LOGO GUIDELINES

May 2017

PRAMAC

Pramac Identity

PRAMAC represents a solid industrial reality, covering all aspects of production from manufacturing to commercialization.
Its strong international presence has been consolidated during the years both in the generators and material handling sectors, operating through a wide distribution network and providing a global coverage even in the most demanding markets.

Brand Business Strategy. The brand policy plays an important role within the business strategy: Pramac identity should be a core value, a clear signature and a promise of quality and uniqueness.

Brand Awareness. The importance of presenting a unified worldwide brand identity is crucial for Pramac. If properly used, the brand shall give a message of clarity and confidence, guiding the organizational behaviour, evoking positive responses from the customers and boosting the marketing and sales efforts.

Brand Partnership. A more consistent Pramac identity means a better positioning in the market; that is why not only the Pramac team, but also its strategic partners, dealers, wholesalers and contractors should carefully follow these guidelines, based on simple rules but thought for sharing a common vision so as to gain the best return in terms of recognition and brand awareness.

LOGO
GUIDELINES

BASIC ELEMENTS

PRAMAC

COLOUR CODE

Pantone 485 C

Pantone references:
485 Coated

CMYK references:
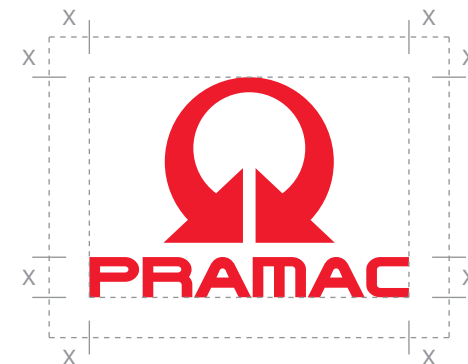**C:0 - M:100 - Y:91 - K:0**

RGB references ***:**
R:192 - G:0 - B:0

* For web use only

PROTECTED AREA

The Pramac logotype stays within an imaginary protected area, as indicated by the dotted lines.
When correctly observed, the protected area or exclusion zone helps protecting the logotype from being encroached upon other elements such as text, images or the edge of the page.

MINIMUM SIZE

The logotype will maintain clarity and definition at the minimum size of 20 mm. It should not be reproduced below this minimum size.

20 mm

CORPORATE BRANDING GUIDELINES

LINE VERSION

For use in limited print quality situations
eg. franking mark, foil blocking, metallic ink etc.

SPECIAL CASE

When Pramac logo cannot be reproduced in its own red colour, it must be in white colour.
On black background, it can be reproduced in white or in Pramac red colours.

RED COLOUR VERSION

For most of the corporate applications, the Pramac logotype should appear on a white
or pale background which does not clash with the corporate colour.

HORIZONTAL VERSION

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DIMENSIONS

Do Not rearrange or move the symbol in any shape or form.

Do Not change the measurement relation.
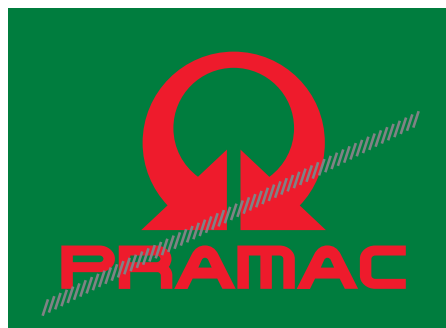
COLOURS

Do Not change the colour assignment.

Do Not reproduce the logotype in no corporate colours.

