



Visual Style Guide

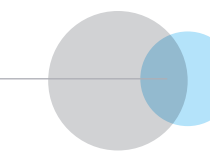


Table of Contents

Introduction	4
Tone of Voice	8
Visual Identity Overview	10
Logos	12
Typography	22
Color Palette.....	24
Illustration	26
Iconography	30
Photography.....	20
Brand Checklist.....	24

Our brand is a reflection of everything we do and say.

It's more than a color palette or font choice it's a promise we make to the customer at every touch point.



Who Are We? #WeArePGi

We are a business communications provider focused on helping people connect.

Our elevator pitch is a starting point. It's intended to drive more questions and engagement. PGi provides a full stack of business communications that unleash productivity at work. Our cloud-based platform, GlobalMeet®, connects people, teams and enterprises around the world.





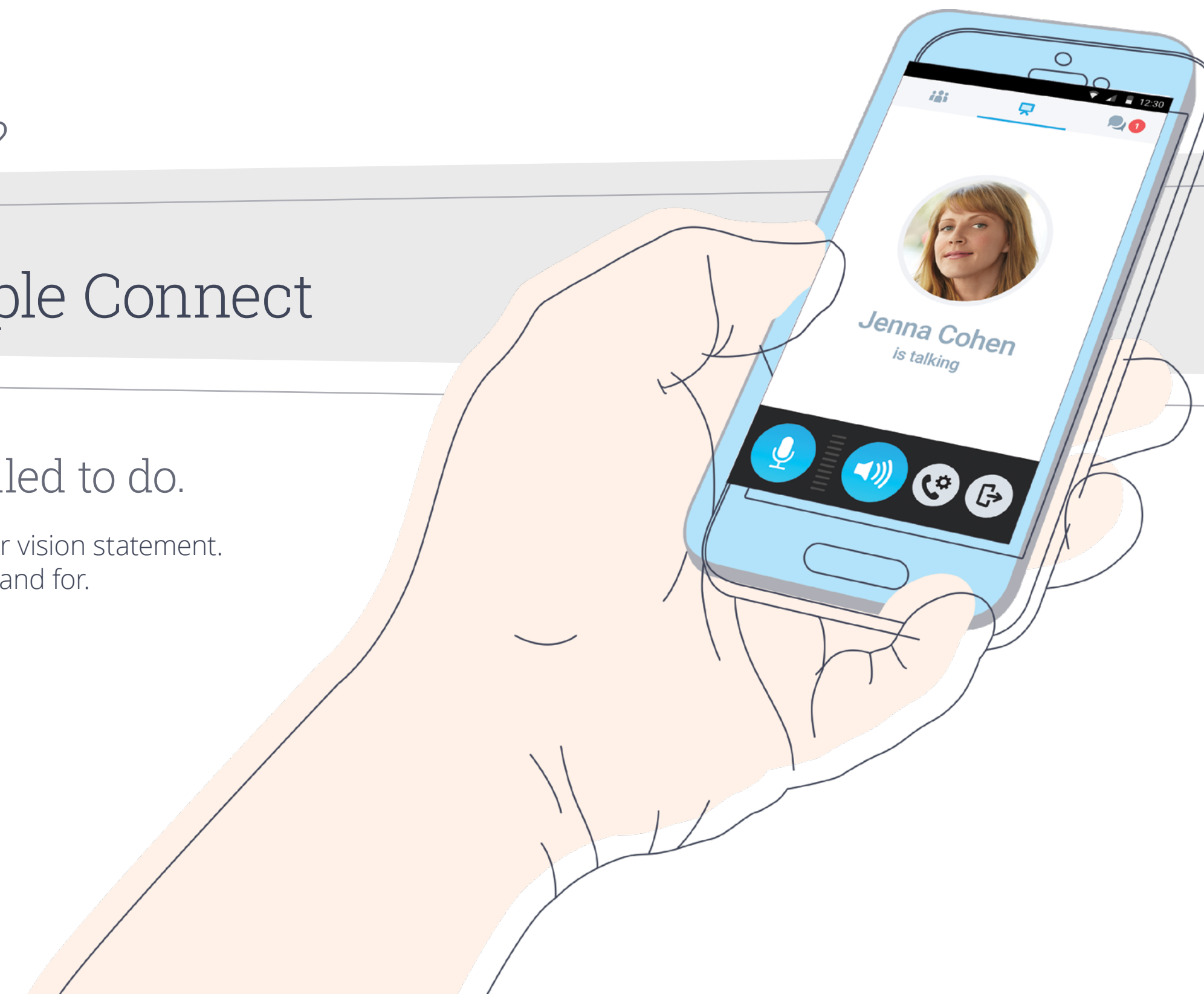
What Do We Stand For?



