



Brand Guidelines

2017

PDC

Throughout time, natural disasters have caused tremendous suffering, loss of life, and destruction to property. In the past twenty years alone, disasters have killed millions of people, caused trillions in damage, and displaced tens of millions from their homes worldwide. Through it all, PDC has worked side by side with governments, nongovernmental organizations (NGOs), and humanitarian assistance agencies around the globe to help save lives and mitigate loss using cutting-edge technology and sound scientific practices to reduce disaster risk.

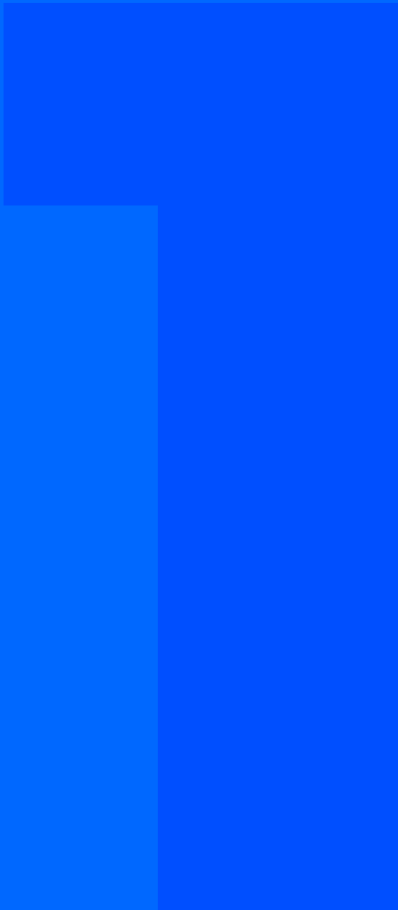
Today, PDC is an applied research center managed by the University of Hawaii that leverages ground-breaking research, applied science, and the world's most powerful technology platform to empower decision makers with the tools they need to respond to hazards more effectively. PDC's DisasterAWARE® platform is the only integrated technology that provides early warning, global hazard monitoring, and reliable tools for estimating risks and impacts for multiple hazards—all in one system—free to the public and professionals worldwide. PDC also provides disaster response support and risk reduction services to help countries build hazard resilience. The Centre collaborates with international, national, and subnational stakeholders at all levels to facilitate fast, effective decision making before, during, and after a hazard unfolds.

Because PDC uses a collaborative approach—leveraging its own technology to help partners solve real world problems—the Center is continuously innovating new solutions. Many of the best and brightest new ideas come from PDC's partners through mutual problem solving and collaboration. This forward-thinking approach and continuous technological advancement is what sets PDC apart as one of the most reliable, sought-out partners for risk reduction solutions worldwide.

Content

1 Logo	3
2 Background treatment of Logotype	9
3 Incorrect use	11
4 Typography	14
5 Color	18
6 Imagery	20
7 Applications	23

Logo



Master Logo

PDC's master logo should be used whenever possible on all business and consumer-facing materials. The primary logo is to be used on a white background only.

The smallest acceptable use of the PDC logo is one inch wide.



About the Logo

Over the last decade, international focus on disasters has shifted from building resilience to cope with disasters, to substantially reducing disaster risk. To meet this challenge, PDC has developed the most advanced technology platform and applied scientific practices to empower decision makers around the world with the information they need to reduce disaster risk and make better decisions, faster.

