PBSI
Group Limited

P&B Corporate Identity Guidelines

For consistent use of P&B branding

P&B Corporate Identity Guidelines

Introduction

These guidelines apply to all visual and written communication produced or commissioned for PBSI Group Limited, for both internal and external use.

They help create clear, effective communication and ensure a consistent approach that strengthens the P&B brand and increases public recognition and awareness of it.

The guidelines apply to all internally and externally produced materials (electronic, printed etc). They should be provided to anyone who will be promoting and implementing the P&B branding. This will keep the P&B brand strong and consistent, helping to communicate our positioning and personality.

Contents

Group and divisional logos

The P&B lozenge logo

This is used when no divisional name is needed. As the group has become more well-known, this 'lozenge' logo has been more well-used when a division isn't specified. This now takes precedence. The logo is to be used in isolation, on a white background when possible.

The PBSI Group and divisions each have their own logo, based on the group logo.

These are consistent in style and colour, differing only in the name of the division within the extension to the right. These are always in the same position and size. These versions of the logo (with graduation) always appear on a white background).

Corporate colours

The P&B Group and divisions have these consistent corporate colours.

These colours should be adhered to as closely as possible, to maintain the corporate look for consistency whatever the usage - on print and on screen, websites, etc.

Blue: Pantone 281C or 281U

Silver: Pantone 877C or 877U

Pantone colours - for print

These are used for consistent print. Depending on the type of print Coated (C) or Uncoated (U) should be used. Coated Pantone colours are appropriate for most jobs, but when used for stationery Uncoated is best used.

Blue: 100C/72M/0Y/32K

Silver: 0C/0M/0Y/40K

4 colour process colours - for print

These are used when no Pantone colours may be used - for most print jobs. The colours are split into 4 individual colours: Cyan (C), Magenta (M), Yellow (Y) and Black (K).

Blue RGB: 00/34/79

Silver RGB: 99/99/99

3 colour for use on screen (RGB)

These are used for use on screen/PC. These are Red, Green and Blue.

Black 100%

Silver: Black 40% tint

For use in mono print jobs

These are used when no colour is available, eg newspaper advertisements.

Note the silver is the same tint as in the 4 colour process

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Size of lozenge logo

The P&B lozenge logo may be used at any size, although there is a minimum size recommended.

With regard to a minimum size, this is governed by legibility. A minimum width of 12.5mm is recommended. Please note that this logo has a white outline edge for use when on a coloured background - the minimum size is the actual width of the whole blue lozenge (and does not include the white edge).

Minimum size

Approximately 12.5mm wide

Lozenge logo

The white border is indicated here by a light blue keyline.

Size of Group and divisional logos

The PBSI Group and divisional logos may be used at any size, although there is a minimum size recommended.

With regard to a minimum size, this is governed by legibility. A minimum width of 35mm is recommended.

Minimum size

Approximately 35mm wide

The logos below are shown at sizes used on P&B stationery.

Letterhead size

Approximately 97mm wide

Business card size

Approximately 55mm wide

Group and divisional logo 'exclusion zones' or clear areas

The PBSI Group identity requires space around it in order to maximise its presence and 'standout'

A protective area or exclusion zone around the logo prevents the encroachment of any graphic elements that may interfere with the integrity of the new brand.

The clear area around the logo is 'X', where x is half the height of the logo itself.
Nothing should encroach this area nor the logo be placed nearer to the edge of a document than this.
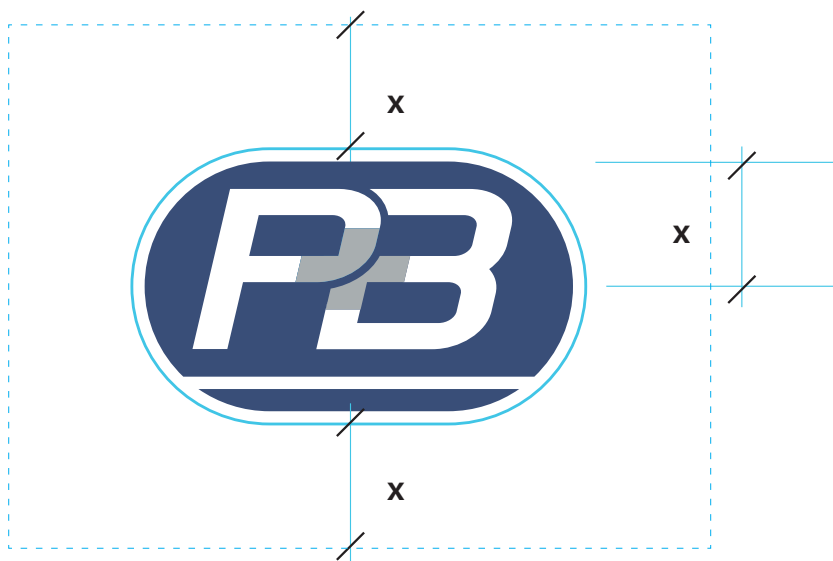
Lozenge logo

