



FULL COLOR



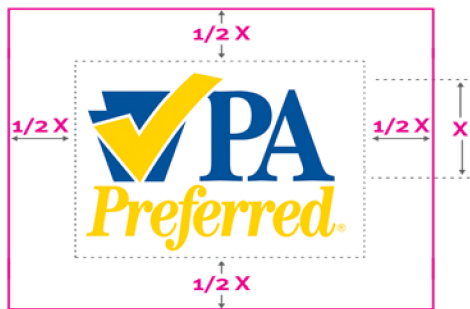
ONE COLOR



BLACK/WHITE

**STANDARD LOGO** The official PA Preferred logo is a boxed and stacked logo. The vertical style and no other version may be used. The Registered Mark must always appear with the logo as illustrated above. It must always be the same color as the check mark color, except on the knockout and black/white versions as they are illustrated in this document. The minimum **REPRODUCTION SIZE** is .5" wide.

**FULL COLOR** Logo colors are Pantone<sup>®</sup> 116 (hex code ffd521) and Pantone<sup>®</sup> 287 (hex code 00529b) (or the 4-color process equivalents).  
**ONE COLOR** The entire logo be Pantone<sup>®</sup> 287.  
**BLACK/WHITE/KNOCKOUT** The entire logo should be black on a white background, or black on a white background. In the case of a knockout, the logo should remain either entirely white or entirely black.



**CLEAR SPACE** A minimum amount of clear space must be maintained around all four sides of the PA Preferred logo. The space is defined as 1/2 X (where X is the height of the keystone). Illustrations and typography should not enter the space as defined by the magenta rule.

**LOGO MISUSE** Please do not:

- use the logo without the keystone icon
- use unapproved colors in the logo
- stretch or condense the logo\*
- substitute the font
- exceed the boundary of the safe zone
- outline the logo
- use the logo against a busy background
- use lowercase for "PA"
- use a drop shadow
- use clip art as your keystone image
- use a scan or bitmapped version of the logo

\*ensure you're maintaining proportions by resizing images from the corner and holding the shift key. Consult your software's user guide if this doesn't work.