



PPS
PACESETTER
PERSONNEL SERVICES

PPS Logo Kit
Guidelines for Usage

September 8, 2010

ORIENTATION PREFERENCES:

MAIN



MAIN ** Preferred Logo **
Horizontal orientation. Square behind rings.

SECONDARY

For use when space is limited or dimensions require.



STACKED
Stacked orientation for
square-shaped canvases.



PPS ONLY
For use only when space is limited
(i.e. door signage).

ALTERNATE

Limited use. Same as Secondary but without square behind rings.



STACKED - RINGS
Stacked orientation for
square-shaped canvases.



PPS ONLY - RINGS
For use only when space is limited
(i.e. door signage).

COLOR PREFERENCES:



FULL COLOR - 1ST CHOICE
CMYK Color Values
Effects achieved with gradients (not possible with PMS)



SHADED PMS 3 COLOR - 2ND CHOICE
Pantone Color Values
Effects removed.
Shades of gray achieved with Process Black opacity.



2 COLOR BLUE & DARK GRAY
Pantone Color Values
Preferred 2 color values.

ADDITIONAL INFORMATION:

PMS VALUES:

Pantone 200 U (Red)
Pantone 293 U (Blue)
Pantone Process Black U (Grays)

FONT:

Bank Gothic Medium

PREFERENCE: MAIN
ORIENTATION: MAIN

FULL COLOR



FULL COLOR

***Preferred**

main_full_color.eps
main_full_color.pdf
main_full_color.jpg
main_full_color.gif
main_full_color.png

SHAPE / CANVAS:
long rectangular

(ACTUAL PROPORTIONS SHOWN)

ONE COLOR



BLACK

main_1color_black.eps
main_1color_black.pdf



BLUE

main_1color_blue.eps
main_1color_blue.pdf



DARK GRAY

main_1color_dk_gray.eps
main_1color_dk_gray.pdf



RED

main_1color_red.eps
main_1color_red.pdf

TWO COLOR



BLUE & DARK GRAY

***Preferred 2 Color**

main_2color_blue_dk_gray.eps
main_2color_blue_dk_gray.pdf



RED & DARK GRAY

Available Upon Request
main_2color_red_dk_gray.eps
main_2color_red_dk_gray.pdf

THREE COLOR



SHADED / SCREENS

***Preferred 3 Color**

Grays are all Process Black. Shades are created with screens or opacity.
main_3color_shaded.eps
main_3color_shaded.pdf



DARK GRAY, RED & BLUE

main_3color.eps
main_3color.pdf

PREFERENCE: SECONDARY
ORIENTATION: STACKED

FULL COLOR



FULL COLOR

***Preferred**

stacked_square_full_color.eps
stacked_square_full_color.pdf
stacked_square_full_color.jpg
stacked_square_full_color.gif
stacked_square_full_color.png

SHAPE / CANVAS:
square

(ACTUAL
PROPORTIONS
SHOWN)

ONE COLOR



BLACK

stacked_square_1color_black.eps
stacked_square_1color_black.pdf



DARK GRAY

stacked_square_1color_dk_gray.eps
stacked_square_1color_dk_gray.pdf



BLUE

stacked_square_1color_blue.eps
stacked_square_1color_blue.pdf



RED

stacked_square_1color_red.eps
stacked_square_1color_red.pdf

TWO COLOR



BLUE & DARK GRAY

***Preferred 2 Color**

stacked_square_2color_blue_dk_gray.eps
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RED & DARK GRAY

Available Upon Request

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THREE COLOR



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DARK GRAY, RED & BLUE

stacked_square_3color.eps
stacked_square_3color.pdf

PREFERENCE: SECONDARY
ORIENTATION: PPS ONLY

FULL COLOR



FULL COLOR
pps_square_full_color.eps
pps_square_full_color.pdf

SHAPE / CANVAS:
long rectangle

(ACTUAL PROPORTIONS SHOWN)

ONE COLOR



BLACK
pps_square_1color_black.eps
pps_square_1color_black.pdf



BLUE
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pps_square_1color_blue.pdf



DARK GRAY
pps_square_1color_dk_gray.eps
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RED
pps_square_1color_red.eps
pps_square_1color_red.pdf

TWO COLOR



BLUE & DARK GRAY
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Available Upon Request
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THREE COLOR



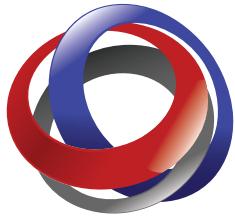
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pps_square_3color_shaded.pdf



DARK GRAY, RED & BLUE
pps_square_3color.eps
pps_square_3color.pdf

PREFERENCE: ALTERNATE
ORIENTATION: STACKED - Rings

FULL COLOR



PPS
PACESETTER
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FULL COLOR

***Preferred**

stacked_rings_full_color.eps
stacked_rings_full_color.pdf
stacked_rings_full_color.jpg
stacked_rings_full_color.gif
stacked_rings_full_color.png

SHAPE / CANVAS:
square

(ACTUAL PROPORTIONS
SHOWN)

ONE COLOR



PPS
PACESETTER
PERSONNEL SERVICES

BLACK

stacked_rings_1color_black.eps
stacked_rings_1color_black.pdf



PPS
PACESETTER
PERSONNEL SERVICES

DARK GRAY

stacked_rings_1color_dk_gray.eps
stacked_rings_1color_dk_gray.pdf



PPS
PACESETTER
PERSONNEL SERVICES

BLUE

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stacked_rings_1color_blue.pdf



PPS
PACESETTER
PERSONNEL SERVICES

RED

stacked_rings_1color_red.eps
stacked_rings_1color_red.pdf

TWO COLOR



PPS
PACESETTER
PERSONNEL SERVICES

BLUE & DARK GRAY

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PPS
PACESETTER
PERSONNEL SERVICES

RED & DARK GRAY

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THREE COLOR



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DARK GRAY, RED & BLUE

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PREFERENCE: ALTERNATE
ORIENTATION: PPS ONLY - Rings

FULL COLOR



FULL COLOR
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SHAPE / CANVAS:
long rectangle

(ACTUAL PROPORTIONS SHOWN)

ONE COLOR



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TWO COLOR



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