

## 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"



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.

Minimuim clear space is specified in units .25"

### **LOGO MINIMIUM SIZE**

Horizontal Logo | no smaller than 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.





Peter Paul Electronics | Puerto Rico Logo

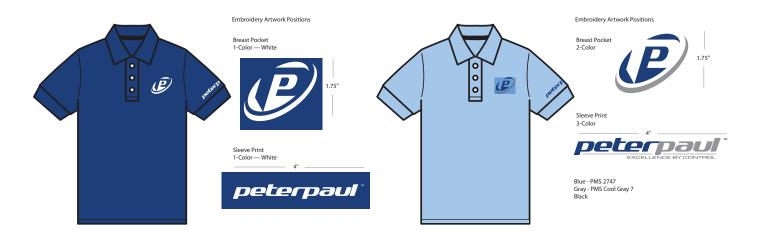


Peter Paul Electronics | Training Logo





### **WEARABLES**



### **FONTS**

- Name: SFQuartziteItalic

- 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

# **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 COMBONATIONS

PMS color boxes

PANTONE 2747 U

PANTONE COOL GRAY 8 U

PANTONE 7484 C

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 use it 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**

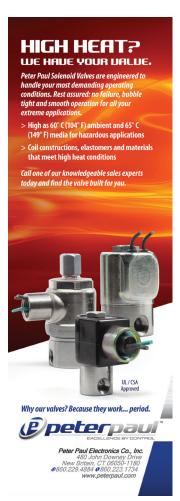
The notice should always contain:

- 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.

### **PRODUCT AD SERIES**













### **ONLINE BANNER ADS**











