

02.11.13_v3

summit identity

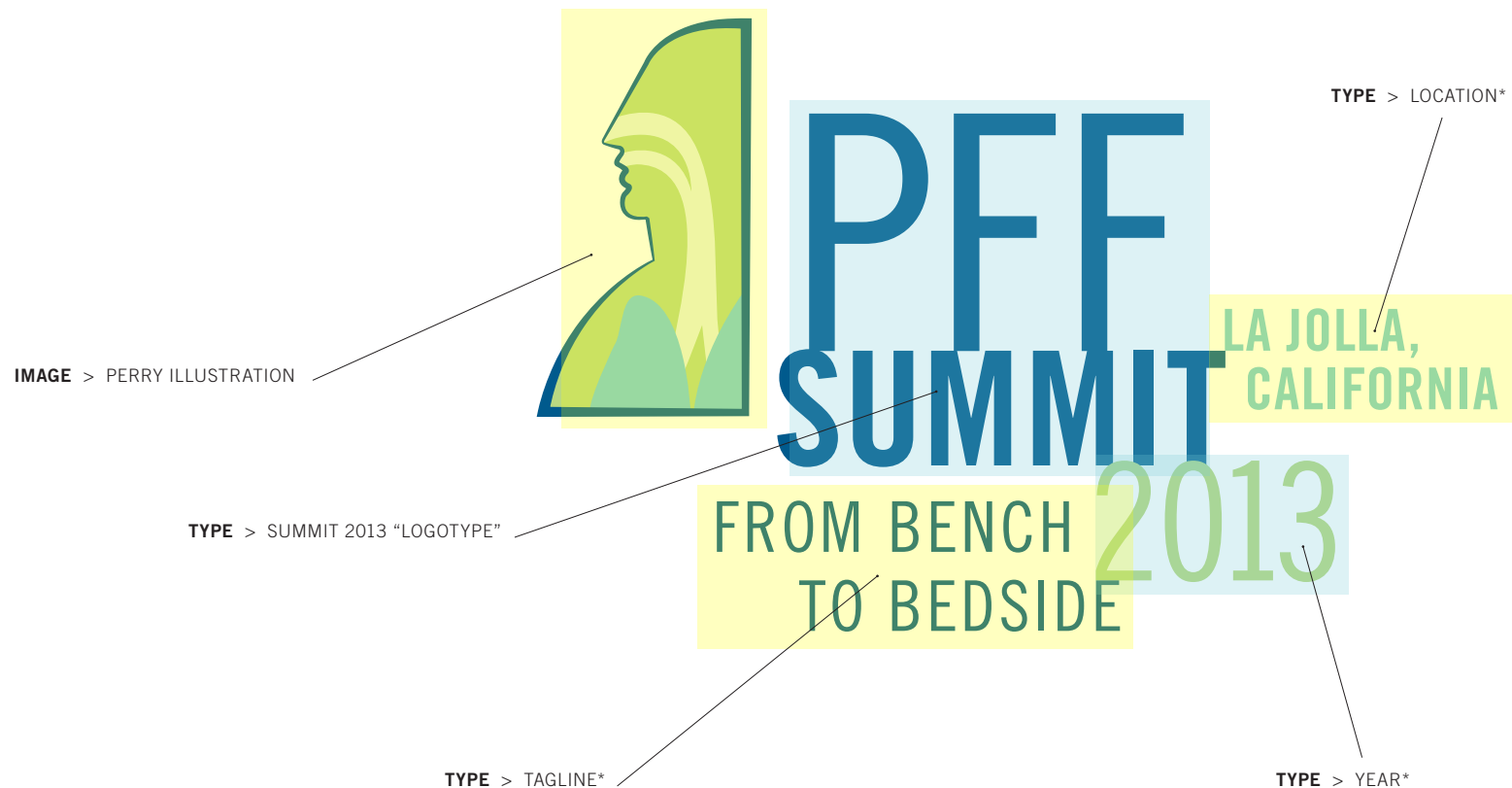
components / color / type / image

lock-ups, etc...



summit identity

components



summit identity

color_palette



DARK BLUE > LOGO TYPE + OUTLINE OF PERRY



GREEN (PRIMARY)* > 2013 TYPE + INSIDE OF PERRY



LIGHT BLUE > LOCATION TYPE + PERRY LUNGS



PFF
SUMMIT
FROM BENCH
TO BEDSIDE
2013
LA JOLLA,
CALIFORNIA





TRANSPARENT WHITE

WHITE with 70% OPACITY > AIRWAY

*SEE PAGE 4 FOR A (SECONDARY) DARKER GREEN COLOR OPTION
FOR NEEDS WHERE THIS (PRIMARY) GREEN IS TOO LIGHT.

summit identity

color_specs

	PRINT		WEB	
	CMYK (coated)	CMYK (<u>UN</u> coated)	RBG	HTML
 DARK BLUE	100c / 50m / 15k	100c / 35m / 12k	0 / 90 / 141	#005A8D
 GREEN (PRIMARY)	35c / 50y	25c / 35y	186 / 217 / 130	#BAD982
 LIGHT BLUE	50c / 5y	50c / 10y	120 / 205 / 215	#78CDD7
 GREEN (SECONDARY)*	35c / 70y / 20k	35c / 70y / 10k	134 / 173 / 86	#86AD56

*THIS (SECONDARY) DARKER GREEN COLOR OPTION SHOULD ONLY BE USED IN CASES WHERE THE (PRIMARY) GREEN IS TOO LIGHT. FOR EXAMPLE: SMALL TYPE / **SECONDARY GREEN** vs. SMALL TYPE / **PRIMARY GREEN**

summit identity

type_trade gothic

The entire Trade Gothic family is used throughout the identity's design application.

