

# PORKBUN

## BRAND GUIDELINES

### USAGE



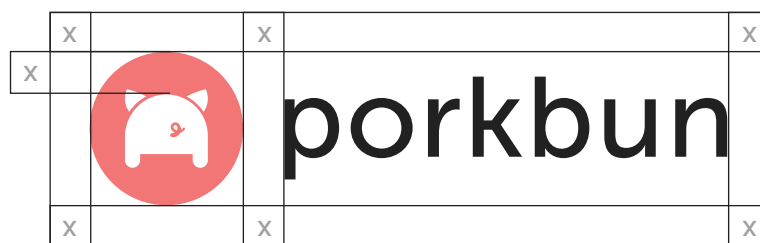
The smallest size of the logo should be a quarter inch in height, in order to preserve legibility. Alternative versions of the logo include a rich black version, a reversed version, and several one color options in either porkbun pink or rich gray. Contact [info@porkbun.com](mailto:info@porkbun.com) for all versions of this logo.

### LOGOTYPE

Logotype



Safety Area



The minimum safety area is calculated by the space X as show above, surrounding the logotype. This will allow enough space around the logo and avoid overcrowding, and keep the clean integrity of the logo in tact. The logo should never be placed on top of a busy pattern background.

### IDENTITY COLORS



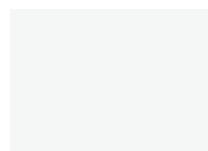
**PORKBUN PINK**  
 C0 M67 Y43 K0  
 R239 G120 B120  
 PANTONE 709C

The primary identifying color for Porkbun is known as Porkbun Pink and should be used where an item needs to be accented. This color is to be paired with the secondary and product colors as needed.

### SECONDARY & PRODUCT COLORS



**RICH GRAY**  
 C72 M66 Y64 K72  
 R34 G34 B34  
 PANTONE 419C



**PORKBUN WHITE**  
 C3 M2 Y2 K0  
 R244 G244 B244

### PORKBUN MASCOT



### TYPEFACES

Museo Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p q r s t u v w x y z  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p q r s t u v w x y z

Museo Slab

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p q r s t u v w x y z  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p q r s t u v w x y z  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 A b c d e f g h i j k l m n o p q r s t u v w x y z

### COMPANY VALUES

- We're game for that!
- We communicate thoughtfully.
- We are NOT dirtballs.
- We've got your back.
- We're design oriented.
- We're data driven.
- We're nimble.

### MESSAGING

The voice and vibe for Porkbun should be kept fun and simple. Porkbun doesn't take itself seriously and projects a creative tone in its messaging. The most important thing to consider when writing messaging for Porkbun is to have fun with it. Pig puns, the use of the word oink and references to "faded red" are welcome. If you have any questions or comments about our copy please feel free to reach out to [info@porkbun.com](mailto:info@porkbun.com).