

# Logo Usage

## About:

The PCSC logo is a custom font 4 letter acronym. An abbreviation from the company's original full name of Proprietary Controls Systems Corporation. Today, the company is known simply as PCSC. No font should substitute for the logo, that is when a logo is required. The company name in standard text usage should be typed as all caps "PCSC" in the same font as the body copy of the inherent document. It should not be italicized, boldened or increased in size over the body text size. The usage in this paragraph is a correct sample.

## Black & White:

The PCSC logo can be black on white or a light colored background. It can also be white on a black or dark colored background. Do not place the logo in a box.



## Logo Color (blue):

RGB = Red: 0, Green: 40, Blue: 85

CMYK = Cyan: 100, Magenta: 84, Yellow: 36, Key: 39

Preferred Pantone = 295 or 2758 U

Alternative Colors: Reflex Blue, Navy Blue, Royal Blue

## Scale:

Always scale the PCSC logo proportionally. Do not distort the height or width. Do not rotate the logo to any degree. The PCSC logo should always appear horizontal. Always use a high resolution or vector version of the logo. Do not allow pixelization or blurriness to occur.



The width of the P's stem at any scale should be equal to the white or negative space around the logo.



## Background & Surroundings:

Avoid placing the logo over a non solid background, ie; a photograph. Always maintain white space or negative space around the logo as shown above. Do not place the logo within a box.

## Size:

Do not scale the PCSC logo below 1/2 inch in width on printed documents. For online usage, never scale below 36 pixels wide.

## Modifications:

Keep it simple. Do not add or take away elements from the existing logo.