

# IDENTITY & LOGO

## USAGE GUIDELINES

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*Last Update: March 26<sup>th</sup>, 2018 - v1.1*

## The Logo



The **Path-Tec** logo combines three elements: the logotype, the tagline, and the triple hexagon (honeycomb). These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Path-Tec logo elements are predetermined and should never be altered. Consistency is key to maintaining brand integrity and expanding public brand awareness. The triple hexagon can be used as a stand-alone element with approval from the Marketing Department.

## Spacing

The **Path-Tec** logo requires separation from other elements around it and should always maintain proper spacing. We use the bottom left hexagon as our spacing guide. The bounding box below represents the minimum amount of spacing that should exist between the logo and other elements.



## Approved Logos for Official Use

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### Standard Logo

This is the logo of choice to be used whenever possible.

*Uses: For all print and digital marketing.*



### Reversed Logo

A secondary version of the logo for all materials which have a dark background.

*Uses: For dark overlay print and digital marketing.*

## Simplified Logo

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### Standard Logo - Without Tagline

This is the logo of choice to be used when space is limited, or simplicity is desired.

*Uses: For all print and digital marketing.*



### Reversed Logo - Without Tagline

A secondary version of the logo for all materials which have a dark background.

*Uses: For dark overlay print and digital marketing.*

## Other Brand Logos

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The same rules and concepts that apply to the **Path-Tec** logo also apply to the **SpectraLogix** and **SpectraPath** logos below.



## Unauthorized Use of Logos

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Our series of logos should never be improperly altered in any way.



Do NOT rotate the logo



Do NOT use shadows



Do NOT change height\width relationship



Do NOT use unauthorized colors



Do NOT move graphic elements



Do NOT remove graphic elements

## Unauthorized Logos

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**Path-Tec** has conducted two rebranding initiatives in the past. Below are obsolete versions of our previous logo, and should NOT be used at any time, on any materials, under any circumstances - internally or externally.



## Approved Colors

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The primary color palette includes specifications for Pantone colors on coated stock (C), the four-color process (CMYK), when creating PowerPoint presentations or web graphics (RGB), and for use in website development styling (Hex).

	<b>Pantone</b>	<b>CMYK</b>	<b>RGB</b>	<b>Hex</b>
	PANTONE 302 C PANTONE 302 U	C: 100 M: 48 Y: 12 K: 58	R: 0 G: 59 B: 92	#004976
				
	PANTONE 7 C	C: 20 M: 14 Y: 12 K: 40	R: 151 G: 153 B: 155	#97999B
	PANTONE 2622 C	C: 57 M: 98 Y: 0 K: 46	R: 83 G: 29 B: 91	#531D5B
	PANTONE 3015 C 1	C: 100 M: 30 Y: 0 K: 20	R: 0 G: 115 B: 174	#0073AE

# Typography

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The corporate **Path-Tec** typeface is the Roboto font family.

## Roboto Font Family

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***





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## For Questions:

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