

BRAND STYLE GUIDE

LAST UPDATED: 09.2021



WELCOME TO THE PCX AEROSYSTEMS BRAND

The company look and feel was designed with purposeful creativity. Our marketing team has worked to design a cohesive & unique brand that is recognized at the forefront of our industry. By understanding and adhering to the company's visual guidelines, this serves to reinforce our PCX brand identity that is widely recognized as a premier name in precision aerospace machining.

Come take a closer look.



PCX AEROSYSTEMS STYLE GUIDE

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PCXAERO.COM

OUR LOGO PRIMARY



LOCK UP

The horizontal lock-up should be used in most cases. An alternate logo is available for use at very small sizes

CLEAR SPACE

The clear space is equal to 50% of the height of the "P" around all sides.

COLOR

The logo and mark should be reproduced as PMS 186 and black. Please see color section for CMYK and RGB equivalents. Alternative logos are available for black and white and reverse printing.

TRADEMARK

When the logo is 2 inches in width or less no trademark ® is used.

OUR LOGO SECONDARY

1-Color



1-Color reverse



Favicon



NEED A LOGO? CONTACT MARKETING@PCXAERO.COM.

Gray



2-Color reverse



TRADEMARKS

The “PCX Aerostructures” and “PCX Aerosystems” logos are registered with the United States Patent and Trademark Office. Obtaining a registered mark is significant as it demonstrates brand loyalty and strengthens brand identity while protecting the design itself from unauthorized use.

At PCX our brand is reflected in everything we do, serving as one cohesive thread that ties our marketing look and feel together. Because of this we take trademark registration very seriously. We ask that you do too.

A favicon is an icon that serves as branding for your website. Its main purpose is to help visitors locate your page easier when they have multiple tabs open.

OUR LOGO INCORRECT USAGE

USAGE

The logo design should always remain consistent. No attempt should be made to modify the existing design. Any exceptions must be authorized by PCX Marketing.



Under no circumstances should the PCX logo be “snipped”. This action diminishes the visual integrity of the logo. Translation: it’s a picture of the original graphic and will never be color accurate.

Do not rotate the logo.



Do not change the color of the logo.



Do not manipulate the aspect ratio.



Do not use the word mark without the icon.



Do not add graphic effects like drop shadows to the logo.



Do not use ® trademark on the logo when usage is less than 2 inches.



CUSTOM BRAND DOCUMENTS

All brand materials authorized for employee use are covered within the *PCX Brand Style Guide*. We understand that a need for custom brand documents may arise. PCX Marketing will work to ensure that all valid requests for “one-off” artwork are assessed and that proper brand guidelines are met.

REQUIREMENTS

- All company logos used for custom end uses must be supplied by PCX Marketing. This includes, but is not limited to, websites, custom print collateral, signage, promotional materials, plaques, presentation documents, etc.
- Custom brand collateral authorization is granted for one time use; it is project specific. If the design workscope changes, customization will be re-assessed.
- PCX Marketing must approve all custom documents that reflect PCX logos, taglines or any other PCX brand and proprietary artwork prior to production.

We recognize that many individual needs arise whereby standard brand documents cannot be utilized. Please let us know how we can help with your customization needs. As a reminder, creation of individual customized brand documents without prior Marketing approval is not allowable.

COLOR PALETTE

THE COLOR PALETTE

The primary colors are PMS 186 C (red) and PMS Black C (black). PMS colors should be matched as closely as possible on any printed media.

The following color palette should be used on all PCX brand collateral unless prior authorization is granted. Individual product brands may reflect alternate versions.

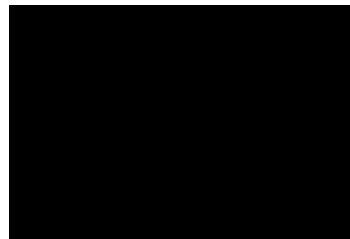
The Pantone Matching System is the universal standard for color accuracy with nearly 5,000 various shades. Used widely by graphic designers and printers, PMS colors are critical in color identification & matching.

