

# PBC Lasers Logo

The Logotype Guidelines

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The logo for PBC LASERS features the text "PBC LASERS" in a bold, white, sans-serif font. The letters are set against a red background that has a horizontal, pill-shaped shape with a slight gradient and some yellow and orange highlights, giving it a dynamic, laser-like appearance. The text is centered horizontally.

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## *Color Sets For the Logotype*

1



2



3



The logotype for the PBC Lasers company has two color sets: the red (fig.1) and the the purple (fig.2). Both variants are interchangeable, yet they must not be used together. Two color sets reflect two basic products of the company: the red and the purple lasers.

Both color sets include common yellow tint.

Monochromatic, i.e. black and white, instance is created for the cases where color is unavailable.

## *Red Color Set*



1. PBC Red:

c0, m100, y100, k0 • r234, g0, b30

PANTONE Coated 188 CVC



2. PBC Dark Red:

c0, m100, y100, k50 • r120, g0, b15

PANTONE Coated 188 CVC



3. 60% PBC Red:

r:255, g:109, b:81



4. PBC Yellow:

c0, m20, y60, k0 • r255, g200, b108

PANTONE Coated 188 CVC

RBC Red is a main or dominant color; others are auxiliary.

## *Purple Color Set*



1. PBC Purple: c65, m85, y0, k0 • r91, g42, b118  
PANTONE Coated 188 CVC



2. PBC Dark Purple: c80, m100, y0, k45 • r34, g9, b58  
PANTONE Coated 188 CVC



3. 50% PBC Purple: r:150, g:115, b:167



4. PBC Yellow: c0, m20, y60, k0 • r255, g200, b108  
PANTONE Coated 188 CVC

RBC Purple is a main or dominant color; others are auxiliary.

## *Application Guidelines*

When no color is used, the logotype should be **completely monochromatic**.

Any kind of the logotype distortion, including color replacement, is unacceptable.



© 2003 The PBC Lasers logotype is redesigned and created in the Alexey Kletsel Design studio.

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