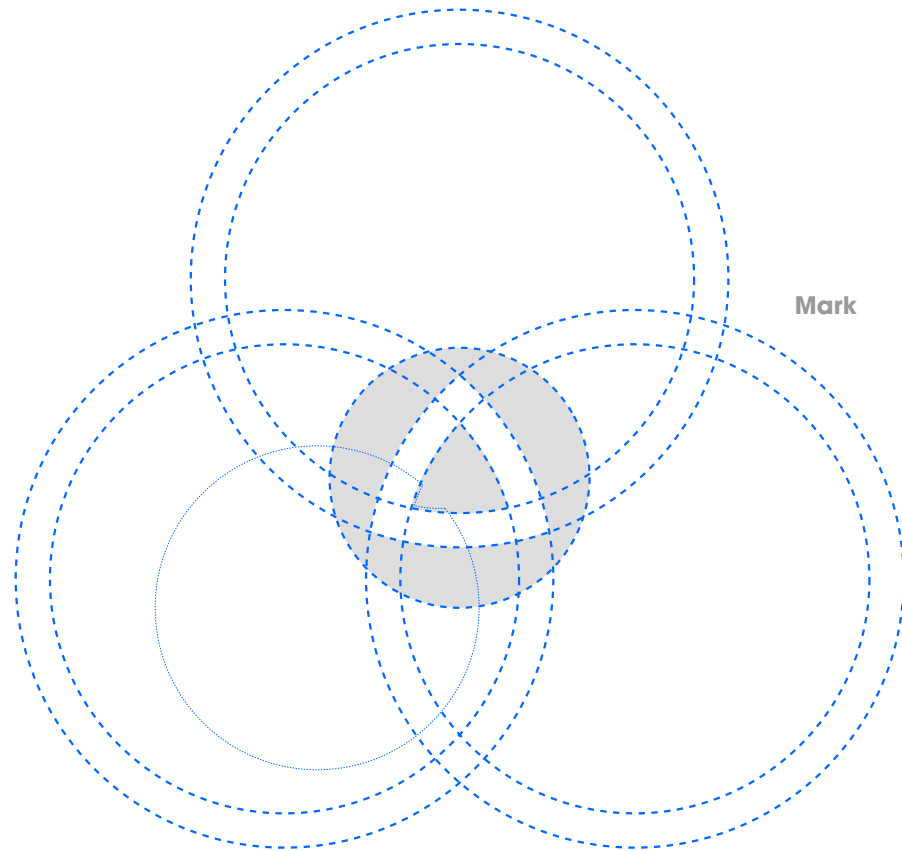
To reflect PDC's innovative approach, it has launched a new identity system for the modern world. The new logo has been simplified and reduced into perfect, crisp geometric forms to convey its cutting edge approach. The abstraction of shapes hint at a three-dimensional globe to emphasize PDC's global reach. Maintaining the civil defense circle and triangle motif in the new logo, PDC's new identity pays homage to its original core values and expresses its continued support for public-private partnerships in helping to create a safer world.



Old logotype

Construction

PDC's logo was constructed based on the intersection of several geometric shapes and the principles of symmetry in design by adhering to the golden mean. Three overlapping circles form an arced triangle at the center of the mark, with a fourth circle emerging from the left side of the logo.



Logo Spacing

PDC's logo should always include vertical and horizontal whitespace to avoid visual clutter or text running into the logotype and mark.

Master logo



Recommended white space



Lockup

Elements of the horizontal and vertical lockup should not be rearranged, resized, or modified in any way.

Horizontal layout



Vertical layout



Logo Backgrounds



Usage on Backgrounds

PDC's master logo should be used whenever possible. The reversed white logo may be used on a solid background and is the only approved logo for use on photographic or patterned backgrounds.

Alternate versions of the logo are available for one-color printing on a solid white background when two-color printing is cost-prohibitive.

Flat versions of the logo are to be used sparingly for reproduction on surfaces that cannot reflect the transparent effect of the master logo (e.g. etching, stitching, etc.).

Master Logo

Primary Logo, White Background



Reversed Logo, Blue Background



Reversed White Logo, Photographic Background

Reversed Two-Color Logo, Dark Background



One-Color Logos

Black Logo, White Background



Blue Logo, White Background



Flat Logos (use only when transparency cannot be reproduced)

White Logo



Blue Logo



Black Logo



Incorrect Use



Unacceptable Use

Consistent branding is crucial for building brand awareness and helping to create brand equity. Therefore, PDC's logo must be used consistently.

Here are some examples of how not to use PDC's logo. These rules apply to any modification of the PDC mark or logotype.

Don't use transparency



Don't outline



Don't pick random colours



Don't put gradient on logo



Don't use partial wordmark by itself



Don't rotate



Don't add any effects



Don't skew or shear



Don't make the mark smaller



Don't make the mark bigger



Don't change spacing



Don't switch the order



Don't rearrange logotype



Don't recreate using random fonts



Don't make your own logo



Unacceptable Use of Logo on Backgrounds

PDC's logo should be legible on any background. For patterned, photographic, and colored backgrounds, always use the reversed white master logo. Never apply special effects or adjust the logo in any way in an attempt to make it more legible on a background.

