# PPG Brand Logo Guidelines

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# PPG Brand Logo Guidelines

**Basic Rules**

The PPG Brand Logos in this guide are unique and should not be altered in any way. They must be reproduced only in ways specified in this guide.

PPG Industries, Inc. (“PPG “) grants users with limited permission to use PPG trademarks, logos and images in connection with advertising, marketing and promotion provided that the user agrees to abide by these usage guidelines.

By downloading and/or using any PPG trademark, logo and image files, you agree not to use PPG brand and product logos in any manner that may disparage or impair the validity, scope, title or goodwill of PPG. PPG trademarks, logos and images shall not be modified to infringe the copyright, trademark or common law rights of any person or entity; and that nothing contained in material produced by you that incorporates the PPG trademarks, PPG logos and PPG Images will constitute a libel or slander against, or violate or infringe upon any right, common law or otherwise, of any kind or nature whatsoever, of any person or entity, including, without limitation, any right of privacy or publicity.

# PPG Brand Logo Guidelines

**File Formats**

The type of file format you need depends on how you intend to use a logo. Sticking with these guidelines will help ensure an accurate, clean, crisp image in your project.

**EPS**—For printed material, print ads, brochures and billboards, where high-resolution and large logo size are crucial. EPS is the most widely-accepted vector, or line-based format. Special design software is usually required to be able to use EPS files. Any publisher or designer should have the correct software.

**TIF**—Another good option for printed material, ads, brochures, etc. TIF files are a widely-used raster, or image-based file format.

**JPG**—Usually suitable for many applications including printed materials, provided that they have an appropriate resolution for your project. They can also be used for lower-resolution Internet and Web graphics; and also in computer presentations in the RGB format (see below). Note that a box will appear around a JPG format logo unless the background color of the file matches the background color in your project.

**GIF**—Perfect for Internet and Web graphics, or for use in presentations for display on a computer screen. GIF images have the option of assigning a transparent background, which allows the image to float over other graphic backgrounds. GIF images are NOT acceptable for print use.

# PPG Brand Logo Guidelines

**Color Information**

**PANTONE**® (Pantone Matching System) is a selection of standard ink colors when precise matching or special colors are needed. PANTONE® spot colors provide an accurate color standard for commercial printers anywhere and everywhere.

**CMYK** (cyan, magenta, yellow and black) are the colors of the traditional four-color print process. RGB images have to be converted to CMYK in the prepress process in order to run on a printing press.

**RGB** (red, green and blue) are the colors used to produce images on computer screens. Sources of RGB images are digital cameras, scanners, video capture and web pages. RGB images are not appropriate for print use.

Masterbrand may not be reproduced in any color other than those specified within this brand guide.

Use these guidelines when deciding how to use the logo in print, electronic media and Web design, or on signage, specialty items or vehicles. An important reproduction characteristic of the PANTONE® color system is the variation in shades that result from differences in the texture and tint of the substance on which the logo is reproduced. Variations may also occur with different reproduction techniques. Use PANTONE® color swatches, available from your printer, to ensure that specified colors are matched.

Embroidery thread colors should be matched to the appropriate PANTONE® colors discussed above. When using the masterbrand in an embroidered fashion, provide the vendor with a PANTONE® sample of the correct colors to be used with a requirement that the vendor match these colors in their thread use.

