


PROMOTIONAL EDGE®

WE LOGO EVERYTHING! SINCE 1992

TABLE OF CONTENTS



PAGE 2.....	TABLE OF CONTENTS
PAGE 3.....	OUR MISSION
PAGE 4.....	OUR SERVICES
PAGE 5.....	BRAND KEY TERMS
PAGE 6.....	PRIMARY LOGO
PAGE 10.....	LOGO CLEARSPACE
PAGE 11.....	LOGO ICON
PAGE 12.....	COLOR PALETTE
PAGE 14.....	BACKGROUND GRAPHICS
PAGE 16.....	TYPOGRAPHY
PAGE 17.....	PHOTOGRAPHY

OUR MISSION



At Promotional Edge, we place ourselves in each client's shoes, acting as an extension of your team to provide creative marketing solutions using products to engage with customers and employees in meaningful, effective ways.

Promotional Edge provides the most compelling promotional products available in the industry to any large organizations who want to customize their brand identity including to the healthcare, construction, education, government, and technology sectors.

INTEGRAL ROLE

TRANSPARENCY

EXPERTISE

PERSONAL TOUCH

OUR SERVICES



**PROMOTIONAL
PRODUCTS**



CUSTOM KITS
ON-BOARDING, WORK-
FROM-HOME, BACK-TO-
SCHOOL, ETC.



**AWARDS &
INCENTIVES**



**COMPANY
STORES**



**BRANDED
APPAREL**



**EVENT
MARKETING**



**SAFETY
PROGRAMS**



**GIFT
EXPERIENCES**



AND MORE!

BRAND KEY TERMS

EXCEPTIONAL
CUSTOMER SERVICE

OPENLY RESOLVES
ANY ISSUES

VALUE AND
EXPERTISE

EXCEEDS
EXPECTATIONS

FULFILLS
CLIENT NEEDS

AN
EXTENSION
OF YOUR
COMPANY'S
TEAM

WILL GO ABOVE AND
BEYOND FOR CLIENTS, EACH
AND EVERY TIME

QUALITY
BRANDED
SWAG

OUR #1 PRIORITY
IS CUSTOMER
RELATIONSHIPS

PRIMARY LOGO

The logo of the Promotional Edge name is conveyed in a stylized typographic word mark. It represents the ownership of the company, the commitment to efficiency to our clients, and the clarity of the single-minded focus we bring to our approach. The base font used to develop the logo is AgencyFB.

**PROMOTIONAL
EDGE®**

PLACEMENT

The logo should always appear on Promotional Edge branded communications, products and services—making our branding present, but not dominating and never minuscule.

VARIATION

The examples to the right demonstrate how the color variations of the logo should be used. The logo should always be placed against a solid background or solid gradient fill.



PRIMARY LOGO

The base font used to develop the tagline is Bebas NEUE.

PROMOTIONAL EDGE®

WE LOGO EVERYTHING!



PRIMARY LOGO

**PROMOTIONAL
EDGE®**

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LOGO SIZE

The smallest imprint allowed for the Promotional Edge logo is 1" squared.



4" Squared



1" Squared

LOGO CLEAR SPACE

To preserve the integrity of the Promotional Edge logo, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing with graphic elements such as other logos, copy, photography or background patterns.

The minimum clear space for the Promotional Edge logo is defined by 50% scale of the Promotional Edge “P”. The minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



The appropriate clear space around the Promotional Edge logo must be at least 50% scale of the Promotional Edge “P”.

LOGO MISUSE

Incorrect use of the Promotional Edge logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of the possible misuse of the Promotional Edge logo.

NO

Do not set the logo at an angle.



NO

Do not deform or alter the logo out of its proportions.



NO

Do not change the color profiles outside brand guidelines.



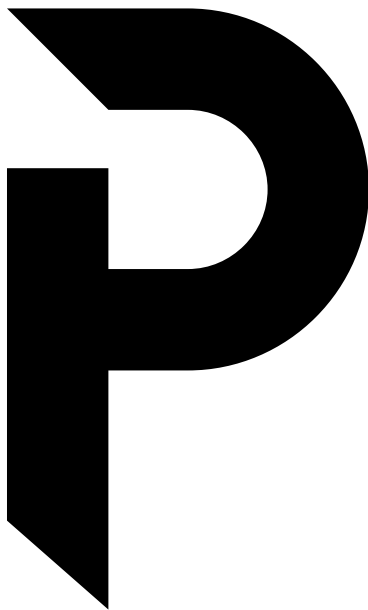
NO

Do not outline trace the logo.



LOGO ICON

The Promotional Edge icon can be used for a variety of applications including social media profiles, digital representation and more.



COLOR PALETTE

Color is a crucial component of our brand. Our use of bold, primary colors is simple to process and they blend nicely when paired together. Backgrounds can be enlivened with a gradient as well.