Don't use colored logo on photos. Use reversed white version.



Don't use any special layer effects.



Don't convert the logo to outlines.



Don't change mark overlay opacities.



Don't change logo color.



Don't use colored logo on colored backgrounds.



Typography



Primary

ITC Avant Garde Gothic is the primary typeface for branding. This typeface offers a modern, clean and authoritative expression of PDC.

It should be used for headings, subheadings, captions, and whenever text must be emphasized.

For company-wide templates and staff produced materials where only system fonts are available, Verdana should be used for headings.

Modern
Clean
Strong

A **a**

ITC Avant Garde Gothic Std

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Paragraph

For the secondary paragraph font, ITC Avant Garde should be paired with Helvetica Neue in either light or regular weight.

For company-wide templates and staff produced materials where only system fonts are available, Verdana should be used for paragraph text.

Disasters happen fast.

We respond faster.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Reduce disaster risk. Step into a safer world.

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Reduce disaster risk.

Make better decisions, faster.

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Reduce disaster risk. Step into a safer world.

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Helvetica Neue

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Alternate font

For company-wide templates and staff produced materials where only system fonts are available, Verdana should be used for primary headings and Roboto for paragraph text.

Disasters happen fast. We respond faster.

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Disasters happen fast. We respond faster.

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Verdana

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color



Primary colors, shades and neutral palette

Use primary color and complement it with neutrals and washes whenever possible.