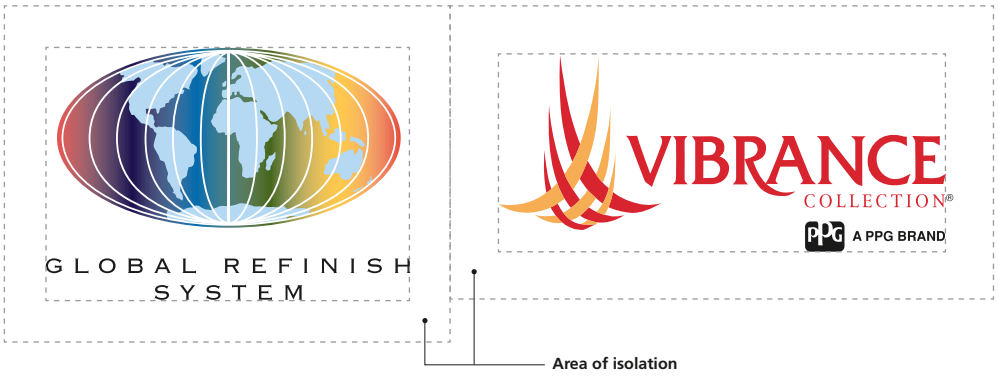
In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# PPG Brand Logo Guidelines

**Area of Isolation**

The logos in this guide are to be used on white or light color backgrounds. Do not reverse or use against complicated photographic backgrounds. Some logos do have reverse versions which can be used against a black or very dark neutral backgound. See logo specifics on the following pages.

The two logos (below) are no closer to each other than their area of isolation will allow. No text, photos, illustrations or complex backgrounds should infringe upon the area of isolation.



# PPG Logo Guidelines

**One-Color Printing**

A black or white PPG logo reversed out of a solid color is the preferred method. Use the following examples as guidelines:

The PPG Logo may be printed all white on solid colors.

The background color should complement the logo.

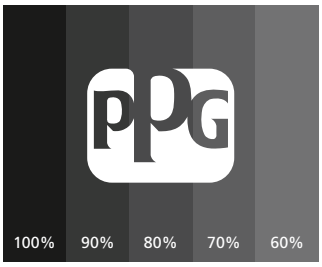
The background color should provide sufficient contrast for complete legibility of the logo.

When reversing out a white logo, use a value of 60% or above. When reversing out a black logo, always use a 50% value or lower. Refer to the graphic examples for contrast alue when printing in black and white.

The space inside the letters PPG should show as the background color (referred to as a knockout); Never fill the PPG Logo with a different color such as white.

The background should not have a pattern that detracts from the logo.

Never reverse the PPG logo ot of a distratcting photo background, choose an area that is clear of distractions.

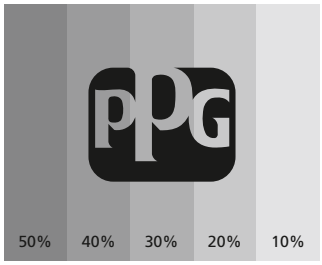



**Contrast values for white reverse logo**

**Reverse logo printed on blue background**

**Reverse logo printed on red background**

**Reverse logo printed on a tint**




**Contrast values for black logo**



**One-color black logo printed on yellow**

**Correct way to punch out the bacjkground within the logo**

**Inorrect way to punch out the bacjkground within the logo**

**Correct way to reverse the PPG logo out of a photo background.**

# PPG Brand Logo Guidelines

**Uses to Avoid**

While it's very tempting to get creative with PPG Brand Logos, consistent style and usage is important for building recognition of the PPG brand image. The following are unacceptable practices that should be avoided when incorporating PPG Brand logos in print, electronic or Web media.

**Never fill the PPG Logo with a different color than the background. Always allow the background to show through the letters.**

**Do not place PPG brand logos too close together. Follow zone area isolation rules provided for each PPG brand logo.**

**Do not use a PPG brand logo or any of its elements as a design element.**

**Do not alter or substitute the typeface.**

**Do not use unapproved colors.**

**Do not screen tint any portions of the logo.**

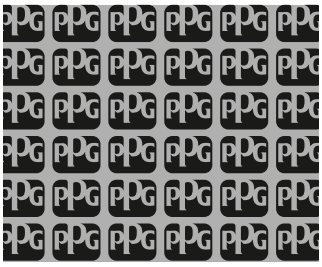
**Do not change colors within the logo or its elements.**

**Do not add a drop shadow or other graphic devices.**

**Do not outline the logo.**

# PPG Brand Logo Guidelines

**Uses to Avoid (continued)**



Do not create a pattern with the logo

Do place the logo on a visually-distracting photo or patterned background

Do not decorate or embellish the logo in any way. Do not use gradation in the logo.