BACKGROUND

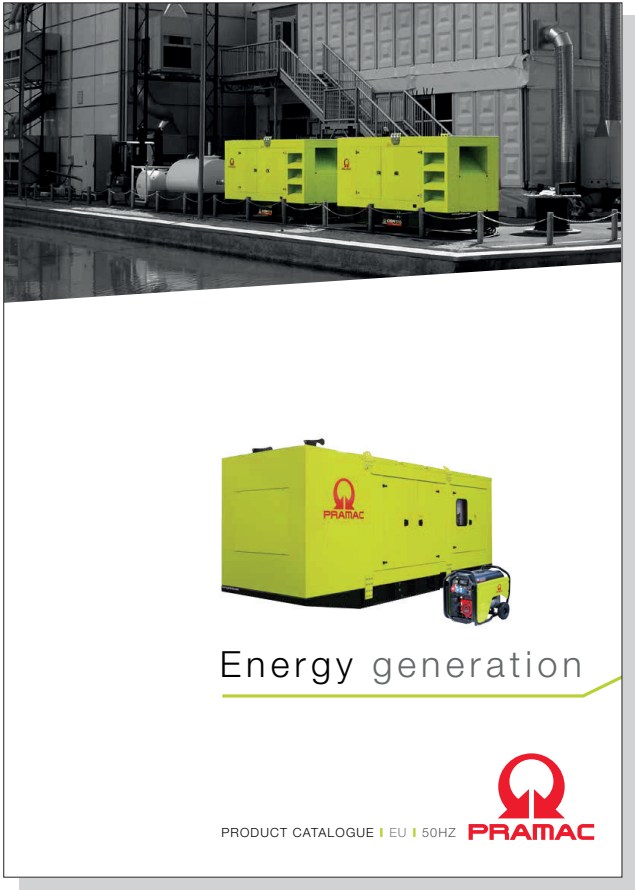**Do Not** reproduce the logotype in its colour on a dark coloured background.

Do Not apply to or reserve out the logotype on a complicated photographic background.

Do Not reproduce the logotype with a white lined edge.

CORPORATE BRANDING GUIDELINES

Energy generation

PRODUCT CATALOGUE I EU I 50HZ **PRAMAC**

FAMILY COLOUR CODE

Pantone 382 C

Pantone references:
382 Coated

CMYK references:
C:32 - M:3 - Y:98 - K:0

RGB references:
R:192 - G:206 - B:10

Pantone Black

Pantone references:
Black

CMYK references:
C:0 - M:0- Y:0 - K:100

RGB references:
R:0 - G:0 - B:0

FAMILY FONTS

Helvetica Neue 45 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue 65 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue 55 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

CORPORATE BRANDING GUIDELINES

05 Logo placement on product brochures

When designing new marketing materials try to keep PRAMAC logo in the lower right-hand side of the cover design.
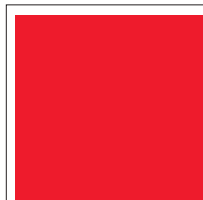This reinforces a consistent brand image both to our customers and partners.

The **GRW** Series
Designed for rental business

POWER FOR RENT

GRW 210

PRAMAC

Portable Range
Power Equipment

S 5000

PRAMAC

ROW I 50HZ   PRAMAC

Energy generation

PRODUCT CATALOGUE I EU I 50HZ   PRAMAC

FLYER   **BROCHURE**   **GENERAL CATALOGUE**

PRAMAC

A. Pramac logo

B. Products

COLOUR CODE

**Pantone
485 C**

CMYK references:
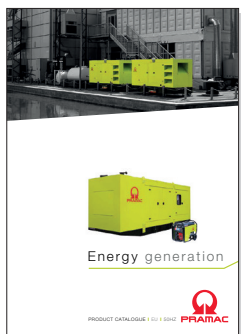**C:0 - M:100 - Y:91 - K:0**

RGB references ***:**
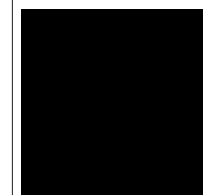**R:192 - G:0 - B:0**

A.

* For web use only

**Pantone
382 C**

CMYK references:
C:32 - M:3 - Y:98 - K:0

RGB references:
R:192 - G:206 - B:10

**Pantone
Black**

CMYK references:
C:0 - M:0 - Y:0 - K:100

RGB references:
R:0 - G:0 - B:0

B.

CORPORATE BRANDING GUIDELINES

www.pramac.com

PRAMAC