Primary color

#0068ff

100%

0, 104, 255
100, 35, 0, 0
Pantone 2174 C

Shades

80%

50%

20%

Pantone Color

94 ,43, 0, 0
Pantone 2174 C

Neutrals

#071126



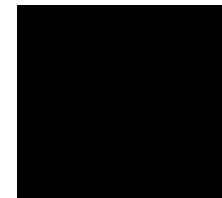
7, 17, 38
89, 80, 54, 71
Pantone 296 C

#999999



153, 153, 153
43, 35, 35, 1
Pantone Cool gray 7C

#000000



0, 0, 0
75, 68, 67, 90
Pantone Black 6 C

#FFFFFF



255, 255, 255
0, 0, 0, 0
Pantone 000 C

Imagery



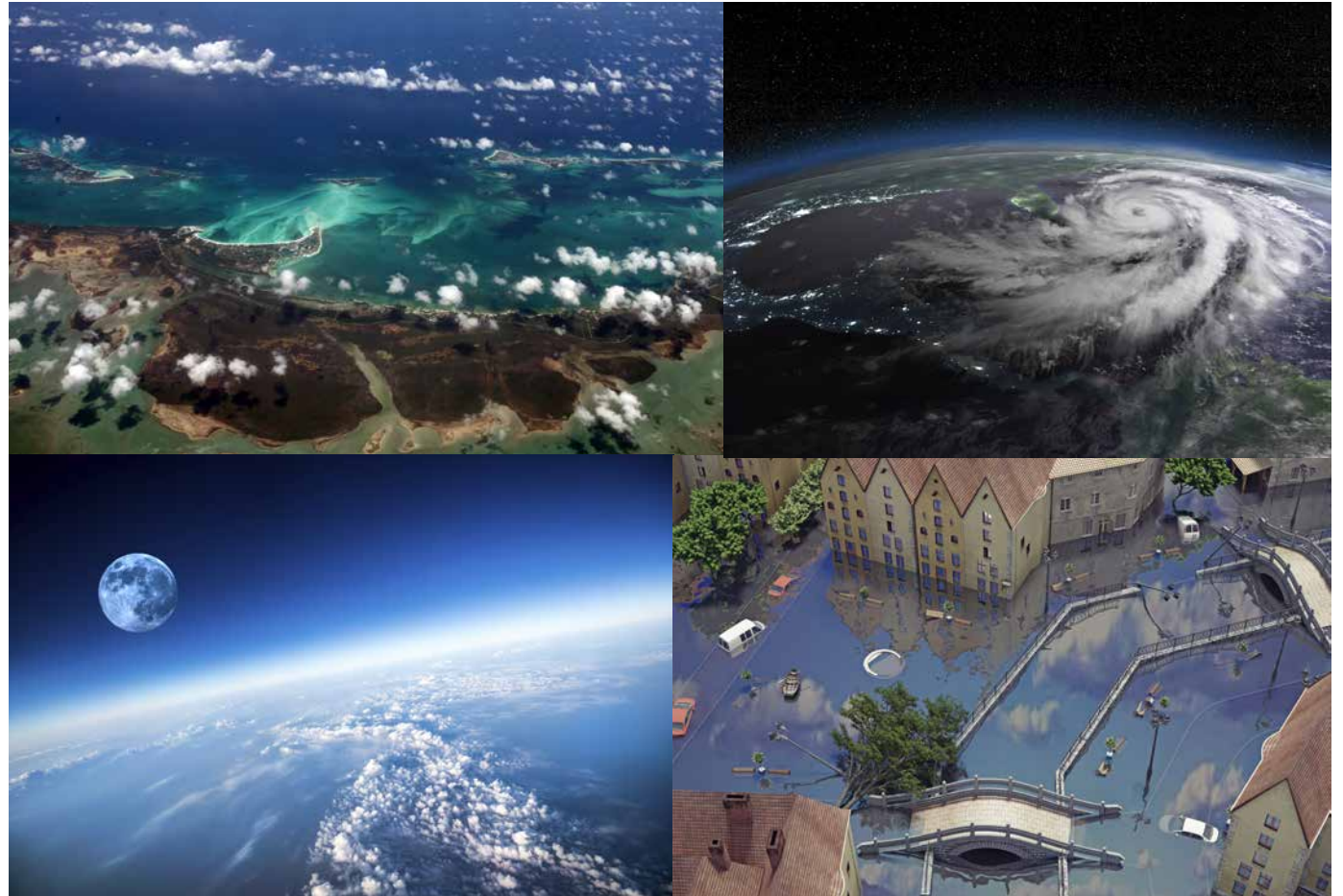
People

Use images that depict people contending with hazards in a dignified way, depicting the life after a disaster. Images should show hope for a brighter future.



Earth and Places

By using images that depict the awesome power of nature and its beauty, PDC conveys a powerful message about its unstoppable, potentially devastating nature.