Primary Brand Colors



PMS 186 C

CMYK 12% 100% 91% 3%
RBG 207 10 44
HEX # d0202e



PMS Black C

CMYK 0% 0% 0% 100%
RBG 0 0 0
HEX # 000000



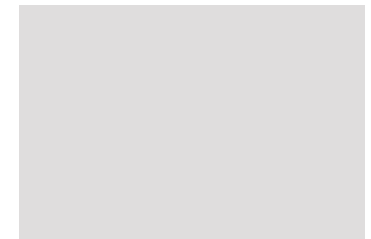
PMS 729 C

CMYK 20% 38% 54% 0%
RBG 205 159 123
HEX # cd9f7b



PMS 425

CMYK 66% 56% 53% 29%
RBG 83 87 90
HEX # 53575a



PMS Cool Gray 1C

CMYK 11% 9% 9% 0%
RBG 223 231 231
HEX # dfdddd

PCX TYPOGRAPHY

TYPOGRAPHY

The Graphie font family must be used for all marketing materials.

The Arial and Calibri font families are approved alternatives for use in PowerPoint presentations, professional correspondence (ie., typed letters) and most standard PCX daily employee communications. This DOES NOT apply to advertising, catalogs, signage, custom brand collateral, promotional materials, trade show directories, websites, etc.

For additional questions regarding font usage, please contact PCX Marketing at marketing@pcxaero.com.

A B C

GRAPHIE BOOK

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9 % ? : +

GRAPHIE SEMI BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9 % ? : +

GRAPHIE BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9 % ? : +

GRAPHIE EXTRA BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z 0 1 2 3 4 5 6 7 8 9 % ? : +

PCX BUSINESS CARD



NEWINGTON, CT



ENFIELD, CT



SANTA ANA, CA

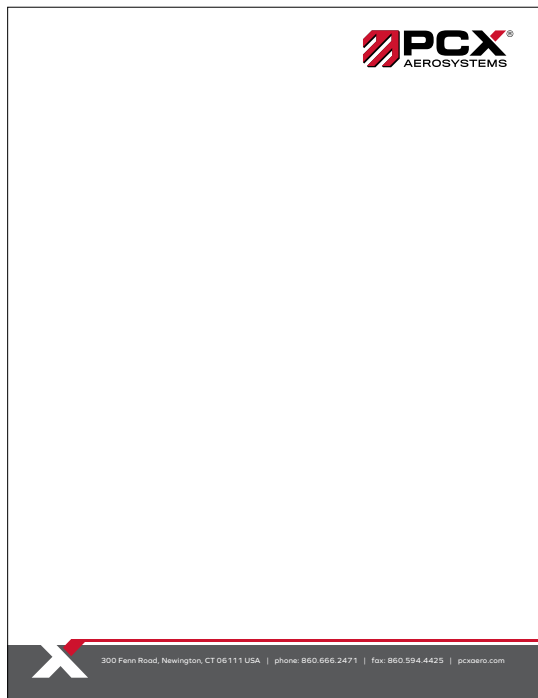


BACK OF CARD

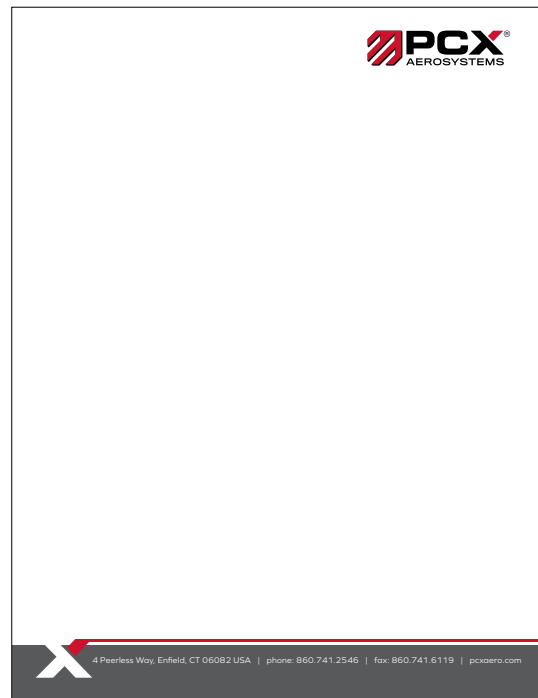
PCX business cards are location-specific. All card orders require prior management approval. New card orders, edits to existing cards and all reorder requests should be sent to PCX Marketing via marketing@pcxaero.com.

