

AUTOMOTIVE REFINISH

PPG BRANDS LOGO GUIDELINES



PPG Brands Logo Guidelines

REVISED 8/17

Basic Rules	3	Color Solutions	
File Formats	4	COLOR ACCURATE™	33
Color Information	5	COLORMOBILE®	34
Area of Isolation	6	COLOR SOLUTIONS	35
Color Printing	7	PAINT IT	36
Uses to Avoid	8	PAINTMANAGER® XI	37
PPG Logo	10	RAPIDMATCH® XI	38
Automotive Brands		TOUCHMIX®XI	39
AQUABASE® PLUS	11	Commercial Brands	
PPG CERTIFIED™	12	ADJUSTRITE®/ADJUSTRITE® PLUS	40
COLLISION SERVICES™	15	AMERCOAT®	41
DELTRON®	16	AQUACRON®	42
DITZLER®	17	AUDIOGUARD®	43
ENVIROBASE® HIGH PERFORMANCE	18	COMMERCIAL PERFORMANCE	
GLOBAL REFINISH SYSTEM®	19	COATINGS	44
MVP	20	CORASHIELD®	45
NEXA AUTOCOLOR®	21	DEL FLEET ESSENTIAL®	46
OMNI®	22	DEL FLEET® EVOLUTION	47
ONECHOICE®	23	DEL FLEET® OEM	48
PLATINUM DISTRIBUTOR	24	DURABULL®	49
PPG PLUS™	26	ONECHOICE® COMMERCIAL	50
QUICK REPAIR	27		
SHOP-LINE®	28		
VALUE-PRO™	29		
VANTAGE POINT	30		
VIBRANCE COLLECTION®	31		

PPG Brands Logo Guidelines

Basic Rules

The PPG Brands Logos in this guide are unique and should not be altered in any way. They must be reproduced only in ways specified in this guide.

PPG Industries, Inc. ("PPG ") grants users with limited permission to use PPG trademarks, logos and images in connection with advertising, marketing and promotion provided that the user agrees to abide by these usage guidelines.

By downloading and/or using any PPG trademark, logo and image files, you agree not to use PPG brand and product logos in any manner that may disparage or impair the validity, scope, title or goodwill of PPG. PPG trademarks, logos and images shall not be modified to infringe the copyright, trademark or common law rights of any person or entity; and that nothing contained in material produced by you that incorporates the PPG trademarks, PPG logos and PPG Images will constitute a libel or slander against, or violate or infringe upon any right, common law or otherwise, of any kind or nature whatsoever, of any person or entity, including, without limitation, any right of privacy or publicity.

A Note Regarding Languages—Unless specified in the pages that follow, the logos in this guide are universal in terms of language application for North American marketing materials. In some cases, specific English, French or Spanish language versions are noted and must be used accordingly.

PPG Brands Logo Guidelines

File Formats

The type of file format you need depends on how you intend to use a logo. Sticking with these guidelines will help ensure an accurate, clean, crisp image in your project.

EPS—For printed material, print ads, brochures and billboards, where high-resolution and large logo size are crucial. EPS is the most widely-accepted vector, or line-based format. Special design software is usually required to be able to use EPS files. Any publisher or designer should have the correct software.

JPG—Usually suitable for many applications including printed materials, provided that they have an appropriate resolution for your project. They can also be used for lower-resolution Internet and web graphics; and also in computer presentations in the RGB format (see below). Note that a white box will appear around a JPG format logo unless the background color of the file matches the background color in your project.

GIF—Perfect for Internet and web graphics, or for use in presentations for display on a computer screen. GIF images have the option of assigning a transparent background, which allows the image to float over other graphic backgrounds. GIF images are NOT acceptable for print use.

PPG Brands Logo Guidelines

Color Information

PANTONE[®] (Pantone Matching System[®]) is a selection of standard ink colors when precise matching or special colors are needed. PANTONE[®] spot colors provide an accurate color standard for commercial printers anywhere and everywhere.

CMYK (cyan, magenta, yellow and black) are the colors of the traditional four-color print process. RGB images have to be converted to CMYK in the prepress process in order to run on a printing press.

RGB (red, green and blue) are the colors used to produce images on computer screens. Sources of RGB images are digital cameras, scanners, video capture and web pages. RGB images are not appropriate for print use.

PPG and brand logos may not be reproduced in any color other than those specified within this brand guide.

Use these guidelines when deciding how to use the logo in print, electronic media and web design, or on signage, specialty items or vehicles. An important reproduction characteristic of the PANTONE[®] color system is the variation in shades that result from differences in the texture and tint of the substance on which the logo is reproduced. Variations may also occur with different reproduction techniques. Use PANTONE[®] color swatches, available from your printer, to ensure that specified colors are matched.

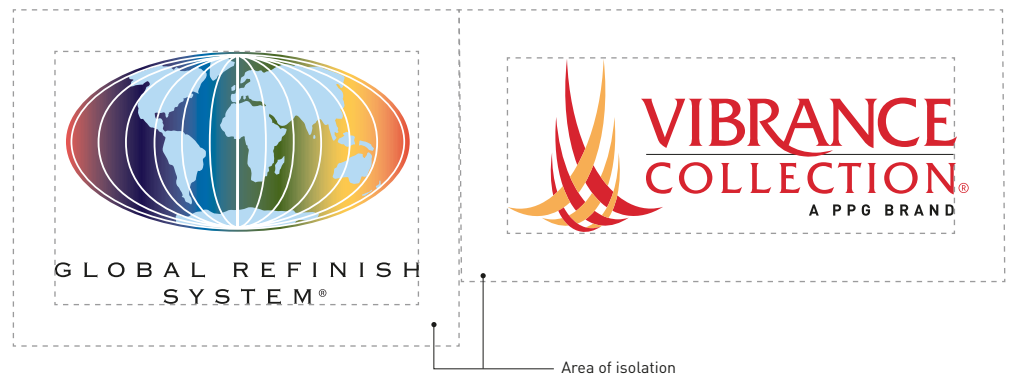
Embroidery thread colors should be matched to the appropriate PANTONE[®] colors discussed above. When using the masterbrand in an embroidered fashion, provide the vendor with a PANTONE[®] sample of the correct colors to be used with a requirement that the vendor match these colors in their thread use.

PPG Brands Logo Guidelines

Area of Isolation

The logos in this guide are to be used on white or light color backgrounds. Do not reverse or use against complicated photographic backgrounds. Some logos do have reverse versions which can be used against a black or very dark neutral background. See logo specifics on the following pages.

The two logos (below) are no closer to each other than their area of isolation will allow. No text, photos, illustrations or complex backgrounds should infringe upon the area of isolation.



PPG Brands Logo Guidelines

Color Printing

The PPG black logo is used in collateral with limited color printing ability, e.g., newsprint.

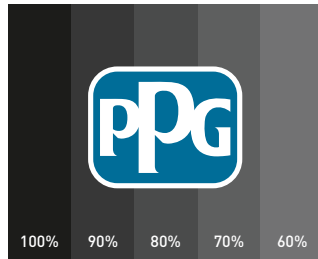
The background color should complement the logo.

The background color should provide sufficient contrast for complete legibility of the logo.

When reversing out a logo, use a value of 60% or above. When using a logo in reverse, always use a 50% value or lower. Refer to the graphic examples for contrast values when printing in black and white.

The background should not have a pattern that detracts from the logo.

Never reverse the PPG logo out of a distracting photo background, choose an area that is clear of distractions.



Contrast values for reverse logo



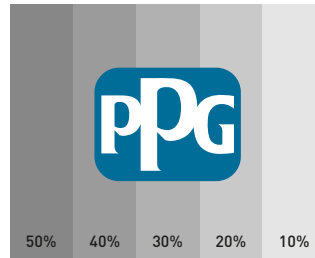
Reverse logo printed on blue background



Reverse logo printed on red background



Reverse logo printed on a tint



Contrast values for logo



Logo printed on yellow



Correct way to punch out the background within the logo



Incorrect way to punch out the background within the logo



Correct way to reverse the PPG logo out of a photo background

PPG Brands Logo Guidelines

Uses to Avoid

While it's very tempting to get creative with PPG Brands Logos, consistent style and usage is important for building recognition of the PPG brand image. The following are unacceptable practices that should be avoided when incorporating PPG Brands Logos in print, electronic or web media.



