



PERFORMIA LOGO GUIDELINE

October 2015

01 Corporate Color System

Logo Manual

Primary Colors and Codes

All current color codes for company logos

Be sure to set the right color codes before finishing your work. Be aware of the difference on CMYK and RGB. If gradient is needed you should read up on that for your software. As for the color White it is default workspace.

PRIMARY COLORS PERFORMIA & INTERSPEEDIA

Color Code

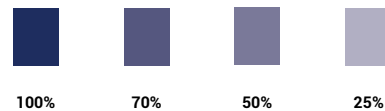
CMYK: 100 91 31 27

PANTONE:

RGB: 30 45 95



Color Tones



Gradient



PRIMARY 1 COLOR GRADIENT

Color Code

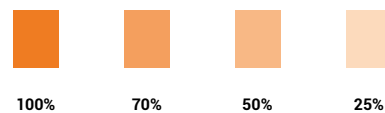
CMYK: 2 63 100 0

PANTONE:

RGB: 241 124 7



Color Tones



Gradient



PRIMARY 2 COLOR GRADIENT

Logo Manual

EXELECT LOGO COLORS

There are two blue colors. What to use at this time should be the darker on the bottom of this page.

You will be informed if that changes.

Color Code

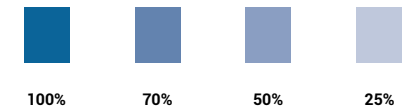
CMYK: 93 61 17 2

PANTONE:

RGB: 16 99 153



Color Tones



Gradient



PRIMARY 1 COLOR GRADIENT

Color Code

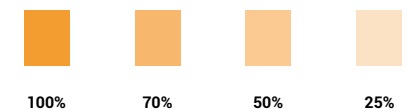
CMYK: 2 45 92 0

PANTONE:

RGB: 244 155 47



Color Tones



Gradient



PRIMARY 2 COLOR GRADIENT

Color Code

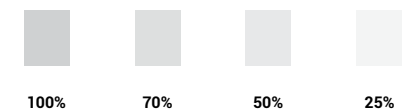
CMYK: 18 13 13 0

PANTONE:

RGB: 206 209 211



Color Tones



Gradient



PRIMARY 2 COLOR GRADIENT

Color Code

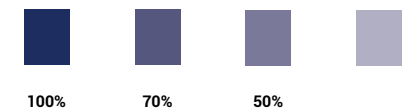
CMYK: 100 91 31 27

PANTONE:

RGB: 30 45 95



Color Tones



Gradient



PRIMARY 2 COLOR GRADIENT

02 Performia Typography

Fonts and Typography

The logo is a modified Copperplate Gothic Bold font for Performia. Dont edit.

For the taglines in the Performia logo it Gill Sans

FONTS

Primary Fonts: Gill Sans MT

Can be downloaded from the web <http://fontsforweb.com/font/show?id=1416> if you dont have it. Its a microsoft developed font and is included in their office software.

Bold **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

Regular **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

Figures **1 2 3 4 5 6 7 8 9 0**

Special Character	!	“	§	\$	%	&	/	(	)	=	?	`	;	:
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CONTEXT TEXT AND
INNER HEADLINE

Caption Text

BUILD YOUR TEAM-
-
gill Sans MT Regular
Type: 7 pt / Leading: 8.4 pt

Body Text

BUILD YOUR TEAM
-
Gill Sans MT Regular
Type: 10 pt / Leading: 16 pt

Headline Section

BUILD YOUR TEAM
-
Gill Sans MT Bold
Type: 12 pt / Leading: 14.4 pt

TITLE

Big Title

BUILD YOUR TEAM
-
Gill Sans MT Bold
Type: 20 pt / Leading:
24 pt

BUILD YOUR TEAM

PERFORMIA