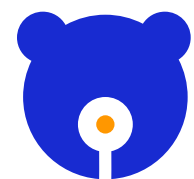


Visual Identity Synopsis for Pandascrow.



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Mission

Pandascrow helps freelancers and merchants get paid safely and easily. Our mission is to build trust into every transaction — so independent workers never have to chase payments again.



Our Values

We take pride in interfacing between buyers and sellers, ensuring safety and increasing trust, thereby contributing to commerce growth in Africa.

🤝 **Trust First** – We build trust in every click, message, and payout.

👤 **Freelancer-First** – Our users are at the heart of what we do.

😊 **Built for Simplicity** – No legal drama. No confusing steps.

🌍 **Global Thinking, Local Action** – We scale ideas that work in Africa and beyond.

🚀 **Speed & Support** – Fast, real-time help when things go sideways.



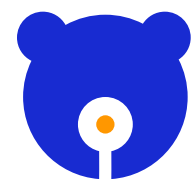
Customer Focus.

Clear Communication.

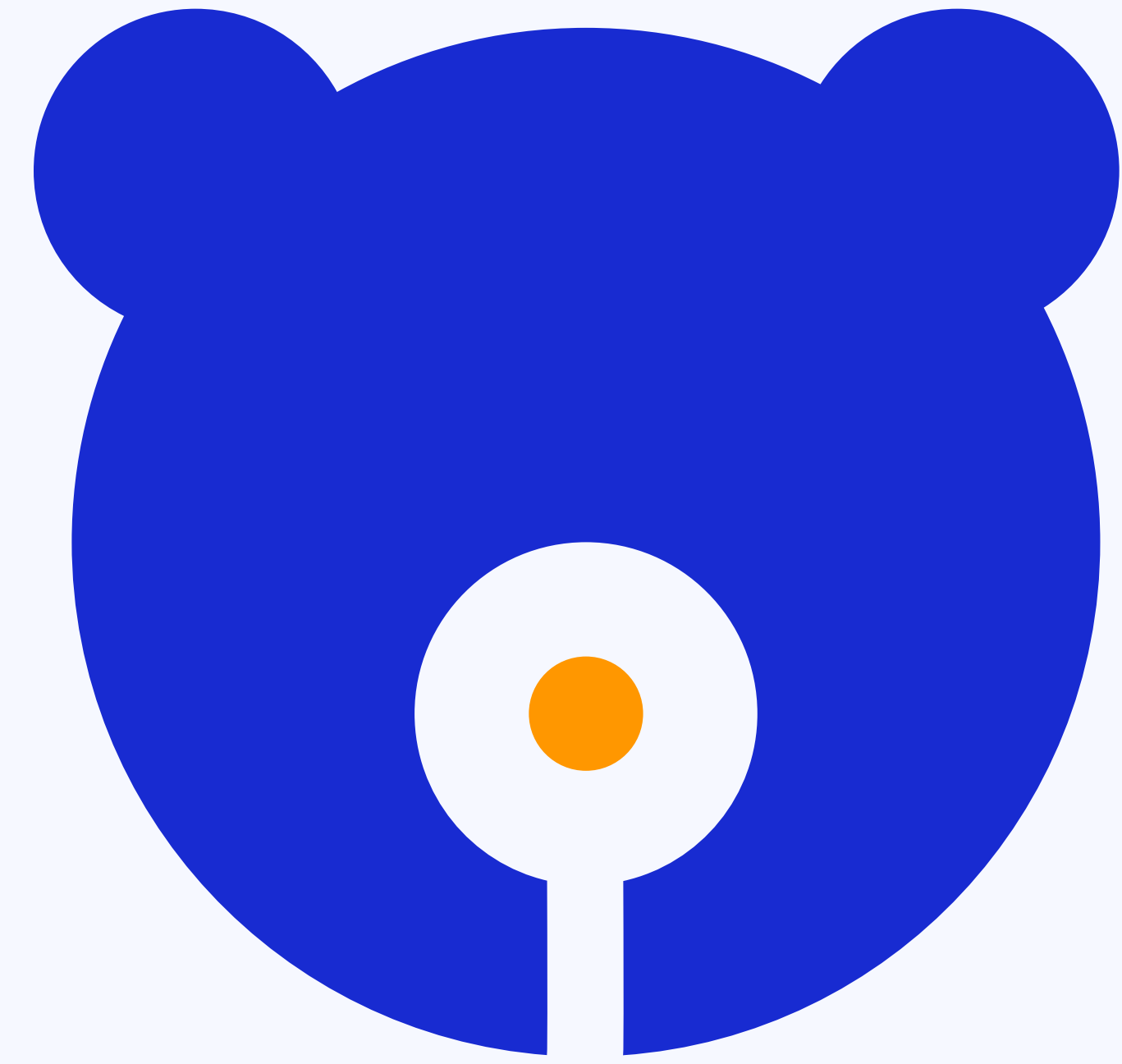
Transparency.

