BRAND IDENTITY SYSTEM

PESA
PETROLEUM EQUIPMENT
& SERVICES ASSOCIATION

Logo Guidelines

The PESA logo consists of the drill pipe (or "swirl"), the abbreviation PESA, and the name - Petroleum Equipment & Services Assocation.

This logo configuration must be used across most marketing communications, except on internal-facing materials or in small applications where a digital logo is too small for readability. In those cases, an alternate logo may be used; however, marketing should approve the logo prior to use.

The logo should not be altered in any way. Do not add text above or below the logo. Do not change the colors of the logo or modify the space between any of the elements. Do not place a shadow behind the logo.

CLEAR SPACE
Clear space is an area surround the logo that is free from other graphics or text. It plays an essential role in ensuring the logo is easy to recognize across communications. To ensure the PESA logo has consistent legibility and prominence, an area of clear space equal to the large P in PESA should be maintained.
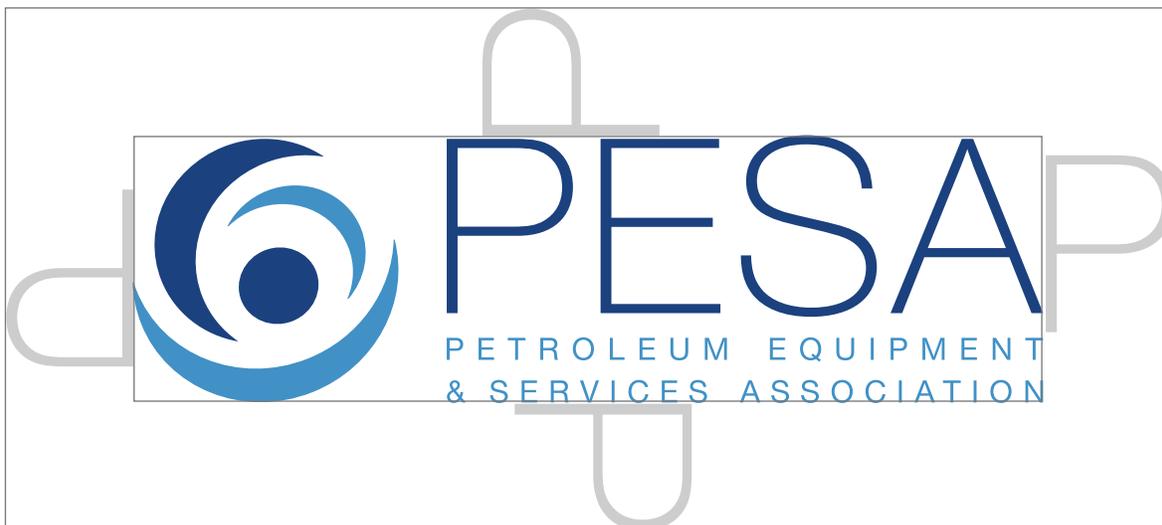
MINIMUM LOGO SIZE AND SCALING
The PESA logo must be sized large enough to be easily read in every application. In print, it should be no smaller than one inch. Additionally, it must be scaled properly. If you are adjusting the logo in Word or Powerpoint, press the shift key while you are resizing in order to maintain scale.

COLOR VARIATIONS

Consistency and repetition is key for branding, and diluting the logo with color variations decreases its effectiveness. The only approved color variation is white for placement on a dark background.

"SWIRL" GUIDELINES

The PESA swirl may be used as a design element or accent. It may be used in the two PESA colors or as white on a dark background. The symbol must never be used in grayscale or any other colors, although you can reduce the opacity to 20% at most. Do not place a shadow on the symbol.

INCORRECT USAGE

Color Palette & Fonts

COLOR SPECIFICATIONS

The color specifications shown here must be consistently followed in order to maintain our visual brand identity. Do not introduce additional colors to the following and use color sparingly.

Primary	Primary	Secondary	Secondary	Secondary
CMYK 100, 69, 0, 12	**CMYK** 73, 42, 4, 0	**CMYK** 11, 5, 0, 91	**CMYK** 0, 0, 0, 65	**CMYK** 0, 0, 0, 9
RGB 0, 83, 155	**RGB** 62, 145, 199	**RGB** 52, 54, 60	**RGB** 119, 120, 123	**RGB** 233, 233, 234
HEXADECIMAL #00529B	**HEXADECIMAL** #3D90C7	**HEXADECIMAL** #33353B #34363C	**HEXADECIMAL** #76787A	**HEXADECIMAL** #E8E9EA

TYPOGRAPHY

Our two fonts are Avenir Light Standard (body copy) and Nimbus Sans Novus (headlines/titles). These fonts are only to be used in print materials and documents that will be saved as a PDF. Each font family has several versions, so you should never bold or italicize the font.

Avenir Light Standard 35 Light
Avenir Light Standard 35 Oblique
Avenir Light Standard 55 Roman
Avenir Light Standard 65 Medium
Avenir Light Standard 95 Black

Avenir Light
Avenir Book
Avenir Medium
Avenir Black

Nimbus Sans Novus Light
Nimbus Sans Novus Semi Bold
Nimbus Sans Novus Bold

For electronic communications, such as email, Calibri is the preferred font.