



# Brand Guidelines

2026



# Contents

## Brand Introduction

-Mission	3
-Values	4
-Purpose statement	5

## Visual Identity

- Logos & Marks	6
- Color Palettes	14
- Fonts to Use	15

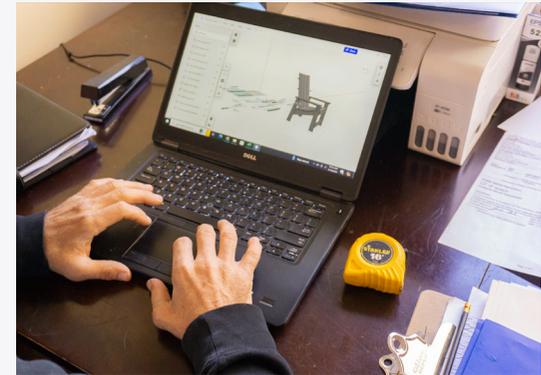
## Application

- How to use	18
- Imagery	19



## Our Mission

We engineer and build Wall decor & HDPE outdoor furniture that arrives fully assembled, freight-free, and ready to live with you or your company. We combine meticulous craftsmanship with a design aesthetic that actually belongs in a high-end setting.



# Our Values

## Service Based DNA

We didn't start in a garage, we started by solving problems for global chains. We offer a dependable, frictionless service where products deliver freight free and fully assembled.

## Meticulous Manufacturing

We have an exceptional quality standard. We use top-tier materials and hardware with a zero-return track record over years of production.

## American Made Integrity

Designed, engineered, and built in the USA by people who care about the final result.



# Daniel Renato Pacini

## The King of Frames

By Mike Miller  
PHOTO BY Chuck Neuge

**D**aniel Renato Pacini hizo su entrada en la industria del arte cuando se dedicó a vender cuadros o pinturas empaquetadas en las tiendas de muebles. Aguardó mucho con el devenir de sus años y logró una buena base de clientes, siempre acompañado por su perro PUNCH. Con decisión se decidió a crear una compañía para manufacturar marcos para pinturas y posters. El plan fue crear una línea de productos para incluir en el mercado de las famosas galerías de la Florida, diseñadores y decoradores. Esta línea de productos recibió el nombre de "The Punchline" fabricados a su empresa, una hermosa mansión de Maracaibo. Desde entonces aprendió a fabricar cuadros lo que le ha permitido incrementar su base de clientes con el mercado hispano. The Punchline lleva más de 10 años en el mundo. La línea ha evolucionado tanto que entró al mercado hispano, especializado en marcos hechos a la medida para piezas de arte, espejos y fotografía, lo que incluye una línea de catálogos completa y un espacio en la red de internet mostrando la capacidad del negocio para producir los productos de como su línea. The Punchline elabora sus marcos atendiendo al gusto y especificaciones del cliente, no importa la cantidad de cuadros, sea uno o sean cientos de ellos, se los atiende igualmente. El éxito se debe principalmente a sus modestos precios que nadie en el mercado puede competir con el "The King of Frames".

[www.punchlineonline.net](http://www.punchlineonline.net) | Tel: 954.763.2280

Daniel Renato Pacini made it way into the furniture industry by selling framed art to the furniture stores and designers. Gaining respect within the industry and building a great customer base with his dog "punch" by his side, Dan went on to start his own company manufacturing pictures. The plan was to create a product line for the high end furniture stores and designers. This product line was named "The Punchline" in his business journey he happened to find his wife, a beautiful Venezuelan from Maracaibo. Since then he has learned Spanish, and is now rapidly building clientele in the Latin American Market. After 10 years in business, The punchline has evolved into a custom wholesale frame manufacturer with a full line catalog and a website that shows all of its products including links to all the major art sources. Although it is mainly a volume based business with a standard product line, The Punchline welcomes any customer to add his or her own creativity. Whether it is framing one piece or a thousand pieces, the answer to all your framing needs is in The Punchline.

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THE PUNCHLINE

## Our Purpose

To eliminate the compromise between high-end design and commercial-grade durability. We started because the standards weren't high enough for the world's biggest brands - so we set our own.

## Tagline

Built for delight. Engineered to Last.

# Brand Logos

The oval seal design was chosen to embody our commitment to service and durability. This embodies commercial integrity, timeless design, and structural precision that has defined the brand since 2000.

