



PFITZNER

Performance Gearboxes

Brand Guidelines

2023. VERSION 1.2

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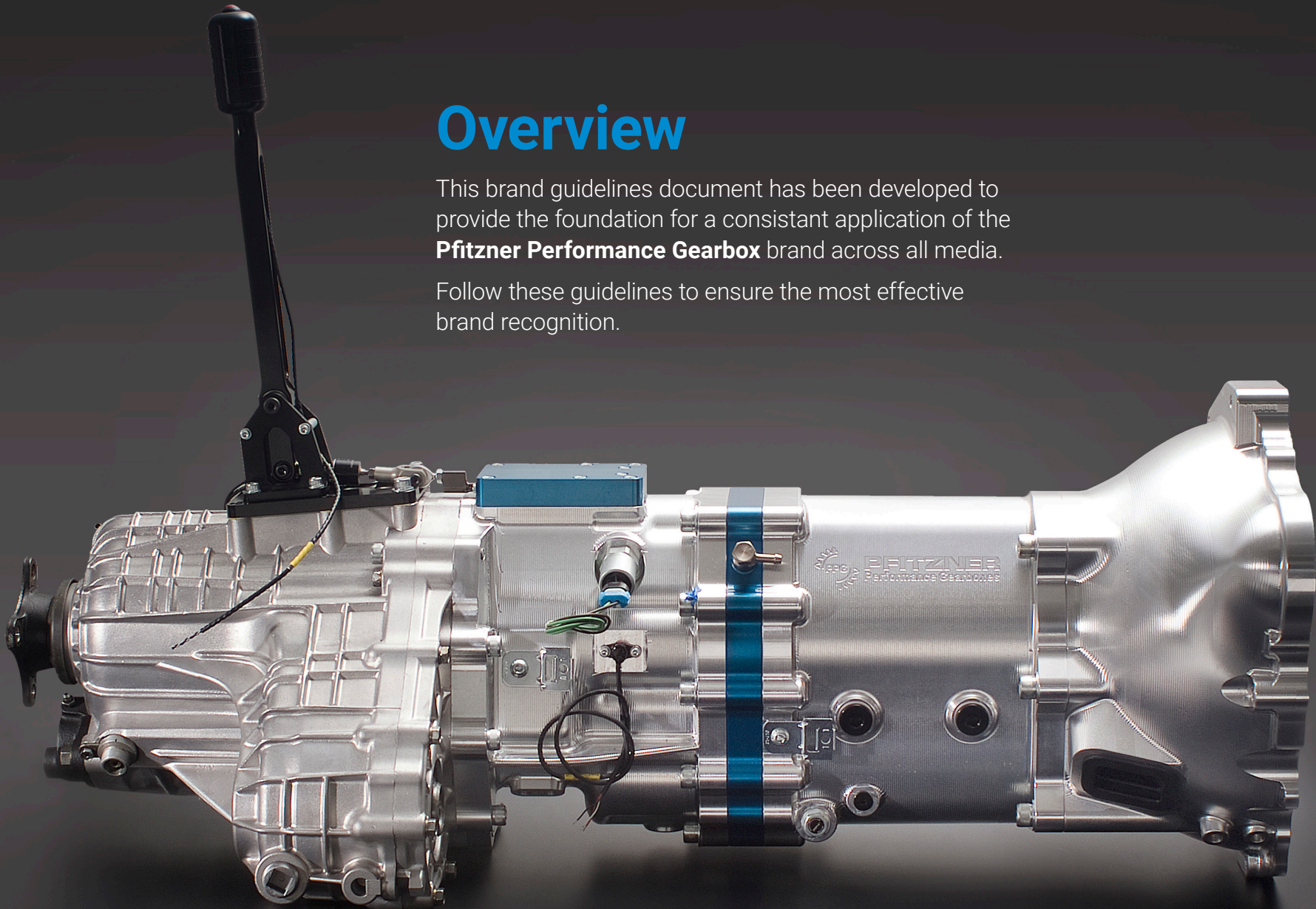
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Overview

This brand guidelines document has been developed to provide the foundation for a consistent application of the **Pfitzner Performance Gearbox** brand across all media.

Follow these guidelines to ensure the most effective brand recognition.



The PPG Logo

This logo is very important to us; it represents our brand and is a unique mark. It is not a typeface and it must never be recreated from a typeface.

Always use approved artwork when reproducing the PPG identity.

In circumstances of limited space, it is possible to use the PPG gears in place of the full PPG logo.



PPG logo on white or other solid light background.



PPG logo on black or other solid dark background.



PPG gears only logo. Above rules apply.

Logo Colours

Only the supplied PPG colours may be used in the reproduction of the PPG logo and related material.