When the exclusion zone applies to the generic logo, the zone extends from the white outline (indicated as blue edge) itself.
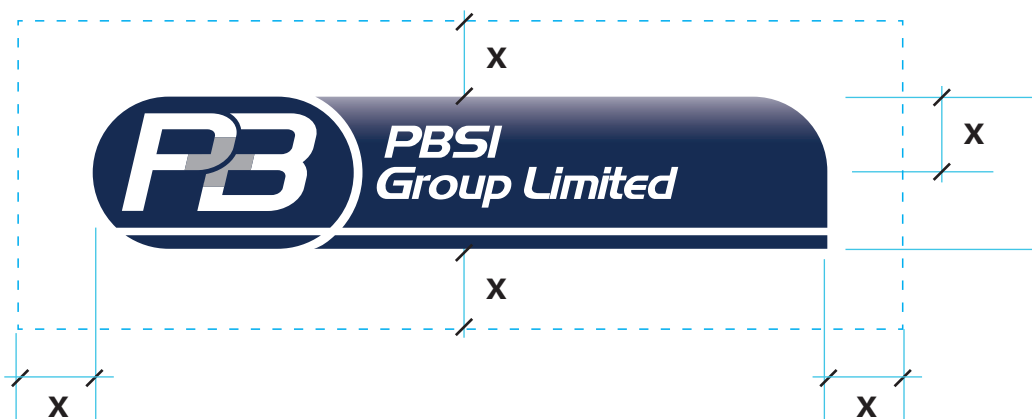
Group/divisional logo

The same exclusion zone applies to this logo, but from the main areas.

Use of P&B lozenge (outlined letters) logo/brand in mono

When the P&B lozenge is used a solid mono - on white , or reversed out of a single colour it is OUTLINED so that the 'plus' stands out

This is for when only one colour is available. As a 'positive', the logo should appear as P&B Silver (Pantone 281), P&B Blue (Pantone 281), Black tint (40% or greater) or Black. When used as a positive, the outlined P&B lozenge logo should always be on a white background.

Lozenge on white background

The P&B lozenge logo may be reversed out white from a colour to give a positive look.

Wherever possible, the colour should be P&B Blue, Black tint (40% or greater) or solid Black.
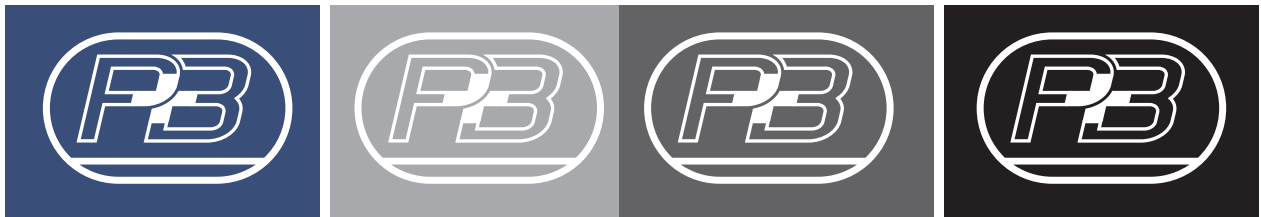
Lozenge reversed out white from solid background colour

Use of P&B Lozenge logo/brand in mono, when silver is available

The P&B lozenge logo may appear white, reversed out of a single colour, with silver used on the P&B 'plus'

This is for when one colour (and silver) is available. The logo is reversed out white from P&B Blue, Black (40% tint or greater). In this format the lozenge logo cannot be used on silver.

Lozenge reversed out white from background colour with silver 'plus'.

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Use of P&B logo/brand (P&B letters ONLY) outlined, solid on white

This version of the P&B logo (P&B letters only) may appear only as a single colour on white or as a white reversed out of a single colour.

This is for when one colour is available.
On a solid colour the logo should ALWAYS APPEAR WHITE OUT of P&B Blue (Pantone 281), Black tint (40% or greater) or Black.

P&B letters only, outlined, solid colour on white

Use of P&B logo/brand (P&B letters only) outlined, reversed white from colour

The P&B logo (P&B letters only) appear only as a white outlined reversed out of a single colour.

This is for when one colour is available.
The logo should ALWAYS APPEAR WHITE OUT of P&B Blue (Pantone 281), Black tint (40% or greater) or Black.

P&B letters only, white reversed out of background colours only

P&B Corporate Identity Guidelines

Use of P&B logo/brand (P&B letters only) outlined, reversed white from colour, with silver 'plus'

This logo may appear only as a white solid reversed out of a single colour, when silver for 'plus' is available

This is for when one colour and the P&B silver is available.
The logo should ALWAYS APPEAR WHITE OUT of P&B Blue (Pantone 281), Black tint (40% or greater) or Black. The 'plus' should appear in the silver only.

