

# Brand Guidelines

# Performance Communications brand guidelines

## Logo design

 <p>Performance Communications</p>	<p>1. Performance Communications colour logo for print</p> <p><b>File name:</b> PC.logo.colour.for print.eps  <b>Print image dimensions:</b> 66.5mm wide by 19mm high (35% of placed file)  <b>Minimum print size:</b> 28mm wide by 8mm high (15% of placed file)  <b>Print runaround:</b> A print runaround of 10mm must be maintained at all times  <b>Resolution:</b> 300 dpi</p>
 <p>Performance Communications</p>	<p>2. Performance Communications black &amp; white logo for print</p> <p><b>File name:</b> PC.logo.bw.for print.eps  <b>Print image dimensions:</b> 66.5mm wide by 19mm high (35% of placed file)  <b>Minimum print size:</b> 28mm wide by 8mm high (15% of placed file)  <b>Print runaround:</b> A print runaround of 10mm must be maintained at all times  <b>Resolution:</b> 300 dpi</p>
 <p>Performance Communications</p>	<p>3. Performance Communications white logo for print (dark background)</p> <p><b>File name:</b> PC.logo.bw.reverse.for print.eps  <b>Print image dimensions:</b> 66.5mm wide by 19mm high (35% of placed file)  <b>Minimum print size:</b> 28mm wide by 8mm high (15% of placed file)  <b>Print runaround:</b> A print runaround of 10mm must be maintained at all times  <b>Resolution:</b> 300 dpi</p>
 <p>Performance Communications</p>	<p>4. Performance Communications colour for Word</p> <p><b>File name:</b> PC.logo.colour.for Word.jpg  <b>Print image dimensions:</b> 70mm wide by 19.6mm high  A print runaround of 10mm must be maintained at all times  <b>Screen image dimensions:</b> 413 pixels wide by 116 pixels high  A screen runaround of 10 pixels must be maintained at all times  <b>Resolution:</b> 150 dpi</p>
 <p>Performance Communications</p>	<p>5. Performance Communications black &amp; white for Word</p> <p><b>File name:</b> PC.logo.bw.for Word.jpg  <b>Print image dimensions:</b> 70mm wide by 19.6mm high  A print runaround of 10mm must be maintained at all times  <b>Screen image dimensions:</b> 413 pixels wide by 116 pixels high  A screen runaround of 10 pixels must be maintained at all times  <b>Resolution:</b> 150 dpi</p>
 <p>Performance Communications</p>	<p>6. Performance Communications colour for web</p> <p><b>File name:</b> PC.logo.colour.for web.gif  <b>Screen image dimensions:</b> 198 pixels wide by 56 pixels high  A screen runaround of 10 pixels must be maintained at all times  <b>Resolution:</b> 72 dpi</p>

15mm

15mm



Performance  
Communications

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## Letterhead

Page centre line

**Performance Communications**

The White House . 6 Whiteladies Road . Clifton . Bristol . Avon . BS8 1PD  
Tel: +44 (0)117 9073400 . Web: [www.performancecomms.co.uk](http://www.performancecomms.co.uk)

## Performance Communications brand guidelines

### Business card

#### Content spec

Logo % of original: 20%  
Text inset: 5mm

#### Font sizes













Name: Arial 12pt  
Job title: Arial 8pt  
Details: Arial 8pt



Is your financial and corporate  
communications strategy turning  
in a top performance...?