PPG BLUE

PANTONE
3005C

C 99

M 29

Y 0

K 0

R 0

G 121

B 200

HEX

0079C8



PPG BLACK

PANTONE
426C

C 0

M 0

Y 0

K 100

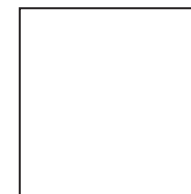
R 26

G 24

B 24

HEX

1A1818



PPG WHITE

WHITE INK OR
WHITE PAPER

C 0

M 0

Y 0

K 0

R 255

G 255

B 255

HEX

FFFFFF

Logo on image

If using the PPG logo over an image, graphic, or non-solid colour, select the appropriate light or dark variation to ensure maximum visibility.

If in doubt, or if visibility is at risk, use the solid white or black knockout area supplied in the logo pack.



PPG Logo on light background



PPG Logo on dark background



PPG Logo on white

Monochrome usage

In circumstances where full colour is not available, the use of one of the following monochrome logos is acceptable.

If using a single colour that differs from black or white, please contact david@ppgearbox.com.au for further consultation.



PPG Logo on white



PPG Logo on black



PPG gears on white



PPG gears on black

Aparrel Usage

While the main logo is available for usage on apparel, this vertical version of the PPG logo is also available if space restrictions require.



PPG apparel logo on white



PPG apparel logo on black

Incorrect usage

The relative height and width of the PPG logo are fixed and should not be altered. Do not stretch or distort the logo in any way.

Use only the approved and supplied PPG logo colours and designs.

Placing the transparent PPG logo over an image/background that results in non-readability is prohibited.

If you have any questions regarding the use of the PPG logo please contact david@ppgearbox.com.au for further consultation.



DISTORTING OF PPG LOGO PROHIBITED



USE OF UNAUTHORISED COLOURS AND ADDITIONAL EFFECTS PROHIBITED



LOGO PLACEMENT RESULTING IN NON-READABILITY PROHIBITED

Typography

Pfitzner Performance Gearboxes corporate typeface is Roboto.

This is available free from Google Fonts.

Roboto Light

Light is used for body copy. If setting white type over image or rich black, Roboto Regular or Medium is recommended, depending on your printer's tolerances.

Tracking: 0, Kerning: Optical

Roboto Bold

Bold is used for titles, sub-headers and any isolated stand outs such as call-outs or contact details.

Tracking: 0, Kerning: Optical

Roboto Italic

Italic is used for subnotes, annotations and captions. For emphasising key words within title or body copy, Roboto Bold and Roboto Light Italic can be used respectively.

Tracking: 0, Kerning: Optical

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Bold Italic / Italic / Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colours

The PPG corporate colours are for use in the reproduction of PPG related material. Only use the supplied PPG colours.

■ PPG Blue

For use in the PPG logo and graphical elements. In editorial and design: text titles and headings and highlighted graphical elements.

■ PPG Black

For use in the PPG logo and graphical elements. In editorial and design: body copy and most other text.

□ PPG White

For use in the PPG Logo and graphical elements. In editorial and design: body copy on dark colours or images.

■ PPG Grey

For page headings, subheadings, captions and any text that needs to sit apart from the main body copy.

■ PPG Light Grey

For text panels or colour bars to highlight text where clear seperation is required, for example on tech spec panels.



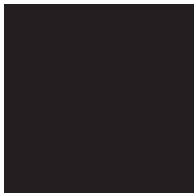
PPG BLUE

PANTONE
3005C

C 99
M 29
Y 0
K 0

R 0
G 121
B 200

HEX
0079C8



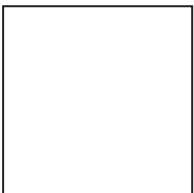
PPG BLACK

PANTONE
426C

C 0
M 0
Y 0
K 100

R 26
G 24
B 24

HEX
1A1818



PPG WHITE

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

HEX
FFFFFF



PPG GREY

C 0
M 0
Y 0
K 70

R 111
G 111
B 110

HEX
6F6F6E

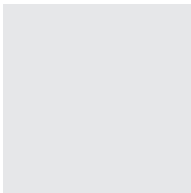


PPG LIGHT BLUE

C 50
M 15
Y 0
K 0

R 135
G 187
B 230

HEX
87BBE6



PPG LIGHT GREY

C 0
M 0
Y 0
K 10

R 236
G 236
B 236

HEX
ECECEC



PFITZNER

Performance Gearboxes

4. Thank you

If you have any questions regarding the PPG brand,
please do not hesitate to contact us.

david@ppgearbox.com.au

www.ppgearbox.com



#coolgearsforcoolcars