



Brand Mark Guidelines



Brand Color		Pantone® Color	CMYK	RGB
	Permatex Blue	PMS 286	C= 100, M= 60, Y= 0, K= 6	R= 0, G= 93, B= 170
	Permatex Orange	PMS 165	C= 0, M= 60, Y= 100, K= 6	R= 245, G= 132, B= 38

One Color Positive Versions

The one color positive version of the Permatex brand mark includes the word mark and rotary symbol reproduced in one color only. The one color positive version of the Permatex brand mark may only be reproduced in Permatex Blue, Permatex Orange or black.



Alternative Logo Version

The vertical lockup version of the Permatex brand mark is the preferred version to use for packaging or collateral purposes whenever possible. An alternative horizontal lockup version of the Permatex brand mark can be used when layout or space constraints do not allow for effective use of the vertical lockup version.

One Color Reversed Versions

The one color reversed version of the Permatex brand mark includes the word mark and rotary symbol reversed in one color only. The one color reversed version of the Permatex brand mark may only be reproduced in Permatex Blue, Permatex Orange or black.

