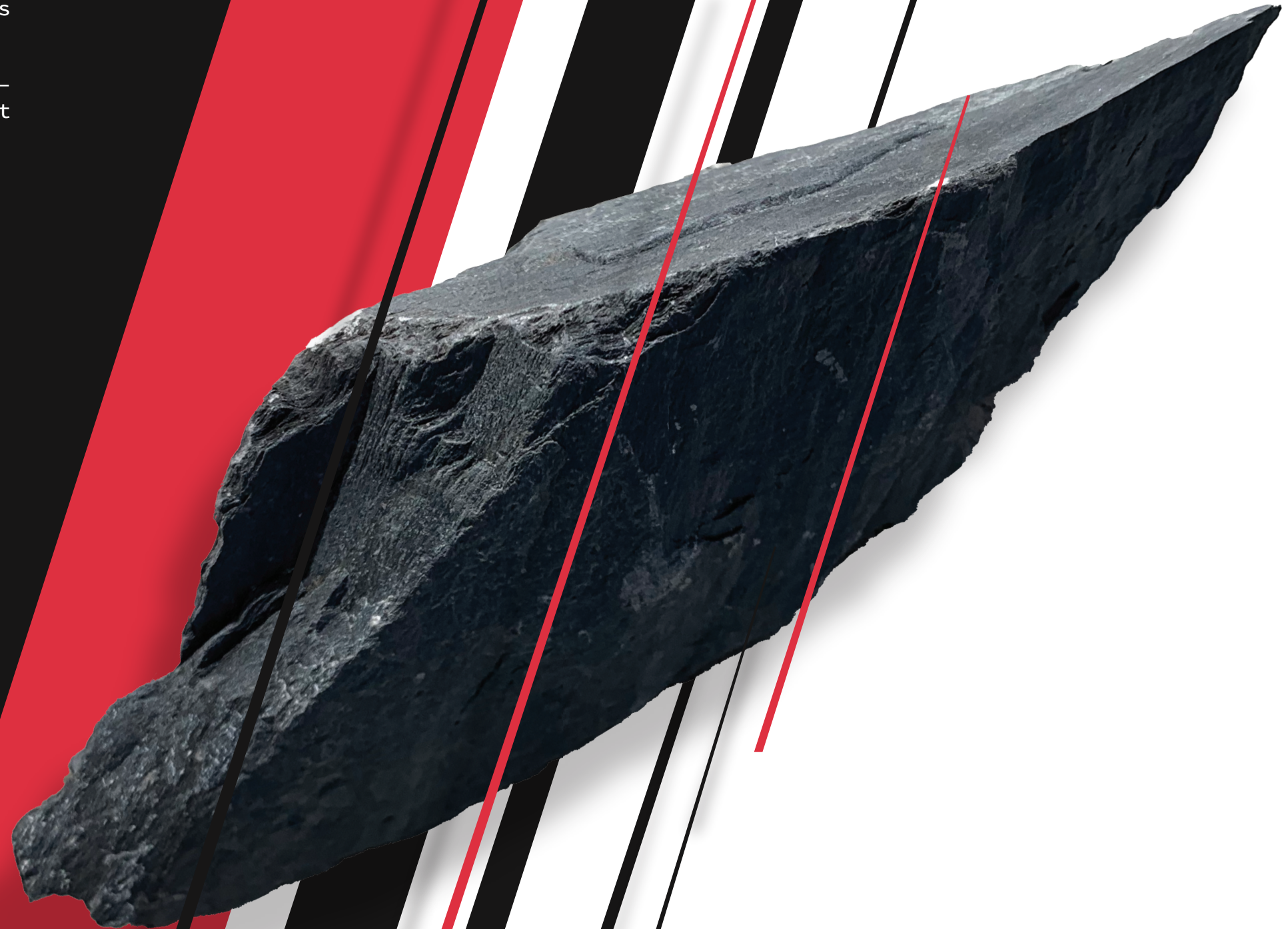


# POSTMODERN PANTOMIME

The avant-garde Mime theatre society explores the art of experiential storytelling by skillfully blending choreographed light, sound, and innovative new media techniques. PMPM's unique approach, they strive to evoke deep emotions and captivate audiences with their stunning visual and auditory displays. This cutting-edge troupe pushes the boundaries of traditional theatre, creating immersive performances that transport viewers to new realms of imagination and creativity.





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PMPM is dark, epic, unconventional, radical and limitless. PMPM is thunder, only exists for a fraction of time, jolts and fractalizes into an infinite array of possibilities, leaving the universe stunned.



# LOGOS AND LOCKUPS

## Overview

The logo is the most important component of the Postmodern Pantomime brand. Consistent application of the logo system is critical to the effectiveness of all important communication.

The PMPM logo is dark, powerful and it allows maximum creative expression while conforming to the principles of the design.

Use the files provided. Do not re-create the logo or alter the logo colors.

The logo exists in two versions – a primary and an alternative.

