



Corporate Style and Branding Guide



Corporate Logo Usage

CORPORATE LOGO | SIGNATURE DESCRIPTION



2 COLOR LOGO



3 COLOR LOGO



GRAYSCALE LOGO



1 COLOR LOGO



LOGO VARIATIONS

CMYK CONVERSION

COLOR	CYAN	MAGENTA	YELLOW	BLACK
Blue	100	90	10	0
Gray	0	0	0	30

RGB CONVERSION

COLOR	RED	GREEN	BLUE
Blue	35	64	130
Gray	48	48	48

WEB CONVERSION

COLOR	RED	GREEN	BLUE
Blue	0	51	153
Gray	41	40	42

Logo Clear Space and Size

LOGO CLEAR SPACE



.25"



.25"

The signature should always be surrounded by an adequate amount of clear space in order to set it off from other elements. The gray area (see illustration above) indicates the minimum amount of clear space that must surround the signature in all applications. No other elements should infringe in the clear space. Exceptions require approval prior to use. Minimum clear space is specified in units .25"

LOGO MINIMUM SIZE

Horizontal Logo | no smaller than 1.5"



1.5"



1.5"

P Symbol | no smaller than 1"



Logo Usage

LOGO USAGE GUIDELINES

This is the official corporate logo.



The Logo P can be used as a single unit.



The logotype should never be used alone, but should always have the the logomark (P).



Do not rearrange or stack the logomark and logotype.




Do not change the colors of the logo or logotype.



Secondary and Product Logos

Vpox. Fast, Stable and Flame Retardant.



Heat **Moisture** **Pressure**

Vpox is a revolutionary epoxy molding system designed to run very fast molding cycles with excellent shelf stability. Also, this system requires low transfer pressures for optimum fill properties. The material is mineral filled and fiber re-enforced and will meet a UL 94 flammability. Being of this system exhibits excellent moisture protection and lead adhesion.

VPOXY.
TOUGHER THAN STEEL.
1.800.555.1212

www.vpox.com

Peter Paul Electronics | Puerto Rico Logo



Peter Paul Electronics | Training Logo



WEARABLES



Embroidery Artwork Positions

Breast Pocket
1-Color — White



Sleeve Print
1-Color — White



Embroidery Artwork Positions

Breast Pocket
2-Color



Sleeve Print
3-Color



Blue — PMS 2747
Gray — PMS Cool Gray 7
Black

Typography

FONTS

- Name: SFQuartzitelalic
- Name: Trebuchet-BoldItalic
- Name: TrebuchetMS
- Name: TrebuchetMS-Bold
- Name: TrebuchetMS-Italic

EMAIL SIGNATURE

Name | blue
10 pt. Microsoft San Serif
Bold Italic
C=100 M=90 Y=10 K=0

Title and Phone | black
10 pt. Microsoft San Serif
Italic
C=0 M=0 Y=0 K=0

Web address | black
10 pt. Microsoft San Serif
Bold Italic
C=0 M=0 Y=0 K=0



Shelly Mangiafico Cyr
Marketing Communications Leader
Peter Paul Electronics Co. Inc.
480 John Downey Drive
New Britain, CT 06051
☎ 860.612.4147 ☎ 860.229.4884 ☎ 860.223.1734
www.peterpaul.com

Color Palette

CORPORATE COLORS

CMYK CONVERSION

COLOR	CYAN	MAGENTA	YELLOW	BLACK
Blue	100	90	10	0
Gray	0	0	0	30
Dark Gray	0	0	0	85
Green	100	0	85	50

RGB CONVERSION

COLOR	RED	GREEN	BLUE
Blue	19	61	141
Gray	188	190	192
Dark Gray	77	77	79
Green	0	101	59

SUGGESTED COLOR COMBINATIONS

PMS color boxes



Trademarks, Registered Trademarks and Copyrights

A trademark is a word, phrase, logo, symbol or design, or a combination of these elements, used to identify or distinguish the goods and services of one company or individual from others. Using the trademark **properly** is necessary in order to demonstrate that a mark is used in commerce, which is a fundamental requirement for trademark ownership in the United States.

PETER PAUL TRADEMARKS

Examples



REGISTERED TRADEMARKS

Examples



Always use the mark as an adjective

It is very important to always use the marks as adjectives and always with the generic terms which they modify. A trademark should never be used as a noun or a verb.

INCORRECT:

Peter Paul® is the best valve company on the market.

CORRECT USE:

Peter Paul® valves are the best on the market.

Avoid plural or possessive forms of the mark

Never use a mark in the plural form or the possessive form.

Never hyphenate trademarks

INCORRECT:

Peter Paul®-low watt valves are the best on the market.

