



Pembina Pipeline Corporation

◌ BRAND IDENTITY GUIDE

This guide has been prepared to ensure the proper reproduction and use of Pembina Pipeline Corporation's logo and visual identity standards.

The brand is a reflection of Pembina's reputation, values, integrity and history and must be respected in its application.

Strict adherence to the instructions and standards outlined must be maintained in order that accurate and consistent results can be achieved. The Pembina Pipeline Corporation logo is a custom-designed trademark. It is comprised of a hand-styled letter and elements in exact and interdependent proportions.

They must not be altered in any form.

All respective elements of the logo are components of a single design. Care should be taken that in all cases colour, proportion and other details remain consistent.

Colour Palette

Primary Colour One

PANTONE 185C
R:235 G:28 B:44
C:1 M:99 Y:91 K:0
Hex #: eb1c2c
THREAD: MADEIRA 1147

Primary Colour Two

PANTONE BLACK
R:34 G:30 B:31
C:70 M:68 Y:64 K:75
Hex #: 221e1f
THREAD: BLACK

Primary Colour Three

PANTONE 421C
R:194 G:196 B:199
C:24 M:18 Y:17 K:0
Hex #: c2c3c7
THREAD: MADEIRA 1118

Secondary Colour One

PANTONE 552C
R:188 G:211 B:222
C:22 M:8 Y:8 K:0

Secondary Colour Two

PANTONE 421C
R:106 G:162 B:184
C:60 M:24 Y:21 K:0

Secondary Colour Three

PANTONE 421C
R:0 G:84 B:134
C:98 M:70 Y:24 K:7

RGB for web use only.

CMYK for print use only.

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Primary Colours

The Pembina Pipeline Corporation logo is a four colour design. The primary colours are Black, Grey (PMS 421c) & Red (PMS 185c) along with White. The logo can also be reproduced in two colours utilizing a screen of 20% Black in place of the Grey.

Secondary Colours

To be used as preferred accent colours for the Pembina Pipeline Corporation brand.

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The Logo

The main Pembina logo must always appear in the top right or bottom right of a document. This Pembina logo is the preferred format. Logos must be used on all print materials including: letter-head, business cards, fax sheets, memos, presentation folders, brochures, invitations, greeting cards, post cards, newsletters, posters, banners, reports, presentations, ads and signage.



a Reversed Colour

When using the full colour version of the logo on a black background, simply substitute white for black where required.



b Greyscale

When the logo is reproduced in greyscale, its elements appear as follows: The word Pembina and upper right triangle must always be in black. The upper left triangle in the symbol must be 50% black. The top bar is 50% black. The upper right triangle in the symbol is black. The bottom bar is 20% black. The bottom triangle in the symbol is 20% black.



c Reversed Greyscale



d White on Black and Black on White

You must use the version with the space inbetween the two bottom lines.



e Tone on Tone

When producing tone on tone you must ensure the logo elements stand out from the background and are clearly separated/visible.

Improper Use of Logo



a Pattern

Do not place logo on texture or multiple coloured background.



b Stretching

Do not distort the logo in any way.



c Replace Colours

Do not replace the colours of the logo.



d Angled

Do not place the logo on an angle.

Logo Usage

Engraving

The wordmark, the symbol and the bars are cut into the material at equal depths. The triangle created in void within the symbol will appear in relief. A thin raised dividing line must appear between the bars.

Embossing

The wordmark, the symbol and the bars are raised to equal height in relief of background material. The triangle created in void within the symbol appears at the same depth as the background material. A thin depressed dividing line must appear between the bars.

Enamel

When an enameled version of the entire logo or symbol is required, the triangle created in void must be enameled in white. All other colours remain as specified.

Embroidery

Refer to the standard colours section for thread colours. Use only the thread colours specified. All other usage rules apply to embroidery.

Minimum Size

The minimum size that the logo may be reproduced at is 1" wide. The 1" includes all logo elements but does not include the clear space required. All logo elements must be clear.



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Pembina provides its colour and black and white logo for downloading online on its corporate website (www.pembina.com) under Media Centre - Visual Identity in the following formats:
.eps, .tiff, .jpg.

Pembina approval is required. For logo approval, or for additional questions please contact:

Suzanne Polyak, Supervisor, Internal Communications
(403) 231-7521
spolyak@pembina.com



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