Never fill the PPG logo with the background color. Always keep the letters white inside the logo.



Do not place PPG brand logos too close together. Follow zone area isolation rules provided for each PPG brand logo.



Do not use a PPG brand logo or any of its elements as a design element



Do not alter or substitute the typeface



Do not use unapproved colors



Do not screen tint any portions of the logo



Do not change colors within the logo or its elements



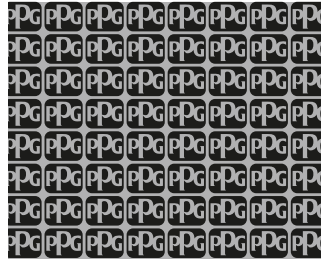
Do not add a drop shadow or other graphic devices



Do not outline the logo

PPG Brands Logo Guidelines

Uses to Avoid (continued)



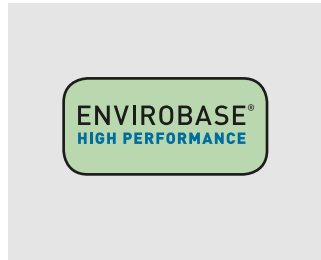
Do not create a pattern with the logo



Do not place the logo on a visually-distracting photo or patterned background



Do not decorate or embellish the logo in any way. Do not use gradation in the logo.



Do not place logo within another graphic structure such as box



Do not distort the shape of the logo or slant any of the graphic elements



Do not place over a dark background unless a reverse version is available



Do not use the logo as a watermark



Do not use a PPG brand logo within a sentence—use the letters instead

PPG Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not use against complicated photographic backgrounds. Use the reverse version of the logo to put against dark, neutral backgrounds. Do not use smaller than .5" in width.



Minimum size is .5" in width, as shown below



Shown below is the PANTONE® color that makes up the spot color logo. CMYK process colors are used when printing the spot color is not available.



PPG Blue
(or Pantone 307)
C100 M16 Y0 K27

1-color black logo for use when color printing is not available.



Reverse logo for use against dark color backgrounds.



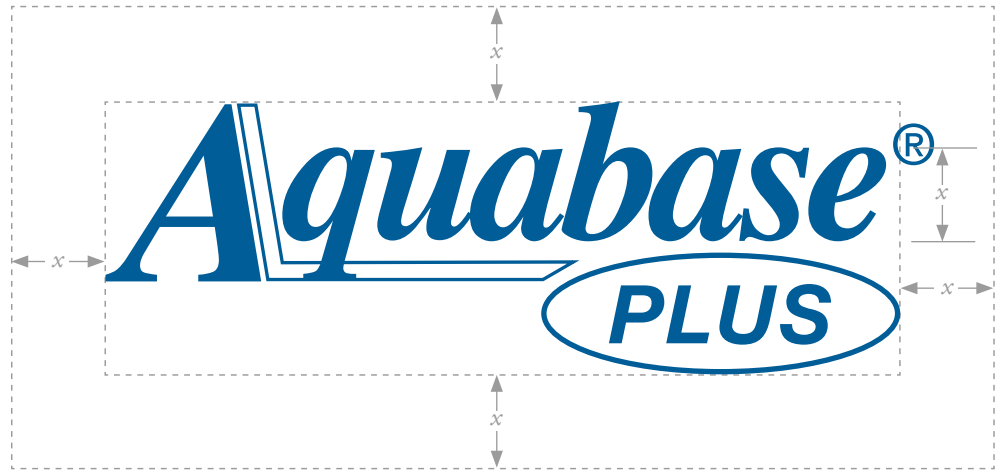
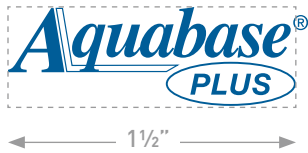
In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Aquabase® Plus Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the lowercase "e" in the word *Aquabase*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

Minimum size is 1.5" in width, as shown below



1-color black logo for use when color printing is not available.

Shown below is the PANTONE® color that makes up the spot color logo. CMYK process colors are used when printing the spot color is not available.



Aquabase Blue
(or Pantone 2945)
C100 M45 Y0 K14



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

PPG Certified™ Logo

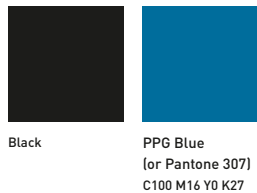
PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the nozzle graphic). Do not use against complicated photographic backgrounds. Use reverse versions when using against darker backgrounds. Do not use smaller than 1/2" in width.

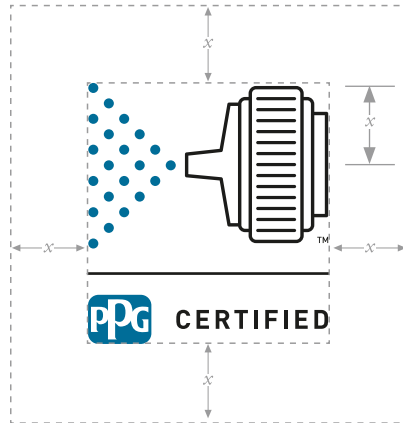
Minimum size is 1/2" in width, as shown below



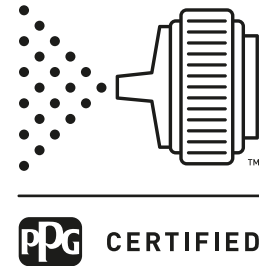
Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



2-color version



1-color version



Reverse 2-color version



Reverse 1-color version



Alternative reverse 2-color version in white box



Alternative 2-color version in white box with border



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

PPG Certified™ Technician Logo

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the nozzle graphic). Do not use against complicated photographic backgrounds. Use reverse versions when using against darker backgrounds. Do not use smaller than 1/2" in width.

Minimum size is 1/2" in width, as shown below



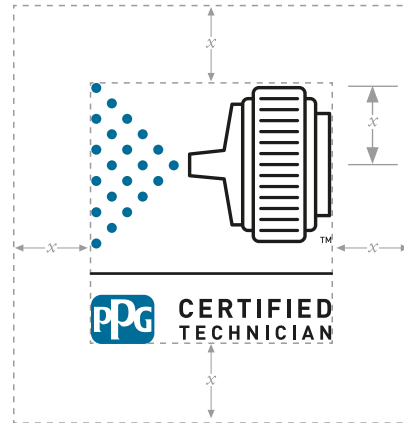
← 1/2" →

Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.

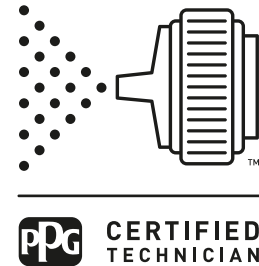


Black
PPG Blue
(or Pantone 307)
C100 M16 Y0 K27

2-color version



1-color version



Reverse 2-color version



Reverse 1-color version



Alternative reverse 2-color version in white box



Alternative 2-color version in white box with border



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

PPG Certified™ Collision Shop Logo

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the nozzle graphic). Do not use against complicated photographic backgrounds. Use reverse versions when using against darker backgrounds. Do not use smaller than $1/2$ " in width.

Minimum size is $1/2$ " in width, as shown below



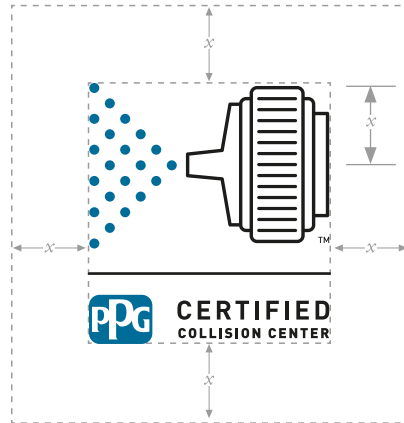
← $1/2$ " →

Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.

