Pat©

Brand guidelines.



Version 1.0 · November 2026 · Pat, smart networking · Designed by Harrison Greener

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01 THE IDEA

Bring networking back in person.

Most networking happens online now. That has its upsides, but it misses the moment of actually meeting someone. Pat joins the two: you meet in person, tap, and the connection lives on your phone, kept apart from your personal contacts.

Physical first

The connection starts with a handshake and a tap, not a friend request.

One tap

No app needed on their side. If they don't have Pat, it opens in the browser.

Kept apart

Business contacts and your trusted trades, separate from friends and family.

Friendly

Bright, warm and a little bit cheeky. Networking shouldn't feel stiff.

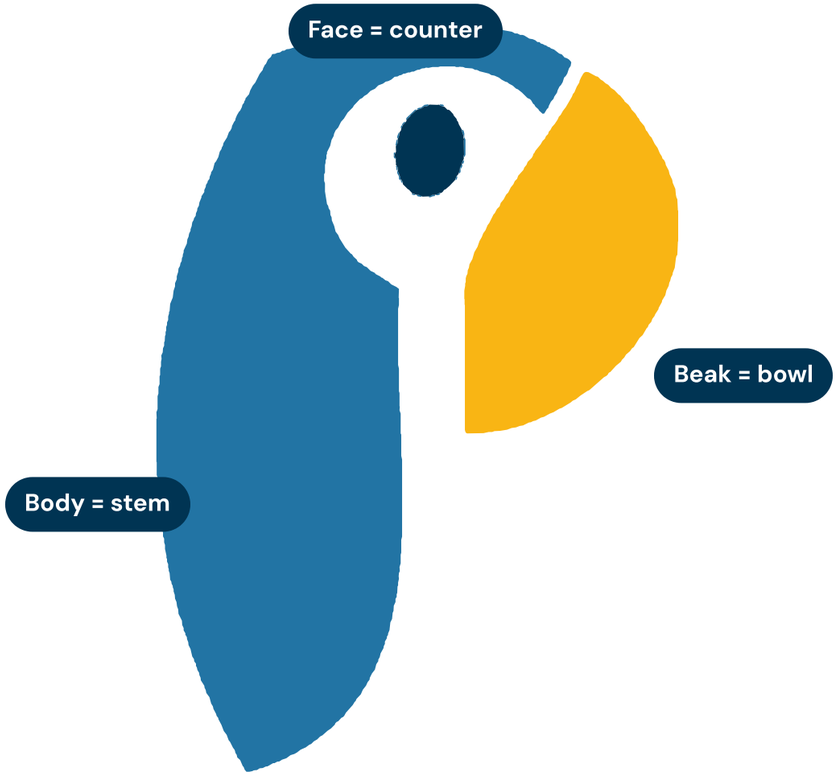
02 THE NAME

Pat is tap, backwards.

TAP → PAT

Both words are the same gesture: you tap, or pat, your card on someone's phone to make the connection. The name is the action, read either way round.

A parrot that's also a P.



1. **Hand-drawn**
   The mark was drawn by hand, then made from a few flat shapes in four colours.
2. **The body is the stem**
   The long blue body forms the upright of the P.
3. **The face is the counter**
   The white face, with its single navy eye, is the hole in the letter.
4. **The beak is the bowl**
   The yellow beak closes the curve of the P.
5. **A happy accident**
   Parrots repeat what they hear, which is exactly what Pat does with your details. That one wasn't planned.

Three versions, one parrot.



Primary lockup

The parrot with the wordmark. Use it wherever there's room.



The mark

App icon, avatar, favicon. Anywhere small.



The wordmark

Hand-lettered, yellow in a blue outline. Where the parrot is already nearby.



On colour

Full colour on paper and navy. On blue or yellow, use a single colour: white on blue, navy on yellow. Navy alone for one-colour print.

Give it room to fly.

Keep clear space around the logo equal to the width of the beak on every side. Don't use the mark smaller than 16px on screen or 8mm in print, and the full lockup smaller than 40px or 18mm.



Don't stretch it



Don't recolour it



Don't rotate it



Don't put full colour on blue

06 COLOUR

Taken from the parrot.

Parrot Blue
#2274A4
RGB 34 116 164

Beak Yellow
#F9B514
RGB 249 181 20

Eye Navy
#003453
RGB 0 52 83

Face White
#FFFFFF
RGB 255 255 255

Card Paper
#FBFBF9
RGB 251 251 249



Balance

Mostly paper and blue, navy for text, yellow saved for the moment that matters: the beak, the wordmark and the tap.

07 TYPOGRAPHY

Hand-lettered logo, clean everything else.

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The wordmark is drawn, not typed. Never recreate it in a font, and don't set other words in its style.

DM SANS, FOR EVERYTHING ELSE

Smart networking.

Tap to connect.

Body copy is set in DM Sans regular, in sentence case, with plenty of space around it.

LABELS · BOLD · TRACKED OUT

The business card.

The card is the brand in one object: the lockup on paper, "Smart Networking" in DM Sans, and the navy, blue and yellow stripe down the edge.

