

Premier Corex - BRAND SHEET

PRIMARY HORIZONTAL LOGO



SECONDARY VERTICAL LOGO & ISOLATED ICON



CORRECT LOGO SPACING



LOGO ON BRAND COLORS



COLOR PALETTE

PANTONE 188 C

C: 33 R: 121
M: 92 G: 36
Y: 73 B: 47
K: 38
#79242F

75%

50%

25%

PANTONE 7545 C

C: 78 R: 65
M: 60 G: 83
Y: 44 B: 100
K: 25
#415364

75%

50%

25%

PANTONE 7712 C

C: 100 R: 0
M: 30 G: 130
Y: 34 B: 155
K: 3
#00829B

75%

50%

25%

PRIMARY FONTS

Aa Din Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Din Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa Din Pro Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CORRECT SPELLING

Make sure to add space between each word

Premier Corex

Initial caps in every instance.

INCORRECT SPELLING

DO NOT Remove space between words

~~PremierCOREX~~

DO NOT All caps "COREX"

CORRECT ABBREVIATION

Should there be a requirement to abbreviate the company name, use PCX. Before using the abbreviation in any body copy you must preface it by putting PCX in parenthesis at the first instance of the company name being mentioned. • Ex: "At Premier Corex (PCX) we strive on..."

Premier Corex → ~~Premier~~

Premier Corex → ~~Corex~~

Premier Corex → **PCX** ✓

All caps "PCX"