Helping People Connect

It's our mantra.
It's what we've been called to do.

We don't need a complicated mission or vision statement.
Three simple words sum up what we stand for.



What Is Tone Of Voice?

Tone sets the course.

Tone is the character of our brand expressed through the written word, through internal attitudes and external interactions with current and future customers.



Confident

At PGI, our confidence comes through in every interaction, on every team. Preparing to take the lead with our focus and swagger, we are confident in the company vision and roadmap. Our technologies drive deeper connections and we are confident that we can help our customers solve problems.

The GlobalMeet portfolio inspires confidence with users and customers because of its reliability, security and accessibility everywhere, every time.



Trusted

Trust is a dynamic that drives teams to tear down silos and work together towards a common goal. Our ability to trust in each other enables and empowers us to transform the company. Our legacy as a provider in the collaboration space means the largest Fortune 100 organizations and the smallest businesses trust GlobalMeet to power meetings and events every day.

By removing obstacles and reducing complexities for our customers, we establish trust and give companies, teams and people the technology to move ideas forward.



Energetic

By being energetic and passionate about delivering software and services, we continue to set GlobalMeet apart in the marketplace. Positive and upbeat, we build and deploy products and serve our customers with energy and enthusiasm.

When a project or an idea or a team come together, it gives off an energy that lets people advance the conversation and drive meaningful business outcomes.



Collaborative

Our collaborative spirit is imbued in everything we do to drive people, businesses and projects forward. We come together, as a team, to drive change for our clients and are only successful when we work together and listen together.

Our Visual Identity

A brand is more than a color palette or font choice — it’s a promise we make to the consumer at every touch point. As these touch points are ever-shifting, a consistent experience is paramount to any successful communications strategy. To help keep our brand experience consistent across all touch points, we provide some basic design elements. Everything we create for internal and external use should include these design elements to signal to our audiences that they are interacting with PGi. Consistent use of these elements throughout the consumers’ journey is key to building our brand. The following elements are the basic building blocks for PGi communications.

- 1. Our Logos
- 2. Our Colors
- 3. Our Typefaces

The following pages lay the foundation and provide guidance on how to properly use these basic elements. Other elements include illustrations, iconography and photography.

Logos



Colors



Typefaces

Roboto Slab

Open Sans

Our Company Logo

The PGi logo is a familiar hallmark of our organization. It's clean type face, bold orange color and its circular shape are instantly recognizable. The appropriate use of the corporate logo is shifting as we work to streamline and consolidate our offerings under the GlobalMeet brand. We're advocating that the PGi brand, becomes the strong partner company that is trusted in the market.



Primary

The primary version of the PGi logo should be utilized where 4-color printing is available and in all digital instances without exception. When reproducing the full color logo on a substrate that is not white, white ink must used to retain the white characters.



Secondary

This version is primarily used when leading with the GlobalMeet brand. See p.20 for more detail.



Spot Pantone® 1505

The PGi spot color logo should be used when the full color logo cannot be reproduced in the quality that would retain the integrity of the trademark. The spot color logo can also be used for instances where 4-color printing is not intended.



Reverse

Use of the reverse logo should be restricted to instances where the substrate does not provide an acceptable contrast ratio for the primary or secondary logos.



Grayscale

The PGi logo should only be reproduced in grayscale when color is not available.

Clear Space & Minimum Size

The minimum amount of clear space is equal to the height of the letter “P” in PGi. Adequate clear space must be maintained. The recommended minimum size for the PGi logo is 3⁄8" inches, or 10mm wide for print or 23px wide for digital applications.