CORRECT USE:

PeterPaul® low watt valves are the best on the market.

Appropriate placement of trademarks within text

Generally, the mark must be used with the first or most prominent appearance of a trademark in a publication or document, but need not be used with each subsequent appearance. As a safeguard, use additional markings rather than fewer within a document.

Trademark Attribution Statement

For publications containing third party trademarks, it is typical practice to provide a trademark attribution statement in small print at the end of the specific article. For example:

VPoxy is a registered trademark of Peter Paul. All other trademarks are the property of their respective owners.

Copyright Notice

The notice should always contain:

1. The symbol © (the letter C in a circle), or the word "Copyright"
2. The year of first publication of the work
3. The name of the owner of copyright in the work.

EXAMPLE: © 2012 Peter Paul.

Sample Documents

PRODUCT AD SERIES

GOING GREEN? WE HAVE YOUR VALUE.

Peter Paul low watt line of solenoid valves are manufactured in environmentally conscious, EPA compliant facilities in the United States.

All Peter Paul valves are engineered to handle your most demanding operating conditions. Rest assured: no failure, bubble tight and smooth operation for all your green applications.

- > Low watt, low cost
- > Energy efficiency
- > Saves money
- > Reduces environmental footprint
- > Hazardous location and magnetic latching valves available

Call one of our knowledgeable sales experts today and find the valve built for you.



UL / CSA Approved

Why our valves? Because they work... period.



Peter Paul Electronics Co., Inc.
480 John Downey Drive
New Britain, CT 06050-1180
☎860.229.4884 ☎860.223.1734
www.peterpaul.com

HIGH HEAT? WE HAVE YOUR VALUE.

Peter Paul Solenoid Valves are engineered to handle your most demanding operating conditions. Rest assured: no failure, bubble tight and smooth operation for all your extreme applications.

- > High as 60° C (104° F) ambient and 65° C (149° F) media for hazardous applications
- > Coil constructions, elastomers and materials that meet high heat conditions

Call one of our knowledgeable sales experts today and find the valve built for you.



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BETTER FLOW BY DESIGN

Peter Paul Solenoid Valves are engineered to handle your most demanding operating conditions. Rest assured: no failure, bubble tight and smooth operation for all your extreme applications.

- > Quiet operation
- > Small and lightweight options
- > Available in stainless steel and plastic
- > High pressure or low pressure
- > High flow or low flow
- > Low watt

Call one of our knowledgeable sales experts today and find the valve built for you.



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HIGH PRESSURE? WE HAVE YOUR VALUE.

Peter Paul Solenoid Valves are engineered to handle your most demanding operating conditions. Rest assured: no failure, bubble tight and smooth operation for all your extreme applications.

- > Burst pressure up to 2500 psi
- > Hazardous locations
- > High pressure or low pressure
- > High flow or low flow
- > Available in 2-way and 3-way normally open and closed

Call one of our knowledgeable sales experts today and find the valve built for you.



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HAZARDS WE HAVE YOUR VALUE.

Peter Paul Solenoid Valves are engineered to handle your most demanding operating conditions. Rest assured: no failure, bubble tight and smooth operation for all your extreme applications.

- > High as 60° C for most hazardous applications
- > High pressure or low pressure
- > High flow or low flow
- > CF options available

Call one of our knowledgeable sales experts today and find the valve built for you.



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HIGH FLOW? WE HAVE YOUR VALUE.

Peter Paul Solenoid Valves are engineered to handle your most demanding operating conditions. Rest assured: no failure, bubble tight and smooth operation for all your extreme applications.

- > Minimum flow 125 GPM (3000 LPM)
- > High pressure or low pressure
- > High flow or low flow

Call one of our knowledgeable sales experts today and find the valve built for you.



UL / CSA Approved

Why our valves? Because they work... period.



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HIGH FLOW?
WE HAVE
YOUR VALVE.



P peterpaulTM
EXCELLENCE BY CONTROL

**HAZARDOUS
LOCATION?**
WE HAVE
YOUR VALVE.



P peterpaulTM
EXCELLENCE BY CONTROL

**GOT
HEAT?**
We can
take it!



P peterpaulTM
EXCELLENCE BY CONTROL

GOING GREEN?
WE HAVE
YOUR VALVE.



P peterpaulTM
EXCELLENCE BY CONTROL

NEXT ISSUE

VALVE WIZARD

PETER PAUL'S LATEST INNOVATION TO HELP YOU CONFIGURE YOUR VALVE



For more information on Peter Paul standards or questions on typefaces and style considerations for a particular application, contact:

Peter Paul Marketing

Kari Larson

VP of Marketing

P 815-978-0249