



2018 PMI Logo Asset Guide

Ultra Creative 17LL014



Performance Minded.™

PRIMARY BRAND LOGO: *PMI_PRIMARY_2c_SPOT_Logo.eps*

Primary Brand Colors

**Pantone
518 C**

c47 m82 y0 k67

R:75 G:48 B:72

Hex: 4B3048

**Pantone
512 C**

c53 m99 y0 k18

R:131 G:49 B:119

Hex: 833177

Secondary Brand Colors

**Pantone
2280 C**

c61 m0 y99 k56

R:74 G:106 B:29

Hex: 4A6A1D

**Pantone
2188 C**

c100 m39 y0 k63

R:0 G:66 B:106

Hex: 00426A

**Pantone
144 C**

c0 m51 y100 k0

R:237 G:139 B:0

Hex: ED8B00

**Pantone
408 C**

c0 m11 y11 k48

R:151 G:140 B:135

Hex: 978C87

Fonts

The PMI logo based on the font

ETHNOCENTRIC - REGULAR

by Typodermic Fonts Inc. - available at fontspring.com or myfonts.com

FOR REFERENCE ONLY - DO NOT USE FOR HEADLINE OR BODY COPY TREATMENTS

NOTE:

Fonts are not supplied with assets. Agencies and vendors are required to secure their own fonts and licenses.

Used in "Performance Minded" logotype and headlines

Gotham Rounded - Medium

ABCDEFGHIJK abcdefghijk 0123456789

by Hoefler & Co. - available at www.typography.com

Used in body copy (see examples of use section)

Gotham Rounded - Book

ABCDEFGHIJK abcdefghijk 0123456789

by Hoefler & Co. - available at www.typography.com

For standard business use, the recommended substitution font for Gotham Rounded - Book is

Tahoma - Regular

ABCDEFGHIJK abcdefghijk 0123456789

Alternate headline copy paired with Gotham Rounded headlines (see examples of use section)

Adobe Jenson Pro - Regular

ABCDEFGHIJK abcdefghijkl 0123456789

by Adobe - available at www.myfonts.com

For standard business use, the recommended substitution font for Adobe Jenson Pro - Regular is

Times New Roman - Regular

ABCDEFGHIJK abcdefghijk 0123456789



- 1 The PMI logo a modified logo based on the font Ethnocentric.
- 2 The vertical space between the PMI logo and tagline is measured at 2 lowercase “e” heights.
- 3 “Performance Minded” is set as title case (capital P, capital M), Gotham Rounded (Medium) Tracking: 175 (in Adobe Illustrator).
- 4 The “P” in “Performance” should line up with the left edge of the “P” in PMI. The right edge of the “d” in “Minded” should line up with the right edge of the “l” in PMI.
- 5 “Performance” - 100% Pantone 518 “Minded”, “TM” - 100% Pantone 512 (primary logo, as shown) or corresponding sub-brand Pantone color (or CMYK/RGB/Hex equivalent).
- 6 Letters after the logo split should always be 100% Pantone 512 (primary logo, as shown) or corresponding sub-brand Pantone color (or CMYK/RGB/Hex equivalent).
- 7 Angle built into logo is 51°. Any use of an angle is design should be the same.

Logo Usage

The preferred usage of the PMI logo is shown above. The PMI logo should always be used at it’s original proportion, angle and color(s). Unacceptable logo use includes:



Do not stray from the provided color palette



Always scale the logotype proportionally



Do not angle the logotype or use the logotype vertically



Do not place a color logo on a background that decreases its contrast



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1-Color Spot Logo

Comprised of 100% PMS 518 and 60% PMS 518

PMI_PRIMARY_1c_SPOT_Logo.eps



1" WIDE OR LESS

Reduced size logo:

PMI_PRIMARY_2c_SPOT_Logo_RS.eps

Reduced size variations:

PMI_PRIMARY_1c_SPOT_Logo_RS.eps

PMI_PRIMARY_BLACK_Logo_RS.eps

PMI_PRIMARY_CMYK_Logo_RS.eps

PMI_PRIMARY_GRAY_Logo_RS.eps

PMI_PRIMARY_RGB_Logo_RS.eps

PMI_PRIMARY_WHITE_Logo_RS.eps



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1-Color Black Logo

Comprised of 100% Black and 50% Black

PMI_BLACK_Logo.eps



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1-Color Gray Logo

Comprised of 50% Black

PMI_GRAY_Logo.eps



White/Reversed Logo

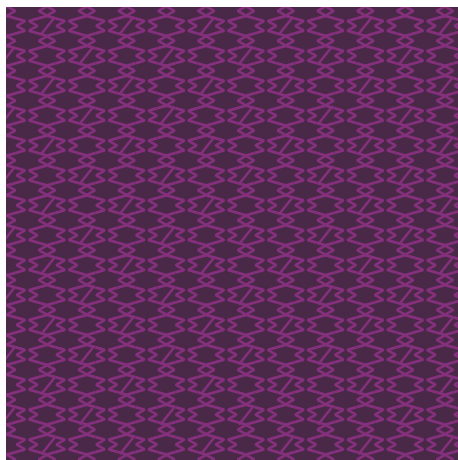
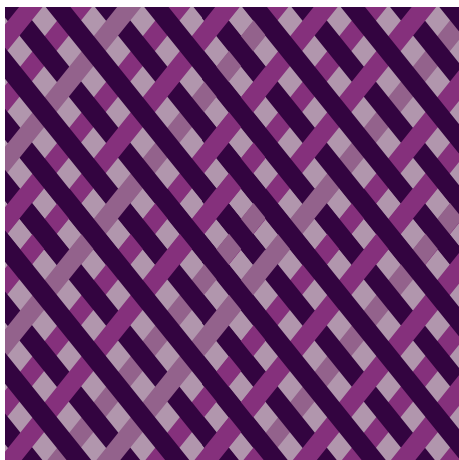
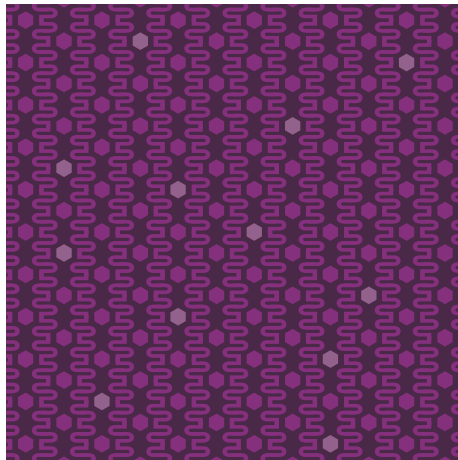
Comprised of 100% White

(Black box represents dark background color)

PMI_WHITE_Logo.eps



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Patterns are ideal for creating contrast against clean white space or imagery/portraiture that is artful and simple. They should be applied sparingly and never exceed more than half of a layout.

Some patterns are also capable of holding type if care is taken to dial in contrast and readability.

Pair the pattern with the 51° angle and color wedge when appropriate.

The patterns are to be used with the corporate logo and colors, and should not be adapted to the secondary colors.

The logo should never be placed over a pattern.



Adobe Jenson Pro - Regular

Gotham Rounded - Medium
Adobe Jenson Pro - Regular
Gotham Rounded - Book

When a secondary logo is used (to represent tier or category TBD) the 51° angle and color wedge should match the logo color and always occupy the bottom right corner of a composition.



Headline: Adobe Jenson Pro
Body: Gotham Rounded - Book





For more information on this campaign,
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