Minimum Size – Print



Note: the ™ is not necessary for logos smaller than 1⁄2" or 6mm

Minimum Size – Digital



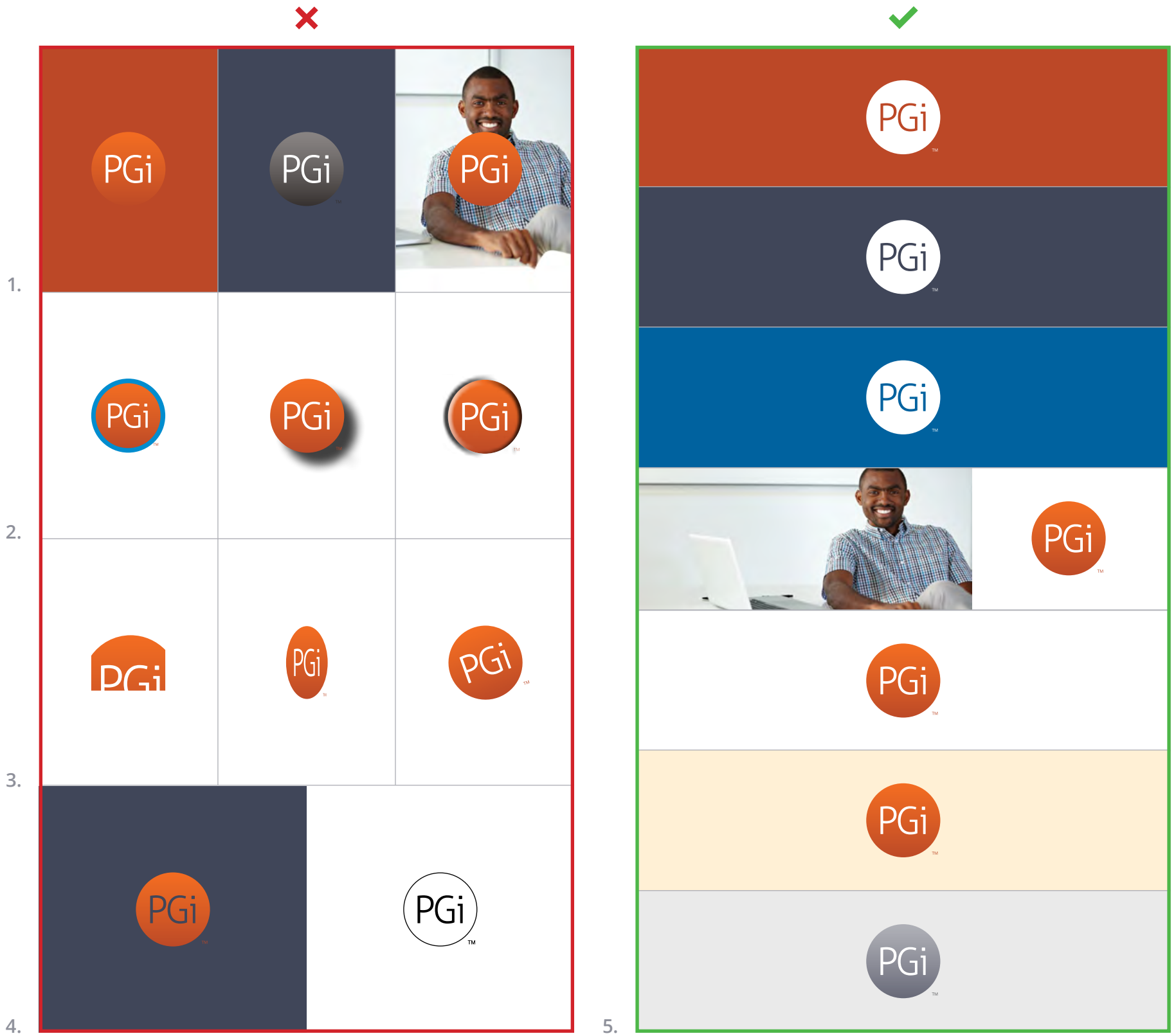
Note: the ™ is not necessary for logos smaller than 62px

Logo Usage

It is important that we protect the integrity of our logo by using it appropriately.

Tips:

- 1. Use appropriate backgrounds to provide minimum clear space and acceptable contrast ratios around the entire logo.
- 2. Avoid adding your creative touch to the logo. Shadows, outlines, bevels, and other effects are prohibited.
- 3. Don't crop, rotate, squash, or stretch the logo.
- 4. Use the appropriate approved logos from our brand site.
- 5. Approved examples



GlobalMeet Logo

GlobalMeet is the master brand for all products. GlobalMeet encompasses our entire portfolio. As the master brand, we're distinguishing GlobalMeet with a logo treatment that will be used commonly across our product set. Using one family name for all GlobalMeet products and services minimizes confusion for internal teams and, most importantly, our customers. It is essential that we understand when to use the GlobalMeet logo vs the GlobalMeet product naming convention in materials and go-to-market activities.



Primary

The primary version of the GlobalMeet logo should be utilized where 4-color printing is available and in all digital instances without exception.



Spot

 Pantone® 1505  Pantone® 1525

The spot color logo can be used for instances where 4-color printing is not intended.