The primary logo consists of symbolical meanings. The overarching eye of a higher dimensional being. The Sun on the left and the Moon on the right. A portal to an alternate dimension, a means of an interdimensional conversation.

The alternate logo sets the “Program Name” type below the primary logo. This version of the logo was developed to allow the brand name to be readable in spaces where the primary logo would be less recognizable.



PRIMARY LOGO



ALTERNATE LOGO

# Colorways

The PMPM logo is available in three acceptable brand colorways: Black (#0F0F0F), White (FFFFFF) and Red(E02430). These colorways are intended to ensure the readability of the logo in a range of applications.

Colorways should be chosen carefully so that they are readable and visually appropriate.

Each color represents values engrained in the PMPM personality. For detailed analysis on color, visit the color section of this guide.

A special Transparent version also available for specific functions like working with photography.

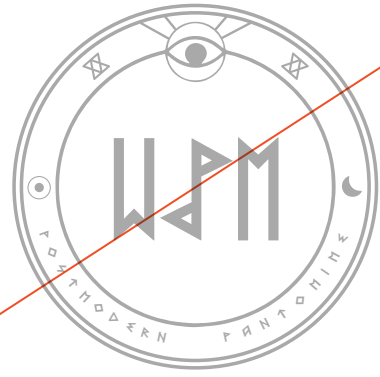
Lockup files are provided in the CMYK color mode ideal for print and digital applications altogether.

Primary

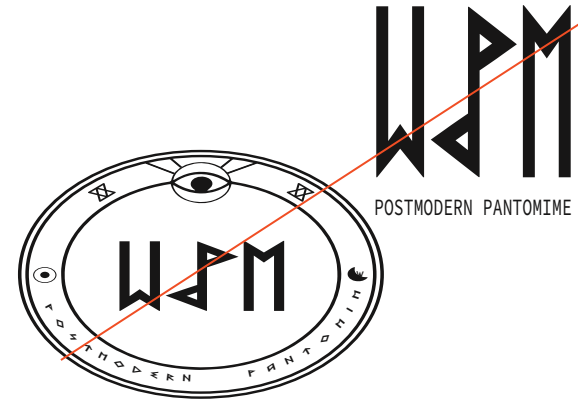


Secondary

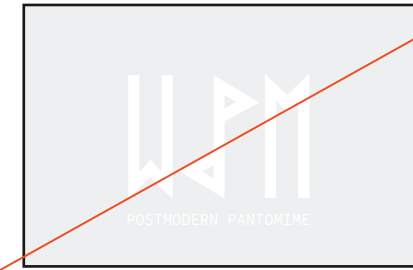




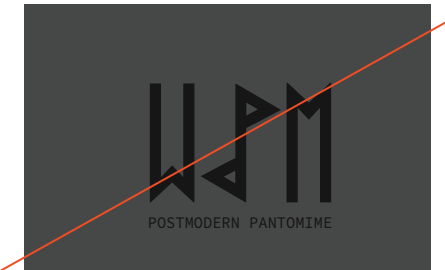
Do not reproduce the lockup in a tint or a screen.



Do not scale the lockup disproportionately.



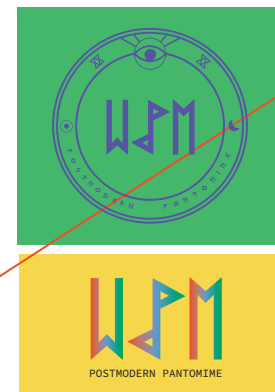
Do not use the white lockups on a similarly colored background.



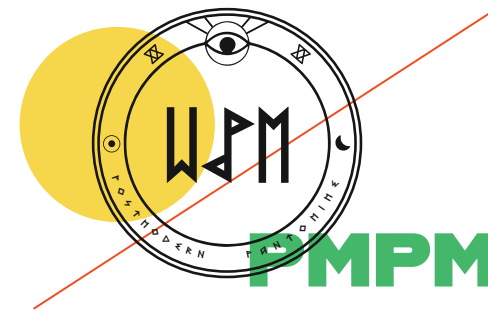
Do not use the black lockup on a similarly colored background.



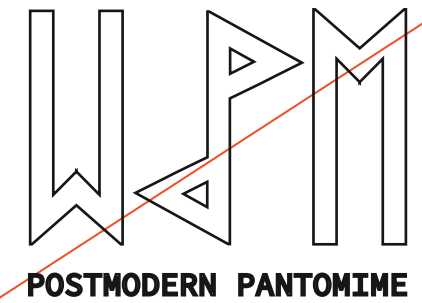
Do not apply any effects to the lockup.



Do not deviate from the color guidelines



Do not add graphic elements or typography to the lockup.



Do not outline the lockup.

## Violations

Do not alter the DMI logo files in any way. Below are examples of incorrect usage that are violations of the DMI brand.

# COLOR

## Overview

Any identity system needs color, but it's especially important in the context of theatre. Colors are more than just brand components for a society/group. They play a significant part in expressing an institution's identity since they are made to elicit an emotional response, to act as a visual expression of "Spirit and Soul" and to serve as a touchstone for individuals with a sense of place.

