

Picis Corporate Image Guidelines

January 2009. 2.5

Contents

Picis logo — Primary version	3
Picis logo — Versions	4
Picis logo — Vertical version	5
Picis logo — Usage	6
Picis logo — Misuse	7
Corporate typography	8
Corporate colors	9
NEW Corporate addresses	10



Primary Picis logo
Full color display
3D lifedrops symbol,
Horizontal layout

Picis logo Primary version

The Picis logo is the basic element of the company's corporate image. The continuity and coherence in which the logo is presented directly affects the image of the company. It is very important that extreme care is taken in the way the logo is displayed, including colors, proportions and quality of the printed output.

Several different versions of the logo exist which are presented in the following pages.



Full color, 3D Lifedrops symbol.

Preferred version. It should be displayed on top of a white background. It should be used only when the printing or reproduction methods ensure an optimal display quality. The symbol is an image, so extra care should be taken when re-sizing - very large reproductions may end up pixelated.



Two ink, vector version.

This version is suitable for 2 color printing processes or vinyl cutouts. Being a vector image it can be scaled to any size. It should also be used whenever the printing or reproduction methods used do not ensure the correct display of the 3D symbol.



One ink, vector version.

This version is recommended for low-end printing and reproduction methods such as fax documents or stamps.

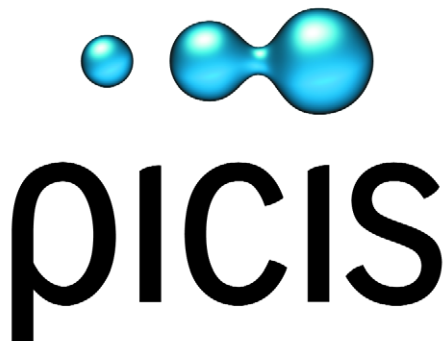


Reverse, vector version.

To be used whenever the background is black or dark colors. Also suitable for display on top of photographs or irregular backgrounds.

Picis logo Versions

The Picis logo has several versions depending on the needs. Please use accordingly.



Full color, 3D Lifedrops symbol.

Preferred version. It should be displayed on top of a white background. It should be used only when the printing or reproduction methods ensure an optimal display quality. The symbol is an image, so extra care should be taken when re-sizing - very large reproductions may end up pixelated.



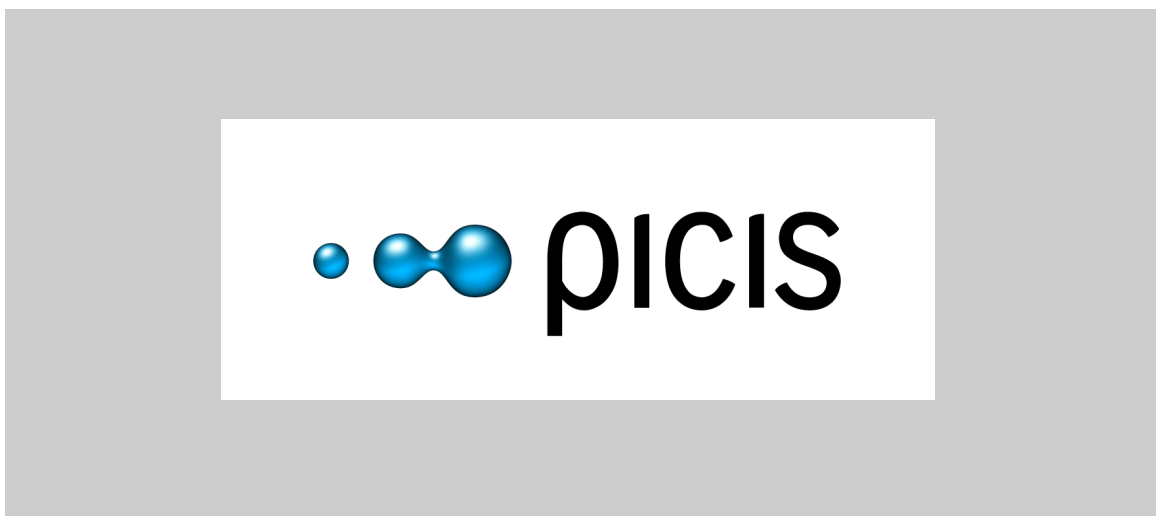
Two ink, vector version.

This version is suitable for 2 color printing processes or vinyl cutouts. Being a vector image it can be scaled to any size. It should also be used whenever the printing or reproduction methods used do not ensure the correct display of the 3D symbol.

Picis logo Vertical version

The vertical version of the logo is reserved for special circumstances in which the horizontal space available is limited and the readability of the horizontal version of the logo would be compromised.

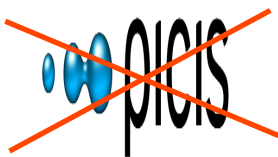
Use this version only when authorized by the Picis Marketing Department at design@picis.com.



