



External Brand Guidelines



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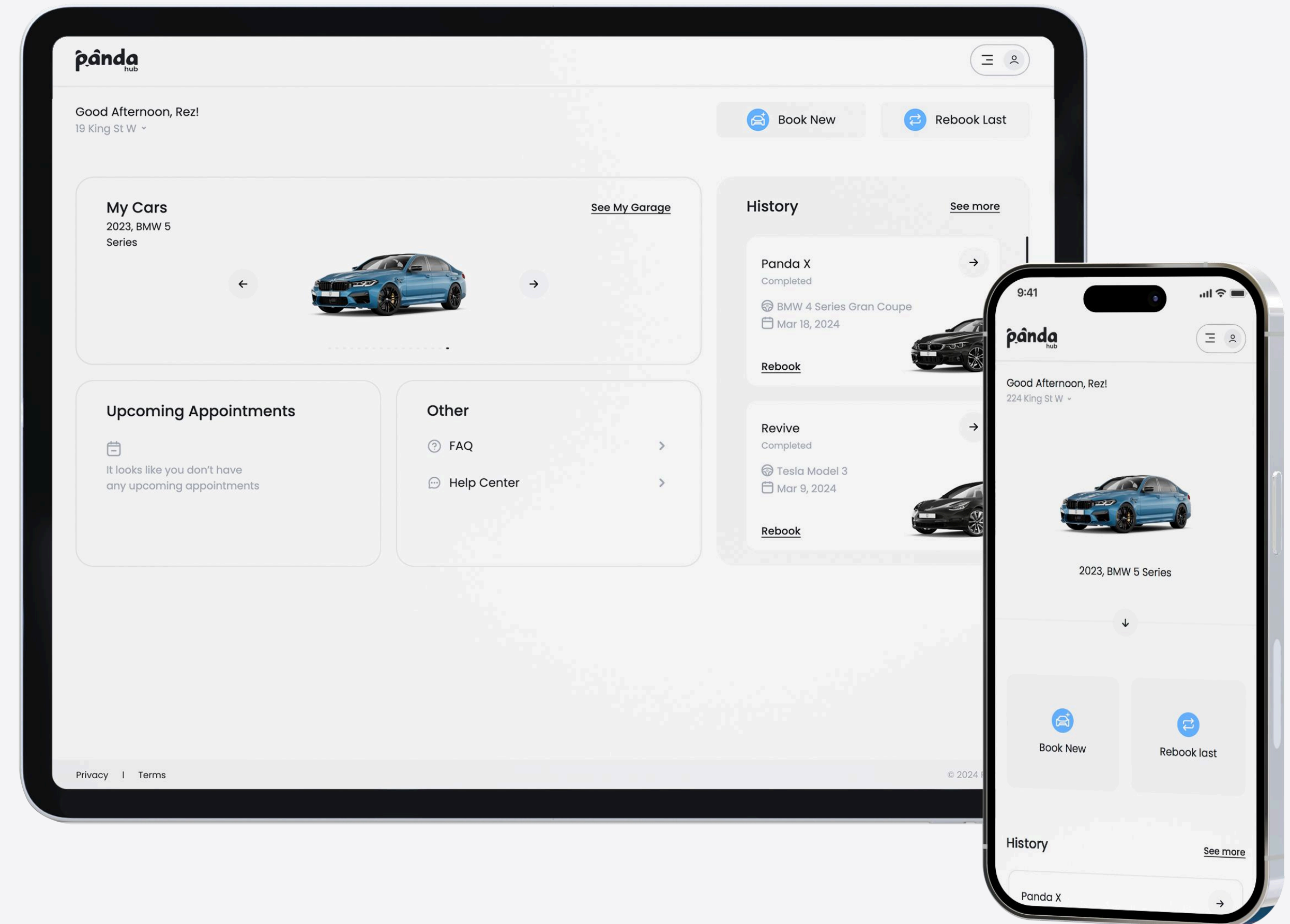
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We're car care platform, that provides mobile car detailing services

we connect car owners with skilled local
car detailers, making professional car care
simple and convenient



Using the Panda Hub brand

The Panda Hub brand is friendly and professional – but we have a few guidelines to ensure consistency across all communications.

