Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>1.01 Logo - Master</td>
<td>4</td>
</tr>
<tr>
<td>1.02 Logo Use - Backgrounds</td>
<td>5</td>
</tr>
<tr>
<td>1.03 Logo Use - Clearspace</td>
<td>6</td>
</tr>
<tr>
<td>1.04 Logo Variations</td>
<td>7</td>
</tr>
<tr>
<td>2.01 Colour Palette - Primary</td>
<td>8</td>
</tr>
<tr>
<td>2.02 Colour Palette - Tints</td>
<td>9</td>
</tr>
<tr>
<td>3.01 Font Use - Headers/Sub Headers</td>
<td>10</td>
</tr>
<tr>
<td>3.02 Font Use - Body Copy</td>
<td>11</td>
</tr>
<tr>
<td>4.01 Imagery Style</td>
<td>12</td>
</tr>
<tr>
<td>Contact Us</td>
<td>13</td>
</tr>
</tbody>
</table>
Welcome to PRO Partner Group Brand Guidelines (also commonly referred to as ‘brand standards’, ‘style guide’ or ‘brand book’).

The following pages will guide you through the use of the PPG logo, colour palette, typography application and imagery style.

The guide will assist you in designing and producing compelling communications with a high degree of creative flexibility whilst ensuring a distinctive look and feel that makes the PPG brand instantly recognisable.
1.01 Logo (Master)

**Detail**

The PPG logo is the most visible element of our identity – it is our universal signature of quality, commitment and attention to detail and unites the the PPG brand. Because the logo is such a recognisable and highly visible brand asset, it is vital that it is applied consistently wherever it appears.

**Description**

Shown below is the Master PRO Partner Group logo. This logo should be used whenever possible.
1.02
Logo Use (Backgrounds)

The PPG logo can appear in both positive and negative formats to allow for visibility on light and dark backgrounds.*

Logo placements may vary so there are 2 versions of each logo, for light and for dark backgrounds.

* The logo should always be used in positive format where possible. (Light Background)
1.03 Logo Use (Clearspace)

To protect the clarity and integrity of the PPG logos, they have an exclusion zone that no other visual element should enter. The logo must always appear legibly on a clean and clear background.

Clearspace is the minimum amount of space around the logo into which no other object should infringe.

The clearspace is always 50% the height of the logo.
### 1.04 Logo Variations

**DETAIL**

When used at different sizes the logo type should be adapted to ensure the best visibility/clarity. When the logo drops below 20mm in size the strapline (company formation..) should be removed and the simpler lockup utilised.

**DESCRIPTION**

The logo can be locked-up in three different ways depending on the size it is required to be used.

<table>
<thead>
<tr>
<th>LOGO LOCK-UP OPTIONS - SIZE EXAMPLES AND CORRESPONDING LOGO TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="8mm Logo" /></td>
</tr>
<tr>
<td>PRO PARTNER GROUP COMPANY FORMATION &amp; SUPPORT SERVICES</td>
</tr>
<tr>
<td>8mm</td>
</tr>
</tbody>
</table>
2.01
Colour Palette (Primary)

The three base colours shown below should be used whenever possible. CMYK/Pantone colours should be used for all print, RGB and Web colours for digital use.

The palette consists of three main Colours. The primary colours of PPG are blue, grey and white.

### Colour Palette (Primary)

#### PRIMARY COL

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>75% 15% 0% 0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>53 160 213</td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td>#00a7e1</td>
<td></td>
</tr>
<tr>
<td>Pantone</td>
<td>292C</td>
<td></td>
</tr>
</tbody>
</table>

#### DARK GREY

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>55% 40% 40% 10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>116 121 122</td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td>#768083</td>
<td></td>
</tr>
<tr>
<td>Pantone</td>
<td>Cool Grey 9C</td>
<td></td>
</tr>
</tbody>
</table>

#### WHITE

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>0% 0% 0% 0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>255 255 255</td>
<td></td>
</tr>
<tr>
<td>Web</td>
<td>#FFFFFF</td>
<td></td>
</tr>
</tbody>
</table>

2.02 Colour Palette (Tints)

DETAIL

When designing, the PPG blue and dark grey may not be sufficient/too heavy or limiting for layout. Using tints are useful in printing as they reduce costs by negating the need for additional colour plates and increase flexibility for design.

DESCRIPTION

If a secondary colour is needed, the dark grey can be divided into tints to further expand the palette*.

*NEVER use PPG Blue in a tint percentage. It should always be used at 100% colour.
3.01 Font Use (Headers/Sub Headers)

H1 Headline
40pt/42pt
Tracking 0
Pro Partner Blue/ Pro Partner Grey

S1 Section Headings/Captions
11pt/12pt
Tracking 20
Pro Partner Blue

7.5pt/11pt
Tracking -20

H2 Headline
18pt/22pt
Tracking 50
Pro Partner Grey

H1 MONTSERAT SEMI-BOLD Use for headers - CAPS/lower case

SEMIBOLD

S1 MONTSERAT MEDIUM Use for smaller captions/section titles

Medium

H2 MONTSERAT LIGHT Use for secondary headline copy

Light

GLYPHSAbBcCdDeEffGhHiijKlMnNoOpQrRsStTuVwWxYyZz1234567890@£$%^&*()":?
3.02
Font Use (Body Copy)

BC1 Body Copy - Bold
10pt/13.6pt
Tracking 0
See example below

BC2 Body Copy - Regular
9pt/13.6pt
Tracking 0
C0 M0 Y0 K80*

BC1 TAHOMA BOLD Use to highlight body copy/paragraph introductions

Bold

BC2 TAHOMA REGULAR Use for all body copy

Regular

GLYPHS
aAbBcCdDeEfFgGhHiiJkJkKLmMnNoOpPqQrRsStTvVwWxYyYzZ 1234567890!@£$%^&*()":"?/

* General Body Copy to be used in C0 M0 Y0 K80 grey ONLY. Not 100% Black.
4.01 Imagery Style

**DETAIL**

PPG imagery should be based around multiple exposure photography (superimposition of two or more exposures to create a single image).

**EXAMPLES**

The images should maintain a blue hue, with a desaturated colour value and slight over-exposure. Subject matter should be business orientated with, where possible, unrecognisable individuals.
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