

BRAND ASSET GUIDELINES

LOGO SUITE ▲ COLOR ▲ USAGE

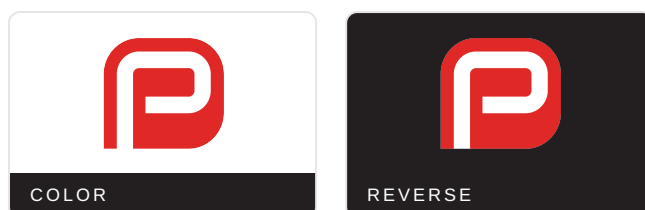
This kit contains the approved PSCO Sign Group logo files and the rules for using them. Always use the supplied artwork without modification. For additional formats or questions, contact marketing@pscosingroup.com.

LOGO SUITE



“P” ICON

For favicons, social avatars, buttons, and stickers. Use the white-filled “P” on color; never a solid cutout on color backgrounds.



CLEAR SPACE & MINIMUM SIZE



Keep clear space on all sides equal to the height of the “P” icon. Do not place type, imagery, or other logos inside this zone.

Minimum width

Digital: 120 px
Print: 1 in (25 mm)

Below these sizes the sub-brand line becomes illegible. Use the “P” icon alone when space is tighter.

BRAND COLORS

			
PHILADELPHIA SIGN RED HEX #E1251B RGB 225 37 27 CMYK 0 84 88 12 Primary	CHARCOAL HEX #231F20 RGB 35 31 32 CMYK 0 11 9 86 Wordmark / text	COOL GRAY HEX #53565A RGB 83 86 90 CMYK 8 5 0 65 Supporting	WHITE HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 Reverse / space

Philadelphia Sign Red is the primary color and the only color permitted for the word **SIGN** in any wordmark. Confirm a Pantone match with your print vendor before production. CMYK values are conversions for reference.

TYPOGRAPHY

Hypatia Sans Pro (Light, Regular, Semibold)	Logo and wordmark. Not for body copy.
Calibri	Print collateral and presentations.
Mada	Website and digital interfaces.
Avenir (Black, Roman)	Business cards.

USAGE

DO

- + Use the approved artwork supplied in this kit.
- + Keep the word SIGN in Philadelphia Sign Red.
- + Keep the wordmark in all caps.
- + Use color on white, reverse or white on dark and photos, black for single-color output.
- + Keep the ▲ separators between sub-brands.
- + Maintain the required clear space.

DON'T

- × Recolor, restyle, or redraw any part of the logo.
- × Render SIGN in any color other than red.
- × Use a solid "P" cutout on a color background; keep the white fill.
- × Stretch, rotate, condense, or add effects or shadows.
- × Substitute "Signs" for "SIGN."
- × Recreate the wordmark in a different typeface.

FILES IN THIS KIT

Each logo folder includes scalable vector (**SVG**, **PDF**) and high-resolution transparent **PNG** (5638 × 872 px).

/logos/color full color, plus a white-background PNG

/logos/reverse brand negative, red "P" with white wordmark

/logos/white solid white for dark backgrounds and photos

/logos/black solid black for single-color reproduction

/logos/icon "P" icon, color and reverse (PNG)

Use vector (SVG / PDF) for print and large-format; use PNG for web and office documents.

QUESTIONS

marketing@pscossigngroup.com

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pscossigngroup.com

For logo files in other formats, additional sizes, or specific applications, contact **marketing@pscossigngroup.com**.