

PRI PRODUCTIONS LOGO SLICK

COLOR GUIDE

Primary Mark with Logotype



Primary Mark



Secondary Mark (Trademark)



COLOR GUIDE FOR DARK FIELD

Primary Mark with Logotype



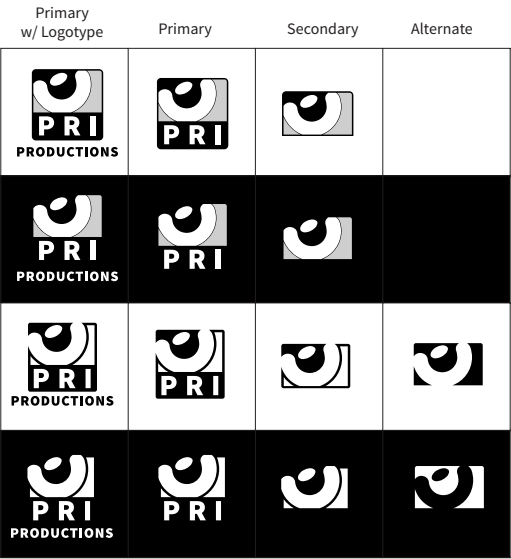
Secondary Mark



Colors	Pantone	CMYK	RGB	Greyscale	HTML (HEX)
Black	PMS Process Black C	70/50/50/100	0/0/0	100%	000000
PRI Yellow	PMS 116 C	0/15/94/0	215/162/42	19%	FFD420
White	no ink	0/0/0/0	255/255/255	0%	FFFFFF

GRAYSCALE/ONE-COLOR GUIDE

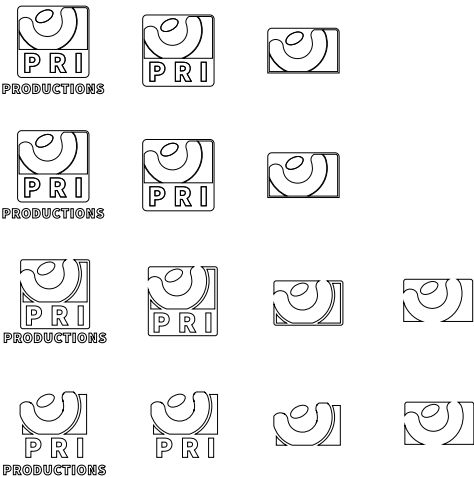
Grayscale Logos



One-Color Logos

MECHANICAL ART

For use as reproduction art. Some logos consist of only a white fill visibility against a dark background. The keyline does not print.



One-Color Logos

The differences between black and white one-color logos can be seen in the mechanical art.

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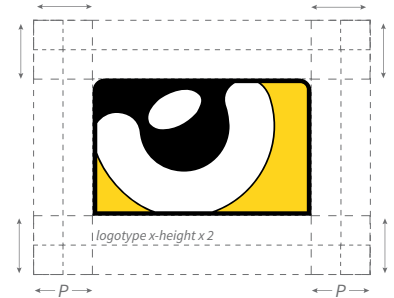
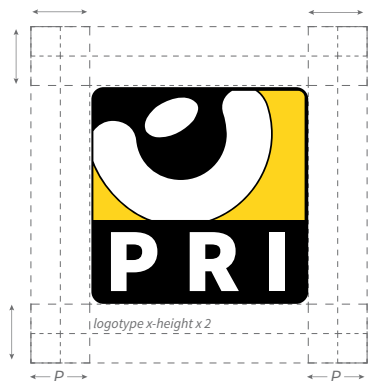
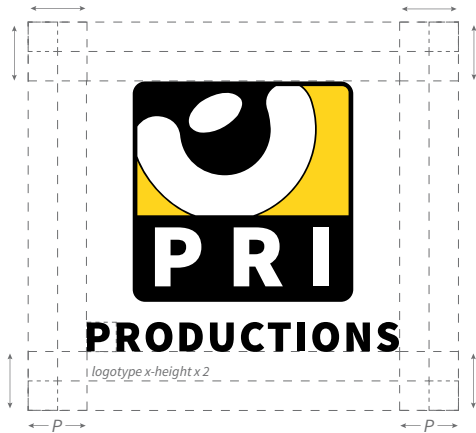
FIELD VALUE GUIDE

Logotype color shifts from black to white when the background field value is greater than 30%

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	0%
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	0%
100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	0%

PROTECTED AREA

Protected area around logo variations ensure that no other graphics elements interfere with its distinction and clarity. Protected area is equivalent to the 2x the x-height of the logotype – illustrated by 'P'



PROPER USAGE GUIDELINES

Specific usage standards have been established to ensure that each logo variation correctly portrays the branded identity of PRI Productions. Whenever possible, these standards should be applied to maintain the integrity of our brand. The following examples illustrate common application errors.



Logo is to remain Horizontally aligned.
A 10° tilt nor any degree of tilt is acceptable.



Logo may not be recolored in any way other than those specified in this logo slick.



Logo should not be distorted, stretched, modified or scaled out of proportion.



Logo elements are not to be separated or removed from provided artwork.