

PRIMARY LOGO

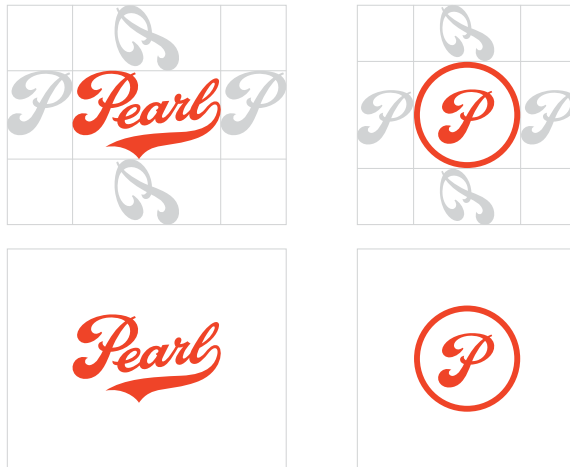


SECONDARY LOGO



CLEAR SPACE

The Pearl logos should always have a margin equal to the width of the capital "P"



TYPOGRAPHY

Surveyor | PRIMARY SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BRAND WEIGHTS      SYSTEM SUBSTITUTE  
Book                      Times New Roman  
Medium  
Bold

Circular | PRIMARY SANS-SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BRAND WEIGHTS      SYSTEM SUBSTITUTE  
Book                      Arial  
Medium  
Bold  
Black

RESTRICTIONS | Never stretch, skew, alter, encase, stroke, or add drop shadows and gradients to the Pearl logo. Do not use on a background with little contrast.



COLOR MODELS

PMS Warm Red U  
R:240 G:65 B:40  
C:0 M:90 Y:95 K:0  
#ef4428

Pearl Black  
R:0 G:0 B:0  
C:0 M:0 Y:0 K:100  
#000000

Pearl White  
R:247 G:245 B:240  
C:2 M:2 Y:4 K:0  
#f7f5f0

PATTERNS