Integrity.

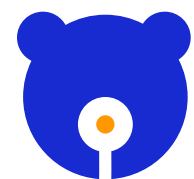
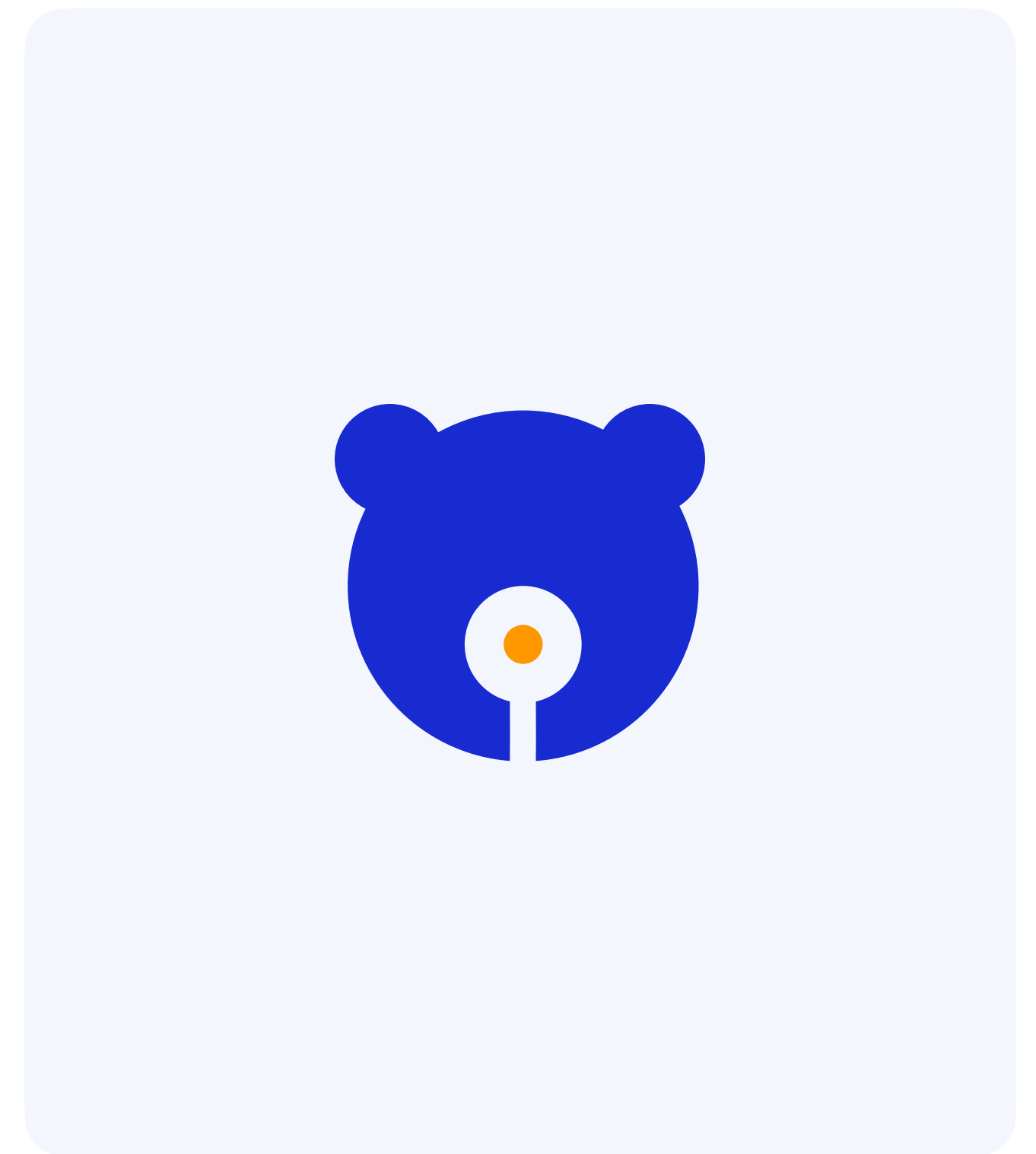
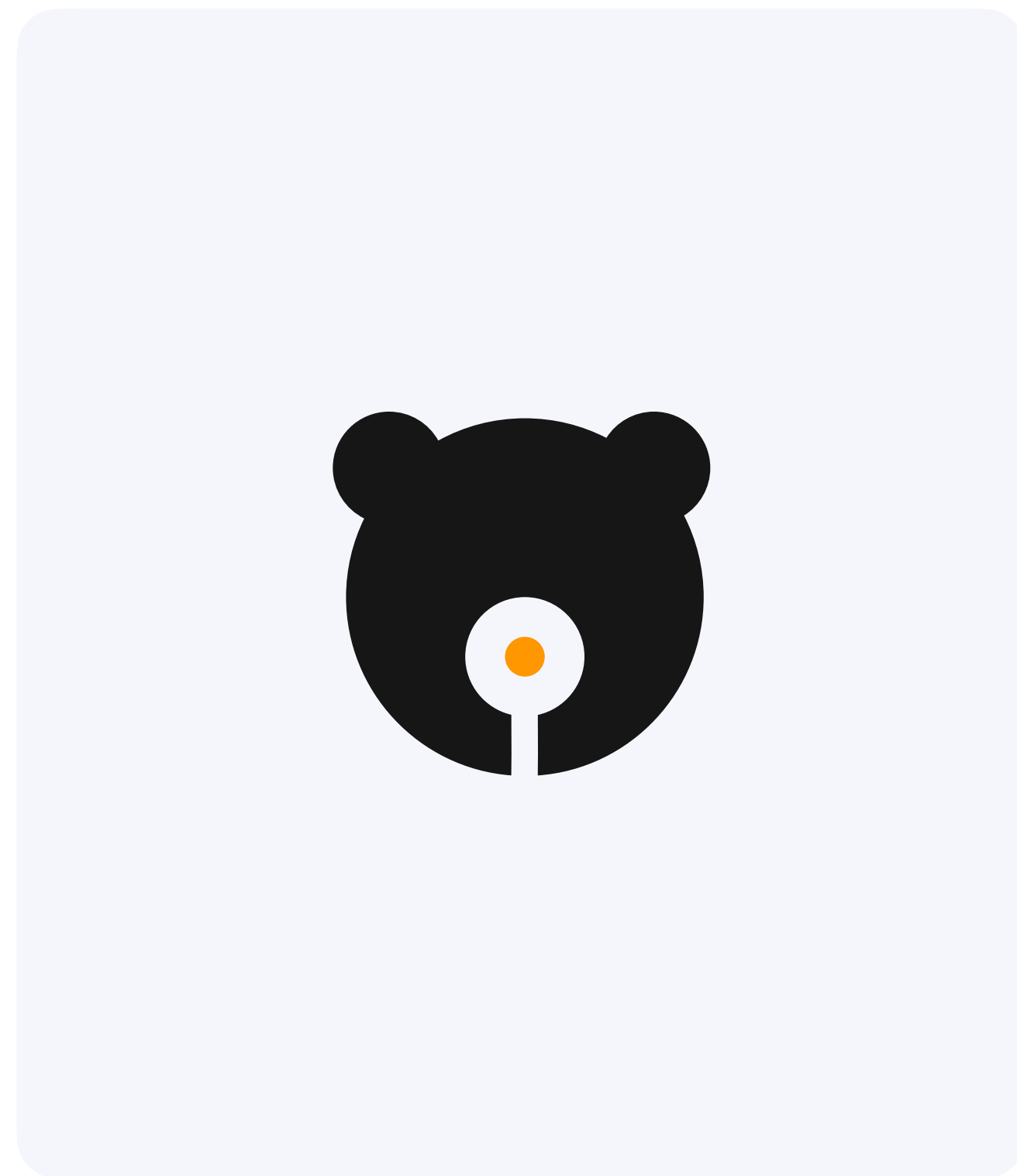
