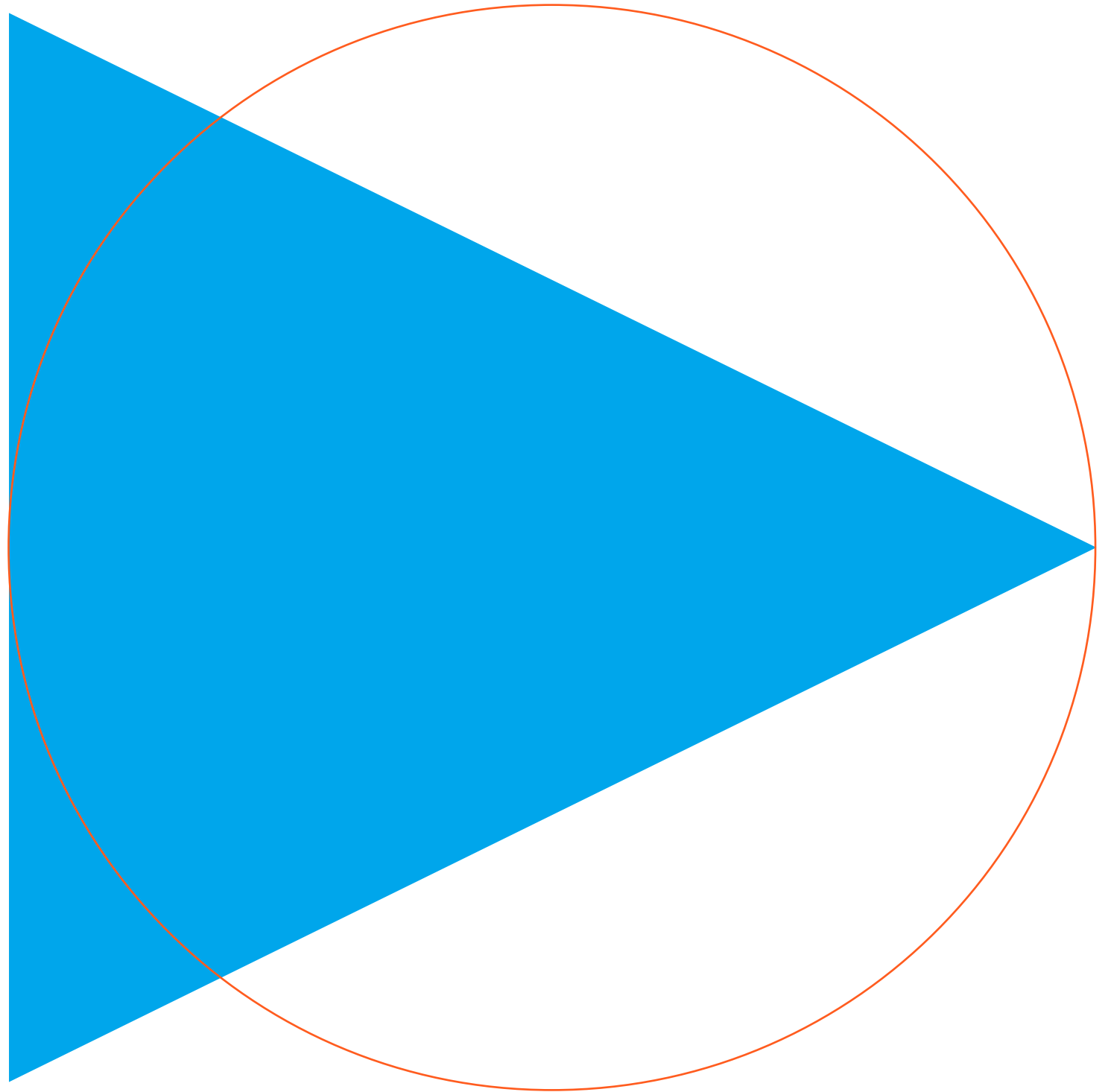


PPL Logo Use and Guidance



Our Marque Full Colour

Our preference is for the PPL logo to be used full colour

- A. Full colour logo on white background.
- B. White logo reversed out of gradient background.

Note – Never try to re-create the logo. Digital artwork is available for all applications from our Artwork Assets library.

A.



B.



Our Marque Monochrome

The marque can also be used in monochrome.

- A. Black marque on white.
- B. White marque on black.

A.



B.



Our Marque Clear Spces & Minimum Sizes

To ensure that legibility and stand out is not compromised by other encroaching elements, keep a minimum clear space around our logo at all times.

Minimum size of the logo (based on its width) should be restricted to the dimensions below to retain legibility at very small display.



Print
Minimum printing size
W = 15mm at 300dpi



Online
Minimum screen size
W = 35px at 72dpi

Our Marque Don'ts

To achieve consistency throughout the brand, our marque should be used correctly in all instances. Opposite shows some examples of what not to do.

A. Don't stretch or distort.

B. Don't twist or tilt.

C. Don't remove the word marque from the ellipse.

D. Don't alter the colours or angle of gradient.

E. Don't crop into the marque.

F. Don't use another version of the logo other than the artwork supplied.

G. Don't reduce the opacity of the marque.

H. Don't use the gradient marque over a background with the PPL letters transparent.

A.



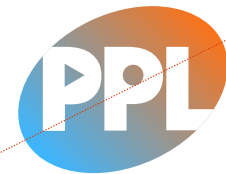
B.



C.



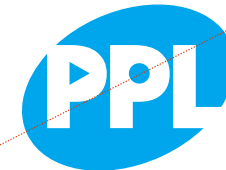
D.



E.



F.



G.



H.



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This document is intended to give third
party organisations a helping hand when
using our logo marque.

If you feel a full set of brand guidelines
would be beneficial to you please contact:
commsteam@ppluk.com

