

***Provincial Floorcoverings Ltd***



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# *PFL corporate branding guidelines and logos*

*for consistent use of the PFL corporate identity*



# PFL Branding elements

a **Provincial Floorcoverings Ltd**



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The new PFL identity consists of 3 elements:

a) company name

b) the logo device

c) strapline block - including strapline

a) The company name. This is in a primary position, above the new logo device

b) The logo device is derived from the previous logo as an evolution.

Now updated, it gives more prominence to the initials of the company: as it is this that we are best known.

A link to the old logo is by highlighting the roll graphic, keeping it as a key element.

The PFL initial letters portray the roll being unfurled or being pulled out - in a dramatic wave/flag effect.

Both the roll and PFL are fixed and constant: they should not be separated.

c) Strapline. This is also in a set relationship with the other elements.

In most circumstances, all three elements should be used together, as a recognisable, strong branding.

# PFL Branding support elements



*As a support element, use may be made of the shape of the roll.*

*This is without the base of the roll (including the spiral) - an almost abstract element.*

*However, the 3 parts of the roll itself should always be used: in the same set relationship: position and consistent angle.*

*In full tone/value, the graduation should be used (if graduation is not possible then solid colours may be used).*

*For a knocked-back tint, either of the two green colours may be used BUT in this case, all 3 parts should be the same main colour. Here the tint should be light: 5-10% is suggested.*

*In addition, a shape may be used for adverts, images, etc. This is derived from the PFL 'flag' shape.*

*Note: the shapes can be enlarged, but the 'wave' shape should not be altered, stretched or compressed.*

*The height of the shapes may be extended.*



# PFL Corporate colours

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The new PFL identity utilises two main greens, and tints of these.

The signature colour is a lime green, supported by a darker green. Tints of these colours are also used within the branding.

The main Lime green is used for PFL, Floorcoverings and roll end.

Dark green is used in Provincial, the roll and for the strapline block - to balance the lighter colour's greater coverage.

Pantone + 4 colour process for print. RGB for use on screen.



PFL lime green: Pantone 376 100%

4 colour process: 50C / 0M / 100Y / 0K

RGB Colours: 152 / 192 / 0



PFL dark green: Pantone 349 100%

4 colour process: 100C / 0M / 91Y / 42K

RGB Colours: 0 / 102 / 47



PFL tint: Pantone 349 30% (used in 'Ltd')

4 colour process: 30.2C / 0M / 27.48Y / 12.68K

RGB Colours: 175 / 205 / 183



PFL support colour: Pantone 316 100%

4 colour process: 100C / 0M / 9Y / 72K

RGB Colours: 0 / 61 / 89

PFL corporate branding

# PFL Corporate colours: mono

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*Mono - Black, for use when colour is not available: ads, etc.*



100% Black

30% Black

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*Mono - Dark Green, for use when 1 colour only is available: ads, etc. The dark green is preferred.*



100% P349

30% P349

# PFL Exclusion zone

exclusion zone



To keep the branding clean and uncluttered, the complete logo, wherever possible, should have a clear area around it. No graphic or text element should encroach within this area.

This exclusion area is defined by 'x' which is the height of the strapline box. A square 'x' exclusion zone surrounds the main logo elements.

# PFL Logos for use on different backgrounds



*Logo use on PFL dark green*



*Logo use on PFL lime green*

*On occasion, the branding may appear on a different background colour than white.*

*The preferred colour is either the lime or dark green. When this occurs or is desired, use should be made of the PFL branding specifically for this use.*

*In both of these cases there are no tints and all elements are solid (100%).*

*The roll, company name, the PFL and the strapline are all solid white. The other elements comprise the other green to the background colour used.*

## PFL Minimum size



*smallest sizing: suggested 35mm*

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*Letterhead sizing: suggested 65mm*

*The branding may be used at any size, although for legibility, a smallest suggested size is 35mm across.*

*For the PFL letterhead a width of 65mm has been chosen.*

*Please note that this branding is in a vector/Illustrator format and may be scaled up without loss of quality.*



## PFL Typeface: Myriad (Pro)

this typeface: light

this typeface: regular

**this typeface: semibold**

**this typeface: bold**

**this typeface: black**

*this typeface: light italic*

*this typeface: italic*

***this typeface: semibold italic***

***this typeface: bold italic***

General text: light: 0 tracking

Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla.

Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem.

Aenean eu est. Etiam imperdiet turpis.

General text: *Italic: 0 tracking*

*Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla. Duis*

*ante mi, laoreet ut, commodo eleifend, cursus nec, lorem. Aenean eu*

*est. Etiam imperdiet turpis.*

*Myriad (Pro) should be used wherever possible.*

*If this is not available, eg web use, please use PT Sans, Droid Sans, or similar.*

*Generally, the font/typeface for use is Light or Regular (roman/upright or italic)*

*Italic versions of each are available.*

*For headlines, either Semibold or Bold Italics are preferred. For advert headlines (for example), Black may be used.*

*Upper & lowercase is preferred for headlines: not all caps*

*Tracking (the spacing between letters) should be set at 0, ie normal spacing*