Read this short guide to understand how to use our brand elements effectively.



01

Logo and Logomark

Logotype and Logomark usage

Primary Logo First

Use the full-logo version of our brand mark in nearly all applications – it presents the complete visual identity and ensures our brand is recognized clearly and consistently.

Logomark

The simplified logo mark (icon or symbol only) may be used on a page or photo only after the full-logo version has been used elsewhere on that same page or visual layout. This ensures the audience first sees the full brand signature, and then can engage with the mark in a secondary role.

Full logo



Logomark



Colors

Logo should be kept in black or white.
It should not be treated in other colors,
gradients, shadows or filled with images.

The logo consists of the word "panda" in a bold, lowercase, sans-serif font, with a small dot above the 'a'. Below "panda" is the word "hub" in a smaller, lowercase, sans-serif font.The logo consists of the word "panda" in a bold, lowercase, sans-serif font, with a small dot above the 'a'. Below "panda" is the word "hub" in a smaller, lowercase, sans-serif font.The logo consists of the letters "pa" in a bold, lowercase, sans-serif font, with a small dot above the 'a'.The logo consists of the letters "pa" in a bold, lowercase, sans-serif font, with a small dot above the 'a'.

Logotype spacing

The clear space is the area around the logo that must remain free of any other graphic or text elements.

The minimum clear space is defined by the width of the letters “nd” from the logo and should surround it on all sides.



Logomark spacing

The minimum clear space is defined by the width of the letter “p” from the logo and should be maintained on all sides.



Scaling

To maintain legibility and visual integrity, the logo and logomark should never appear smaller than the specified minimum sizes.



35 px Minimum
Digital Width



90 px Minimum
Digital Width

02

Typography

Brand font

Poppins should be used for all marketing materials and brand communications, ensuring a consistent and cohesive visual identity across all platforms.

Aa

Regular (400)

Aa

Medium (500)

[download Poppins](#)

Visual hierarchy

- ✓ To create visual hierarchy in typography, prioritize variations in font size and spacing over changes in font weight
- ✗ Avoid using all capital letters to maintain a professional and balanced tone

Car Detailers You Can Trust

All Panda certified Pros are rigorously vetted and tested. Only the best meet our high standards to be on our platform.

03

Colors

Colors usage

Panda Blue

Panda Blue is used exclusively to highlight clickable elements in digital products. It should not be used for headers, decorative accents, or any non-interactive elements.

Background Colors

For background colors, we typically avoid bright colors. The standard choices are “White” (#FFFFFF), “Panda Black” or “Light Gray” colors. The priority is given to the “White” color for backgrounds.

Copy visual hierarchy

Use "Panda Black" for main headings, and apply lighter or softer tones from our color palette for secondary text.