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### Brand colours

	<p><b>PC Blue</b></p> <p>Opacities:</p> <ul style="list-style-type: none"> <li> 100% for text and lines</li> <li> 60% for diagrams</li> <li> 30% for backgrounds</li> </ul>	<p>RGB colour values:</p> <p>R= 68 G= 14 B= 98</p>	<p>CMYK colour values:</p> <p>C= 85 M= 100 Y= 26 K= 24</p>	<p>Web safe HEX value: 440e62</p> <p>Pantone paint colour: 2627c</p>
	<p><b>PC Pink</b></p> <p>Opacities:</p> <ul style="list-style-type: none"> <li> 100% for text and lines</li> <li> 60% for diagrams</li> <li> 30% for backgrounds</li> </ul>	<p>RGB colour values:</p> <p>R= 207 G= 2 B= 69</p>	<p>CMYK colour values:</p> <p>C= 13 M= 100 Y= 69 K= 2</p>	<p>Web safe HEX value: cf0245</p> <p>Pantone paint colour: 1935c</p>
	<p><b>Black and greyscale</b></p> <p>Opacities:</p> <ul style="list-style-type: none"> <li> 100% for text and lines</li> <li> 60% for diagrams, lines and text</li> <li> 30% for backgrounds</li> </ul>	<p>RGB colour values:</p> <p>R= 3 G= 3 B= 3</p>	<p>CMYK colour values:</p> <p>C= 0 M= 0 Y= 0 K= 100</p>	<p>Web safe HEX value: 030303</p> <p>Pantone paint colour: Pantone Process Black C</p>

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## Style sheets

 <p><b>Performance Communications</b></p>	<p><b>Title:</b> Performance Communications logo  <b>Font:</b> Myriad Roman  <b>Colours:</b> PC Blue 100%  <b>Size:</b> 30 point and 25 point  <b>Italic:</b> No  <b>Bold:</b> No  <b>Useage:</b> PC publications and marketing materials</p>
<p><b>Performance Communications</b>  <b>Performance Communications</b>  <b>Performance Communications</b></p>	<p><b>Title:</b> Headline  <b>Font:</b> Arial Regular  <b>Colours:</b> PC Blue 100%, PC Pink 100%, Black 100%  <b>Size:</b> 19 point  <b>Italic:</b> No  <b>Bold:</b> No  <b>Useage:</b> PC publications and marketing materials</p>
<p><b>Performance Communications</b>  <b>Performance Communications</b>  <b>Performance Communications</b></p>	<p><b>Title:</b> Sub Headline  <b>Font:</b> Arial Regular  <b>Colours:</b> PC Blue 100%, PC Pink 100%, Black 100%  <b>Size:</b> 13 point  <b>Italic:</b> No  <b>Bold:</b> Yes  <b>Useage:</b> PC publications and marketing materials</p>
<p>Performance Communications  <b>Performance Communications</b>  Performance Communications</p>	<p><b>Title:</b> Sub Sub Headline  <b>Font:</b> Arial Regular  <b>Colours:</b> PC Blue 100%, PC Pink 100%, Black 100%  <b>Size:</b> 13 point  <b>Italic:</b> No  <b>Bold:</b> No  <b>Useage:</b> PC publications and marketing materials</p>
<p>Performance Communications  Performance Communications</p>	<p><b>Title:</b> Body Text 1  <b>Font:</b> Arial Regular  <b>Colours:</b> Black or Grey (60% black)  <b>Size:</b> 10 point  <b>Italic:</b> No  <b>Bold:</b> No  <b>Useage:</b> PC publications and marketing materials</p>
<p>Performance Communications  Performance Communications</p>	<p><b>Title:</b> Body Text 2  <b>Font:</b> Arial Narrow  <b>Colours:</b> Black or Grey (60% black)  <b>Size:</b> 9 point  <b>Italic:</b> No  <b>Bold:</b> No  <b>Useage:</b> PC publications and marketing materials</p>
<p><i>“...Performance Communications”</i>  <b>“...Performance Communications”</b>  <i>“...Performance Communications”</i></p>	<p><b>Title:</b> Body Text Highlight (quotes and text highlights)  <b>Font:</b> Arial Regular  <b>Colours:</b> PC Blue 100%, PC Pink 100%, Black 100%  <b>Size:</b> 10 point to 13 point  <b>Italic:</b> Yes  <b>Bold:</b> No  <b>Useage:</b> PC publications and marketing materials</p>

## Performance Communications

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### Style sheets continued...

	<p><b>Title:</b> Bullet points <b>Font:</b> Wingdings <b>Character:</b> L (lower case) <b>Colours:</b> PC Blue 100% and 60%, PC Pink 100% and 60% <b>Size:</b> 13 point <b>Italic:</b> No <b>Bold:</b> No <b>Useage:</b> PC publications and marketing materials</p>
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