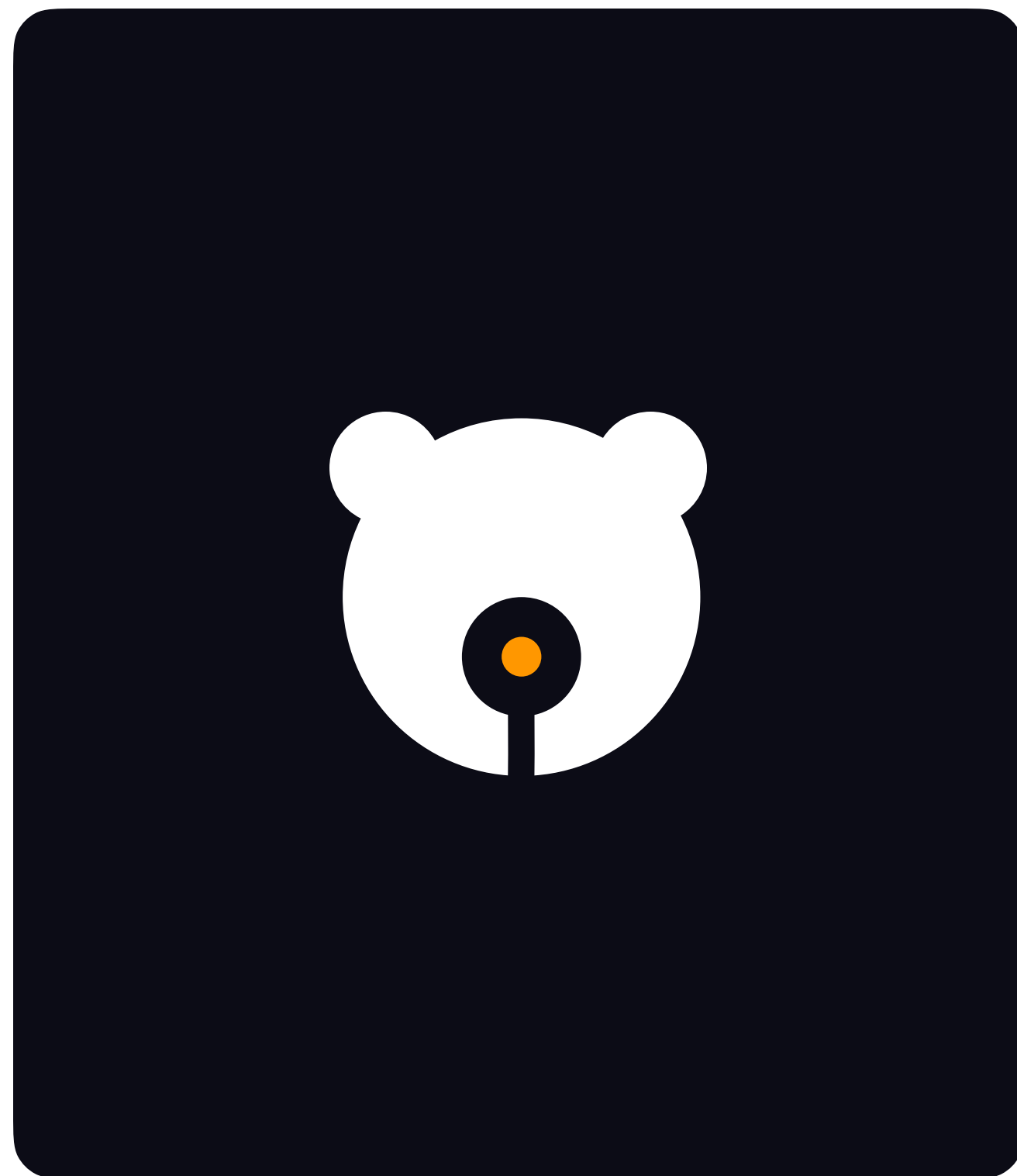
We keep it short and sweet. We speak from a place that respects the customers who trust our platform with their money.



