

PSC

Corporate

Logotype

Usage

These guidelines should be followed when using the PSC logotype



FIG. 1 Preferred use of Logotype



FIG. 2 Alternate use of Logotype



FIG. 3 Corporate Symbol (internal use only)



FIG. 4 Restricted internal use only

Use of the PSC corporate logotype

The PSC symbol and name (called a logotype) always appear together as one unit with a consistent size relationship. The preferred use of the logotype is with the symbol to the top left of the PSC letters with the star resting next to the top corner of the "P" (fig.1). In instances where there is not adequate horizontal space to give prominence to the logotype, an alternative placement of the symbol centered above the PSC is permissible (fig 2).

The symbol may be used alone only for internal specialty items such as pens, hats, t-shirts, pins, etc. (fig. 3)

Use of the PSC without the symbol is restricted for use on product labeling where clear reproduction of the symbol is not attainable (fig. 4).

Encroachment of the Logotype

In order to maintain a visual space around the logotype and thereby enhance its legibility, a specific guideline has been established. A minimum distance between the logotype and all other graphic elements is determined by using the distance from the center of the star to the top of the circle, and creating a grid (fig. 5).

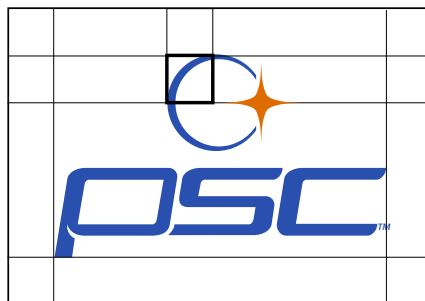


FIG. 5 Correct preferred and alternate versions of logotype & grid showing area that should be kept free of all other graphic elements.



Incorrect use of white space around logotype



FIG. 6 Correct use of logo in corporate colors



FIG. 7 Correct use of logo in corporate blue

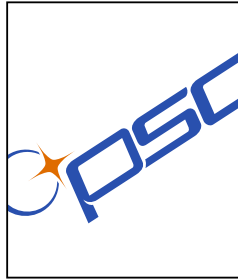


FIG. 8 Correct use of logo in black



FIG. 9 Correct use of logo reversed

The logotype may not bleed off the page cutting off a portion.



Corporate Colors

The corporate colors are the only acceptable color(s) in which the logotype can be reproduced with the exception of black or white. The logotype may be reproduced in the corporate colors blue and orange (fig 6), all corporate blue (fig 7), all black (fig 8) or all white (fig 9). No other combination of these or any other colors are allowed.

Corporate colors:

The following colors have been formulated to give consistent color reproduction across a variety of media. Any deviation is unacceptable.

Spot Colors: PMS blue 660C
(coated paper) PMS orange 144C

Spot Colors: PMS blue 2935U
(uncoated paper) PMS orange 130U

Process Colors:

The CMYK or process color mix to accurately reproduce corporate colors is as follows:

BLUE: Cyan: 91 Magenta: 51
Yellow: 0 Black: 0

ORANGE: Cyan: 0 Magenta: 43
Yellow: 87 Black: 0

RGB:

For electronic media applications:

BLUE: Red: 51 Green: 51
Blue: 153

ORANGE: Red: 255 Green: 102
Blue: 0

*The logotype must always be a strong visual element. Care should be taken when putting it over photography or "busy" backgrounds.