

PKI Solutions Brand Guidelines

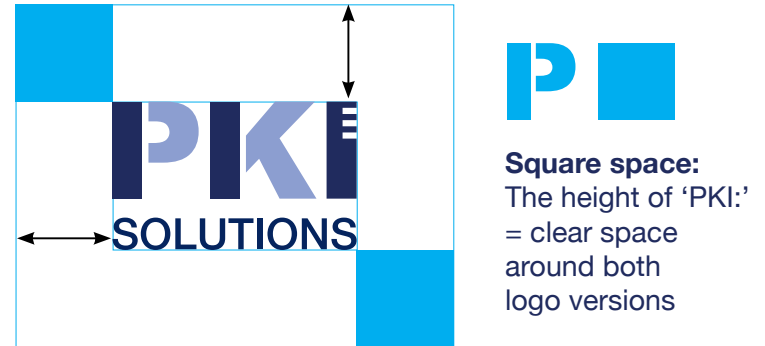
Master logo versions

Full Color: Horizontal & Vertical



Logo use

Clear logo space:



Single Color: Horizontal & Vertical

PKI dark blue



PKI light blue



Black



White/reverse



Color and background:



Dark blue
C - 100 R - 32
M - 93 G - 43
Y - 31 B - 94
K - 27

HEX - 1f2b5e



Light blue
C - 45 R - 140
M - 33 G - 158
Y - 0 B - 208
K - 0

HEX - 8d9ed1

Using the logo on a background:

Stick to the corporate blue colors where possible. Use the white/reverse logo version on a dark background, and the dark blue version (or black) on a very light background.



Font use:
Helvetica Neu

Do not distort the logo
in any way!

Black
Medium
Regular
Light



Avoid low contrast or confusing backgrounds.

