

## PCA Brand Standards: LIGHT BACKGROUND

The consistent use of the PCA wordmark and crest - internally and externally - is important from both a brand marketing and a trademark perspective. Please work closely with the PCA Marketing Team for approvals to print or use the PCA logos in your promotional, marketing and media communications.

**DON'T** modify the PCA logos in any way, such as removing or repositioning design elements, altering the scale or using colors not listed in these standards. One color variations within the color palette or black/grey/white are permitted.

**DO** use a version of the appropriate wordmark (A or C) or crest (1,2 or 3) when the background is light and wordmark (B or D) or crest (1,2 or 4) when the background is dark.

**DO** use the approved font families when creating PCA branded marketing material. Typical serif fonts such as Times New Roman and sans-serif fonts such as Arial are acceptable for text heavy communications (form letters).



Pantone 268C

Pantone 143C

Pantone 7502C

Pantone 7500C

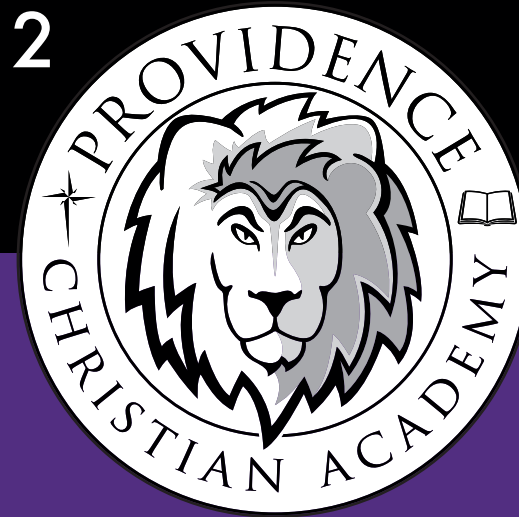
Pantone 7503C

PCA Brand Standards:  
**DARK BACKGROUND**

Fonts:  
TRAJAN PRO  
FUTURA MEDIUM  
**FUTURA BOLD**

Avenir Next Regular  
*Avenir Next Italic*  
**Avenir Next Demi Bold**  
*Avenir Next Demi Bold Italic*  
**Avenir Next Bold**  
*Avenir Next Bold Italic*

**B** PROVIDENCE  
CHRISTIAN ACADEMY



**D** PROVIDENCE  
CHRISTIAN ACADEMY

Pantone 268C

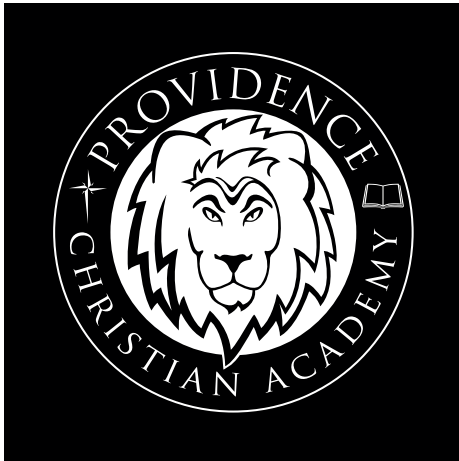
Pantone 143C

Pantone 7502C

Pantone 7500C

Pantone 7503C

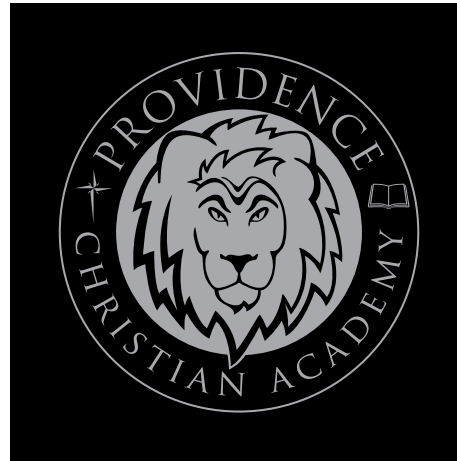
correct use of light on dark



correct use of light on dark



correct use of light on dark



correct use of dark on light



incorrect (negative)



incorrect (negative)



incorrect (negative)



incorrect (negative)



incorrect (dark on dark)



incorrect (light on light)



- ✓ PCA does not have a 2-color crest variation for apparel or screen print (2-color variation exists with the wordmark).
- ✓ Full color version can be used for print, direct transfer-color variation for apparel or screen print