Do not place logo within another graphic structure such as box

Do not distort the shape of the logo or slant any of the graphic elements.

Do not place over a dark background unless a reverse version is available

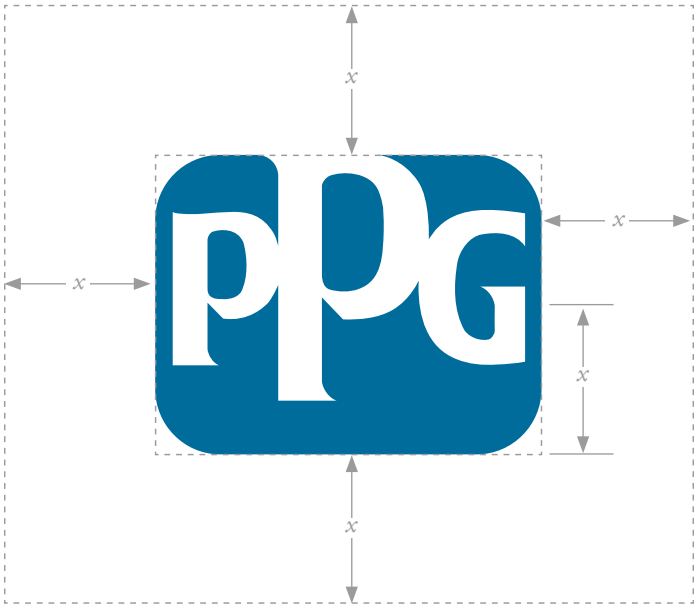
Do not use the logo as a watermark

Do not use a PPG Brand logo within a sentence. Use the letters instead

# PPG Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the logo). Do not use against complicated photographic backgrounds. Use the reverse version of the logo to put against dark, neutral backgrounds. Do not use smaller than .5" in width.




**Minimum size is .5" in width, as shown below**

**Shown below is the PANTONE® color that makes up the spot color logo. CMYK process colors are used when printing the spot color is not available.**

PANTONE® 307
(C100 M16 Y0 K27)

**1-color black logo for use in printing when other colors specified are not available.**

**Reverse white logo for use against dark color backgrounds.**

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# Aquabase® Plus Logo

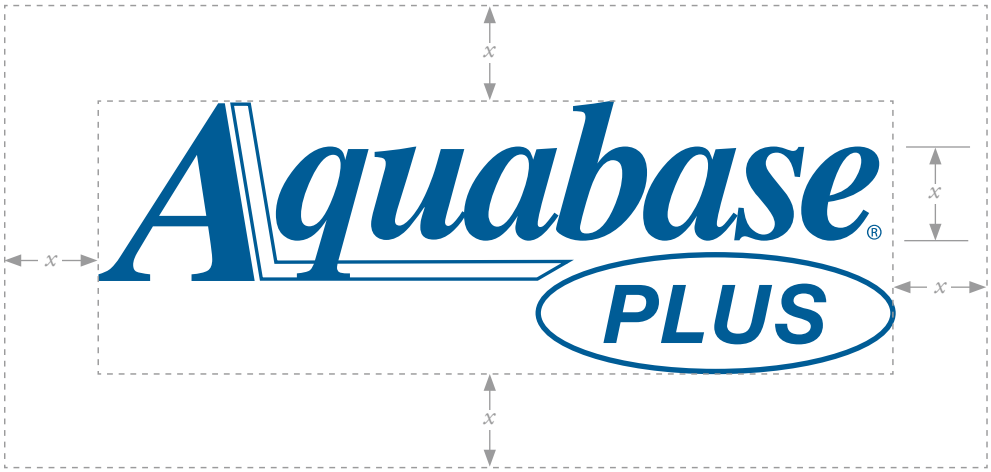
**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the lowercase “e” in the word Aquabase). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5” in width.

