

# BRANDING GUIDELINES

## AUTHORIZED ONLINE DISTRIBUTORS

Authorized Pelican Dealers are required to identify themselves by use of the Online Distributor Logo shown here.

Brand exclusive Dealers must display this logo adjacent to their logo, whenever their logo appears on their site. In addition, the logo must appear at the top of the Dealer's homepage, and be found on any page where Pelican products are shown.

Multi-line Dealers must display this logo on the pages advertising Pelican products.



AUTHORIZED ONLINE DISTRIBUTOR LOGO

### PRIMARY BRAND LOGOS

Pelican's new logo treatment reverses both the typefont and the logo (pelican birds) from a defined black bar field. Dealers are asked to discontinue use of prior brand styles.



PRIMARY SIGNATURE HORIZONTAL



PRIMARY SIGNATURE VERTICAL



USED FOR BLACK AND WHITE  
PRINTING ONLY

### ADDITIONAL LOGOS



PELICAN STORM CASE LOGO



PELICAN AIR LOGO



SAFETY CERTIFIED LOGO

LOGO MUST BE AT LEAST 2" (144PX) IN WIDTH

# INCORRECT SIGNATURE USE



PRIOR BRAND STANDARD DISCONTINUED 1/1/17



DO NOT USE A DIFFERENT FONT.



DO NOT PUT THE LOGOMARK ON WRONG SIDE.



DO NOT USE NON-APPROVED COLORS IN THE LOGO OR TYPEFACE.



DO NOT CHANGE THE ANGLE OF THE LOGO.



DO NOT USE THE NON CONTRASTING MONOGRAM TO HOLD ANY GRAPHICS OR IMAGES.



DO NOT ADD "EFFECTS" TO THE SIGNATURE.



DO NOT PUT ANY PATTERNS OR GRADIENTS BEHIND THE LOGOTYPE.