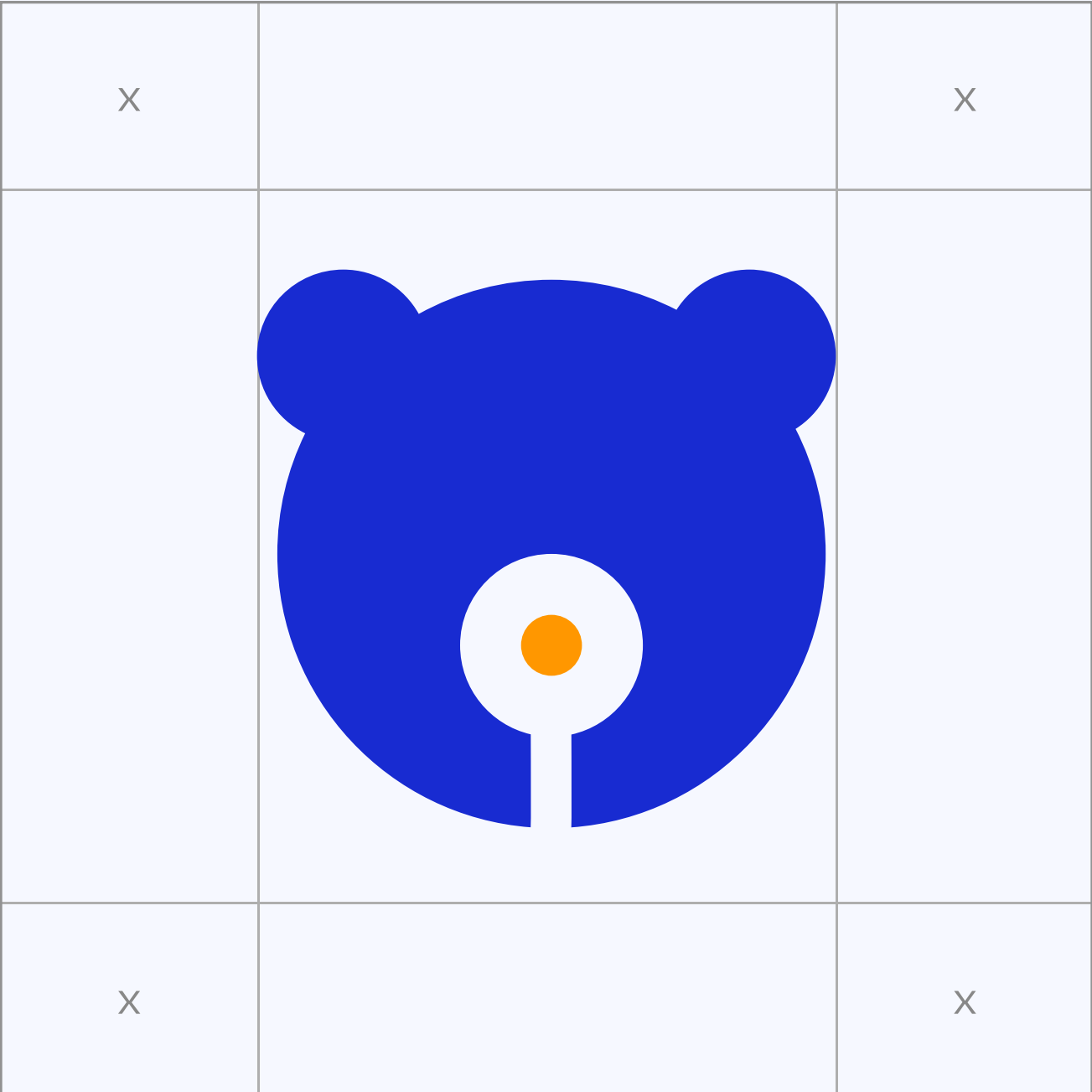
Our Symbol. Our Symbol is our mark of authentic. It's unique and self explanatory and can increasingly stand alone with it's ever-growing brand awareness.