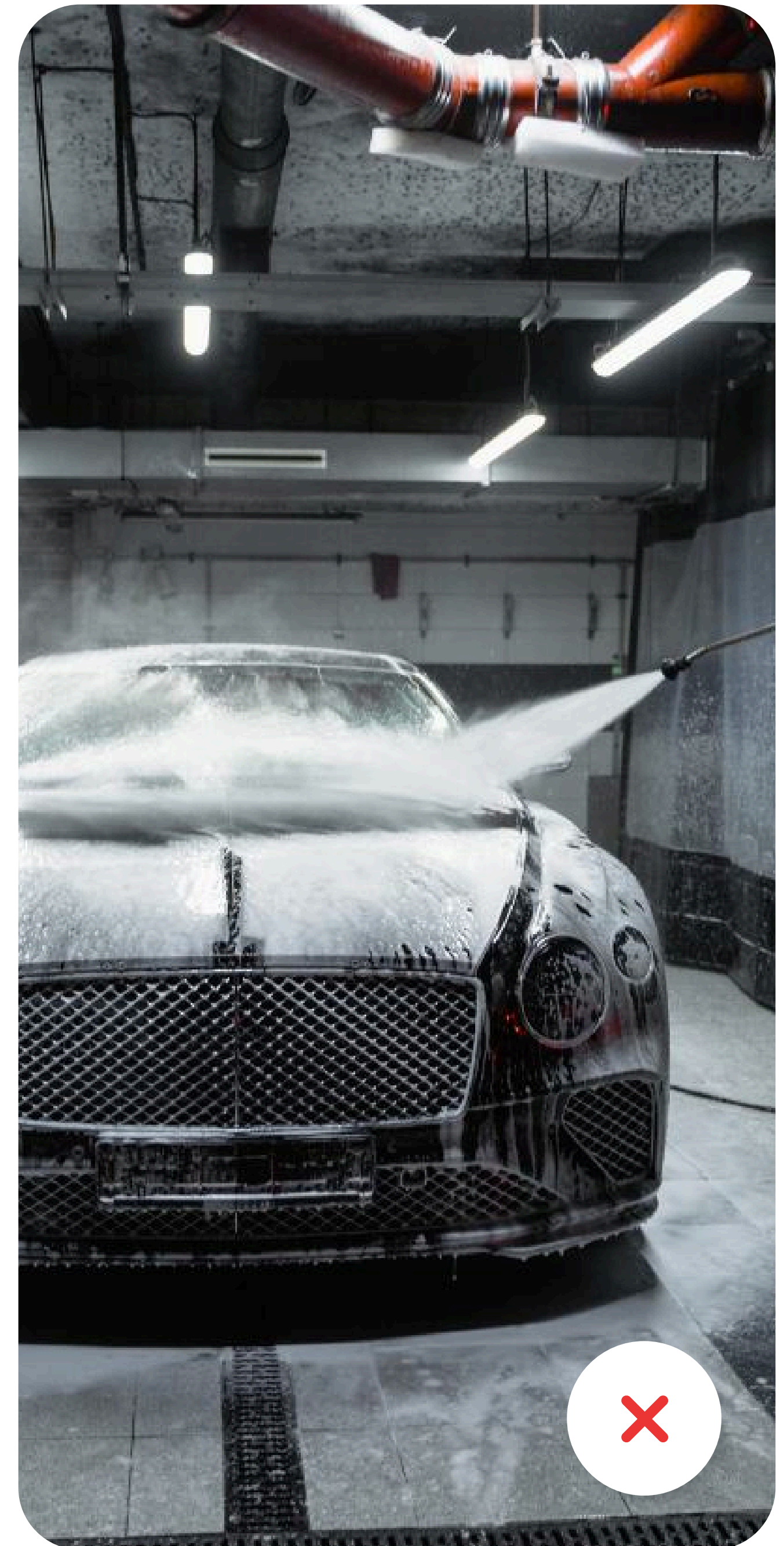
Panda Blue	Light Blue	Light Gray	Dark Gray	Gray for Copy	Panda Black
#48A3FE	#F0F5FF	#F5F5F7	#969CA9	#6E6E73	#222429

04

Communication

Photos

- ✓ Choose a photo that reflects mobile car detailing, such as a clean car parked in a driveway or yard.
- ✗ Avoid showing the CTO or any car-washing activity taking place on site.



