Brand Guidelines

Thank You!

PROMOTIONAL PRODUCTS WEEK

2nd - 6th October 2016

and give £5 to

Alzheimer's Society

www.promotionalproductsweek.co.uk

Brand Guidelines

Brand Guidance

In this document you will find information on how use our brand. We aim to make this process as clear as possible, but if you require further guidance then please email **enquiries@bpma.co.uk** for clarification.

PPW & Thank You! Logo Colours

The application of the PPW logos dictates which colour set to use. Where possible use Pantone references for print work. When using 4 colour process or digital work use CMYK. Please use RGB references for on screen and HTML RGB for web work.

PANTONE 285 C	PANTONE 123 C	PANTONE COLL GREY 10 C	PANTONE 570 C
CMYK C89 M43 Y0 K0	CMYK C0 M22 Y91 K0	CMYK C58 M48 Y44 K33	CMYK C58 M0 Y35 K0
RGB R0 G120 B191	RGB R255 G200 B46	RGB R98 G99 B101	RGB R111 G194 B182
HTML #0078BF	HTML #FFC82E	HTML #626365	HTML #6FC2B6

bpma

Logo Exclusion Zone

To protect the clarity and visual integrity of the logo, an exclusion zone has been put in place to ensure other graphic elements do not interfere with or detract from the logo. No other logo can sit alongside the PPW logos unless the exclusion zone is enforced.

The exclusion zone represents the minimum clear area that should be left, wherever possible allow more space.

The exclusion zone is to be enforced all the way around the logos as shown above.

Minimum Size

The logo must always appear legible. Please do not reproduce these logos at a smaller size than shown below.

Print	Web
16mm 23mm	46pixels 65pixels

Print	Web
Thank You! 5mm 19mm	Thank You! 15pixels 53pixels

Fonts

Our 'PPW' logo uses the Helvetica font. Use this font for Headlines in your marketing.

Helvetica, weights Light, Regular, **Bold**

Our 'Thank You!' logo uses the Museo Sans font. You can use the font if you wish in your body text of your marketing campaigns.

Museo Sans, weights 100, 300, **500, 700**

Don't Do's

Please do not modify the logo in any way or allow sub logos to encroach into the exclusion zone. Below are examples of how NOT to use our logo.

Do Not Skew	Do Not Rotate	Do Not Recolour

Thank You!

Thank You!

Thank You!

CORRECT

Thank You!

If you have any questions that aren't answered in this document please email
enquiries@bpma.co.uk