



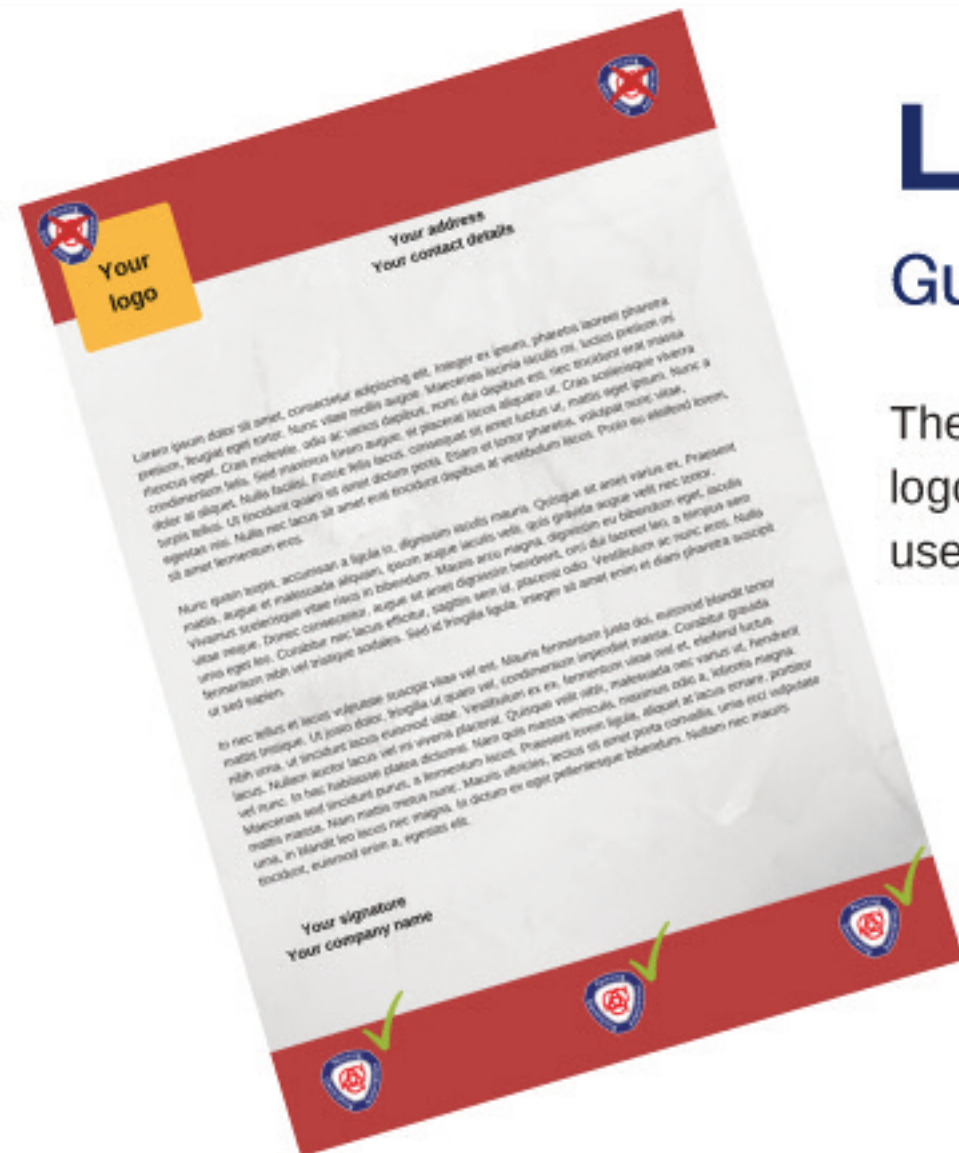
Brand guidelines for members

Logo Guide

Guide for size, and proper placement.

The PDA logo is to be used by the third party as a secondary logo. As used in conjunction with another logo, it should be used in the following manner:

- Never smaller than 70x70px so as the words are legible.
- If used on letterhead, the PDA logo must be used as a secondary logo,
- smaller than your own logo,
- never on top of the page or over your own logo





Brand guidelines for members

Color Scheme

The primary colours of the logo are:

Blue



Hex #1c2462

CMYK 71,63,0,61

RGB 28,36,98

Red



Hex #ec1d23

CMYK 64,0,0,54

RGB 236,29,35

White



Hex #ffffff

CMYK 0,0,0,0

RGB 255,255,255

The secondary colours of the logo are: Black and white

The interior of the logo must ALWAYS remain white.



Brand guidelines for members

Background and logo use

Logo to be used so:

On white background



On grey, black or
red background



Any other background



The interior of the logo must ALWAYS remain white.



Brand guidelines for members

You can use the black version of our logo on a white background or grey background:



The interior of the logo must ALWAYS remain white.



Brand guidelines for members

Online Guidelines

When using the PDA logo on your website or your social media channels, you should:

- Apply the above guidelines
- Keep all communications professional and in line with the PDA **code of practice**
- Link our logo to your profile on our website for referral

Only an approved member of the Painting Decorating Association will be authorised to publicise that they are member of the association and will have permission to use the PDA logo.

If in doubt, please refer to the logo terms of usage or contact the PDA on **02476 353776** or visit: <http://www.paintingdecoratingassociation.co.uk/>