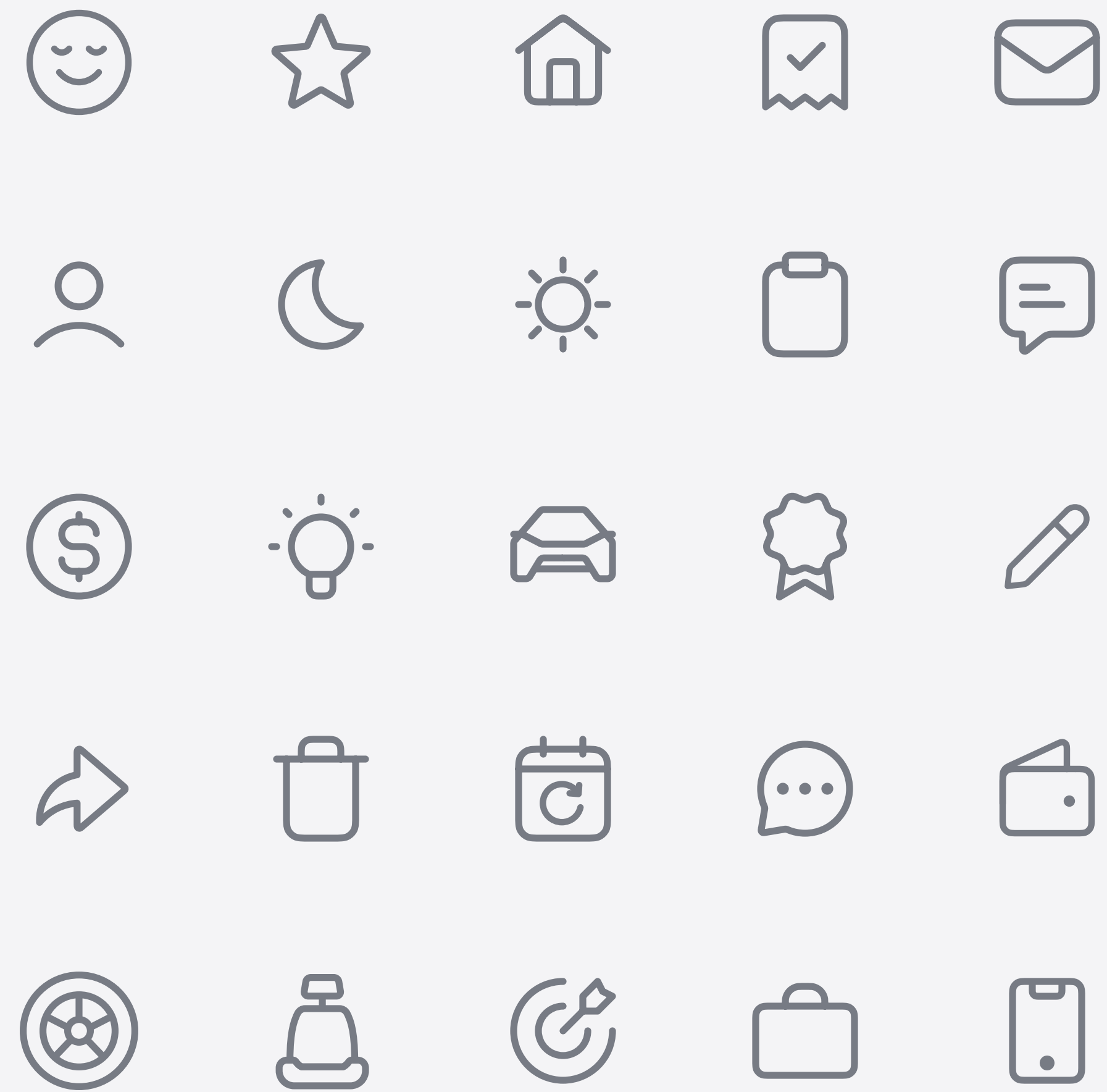
Photos

- ✓ Use lively visuals instead of plain or transparent backgrounds to highlight our service and avoid a techy feel
- ✓ Cars with transparent backgrounds are used only in pricing cards to reflect prices tailored to specific makes and models
- ✗ Avoid any elements on pictures—only the logo (if necessary, keep text overlays on images light and minimal). The best option for text overlay is on images with a plain background, like a clear sky



Icons

Stick to minimal icons with a flat, stroked design



Shapes

Cards, photos, banners, and small elements use rounded corners consistently to maintain a friendly look.



Taishon H.

 Panda Certified

6+ Years of experience

1213 Services provided

5.0 ★

Bio

Panda Hubs 2023 Award-winning car detailer Taishon transforms vehicles with precision, offering personalized services for a ultimate detailing experience.

