



CORPORATE DESIGN GUIDE

PCE INSTRUMENTS

CORPORATE DESIGN GUIDE

This Corporate Design Guide defines the framework for the corporate design of PCE Instruments. Based on this document, the company and its service providers can develop media with a clear recognition value.

It all starts with the basics. These are listed here under the categories of logo, colour scheme, typography and design elements.

The Corporate Design Guide will be gradually expanded and supplemented with application examples and specifications in the relevant chapters.

This enables us to ensure the continuity of corporate design at all levels.

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LOGO

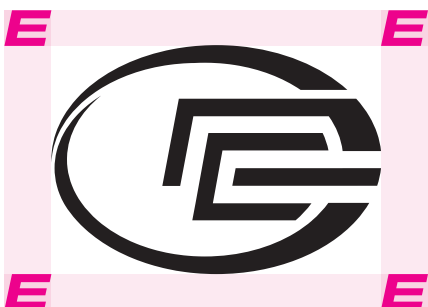
WORD/IMAGE MARK



The PCE Instruments logo is composed of an image mark (ellipse icon) and a word mark (PCE Instruments). It can be used either as a composite unit or as an image mark only. In any case (and in any variation of the logo), the logo's protective spaces shown here must be respected.

PROTECTIVE SPACE

The protective space applies to all four sides and results from the height and width of the letter "E" in the lettering "INSTRUMENTS". The protective space ensures that there is always sufficient space around the logo or the image mark. This means that it cannot be cut into or changed.



LOGO VARIANTS

The logo can be used as a full word/image mark in four different variants.
The respective variants are listed here.

Word/image mark variants



Logo coloured, background: C=0 M=0 Y=0 K=0



Logo negative-coloured, background: C=100 M=76 Y=29 K=14

Ordinary uses on **white or light-coloured backgrounds** with a **K value (brightness)** of up to **40 (%)**

Special uses on **dark backgrounds** with a **K-value (brightness)** of over **40 (%)**



Background: C=0 M=0 Y=0 K=10



Background: C=0 M=0 Y=0 K=50

Used for **black and white requirements with a light background**

Used for **black and white requirements with dark backgrounds**



Logo Black



Logo Negative

USE EXAMPLE

The logo can be used both as a word/image mark and as a stand-alone image mark. However, the image mark should only be used in a clear context: the company name “PCE Instruments” must be in direct proximity to it.

Where is the image mark used, for example?



01

01

As an icon on small product elements

02

As a supplementary design element in various media

03

As a profile image on social media



03

02

Steckbrief

Hersteller und Lieferant im Bereich der Mess-, Regel-, Labor- und Wägetechnik

Beiträge

Filter

PCE Deutschland GmbH

INCORRECT USE

The logo must be used only in the predefined logo variants and use options. The uses listed below do not comply with our corporate design and should be avoided.



Transparent



Distorted



Mirrored



Rotated



With drop shadow



Recoloured



With a changed word mark



Coloured version on coloured background



Negative version on light background

COLOUR SCHEME

COLOUR SCHEME

PRIMARY COLOURS

The PCE Instruments colour scheme is divided into primary and secondary colours. The primary colours are **brand-forming** and are derived from the logo.



Blue

CMYK 100 76 29 14

RGB 15 65 113

#0f4171

RAL Gentian Blue 5010

PANTONE 295 C



Orange

CMYK 0 37 93 0

RGB 248 173 21

#f8ad15

RAL Signal Yellow 1003

PANTONE 137 C



Dark Grey

CMYK 68 58 55 63

RGB 55 55 55

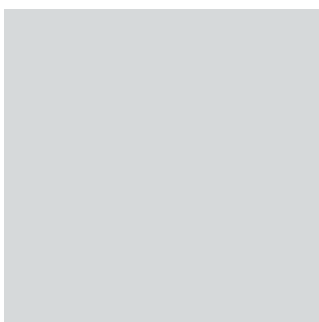
#373737

RAL Signal Black 9004

PANTONE 419 C

SECONDARY COLOUR

The secondary colour complements the primary colours. It is used supportively without competing with the primary colours, which are themselves intense.



Light Grey

15 % Opacity of Dark Grey

CMYK 15 10 10 0

RGB 225 225 225

#e1e1e1

RAL Telegrey 7047



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