



*Channeling the
Power of Industry*

Identity Guidelines

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Introduction

Service Mark Identification



The PTDA identity is how we present our organization to the world. It is a major graphical and corporate asset that must be maintained in a uniform presentation to protect its integrity. The following pages contain some basic guidelines on how to use the PTDA signature in most communications.

Please use the approved digital art whenever reproducing this identity. The art can be downloaded from www.ptda.org/logos. If you have any questions regarding these guidelines, contact the PTDA at 1.312.516.2100 or e-mail them at ptda@ptda.org

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or

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This text should be revised to include only those registered marks referenced within the document.

Color Palette

Primary colors

	Pantone® color	C M Y K	Web
Gold	Pantone 116	1 16 94 0	255 204 0 FFCC00

Blue	Pantone 281	100 72 0 38	0 51 102 003366
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Secondary colors

Gray	Pantone 410	0 18 23 56	102 102 102 666666
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Light Blue	Pantone 291	47 11 0 0	102 204 255 66CCFF
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Green	Pantone 349	100 0 83 47	255 204 0 FFCC00
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Blue	Pantone 3005	100 30 0 6	0 153 204 0099CC
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Red	Pantone 187	21 100 81 12	179 27 52 B31B34
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The PTDA identity is based on the two primary colors, gold and blue. The secondary colors compliment the primary colors and can be used in any PTDA communications. Values for spot and 4-color process are shown above. Use these color values for offset printing. For on-screen applications such as PowerPoint and Word documents, use the web colors.

When printing these colors, the paper stock will affect the color tones on uncoated vs. coated papers. PANTONE colors will vary slightly between coated and uncoated stocks as well.

The colors shown have not been reviewed by Pantone, Inc. for accuracy to their standards and may not match in certain cases. PANTONE® is a registered trademark of Pantone, Inc.

Accepted signature color variations



2-Color signature
 ptda_pms.eps (2-color spot)
 ptda_cmyk.eps (4-color process)
 ptda.jpg (2-color web)
 ptda_sm.jpg (2-color web)
 ptda_sm.gif (2-color web)



1-Color black signature
 ptda_bk.eps (2-color spot)
 ptda_bk.gif (black web with clear background)
 ptda_bk.jpg (black web)



1-Color Blue signature
 ptda_bl.eps (1-color blue spot)



Reverse with gold spot
 ptda_pms_rev.eps (Reverse with spot)
 ptda_4C_rev.eps (Reverse with 4-color process gold)
 ptda_pms_rev.gif (Reverse with web/gold)



1-Color reverse signature
 ptda_wht.eps (1-color reverse)



1-Color Blue signature
 ptda_bl_tnt.eps (1-color blue/tint)



Black with tint signature
 ptda_bk_gy.eps (Black with gray tint)
 ptda_bk_gy.gif (Black/gray web with clear background)
 ptda_bk_gy.jpg (Black/gray web)

The PTDA signature may be reproduced in various color combinations, depending on the type of communication. The above signatures should cover the most common situations. The recommended usage is the 2-color signature or in 4-color process.

If 4-color printing is not an option, other 1-color blue or black, 1-color blue or black with tints, full reverse and reverse with color spot can be used.

See pages 9 and 10 for a full list of files and logotypes available.

Signature uses on different background colors



Reverse with gold spot on PTDA Blue background



Reverse with gold spot on PTDA Green background



Reverse with gold spot on dark photo background



1-color reverse on black background



2-color signature PTDA Light Blue background



2-color signature with gold spot on light photo background



1-color black on PTDA Gold background



1-color reverse on PTDA Gray background

The PTDA signature recommended usage is the 2-color signature or in 4-color process on a white background where it reproduces best. In situations where the 2-color signature will not be viewed accurately, or if the number of the colors is limited, a 1-color black or blue, 1-color reverse, reverse with gold spot, or black with gray spot may be used. The background color you choose will help determine the appropriate logo.

For instance, on a dark background color the reverse signature or reverse (white) with gold spot should be used. Readability of the gold “channels” will determine which logo to use.

A good rule to follow when using the signature on a background other than white is to make sure there is plenty of contrast between the background and the signature. The PTDA signature should be easy to read.

When placing the logo on a photograph, make sure the photo background is either light enough for a single color signature or deep enough to use either the reverse with gold spot or straight reverse.

Typography

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Lato Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Lato Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Lato Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Lato Bdd Italic
A B C D E F G H I K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Univers Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Univers Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Univers
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Univers Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Univers Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

Univers Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"'.,:{} [] @#\$\$%&*!

