

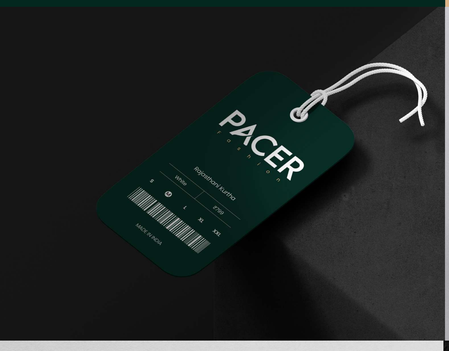


Primary Logo

PACER
Fashion

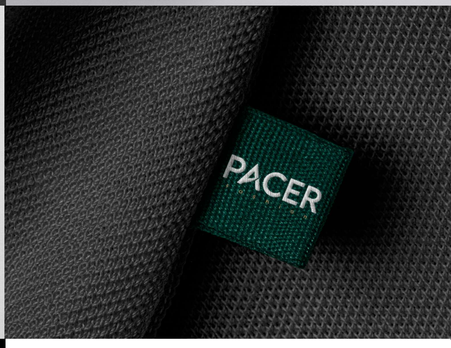
Secondary Logo

PACER
Fashion









Primary Logo

PACER
Fashion

Secondary Logo

PACER
Fashion

LOGO CONCEPT

The new logo unites a stylized horse silhouette with a modern, circular wordmark.

Concept pillars

- The horse symbolizes leadership, premium quality, and movement.
- The smooth lines represent fluid fashion silhouettes.
- Circular geometry in the letters reflects harmony and luxury minimalism.
- The soft white tone adds timeless upscale fashion appeal.
- The deep green background expresses boutique exclusivity.

CLEAR SPACE RULE

Maintain a minimum clear space around the logo equal to the height of the letter "P" in the wordmark. This ensures maximum visibility and premium presentation across all formats.



Soft White

Hex:
#F5F5F5
RGB:
245 / 245 / 245
Usage:
Use logo in Deep Green or Charcoal, tagline, Subheading

Deep Green

Hex:
#042A27
RGB:
4 / 42 / 39
Usage:
Background, premium packaging, digital hero sections

Pacer Gold

Hex:
#DBB48A
RGB:
219 / 180 / 138
Usage:
Logo stroke, highlights, typography accents

Charcoal Black

Hex:
#191919
RGB:
25 / 25 / 25
Usage:
White logo Background, Use logo & tagline in Gold.

Poppins

Ab

ABCDEFGHIJKLMNOPQRTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#$%^&*()_+