



## Logo Guidelines

## The PV Crystalox logo

The logo should always appear with at least a 50% of its total used height exclusion zone around it as shown here:



This shows how the logo should be used on a coloured background. Never use the logo over an image.



Do not use gradient to white on coloured background



Use gradient to transparent on coloured background

The colour version of the logo should always be used where possible. However the black logo can be used in any black & white document.



The logo shouldn't be distorted in any way, examples shown below:



Do not use logo at an angle



Do not skew the logo



Do not stretch or shrink out of proportion

## Font

Don't use any other typeface for body text besides Interstate as shown below.

Interstate Light:      abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Interstate Regular:    abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

Interstate Bold:        abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ

## Colours

The corporate colours



**Pantone 072**

R    0  
G    28  
B    167

C    100  
M    88  
Y    0  
K    5



**Black**

R    35  
G    31  
B    32

C    0  
M    0  
Y    0  
K    100



**Pantone 110**

R    240  
G    203  
B    0

C    0  
M    12  
Y    100  
K    7

Logo artwork suitable for Mac and PCs has been produced in three formats:

- EPS files for printing
- JPEG files for use in Microsoft® Word and PowerPoint®
- GIF files for use on the web