

PechaKucha®

Brand Guidelines

For Powered by PechaKucha Event Organizers

Version 1.8



PechaKucha®

PechaKucha is a global storytelling platform online and in cities around the world that celebrates **people, passion, and creative thought**. Community Builders, Businesses and Educators use its famed **20-slide x 20-second format** to share ideas and connect with others visually, concisely and memorably. Now PechaKucha is redefining **authentic human connectivity** leveraging its brand, deep social engagement, and technology.

Graphic Lockups

Official Licensing Identifier for special events

The Licensing Identifier graphic is to be used in a visible way on marketing materials for events that have a component officially licenced by PechaKucha. Any of the colors to the right can be used at the creators disgression, but the graphic must be presented at a size that maintains legibility of the type.



[Download .PNG file](#)

[Download .Ai file](#)

Graphic Lockups

Boilerplate Usage - Posters

When developing promotional materials for your Powered by PechaKucha Event, use the approved Powered by PechaKucha Boilerplate as shown here.



Boilerplate should be
AT LEAST 1/3 of the poster width

Graphic Elements

We use the typeface called Futura, designed by Paul Renner and released in 1927 in spirit to the Bauhaus design style. Futura is known for its efficiency and forwardness. You can read about it and buy it at:
<https://en.wikipedia.org/wiki/Futura>

Futura is available in a wide family font and readily usable in most font libraries. It's also available the web.

Futura Light **Medium** **Bold**
Futura *Light* *Medium* ***Bold*** *Italic*

Graphic Elements

Colors

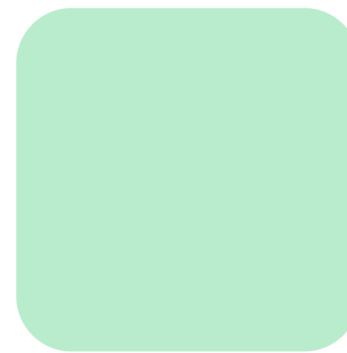
Primary



Primary Red
E20A4D



Yellow
FFD95B



Mint Green
BCEFD0



Turquoise
24C8B2



Blue
138BB9

Secondary



Purple
C83288



Peach
FF9F6E



Cream
FEEED1



Light Blue
A1E8E4



Gray
3F3F3F



Dark Gray
312C33

THANK YOU!!

...for following the **PechaKucha Branding Guidelines**. Great effort is made to keep our global brand unified through these graphic guidelines and we appreciate everybody who understands this challenge. We also know that it is because of imaginative individuals like YOU, who continually **impress us with amazing designs**, that PechaKucha has become known as the world's stage for creativity.

So thank you for helping us to achieve this by adhering to these guidelines. We look forward to seeing how you **celebrate our brand** in your next PechaKucha Design.



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