



Brand Usage Guide

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Introduction

The main purpose of this brand style guide is to help establish a uniform and consistent identity for Pacific Home Warranty. The guidelines presented in this document are not law, but consistent use of them will help staff, designers and advertisers make communication decisions that reflect the Pacific brand. Doing so will help portray a common look and feel in all communication materials, and consequently, elevate Pacific's profile.

This brand style guide provides an identity system and standard applications for this system. The identity system outlines the logo usage, and colours for print and web media.

Identity: Logo use – Pacific Home Warranty



Full Colour

Use wherever possible. It will be used in most applications (web, advertising, print and TV). Reproduce it in either CMYK or RGB.



Black and White

Secondary full colour option. Reproduce it in either CMYK or RGB.



Flat Black

Used only if half toning cannot be reproduced accurately (e.g., embroidery, size, etc.). Reproduce it in PANTONE Black C only.



Flat White or Colour (Inverse)

Used when logo is reproduced on a coloured or a dark background. This may be used in positive or negative applications in any color, providing maximum contrast. It will be used in most applications (web, advertising, print and TV). Reproduce it in either CMYK or RGB.

Unapproved Forms of the Logo



These forms of the Pacific logo are no longer approved for use.

Improper Uses of the Logo

NEVER USE WITH OTHER



1. The Pacific logo is never to be combined with other design elements.



2. Never use the logo as a word in a sentence. If the word “Pacific” is required in a name or in text, then it should be written in a typeface.



3. Do not use the logo without “Home Warranty”.



4. Do not distort or modify the logo.

Improper Uses of the Logo



5. Do not reproduce the logo in unauthorized colors.



6. Do not display the logo on an angle.



7. Do not crop.

Pantones



Pantone® 1807 C
CMYK: 7 / 94 / 65 / 31
RGB: 158 / 48 / 57
Web Hex : 9E3039



Pantone® Process Black C
CMYK: 0 / 0 / 0 / 90
RGB: 51 / 51 / 51
Web Hex : #333333