



Partnerships for Regional Economic Performance

Partnerships for Regional Economic Performance
Graphics Standards Guide

February 2018

This guide outlines the correct usage of the visual identity for the Partnerships for Regional Economic Performance (PREP).

Whether it is a brochure, email or news release, every communication from PREP or one of its regions should adhere to these identity standards to ensure consistency in design and look, which will help our audiences better identify and understand who we are and what we offer.

PREP Logo

The PREP logo is the core element of the network's identity system. Its relative size, positioning and color treatment are governed by the rules in this guide. The logos on these pages should replace any and all older organizational designs.

These marks are unique designs and must not be hand drawn, scanned or modified in any way. They should be reproduced only from the electronic files provided.



Primary Logo – Main Version



Primary Logo – Regional Version

Logo Size and Clear Space

Size Usage

The primary logo is a horizontal format designed for all uses. In print uses, the primary logo should be at least 2" wide.

For on-screen uses (web and video), the logo should be at least 300 pixels wide.



Size Usage

The logo must always have a 'buffer' or clear space around it to maintain its legibility and visual impact. No other graphic elements, such as typography, rules, pictures, etc., should infringe upon the clear space.



The minimum clear space should equal to the height of the green rectangle around all sides of the image, indicated here with magenta lines.

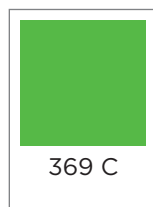
Logo Colors

To maintain consistency and develop recognition for the PREP visual identity, it is important to follow the color specifications for the logo.

When reproduced in color, the colors for the logo are green, dark blue and white.

For printing on coated and uncoated paper stock, the specified colors are Pantone 369 for the Keystone and the horizontal bar and Pantone 3035 for the word PREP.

For web use and video use, please refer to the specifications below.



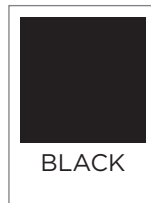
CMYK 68 0 100 0
RGB 100 167 11
HEX #64A70B



CMYK 100 30 19 76
RGB 0 62 81
HEX #003E51

One Color Usage

When printing colors are limited, the logo may appear in one color – Pantone 3035 or black. When the logo is against a solid field of black or other color, the logo should appear in white.



Typography

The typeface used to create the PREP logo is Gotham Bold and Felbridge. The logos should never be recreated since it consists of special letterspacing and sizing. Only approved files of the Engage! logo provided by DCED may be used.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

FELBRIDGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

PREP Logo – Incorrect Usages

The logo must never be altered in any way. Shown here are several examples of unacceptable modifications to the logo.



Do not distort the logo in any way



Never separate the elements or alter the proportions of the logo



Do not alter or replace the typefonts in the logo



Do not alter the assigned colors of the logo

PREP Signatures

When using the PREP main or regional logos with complete name and address, the typefont Arial should be used in black 12 pt. type with 16 pt. leading between lines. The address should be flush left under the logo and aligned with the left edge of the light blue bar.



Contact Name
contact@domain.com
(412) 555-1234



Contact Name
contact@domain.com
(412) 555-1234