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
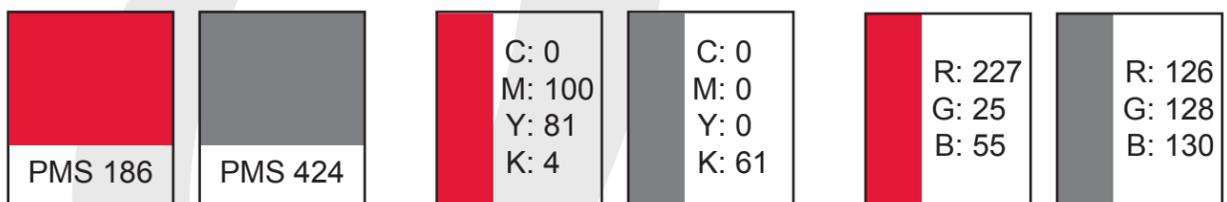INDUSTRIES - All Caps, Geneva

Minimum size:

The minimum size for our logo is 1".

Color pallette:

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

| PMS 186 | PMS 424 | C: 0 M: 100 Y: 81 K: 4 | C: 0 M: 0 Y: 0 K: 61 | R: 227 G: 25 B: 55 | R: 126 G: 128 B: 130 |

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.

CREATIVE | Pace Industries Logo

Division Logos & Fonts:

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

PACE INDUSTRIES
CHIHUAHUA DIVISION

PACE INDUSTRIES
PRODUCT TECH DIVISION

PACE INDUSTRIES
AIRO DIVISION

PACE INDUSTRIES
GRAFTON DIVISION

PACE INDUSTRIES
SATILLO DIVISION

PACE INDUSTRIES
B&C DIVISION

PACE INDUSTRIES
HARRISON DIVISION

PACE INDUSTRIES
ST. PAUL DIVISION

PACE INDUSTRIES
CAMBRIDGE DIVISION

PACE INDUSTRIES
PORT CITY GROUP

The Division Name:

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

HARRISON DIVISION

JEL
JELFINISHING.COM

PATTERSON
MOLD AND TOOL DIVISION

M

CREATIVE | Pace Industries Logo

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):

AIRO 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.

NO

YES

YES

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 Wisdom, Director of Marketing at 479.973.2164 or john.wisdom@paceind.com.
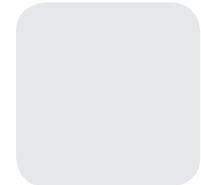
Color Palette

Communicating our brand goes well beyond adding a logo. Each component of our visual identity works together to create memorable consistency.

Our colors help communicate our brand, even when the logo may not be present. Red is our primary color, used in our logo as well as the primary headline color across corporate collateral.

When a clear differentiation between types of communication is needed, use our secondary color palettes. For internal marketing & general communication, such as events, notices or merchandising, use the secondary red and gray. For health & safety communications, use secondary purple. For environmental communications, use secondary green. For human resources communications, use secondary yellow.

primary

secondary

Pantone 186
___
E21836

Pantone 424
___
707372

Pantone 1797
___
CC3433

Pantone Cool Gray 4
___
BCBDC0

Pantone 526
___
673694

Pantone 7495
___
989A37

Pantone 1375
___
F8981C

Color Principles

Contrast is important. White on Red is better than dark.

Warm & Cool colors don't get along. (they vibrate)

Use Color to create hierarchy. (what should they look at first?)

Too much of a **good thing is a bad thing.**

In general, use light backgrounds.

Be consistent.

Icon Usage

At Pace, we play an integral part in a wide array of industries and from time to time communication about those industries will make it's way to our team, clients, and beyond. For these communications, such as presentations, we've developed a system of icons to be used when referencing these industries. They need only be placed discreetly on the page and are not to be used as a logo or in place of or in addition to the Pace Industries logo.

Using these icons can effectively keep your audience clued into the industry that you are referencing or presenting on. At first mention, the icons are to be used with their respective ribbon as seen here to the right of the icon. After the first mention however, the icons can be used with or without their ribbon.

AUTOMOTIVE

RECREATION

MEDICAL

AEROSPACE

INSTRUMENTATION

DEFENSE