Purolator Brand Guidance

Last Updated: October 14, 2014

These guidelines will serve to provide an explanation of how to manage and treat Purolator assets when integrating them into your application.

The guidance covers:
- Purolator's Visual Identity – colours, logos, etc.
- Purolator Product & Service Names

Purolator Visual Identity

Our Brand Guidelines are the set of rules that help us to consistently express who we are. They govern the face and personality of Purolator's most valuable asset – the Purolator brand. It's a collection of logos, typefaces, colours, rules and tips that ensure consistency in the visual style, tone, voice and personality of our brand at every point of contact with our customers, prospects, teammates, and suppliers. By extension, the application of these guidelines as you integrate the Purolator brand, products and services into your systems, helps your customers because they can easily and consistently recognize the Purolator's offering.

Purolator marks

The Purolator Logo

The Purolator logo consists of two elements: the symbol and the logotype. These two elements always appear in fixed proportion and position to one another. They must never be separated or altered in any way.
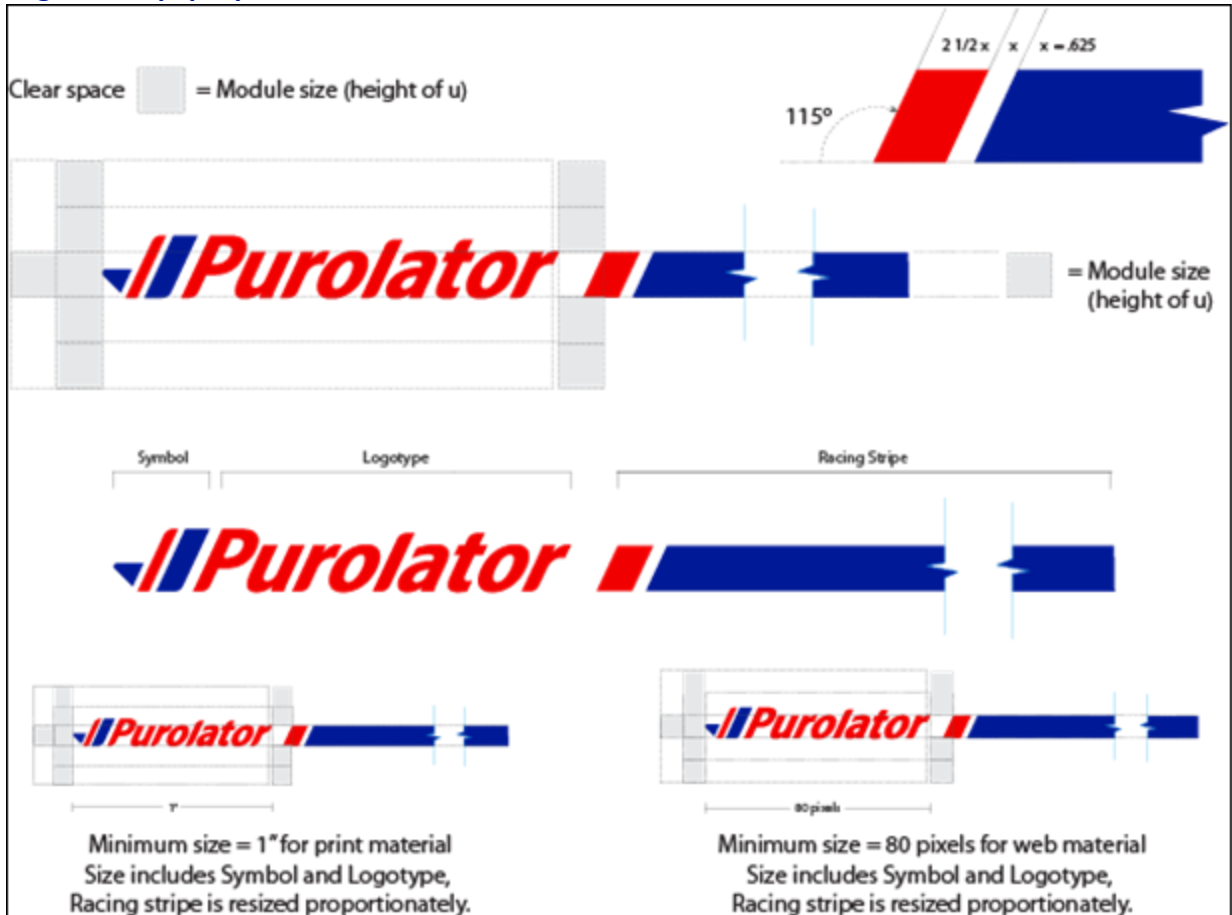
Clear space
- Always maintain a minimum area of clear space equal to the height of one lower case "u" in the logo type (Module size). No other graphic element should appear within this space. There are special circumstances such as wide, shallow applications where the clear space is ½ u.

Minimum size
- When determining the size of the logo, use the overall width as a reference. For electronic media, the logo alone should never be reproduced smaller than 80 pixels wide.

Logo lock-up/proportions

Clear space ☐ = Module size (height of u)

2 1/2 x / x / x = .625

115°

= Module size (height of u)

Symbol   Logotype   Racing Stripe

Minimum size = 1" for print material
Size includes Symbol and Logotype,
Racing stripe is resized proportionately.

Minimum size = 80 pixels for web material
Size includes Symbol and Logotype,
Racing stripe is resized proportionately.

Placement of logo on backgrounds

- The logo may be used over a background image, provided there is sufficient contrast between the logo and the image for optimum legibility.

- On a light background image, use the two-colour logo or black logo. On a dark background image, the white logo should be used. Avoid placing the logo on any image that has a bold texture or variations in shades that compromise legibility or visually compete with the logo.

- Also avoid creating an artificial clear space for the logo by putting it in a white or coloured box. Instead, a more suitable part of the photograph or an alternative image should be used, if you are striving for greater legibility.

Two-colour positive on light background   One-colour positive on light background   One-colour reverse on dark background

Purolator Product & Service Names

We offer an extensive suite of products, services and billing options. If you choose to use Purolator specific names in your application, the proper Purolator product names as listed in Purolator's Terms and Conditions of Service must be used.

Implied endorsement

The Purolator logo and its visual identity elements cannot be used in any way to imply an association or endorsement other that what is expressly outlined in the agreement.

Purolator approval process

Please submit layouts or screen shots of the final page(s) where the Purolator logo is to appear, via email to brand@purolator.com.

Questions

Should you have any questions about these guidelines please send an e-mail to brand@purolator.com.