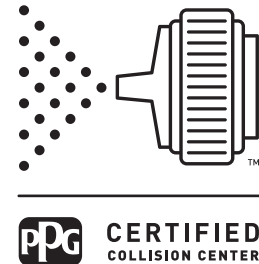


Black
PPG Blue
(or Pantone 307)
C100 M16 Y0 K27

2-color version



1-color version



Reverse 2-color version



Reverse 1-color version



Alternative reverse 2-color version in white box



Alternative 2-color version in white box with border

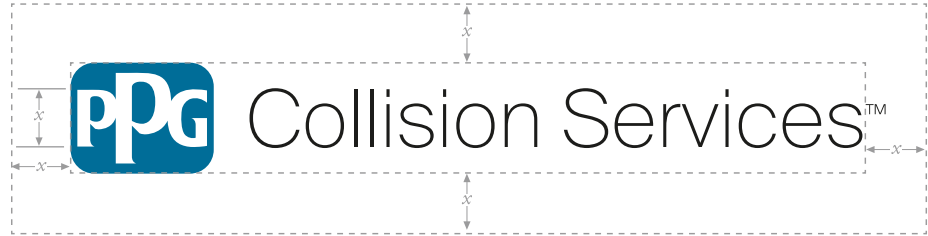


In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Collision Services™ Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the "C" in Collision). Do not use against complicated photographic backgrounds. Do not use smaller than 1¾ inch in width (see below). Reverse versions are available against dark backgrounds.



Reverse versions are available when using against dark backgrounds.

Minimum size is 1.75" in width, as shown below

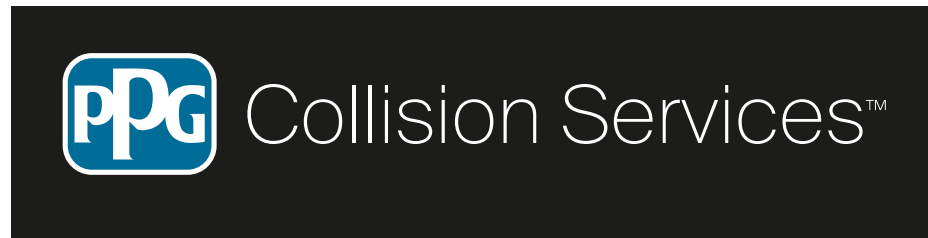


Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.

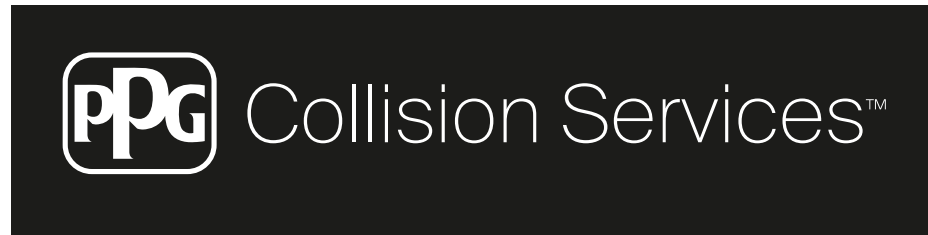


Black

PPG Blue
(or Pantone 307)
C100 M16 Y0 K27



1-color black logo for use when color printing is not available.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Deltron® Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.



The *Deltron* logo is available as a spot color duotone—Black plus Deltron Red (or Pantone 229), CMYK and grayscale versions.

Shown below is the PANTONE® color that makes up the spot duotone color logo. CMYK process colors are used when printing the spot color is not available.



Black

Deltron Red
(or Pantone 229)
C0 M100 Y15 K60

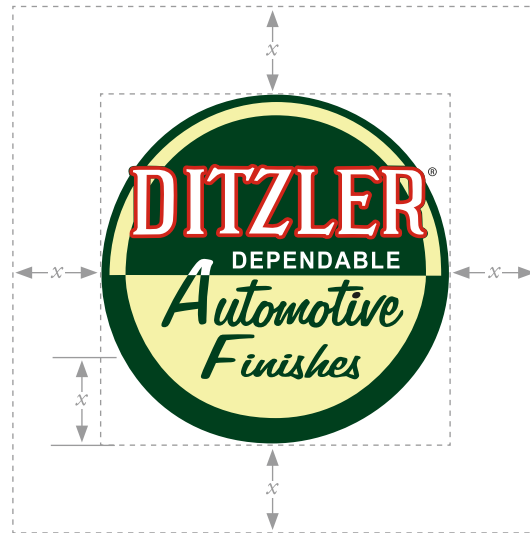
In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Ditzler® Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown for circle logo ($x=1/4$ the height of the circular graphic). The free zone isolation area as shown for signature type ($x=1/2$ the height of the capital letters). Do not use against complicated photographic backgrounds.

Minimum size is 1" in width, as shown below for the circular logo.



1-color black logo for use when color printing is not available.

Shown below are the CMYK process colors that make up the color logo.



Ditzler Green

C100 M44 Y100 K44

Ditzler Red

C6 M100 Y99 K1

Ditzler Yellow

C4 M0 Y34 K0



Envirobase® High Performance Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the "E" in *ENVIROBASE*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 2" in width.



English version logo

Minimum size is 2" in width, as shown below



Shown below are the two PANTONE® colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Black

Envirobase Blue
(for Pantone 307)
C100 M16 Y0 K27

Shown below are the two black ink values that make up the 1-color logo.



Black 100%

Black 40%



French version logo

1-color black (grayscale) logo for use when other color printing is not available.

ENVIROBASE®
HIGH PERFORMANCE

ENVIROBASE®
HAUTE PERFORMANCE

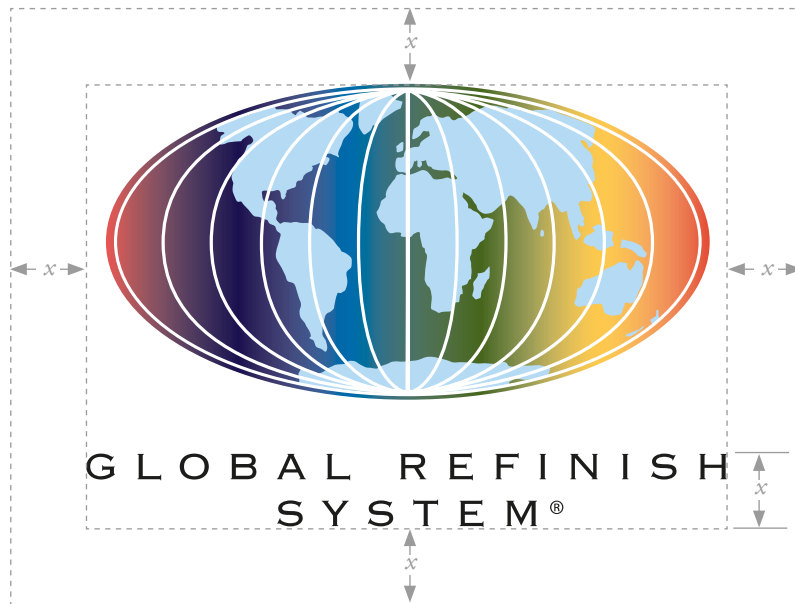
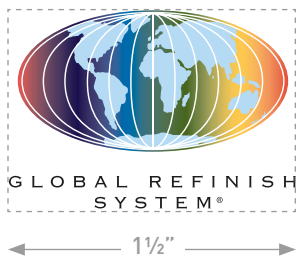
In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

PPG Global Refinish System® Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x =the height of the two lines of *Global Refinish System*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.



The PPG Global Refinish System logo is available as a spot color Pantone, CMYK and grayscale versions.