The recommended type face for literature body copy is Lato, which can be used for the body of a letter on PTDA stationery as well as corporate literature. When Lato is not available on your computer, you may use Times New Roman instead.

The additional type face recommended for corporate PTDA literature is Univers. When Univers is unavailable, you may use Arial instead.

Uses of the tagline with the signature



Tagline should appear consistently below the signature whenever possible to facilitate the concept: "PTDA, Channeling the Power of Industry." It may be used, as in the example above, where the tagline is flush left aligned below the letter "A" or simply centered on one or 2 lines depending on the space available in the application. Univers Italic or Garamond Italic are acceptable typefaces for tagline use.

Member logos



Member logos have been created using the word "Member" with and without the tagline.

See examples above. One of these marks should be proudly displayed whenever possible on member company literature.

Misuse



Never use logo where it does not separate from the background.



Never place the signature inside a object like a box or circle



Never stretch, tilt or distort the signature.



Never reproduce the signature in colors other than those specified in these guidelines.



Never use other colors in the signature.



Never change various elements of the symbol.

To maintain consistency in the identity, always use the approved digital art and do not try and create versions other than those provided. Never alter the PTDA logo/signature.

Never add a border or outline around the logo, alter the logo or typeface in any way, use any part of the logo as an independent design element or add any text next to the logo except when using the tagline with the logo.

Planned Usage — Recommended Files

Logo files available at www.ptda.org/logos.

PTDA LOGO

PRINT

1-Color Black

ptda_bk.tif	(pure black & white use)
ptda_bk.eps	(pure black & white use - vector file)
ptda_bk_gy.eps	(grayscale black & white use - vector file)



1-Reverse

ptda_wht.eps	(pure white - vector file)
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2 and 4-Color

ptda_cmyk.tif	(4-color logo use)
ptda_cmyk.eps	(4-color logo - vector file)
ptda_pms.eps	(2- color PMS 281 and 116 - vector file)
ptda_pms_rev.eps	(2- color PMS 116 and white reverse - vector file)
ptda_4C_rev.eps	(cmyk of PMS 116 and white reverse - vector file)



WEB

ptda.jpg	(2 or 4-color use)
ptda_sm.jpg	(2 or 4-color use - smaller version)
ptda_pms_rev.gif	(2- color PMS 116 and white reverse with transparent background for presentation use)
ptda_sm.gif	(2 or 4-color with transparent background for presentation use - smaller version)



PTDA LOGO WITH TAGLINE

PRINT

1-Color Black

ptda_bk_tag.eps	(pure black & white use)
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2 and 4-Color

ptda_cmyk_tag.tif	(2 or 4-color use)
ptda_pms_tag.eps	(2- color PMS 281 and 116 - tagline is flush left - vector file)
ptda_pms_tag_rev.eps	(2- color PMS 116 and White - tagline is flush left - vector file)
ptda_cmyk_tag.eps	(4- color use - tagline is flush left - vector file)



WEB

ptda_pms_tag.jpg	(2 or 4-color use)
ptda_pms_tag_rev.gif	(2- color PMS 116 and white reverse with transparent background for presentation use)



Planned Usage — Recommended Files Continued

PTDA MEMBER LOGO

PRINT

1-Color Black

ptda_bk_member.eps	(pure black & white use)
ptda_bk_gy_member.eps	(grayscale black & white use - vector file)
ptda_bk_tag_member.eps	(pure black & white use- with tag)
ptda_bk_tag_gy_member.eps	(grayscale use- with tag)



2 and 4-Color

ptda_cmyk_member.tif	(4-color logo use)
ptda_cmyk_member.eps	(4-color logo - vector file)
ptda_pms_member.eps	(2- color PMS 281 and 116 - vector file)
ptda_cmyk_member_rev.eps	(PMS 116 and White with transparent background - vector file)
ptda_pms_tag_member.eps	(2- color PMS 281 and 116 - vector file)
ptda_tag_member_rev.eps	(PMS 116 and White with transparent background - vector file)



WEB

ptda_member.jpg	(2 or 4-color use)
ptda_member.gif	(2 or 4-color with transparent background for presentation use)
ptda_member_rev.gif	(PMS 116 and White with transparent background for presentation use)
ptda_pms_tag_member.jpg	(2 or 4-color use)
ptda_pms_tag_member.gif	(2 or 4-color with transparent background for presentation use)
ptda_tag_member_rev.gif	(PMS 116 and White with transparent background for presentation use)