Type consist of Geographica Script.

This should be used with contrast in mind. Do not use a background / logo color combo that leads to poor visibility. Our logo should also be scaled proportionately.



# Brand Logos: in color



# Brand Logos: incorrect uses

## Avoid High-Visual Friction

Never use the seal with black text version on a white background & vice versa if it creates a jarring contrast that distracts from the imagery.

## Background Harmony

If the background is a “lifestyle” photo (e.g., a sunset at a marina), choose the logo version that offers the most “natural” contrast - do not force a dark logo onto a busy or dark part of the image.



Do not use the black text version on a white background



Do not break aspect ratio



# Brand Logos

Phoenix Outdoor is our child company and outdoor furniture collection. The typographic combination was chosen to project a sense of high end durability, reflecting a brand that is at the cross roads of style and engineered reliability.

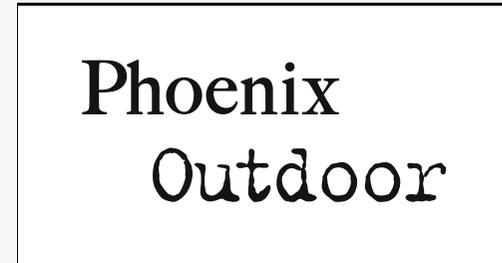
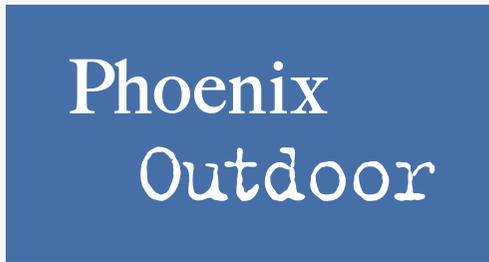
Type consists of Minion Variable Concept: Display Medium, and NCNDVF: Medium.

This should be used with contrast in mind. Do not use a background / logo color combo that creates visual tension.



Phoenix Outdoor

# Brand Logos: in color



Phoenix Outdoor

Phoenix Outdoor

Phoenix Outdoor

# Brand Logos: incorrect uses

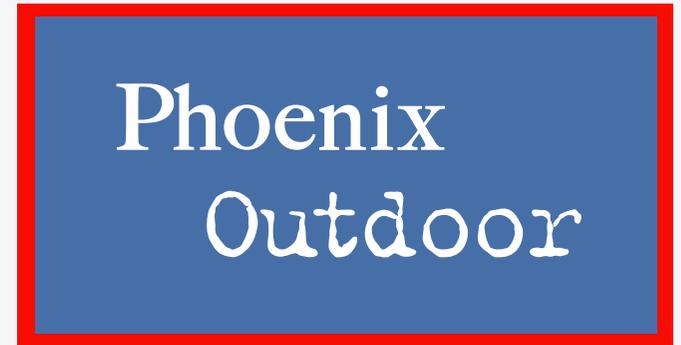
## Avoid High-Visual Friction

Never use the black text version on a white background if it creates a jarring contrast that distracts from the imagery.

Do not place the Slate Blue text on a black background (it lacks the legibility required for commercial contracts).

## Background Harmony

If the background is a “lifestyle” photo (e.g., a sunset at a marina), choose the logo version that offers the most “natural” contrast - do not force a dark logo onto a busy or dark part of the image.



# Brand Logos

Phoenix Outdoor by The Punchline Inc

Phoenix Outdoor  
*by Punchline*

Phoenix Outdoor  
*by Punchline*

Phoenix Outdoor  
*by Punchline*

# Logo Position

## Punchline & Phoenix Outdoor logos

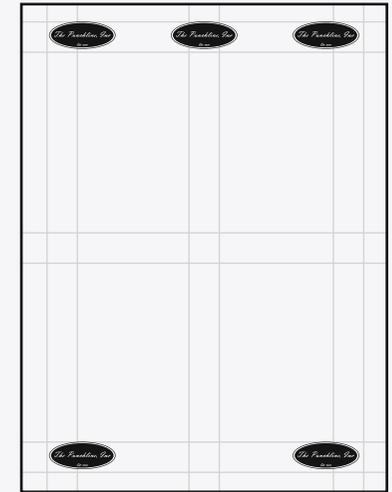
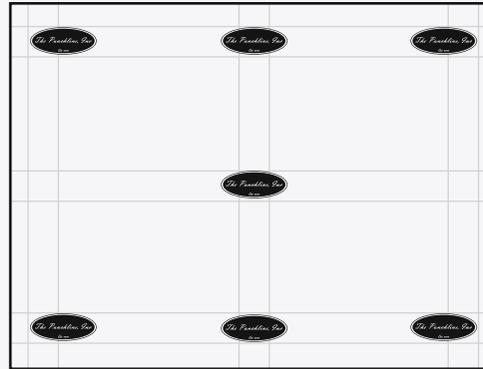
Logos should be placed in corners - top or bottom, or directly centered - left or right justified with proper contrast and spacing.