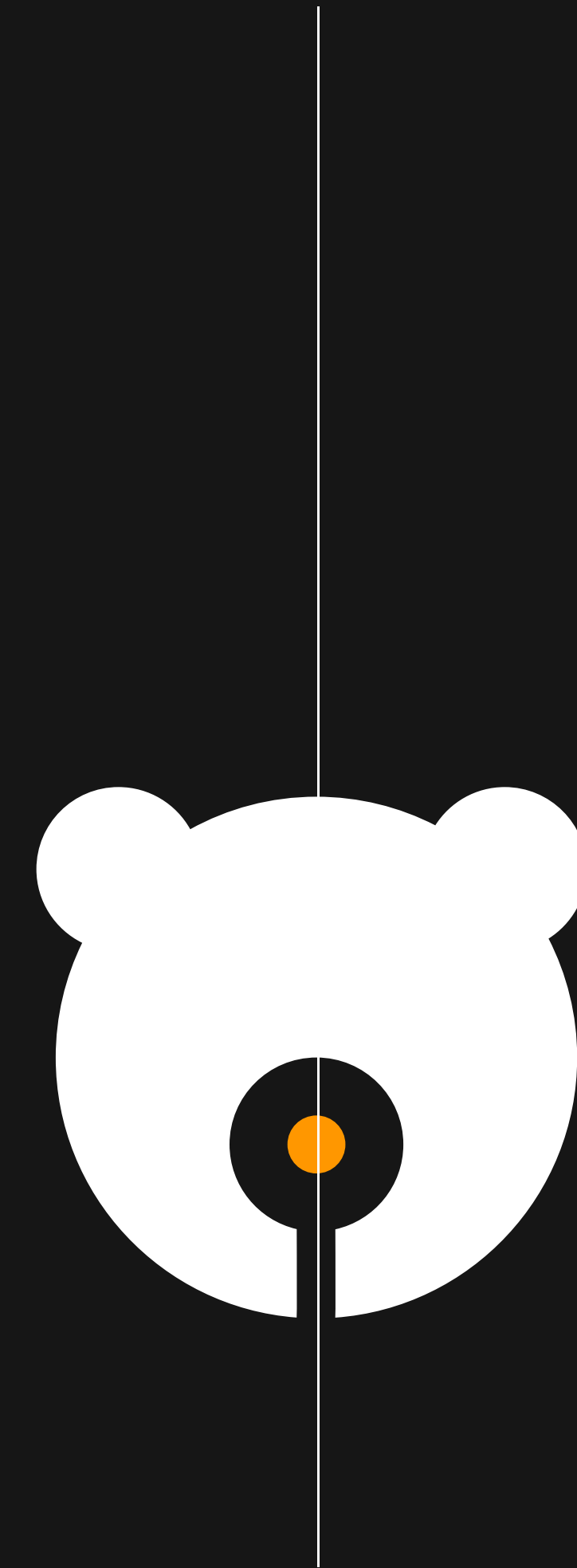
Variants. We have three use case for our symbol. White on dark, black on light and blue on light.



