

# BRANDING GUIDE

# PERMA-COTE®

A ROBROY Brand

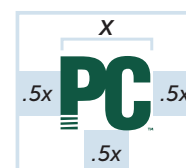
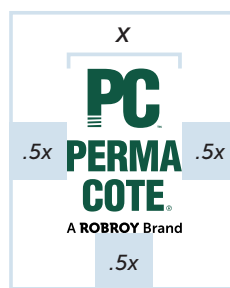
## About the Guide

The purpose of this guide is to maintain consistency across all brand materials and communication. This cheat sheet should help teams and designers to maintain a unified brand identity, ensuring every touchpoint reflects the same visual style, regardless of medium.

## About Perma-Cote

Perma-Cote has built a legacy of excellence by setting the standard in corrosion-resistant electrical conduit systems. Since its inception, the brand has been dedicated to delivering innovative, high-performance solutions that simplify installation and ensure lasting protection in the most demanding environments. With a strong focus on safety, quality, and reliability, Perma-Cote has become a trusted name in the industry.

## LOGOS AND EXCLUSION ZONES



## MINIMUM SIZE



## INCORRECT LOGO USAGE

Don't add elements



Don't change typeface



Don't reorient



Don't change  
letterspacing



Don't add a drop  
shadow



Don't change  
proportions/  
composition



Don't apply incorrect  
color



Don't distort



Don't use a logo color  
that blends into the  
background



Don't place on busy or  
complex backgrounds



COLORS

Primary Color  
Pantone 343 C  
C87 M13 Y72 K56  
R16 G87 B66  
#105742

Base Color  
Pantone 5463 C  
C99 M31 Y34 K90  
R7 G39 B46  
#07272E

Secondary Color  
Pantone 6148 C  
C13 M2 Y3 K0  
R211 G225 B237  
#D3E1ED



100% Primary Color to 75% of the same

TABLE STYLE

Header Row One			
Header Row Two		Header Row Two	
Header Row Three	Header Row Three	Header Row Three	Header Row Three
Entry Data	Entry Data	Entry Data	Entry Data
Entry Data	Entry Data	Entry Data	Entry Data
Entry Data	Entry Data	Entry Data	Entry Data

PRIMARY TYPOGRAPHY

These font families are the go-tos of the Perma-Cote typographic system. These fonts are available through Adobe Fonts. If you do not have access to Adobe Fonts, please use the alternative typography list instead.

Museo Sans Display

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Museo Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Museo Sans Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Museo Slab

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Museo Sans Rounded

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Museo Slab Rounded

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Aa Bb Cc Dd

ALTERNATIVE TYPOGRAPHY

The primary fonts may not always be available for certain applications such as Microsoft Word® or PowerPoint®. Aptos is the alternative font to Museo Sans and Museo Sans Display, but if it is unavailable, use Calibri. Aptos Serif is the alternative font to Museo Slab, but if it is unavailable, use Georgia.

Aptos

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Aptos Narrow

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Aptos Serif

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
1234567890

Aa Bb Cc Dd