

pne | group

Corporate Identity.

PNE Group Corporate Identity.

The PNE Group corporate identity guidelines and principles for its use in all PNE marketing and communications are as follows:

The PNE Group Logo

The PNE Group logo consists of two parts

1. PNE Mark
2. PNE Namestyle

To represent the different solutions and services offered by the PNE Group, a number of permitted namestyles have been created to accompany the PNE mark.

Namestyles

PNE Group
PNE Development
PNE Enterprise
PNE IT Services.

No other namestyles are permitted without the permission of the PNE Group.

1. PNE Mark

The PNE Mark logo consists of the lowercase letters 'pne' in a bold, rounded, blue sans-serif font.

2. PNE Namestyle

The PNE Namestyle logo consists of the word 'group' in a blue, rounded, sans-serif font, positioned to the right of a vertical line that follows the 'pne' mark.

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Colours

A combination of two colours are used for PNE Group logos: PNE Group Logo uses blue (Pantone7703c) for the mark and namestyle and grey (Pantone Cool Gray 8c) for the vertical line.

CMYK Colour Values (for Printing):

Blue: C: 76% M: 18% Y: 12% K: 0%

Grey: C: 36% M: 29% Y: 28% K: 0%

Web Safe RGB Colour Values:

Blue: R: 21 G: 162 B: 201

Grey: R: 168 G: 168 B: 170

Typeface

Helvetica Neue (Namestyle). This font should be used in all corporate material. For web and new media, a combination of Helvetica Neue and Arial fonts is acceptable

The fonts are provided in a number of weights, but to ensure readability, please do not go below 8 point for body text and 12 point for titles, headlines and subheads in printed

The logo for PNE Group, featuring the word 'pne' in a bold, lowercase, blue sans-serif font, followed by a vertical bar, and the word 'group' in a lighter, lowercase, blue sans-serif font.

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Using the PNE Group Logo

The PNE Group logo should always be used from artwork supplied by PNE Group.

If you require alternative file formats or sizes, please contact itsupport@pne.org.

Minimum spacing

The height of the logo (corresponding to Y) defines the spacing from other design elements such as artwork and copy as well as the spacing from the edge of the format. The minimum spacing is always 1 times the logo height.

It is **not** permissible to:

- Change the colours of the logo
- Remove or change the text
- Distort/rotate the logo
- Attempt to recreate the logo