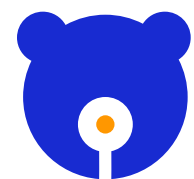
Symbol clearspace. When our mark is used alone, proper spatial margins ensure a strong presence and show confidence and trust for the brand.



Centering. When centering the mark remember to account for the 'dot effect.'
Optically center the symbol by aligning the metric center of the dot



Variants. We have three usecase for lockup.
All white on dark, black on light, blue symbol
for both. White and black are primary while
blue is secondary.



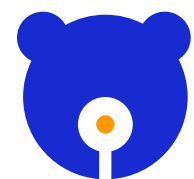
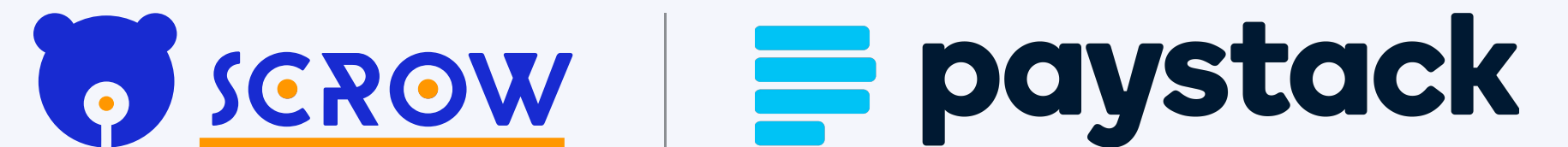
Wordmark clearspace. When using the wordmark it's important to ensure generous margin to allow the logo a strong presence where it lives.

x		x
		
x		x



Property and partner lockups. We have two foundational patterns for how we lock up our logo mark with;

1. our own properties and communication surfaces, and
2. our partners.



Misuse. Our logo was carefully constructed for its intended use. Please avoid altering the scale, proportions, layout, or color.

SCROW

DON'T

Use the wordmark without the symbol



DON'T

Stack the symbol and the wordmark



DON'T

Add gradients to the logo



DON'T

Adjust the proportionate relationship of the symbol and wordmark



Color

Our brand colors are vibrant and bright. They provide strong contrast to our dark and cinematic aesthetic.



Pallete. Our brand uses white space to create an illusion of huge and highlight elements of importance strategically. Our brand colors are bright and vibrant to the contrast and attracts attention.

