

Logo Versions

The PMSS logo is available to use in three versions, standard colour logo, white-out logo and black logo.

The logo variants are available in EPS versions for use in professional design programs, this version should be used when a logo is requested by any media partner for advertisements etc, and also in wmf format for use in microsoft office programmes. If a jpg version is required then this must be requested.

The three versions are shown below.

Version 1, standard colour logo



Version 2, white-out logo



Version 3, black logo



Logo Usage

Whenever possible the standard colour logo (Version 1) should be used, this would usually be when the logo is used on a white background.

If the logo needs to be used where there is a dark background then the white-out logo (Version 2) should be used.

The black logo (Version 3) should only be used where it is not practical to use the colour logo, example: when using the logo on a sheet that is to be faxed.

Logo Colour

Wherever possible the logo should be printed using the process colours. For standard printing and colours for use in office documents see the colour chart below, the grey gradient is a percentage of the black



Pantone 299 C

CMYK Values
85, 19, 0, 0

RGB Values
1,157, 220



Pantone Process Black C

CMYK Values
0, 0, 0, 100

RGB Values
35, 31, 32

Exclusion Zone

There is a designated area around the logo that should not be invaded by other graphics or logos. This area is measured using the size of the letter M in the logo.

The light blue area indicates the exclusion zone in the diagram shown below.



Minimum size

The logo size should be reproduced at a minimum width of 35mm for standard format documents such as A4 and A5. Where used in different media, such as branding of item, the logo can be resized but must always be legible.

Incorrect use of logo

For the company identity to be effective it should be used consistently across all mediums eg. literature, signage, website and promotional items.

See below inappropriate examples.



DO NOT add any other wording or illustration to the logo.

Incorrect use

Correct use



DO NOT distort the logo by stretching it vertically or horizontally.



DO NOT re-colour the logo.