

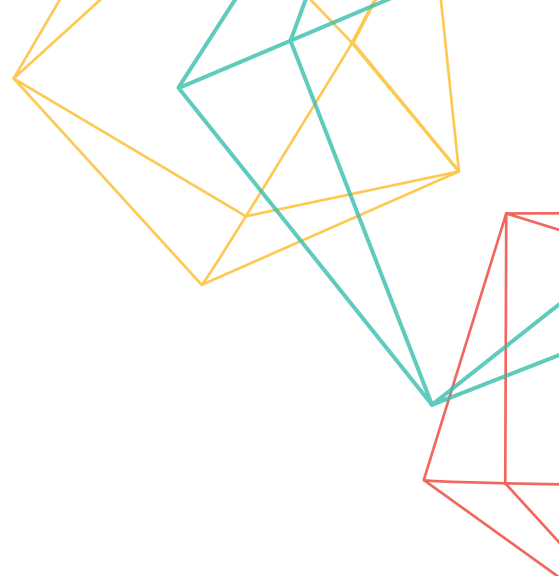
BRANDBOOK

A decorative graphic consisting of a teal vertical bar on the left, a yellow horizontal bar overlapping it, and a red horizontal bar at the bottom right.

**GET TO KNOW US
A LITTLE MORE!**

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WHY BRANDBOOK

As Pentagon family evolves—entering new markets, reaching out to new customers, and expanding globally—it is important to keep our playful spirit and our youthful vibe clearly presented with coordination and standards.

We create this document to help anyone, who is interest in our brand, to have a closer look at the most essential components that establish Pentagon’s appearance. Also, it provides a brief guideline for the future brand activities.

WHO WE ARE

Our company operates as a diversified contents business model—from record label, talent agency, music production, event management, to merchandise—in order to produce the best music experience.

Pentagon has flourished by generating a creative vibe and family-like atmosphere where ideas on music, fashion, art, and culture are exchanged freely between the artists, producers, and staff members alike.



Development And Production

With the influence of street culture and a youthful environment, we respect each other's ideas and ways, we show love and consideration to all members as one family. We create a unique spirit for the brand and establish a charismatic lifestyle that our audience can pursue.



One Source Multi Use Business Strategy

OUR AUDIENCE

We appeal to people who are interested in pop culture, and who are seeking modern, trending, and stylish lifestyle and music.

OUR TONE OF VOICE

As an entertainment brand, our tone of voice is all about excitement, fun, and full of youthful energy.

THE CORE ATTRIBUTES

- Bold
- Youthful vibe
- Provocative
- Modern/ High-tech
- Energetic/ Active
- Creative / Inspiration

Find Your True C

Good Vibe Livin'

The Home of Musical Talents

Passion. Inspiration. Evolution

Find Your True Colors

Be A Part of It

Anything But Humdrum.

Good Vibe Livin'

The Home of Musical Talents

Be A Part of It

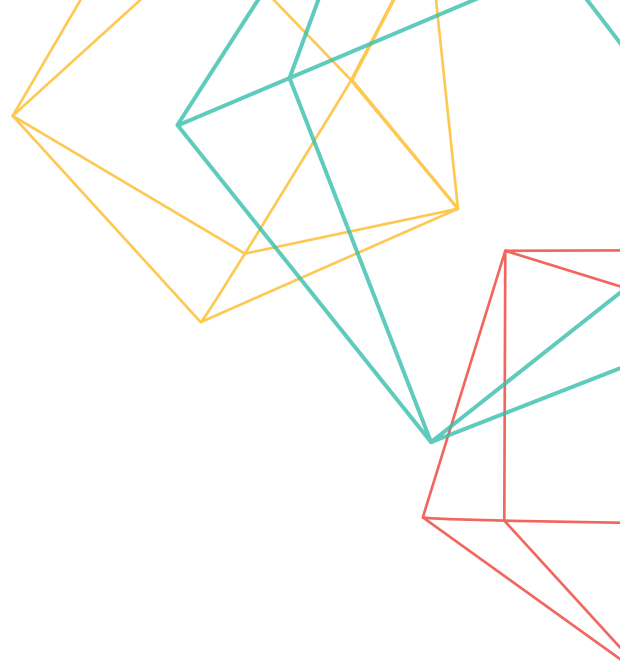
Find Your True C

Good Vibe Livin'

LOOKS DO MATTER

Design has the ability to drive awareness, perception, and loyalty and is a key expression of our brand personality. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen.

This brand assets section presents guidelines for Pentagon's visual identity. This guide is provided to keep the brand focused and unique.