This is the only case where a P&B logo may be white reversed out of a colour with the additional silver.

Outlined reversed out white from background colour with silver 'plus'.

Use of P&B logo/brand (P&B letters only) reversed, when another background colour is available

Black   *Blue*   *Silver*   *60% black tint*

If there is a second, 'free' background colour (blue, white or silver) is available then the solid logo format is to be used, rather than the outlined lettering

Use of Group and divisional logos in mono, solid colour

The PBSI Group and divisional logos as a solid, mono on white or on silver

This is for when one colour only is available. As a 'positive', the logo should appear as the P&B Blue (Pantone 281) on white or silver (Pantone 877). Where the blue is not available (print, etc) it should appear as solid black.

Positive logo solid blue on white

Positive logo solid blue on silver

Positive logo solid black on white

The PBSI Group and divisional logos as white, reversed out of a single colour

Where necessary, the Group or divisional logos may be reversed out white of a solid background, preferably the P&B blue, black or a tint of black greater than 40% (any lighter and there will not enough contrast). DO NOT reverse a white logo out of P&B silver, for the same reason.
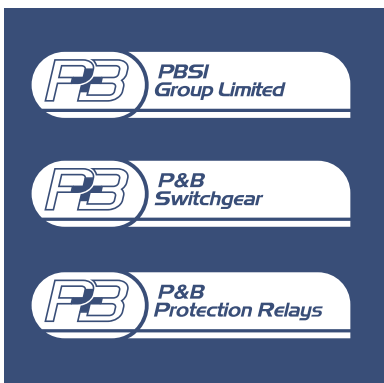
Negative logo white out of P&B blue
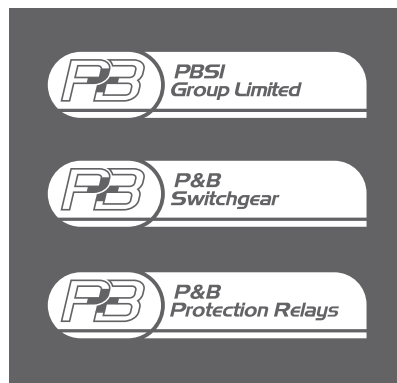
Negative logo white out of 40% black
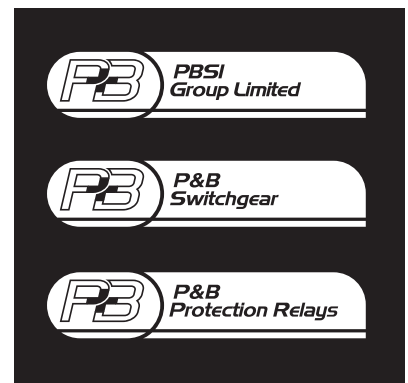
Negative logo white out of 100% black

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Use of Group and divisional logos (outlined) on white in single, solid colour

The PBSI Group and divisional logos may be used as a (positive) outlined version on white or reversed out (white) of a solid colour. The solid, non-outlined, logo should be used.

The positive outlined version should, wherever possible, appear on a white background.

Outlined logo solid blue on white   *Outlined logo black tint (75%) on white*   *Outlined logo solid black on white*

Use of Group and divisional logos (outlined) reversed white out of single, solid colour

The positive outlined Group or Divisional logos may be reversed out white of a solid background, preferably the P&B blue, black or a tint of black greater than 40% (any lighter and there will not enough contrast). DO NOT reverse a white logo out of P&B silver, for the same reason.

Outlined positive logo white out of P&B blue   *Outlined positive logo white out of 40% black*   *Outlined positive logo white out of 100% black*

P&B Corporate Identity Guidelines

Typography

The corporate font is Myriad Pro., using Light, Regular and Semibold (Bold should be avoided wherever possible).

Mryiad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Mryiad Pro Light italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Mryiad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Mryiad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Myriad Pro Light Italic is used on the Corporate Stationery for the address details.

If Myriad Pro is not available, a similar non serif font is acceptable.

Fonts used in logo
The font in the logo is a bespoke typeface and cannot be recreated for any other use.

The company name in general text
In the logo the '**+**' is used in the logotype, however in general text '**P&B**' should always be used.

Other general guidelines

To keep the P&B Group identity consistent the basic guidelines should be adhered to if possible.

Background Colours
The P&B main corporate logo should always appear on a white background - to keep the identity fresh and clean.

The P&B main corporate logo should never be reversed out of blue or any other colour.

The Generic logo may be used on other colours (preferably the corporate blue, black or black tints or silver) or a photographic background, as it has a white border to separate it from a background

Position on a Page
Wherever possible the logo should appear on the left hand area of a page, preferably at the top left.

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30mm

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10mm

Page layout portrait A4

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Images to fit to columns or may bleed

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52.6mm

82mm

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Page layout landscape A4

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