PCX LETTERHEAD

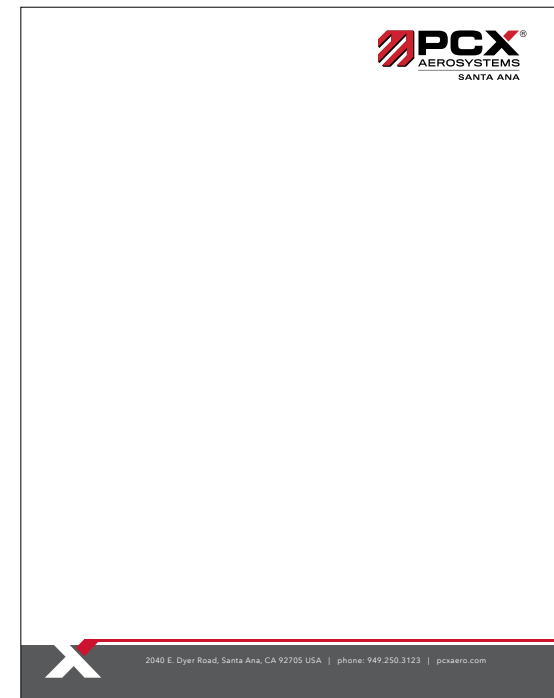
LETTERHEAD



NEWINGTON, CT



ENFIELD, CT



SANTA ANA, CA

PCX digital letterhead and memos should be used for all internal & external company communications.



The only approved marketing documents available are those located at <https://pcx.sharepoint.com/sites/PCXBrand>. All versions found here are current and acceptable for use.