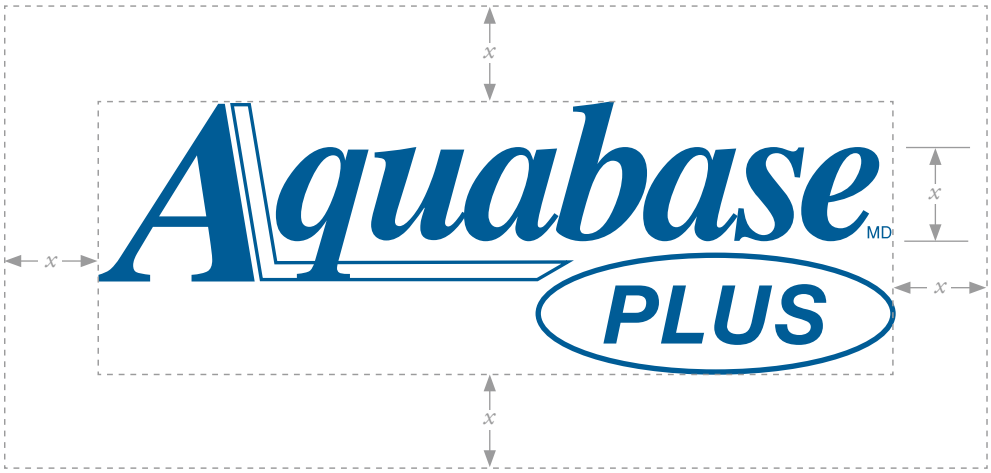
**Minimum size is 1.5” in width, as shown below**

**Shown below is the PANTONE® color that makes up the spot color logo. CMYK process colors are used when printing the spot color is not available.**

PANTONE® 2945
(C100 M45 Y0 K14)




**English version logo**




**French version logo**

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Deltron® Logo

**PPG Brand Logo Guidelines**

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

**Minimum size is 1.5" in width, as shown below**

**English version logo**

**French version logo**

**1-color black (grayscale) logo for use in printing when CMYK process colors are not available.**

# Envirobase® High Performance Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the "E" in ENVIROBASE). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 2" in width.

English version logo

**Minimum size is 2" in width, as shown below**

French version logo

**Shown below are the two PANTONE® colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

PANTONE® 306 (C75 M0 Y7 K0)

PANTONE® 281 (C100 M72 Y0 K32)

**1-color black logo for use in printing when other colors specified are not available.**

ENVIROBASE® HIGH PERFORMANCE

ENVIROBASE MC HAUTE PERFORMANCE

**Shown below are the two black ink values that make up the 1-color logo.**

Black 40%

Black 100%

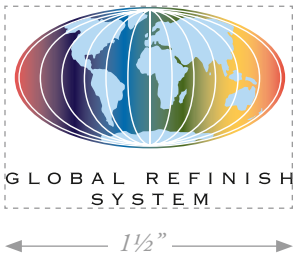
In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Global Refinish System® Logo

**PPG Brand Logo Guidelines**

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the two lines of GLOBAL REFINISH SYSTEM). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

