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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.
LOGO | 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.
Logo | Blue Background

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.
Logo | Black Background

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.
Logo | Tagline

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.
Colors
Primary Colors

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

<table>
<thead>
<tr>
<th>PDI Dark Blue</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6/64/158</td>
<td>100/80/3/0</td>
<td>#06409e</td>
<td>286 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PDI Light Blue</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>91/182/255</td>
<td>57/17/0/0</td>
<td>#5bb6ff</td>
<td>284 C</td>
</tr>
</tbody>
</table>

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 used along with primary colors and not by themselves.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Pantone</th>
<th>MEANING OF COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>255/255/255</td>
<td>0/0/0/0</td>
<td>#ffffff</td>
<td>N/A</td>
<td>White is a blank canvas waiting for creative stimulation. It implies efficiency and simplicity, fairness and order.</td>
</tr>
<tr>
<td>PDI Black</td>
<td>19/19/19</td>
<td>73/67/66/81</td>
<td>#131313</td>
<td>Black 6 C</td>
<td>Power, elegance, prestige, authority, sophisticated, modern, in excess it can be intimidating and unfriendly.</td>
</tr>
<tr>
<td>Gray</td>
<td>82/84/94</td>
<td>68/60/48/27</td>
<td>#52545e</td>
<td>Cool Gray 11 C</td>
<td>Modern, sophisticated, neutral and conservative but implies security and reliability.</td>
</tr>
<tr>
<td>Silver</td>
<td>197/198/205</td>
<td>22/18/13/0</td>
<td>#dbdbdb</td>
<td>428 C</td>
<td>Modern, high-tech, and sleek but implies wisdom, organization and professionalism.</td>
</tr>
</tbody>
</table>
Tertiary | Industry Colors

**WHEN TO USE:** These colors should **ONLY** be used to represent the industries

<table>
<thead>
<tr>
<th>Logistic Blue</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0/114/188</td>
<td>87/52/0/0</td>
<td>#0072bc</td>
<td>285 C</td>
</tr>
</tbody>
</table>

**LOGISTICS BLUE | MEANING**

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

<table>
<thead>
<tr>
<th>Wholesale Orange</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>247/166/28</td>
<td>1/39/99/0</td>
<td>#f7a61c</td>
<td>7409 C</td>
</tr>
</tbody>
</table>

**WHOLESALE ORANGE | MEANING**

Optimism, happiness, value, generosity, gold-standard, high-quality, energy, increases cheerfulness, stimulates mental process, associated with illumination, wealth, warmth, wisdom, beauty and generosity

<table>
<thead>
<tr>
<th>Retail Enterprise Green</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85/165/28</td>
<td>71/11/100/1</td>
<td>#55a51c</td>
<td>369 C</td>
</tr>
</tbody>
</table>

**RETAIL (ENTERPRISE) GREEN | MEANING**

Growth, profitability, financial stability, success, endurance, peace, harmony, very soothing, and is used to help shoppers relax in stores, color connected most to environmentalists, EPA, compliance, safety, eco-friendly
Fonts
Fonts

PRIMARY FONT

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

SECONDARY FONT

Arial is the recommended font when Century Gothic is unavailable.