OUR LOGO

Our logo is our most valuable asset. We must ensure proper usage. There are different logo variations that cover all possible applications.



THE MINIMAL SIZE:



1" x 0.25"



0.25" x 0.25"

OUR LOGO

What not to do



Do not reverse the logo from backgrounds that are too light or cluttered.



Do not outline the logo.



Do not use any effect on the logo.



Do not overlay logo with text or image.



Do not use yucky color for the logo or its background.



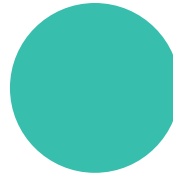
Do not stretch the logo.

OUR COLOR

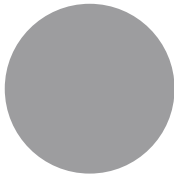
Color plays an important role in our brand. We prefer to use the colors below as the main color palette for Pentagon.



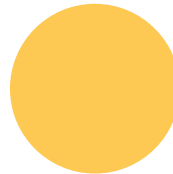
Pantone Cool Gray 1 U
CMYK 13/11/12/0
RGB 219/217/214
HEX DBD8D6



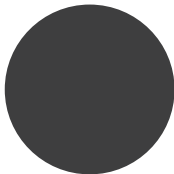
Pantone 333 U
CMYK 67/0/40/0
RGB 67/190/173
HEX 42BEAD



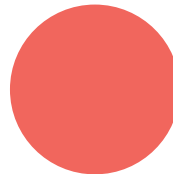
Pantone Cool Gray 7 U
CMYK 41/34/32/0
RGB 158/157/160
HEX 9D9CA0



Pantone 115 U
CMYK 0/22/78/0
RGB 255/201/83
HEX FFC853



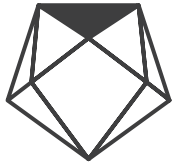
Pantone P-179 14 U
CMYK 0/0/0/90
RGB 65/64/66
HEX 404041



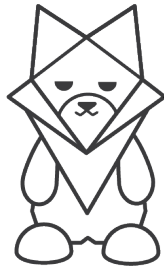
Pantone Warm Red U
CMYK 75/60/0/0
RGB 242/102/94
HEX F1655D

OUR CHARACTER

Our character, Max, represents our brand personality. He is friendly, energetic, and always in style. Max is just a cool guy to be friend with.



MAX- abstract

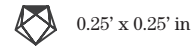


MAX- Black and White



MAX- Color

THE MINIMAL SIZE:



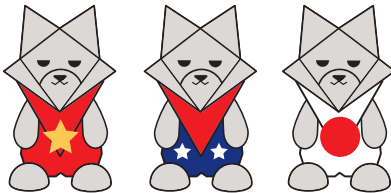
0.25' x 0.25' in



0.4' x 0.7' in

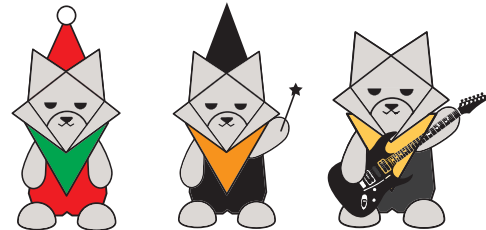


0.4' x 0.7' in



MAX- Global version

*Treat MAX as our Logo,
he is an important guy.*

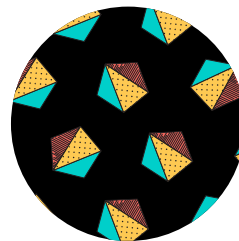
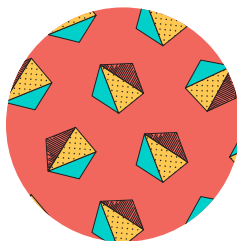
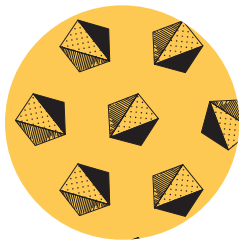
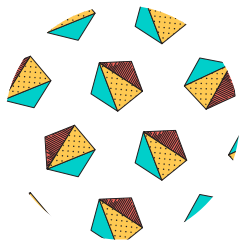


MAX- Special Occasions/ Events

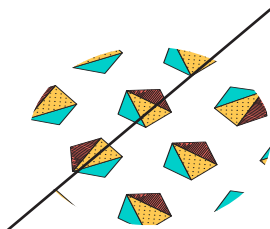
OUR PATTERN

Playful and colorful, our patterns added a youthful rhythm to the brand. Give them plenty space, so they can fill it out beautifully.

