



# PPLSI Brand Style

## PPLSI Logo

The PPLSI logo represents our company. The color logo is preferred, but the black or white version of the logo may be used if needed. **DO NOT alter the color of the logo when using it.** The logo must be surrounded by a minimum clear space matching the width of the “PP” in the logo.

**‘TM’ or ® trademark symbol as determined by PPLSI must always be visible** and readable for both the PPLSI Logo in the placements shown in these guidelines. You may not remove or obfuscate either of the TM or ® symbols in the PPLSI Logo.

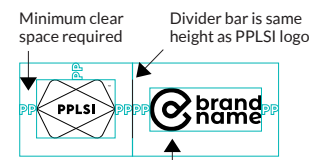
### Primary (Light & Dark Backgrounds)



### Secondary (Light & Dark Backgrounds)



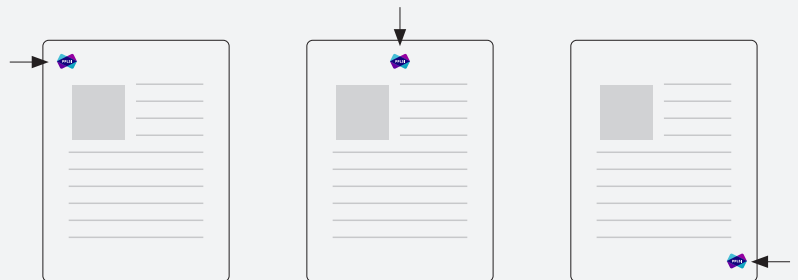
### Cobranded



As a rule of thumb, the other company's logo should be sized about 90% of the height of our vertical logos

## Logo Placement

Place the logo at the top-left, top-center or bottom-right of the layout, leaving plenty of clear space around it.



## PPLSI Colors

**Primary colors are applied to projects lightly.** When used, they should be placed to draw attention to specific content. Avoid using large floods of color on a layout.

Secondary colors are designed to create a family look among the brands, but should be used solely as accent colors for additional emphasis if needed. Tints and shades of the primary and secondary colors—applied sparingly—are available to adapt the palette to the circumstances of the design.

### Primary

#9400A1  
R 148 G 0 B 161  
C 53 M 98 Y 0 K 0  
Pantone 2593 C

### Secondary

#5DB0DE  
R 93 G 176 B 222  
C 59 M 16 Y 2 K 0  
Pantone 2915 C

#FDBC6F  
R 253 G 188 B 111  
C 0 M 30 Y 64 K 0  
Pantone 149 C

### Neutral Grays

#F2F1F5  
R 242 G 242 B 245  
C 4 M 4 Y 2 K 0  
Pantone 663 C

#A3A8BD  
R 163 G 168 B 189  
C 37 M 29 Y 15 K 0  
Pantone 7445 C

#000000  
R 0 G 0 B 0  
C 20 M 20 Y 20 K 100  
Black

### Tints & Shades

#C900D1	#8AD9F0	#FFDEA8	#FAFAFC	#D1D4DE
#660070	#407A9C	#B0854F	#A8A8AB	#737585