### Minimum size

There is no minimum size, so long as all type is legible in that particular medium.

### Maximum size

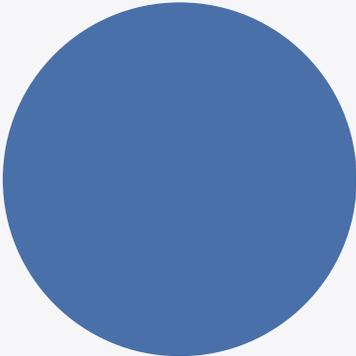
No maximum size, do not disrupt aspect ratio.



# Color Guide

## Punchline Manufacturing & Phoenix Outdoor Color Standards

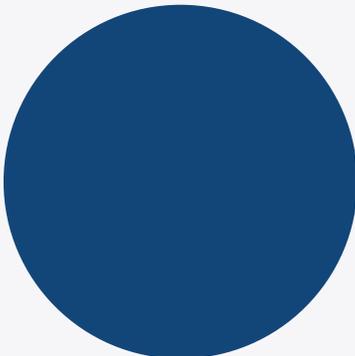
Use this color palette in most combinations of type and blocks of color. Punchline Blue (#476fa7) is the primary color that represents our brand. In order to build a strong association with the brand, we encourage using the blue color boldly.



**Punchline Blue**

#476fa7

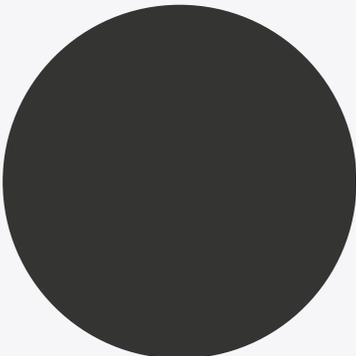
CMYK: 78 56 11 0  
RGB: 74 112 168



**Accent**

#124577

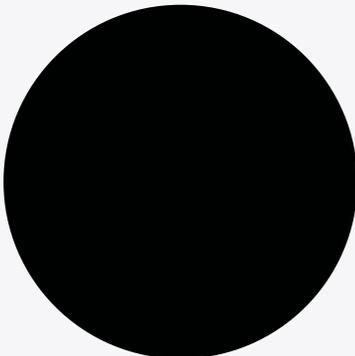
CMYK: 100 79 28 12  
RGB: 19 70 120



**Graphite**

#343333

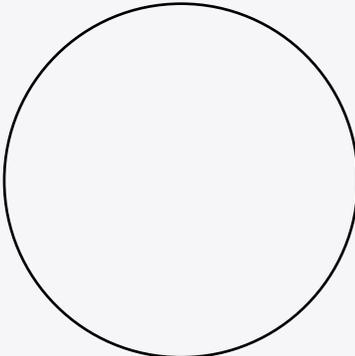
CMYK: 69 63 62 58  
RGB: 52 51 51



**Full Black**

#000000

CMYK: 75 68 67 90  
RGB: 0 0 0



**Light**

#f6f6f8

CMYK: 2 2 1 0  
RGB: 246 246 248

# Typography

Headings

## Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

,./-\_-><:;'"{}[]!@#\$%^&\*()+=

# Typography

Sub headings

## Fira Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

1234567890

,./-\_-><:;''''{[]!@#\$%^&\*()+=



# Typography

Body copy, long forms of text, and captions

## Work Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

,./-\_><:;””{}[]!@#\$%^&\*()+=



# Imagery

All product photography should feature bright, inviting coastal environments that resonate with our core demographic. Because our primary market is centered in Florida and surrounding coastal regions, our imagery must reflect that lifestyle. Shots should consistently place our furniture in its natural element: sunlit patios, serene water fronts, and poolside settings.