Reserved space
Always leave an area of empty space surrounding the logo that is at least equal to the height of the logo.

Picis logo Usage

WRONG:



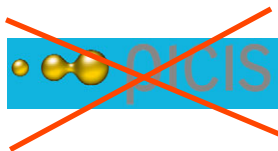
Do not stretch or compress the logo in an unequal manner.

WRONG:



Whenever the reproduction methods only permit one ink, the color used should be black, not blue or any other color.

WRONG:



Do not alter the logo's colors in any way.

WRONG:



Do not modify the logo - symbol relationship in any way.

Picis logo Misuse

Always make sure that the Picis logo is displayed in the best possible way, taking care that the correct colors and proportions are used.

It should be displayed using the 3D version over white background whenever possible.

Never overlap the logo with other graphic symbols, use it as a background image or animate it without receiving authorization from the Picis Marketing Team at design@picis.com.

Do not attach any unauthorized taglines or messages within the logo's reserved space.

News Gothic
Primary corporate typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Garamond
Secondary corporate typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

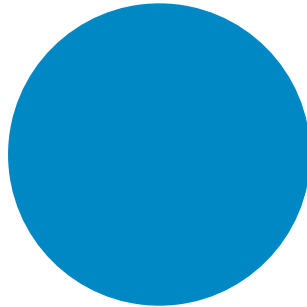
Corporate typography

There are two Picis standard corporate typefaces: **News Gothic** and **Garamond**.

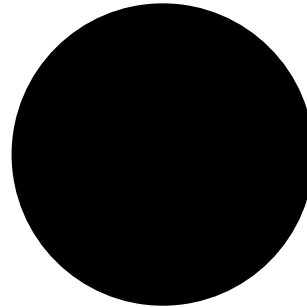
They should be used in all print and online marketing pieces whenever a custom typeface may be assigned.

On web, email and other pieces where the correct display of the corporate fonts can not be ensured, **Arial** and **Times New Roman** should be used.

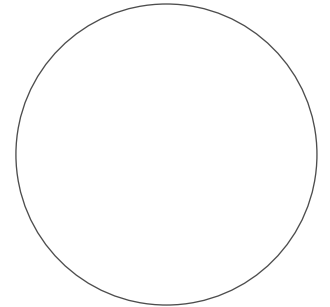
Picis primary colors



Pantone: PMS 639
RGB = 0, 153, 204
CMYK = 83, 0, 12, 0
Web = #0099CC

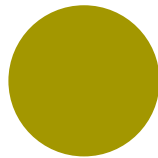


Pantone: Process Black
RGB = 0, 0, 0
CMYK = 0, 0, 0, 100
Web = #000000

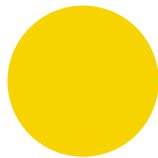


White
RGB = 255, 255, 255
CMYK = 0, 0, 0, 0
Web = #FFFFFF

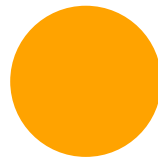
Secondary colors



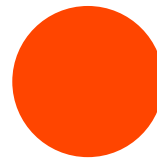
Pantone: PMS 383



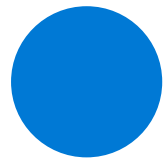
Pantone: PMS 396



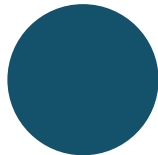
Pantone: PMS 1235



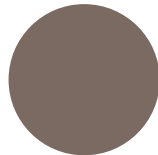
Pantone: PMS 1655



Pantone: PMS 279



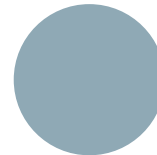
Pantone: PMS 5405



Pantone:
Warm Gray 9



Pantone:
Warm Gray 2



Pantone: Metallic
8201C

Corporate colors

The Picis color scheme includes but is not limited to the colors above.

Wakefield: (Corporate Headquarters)

100 Quannapowitt Parkway, Suite 405
Wakefield, MA 01880 U.S.A.
Tel: 781 557 3000
Fax: 781 557 3140

Rosemont:

9550 W. Higgins Road, Suite 1100
Rosemont, IL 60018 U.S.A.
Tel: 847 993 2200
Fax: 847 518 9085

Bellevue:

15325 SE 30th Place, Suite 200
Bellevue, WA 98007 U.S.A.
Tel: 425 641 4451
Fax: 425 562 4860

Barcelona:

Carrer del Císter, 2
08022 Barcelona, Spain
Tel: +34 93 254 1010
Fax: +34 93 254 1011

London:

1 Eversholt Street, The Podium
London, NW1 2DN, United Kingdom
Tel: +44 207 554 5133
Fax: +44 207 554 5160

Corporate Addresses

Follow this format when referring to any of these corporate addresses.

Thank you!

For helping us keep the Picis corporate image in line with these standards.

If you have any questions or comments please e-mail us to **design@picis.com**

Picis Corporate Image Guidelines.