The spot colors used in this logo:

Global Dark Red
(or PANTONE 032) C0 M90 Y86 K0

Global Dark Blue
(or PANTONE 2765) C100 M97 Y0 K45

Global Blue
(or PANTONE 300) C100 M44 Y0 K0

Global Light Blue
(or PANTONE 545) C22 M3 Y0 K0

Global Green
(or PANTONE 575) C48 M0 Y100 K53

Global Yellow
(or PANTONE 129) C0 M16 Y77 K0

Global Light Red
(or PANTONE 710) C0 M79 Y58 K0

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

MVP Logo

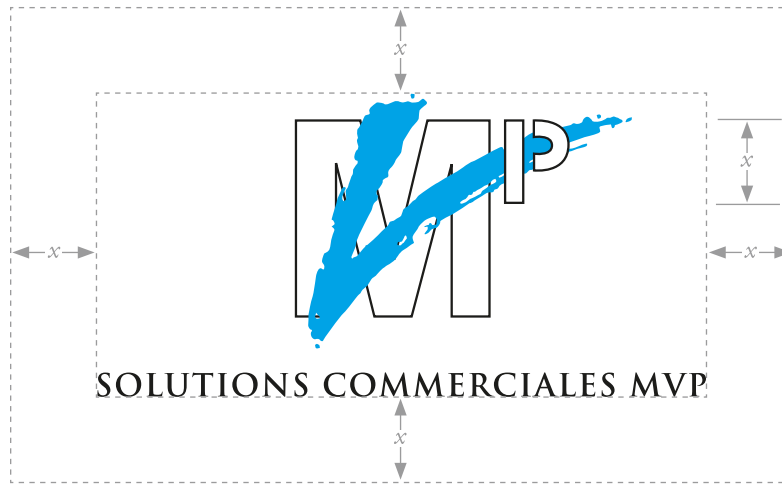
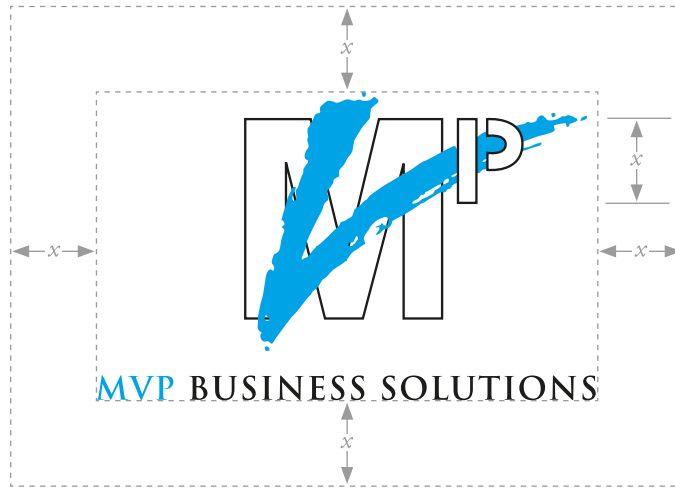
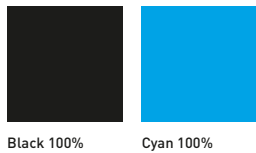
PPG Brands Logo Guidelines

To be used on white or light to medium, neutral color backgrounds with the free zone isolation area as shown (x=the height of the "P" type). Do not use against complicated photographic backgrounds. Do not use smaller than 1.25" in height.

Minimum size is 1.25" in width, as shown below



Shown below are the two process colors that make up the color logo.



1-color black logo for use when color printing is not available.



Nexa Autocolor® Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



1-color black logo for use in printing color printing is not available.

All colors are CMYK process colors with the exception of the Autocolor Dark Blue background (or Pantone 294).



Shown below is the PANTONE® color that makes up only the background color of the logo. CMYK process colors are used when printing the spot color is not available.



Autocolor Dark Blue (or Pantone 294)
C100 M56 Y0 K18



Autocolor Light Blue
C100 M0 Y0 K0



Autocolor Red
C0 M91 Y87 K0



Autocolor Yellow
C0 M0 Y100 K0

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

OMNI[®] Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the "O" in *OMNI*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1" in width.

Minimum size is 1" in width, as shown below



Shown below are the PANTONE[®] colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.

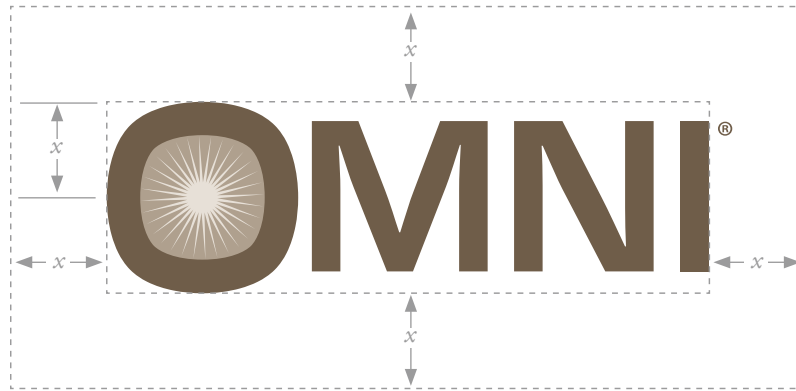


100% OMNI Warm Gray (or Pantone Warm Gray 11) C0 M17 Y34 K62	50% OMNI Warm Gray (or Pantone Warm Gray 11) C0 M9 Y17 K31	15% OMNI Warm Gray (or Pantone Warm Gray 11) C0 M2 Y5 K9
---	---	---

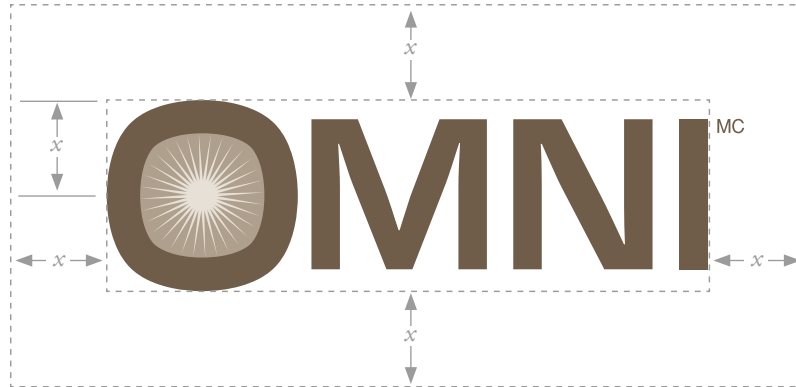
Shown below are the two black ink values that make up the 1-color logo.



Black 100% Black 50% Black (Star) 15%



English version logo



French version logo

1-color black (grayscale) logo for use when color printing is not available.



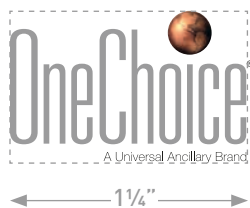
In lieu of the colors specified on this page, you may use the suggested PANTONE[®] Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE[®] and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

OneChoice® Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=the width of the letters "On" in *OneChoice*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.25" in width.

Minimum size is 1.25" in width, as shown below



Shown below are two black ink values that are used for the OneChoice type and tagline.

The Photographic Logo Globe—for a color logo the globe must print as CMYK; for the 1-color logo use a grayscale halftone.



OneChoice Tagline
Black 100%

OneChoice Type
Black 40%



English version logo



French version logo

1-color black (grayscale) logo for use when color printing is not available.



Commercial versions of the *OneChoice* logo are on page 50.

Platinum Distributor Horizontal Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the "M" in Platinum). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

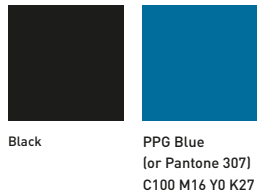


English version logo

Minimum size is 1.5" in width, as shown below



Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



French version logo

1-color black logo for use when color printing is not available.



Vertical versions of the Platinum Distributor logo are on page 25.

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Platinum Distributor Vertical Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the "P" in Platinum). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1" in width.

