

Primary logo

A corporate logo is an invaluable asset for creating and enhancing corporate identity. Permian Basin Area Foundation logo is highly flexible, but to ensure brand recognition, certain standards must be carefully guarded. This guide outlines the strict requirements to be followed when displaying the logo.

Any deviation from the standards established here must be authorized in advance. The logotype has been designed for use in various sizes. If changing the size of the logo, all elements should be enlarged or reduced in exact proportion. Never make the symbol bigger or smaller in relation to the typography, or make the type bigger or smaller in relation to the symbol.

Permian Basin Area Foundation primary logo incorporates the tree as a symbol of growth, prosperity and strength. The symbol and words in the logo function as a visual image. The tree may never appear alone without the words. The words may never be substituted, manipulated, stretched, squeezed, represented in another font, or re-created in any way.



Alternate logos

Permian Basin Area Foundation alternate logos use the words without the accompanying tree symbol. The alternate logo is a practical option when the logo needs to be small or horizontal.



Colors

In an effort to maintain the integrity of the color logo and remain visually consistent, these colors are never to be substituted. Consistent application will help achieve maximum impact every time.

Because the logo will appear in different media, which reproduce color differently, several color formulas are approved for use.

Green:

PMS 349

CMYK: 93/33/92/25

RGB: 0/105/62

Hex: 00693e



Blue:

CMYK: 59/40/12/42

RGB: 74/92/121

Hex: 4a5c79



Font

An organization's overall image benefits from consistent use of specific fonts for most print or visual materials. Type styles chosen for general correspondence, e-mails, website copy, brochures, newsletters, ads and the like should be consistent. The following selection of fonts has been chosen for Permian Basin Area Foundation's graphic identity: Book Antiqua and Cambria for printed materials, and Verdana for electronic use.

Dos and Don'ts Tips

- Do use only one logo per page.
- Do leave ample white space around the logo.
- Avoid crowding.
- Don't stretch, condense, or manipulate the logo in any way.
- Don't alter the proportions or placement of the tree symbol and the logotype.
- Don't change the font used in the logotype.
- Don't place a color logo on a color background.
- Do use only the standard recommended colors behind the reversed (all white) logo.
- Don't place the logo on a textured background that compromises its clarity.
- Do use Permian Basin Area Foundation or the Foundation. Do not use The Permian Basin Area Foundation or The Foundation.