PEC BRANDING GUIDELINES

These PEC branding guidelines are explicitly for PEC staff, contractor, and partner use.

PRINT USAGE

PEC Logo

The PEC logo is the most vital aspect of our visual identity and must be used on all PEC marketing materials when allowed. The preferred logo, with the name of our organization stacked below the artwork, is used in approved PEC collateral.

The alternative PEC logo is a popular choice for promotional usage such as shirts, pens, etc., due to its compact design.

Color Palette

Consistent color usage across all media is integral to the integrity of the PEC brand. Below are approved color formula variations for print and Web formats.

Certain printing systems may require different color specifications. When colors can be specified, please use the four-color (CMYK) process. When CMYK colors cannot be specified, use matched Pantone® process equivalents.

If full color is not available, the PEC logo may be reproduced in solid black or reversed out to white, as shown. Care must be taken when using the PEC logo on color and photographic backgrounds. Please ensure there is sufficient contrast between the logo and the background color.

These logos can be downloaded from
http://www.pec.us.com/logos
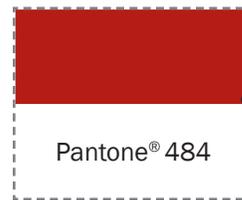
Preferred logo:

Alternate logo:

Color Palette

CMYK: 0C, 95M, 100Y, 29K

RGB: 179R, 35G, 23B

HEX: #B32317

Grayscale: 75K

Pantone® 484

Gradient

Pantone® 1817

Color Palette

CMYK: 0C, 90M, 100Y, 66K

RGB: 111R, 18G, 0B

HEX: #5F3032

Grayscale: 100K

PRINT USAGE

Minimum Clear Space
To ensure the prominence and clarity of the PEC logo, a minimum clear space has been established so that the logo will not have to compete visually with other graphic elements.

The gray lines in these illustrations show how the minimum clear area is calculated. These lines are for reference only and should never be printed.

The minimum clear area to be left around the logo is at least the size of one "square" in the group of squares in the PEC logo as shown. A larger clear area equal to the full height of the logo is preferred, when possible.
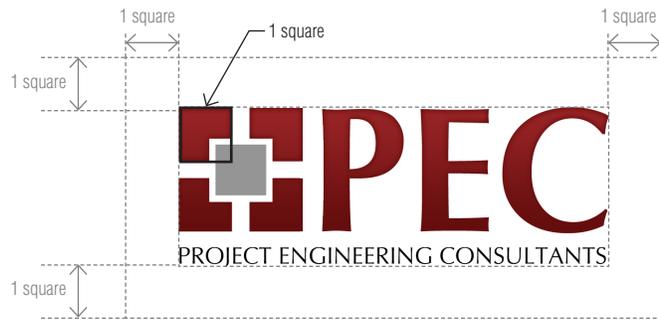
Minimum and Preferred Logo Size
To ensure legibility of the PEC logo, a minimum size has been determined. Exceptions are made for novelty and marketing items that can not adhere to the minimum requirements.

Minimum size for the PEC logo:
The preferred logo cannot be smaller than .67" tall.
The alternate logo cannot be smaller than .67" tall.

Preferred logo
Minimum height .67"
in actual size

Alternate logo
Minimum height .67"
in actual size

Non Approved Use of the Logo
In all cases, never scale the logo unproportionately, apply distortion effects, or place the logo at random angles. Never use a tint or any colors other than the recommended palettes.

The following are a few examples of ways that the logo should not be used.

Incorrect use

Incorrect use

Incorrect use

Incorrect use