

PPS Style Guide 2013

- Logo & Tag Line:
 - The tag line will always be used in association with the logo. It is not designed to be a stand-alone (i.e. used by itself, without the logo).
 - Use the black and white option 1 for print or electronic purposes. Use the second black and white option for applications such as on mugs, t-shirts or other branded materials that are dark (file is available by request; the background is shown as black here for display purposes, while the actual file will have a blank background).
 - The logo should never be stretched or misshapen. The ratio and distance between logo elements should not be altered.
 - Only use the master files provided. All graphic elements will be available by request: send an email request to ask@pharmapacksol.com.

Examples of correct usage of the logo:



AGILE. COMPLIANT. INNOVATIVE.



AGILE. COMPLIANT. INNOVATIVE.



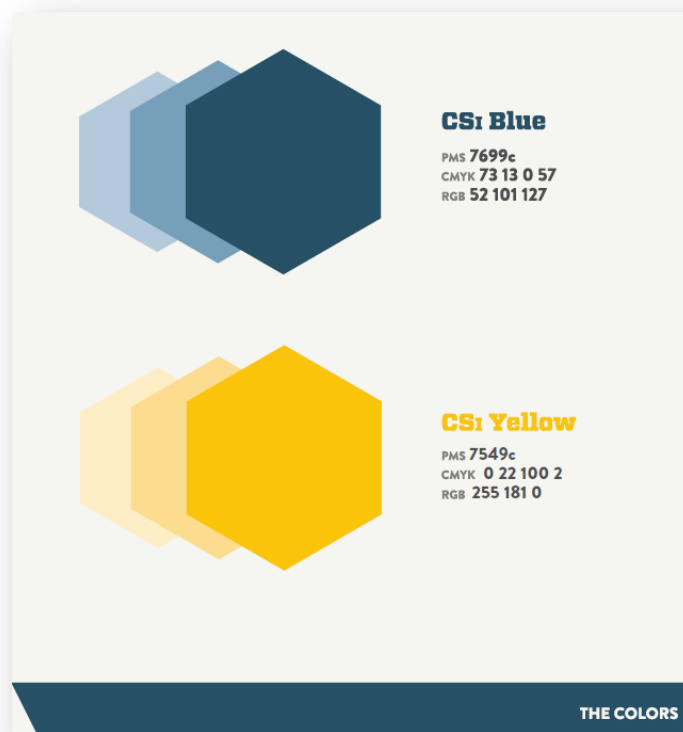
AGILE. COMPLIANT. INNOVATIVE.

PPS Style Guide 2013

Examples of incorrect usage of the logo:



The PPS color scheme is:



The print font is DIN Pro.

The website fonts are Proxima Nova and Freight Sans Pro.