**Minimum size is 1.5" in width, as shown below**



English version logo

French version logo

**1-color black (grayscale) logo for use in printing when CMYK process colors are not available.**

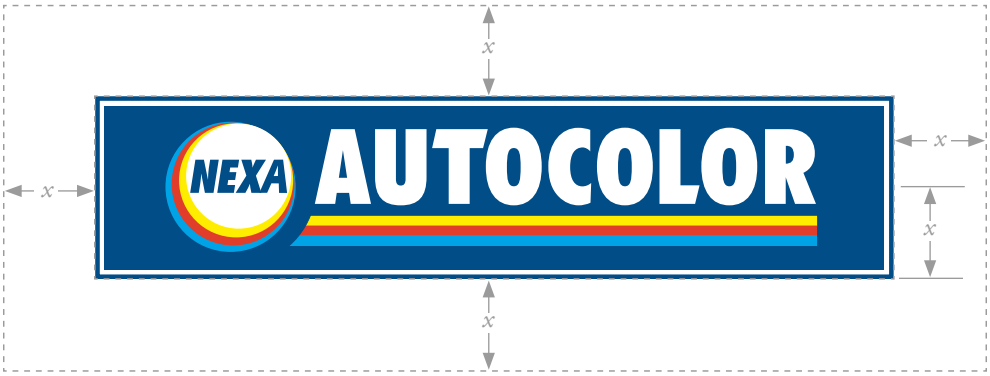
GLOBAL REFINISH
SYSTEM

SYSTÈME DE
REFINITION GLOBAL

# Nexa Autocolor™ Logo

**PPG Brand Logo Guidelines**

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5” in width.




English and French versions logo

**Minimum size is 1.5” in width, as shown below**

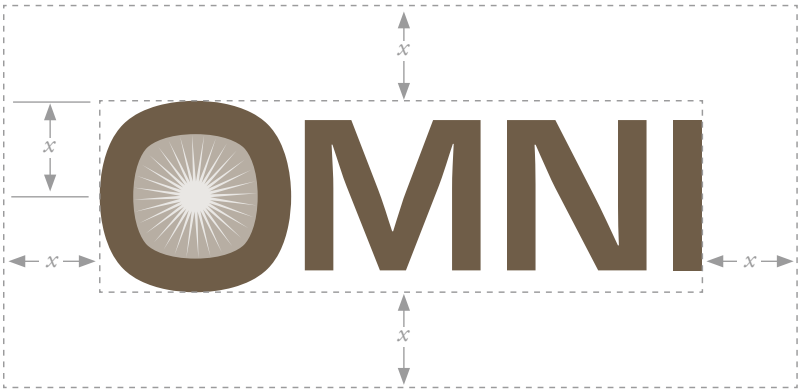
1½”

**1-color black logo for use in printing when CMYK process colors are not available.**

# Omni™ Logo

**PPG Brand Logo Guidelines**

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the “O” in Omni). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1” in width.




**English version logo**

**Minimum size is 1” in width, as shown below**

**1-color version**

**Shown below are the PANTONE® colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

15% PANTONE® Warm Gray 11 (C0 M2 Y5 K9)

50% PANTONE® Warm Gray 11 (C0 M9 Y17 K31)

100% PANTONE® Warm Gray 11 (C0 M17 Y34 K62)

**Shown below are the two black ink values that make up the 1-color logo.**

15% Black (Star)

50% Black

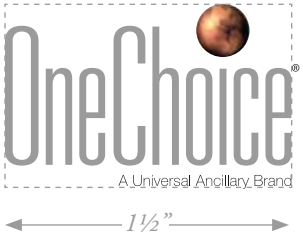
100% Black

# OneChoice® Logo

**PPG Brand Logo Guidelines**

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=the width of the letters “On” in OneChoice). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5” in width.

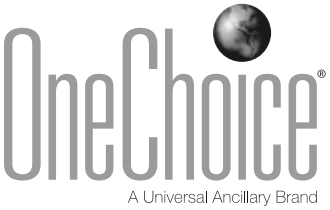
**Minimum size is 1.5” in width, as shown below**



**English version logo**

**French version logo**

**1-color black (grayscale) logo for use in printing when CMYK process colors are not available.**



# Shop-Line® Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=1/3 the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1" in width.

English and French version logo

**Minimum size is 1" in width, as shown below**

**Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

PANTONE® 2718
(C72 M43 Y0 K0)

Black

**Shown below are the three black ink values that make up the 1-color logo.**

Black 100%

Black 40%
for the word
Performance.

Black 25%
for light gray
in symbol.

