



GRAPHIC STANDARDS
2010



THE LOGO	3
BASIC GUIDELINES	3
CONFIGURATION OF THE LOGO	4
SIZE	4
LOGO COLOUR AND COLOUR VERSIONS	5
TYPOGRAPHY	6

THE LOGO



BASIC GUIDELINES

POP AI is a registered trademark of Point-Of-Purchase Advertising International (POP AI). To ensure consistency in image, printing and representation, POP AI affiliates, members and staff are asked to comply with the following guidelines when employing the Association's official logo.

Members are permitted and encouraged to include the POP AI logo on their business cards, stationery, website, signage and/or promotional materials or any place the chapter presently uses the logo. In that regard, electronic versions are available in two colour or black and white form for your convenience - available to download from www.popai.co.uk

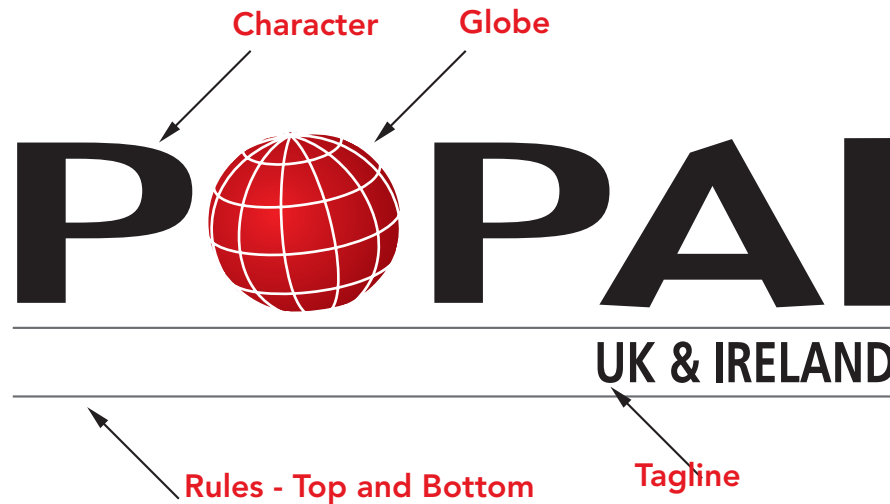
These are the basic guidelines that should be followed when applying the POP AI identity to communication materials.

1. The logo should appear in the POP AI colours or black and white.
2. The colour, type-style and proportions of the logo should not vary from the established characteristics of the mark.

CONFIGURATION OF LOGO

The POPAI logo consists of four elements: the characters P P A I, the Globe (which replaces the character "O") and the two rules - one above and one below the tagline, "UK & IRELAND."

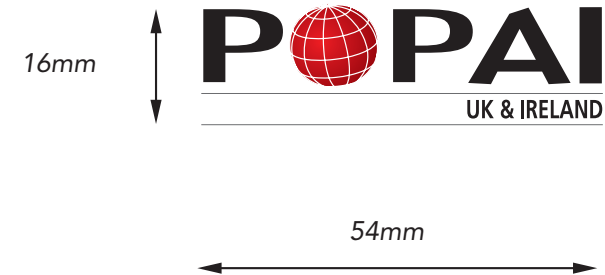
These elements must always appear together; characters, globe, rules and tagline should never be reproduced separately.



*Proper configurations of the logomark and the logotype
This is the correct proportion and configuration of the corporate identity.*

SIZE

The POPAI logo can appear in a variety of sizes. For purposes of registration and visibility, the smallest size the logo can be replicated is 54mm wide and 16mm high (as shown).



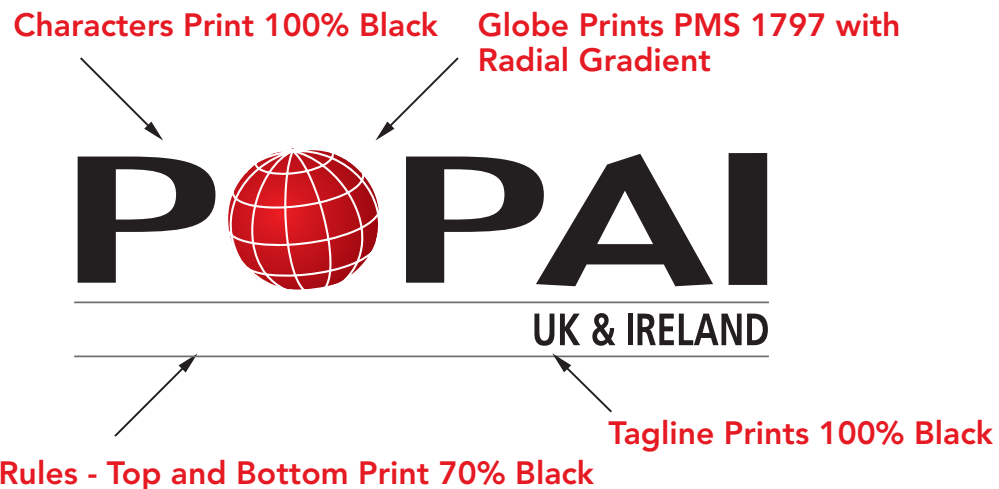
LOGO COLOUR AND COLOUR VERSIONS

The POPAI logo can be reproduced in black or white or in colour. When reproduced in colour, the ink to be used or matched is PMS 1797 and black. The characters P P A I are to be reproduced in black, the globe in red (PMS 1797 with radial gradient); rules above and below tagline 70% black and the tagline "UK & IRELAND" is to print 100% black.

Specific percentages for any screen tints are clearly noted below for each element of the logo. These percentages must be adhered to for optimum reproduction. Specific percentages can't be altered even if colours change for promotional marketing materials.

All POPAI communications should be printed on bright white paper (not ivory or off-white).

Standard 2/C logo with radial gradient



1/C(B/W) logo with black screen - globe



When the logo is in 1/C format with screens, the P P A I characters and taglines remain 100% black. The globe now prints with the latitude and longitude line in 70% black and rules remain in the original colours.

1/C logo black/line art



All elements of the POPAI logo print 100% black. The Globe only prints black in the longitude and latitude lines.

2/C logo knock out example



When knocking out the 2/C POPAI logo on a black or very dark background, the P P A I characters and taglines now appear knocked out. The red globe is PMS 1797 (no radial gradient) and the rules remain in the original colour.

1/C logo knock out example



When knocking out the POPAI logo completely on a black or very dark background, all elements now appear knocked out.

TYPOGRAPHY

Gill Sans, Gill Sans Light, Frutiger and Helvetica are the selected typefaces and should be used in all POPAI communications whenever possible. The Frutiger and Gill Sans family is best suited for headlines, title bars or call-out information. The Helvetica family is best suited for large amounts of text. The Gill Sans family is used for the Fax On-Demand documents. The Avenir family is used for chapter, committee and task force logos.

HELVETICA LIGHT
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA REGULAR
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA REGULAR ITALIC
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA BOLD
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA BLACK
abcdefghijklmnopqrstuvwxyz
1234567890
**ABCDEFGHIJKLMNOPQRSTU
VWXYZ**

AVENIR BLACK
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FRUTIGER LIGHT
abcdefghijklmnopqrstuvwxyz
234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FRUTIGER BOLD CONDENSED
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FRUTIGER BLACK
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FRUTIGER ITALIC
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FRUTIGER 67CN
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS LIGHT
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS REGULAR
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS BOLD
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILL SANS EXTRA BOLD
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