

CREATIVE | Pace Industries Logo

Logo Specifications:

Our logo is the most visible and obvious sign of our brand. When using our logo it's important that you:

- * Never redraw or alter the logo. Doing so weakens our identity
- * Use authorized artwork only

Clear space:

When placing our logo leave a 1/4" clear space around logo.



Logo fonts:

PACE - All Caps, Helvetica Neue, italics
INDUSTRIES - All Caps, Geneva



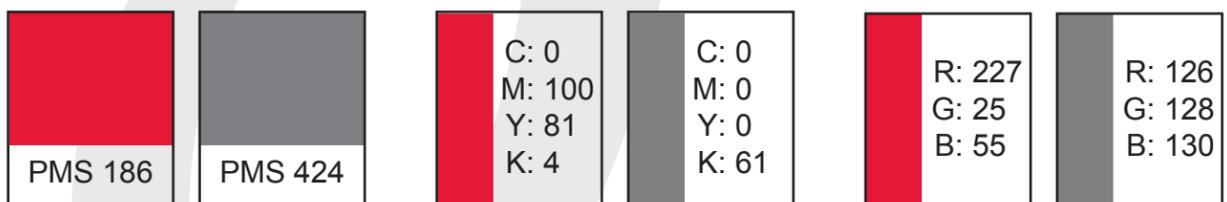
Minimum size:

The minimum size for our logo is 1".



Color palette:

When the logo appears on a white background, use our primary, authorized Pace Industries color logo.



When the logo appears on a colored background or on black the logo may be produced in black, PMS 186 Red, or reverse out to white. In special circumstances, the logo may be produced in other solid colors. To produce the logo in a different solid color, you must receive written consent from the VP or Director of Marketing.



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Division Logos & Fonts:

PACE - All Caps, Helvetica Neue, italics
INDUSTRIES - All Caps, Geneva
DIVISION NAME - All Caps, Arial



The Division Name:

The Division name portion of the logo may not be used alone under any circumstances.



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Logo Alteration Rules:



Our Mark:

- * May not be cropped
- * May not be overlapped
- * May not be altered in color, other than specified in this style guide
- * Segments may not be altered in size relative to each other

Our logo has 2-3 main segments:

Our Tradename:



The "Echoes":



The Division Name (when referencing a division):



Our Tradename:

The Tradename portion of the logo may not be used alone under any circumstances; it must always be accompanied by the echoes.



The "Echoes":

Use alone:

The echoes may be used alone only when the full mark is present and visible on the item. The full mark might not be visible when the echoes are, but it must be on the item in a visible location.

For example: a golf shirt may feature only the echoes on its chest when the full logo is present on the arm.

Another example is the Pace business card. It features only the echoes on the back of the card, however, the full mark is visible on the front of the card.



Cropping:

The echoes may be cropped, but the entire, full mark must be present on the item.

Cropping example when the full mark is present:



Overlap:

The echoes may be overlapped as long as they remain clearly recognizable. Similar to the background of this page.

Separating the Echoes:

The echoes may only be separated after receiving written consent from the Pace VP of Marketing or Director of Marketing.

The Division Name:

The Division name portion of the logo may not be used alone under any circumstances; it must always be accompanied by the entire mark.



If you have any questions that are not answered in this style guide, please contact John Scott Bull, Director of Marketing at 479.973.2163 or john.bull@paceind.com.