

# PressWhizz Brand Identity & Usage Guidelines

## 1. Brand Overview

PressWhizz is a professional link-building and SEO platform.

Our logo, colors, and visual elements are key identifiers of the brand and must be used consistently across all platforms.

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## 2. Logo Usage

- The PressWhizz logo must **never be altered, stretched, recolored, or modified**.
  - Use only the official SVG files provided.
  - Maintain clear space equal to the height of the “P” in PressWhizz around the logo.
  - Minimum logo width: **120px** (digital) / **30mm** (print).
  - The icon (asterisk mark) may be used alone only where the full brand name is already present.
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## 3. Color Palette

### Primary Brand Colors

Role	Hex	RGB	Usage
PressWhizz Blue	<b>#1A21F1</b>	26, 33, 241	Primary logo color, headings, links
Soft Blue	<b>#9397F8</b>	147, 151, 248	Gradients, secondary accents
Light Lavender	<b>#D9DEFF</b>	217, 222, 255	Backgrounds, highlights
Gradient Yellow	<b>#F1C234</b>	241, 194, 52	Optional accent / CTA
Gradient Red	<b>#F75455</b>	247, 84, 85	Secondary CTA or alerts

Sky Blue Accent	<b>#42C8FB</b>	66, 200, 251	Gradients, icons
Deep Navy	<b>#1B1464</b>	27, 20, 100	Background or dark theme text

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## 4. Typography

Use	Font	Notes
Primary	<b>Poppins</b>	Clean, geometric, for body text and headings
Secondary	<b>Mont / Space Grotesk</b>	For contrast headings and titles
Weights	Regular, Medium, Semi-Bold	Keep readability priority

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## 5. Logo Background Rules

- Use the white logo on dark or saturated backgrounds.
- Use the black or blue logo on light backgrounds.
- Avoid patterned or low-contrast backgrounds behind the logo.

### Acceptable Versions:

- Blue on white
  - White on blue (#1A21F1)
  - White on black
  - White on gradient backgrounds
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## 6. Icon Usage

The PressWhizz mark (asterisk burst) symbolizes connectivity and outreach. You may use it as:

- Favicon or app icon
  - Watermark
  - Social profile icon
  - Background motif (low opacity 5–10%)
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## 7. Legal Usage Notice

All PressWhizz logos, icons, and related brand assets are the intellectual property of **PressWhizz Ltd.**

Unauthorized modification, redistribution, or use for non-affiliated entities is prohibited.

For partnership or co-branding requests, contact:

 [support@presswhizz.com](mailto:support@presswhizz.com)

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## 8. File Formats Provided

- **.SVG** – for scalable digital or print use