Reversed

Use of the reverse logo should be restricted to instances where the substrate is PGI Orange, Gray, or the closest possible match.



Keyline

The keyline logo is a one color version and is only used when absolutely necessary. There is a reverse version available for download as well.



Grayscale

The GlobalMeet logo should only be reproduced in grayscale when color is not available.

Clear Space & Minimum Size

The minimum amount of clear space is equal to the height of the letter “e” in GlobalMeet. Adequate clear space must be maintained. The recommended minimum size for the GlobalMeet logo is 1¼”, 32mm, wide for print or 90px wide for digital applications.



Minimum Size – Print



Minimum Size – Digital



Logo Usage

It is important that we protect the integrity of our logo by using it appropriately.

Tips:

- 1. Use appropriate backgrounds to provide minimum clear space and acceptable contrast ratios around the entire logo.
- 2. Avoid adding your creative touch to the logo. Shadows, outlines, bevels, and other effects are prohibited.
- 3. Don't crop, rotate, squash, or stretch the logo.
- 4. Use the appropriate, approved logos from our brand site.
- 5. Approved examples

✗

1.

2.

3.

4.

✓

5.

PGi and GlobalMeet

As we continue to elevate product brand awareness, the PGi brand will continue to take a back seat. We accomplish this visually by lending GlobalMeet design elements greater weight than PGi design elements. PGi branding, in many cases, may appear smaller in scale and relegated to the footer. The secondary PGi logo is often used. If you have questions about where to position the PGi brand vs the GlobalMeet brand, reach out to marketing for help: branding@pgi.com