Minimum size is 1" in width, as shown below



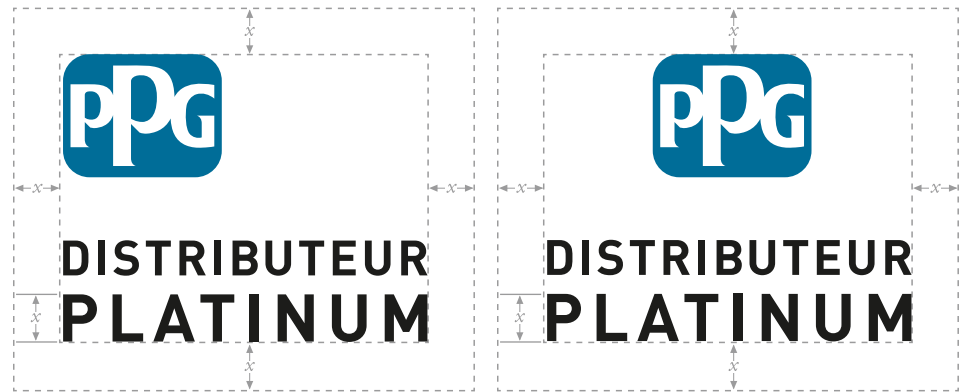
Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Black
PPG Blue
(or Pantone 307)
C100 M16 Y0 K27



English version logo



French version logo

1-color black logo for use when color printing is not available.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

PPG Plus™ Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the "P" in PPG PLUS). Do not use against complicated photographic backgrounds. Do not use smaller than 1½ or 1" in width (see below). Reverse versions are available against dark backgrounds.

Minimum size is 1" in width, as shown below

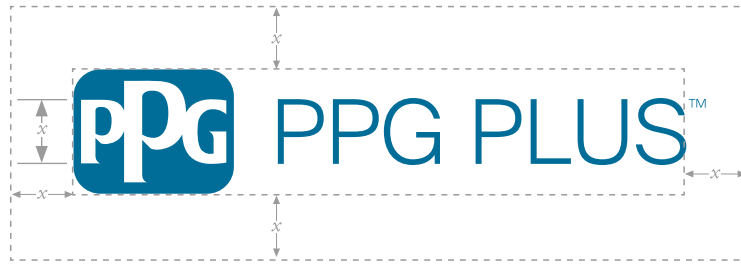


Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Black

PPG Blue
(or Pantone 307)
C100 M16 Y0 K27



Horizontal version

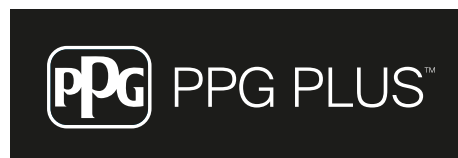


Vertical version

1-color black logo for use when color printing is not available.



Reverse versions are available when using against dark backgrounds.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Quick Repair Logo

PPG Brands Logo Guidelines

Logos should use the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

Minimum size is 1.5" in width, as shown below



1 1/2"

Shown below are the CMYK colors that make up the colors of the logo.



Black 100%

Black 40%

Quick Repair Red
C0 M100 Y84 K0



Quick Repair Yellow
C0 M38 Y93 K0

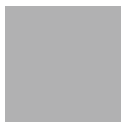
Shown below are the black ink values that make up the 1-color (grayscale) logo.



Black 100%

Black 65%

Black 40%



Black 30%



English version logo



French version logo

1-color black (grayscale) logo for use in printing color printing is not available.



Shop-Line® Logo

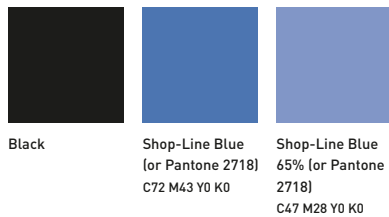
PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/3$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1" in width.

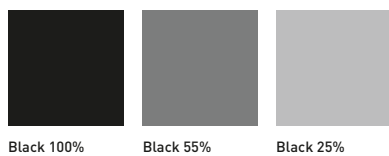
Minimum size is 1" in width, as shown below



Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Shown below are the three black ink values that make up the 1-color logo.



1-color black (grayscale) logo for use when color printing is not available.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Value-Pro™ Logo

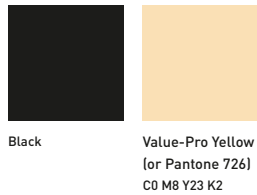
PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

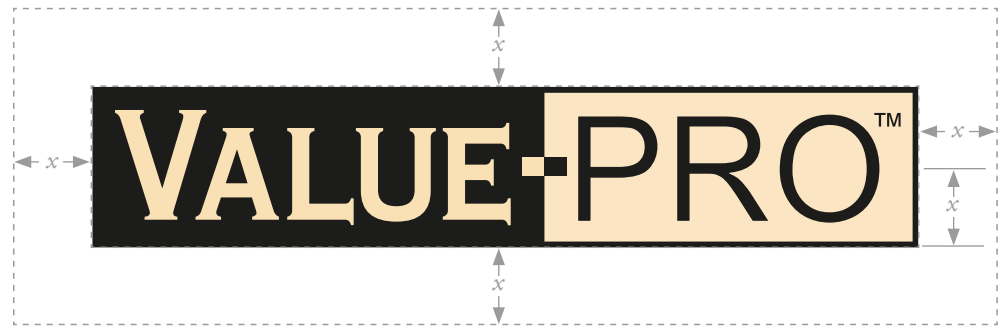
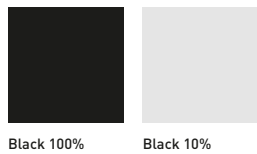
Minimum size is 1.5" in width, as shown below



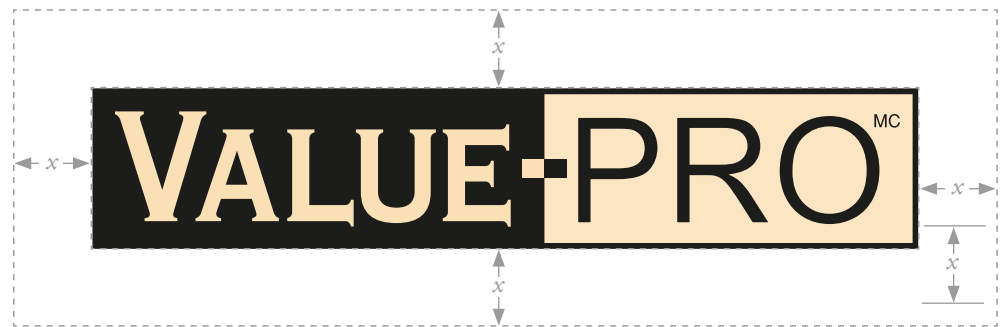
Shown below are the two colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Shown below are the black ink values that make up the 1-color logo.



English version logo



French version logo

1-color black (grayscale) logo for use when color printing is not available.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Vantage Point

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



English version logo

Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0 C68 M55 Y0 K0 C0 M47 Y88 K0
C43 M0 Y100 K0 C77.65 M16 Y0 K0 C0 M16 Y88 K0



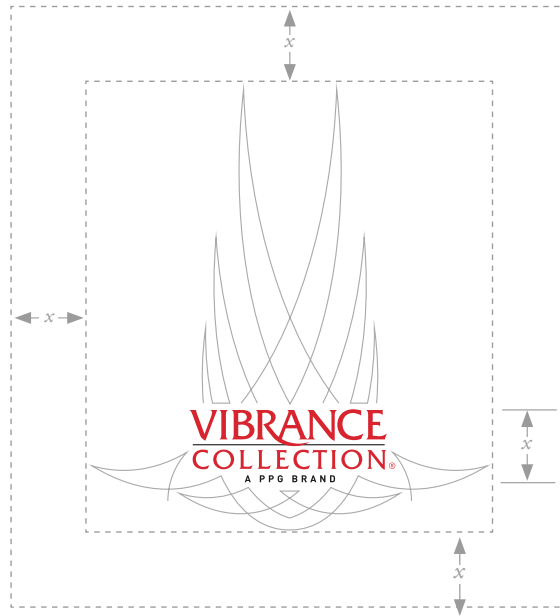
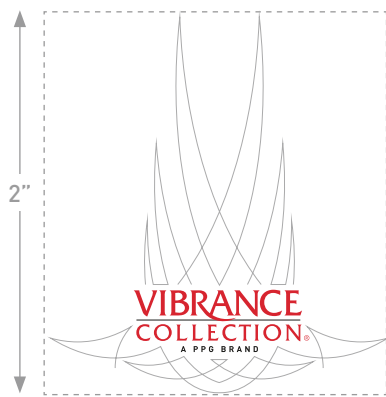
Black 70% C14 M100 Y100 K0

Vibrance Collection® Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the type). Do not use against complicated photographic backgrounds. Do not use smaller than 2" in height.