PRIMARY



PMS 072 C
#000F9F
H: 232°
S: 100%
B: 62%



PMS 7488 C
#70D44B
H: 103°
S: 64%
B: 83%



PMS 7549 C
#FFB600
H: 42°
S: 100%
B: 100%



PMS 2995 C
#00A7E1
H: 194°
S: 100%
B: 88%

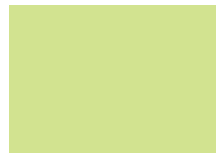


PMS 426 C
#24272A
H: 208°
S: 14%
B: 16%

SECONDARY



PMS 651 C
#A6BBD6
H: 213°
S: 22%
B: 83%



PMS 372 C
#D2EA8E
H: 74°
S: 39%
B: 91%



PMS 7401 C
#F6DFA4
H: 42°
S: 33%
B: 96%



PMS 290 C
#B8D8EB
H: 201°
S: 21%
B: 92%



PMS 422 C
#9EA1A2
H: 194°
S: 2%
B: 63%



PMS 7686 C
#194F90
H: 211°
S: 82%
B: 56%



PMS 7739 C
#2C9942
H: 131°
S: 70%
B: 60%



PMS 141 C
#f4c55c
H: 40°
S: 61%
B: 95%



PMS 7458 C
#6fb1c8
H: 194°
S: 44%
B: 78%



PMS Cool Gray 7 C
#98989a
H: 240°
S: 1%
B: 60%



PMS 280 C
#002169
H: 220°
S: 100%
B: 41%



PMS 357 C
#1A5632
H: 144°
S: 69%
B: 33%



PMS 7555 C
#d29e0e
H: 43°
S: 93%
B: 82%



PMS 7697 C
#4c86a0
H: 197°
S: 52%
B: 62%



PMS Cool Gray 10 C
#63656b
H: 218°
S: 5%
B: 41%

GRADIENT PALETTE

Our gradients can be used to evoke emotion, vibrancy, and energy-signaling movement, ease and connectivity. It may be used as a background fill or as a fill on iconography or text.



WARM GRADIENT

PMS 7555 C Linear
PMS 7549 C -163
PMS 7401 C



COOL GRADIENT

PMS 280 C Linear
PMS 072 C -163
PMS 651 C



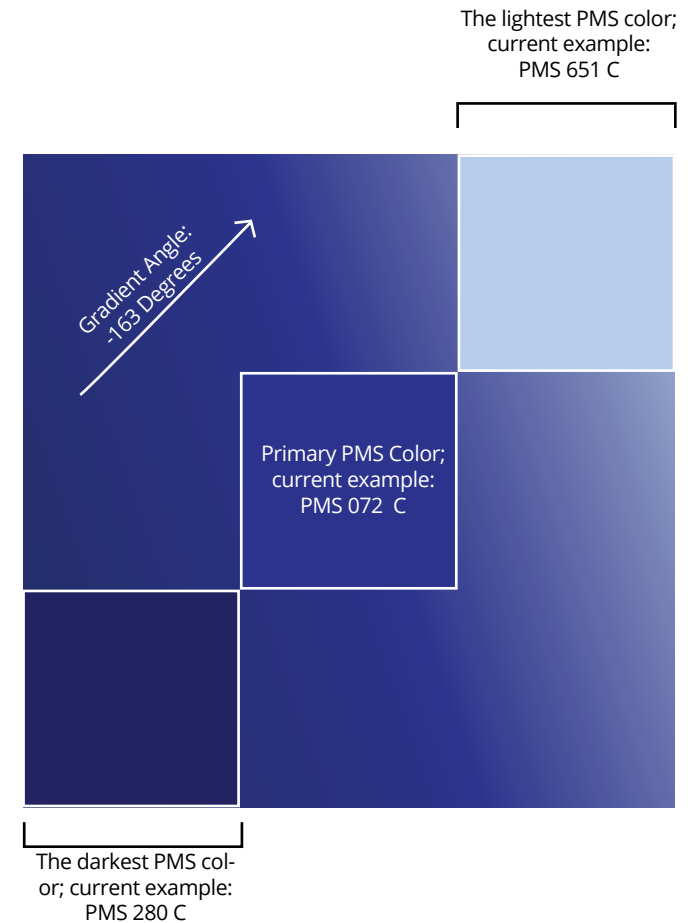
LIGHT GRADIENT

PMS 7697 C Linear
PMS 2995 C -163
PMS 290 C



DARK GRADIENT

PMS 422 C Linear
PMS 426 C -163
PMS Cool Gray 10 C



BACKGROUND GRAPHICS

The following graphics can be used when developing promotional content on behalf of Promotional Edge.



Logo and subsequent type should always remain white to ensure legibility.



Square



Round

TYPOGRAPHY

Fonts can be used together to create emphasis and visual hierarchy that assists the reader with navigating your text. This can be achieved using fonts, weights, colors, and sizes.

BEBAS NEUE PRO

BEBAS NEUE THIN

BEBAS NEUE THIN ITALIC

BEBAS NEUE LIGHT

BEBAS NEUE LIGHT ITALIC

BEBAS NEUE BOOK

BEBAS NEUE BOOK ITALIC

BEBAS NEUE MIDDLE

BEBAS NEUE MIDDLE ITALIC

BEBAS NEUE REGULAR

BEBAS NEUE ITALIC

BEBAS NEUE BOLD

BEBAS NEUE BOLD ITALIC

GOTHAM

GOTHAM LIGHT

GOTHAM LIGHT ITALIC

GOTHAM BOOK

GOTHAM BOOK ITALIC

GOTHAM MEDIUM

GOTHAM MEDIUM ITALIC

GOTHAM BOLD

GOTHAM BOLD ITALIC

GOTHAM BLACK

GOTHAM BLACK ITALIC

GOTHAM ULTRA

GOTHAM ULTRA ITALIC

SCRIPTORAMA

**SCRIPTORAMA IS
ISSUED IN ONE
STANDARD WEIGHT**

PHOTOGRAPHY

Promotional Edge uses a wide range of photography to depict how their services can be applied to products, people, and places.

When communicating features and benefits that are not as straightforward or visible, we use more textural images that can be tested with color, giving us flexibility to supplement the photography with type or iconography for greater context.

It is important to select photography that reflects the Promotional Edge brand, by always using photos that are crisp, clear and high resolution. It is also important to convey diversity with photography selection. Avoid photographs with conflicting colors to the above brand standards.



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