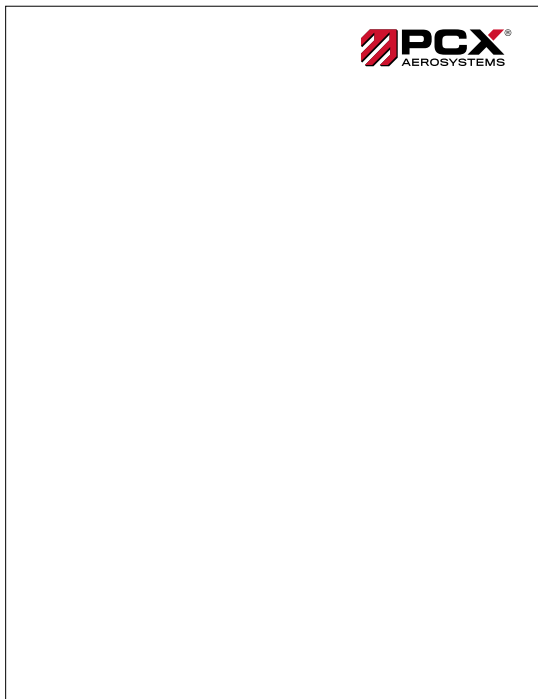


MACHINING WITH A MISSION IN MIND.™

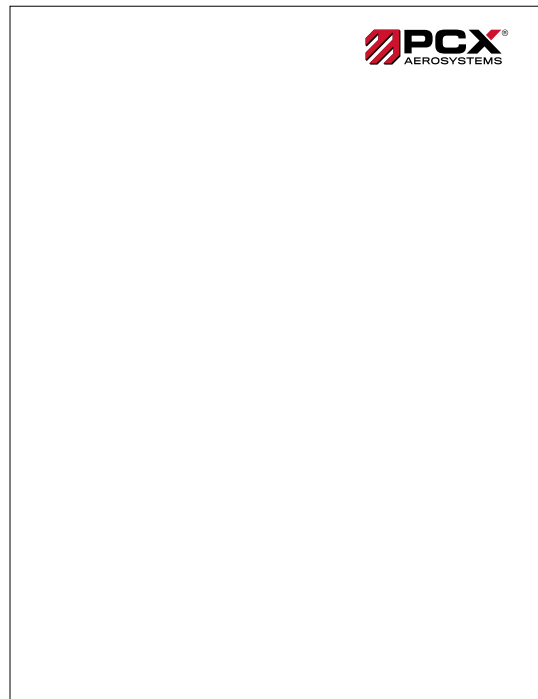


PCX MEMO

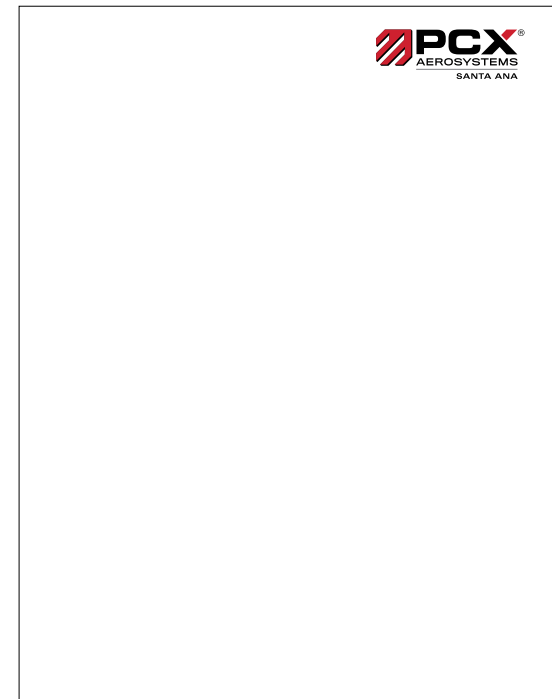
MEMO



NEWINGTON, CT



ENFIELD, CT



SANTA ANA, CA

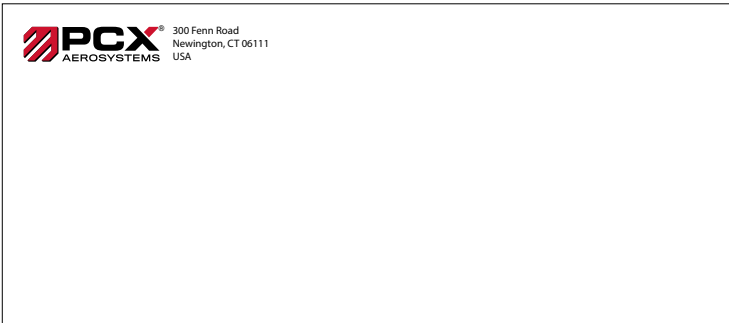
PCX digital letterhead and memos should be used for all internal & external company communications.



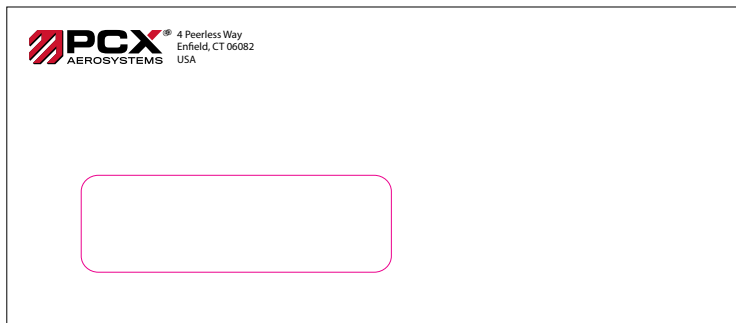
The only approved marketing documents available are those located at <https://pcx.sharepoint.com/sites/PCXBrand>. All versions found here are current and acceptable for use.



PCX ENVELOPES



#10 ENVELOPE



#10 WINDOW ENVELOPE



9" X 12" ENVELOPE

Marketing offers three sizes of branded envelopes: #10 standard, #10 window and 9"x12" booklet. Custom sizes are available upon request as appropriate.



