Visual Identity Guidelines
March 2019
VISION

Our vision is to become the global benchmark for the provision of professional certification services.

MISSION

Our mission is to provide our clients comprehensive examination and certification services that inspire trust and benefit society as a whole.

VALUES

Integrity, Professionalism, Fairness.

SLOGAN

Beyond Recognition
ABOUT PECB

PECB is a certification body for persons, management systems, and products on a wide range of international standards. As a global provider of training, examination, audit, and certification services, PECB offers its expertise on multiple fields, including but not limited to Information Security, Business Continuity, Resilience and Recovery, Governance, Risk Management, and Compliance, Quality Management, IT Governance & Service Management, Health, Safety, and Sustainability.

We help professionals and organizations to show commitment and competence with internationally recognized standards by providing this assurance through the education, evaluation and certification against rigorous, internationally recognized competence requirements. Our mission is to provide our clients comprehensive services that inspire trust, continual improvement, demonstrate recognition, and benefit society as a whole.

Our principal objectives and activities are:

1. Establishing the minimum requirements necessary to certify professionals, organizations and products.
2. Reviewing and verifying the qualifications of applicants for eligibility to be considered for the certification evaluation.
3. Developing and maintaining reliable, valid, and current certification evaluations.
4. Granting certificates to qualified candidates, organizations and products, maintaining records, and publishing a directory of the holders of valid certificates.
5. Establishing requirements for the periodic renewal of certification and determining compliance with those requirements.
6. Ascertaining that our clients meet ethical standards in their professional practice.
7. Promoting the benefits of certification to organizations, employers, public officials, practitioners in related fields, and the public.

CREDIBILITY ON THE MARKET AND RECOGNITION BY PEERS IS THE TRUE VALUE OF PECB CERTIFICATION
USING THE BRAND BOOK

Welcome to the PECB brand book. This is a tool to help guide and strengthen the body of visual communications that will build PECB into a highly recognized and respected brand. The information provided in this manual brings a solid foundation to the PECB brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications.

This brand manual is developed for the benefit of the PECB network, resellers or certified professionals and for those who are considering buying into the brand.

NOTE: The manual guide is for both print and web and the guidelines listed in this manual should be followed in both cases.

AN IMPORTANT COPYRIGHT NOTICE

The PECB logo is a trademark of PECB and copyrighted. It is important to maintain the integrity of the logo. The guidelines described in this document must be used by all PECB affiliates (Distributors, Resellers, Trainers, Auditors, Clients, etc.) that intend to use our logo.

• The logo should use only the official brand colours listed in this manual.
• Any scaling must retain the original proportion of the logo.
• Other than the variations listed in this manual, the logo may not be modified in any way.
• Additional text may not be added in such a way that it appears to be part of the logo itself.

For further information, questions or concerns, please contact marketing@pecb.com.
LOGO TYPEFACE

The final form of the logo came to life evolving from the pure state of the typeface “Raleway”
AUTHORIZED LOGO COLORS

Original color

Reversed color

Monochrome white

Monochrome black
COLORS

PECB RED
HEX CODE: #A11E29
RGB: 161, 30, 41

PECB BLACK
HEX CODE: #231F20
RGB: 35, 31, 32

CLEAR SPACE REQUIREMENTS

No design elements, type, or photos should come any closer to the logo than 2x. The actual distance of x will change depending on how large the logo.

MINIMUM SIZE

In print, the logo should never appear smaller than 1.5 cm. On-screen, it must appear at least 100 pixels wide.
LOGO (DONTS)

Don’t group the logotype with other text, product names, or product logos.

Don’t stretch or extend the logo.

Don’t use the full-color logo over gradient backgrounds.

Don’t use any other fonts instead of the original logotype.

Don’t use the logo in any other color.

Don’t compress the logo.

Don’t apply gradients, dropshadows or other effects.

Don’t place the logo over images on which the logo loses its visibility.
LOGO LOCK-UP FORMATS

Logo alone

Logo and slogan side by side

Logo with slogan below

Logo and slogan separate on the same line

Logo and slogan separate
PECB DISTRIBUTORS

Authorized Logo Formats
The name of the Distributors should always appear on the right side of the PECB official logo in either in a single line or two lines, as shown below. These are primary formats that should be used.

Social Media Logo Formats
These formats should be used only in social media as profile images.

Clear Space Requirements
No design elements, type, or photos should come any closer to the logo than 2x. The actual distance of x will change depending on how large the logo.
Below are some of the Distributors’ logos

PECB DISTRIBUTORS

PECB NORTH AMERICA

PECB AFRICA AND MIDDLE EAST

PECB ASIA-PACIFIC

PECB EUROPE
This is a sample of our ISO 14001 Certification Logo. Each training course included in our portfolio obtains a logo like the one above. Please see the guidelines that show how to use it when you place it on the marketing brochures or other relevant materials.

In print, the logo should never appear smaller than 2.5 cm.
On-screen, it must appear at least 200 pixels wide.
AUTHORIZED RESELLER’S CERTIFICATES

These are the samples of “Authorized Reseller” Certificates. Once you become a PECB Reseller, one of the “Authorized Reseller” Certificates below, will be issued based on the level of business cooperation.

TRAINER’S CERTIFICATE

This is a sample of a “Certified Trainer” Certificate, once you become a PECB Certified Trainer, the following certificate will be issued to you.
CERTIFICATE FOR PERSONS

This is a sample of a certificate that is issued to all individuals that pass an exam, and fulfil the criteria of becoming PECB Certified.

COURSE COMPLETION CERTIFICATE

This is a certificate that is issued to individuals who have completed the training course.
AUTHORIZED RESELLER LOGOS

The rules described above ("dons") are valid also for the Authorized Reseller Logos below.

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PECB TYPEFACES

“Roboto” is the primary and “Raleway” is the secondary official fonts of PECB Brand. Please consider using the following styles with PECB marketing collaterals.

ROBOTO

<table>
<thead>
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<th>LIGHT</th>
<th>REGULAR</th>
<th>BOLD</th>
</tr>
</thead>
<tbody>
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<td>A B C D E F G H I J K L M N O P Q R S T U V W X Z</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ &amp; * (+ / -)</td>
<td>1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ &amp; * (+ / -)</td>
<td>1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ &amp; * (+ / -)</td>
</tr>
</tbody>
</table>

RALEWAY

<table>
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<th>LIGHT</th>
<th>REGULAR</th>
<th>BOLD</th>
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</thead>
<tbody>
<tr>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Z</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y z</td>
</tr>
<tr>
<td>1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ &amp; * (+ / -)</td>
<td>1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ &amp; * (+ / -)</td>
<td>1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ &amp; * (+ / -)</td>
</tr>
</tbody>
</table>
BUSINESS CARD

This is the only official layout of our business cards.

Faton Tony Aliu, M. Sc. Ph.D. (c)
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BROCHURE COVER VARIATIONS

The brochure cover variations below are some of the layouts used in our materials.

LAYOUT DESIGN

This is a sample of our Marketing Brochure. If you consider printing it, proper resolution is critical for clean results. The standard format for a printed brochure is A4.
ROLL-UP BANNERS

The following banners are PECB standard banners used for events. Banners are digitally printed on one side in full colour photographic quality. Roll-up banners should be printed accordingly in 30x70 inch dimensions.
LETTERHEAD

This is a sample of our official letterhead used in PECB communications.
For any change intended to be applied to our material above, you should contact us at marketing@pecb.com for confirmation.