



PUBLIC POLICY FORUM

FORUM DES POLITIQUES PUBLIQUES

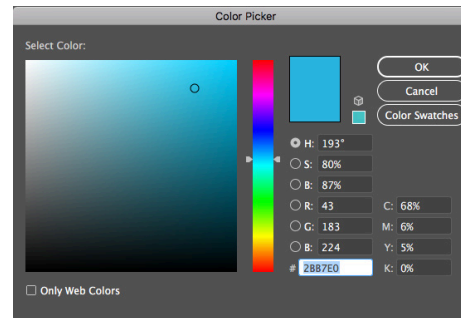
Brand Standards Guide V2.0
October 20, 2017

2.2 BRAND COLOURS

Colour is a critical component of any brand. Ensuring that the PPF logo is always displayed using consistent brand colours helps maintain brand cohesiveness, recognition and fortifies the brand over time.

Substituting either of these primary colours would result in a brand violation.

The secondary brand colour should be used as a design element for communication pieces. The primary logo should never be coloured with anything but the two primary brand colours.

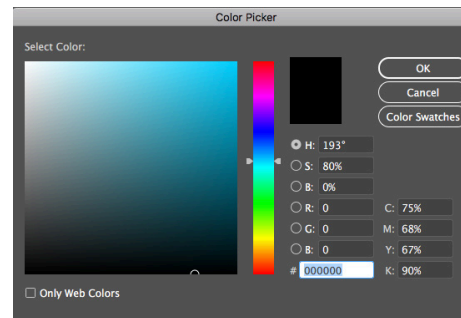


PANTONE: 638 U/C

R 43 G 183 B 224

HEX#2BB7E0

C 68% M 6% Y 5% K 0%



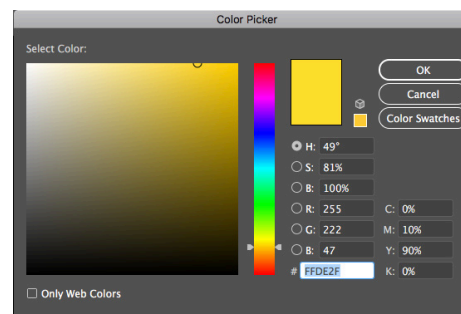
PANTONE:BLACK 6 U/C

R. 0 G. 0 B. 0

HEX#231F20

C 75% M 68% Y 67% K 90%

PRIMARY BRAND COLOURS



PANTONE: YELLOW 114 U/C:

R. 255 G. 222 B. 47

HEX#FFDE2F

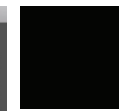
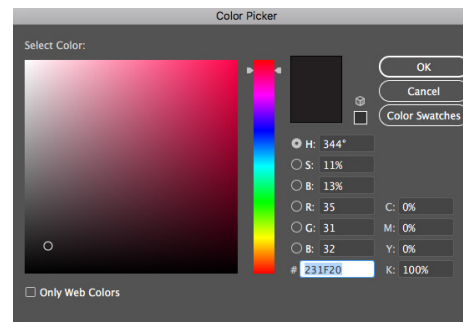
C 0% M 10% Y 90% K 0%

SECONDARY BRAND COLOUR

2.3 COLOUR VARIANTS

In certain printing processes you will have to use a slightly different colour than outlined in our guide. For example when printing on fabric, our rich black might appear muddy or even brown, please adjust to 0%C 0% M 0% K100%

The pantone blue 638's colour breakdown from the preferred brand logo works well in print and digital animation. We recommend using the web colour palette (section 2.4) when designing any headers or type displayed as ASCII text on a website or web application.



SAFE BLACK

R. 35 G. 31 B. 32

HEX#231F20

C 0% M 0% Y 0% K 100%

PRIMARY BRAND COLOUR VARIANT

2.4 WEB COLOUR PALETTE

When developing icons, colour bars, accents, etc. for the PPF website or any digital communication use this colour palette. This will ensure clear legibility across numerous browsers, devices and computer monitors.



WEB SAFE BLUE

R 51 G 153 B 204

HEX#3399CC



WEB SAFE BLUE 2

R 0 G 115 B 171

HEX#0073AB



WEB SAFE GREY 2

R 193 G 193 B 193

HEX#C1C1C1



WEB SAFE BLACK

R 35 G 31 B 32

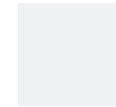
HEX#231F20



WEB SAFE YELLOW

R 253 G 221 B 46

HEX#FFDE2F



WEB SAFE GREY 1

R 239 G 240 B 241

HEX#EFEFEF



WEB SAFE GREY 3

R 117 G 117 B 117

HEX#757575

PRIMARY WEB COLOUR PALETTE