



# **BRAND GUIDELINES**

## FOR NAME AND LOGO USAGE

## Master Brand Logo

The ProVia® Logo is the primary symbol used to represent our company, our products and our people. It is a valuable asset that must be protected.

Our brand tagline is "The Professional Way," which further supports our focus on maintaining consistency and quality in the way we use and display the ProVia logo in all internal and external formats.



## Guidelines for Proportions

These guidelines must be kept in order to ensure that elements of the logo are proportional and positioned correctly.



## Color Standards

The ProVia color palette includes PMS (Pantone Matching System) 377 green, black and white.

In order to build a strong association with the color green, we must use the color consistently and color-matched appropriately.

The approved green to use on all ProVia materials is Pantone (PMS) 377.

Where Pantone 377 is not available, CMYK values 43, 0, 100, 23.5, or RGB values 120, 162, 47 may be used.

For web application, use hexadecimal color code 78a22f.



Pantone® (PMS)  
377

CMYK values:  
43 / 0 / 100 / 23.5

RGB values:  
120 / 162 / 47

Web Hexadecimal:  
78a22f

## Acceptable Logo Color Variations

The ProVia logo may be used in these ways.



## ProVia Icon and ProVia Icon with Tag Line

In most cases, it is preferred that these elements are used only when the full ProVia logo is also present somewhere on the same document, merchandising graphics, web page, etc. In limited situations, the P-icon may be used as a background or design element.



THE PROFESSIONAL WAY

THE PROFESSIONAL WAY



### Acceptable Use On A Photo

The ProVia logo may only be used on a photo if it is clearly legible. These are examples of acceptable uses.



### Non-acceptable Use On A Photo

The ProVia logo may only be used on a photo if it is clearly legible. These are examples of uses that are not acceptable.



## Minimum Size

The minimum size for the ProVia logo is .5 inches wide. A special version of the logo has been created in which the tag line and registration mark have been removed. This version is recommended when the logo is printed between .5" and 1" wide.



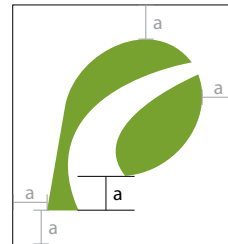
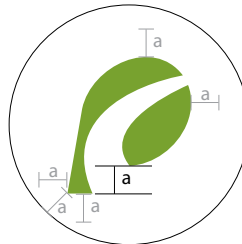
## For web use

the ProVia logo may not appear smaller than 72 pixels wide. A width smaller than this causes the logo to lose its legibility.



## Control Field

A minimum clear space must be maintained around the ProVia logo, P icon, and ProVia logo with URL. Type and other graphic elements that are not part of the background cannot enter the control field.



## Edge of Page

A minimum clear space must be maintained between the ProVia logo and the edge of a page.



## Unacceptable Logo Variations

Improper use of the ProVia logo devalues the mark as a recognizable visual entity. Following are few ways in which the logo or its parts have been manipulated or incorporated to make new inappropriate/unacceptable visual elements. In each of these examples, there is a weakening of our recognizable ProVia logo.



## Wordmark Usage

When referring to ProVia as a corporation, always capitalize the letters P and V. Do not put a space between "Pro" and "Via."

In a document, the first time the word ProVia appears, the registration symbol should be added after the word ProVia; i.e. ProVia®.

When the ProVia name is used in body copy or headlines, it should be typeset in the same face and style as the surrounding copy. Do not try to re-create or imitate the logo stylistically with text type.



✓ ProVia is a family-owned company with facilities in Ohio and Mississippi.

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## Typography

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The primary typeface for ProVia is Avenir. Avenir is a modern typeface that comes in a variety of weights and offers flexibility of use. Commitment to this typeface will help create a consistent and strong identity.

### Avenir

#### Avenir 35 Light

ProVia is a family-owned company with facilities in Ohio and Mississippi.

#### *Avenir 35 Light Oblique*

*ProVia is a family-owned company with facilities in Ohio and Mississippi.*

#### Avenir 45 Book

ProVia is a family-owned company with facilities in Ohio and Mississippi.

#### *Avenir 45 Book Oblique*

*ProVia is a family-owned company with facilities in Ohio and Mississippi.*

#### Avenir 55 Roman

ProVia is a family-owned company with facilities in Ohio and Mississippi.

#### *Avenir 55 Oblique*

*ProVia is a family-owned company with facilities in Ohio and Mississippi.*

#### Avenir 65 Medium

ProVia is a family-owned company with facilities in Ohio and Mississippi.

#### *Avenir 65 Medium Oblique*

*ProVia is a family-owned company with facilities in Ohio and Mississippi.*

#### Avenir 85 Heavy

ProVia is a family-owned company with facilities in Ohio and Mississippi.

#### *Avenir 85 Heavy Oblique*

*ProVia is a family-owned company with facilities in Ohio and Mississippi.*

#### Avenir 95 Black

ProVia is a family-owned company with facilities in Ohio and Mississippi.

#### *Avenir 95 Black Oblique*

*ProVia is a family-owned company with facilities in Ohio and Mississippi.*

## Online Typeface

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For titles and headlines online, Open Sans can be used to mimic the characteristics of Avenir. The primary typeface for body copy in web applications is Open Sans or Roboto.

### Open Sans

ProVia is a family-owned company with facilities in Ohio and Mississippi.

### Roboto

ProVia is a family-owned company with facilities in Ohio and Mississippi.

## ProVia Logo Basics

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1. Always reproduce the ProVia logo from an electronic logo file.
2. Always use the ProVia logo alone, never with other words.
3. Always use the ProVia logo as is, never alter it in any way.

Please remember, when the ProVia logo is used correctly and consistently, brand recognition will increase. When the logo is used incorrectly, brand recognition is diluted and weakened.



## Copyright 2019 ProVia

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The ProVia wordmark, logo, tagline, and icon are registered with the United States Patent and Trademark Office. All rights reserved.

Use of ProVia and the ProVia brandmarks must not in any way diminish or otherwise damage the goodwill or reputation of ProVia.

Do NOT utilize a color printout of the logos in this document as a color match. Please refer to the PANTONE Colors listed in this manual for correct color matching.

ProVia brandmarks are intended for use by ProVia authorized dealer, distributors, and vendors without attribution. Whenever the ProVia workmark or brandmark are used by a third-party organization, the following statement must appear in a clear, easily readable position on the material.

The ProVia workmark and the ProVia brandmark are the property of ProVia. All rights reserved.

If you wish to use the ProVia logo, icon, or tagline in any other manner not outlined in this document, you must first obtain written permission from the ProVia Marketing Department.

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