

Padyak



www.padyak.com.ph





Brand Guidelines

Why is this guide important?

These guidelines outline the general rules when using Padyak's brand assets and showcasing Padyak content. You may only use the approved brand assets that are provided on the Padyak Brand Asset resources. Consistent use of these assets helps people easily recognize references to Padyak and protect our company trademarks. Any Padyak logos or images found elsewhere on the web are not approved for use.

Who is this guide for?

This guide is for anyone who wants to use Padyak's brand assets in:

- marketing or advertising
- print materials

It will briefly cover guidelines for the primary assets approved for use and available at Padyak's Brand Asset Resources at www.padyak.com.ph/brand where you can also download assets files and make a permission request.

Logo

Padyak

We are “The Pambansang Door-to-Door, Padyak; your local and International Door-to-Door Courier; a division of RML Courier Express International Corp. which has been existing for more than 20 years.

PADYAK: a messengerial delivery force in Metro Manila and all provinces in the Philippines, set to serve individual and corporate clients with their daily urgent shipments like food, pouches, parcels, documents, and even cargoes.

The majority of PADYAK’s Delivery Personnel are bikers because we aim to promote good health, a clean environment, and most of all to carry the essence of RML Courier’s tagline; “We Deliver To Share”. It is also our goal to allocate a portion of our income to different charitable organizations in the country.

“Padyak” Logo

The “Padyak” Logo is one of our recognized assets.

It’s used to represent Padyak the service (website and soon mobile app).

Using the word “Padyak” Logo

The primary use of the “Padyak” Logo is to promote our organization’s presence on all marketing materials.

Important Logo Elements

The globe and time elements are two (2) main symbols that Padyak encompass.



1 Screen Logo

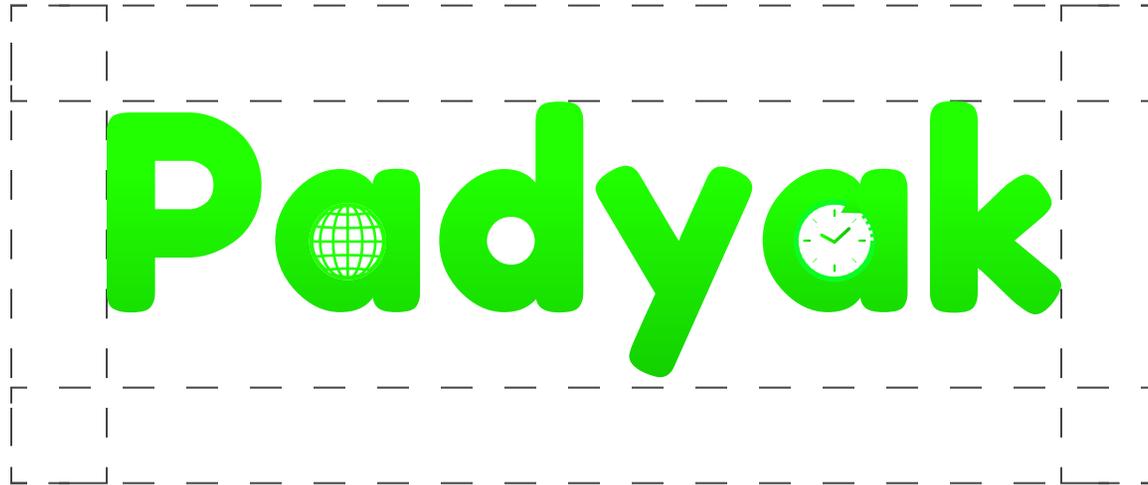


2 Print Logo



Clear Space

To preserve the integrity of the “Padyak” Logo, always maintain a minimum clear space around the logo. This clear space insulates our “Padyak” Logo from distracting visual elements, such as other logos, copy, illustrations or photography.



Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the “Padyak” Logo.

The proportions and shape of the “Padyak” Logo should never be altered for any reason.

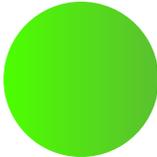
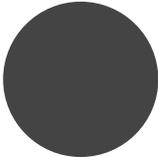
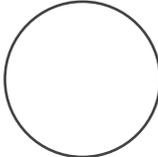
To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

Logo Color

Do not modify the logos in any way, such as changing the design or color. The correct color versions to use are the green or reversed-out to white. If you are unable to use the correct color due to technical limitations, you may revert to black and white.logo.

Colors

Aligned with RML Courier Express Brand, Padyak colors are what give us our personality. We're bright, bold, colourful and confident. They're simply loud and clear.

Gradient Color: #4CFF00 to #5BBF30	Font Color: #444444	Font Color: #FFFFFF		
				
Primary Color: #4CFF00	#5BBF30	#31A600	#79FF40	#9DFF73
				

Secondary Color A:



Secondary Color B:



Complementary Color:



Tagline and Trademarks

1 Tagline

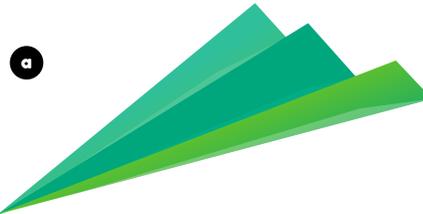
a **Ang Pambansang Door-to-Door**
www.padyak.com.ph

b **Ang Pambansang
Door-to-Door**
www.padyak.com.ph

2 Biker



3 Speed Lines



4 Icons Mode of Transportation



5 QR Code to website



Fonts

Typeface: **Fredoka One**

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Typeface: Calibri

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Sample Paragraph

**Padyak x
First Flight**

PADYAK x First Flight is a messengerial and international combined shipping divisions of RML Courier Express Intl Corp.

