

# Brand Book



# Table of Contents

2018 PDI BRAND BOOK

1. Logo
2. Colors
3. Fonts

Logo

## COLOR NON GRADIENT GLOBE

This version is to only be used on white background.

When you think of a company, the logo is one of the first things that come to mind. So it is important we are consistent in its usage.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.



## MONOCHROMATIC

This monochromatic version is to be used when having to show the logo in black or white. When printing the logo on a solid material as a dye cut, there should be transparency behind the sphere.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.



## SILVER BACKGROUND

When the logo appears on a silver background the dots and arcs should not be transparent. Use the version of the logo that has the gray gradient that provides opacity for the sphere while blending subtly into the background.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.



## BLUE BACKGROUND

The logo should appear in white with transparency behind the dots and the arcs in the sphere. This logo treatment is only approved for use on PDI Blue, Charcoal, and Black backgrounds.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.



## CHARCOAL BACKGROUND

The logo should appear in white with transparency behind the dots and the arcs in the sphere. This logo treatment is only approved for use on PDI Blue, Charcoal, and Black backgrounds.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.





## BLACK BACKGROUND

The logo should appear in white with transparency behind the dots and the arcs in the sphere. This logo treatment is only approved for use on PDI Blue, Charcoal, and Black backgrounds.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.



## OUR TAGLINE

The tagline is the essence of our brand, our vision and our culture. It supports the visual identity of the sphere. It is simple, credible and aligned to our strategy.

This tagline represents our core capabilities and innovative, forward-facing approach to helping our customers thrive.

## CLEAR ZONE

The blue guidelines mark the clear zone. The white space surrounding the logo must be maintained in all situations.

Crowding around the logo is strongly discouraged.



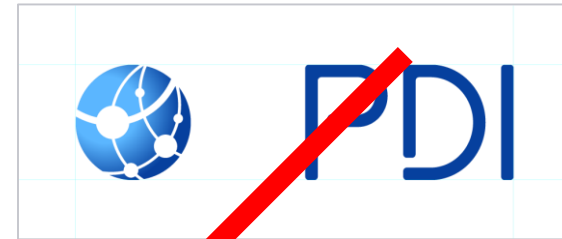
# Logo | Restrictions

Do not use tints, shades or colors other than what's shown in the brand book. Do not bevel, mask, rotate or add drop shadows and textures to the logo. Do not separate the globe from the letters. Do not place the globe from the letters.

Don't rotate or tilt



Don't separate elements or change placement of the globe and the logo type



Don't place on top of images



Don't use as a mask



Don't use with colors other than PDI Blue, Charcoal & Black



# Colors

# Primary Colors

WHEN TO USE: These blues are the dominate and first two color choices for all marketing materials, both digital and print

PDI Dark Blue	RGB	CMYK	HEX	Pantone
	6/64/158	100/80/3/0	#06409e	286 C

PDI Light Blue	RGB	CMYK	HEX	Pantone
	91/182/255	57/17/0/0	#5bb6ff	284 C

## PDI BLUE & CLOUD BLUE | MEANING OF BLUE

Trust, stability, intelligence, wisdom, truth, integrity, responsibility, dependability, creates a feeling of security, increases productivity, associated with sky, clouds, water, heaven, calm

# Secondary Colors

**WHEN TO USE:** These neutral colors should be use along with primary colors and not by themselves

White	RGB	CMYK	HEX	Pantone
	255/255/255	0/0/0/0	#ffffff	N/A

PDI Black	RGB	CMYK	HEX	Pantone
	19/19/19	73/67/66/81	#131313	Black 6 C

Gray	RGB	CMYK	HEX	Pantone
	82/84/94	68/60/48/27	#52545e	Cool Gray 11 C

Silver	RGB	CMYK	HEX	Pantone
	197/198/205	22/18/13/0	#dbdbdb	428 C

## MEANING OF WHITE

White is a blank canvas waiting for creative stimulation. It implies efficiency and simplicity, fairness and order

## MEANING OF BLACK

Power, elegance, prestige, authority, sophisticated, modern, in excess it can be intimidating and unfriendly

## MEANING OF GRAY

Modern, sophisticated, neutral and conservative but implies security and reliability

## MEANING OF SILVER

Modern, high-tech, and sleek but implies wisdom, organization and professionalism.

# Fonts

## PRIMARY FONT

Century Gothic is the recommended font for headlines, callout texts, body texts and titles.

1234567890  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**1234567890**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



## SECONDARY FONT

Arial is the recommended font when Century Gothic is unavailable.

1234567890  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**1234567890**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**