

people  people

corporate identity guidelines

## The Brand

The People 2 People corporate identity conveys the concepts of partnership and equality. The general feeling is one of honesty, transparency and loyalty.

Within the logo iconography the number 2 is represented as both the roman numeral for 2 and as two people standing side by side. The iconography can be used on its own as a super-graphic and as part of the logo itself.

people  people

## The Logo

The People 2 People logo is shown here in four formats. These being colour, mono (black), reversed colour and reversed mono. These formats will cover most logo applications and uses.

To ensure good legibility the People 2 People logo has been formatted to appear at a minimum size of 30mm wide.

people  people - minimum size 30mm



2 colour logo



2 colour reversed logo



mono (black) logo



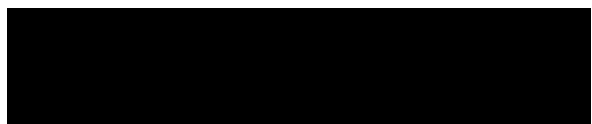



mono reversed logo

## Colour Palette

The People 2 People primary colour palette is made up of two colours: Green/Blue PMS 320 and black. These colours also appear as percentages of the full colour.

The colour palette has also been formatted for both cmyk and rgb uses (four process colours and screen presentation).

	PMS 320	C100 M00 Y31 K7	R000 G142 B143
	50% PMS 320	C50 M00 Y15.5 K3.5	R123 G198 B188
	Black	C00 M00 Y00 K100	R000 G000 B000
	60% Black	C00 M00 Y00 K60	R102 G102 B102

## Typeface

The typeface used across all People 2 People applications is Helvetica Neue. This typeface is clean and light and easy to read and allows for plenty of 'white space' within and in between each letter.

The various weights and their uses have been listed below.

logotype: helvetica 35 thin +110%  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678990

**headings: helvetica medium 65**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12345678990**

sub-headings: helvetica light 45  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

body copy: helvetica thin 35  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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