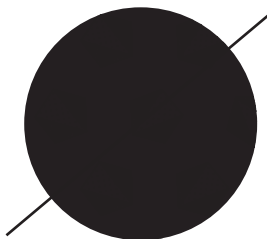
BE CREATIVE



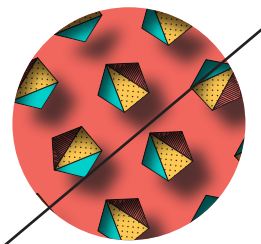
BUT DON'T DO THIS



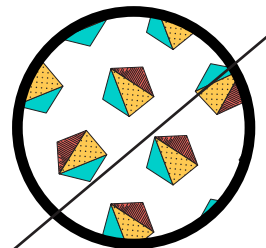
Do not stretch it.



Create a better contrast than this.



Don't use any computer generate effect on it.



Don't trap it in an thick outline.

OUR TYPOGRAPHY

Our main typefaces are **Universe LT Std** and **ITC Century Std**. These two typefaces pair perfectly with the other supporting elements.

UNIVERSE LT Std

Because of its modern and bold appearance, the Universe type family is used for display graphics, headline, and important messages that we need to emphasize. It also used for mobile and online services.

.....
*Use regular font for short body copy
(15-60 characters)*

.....
Use condense font for display purpose

PENTAGON

PENTAGON

PENTAGON

ITC Century Std

With a friendly and artistic appearance, the ITC Century Std type family is used for our body copy, small text, caption, and secondary information.

.....
**Lorem ipsum dolor sit amet, consectetur
adipiscing elit.**

*Aenean id elit vel magna ullamcorper cursus
sed eget lacus.*

*Aenean id elit vel magna ullamcorper cursus
sed eget lacus.*

OUR IMAGERY

We are not a fan of cheesy stock images.
We love graphics that are creative, simple,
unrealistic, and inspiring.

SOMETHING LIKE THIS



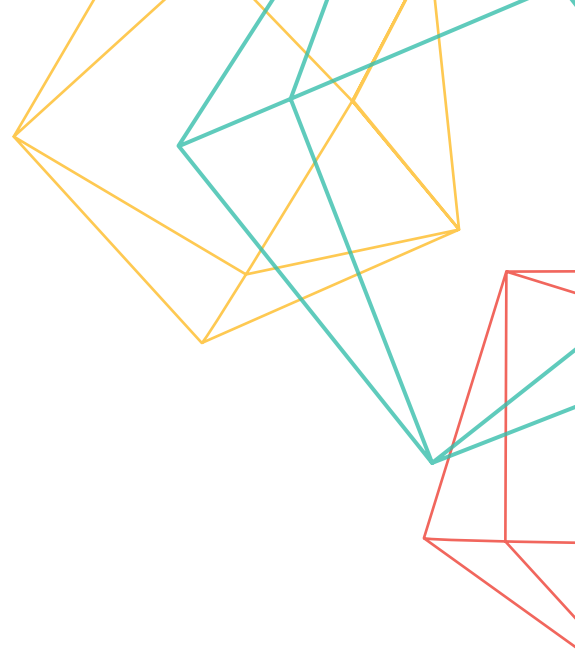
BUT NOT LIKE THIS



OUR BRAND IN ACTION

With the different purpose of the business, our brand assets are used in different ways in order to deliver the right message to our audience. This brand execution section presents how the design elements and the messages come together and create Pentagon's feature.

We love to be creative and discover the limitless outcome for the brand execution. But we also want to assure that our brand's impressions are consistent from print collateral, packaging design, to digital applications.