Minimum size is 2" in height, as shown below



English pinstripe version logo

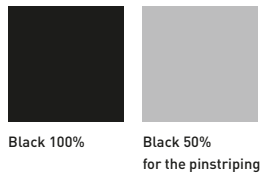


French pinstripe version logo

Color logo for use as a reverse when printing on neutral dark colors like black.

Color logo for use when printing on white or very light neutral backgrounds.

Shown below are the colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Black 100%

Black 50%

for the pinstripping



Vibrance Red
(or Pantone 186)
C0 M100 Y81 K4

Vibrance Orange
(or Pantone 1365)
C0 M29 Y72 K0



1-color reverse logo for use in printing on dark color backgrounds.



1-color black (grayscale) logo for use when color printing is not available.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Vibrance Collection® Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the word *VIBRANCE*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 2" in width.

Whenever the *Vibrance Collection*® logo is used, the small text "A PPG BRAND" must ALWAYS be present in the lower right area of the logo.

Minimum size is 2" in width, as shown below



Shown below are the three colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Black
Vibrance Orange (or Pantone 1365)
C0 M29 Y72 K0
Vibrance Red (or Pantone 186)
C0 M100 Y81 K4

Shown below are the black ink values that are used to make up the 1-color logo.



Black 100%
Black 66% for the three gray flames in halftone screen version



English primary version logo



French primary version logo

1-color black logo for use when color printing is not available.



1-color black logo with halftone screen.



Vertical pinstripe versions of the *Vibrance Collection* logo are on page 31.

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Color Accurate™

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.

Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.

Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0

C100 M58 Y19 K4

C0 M47 Y88 K0



Black 35%

C14 M100 Y100 K0

Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60%

Black 50%

Black 35%



Black 20%

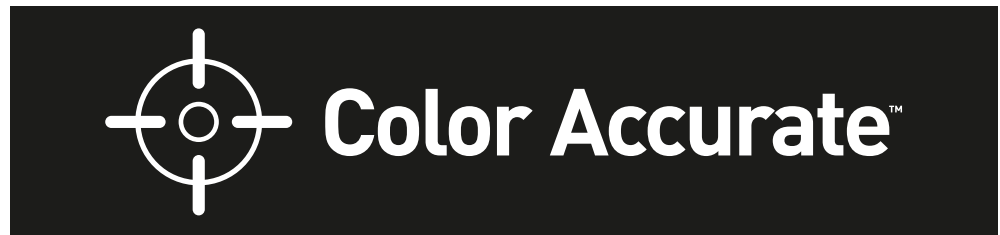
Black 15%



1-color black logo for use when color printing is not available.



1-color reverse logo for use in printing on dark color backgrounds.



Color Mobile[®]

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.



Minimum size is 1.5" in width, as shown below



Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0

C100 M58 Y19 K4

C0 M47 Y88 K0



Black 35%

C14 M100 Y100 K0

Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60%

Black 50%

Black 35%



Black 20%

Black 15%

1-color black (grayscale) logo for use when color printing is not available.



1-color black logo for use when color printing is not available.



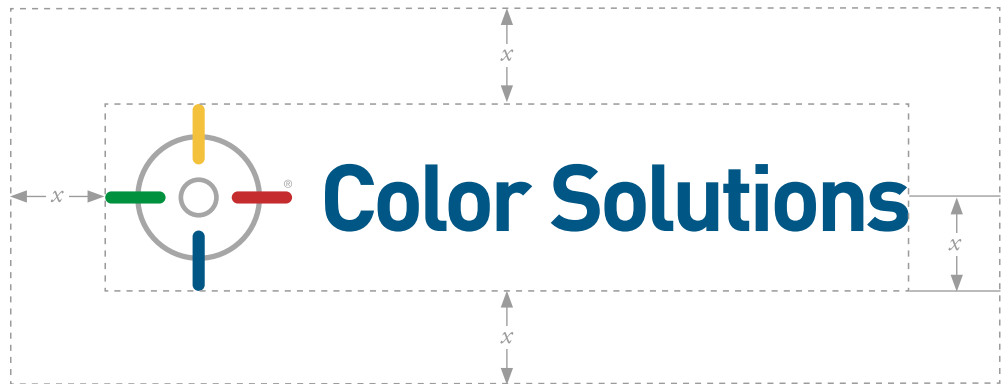
1-color reverse logo for use in printing on dark color backgrounds.



Color Solutions

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.



Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.



Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0

C100 M58 Y19 K4

C0 M47 Y88 K0



Black 35%

C14 M100 Y100 K0

1-color black logo for use when color printing is not available.



Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60%

Black 50%

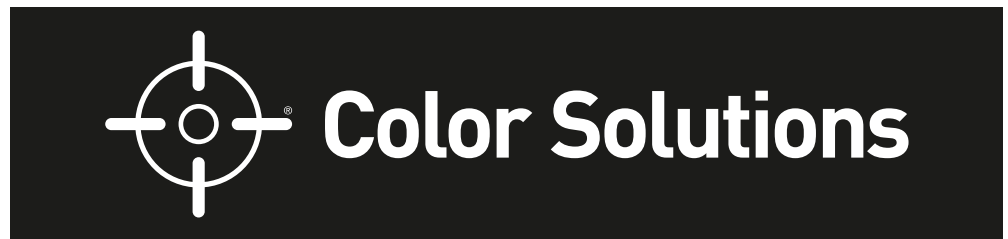
Black 35%

1-color reverse logo for use in printing on dark color backgrounds.



Black 20%

Black 15%

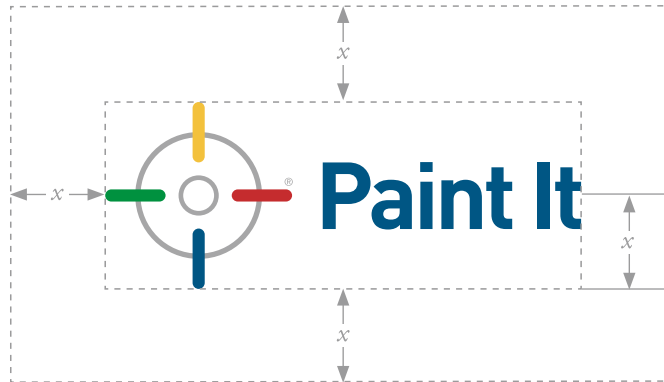


Paint It

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.

Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.

Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0

C100 M58 Y19 K4

C0 M47 Y88 K0



Black 35%

C14 M100 Y100 K0



1-color black logo for use when color printing is not available.

Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60%

Black 50%

Black 35%



Black 20%

Black 15%



1-color reverse logo for use in printing on dark color backgrounds.



PaintManager® XI

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.



Minimum size is 1.5" in width, as shown below



Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0

C100 M58 Y19 K4

C0 M47 Y88 K0



Black 35%

C14 M100 Y100 K0

Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60%

Black 50%

Black 35%



Black 20%

Black 15%

1-color black (grayscale) logo for use when color printing is not available.



1-color black logo for use when color printing is not available.



1-color reverse logo for use in printing on dark color backgrounds.



RapidMatch® XI

PPG Brands Logo Guidelines

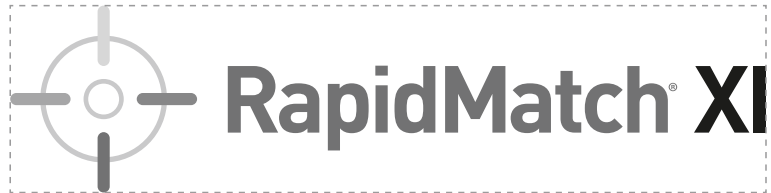
To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.



Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.



Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0 C100 M58 Y19 K4 C0 M47 Y88 K0



Black 35% C14 M100 Y100 K0

1-color black logo for use when color printing is not available.

