



Our Logo Guide

LOGO

Primary Logo

The primary logo features the “PEMCO” text in bold blue with a distinctive orange diamond background, and “INTERNATIONAL” in white on a dark blue rectangular banner beneath. It should be used in most situations to maintain the brand’s full visual identity, ensuring the logo stands out with sufficient contrast.

To ensure the logo remains legible and maintains visual impact, a clear space should always be left around it. The minimum clear space should be equal to the height of the inner ‘O’ in “PEMCO.” This space should be maintained on all sides, free from any other graphic elements or text, to ensure clarity and prominence.



Download from
www.pemcointernational.com/brand



LOGO

Secondary Logo

The secondary logo is a simplified version without the orange diamond, available in black, blue, and white variations. It is suitable for single-colour applications or when the background does not provide enough contrast for the diamond to be clearly visible. The white version is ideal for dark backgrounds to ensure clarity and legibility.



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COLOURS

Primary Colours.

The primary colour palette consists of two core colours, each available in tints of 50%, 40%, 30%, 20%, and 10% to provide flexibility in design. These variations allow for a cohesive look while offering different levels of emphasis. The darker tints can be used for strong visual elements such as headings or buttons, while the lighter tints work well for backgrounds, subtle accents, or to create depth in layered designs.

CMYK 100 / 60 / 0 / 56
PANTONE 289
RGB 0 / 51 / 97
HEX #003360

CMYK 0 / 60 / 100 / 0
PANTONE 144
RGB 244 / 152 / 0
HEX #f49800



TYPOGRAPHY

Meta Pro

Use the title font for main headings, subheadings, and key highlights to draw attention and emphasise important information.

Bold.

The Quick Fox Jump Over The Lazy Dog.

Regular.

The Quick Fox Jump Over The Lazy Dog.

Light.

The Quick Fox Jump Over The Lazy Dog.

Proxima Nova

Apply the body copy font for paragraphs, detailed descriptions, and any extended text to ensure readability and consistency across content.

Bold.

The Quick Fox Jump Over The Lazy Dog.

Regular.

The Quick Fox Jump Over The Lazy Dog.

Light.

The Quick Fox Jump Over The Lazy Dog.



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