PRINT COLLATERAL



**YOUR
TRUE
COLORS**

DISCOVER independent music
with genre-mixology for more information
@PINKO

**GOOD
VIBE
LIVIN'**

DISCOVER independent music
with genre-mixology for more information
@PINKO

**COME ON
FOLLOW
MY
LEAD**

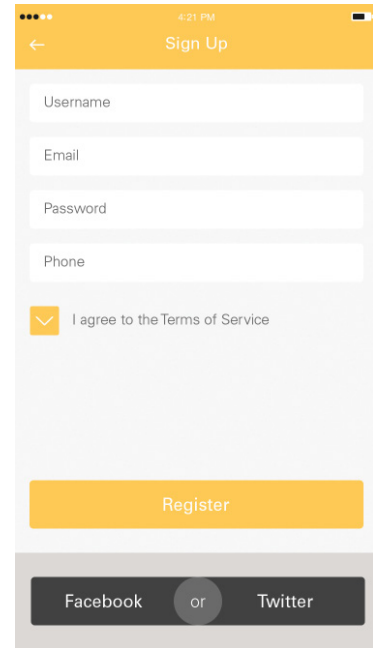
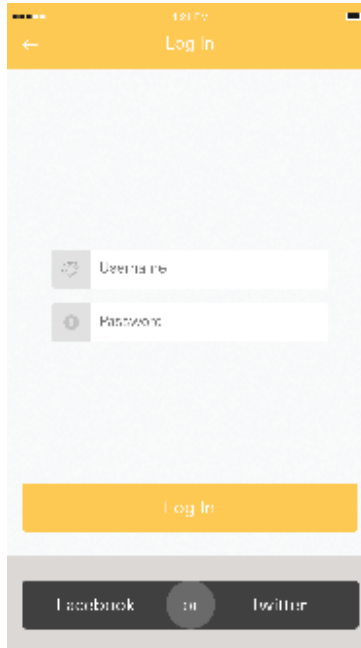
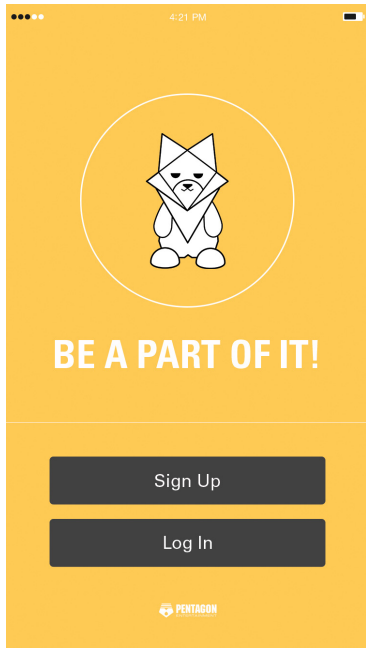
DISCOVER independent music
with genre-mixology for more information
@PINKO

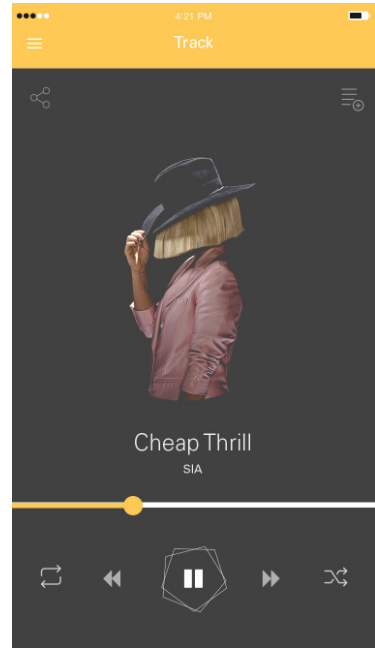
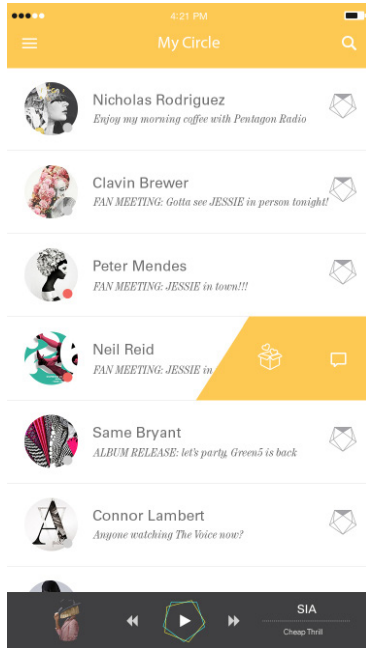
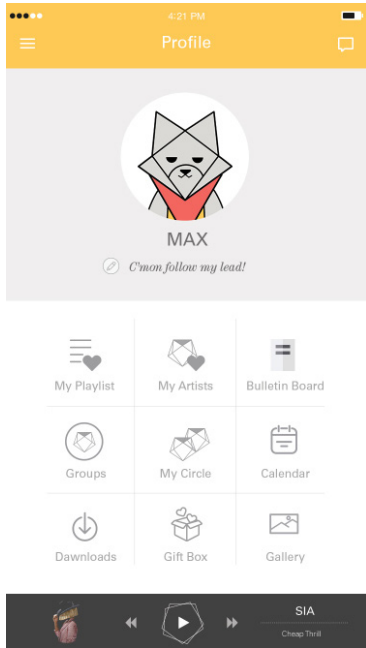
PACKAGING DESIGN





DIGITAL APPLICATION







THANK YOU!