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Value-Pro™ Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

**Minimum size is 1.5" in width, as shown below**

**Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

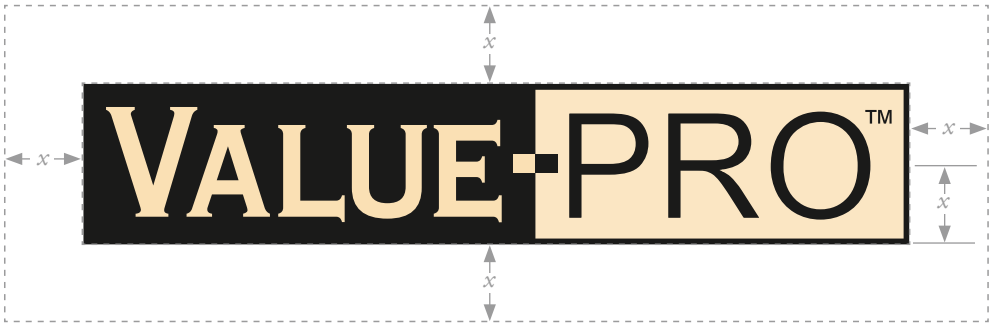
PANTONE® 726 (C0 M8 Y23 K2)

Black

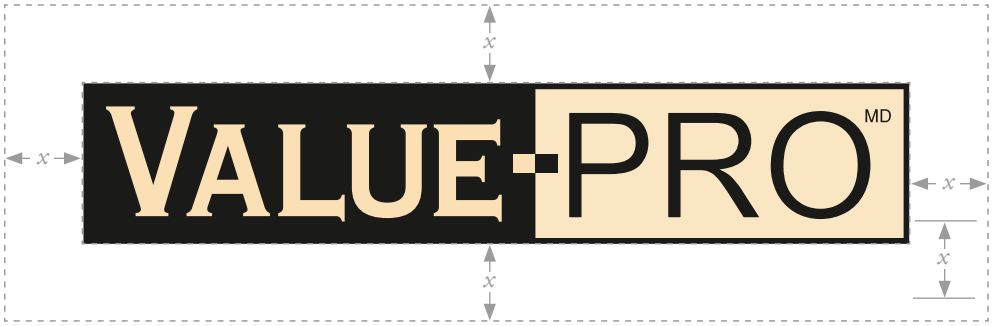
**Shown below are the black ink values that make up the 1-color logo.**

Black 10%

Black 100%




**English version logo**




**French version logo**

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Vibrance Collection® Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the word VIBRANCE). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 2" in width.

Whenever the Vibrance Collection® logo is used, the small PPG logo with the text "A PPG BRAND" must ALWAYS be present in the lower right area of the logo.

English version logo

**Minimum size is 2" in width, as shown below**

French version logo

**Shown below are the three colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

PANTONE® 186 (C0 M100 Y81 K4)

PANTONE® 1365 (C0 M29 Y72 K0)

Black

**Shown below are the black ink values that are used to make up the 1-color logo.**

Black 25% for the three gray flames.

Black 100% for the remain-ing three black flames, text and PPG logo.

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Platinum Distributor Horizontal Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the “M” in Platinum). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5” in width.

**Minimum size is 1.5” in width, as shown below**

**Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

PANTONE® 307
(C100 M16 Y0 K27)

Black

English version logo

French version logo

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Platinum Distributor Vertical Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the “P” in PPG). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than .75” in width.

**Minimum size is .75” in width, as shown below**

**Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

PANTONE® 307
(C100 M16 Y0 K27)

Black

English version logo

French version logo

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Platinum Distributor Dimensional Logo



CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown. Do not reverse or use against complicated photographic backgrounds.

The horizontal dimensional logo has the free zone isolation area as shown (x=the height of the "M" in Platinum). Do not use smaller than 1.5" in width.

English version logo

**Minimum size is 1.5" in width, as s hown below**

The vertical dimensional logo has the free zone isolation area as shown (x=1/2 the height of the "P" in PPG). Do not use smaller than .75" in width.

French version logo

**Minimum size is .75" in width, as shown below**

# Commercial Performance Coatings Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the square symbol). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 2” in width.

