

PUG, Inc. Design Guidelines



Main PUG LOGO – Gold, Black, Silver
For use on a White/Light Background



Secondary PUG LOGO – Gold, White, Silver
For use on a Black/Dark Colored background



Tertiary PUG LOGO – Gold, Black, White
For use on a Mid Colored Background



PUG LOGO – Black
One Color Black Logo



PUG LOGO – White
One Color White Logo



Primary Colors (Logo)



Petroleum Gold
#FCB33F
C0 M33 Y85 K0
R252 G179 B63



Pure White
#FFFFFF
C0 M0 Y0 K0
R255 G255 B255



Pure Black
#000000
C0 M0 Y0 K100
R0 G0 B0



Drill Bit Silver
#929499
C47 M38 Y35 K0
R146 G148 B153

Secondary Colors



Terra Brown
#562E20
C0 M50 Y50 K80
R86 G46 B32



Tectonic Red
#CC2027
C13 M100 Y100 K4
R204 G32 B39



Oceanic Blue
#278DBB
C79 M33 Y13 K0
R39 G141 B187



Atmosphere
#A0DDF6
C34 M0 Y1 K0
R160 G221 B246

Logo Typeface
Clarendon Black BT

Logo Tagline Typeface
COPPERPLATE GOTHIC CONDENSED BT

Text Typeface
(Header and Body)
Verdana