Through the tagline of this local/international courier/forwarding company "We deliver. To share.", Our motivation, is to provide individual and corporate clients with a personalized door-to-door, pick-up and delivery of parcels, cargoes and pouches/documents to be delivered within Metro Manila, provincial and International areas.

Illustrations

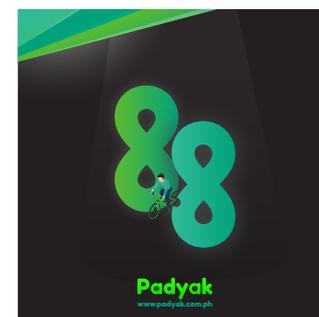
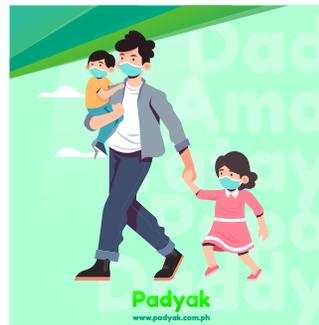
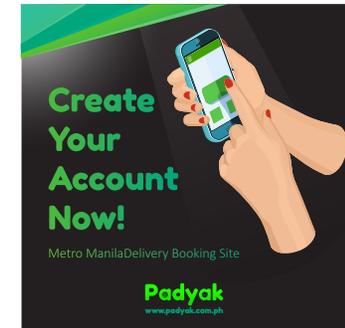
Art Cards will be produced for the official Padyak materials. Consistent use of elements makes branding more effective.

The design and layout utilize flat and vector illustrations. Depending on each Padyak marketing campaign we will be producing materials that varies and will showcase different themes.

- a** Light Theme
- b** Dark Theme

Again, please refer to the Official Social Media Accounts of Padyak for further art cards.

-  www.facebook.com/padyak.com.ph
-  www.instagram.com/padyak.com.ph



Services Illustration



Padyak Hub

“Padyak Hub” is the branches of RML Padyak all around the Philippines.

Hubs will be required from Padyak to move forward, offering conveniences to people. Clients’ demand on easy and affordable services shall be solved by the Hub.

To easily identify artworks related to branches, we created the “Padyak Hub” Brand.

a Horizontal Layout



b Vertical Layout



Banner & Cover

Think of a memorable music Music CD you had. Can you still remember its Album Cover?

This is how our brand could mark to our customers. We have a good banner and cover that's perfect for conversation starter. It tells the story of our vision of having bikers as delivery people to help make environment clean and green.

Remind them also that they shouldn't take the word "Padyak" literally, padyak can also be a motivational term for moving forward.

Hero Cover or Front Banners, are the front of the outer packaging of a website, presentation deck or album, usually decorated with elements and showing our brand title logo.



Padyak

www.padyak.com.ph



General Do's and Don'ts

These are general guidelines to follow closely when using Padyak brand assets. Only use the logos and screen shots found on our Padyak Brand Asset website, padyak.com.ph/brand

Do's

- Follow guidelines found in this guide and on the Padyak Brand Asset and agree to act in accordance with Padyak's Terms and Community Standards.
- Leave enough space around Padyak brand assets for them to be clear and uncluttered and use assets at a legible size.
- Only use the "Padyak" Logo to promote your presence on Social Media and print materials.
- To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate Padyak brand assets.
- The downloads available on the Brand Resource Center are the only approved assets to represent the Padyak brand.

Don'ts

- Don't modify the design or color of our assets by stylizing, warping, or modifying their color or shape. If you are unable to use the correct color due to technical limitations, you may revert to black and white.
- Don't use any icons or images to represent Padyak other than what is found on the Brand Asset Resource.
- Don't misrepresent the Padyak brand and avoid representing the Padyak brand in a way that implies partnership, sponsorship or endorsement; makes the Padyak brand the most distinctive or prominent feature; or put the brand in a negative context as part of a script or storyline.

Final Thought

If you're ever in doubt, just refer back to this document.

We don't ask for much, just a little love and respect for our brand.

We think it's a pretty flexible system that allows creativity, so give it your best shot and make RML Padyak proud!

To Our Partners

These guidelines are for the use of RML and Padyak marketing, design teams, and agencies only.

For guidelines specific to the work you are producing, be it a campaign, event, retail signage, website, social media art cards or packaging feel free to reach our brand consultant Lunar Saints Production Inc. at +63 905 665 4840 or email us at justinsantos@lunarsaintsproduction.com.

Thank you and keep up the great work.

Padyak



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Padyak



www.padyak.com.ph



Paddyak

P **a** **d** **y** **a** **k**

The logo consists of the word "Paddyak" in a bold, dark grey, sans-serif font. The letter 'a' in the second position contains a white wireframe globe icon. The letter 'a' in the fifth position contains a white clock face icon with black hands and tick marks. The letters are spaced out horizontally.







