BRAND IDENTITY • LOGO DESIGN DOCUMENTATION

PydmPro

Green Minimal — Download Manager Logo



Design direction	Brand personality
A minimal, modern software identity built around a clear download symbol, a dark app tile, and a vivid green accent.	Fast • Reliable • Clean • Digital • Easy to recognize

This guide documents the actual vector artwork supplied in the PydmPro logo pack. It explains the visual idea, the parts of the mark, the color system, typography, layout, and practical usage recommendations.

01 | Design concept

The Green Minimal concept communicates one core action: downloading a file. The mark combines a downward arrow with a receiving tray and a small progress indicator. A dark rounded-square container makes the symbol work as a desktop or mobile application icon, while the green wordmark accent gives the product a recognizable brand color.

What the logo communicates

Download arrow	The main downward arrow represents receiving files from the internet.
Receiving tray	The rounded horizontal tray suggests a destination where downloaded files are stored.
Progress bar	The green segment and diagonal details hint at download progress and activity.
Dark app tile	The rounded square creates a strong app-icon silhouette and supports contrast.
Green wordmark	The “Pro” portion is highlighted in green to emphasize the product identity.

Design goals

• Recognizable at small sizes as a software application icon.

• Simple enough to reproduce in app interfaces, websites, installers, and promotional materials.

• High contrast between the light download symbol and the dark background.

• A restrained palette that feels modern without looking overly decorative.

02 | Color system

The palette is intentionally limited: green carries the brand signal, dark navy-charcoal provides the app-icon base, and muted gray supports secondary text.

Color	HEX	Use
	#20D84D Primary Green	Wordmark accent, outline, progress highlight
	#75FF7A Bright Green	Gradient highlight at the upper edge of the icon
	#071316 Deep Charcoal	Lower tone of the app-icon background
	#101C22 Brand Navy	Main wordmark text
	#64747A Muted Slate	Subtitle and supporting text
	#F7FFF9 Off White	Download arrow and tray symbol

Color usage recommendations

• Use Primary Green for key brand accents, buttons, active states, and progress indicators.

• Use Deep Charcoal or Brand Navy for dark surfaces and main text.

• Use Off White for the download symbol on dark backgrounds.

• Avoid adding several unrelated bright colors; the green should remain the main accent.

• For light-background layouts, keep the wordmark in Brand Navy and retain green only for “Pro” and the accent line.

03 | Shape, layout & typography

Icon construction

The icon is built on a square canvas with a generously rounded outer container. A thin green rounded-square border follows the silhouette. The arrow is centered vertically in the upper-middle area; its broad triangular head points toward the tray. The tray sits near the bottom, with a green progress fill inside it. This vertical arrangement creates a clear top-to-bottom reading order.

Wordmark and hierarchy

Pydm is set in a bold sans-serif style in dark navy-charcoal. **Pro** uses the primary green to create a two-tone wordmark. The supporting line “DOWNLOAD MANAGER” is uppercase, smaller, widely letter-spaced, and colored muted slate. A short green rule underneath adds a clean finishing accent.

Typography note

The delivered SVG uses an Arial/Helvetica-style sans-serif font stack. The appearance can vary slightly between systems if Arial is unavailable. For consistent production artwork, convert the wordmark text to outlines in a vector editor after choosing the final brand font.

Composition and spacing

• The icon sits to the left of the wordmark and is the first visual element.

• The wordmark is the largest text element; the descriptor is secondary.

• Keep clear space around the full logo at least equal to the height of the letter “P” in the wordmark.

• Do not stretch, skew, rotate, or change the relative proportions of the icon and wordmark.

04 | Files delivered & usage

Format	Purpose	Notes
SVG	Scalable vector master	Best for resizing and editing in Illustrator, Inkscape, or Figma.
PNG	Raster image export	2400 × 900 px, suitable for previews and digital placement.
EPS	Vector interchange	Can be opened by Adobe Illustrator and other vector applications.
PDF	Vector document	Useful for sharing and print workflows.

Recommended applications

• Desktop application icon and installer branding.

• Website header, download page, and product documentation.

• Social media profile image and product announcement graphics.

• Software splash screen and in-app About section.

Important production notes

The supplied PNG is a transparent-free full logo composition on a white canvas. For an app icon, export the icon symbol by itself as a square PNG (for example 512 × 512 px and 1024 × 1024 px). The SVG is editable vector artwork. An Adobe Illustrator-native **.ai** file was not included; open the SVG or EPS in Illustrator and use Save As to create an .ai document if that native format is required.

Brand essence
A focused download symbol, a confident green accent, and a clean wordmark — designed to make PydmPro feel like a modern, dependable download utility.