

Brand Guidelines

PARDAL

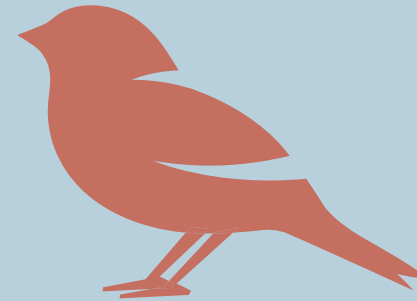
THE LOGO

The Pardal logo captures the timeless spirit of movement, craftsmanship, and indguinity. Inspired by the sparrow—pardal in Portuguese—it symbolizes agility and resilience, a nod to women who build, shape, and create.



THE ICON

The Pardal may be used alone only when the full *Pardal* name appears elsewhere, such as on a fabric label or tag. This ensures clear brand recognition while allowing the icon to stand as a strong visual symbol.



SECONDARY ICON

The secondary icon, featuring the Pardal perched on the "P," may be used at the brand manager's discretion. Like the main icon, it requires the full *Pardal* name to appear elsewhere to maintain brand clarity.

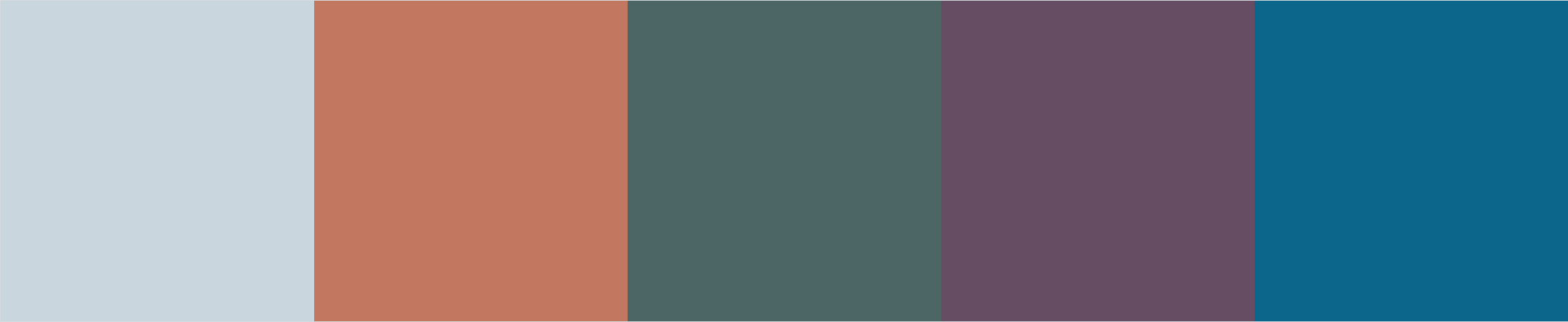


TAGLINE

The tagline reflects Pardal's focus on durable, functional clothing designed for women create. It honors the creative process with pieces that are both practical and beautifully made.

tailored for makers.

COLORS



DUSTY BLUE

PANTONE 628
CMYK 20 9 9 0
RGB 210 103 101

TERRA COTTA

PANTONE 7607
CMYK 21 60 63 4
RGB 193 118 96

PINE DUST

PANTONE 5545
CMYK 71 47 53 22
RGB 78 103 101

PLUM VINE

PANTONE N/A
CMYK 58 70 41 23
RGB 78 103 101

COBALT

PANTONE 307
CMYK 95 53 27 9
RGB 0 102 40

PARDAL TYPEFACE

Gyst Variable – Medium

ALPHA

abcdefghijklmnopqrstuvw
xyzABCDEFGHIJKLMN
OPQRSTUVWXYZ

NUMERIC

0123456789

PARDAL HEADINGS

ACUMIN VARIABLE CONCEPT - CONDENSED SEMIBOLD

abcdefghijklmnopqr
stuvwxyzABCDEFGHI
JKLMNOPQRSTUVW
XYZ
0123456789

PARDAL TAGLINE

Superior Title - Medium

ALPHA

abcdefghijklmnopqr
stuvwxyzABCDEFGHI
JKLMN
OPQRSTUVWXYZ

NUMERIC

0123456789

PARDAL CONTENT

Astoria Sans

abcdefghijklmnopqr
stuvwxyzABCDEFGHI
JKLMNOPQRSTUVW
XYZ
0123456789

BRANDING

UNCOATED

EMBOSSSED



FRONT

BACK

