



# BRAND ASSETS AND GUIDELINES

## *The PAS Brand*

**The PAS visual style uses a bold, energetic aesthetic. The focus is on personality and good vibes allowing for a deeper connection with the user while simultaneously creating a strong emotional connection between visuals and copy. This style reinforces the brands personality and values including caring, ethical, and personable.**

**This Document outlines the basic elements of PAS's brand, including logos, color, and typography. The PAS identity must be consistent across external and internal collateral, on company marketing materials, in presentations, and events. Achieving an effective brand starts with a unified brand identity.**



## WHAT

Resource to people with human questions

## HOW

By taking the time to get to know you and build a plan together

## WHY

Servant hearts with proven results

## Section 1

# Logos

The logo is a very important element of PAS'S brand. It resembles their caring and warm atmosphere with bold colors and symbolizes their role in employee assistance.

The logo should be used in full color when possible and adequate contrast can be achieved. However, a 1-color version using the given colors (pg. 7) is acceptable as well. Grayscale is also acceptable when appropriate.



### PRIMARY MARK

has to be displayed with all elements above, no text can be removed;  
if simpler or smaller logo is needed us secondary mark

### SINGLE COLOR PRIMARY MARK

should only be used in black,white, PAS Blue (pg. 6), & PAS Orange (pg. 6)





▲  
GRAYSCALE



▲  
1-COLOR REVERSE



▲  
SINGLE COLOR MARKS



LOGO SAFE ZONE

safe zone for placing objects and text near the mark is equal to the height of the letter "P" from "Personal" in the logo

to support the brand personality of simple and bold, always consider using more space whenever possible

RECOMMENDED MINIMUM SIZE



Minimum Width = 85px / 0.5"

CORRECT LOGO



The PAS logo should never be reproduced or manipulated and should always remain in correct ratio. Artwork should not be stretched, condensed, or rotated. The colors should not be altered. Backgrounds should not impair the clarity of the logo.

Do Not Stretch



Do Not Condense



Do Not Rotate



Do Not Remove or Alter Elements



Do Not Resize Elements



Do Not Change Colors



## Section 2

# Colors

Consistent color application is an important factor in establishing strong brand recognition.

To ensure color consistency across all applications, follow the color guide provided. When working with color, the primary palette should always be central.

### PRIMARY COLORS



### SECONDARY COLORS





PRIMARY COLORS ▾



PAS BLUE  
PMS 660 C  
CMYK: 75/47/0/0  
RGB: 64/124/202  
#407cca



PAS ORANGE  
PMS 143 C  
CMYK 3/32/91/0  
RGB: 247/179/52  
#f7b334



PAS NAVY  
PMS 7477 C  
CMYK: 96/76/29/13  
RGB: 30/73/120  
#1e4978

SECONDARY COLORS ▾



PAS LIME  
PMS 367  
CMYK 40/0/81/0  
RGB 164/213/93  
#a4d55d



PAS KELLY GREEN  
PMS 368 C  
CMYK 58/2/100/0  
RGB 119/188/31  
#77bc1f



PAS YELLOW  
PMS 134 C  
CMYK 0/18/67/0  
RGB 255/210/108  
#ffd26c



PAS SKY BLUE  
PMS 278 C  
CMYK 47/12/0/0  
RGB 127/190/232  
#7fbee8

## Section 3

# Typography

Typography is also an important factor in establishing strong brand recognition.

All professionally designed materials should use the following typefaces. Museo Sans can be used for headlines, secondary text, and body copy. Alternate Gothic No. 2 should only be used for headlines and secondary text. Good Vibes should only be used for headlines.

SANS SERIF FONT FAMILY



**Alternate  
Gothic No. 2**

SANS SERIF FONT FAMILY



**Museo Sans**

SCRIPT & DISPLAY FONT FAMILY



**Good Vibes**

SANS SERIF FONT FAMILY

# Alternate Gothic No2

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Alternate Gothic No2 was designed 1903. A version of the Gothic family of type was created for a large impact in small spaces. This serif type works well small as well as in headlines. This typeface is represented in the PAS logo as it was the basis of the customized type forms created for "Personal Assistance Services."

This typeface only has one weight and works well paired with a variety of wider san-serif and serif typefaces.

**Alternate Gothic can be installed  
with the link below:**

*<https://www.myfonts.com/fonts/bitstream/alternate-gothic/>*

### Can't install Alternate Gothic?!?

All Internally Designed Materials use Arial as the preferred font. Use Arial when using software such as Microsoft PowerPoint®, Word® and Excel®.

## Alternate Gothic No2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 (!@#\$%^&\*?)**

SANS SERIF FONT FAMILY

# Museo Sans

Museo Sans is a full-featured, highly legible sans serif font family designed by Jos Buivenga. Museo Sans sports a familiar look and is based on the popular Museo serif typeface family. Museo Sans has a sturdy, low contrast, geometric design style that works well in both text and display sizes. The Museo Sans font family includes 10 fonts: 5 different weights with matching italics with Western and Central European language support. The OpenType features in Museo Sans includes ligatures, fractions, proportional, tabular lining and oldstyle figures.

**Museo Sans can be installed with the link below:**  
<https://www.fonts.com/font/exljbris/museo-sans>

**Can't install Museo Sans?!?**

All Internally Designed Materials use Arial as the preferred font. Use Arial when using software such as Microsoft PowerPoint®, Word® and Excel®.

## Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)

## *Museo Sans 300 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)*

## Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)

## *Museo Sans 500 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)*

## Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)

## *Museo Sans 700 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)*

## Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)

## *Museo Sans 900 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#%\$%^&\*?)*

SCRIPT & DISPLAY FONT FAMILY

# Good Vibes

Good Vibes is a typeface by the type foundry BLKKBK. BLKKBK is a graphic design studio specializing in type, custom fonts, brand identity, and design for print and web.

Every piece of writing is comprised of sentences, comprised of words, comprised of letters. Good Vibes aims to provide letters that impart meaning before they even form words. Inspired by hand-painted signs, hip-hop, '70s vinyl art, and '80s VHS sleeves, Good Vibes evokes meaning the second you lay eyes on it, while exuding a style that spans half a century.

**Good Vibes can be installed with the link below:**

<https://blkbktyp.com/products/good-vibes>

### Can't install Good Vibes?!?

Georgia is the preferred font when Good Vibes is not available. Use Georgia when using software such as Microsoft PowerPoint®, Word® and Excel®.

## Good Vibes Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 (!@#\$\$%^&\*?)

## Section 4

# Photography

Photography is just as, if not more important, than any other aspect of the PAS brand. Photos should be used to evoke emotions and a sense of warmth and are meant to communicate the brand values of caring, ethical, and personable. These images should complement the surrounding color and typography.

The most important photo attributes are the following:

- Featuring happy & active people
- Should never look staged
- Should have a “real” look to them
- Brand color overlay

### “REAL” PEOPLE HEADSHOTS



### “REAL” LIFE ACTIVITIES