PCX POWERPOINT TEMPLATES

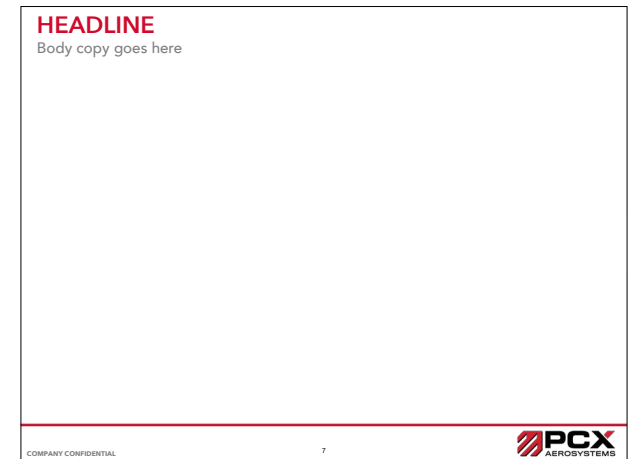
STANDARD TEMPLATE



COVER PAGE



CONTENT INTRO PAGE



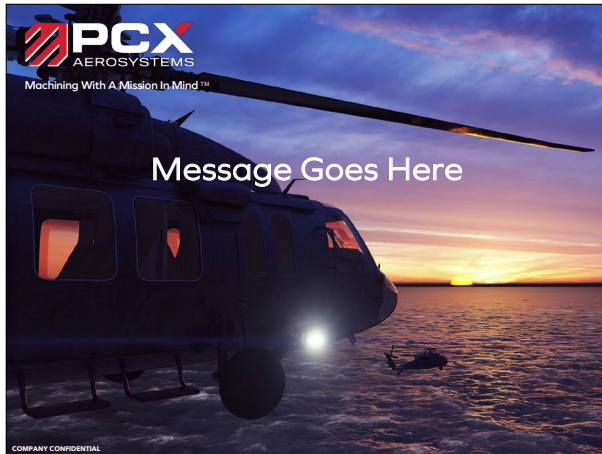
CONTENT PAGE

Professional Powerpoint templates are to be used for all PCX presentations.
Both standard and wide screen versions are available.



The only approved marketing documents available are those located at <https://pcx.sharepoint.com/sites/PCXBrand>.
All versions found here are current and acceptable for use.

PCX POWERPOINT TEMPLATES




OPTIONAL COVER PAGES

PCX E-SIGNATURE

New message





To

Subject


Employee Name
Employee Title
name@pcxaero.com

300 Fenn Rd TEL: 860-000-000
Newington, CT 06111 MOB: 860-000-000
pcxaero.com

The information contained in this electronic mail transmission is intended by PCX Aerosystems, for the use of the named individual or entity to which it is directed and may contain information that is confidential or privileged. If you have received this electronic mail transmission in error, please delete it from your system without copying or forwarding it, and notify the sender of the error by reply email so that the sender's address records can be corrected.


Send A    

All PCX locations utilize a standardized e-signature format which is maintained by PCX IT. No changes should be made to this format at any time. E-signatures should always be used against a plain white background.

New message







To

Subject


Employee Name
Employee Title
name@pcxaero.com

2040 E. Dyer Road TEL: 949-250-3123
Santa Ana, CA 92705 MOB: 949-250-4786
pcxaero.com

The information contained in this electronic mail transmission is intended by PCX Aerosystems, for the use of the named individual or entity to which it is directed and may contain information that is confidential or privileged. If you have received this electronic mail transmission in error, please delete it from your system without copying or forwarding it, and notify the sender of the error by reply email so that the sender's address records can be corrected.

Send A      

One final note.

At PCX Aerosystems, we're proud of the brand we've created. We've become a premier name in the aerospace industry and we aim to keep it that way. Thanks for supporting our daily marketing efforts by following this guidance.

Our goal is to keep the brand true!

All inquiries regarding the PCX brand and related guidelines should be directed to marketing@pcxaero.com

