

PCA brand guidelines

THE LOGO

The PCA logo should only be used as presented here. Do not alter this configuration. It should not be used smaller than 1.25"/90 px wide.

You can also use the configuration of logo + tagline. Do not alter this configuration. It should not be used smaller than 2"/145 px wide.

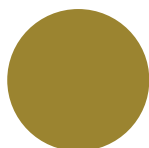


THE COLORS

The PCA color palette contains a mix of bright and muted colors to be playful but also can translate more seriously when needed.



Commonwealth Navy
PMS 541
C100 M88 Y22 K8
R35 G61 B124
#233D7C



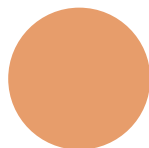
Statuesque Bronze
PMS 112
C38 M40 Y100 K10
R156 G131 B17
#9C8311



Supplemental Orange
PMS 7579
C7 M80 Y100 K0
R224 G89 B42
#E0592A



Supplemental Blue
PMS 7699
C84 M54 Y35 K12
R51 G100 B126
#33647E



Supplemental Peach
PMS 472
C8 M43 Y62 K0
R230 G158 B109
#E69E6D



Basic Black
C0 M0 Y0 K100
R0 G0 B0
#000000

THE FONTS

PCA uses 2 main fonts: The IvyPresto Display family (Adobe Typekit) for things like headlines, subheads, pull quotes, and the Montserrat family (Google) for things like body copy, subheads and captions.

IvyPresto Display

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Montserrat

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789