The face used in the logo is Trade Gothic Condensed. Please see lock-up variations for type only logo options (on pages 9 + 10).

Trade Gothic (light)

Trade Gothic (medium)

Trade Gothic (bold)

Trade Gothic (bold no. 2)

Trade Gothic Condensed (no. 18)

Trade Gothic Bold Condensed (no. 20)

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SUMMIT
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summit identity

image_perry illustration

Vector art supplied in color (for print and web) and black and white.

See folder labeled **Summit 2013_PERRY (illustration)** for appropriate file.



Summit 2013_PERRY (illustration)

Summit_PERRY_b+w.ai

Summit_PERRY_cmyk_c.ai

Summit_PERRY_cmyk_u.ai

Summit_PERRY_rgb.ai



summit identity

lock-ups_LOGO_general

Vector art supplied in color (for print and web) and black and white.

See folder labeled **Summit 2013_LOGO_general** for appropriate file in **logo_general** subfolder.

Summit 2013_LOGO_general

logo_general

Summit_LOGO_b+w.ai

Summit_LOGO_cmyk_c.ai

Summit_LOGO_cmyk_u.ai

Summit_LOGO_rgb.ai

logo_general +location

Summit_LOGO+location_b+w.ai

Summit_LOGO+location_cmyk_c.ai

Summit_LOGO+location_cmyk_u.ai

Summit_LOGO+location_rgb.ai



summit identity

lock-ups_LOGO_general +location

Vector art supplied in color (for print and web) and black and white.

See folder labeled **Summit 2013_LOGO_general** for appropriate file in **logo_general +location** subfolder.

Summit 2013_LOGO_general

logo_general

Summit_LOGO_b+w.ai

Summit_LOGO_cmyk_c.ai

Summit_LOGO_cmyk_u.ai

Summit_LOGO_rgb.ai

logo_general +location

Summit_LOGO+location_b+w.ai

Summit_LOGO+location_cmyk_c.ai

Summit_LOGO+location_cmyk_u.ai

Summit_LOGO+location_rgb.ai



summit identity

lock-ups_LOGO_type +tagline

Vector art supplied in color (for print and web) and black and white.

See folder labeled **Summit 2013_LOGO_type** for appropriate file in **type +tagline** subfolder.

Summit 2013_LOGO_type

type +tagline

Summit_TYPE+tagline_b+w.ai

Summit_TYPE+tagline_cmyk_c.ai

Summit_TYPE+tagline_cmyk_u.ai

Summit_TYPE+tagline_rgb.ai

type w/o tagline

Summit_TYPE_no tag_b+w.ai

Summit_TYPE_no tag_cmyk_c.ai

Summit_TYPE_no tag_cmyk_u.ai

Summit_TYPE_no tag_rgb.ai

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FROM BENCH TO BEDSIDE 2013

summit identity

lock-ups_LOGO_type w/o tagline

Vector art supplied in color (for print and web) and black and white.

See folder labeled **Summit 2013_LOGO_type** for appropriate file in **type w/o tagline** subfolder.

Summit 2013_LOGO_type

type +tagline

Summit_TYPE+tagline_b+w.ai

Summit_TYPE+tagline_cmyk_c.ai

Summit_TYPE+tagline_cmyk_u.ai

Summit_TYPE+tagline_rgb.ai

type w/o tagline

Summit_TYPE_no tag_b+w.ai

Summit_TYPE_no tag_cmyk_c.ai

Summit_TYPE_no tag_cmyk_u.ai

Summit_TYPE_no tag_rgb.ai

PFFSUMMIT2013

PFFSUMMIT2013

PFF
SUMMIT
2013

PFF
SUMMIT
2013

summit identity

etc...

As a general identity rule, when logo sits on a white background, “perry” should not be cropped or resized in any way.

Logo should be a “complete” unit as shown here. In cases that call for flexibility (and for some variation in design application options): 1) logotype and image can be separated, 2) background color can shift to dark blue, and 3) “perry” can be cropped as shown on page 12. Identity graphics (below and on the following page) have been supplied as jpeg files for digital use.

Summit_homepage_F.jpg

save the date graphic

for PFF website

(500 x 300)



summit identity

etc...

Summit_banner_F.jpg

banner graphic for
Summit 2013 website
(1024 x 278)



Summit_sidebar_F.jpg

sidebar button graphic
for PFF website
(248 x 154)



Summit_email_F.jpg

graphic for email signature / sign-off
(300 x 80)