
Historypin Brand guidelines

Created by
We Are What We Do



Logo

Colour and monochrome

historypin

historypin

Logo
Space



Logo
Minimum size

Print
15mm

historypin

Web
48pixels

Logo
Usage

historyp/n

Correct use

historyp/n

Incorrect use
Don't change colour

historyp/n

Incorrect use
Don't warp on stretch

historyp/n

Incorrect use
Don't use transparency

historyp/1

Incorrect use
Don't crop

historyp/n

Incorrect use
Don't use drop shadow

historyp/n

Incorrect use
Don't change typeface

historyp/n

Incorrect use
Don't change element size

historyp/n

Incorrect use
Don't place on a colour

Globe Usage

The Historypin globe illustration is used alongside but almost never without the historypin logo. It can be shown in full or cropped as shown here.



Colours



CMYK
0/0/100/0

RGB
236/0/140

HEX
EC008C



CMYK
0/10/04/60

RGB
128/119/121

HEX
807779



CMYK
0/0/0/0

RGB
255/255/255

HEX
FFFFFF