Primary Colors

Royal Blue

182CD1

Vivid Orange

FF9800

Slate Gray

2F3640

Black

1F1F1F

Secondary Colors

Rust

C84C05

Deep Violet

69247C

Electric Teal

0D7C66

Coral

E76F51



Typeface

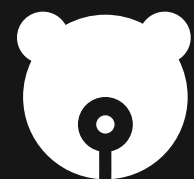
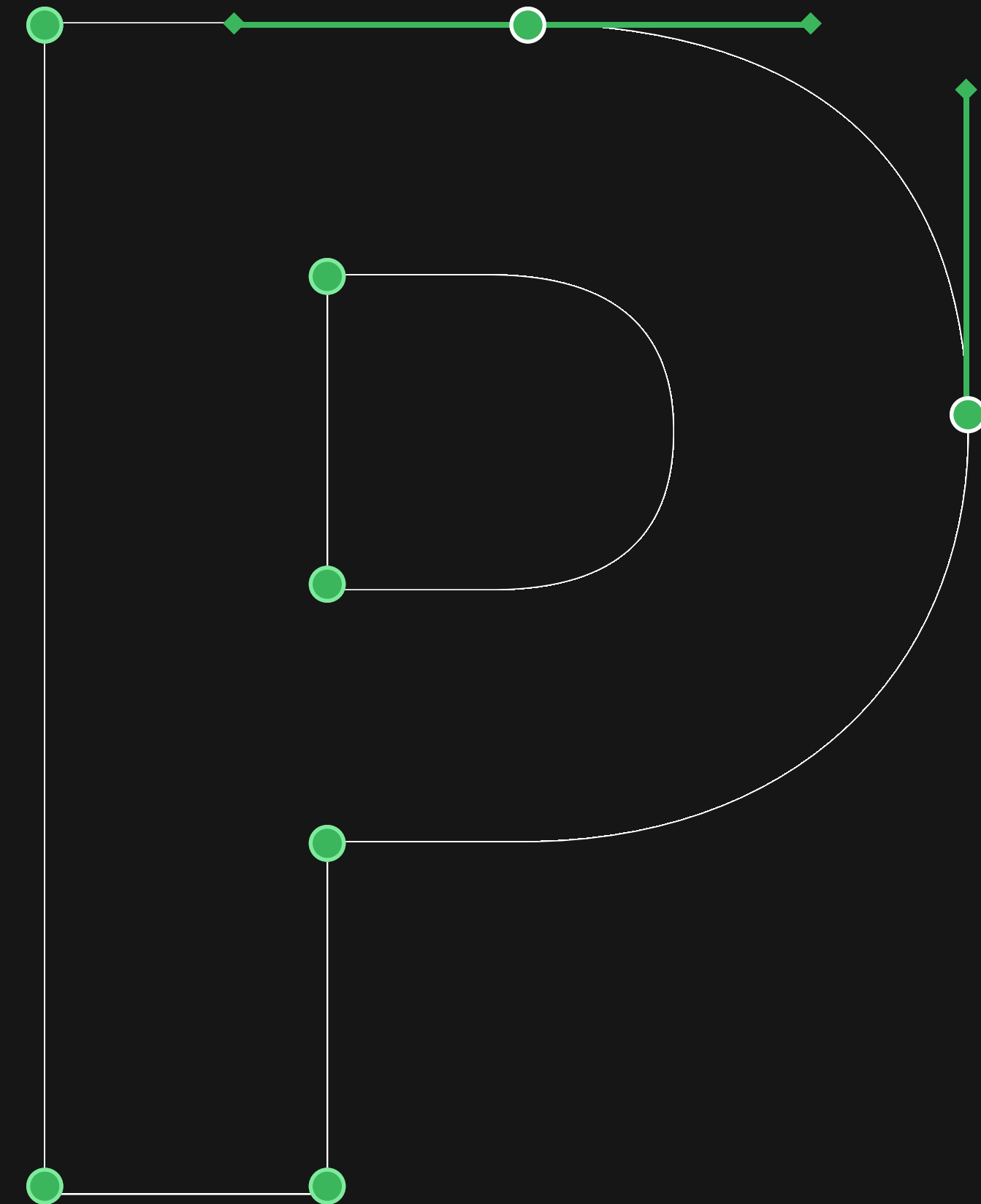
Our typeface, Degular Display, is a modernist sans-serif. It lends confidence, trust, and clarity to our voice, and it's uniquely ours.

We use Degular Display across all sub fonts



Degular Display. Our primary brand typeface, it is to be used across all surfaces of communication when representing Pandascrow.io

Complementary typefaces are “**Trap**” and “**Avenir**”.



