PACU Trading Limited
Version 1.0 · November 2026

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Media kit

Brand resources

The PACU logo, colours and usage rules for partners and the press. Follow this page and you will get it right.

Four things to know first

1

Use the original files

Please use the files from this page. Do not screenshot, trace or redraw the logo.

2

Give it space

Keep clear space of at least one quarter of the logo height on every side.

3

Keep the colours and shape

Use only the colourways shown here. No stretching, rotating or effects.

4

Show us before release

Send co-branded materials carrying the PACU logo to us for review first.

Logo

Four versions, chosen by background

The logo is made of the letters PACU, the bird inside the P, and three yellow “chirp” marks above the bird. They form one unit and are not used separately.



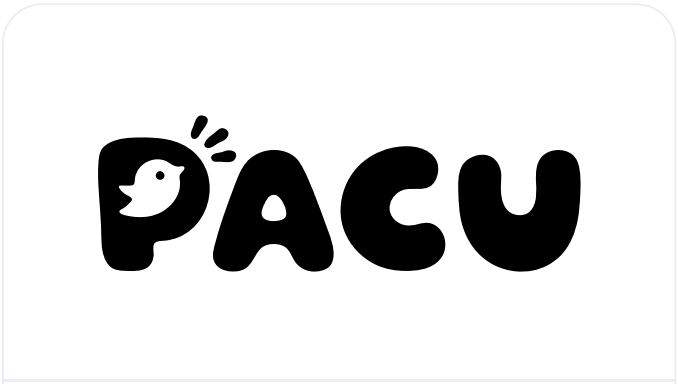
Primary

First choice. For white, ivory and other light backgrounds.



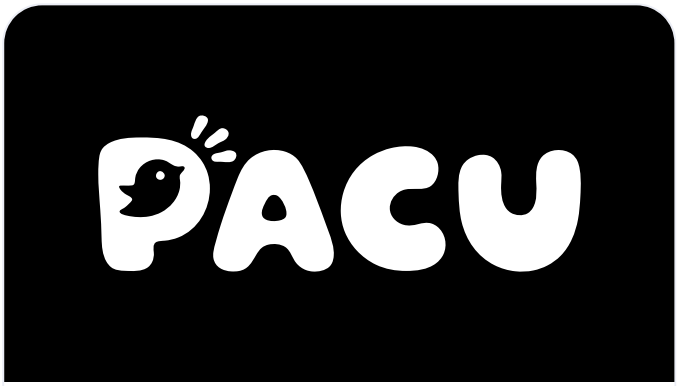
Reversed

For PACU Blue, Royal Blue and dark backgrounds. The chirp stays yellow.



One-colour black

Only where a single colour is possible, such as fax, one-colour forms or engraving.



One-colour white

For dark backgrounds where only one colour can be used.

Logo with tagline

Logo + Fly beyond the sky

Use it where the brand needs its full expression, such as covers, booths and business cards. The tagline is already set in position; use the lockup as one piece and do not retype or move it. Where space is tight, use the logo without the tagline.



Primary



Reversed

Icon

Use the icon in small spaces

For square, small placements such as avatars, app icons and browser tabs, use the icon instead of the full logo. Do not place the icon next to the full logo.



Icon on blue



Icon on ivory

Clear space & size

Give the logo room to breathe

One unit X equals a quarter of the logo height. Keep text, images and other logos outside X on every side, and keep the logo away from the edge of the layout.



X = 1/4 of the logo height

Minimum size

Below these sizes the bird's eye and the chirp marks blur together; use the icon instead.



Logo

Screen： At least 96 px wide
Print： At least 25 mm wide



Logo with tagline

Screen： At least 180 px wide
Print： At least 45 mm wide



Icon

Screen： At least 24 px square
Print： At least 8 mm square

Colour

Blue as the base, yellow as the spark

Deep blue carries the brand. Yellow is reserved for the chirp and small accents, and warm ivory gives the logo room to breathe.

PACU Blue

HEX	#071C83
RGB	7, 28, 131
CMYK	95, 79, 0, 49

Primary: logo, headings, dark backgrounds

Chirp Yellow

HEX	#F5D400
RGB	245, 212, 0
CMYK	0, 13, 100, 4

Accent: chirp marks, buttons, small highlights

Warm Ivory

HEX	#FAF5E9
RGB	250, 245, 233
CMYK	0, 2, 7, 2

Base: light backgrounds for pages and materials

Royal Blue

HEX	#2653C7
RGB	38, 83, 199
CMYK	81, 58, 0, 22

Secondary: background for the reversed logo, links

CMYK values are converted references; rely on a press proof for print.

Approved backgrounds



✓ White



✓ Warm Ivory



✓ PACU Blue



✓ Royal Blue



✓ Dark photo (reversed logo)

Misuse

Please don’t



Don’t stretch or squash



Don’t rotate or skew



Don’t change the colours



Don’t remove or recolour the chirp



Don’t add shadows, outlines or gradients



Don’t use low-contrast backgrounds



Don’t place it on busy images



Don’t crop it or use only a part

Co-branding

When the logo sits beside a partner’s

Place the two logos side by side with a thin vertical line between them, as equals. Neither should overpower the other.





- Both logos have the same artwork height and share a baseline.
- Leave one X on each side of the divider. The divider matches the logo height and is a thin line in PACU Blue or white.
- On PACU-led materials PACU goes on the left; on partner-led materials follow the partner's own guidelines.
- Do not overlap the logos, merge them into one shape or use one to decorate the other.
- Describe the relationship as agreed in writing — for example, "official distributor in China" only where a distribution authorisation exists.

Name & description

How to refer to us

✓ Correct

PACU

✕ Avoid

~~Pacu / pacu / P.A.C.U.~~

The brand name is four capital letters.

✓ Correct

PACU Trading Limited

✕ Avoid

~~PACU Company / Pacu Trading~~

Use this where the full company name is needed.

✓ Correct

Fly beyond the sky

✕ Avoid

~~Fly Beyond The Sky / FLY BEYOND THE SKY~~

Sentence case, with no full stop.

About PACU (ready to quote)

One line

PACU Trading imports and wholesales specialist food for parrots and other birds, with companies in Beijing and Hong Kong.

One paragraph

PACU Trading was set up by two partners, with affiliated companies in Hong Kong and Beijing, to bring professional animal nutrition brands from overseas to mainland China. Its core category is nutrition for parrots and other birds. PACU is the official China distributor of MegaZoo (Brazil) and supplies stores, avian clinics and institutions on a wholesale basis, with product information in Chinese.

Typography

Rounded, clear and easy to read

The typefaces share the character of the logo: rounded but not childish. The logo and tagline are supplied as artwork; please do not retype them in a font.

Aa 123

Fredoka

English headlines, numerals, tagline-style lines

Aa 123

Nunito

English body text

鸚鵡 鸚鵡 永

PingFang / Noto Sans CJK

Chinese headings and body text

Usage

Where you may use it

- You may use these logos to present your partnership with PACU, to report on PACU, or to indicate a sales channel.
- Do not suggest that PACU endorses a product, event or statement it has not confirmed.
- Do not use the PACU logo as your own logo, avatar or merchandise design.
- The copyright and trademark rights in the logo belong to PACU Trading Limited, which may ask for improper use to stop.

Not sure how to use it?

Send us your layout and we will get back to you.