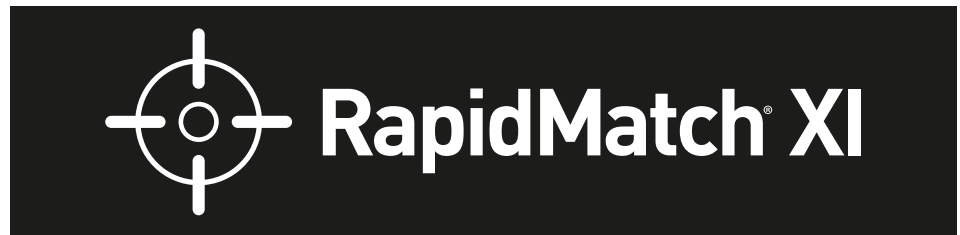


Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60% Black 50% Black 35%

1-color reverse logo for use in printing on dark color backgrounds.



Black 20% Black 15%

TouchMix® XI

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 0.35" in height.

Minimum size is 1.5" in width, as shown below



1-color black (grayscale) logo for use when color printing is not available.



Shown below are the CMYK colors that make up the colors of the logo.



C87 M0 Y100 K0

C100 M58 Y19 K4

C0 M47 Y88 K0



Black 35%

C14 M100 Y100 K0

1-color black logo for use when color printing is not available.



Shown below are the black ink values that are used to make up the 1-color black (grayscale) logo.



Black 60%

Black 50%

Black 35%

1-color reverse logo for use in printing on dark color backgrounds.



Black 20%

Black 15%



AdjustRite® / AdjustRite® Plus Logos

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=2/3$ the height of the black square in *AdjustRite* for the horizontal version; and $x=1/3$ the height of the black square for the vertical version). Do not reverse or use against complicated photographic backgrounds.



Horizontal version logo

Minimum size is 1.5" in width for the horizontal logo; and .75" in width for the vertical logo as shown below



1 1/2"



3/4"

Shown below are the approximate colors that make up the color logo. The colored graphics within the black square are actually photographic blends from light to dark versions of these reference colors.

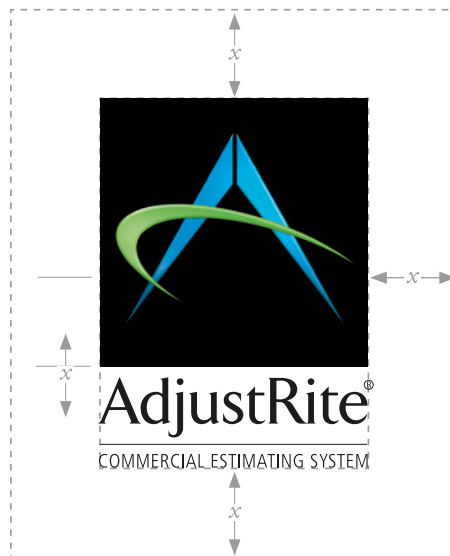


Black 100%

AdjustRite Blue
C75 M0 Y6 K0

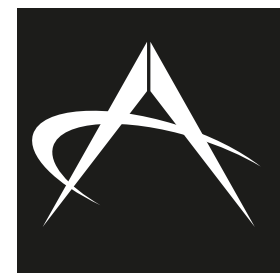
AdjustRite Green
C35 M0 Y62 K0

1-color black logo for use when color printing is not available.



Vertical version logo

1-color black logo for use when color printing is not available.



AdjustRite®
COMMERCIAL ESTIMATING SYSTEM

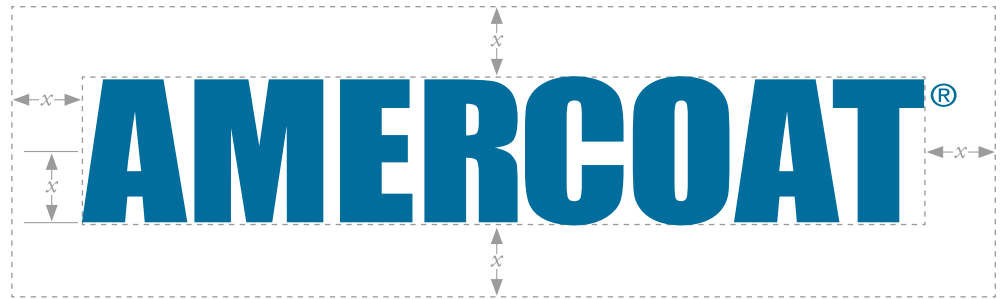


Horizontal version logo

Amercoat® Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the letters in *Amercoat*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



Shown below is the PANTONE® color that makes up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Amercoat Blue
(or Pantone 307)
C100 M16 Y0 K27

Shown below is the black ink that make up the 1-color logo.



Black 100%

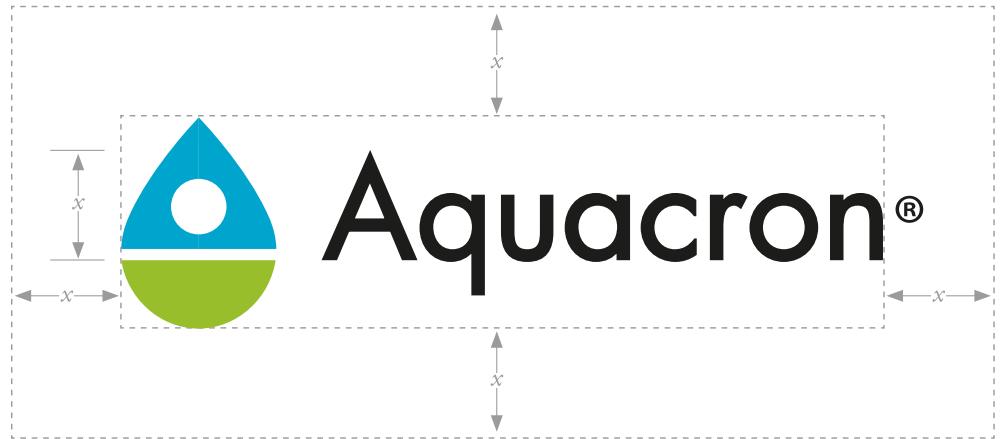
1-color black logo for use when color printing is not available.



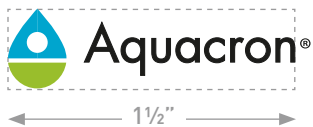
Aquacron® Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the letter "A" in *Aquacron*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



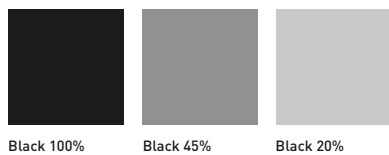
Minimum size is 1.5" in width, as shown below



Shown below are the colors that make up the color logo.



Shown below are the black ink values that make up the 1-color (grayscale) logo.



1-color black (grayscale) logo for use when color printing is not available.



1-color black logo for use when color printing is not available.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Audioguard® Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x =the height of the logo). Do not use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



Shown below are the colors that make up the color logo.



Black 100% Audioguard Blue
(or PANTONE 653)
C100 M66 Y9 K0

Shown below are the black ink values that make up the 1-color (grayscale) logo.



Black 100% Black 60% Black 40%

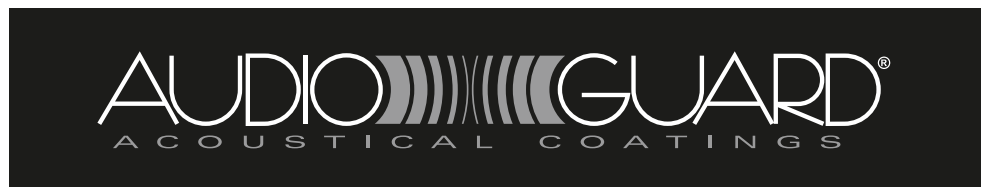
1-color black (grayscale) logo for use when color printing is not available.



1-color black logo for use when color printing is not available.



Reverse logos for use on dark backgrounds.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Commercial Performance Coatings Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the square symbol). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 2" in width.

Minimum size is 2" in width, as shown below



Shown below are the colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Black 100%

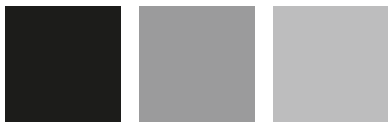
Black 30%
for the word
Performance.

Black 25%
for light gray
in symbol.



CPC Blue
(or Pantone 279)
C68 M34 Y0 K0

Shown below are the black ink values that make up the 1-color logo.



