



MINI BRANDGUIDE

LOGO

PETRA
TRUST

LOGO



To ensure consistency in all our identity, the application guidelines on this page are mandatory. Irrespective of where our brand signature is printed or exhibited, there should always be a safe area around it.

LOGO EXECUTION

PETRA▲
TRUST

ACCEPTABLE

PETRA▲

PETRA▲
TRUST

PETRA▲
TRUST

PETRA▲
TRUST

UNACCEPTABLE

LOGO APPLICATION



COLOUR POSITIVE



COLOUR NEGATIVE



GRAYSCALE POSITIVE



GRAYSCALE NEGATIVE

GRAPHIC

PRIMARY

SECONDARY



COLOUR

PETRA BLUE



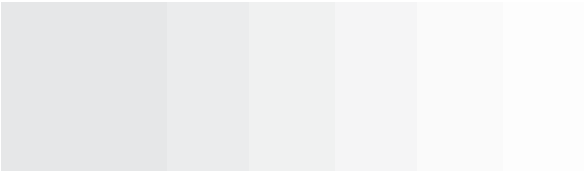
PRIMARY
C-99.22, M-85.55, Y-33.59, K-22.66
R-29, G-55, B-100

PETRA ORANGE



PRIMARY
C-0, M-47.66, Y-97.27, K-0
R-248, G-152, B-34

PANTONE COOL
GRAY 2 C



SECONDARY
C-0, M-0, Y-0, K-10
R-230, G-231, B-232

GRADIENT



DARK BLUE
C-100, M-82.12, Y-36.16, K-26.31
R-0, G-55, B-97

LIGHT BLUE
C-69.67, M-14.5, Y-0, K-0
R-0, G-173, B-238

AaBbCc123

MARKETING COMMUNICATION

Our font family for Advertising,
Stationery and Exhibition
materials is KLAVIKA

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

*A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0*

OFFICE COMMUNICATION

Our font family for administrative
work in the office is CALIBRI

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

*A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0*

STATIONERY

PETRA
TRUST

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East Legon, Accra,
P. O. Box CT 5699 Cantonments, Accra
t: +233 (0) 302 544 197, 302 544 198,
e: info@petragh.com,
www.petragh.com

the pensions expert

CALL CARD

MARK JACK DANIELS
MANAGER

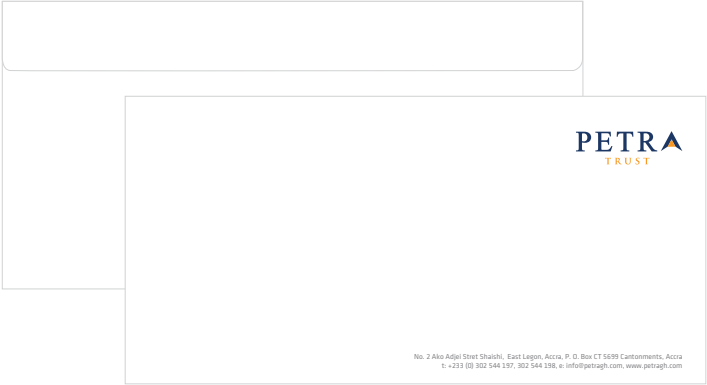
No. 2 Ako Adjei Stret Shaishi,
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P. O. Box CT 5699 Cantonments, Accra
t: +233 (0) 302 544 197, 302 544 198,
e: jackdaniels@petragh.com,
www.petragh.com

the pensions expert

PETRA
TRUST

LETTERHEAD

STATIONERY

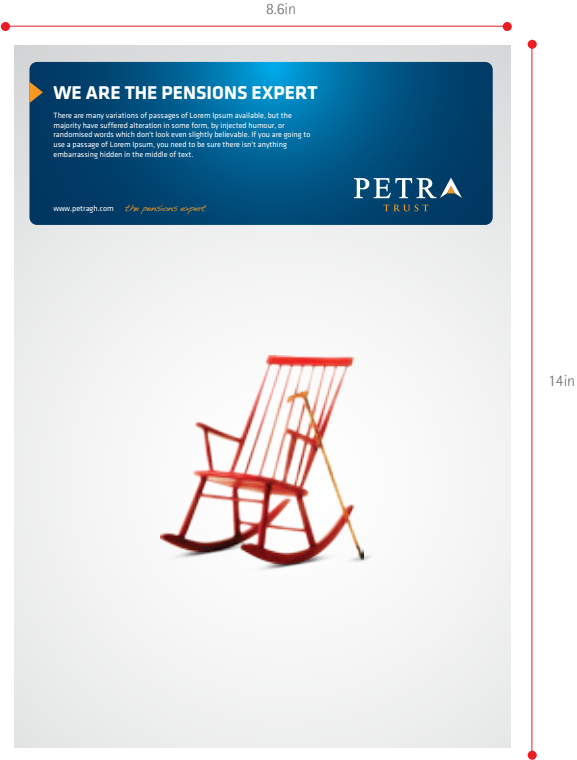


DL ENVELOPES



A4 ENVELOPES

ADVERTISING TEMPLATE




POWERPOINT TEMPLATE



(Title)
(subtitle)

www.petragh.com the pensions expert

COVER PAGE



(Title)

www.petragh.com the pensions expert

PAGE WITHOUT IMAGE

content
structure
pension scheme
target
content
structure
pension scheme
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pension scheme
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target

(Title)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.


www.petragh.com the pensions expert



PAGE WITH IMAGES

content
structure
pension scheme
target
content
structure
pension scheme
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pension scheme
target

(Title)



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy.

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DIRECTIONAL SIGNS



EXTERNAL DIRECTIONAL SIGN



INTERNAL DIRECTIONAL SIGN

SALES VEHICLE