English version logo

French version logo

**Minimum size is 2” in width, as shown below**

**Shown below are the colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.**

PANTONE® 279 (C68 M34 Y0 K0)

Black 30% for the word Performance.

Black 100%

Black 25% for light gray in symbol.

**1-color black logo for use in printing when other colors specified are not available.**

**Shown below are the black ink values that make up the 1-color logo.**

Black 100%

Black 40% for the word Performance.

Black 25% for light gray in symbol.

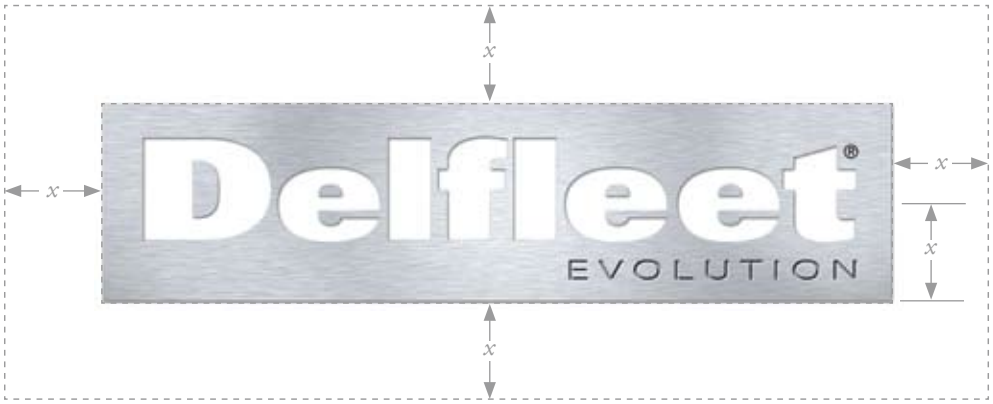
In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Delfleet® Evolution Logo

**PPG Brand Logo Guidelines**

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=1/2 the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

**Minimum size is 1.5" in width, as shown below**

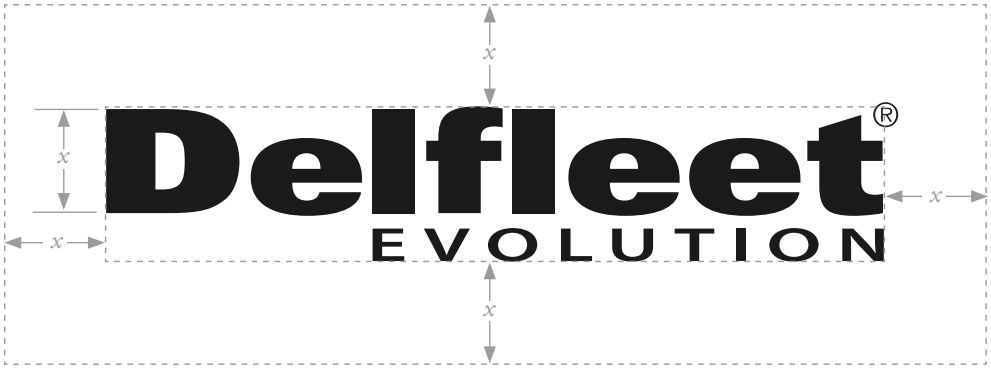



**English version logo**

**French version logo**

**1-color black (grayscale) logo for use in printing when CMYK process colors are not available.**

**For embroidery use only**



# Delfleet Essential® Logo

**PPG Brand Logo Guidelines**

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the width of the "E" in Essential). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

**Minimum size is 1.5" in width, as shown below**

**Shown below are the two PANTONE® colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not avaiable.**

PANTONE® 144
(C0 M48 Y100 K0)

PANTONE®
Cool Gray 9
(C0 M1 Y0 K51)

**Shown below are the black ink values that make up the 1-color logo.**

Black 100%

Black 40%

**English version logo**

**French version logo**

**1-color black logo for use in printing when other colors specified are not available.**

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.