PEREGRINE

This Brand Guide is a reference and resource tool designed to define and maintain the graphics for Peregrine. The standards included are intended to be dynamic and comprehensive. Peregrine's consistency of message, style and production are essential in order to effectively communicate its position as a company. This guide must be respected and upheld, or run the risk of tarnishing the image that has been carefully created. Please only use artwork provided. Do not attempt to create your own or alter the logo in any way. Digital logo files can be supplied on request. Thank you in advance for your cooperation.

OFFICIAL LOGO
Preferred 1-color, PMS 308 (Uncoated) and shown in 100% Black

PRIMARY LOGO TYPEFACE | Van Condensed (entire family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY LOGO COLOR | 1-color logo

Pantone / Uncoated and CMYK		Pantone / Coated and CMYK		RGB / HTML	
PMS 308	CMYK Uncoated — 99 cyan, 10 magenta, 14 yellow, 38 black	PMS 308	CMYK Coated — 100 cyan, 19 magenta, 8 yellow, 46 black	HTML 005B82 — 0 red, 91 green, 130 blue	

SECONDARY COLOR PALETTE | (supporting color, do not use as logo color)

Pantone / Uncoated and CMYK		Pantone / Coated and CMYK		RGB / HTML	
PMS 7536	CMYK Uncoated — 27 cyan, 22 magenta, 32 yellow, 2 black	PMS 7536	CMYK Coated — 11 cyan, 13 magenta, 30 yellow, 32 black	HTML AAA38E — 170 red, 163 green, 142 blue	

NOTE: Color samples are not for color matching. Use PMS swatch books for proper color matching.