

Welcome to PGA's new brand identity guide. This guide is intended to enable you to use the new identity correctly.

The white "protection zone around the logo should be 1/4 the logo's height at all times. The distance of the protection zone is represented by "X", wherein the areas represented by "X" must be free from other graphics, typography and images. The protection zone rule applies to ALL logos in the PGA identity. The PGA logo with color and effects is used for example below. It has a light and shadow effect cast over the upper left of the round green component of the logo. It shows a gradient of green and gray for the circle to produce a 3-dimensional effect.



The logo can be reproduced either in colour or black & white. DO NOT alter the design or configuration of the logo in any way, or enclose it in other shapes/graphics which reduce the clarity of the corporate image.



PGA LOGO · COLOR



PGA LOGO · BW



PGA LOGO · VECTOR · COLOR



PGA LOGO · VECTOR · BW

Wherever possible it should be reproduced from the Pantone colour matching system. CMYK breakdowns have been specified but these should only be used in applications where spot colour printing is not possible.

PANTONE 341



C: 100
Y: 69
K: 30

PANTONE 425



K: 90

PANTONE 186



M: 91
Y: 76
K: 6

Univers Condensed Bold Italics is used for the corporate typeface on the text “Prudential Guarantee”. Corporate Condensed Plain Regular is then used for the tagline “Insurance Growth”.

Univers Condensed
Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:’?!@\$%&*

Corporate Condensed Plain
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:’?!@\$%&*