



BRAND IDENTITY Guidelines





PERFORMANCE CONTRACTING GROUP, INC.

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INTRODUCTION

Brand identity plays a pivotal role in contributing to the face and image of Performance Contracting Group (PCG), our companies and affiliates. Our brand identity is an accumulation of logos, products, brand names, trademarks, advertising, brochures, and presentations — everything that represents PCG. It is what distinguishes us from competitors and other companies within the market. Our goal is to build the highest level of brand recognition.

This document was developed to assist in building a universal and consistent brand. We must be collaborative in our efforts to present the PCG brand with absolute uniformity and strict adherence to the guidelines stated within this document. Abiding to these standards helps to create long-term value by maintaining an identifiable, recognizable and distinguished persona that is associated with PCG.

For questions or additional information regarding legal and appropriate logo standards, contact: Jennifer Eckart, Manager of Marketing Communications
Phone: 913-310-3628 | E-mail: Jennifer.Eckart@pcg.com

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PERFORMANCE CONTRACTING GROUP, INC.

OUR FAMILY OF LOGOS



OUR PCG FAMILY SUBSIDIARIES & AFFILIATES



Our company logo is an important and valued graphic element. It must be used consistently and appropriately, even minor variations will undermine and compromise the image of our company. Ensuring correct logo usage that keeps within their trademarked parameters, keeps our image legally strong and creates long-term value by maintaining an identifiable, recognizable and distinguished persona that is associated with PCG.

Our family of logos symbolize and differentiate the various PCG companies and how they are identified within their markets. Brand consistency increases awareness and helps cement an emotional connection to a brand.

It is your responsibility to insure that the PCG logos are never modified, altered or applied incorrectly. Every PCG employee is responsible for ensuring that the materials they produce adhere to these standards. Your cooperation is necessary to ensure the successful implementation of creating a universal brand identity.

LOGO ELEMENTS

3.0 LOGO ELEMENTS

The corporate logo shown at the right is the foundation of PCG/PCI's graphic identity system. This distinctive symbol, designed to be easily recognized, should never be altered or recreated under any circumstances.

Two elements are used to create the PCG/PCI corporate signature:

1. The PCG/PCI monogram
2. The Performance Contracting logotype



In most cases, the PCG/PCI corporate signature (monogram plus logotype) is the preferred usage of the logo. However, for certain applications, such as promotional items or signage, the monogram (cube and PCG/PCI initials) may be used by itself.

Always use the logo artwork supplied by the Corporate Marketing Department. (Please visit the PCG Marketing Resources Folder within Box to access our logos.) Our logo should never be recreated under any circumstances. The colors and proportions of the corporate signature must not be altered.

The Registered Trademark symbol ® is required every time the PCI or PCG logo is used.



PCG Corporate Signature



PCI Corporate Signature

LOGO ELEMENTS



3.1 CORPORATE COLORS

Accurate reproduction of the approved corporate color scheme is essential in building brand identity. To ensure consistency and quality in the presentation of our corporate signature, there can be no variation from the approved corporate colors.

The acceptable color treatments of the corporate signature are demonstrated below. No other treatment is permitted.

Black and white logos are the only acceptable color schemes outside of the approved logo colors.

The logo may also be blind embossed or debossed into wood, metal or glass.

		PANTONE	RGB	CMYK	ORACAL®
Primary Brand Color		PMS 188C	119 / 13 / 41	31.76 / 100 / 74.12 / 40.39	Burgundy 312
Primary Brand Color		Cool Gray 10	84 / 88 / 97	67.45 / 57.65 / 47.84 / 25.10	Dark Gray 017

3.2 AREA OF ISOLATION

The space surrounding the logo should always be free from distraction. Leaving a reasonable amount of space surrounding the entire logo enhances the overall presentation.

This area, referred to as the area of isolation is represented by the red X. The area of isolation must remain clear of all design elements including: text, edges, folds, and any other visual elements.



3.3 MINIMUM REPRODUCTION SIZE

When using the full corporate signature (monogram and logotype) a minimum width of one inch must be adhered to, to ensure that legibility of the logotype is retained.

The limitations of various media should be considered when placing the logo. Newsprint, for example, will not hold tiny marks cleanly. The corporate signature must always appear crisp, clean and legible.

If a smaller logo is required (for example: imprinting on the side of a pen), use only the monogram portion.