Applications

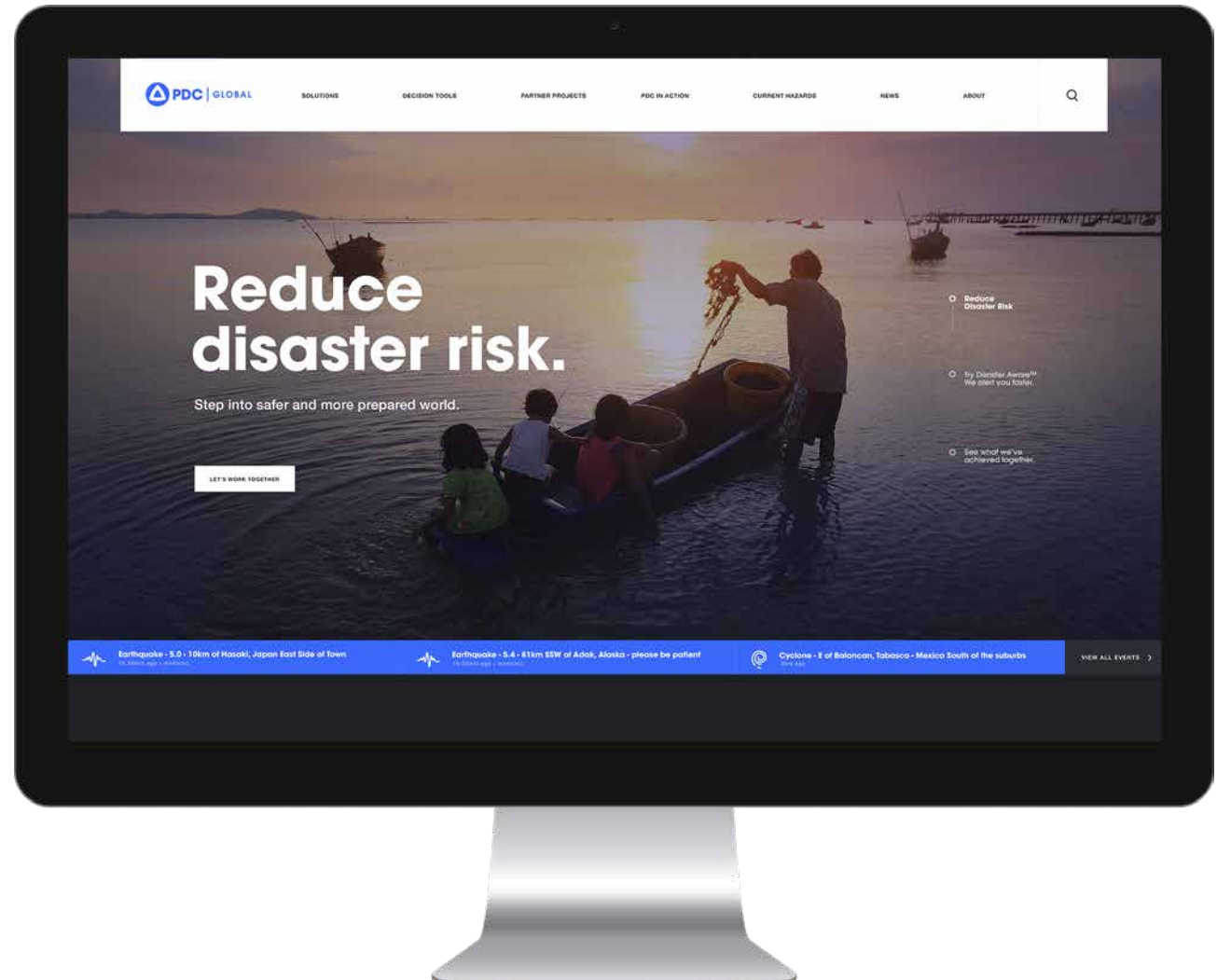


Stationery

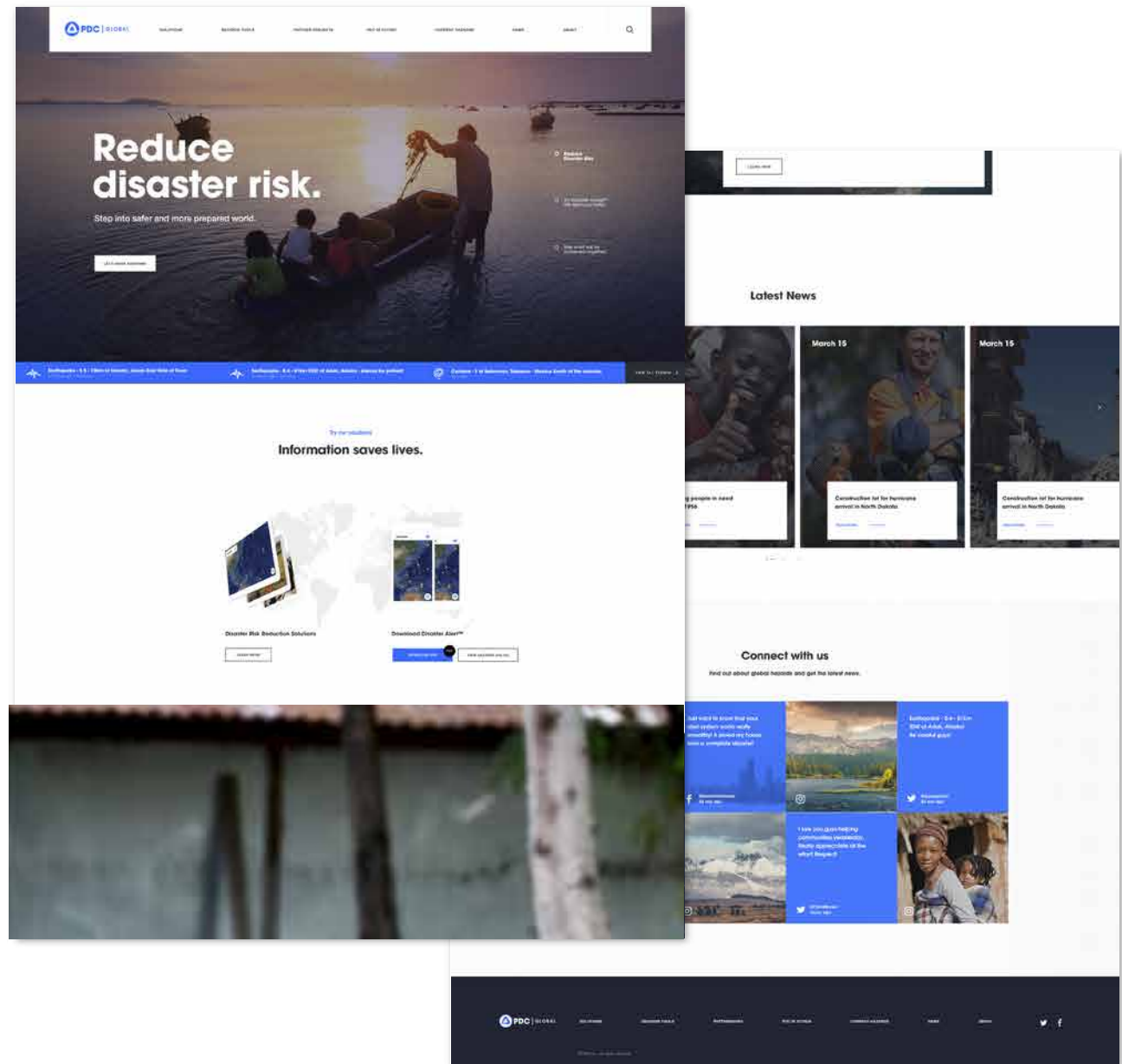
PDC stationery uses all elements of branding including PDC colors and typography and has been designed as a guide for other collateral materials and templates.

