

This guide provides an overview of the PHP branding system, applicable to both print and online uses. Use this guide to determine how to present PHP materials, both for internal and external audiences.

If you are seeking PHP logos in a specific file format, please contact PHP Marketing, 260-432-6690 or marketing@phpni.com

Horizontal Version

Vertical Version

CORPORATE LOGO		
CORPORATE LOGO WITH TAGLINE		
DIVISION LOGO		

Logo application guidelines

CORPORATE LOGO	<p><i>The PHP corporate logo is used on all PHP internal and external communication, print and digital, including:</i></p> <ul style="list-style-type: none"> • Corporate stationery (letterhead, envelope, business cards, FAX cover sheets, mailing labels, notepads) • Corporate E-signatures (email) • General forms 	<ul style="list-style-type: none"> • Internal team communication and correspondence • PowerPoint Templates • Signage (may have exceptions) • Website, social media, and digital assets • General corporate marketing materials
CORPORATE LOGO WITH TAGLINE	<p><i>The PHP tagline is added to the corporate logo when there is no additional PHP reference/context, such as:</i></p>	<ul style="list-style-type: none"> • PHP branded promotional items, gear • PHP advertising and service marketing • PHP events and sponsorship materials
DIVISION LOGO	<p><i>The PHP division logos are used on in reference to a specific business unit, i.e. The PHP Foundation.</i></p>	<ul style="list-style-type: none"> • Foundation specific marketing materials • Foundation grants, documents • Donor recognition

PHP logos can be applied with a horizontal or vertical format, however, vertical formats are recommended for centered layouts only. The position, size, and colors of logos, along with the spatial and proportional relationships of logo elements, are predetermined and should not be altered.

(No materials or assets that carry the acronym/mark PHP may be created without adhering to the system outlined in this guide.)

PHP's brand hierarchy should be reflected consistently across print and digital media as outlined below:

PHP Corporate Logo

(Symbol + Acronym-PHP)

The PHP corporate logo may be used to support any products, services, or activities of the Corporation OR activities that involve **two or more** PHP organizations working together.

Division-Level Logo

(Symbol + Acronym-PHP + Division Name)

The PHP division logo maintains an identity when it's beneficial for marketing purposes only. Use the Foundation logo to support any activities in which it is operating alone from a promotional/marketing perspective.

Do Not Co-Brand Two or More Logos

It is important to show that the division is part of the larger PHP brand and not create an impression that it is a separate, independent entity. Do not place the division logo alongside the PHP logo in communications material supporting one joint activity. Instead, use the stand-alone Corporate PHP logo. **Only ONE logo should appear in any context.**

PHP minimum and maximum logo sizes

Minimum and Maximum size is always for greatest legibility

- **MAXIMUM LOGO SIZE:** There is **no maximum size** for PHP logos.
- **MINIMUM LOGO SIZE:** Follow the size guidelines below.

Horizontal Version

Vertical Version

CORPORATE LOGO	MINIMUM HEIGHT 0.325"		MINIMUM HEIGHT 0.50"	
CORPORATE LOGO WITH TAGLINE	MINIMUM HEIGHT 0.5"		MINIMUM HEIGHT 0.70"	
DIVISION LOGO	MINIMUM HEIGHT 0.325"		MINIMUM HEIGHT 0.70"	

PHP logo staging and clear zone

Maintain a "clear zone" of open space surrounding PHP logos

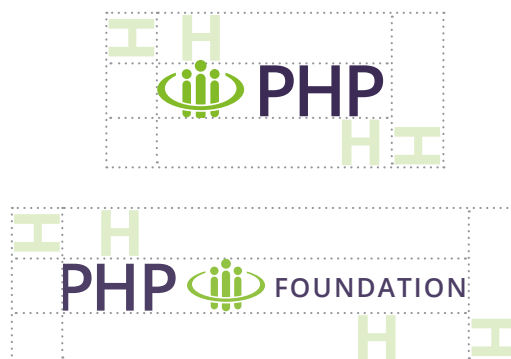
Adhering to prescribed **clear space rules** is necessary to maintain legibility, ensure consistent presentation and maximize PHP logo impact.

When there is insufficient space between a PHP logo and other elements, the latter could be misconstrued as part of the PHP visual identity, and the resulting combination could mistakenly be perceived as an alternative mark or logo.

A clear zone required surrounding a logo refers to a distance of "X" as a unit of measurement.

The PHP clear zone, "X" for logo placement equals the square height of the letter "H" in the PHP acronym.

CLEAR ZONE EXAMPLES



Below are the guidelines for use of the PHP logos. No advance written permission is necessary when following PHP logo guidelines.



Alter existing logos in any way



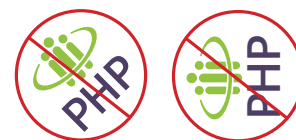
Use outdated logo(s)
(those that do not appear in this document)



Create unauthorized logos using new colors, fonts, images, or taglines



Break up logo components and apply them separately



Rotate logos obliquely and/or sideways

PHP primary and secondary colors

PHP Primary brand colors are to be used consistently when presenting PHP's brand identity--they are central to PHP's visual identity.

Gradient colors are tints of primary colors and are used to distinguish specific graphics and art from logos and brand elements.

Secondary brand colors are a complement to primary brand colors and are used sparingly; for emphasis and to draw attention to various elements.

Primary Colors



Official Purple

Hex: #2E2750
RGB: R:46, G:39, B:80



Official Green

Hex: #7CBF4B
RGB: R:124, G:191, B:75

Gradient Colors



Purple Gradient

Hex Left: #5D5681
Hex Right: #D7D5E0
Left RGB: R:93, G:86, B:129
Right RGB: R:215, G:213, B:224



Green Gradient

Hex Left: #96CC6D
Hex Right: #E5F2DA
Left RGB: R:150, G:204, B:109
Right RGB: R:229, G:242, B:218

Secondary Colors



Lighter Purple

Hex: #5D5681
RGB: R:93, G:86, B:129



Orange

Hex: #ED822B
RGB: R:237, G:130, B:43



Cool Grey

Hex: #6A737B
RGB: R:106, G:115, B:123



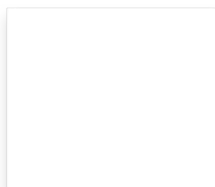
Yellow

Hex: #FEC221
RGB: R:254, G:194, B:33



Body Text and Grey Shades

Hex: #717171
RGB: R:113, G:113, B:113



Drop Shadow Color

Hex: #DBDBDB
Shadow: X: 0, Y: 10px, Blur: 15px