Weights. Degular Display is variable weight interface. We utilize 4 preset weights to create harmonious balance.

Degular Display Thin

Degular Display Light

Degular Display Regular

Degular Display Medium

Degular Display SemiBold

Degular Display Bold

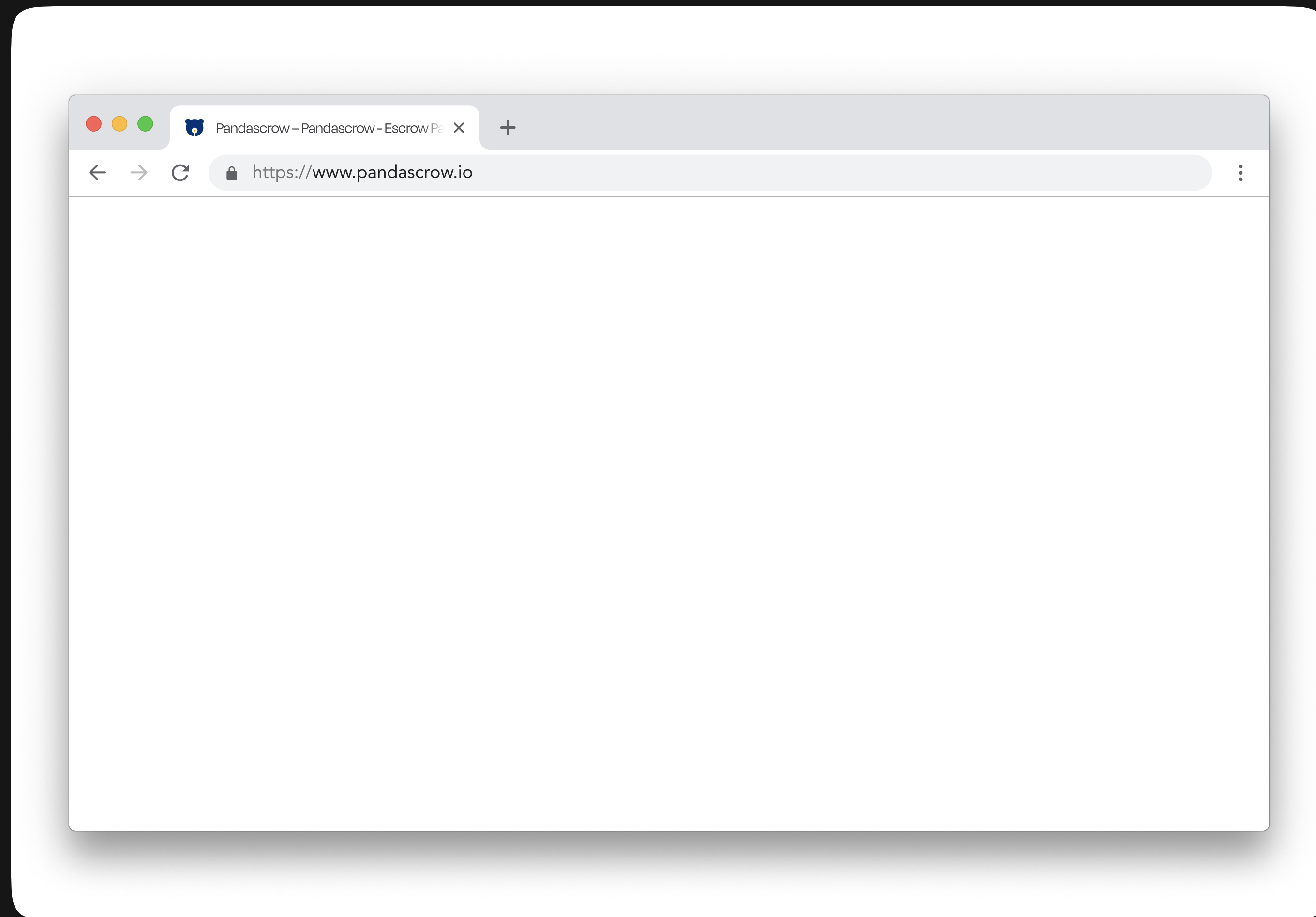
Degular Display Black



Platform

Trust is an essential part of the brand and so we intentionally try to communicate that from our icons, to covers, to our apps and website, and consistently so.





Thank you