Website and Apps

PDC's website and apps should be consistent with all of its corporate collateral materials and templates in order to reinforce the brand identity and messaging across channels.



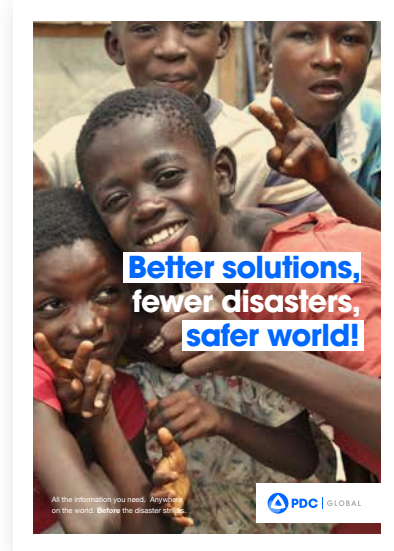
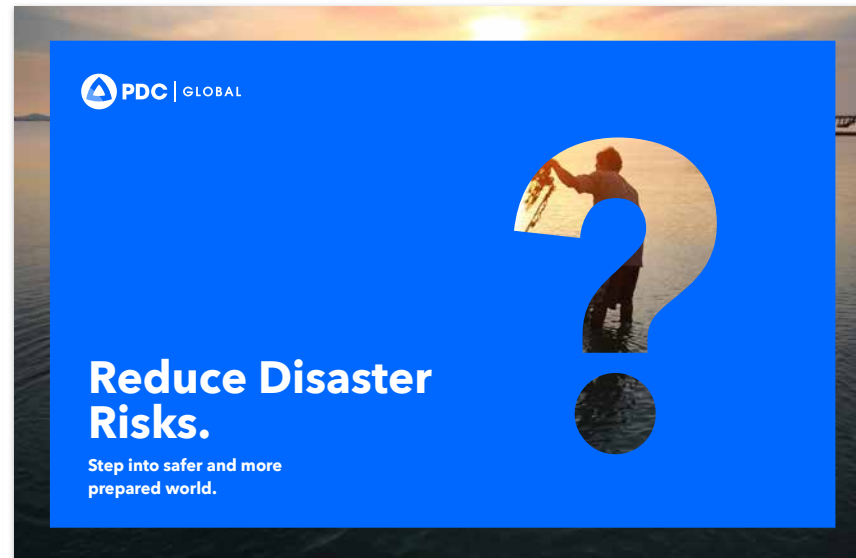
Simplicity of design is part of PDC's brand. It allows audiences to easily navigate PDC's products and services as well as consume key messages about the value of the organization.



Advertising

All advertising should employ brand value propositions and key messages.

Graphic elements should be simple and use PDC's primary brand color.



**Better solutions.
Fewer disasters.**

**Safer
world.**

PDC | GLOBAL