

LOGO USAGE GUIDELINES

PENCLUB LOGO

COLOUR SCHEME

GREY ON WHITE / LIGHT COLOUR BACKGROUND



SPOT COLOUR PRINTING

PANTONE COOL GRAY 10U

PROCESS COLOR PRINTING

C 0% M 0% Y 0% K 70%

COLOUR SCHEME

WHITE ON DARK COLOUR BACKGROUND



PROCESS COLOR PRINTING

C 0% M 0% Y 0% K 0%

LOGO USAGE

Utilize in all marketing materials to promote the partnership with The Peninsula Hotels.

L O G O P L A C E M E N T

B U S I N E S S C A R D

Grey PenClub logo should also be used.

The logo size should be between 15mm to 20mm (w), depending on the available space, and should be adjusted on proportion. If there is other travel partner's logo on the same collateral, the PenClub logo size should be consistent with other logo size. Please ensure there is enough space between logos.

O T H E R M A R K E T I N G C O L L A T E R A L

Grey PenClub logo should also be used.

The logo size should be between 40mm to 50mm (w), depending on the available space, and should be adjusted on proportion. If there is other travel partner's logo on the same collateral, the PenClub logo size should be consistent with other logo size. Please ensure there is enough space between logos.

PENCLUB ANNUAL MEMBERSHIP LOGO

COLOUR SCHEME

GREY ON WHITE / LIGHT COLOUR BACKGROUND



LOGO USAGE

Reserved for use in email signatures and websites only.

LOGO PLACEMENT

EMAIL SIGNATURE

Grey PenClub Annual Membership logo should be used.

The logo size should be between 20mm to 30mm (w), depending on the available space, and should be adjusted on proportion. If there is other travel partner's logo on the same collateral, the size of PenClub Annual Membership Logo should be consistent with other logo(s). Please ensure there is enough space between logos.

EXAMPLE

Logo should be on proportion



Logo should not be shrunk or stretched