3.4 CORRECT FILE TYPE

Our logo is available in several file types, be sure the correct file type is used for the right application. Most applications require a high-resolution file with a .jpg or .png or .pdf extension. Please consult your vendor for their preferred file format before submitting.

VECTOR FILES

Digital files with .eps extensions are typically requested for large-scale print materials, embroidery and promotional items. Vector format (.eps) allows high-quality print reproduction. Vector files can be scaled to any size without sacrificing image quality. (While photographic files like .jpg or .png or .pdf reduce in resolution quality as the logo is enlarged. This creates a blurry, unprofessional appearance.)

If you need the logo in vector format, please contact the Marketing Department directly. In most cases, you will not be able to open the .eps file, you will need to simply forward the email containing the attachment onto your vendor.

You can download a variety of file types, including, .jpg, .gif and .png on Box.com:

Box.com: <https://pcg.box.com/marketing-resources>

4.0 CLOTHING APPAREL & PROMOTIONAL ITEMS

With clothing apparel and promotional items, it is important to take extra care to ensure the logo is properly displayed and positioned.

APPROVED COLOR VERSIONS

Logos printed or embroidered on apparel and promotional items can be produced in full color, black, white or tone-on-tone only.

4.1 CLOTHING APPAREL

When placing the color logo on a shirt, it is best to place the logo on the front left side for maximum visibility. If the shirt has a pocket, place the logo above the pocket.

APPROVED THREAD COLORS

Robison-Anton

#2731 Gull

#2496 Warm Wine

If you have any questions concerning correct usage on apparel items, please contact:

JENNIFER ECKART, *Marketing Communications Manager*

Ph: 913-310-3628 | Email: Jennifer.Eckart@pcg.com

4.2 CLOTHING APPAREL PREVIEW

View examples of how the color logo will appear on different color items. No other treatment or color variation is permitted.
(Please reference section 3.1: Corporate Colors for questions regarding the approved corporate colors.)

FULL COLOR



BLACK LOGO



WHITE LOGO



TONE-ON-TONE



4.3 PROMOTIONAL ITEMS

Many promotional items, such as mugs, pens, coolers, koozies, duffel bags, etc., are imprinted with 1-color. The preferred ink color for 1-color imprints is black, white or gray/silver. If full color is permitted, you may also imprint in full color (Please reference section 3.1: Corporate Colors for questions regarding the approved corporate colors.)

If a smaller logo is required (eg. imprinting on the side of a pen), use only the monogram portion.

4.4 PROMOTIONAL ITEM PREVIEW

View examples of how the color logo will appear on different color items.



MONOGRAM ONLY



FULL LOGO

If you have any questions concerning correct usage on apparel items, please contact:

JENNIFER ECKART, *Marketing Communications Manager*

Ph: 913-310-3628 | Email: Jennifer.Eckart@pcg.com

5.0 UNACCEPTABLE LOGO CONFIGURATIONS

Any deviation from the acceptable signature configurations – no matter how minor – can undermine our valued corporate identity and void legal protection of our registered trademarks.

Under no circumstances would an alternate logo configuration or variation of the signature logo be permitted. Examples of such unacceptable variations are demonstrated below. These examples are meant to be representative and do not encompass all possible cases.

To ensure proper application of the corporate signature and monogram, use only the artwork supplied by the PCG Marketing Communications Department.

5.1 UNACCEPTABLE LOGO CONFIGURATIONS PREVIEW

The following examples show unacceptable configurations.

**THE ASPECT RATIO
CANNOT BE STRETCHED
OR ALTERED IN ANY WAY**



**THE LOGO CANNOT
BE SCREENED**



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5.1 UNACCEPTABLE LOGO CONFIGURATIONS PREVIEW — CONTINUED

The following examples show unacceptable configurations.

THE SIGNATURE CANNOT BE TILTED OR ROTATED



THE LAYOUT CANNOT BE MODIFIED - THE CUBE CANNOT APPEAR TO THE RIGHT, ABOVE, OR BELOW THE LOGOTYPE



THE COLORS OF THE CUBE OR LOGOTYPE CANNOT BE CHANGED

(Only full color, white, black & tone-on-tone are permitted. See section 3.2 for full instructions.)



THE PROPORTION OF THE CUBE TO THE LOGOTYPE CANNOT BE ALTERED



THE TYPE (FONT) MUST NOT BE ALTERED





BRAND IDENTITY

Guidelines

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usage on apparel items, please contact:
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