



PAC-CLAD[®]

P E T E R S E N

A **CARLISLE** COMPANY

2019 BRANDING STANDARDS

LOGOS

These are the two main logos to be use for PAC-CLAD PETERSEN branding materials. The following pages will show best uses.



For Horizontal Use



For Vertical Use

Use: **eps**= Print | **png** (transparent)= Web | **jpeg**= Web

LOGOS

These logos to be use for PAC-CLAD PETERSEN branding materials when grayscale is needed.



For Horizontal Use



For Vertical Use

Use: **eps**= Print | **png** (transparent)= Web | **jpeg**= Web

COLORS



C: 67 M: 39 Y: 13 K: 1
PMS: 7682



C: 57 M: 47 Y: 48 K: 14
PMS: 404



C: 77 M: 60 Y: 44 K: 26
PMS: 7545



C: 40 M: 27 Y: 24 K: 8
PMS: 422



Use: **CMYK** = Print | **RGB** = Web



WHITE background: Best option

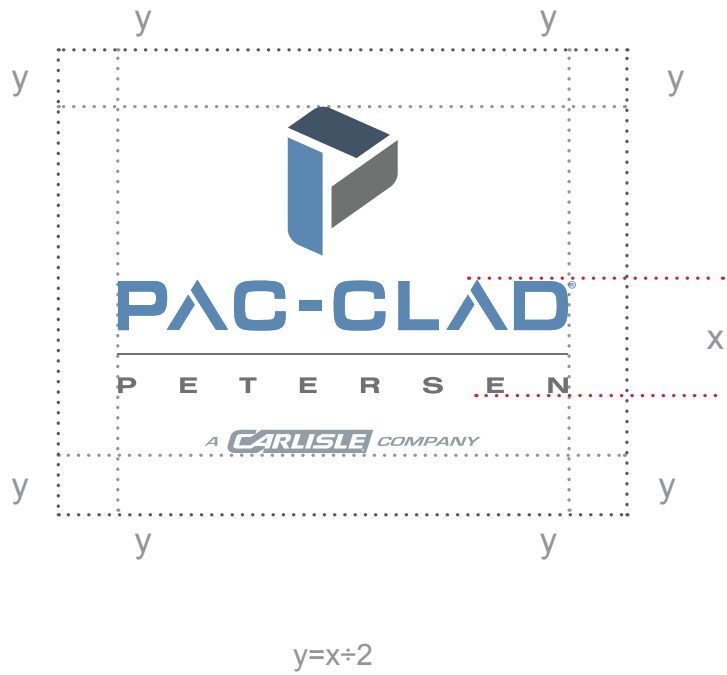


Black or dark background: Use solid white logo option



LOGO WHITE SPACE

Below is the white space that should be left unchanged around the logo.



INVERSE LOGO



Solid black option for use in black and white designs



LOGO DONT'S

Colors

Never change the color of the logo or use different shades.



Never outline the logo.



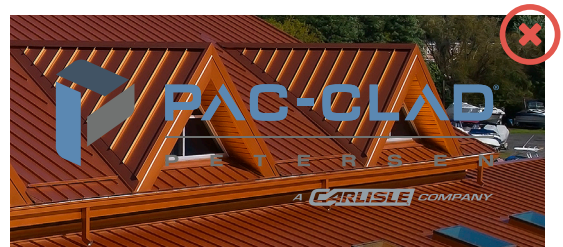
Aspect Ratio

Never stretch the logo from its original form but respect its aspect ratio.



Background Color

Don't use background colors that negatively affect readability of the logo.



FONT USAGE

→
Font Size: 40 pt
Leading: 48 pt

Heading

Aktiv Grotesk, Light

→
Font Size: 16 pt
Leading: 19 pt

Subhead

Aktiv Grotesk, Bold

→
Font Size: 11 pt
Leading: 16pt

Nia nusam debis eosandae con ped quis aceprepti ad
essunt acea volore, siminima dolesci taquos et aut as aut
aut modignatem quia simporest, ut fuga. Nem rem re

Acumin Pro,
Regular