Featured on

Forbes

BUSINESS
INSIDER

yahoo!
finance

MOTORTREND

Auto
Week

CNN

CBC

Trusted by Thousands. Proven Through Experience

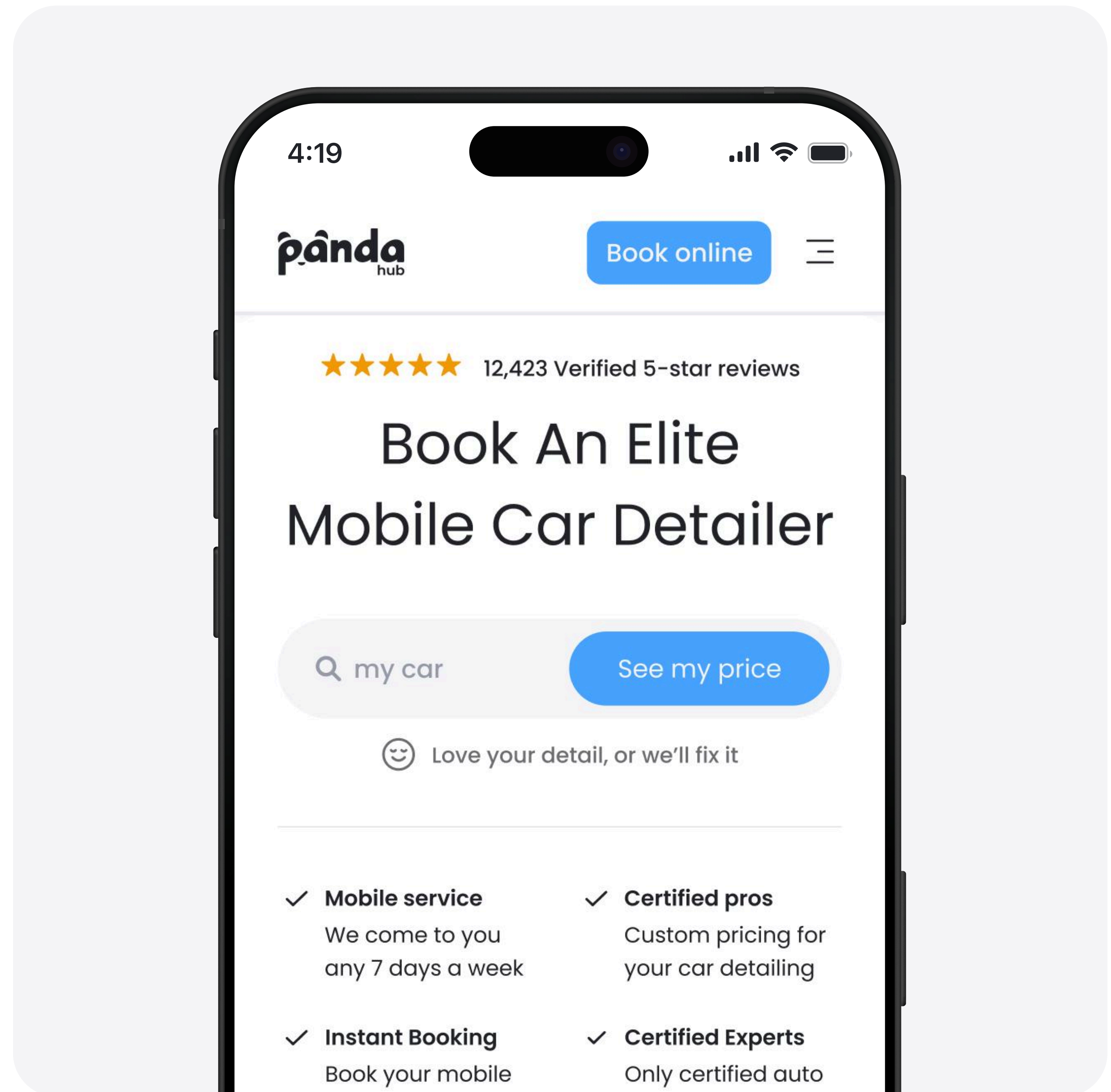
- ✓ 15+ years of hands-on car detailing expertise
- ✓ Next-day service available in most cities
- ✓ 70,000+ car detailing completed across USA & Canada



Tone of voice

We use modern, and action-driven language to engage and inspire immediate response

- ✓ Modern & Clear:
No outdated or overly formal words
- ✓ Authentic & Believable:
Use realistic terms (“Top-Rated”, “Best”)
- ✓ Utility-Focused:
Clearly highlight services & benefits.





If you don't find what you need here, please contact support@pandahub.com