Black 100%

Black 40%
for the word
Performance.

Black 25%
for light gray
in symbol.



English version logo



French version logo



Spanish version logo

1-color black (grayscale) logo for use when color printing is not available.

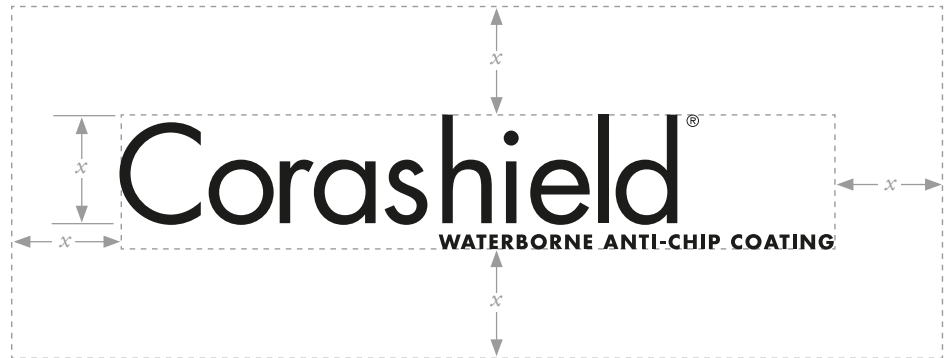


In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Corashield® Logo

PPG Brands Logo Guidelines

Black ink is to be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the logo). Do not use against complicated photographic backgrounds. Do not use smaller than 2" in width.



Minimum size is 2" in width, as shown below



Shown below are the black ink values that make up the 1-color logo.



Black 100%

Black 50%

Reverse logo for use on medium color backgrounds.



Reverse logo for use on dark color backgrounds.



Delfleet Essential® Logo

PPG Brands Logo Guidelines

To be used on white or light color backgrounds with the free zone isolation area as shown (x =the width of the "E" in *Essential*). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



Shown below are the two PANTONE® colors that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



Essential Orange
(or Pantone 144)
C0 M48 Y100 K0

Essential Cool Gray
(or Pantone
Cool Gray 9)
C0 M1 Y0 K51

1-color black (grayscale) logo for use when color printing is not available.



Shown below are the black ink values that make up the 1-color logo.



Black 100%

Black 40%

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

Delfleet® Evolution Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown ($x=1/2$ the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.

Minimum size is 1.5" in width, as shown below



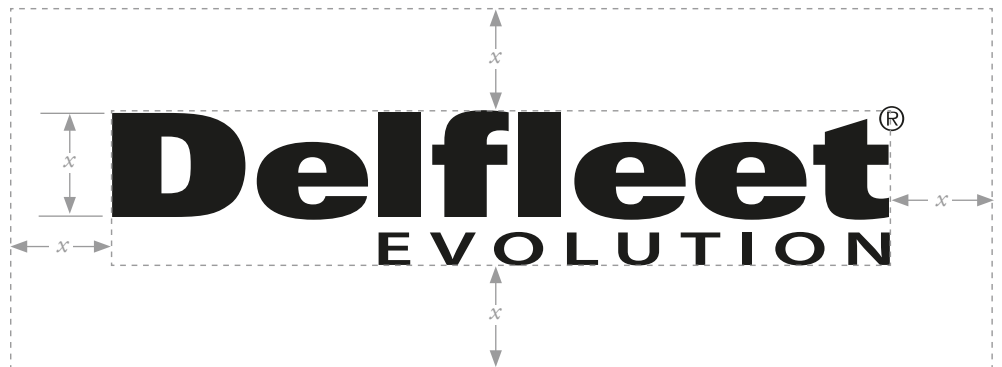
The Photographic Texture Background—for a color logo the background must print as CMYK; for a one-color logo use a grayscale halftone.



1-color black (grayscale) logo for use when color printing is not available.



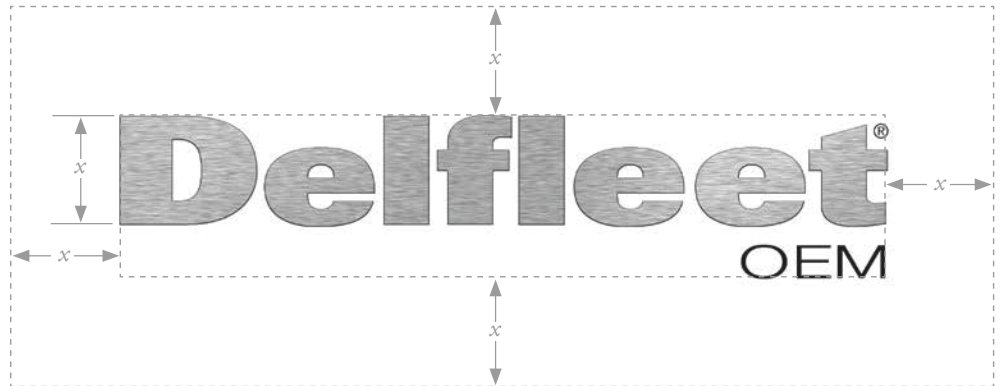
Logo for embroidery use only, 100% black.



Delfleet® OEM Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the logo). Do not reverse or use against complicated photographic backgrounds. Do not use smaller than 1.5" in width.



Minimum size is 1.5" in width, as shown below



For a color logo the photographic texture (brushed aluminum) must print as CMYK; for a one-color logo use a grayscale halftone.

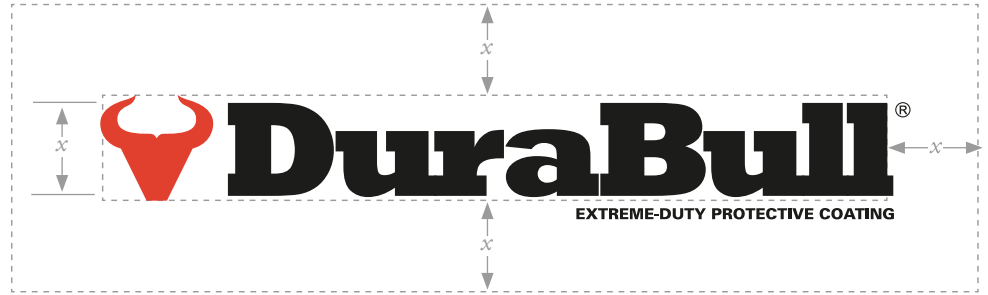
1-color black (grayscale) logo for use when color printing is not available.



DuraBull® Logo

PPG Brands Logo Guidelines

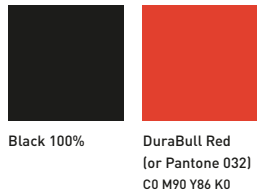
CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x=the height of the upper case letters). Do not use against complicated photographic backgrounds. Do not use smaller than 2" in width.



Minimum size is 2" in width, as shown below



Shown below are the PANTONE® inks that make up the spot color logo. CMYK process colors are used when printing spot colors are not available.



1-color black logo for use when color printing is not available.



Reverse logos for use on dark color backgrounds.



Dimensional logo for use in 4-color process printing only.



In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

OneChoice® Commercial Logo

PPG Brands Logo Guidelines

CMYK process colors to be used on white or light color backgrounds with the free zone isolation area as shown (x =the height of lower case letters in *OneChoice*). Do not use against complicated photographic backgrounds. Do not use smaller than 1.25" in width.

Minimum size is 1.25" in width, as shown below



Shown below are the inks used for the OneChoice Commercial logo.

The Photographic Logo Globe—for a color logo the globe must print as CMYK; for the 1-color logo use a grayscale halftone.



OneChoice Blue
(or PANTONE 117)
C71 M30 Y13 K41

Shown below are the black ink values that make up the 1-color (grayscale) logo.



Black 100%



1-color black (grayscale) logo for use when color printing is not available.



Reverse logos for use on black or dark color backgrounds.



Automotive versions of the *OneChoice* logo are on page 23.

In lieu of the colors specified on this page, you may use the suggested PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page and throughout this manual have not been evaluated by Pantone LLC for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® and the other Pantone trademarks are the property of Pantone LLC. Portions © Pantone LLC.

