**Heading**

Lato (Bold)  
125% Line Height

Above 36px

**Sub-Heading**

Lato (Semi-bold)  
125% Line Height

20/24px

**Body Text**

Lato (Regular)  
150% Line Height

12px

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

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

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

000826

000826

4D5267



Pure White

HEX:  
#FFFFFF

RGB:  
255, 255, 255

CMYK:  
(0, 0, 0, 0)



Midnight

HEX:  
#000826

RGB:  
0, 8, 38

CMYK:  
(1, 0.79, 0, 0.85)



Parajet Text

HEX:  
#4D5267

RGB:  
77, 82, 103

CMYK:  
(0.25, 0.2, 0, 0.6)



Gradient

HEX:  
#000826  
#002164

RGB:  
255, 255, 255  
0, 33, 100

CMYK:  
(1, 0.79, 0, 0.85)  
(1, 0.67, 0, 0.61)

Contact Us:

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