

1.1 PPF LOGO

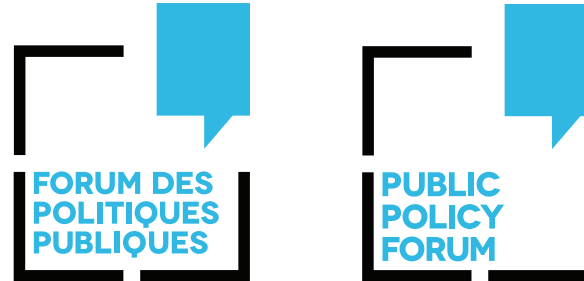
These are the approved brand logos in French and English. The PPF logo should be used in all marketing and corporate materials where applicable.

PMS# 638C/U
R.43 G.183 B.224
C.68% M.6% Y.5% K. 0%
HEX#2BB7E0

COLORS:



BI LINGUAL PREFERRED BRAND LOGO



FRENCH AND ENGLISH SECONDARY BRAND LOGOS



SECONDARY BRAND LOGOS (ACRONYM ONLY)

1.2 PPF LOGO VARIATIONS

Colour variants allow the use of the PPF brand identity in applications where either colours are limited (such as in black and white printing), or design calls for the logo identity to be applied knocked out of a background colour or image.

Use of any variant for any unique design purposes irrespective of colour limitations is not a brand violation. However some effort should be made to use “colour” variant vs. black and white whenever possible. In all cases select a colour variant that creates sufficient contrast between the logo identity and any surrounding colour.



COLOUR



KNOCKED OUT FROM COLOUR BACKGROUND

1.3 LOGO - SPACING & STRUCTURE

The following prescriptions outline the minimum space required around the PPF logo. Exceptions are allowed if the logo is used as a graphic element, but when used as the primary corporate identifier it must have the following minimum spacing and structure.

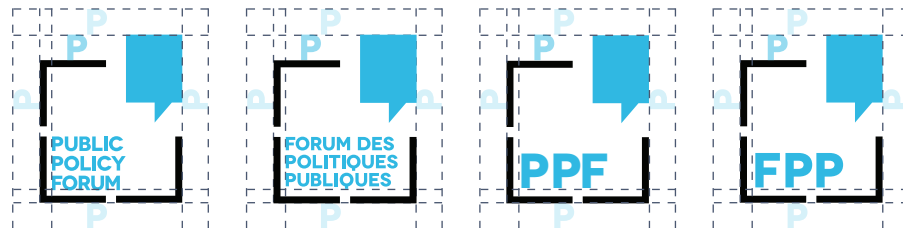
When used at smaller sizes, the logo must not be reproduced smaller than .3937 inches in height.



Minimum Logo Size: Icon Height of = 0.3937 in



Minimum Digital Logo Size: Icon Height of = 30 pt



5.1 TEAM CONTACT INFORMATION

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