Rojo Red is at the core of everything we do and is omnipresent in our branding and visual communication. It is supported by Black and White.



# Primary Colors

There are three core colors in the DMI visual identity: Rojo Red, Black, and White. PMPM's visual identity relies heavily upon these colors, which should be used as the main colors in all printed and digital materials.

Rojo represents energy and passion which is PMPM's most important characteristic.

The color breakdowns should be used and should never be replaced with other colors. The core color palette should never be secondary to an external color or color palette.

The colors shown on this page could not be accurate for purposes of color matching. Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate. The colors shown have not been evaluated by Pantone, Inc., for accuracy (Pantone® is a registered trademark of Pantone, Inc.).

**White**  
CMYK: 0.0.0.0  
RGB: 255.255.255  
HEX: #FFFFFF

**Black**  
CMYK: 0.0.0.0  
RGB: 0.0.0  
HEX: #000000

**Rojo**  
CMYK: 6. 99. 91. 0  
RGB: 224. 36. 48  
HEX: #E02430



# TYPOGRAPHY

## Overview

PMPM's typography is based off of two font choices.

Krungthep, a typeface designed by Apple for the user interface of the original Macintosh, launched in 1984.

It is incorporated in major headlines and headings. It is bold, flexible and dynamic.

Secondly, Source Code was designed by Paul D. Hunt as a companion to Source Sans. This complementary family was adapted from the Source design due to a request to create a monospaced version for coding applications.

It is the basis for all body type and small headings. It is clean, minimal and readable.





## Type specimen

Source Code Pro is a sans serif typeface and the workhorse of the PMPM type family. Its diverse typefaces, in varying weights and slants, are complemented by a comprehensive glyph map, enabling designers to apply it in a range of contexts.

Source Code is best used for long blocks of copy and as a support for its titling counterpart, Krungthep.

Krungthep

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (“.,!?\$&@#”)

Source Code Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (“.,!?\$&@#”)

Source Code Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (“.,!?\$&@#”)

Krungthep is the titling counterpart to Source Code and is a core element of the PMPM brand. Uppercase and Lowercase versions can be used hybridly.

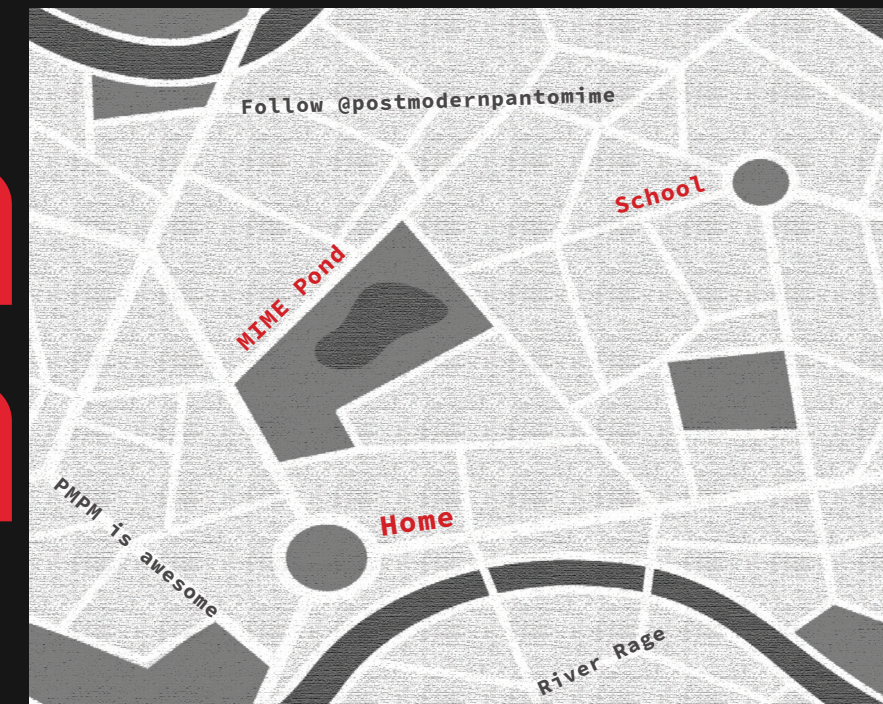
Krungthep is best used for short headlines and subheads and is not recommended for long blocks of copy.

Arial and Helvetica are acceptable alternatives in applications.

**Lo rem  
Ip sum**

**Lo rem ipsum  
dolor sit ame**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occididunt



**POST**



**MODERN**



**PANTO**



**MIME**

# GRAPHIC ELEMENTS

## Iconography

PMPM iconography is minimal, simple and effective. These icon packs are in constant development as need arises.

Use the files provided. Do not re-create the logo or alter the logo colors.



## Postmodern Pantomime

Founded by Shozab Raza, 2023  
[www.shozabraza.design](http://www.shozabraza.design)

[@postmodernpantomime](https://www.instagram.com/postmodernpantomime)



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