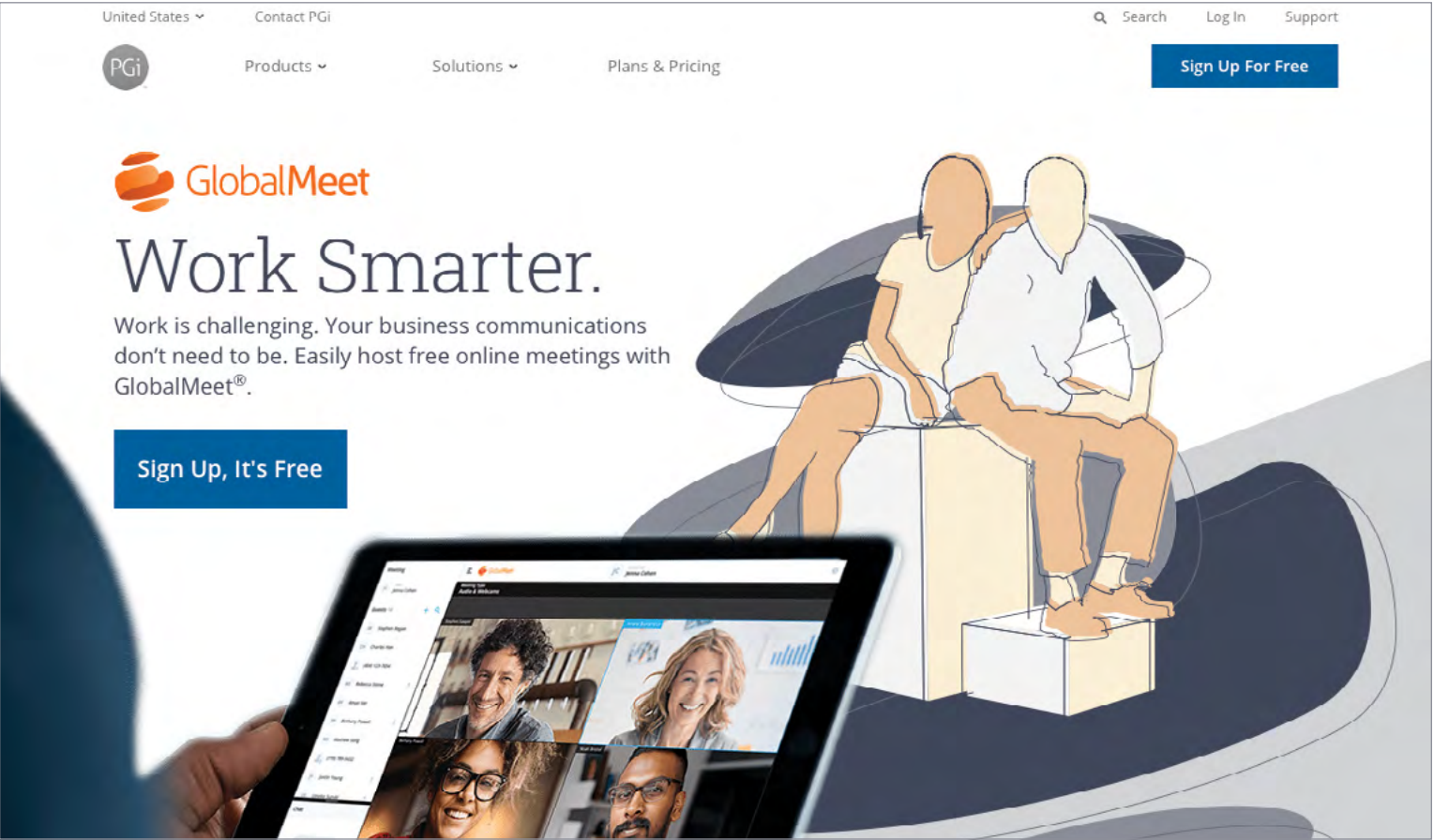


Examples

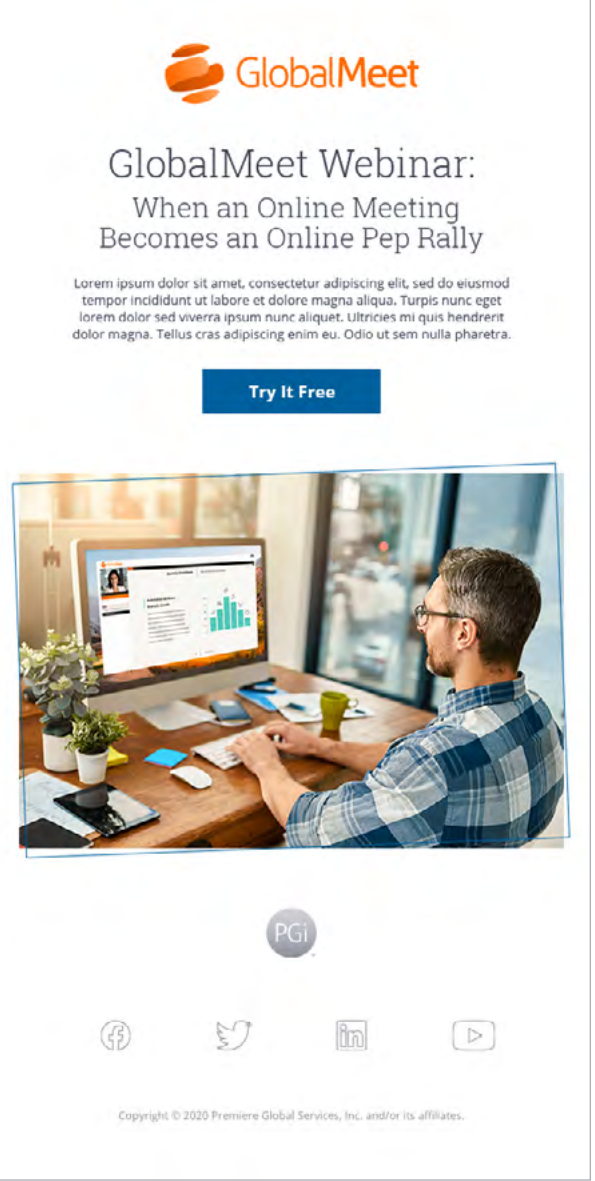
Leading with PGi; Includes GlobalMeet's equity-building icon as design element



Larger, full-color GlobalMeet takes the lead; Smaller, grayscale PGi takes backseat.



GlobalMeet takes the lead in the header; PGi is relegated to the footer



Typography

Roboto Slab and Open Sans are PGI’s main font choices and should be used in all collateral, whenever possible.

Since neither Roboto Slab nor Open Sans are not a web safe fonts, alternatives may be required. If your application requires web-safe fonts, the preferred font stack is as follows:

‘Roboto Slab’, Georgia, serif
‘Open Sans’, Calibri, sans-serif;

Contact PGI Creative Services for further information regarding font usage.

[Download Roboto Slab](#)
[Download Open Sans](#)

Roboto Slab

The spectacle before us was indeed sublime.

Thin 100
Light 300
Regular 400
Bold 700

Open Sans

The spectacle before us was indeed sublime.

Light 300
Regular 400
Semibold 600
Bold 700
Extra Bold 800

Roboto Slab 38pt Light
Roboto Slab 28pt Light
Headers in Title Case
Subheads in Title Case

Open Sans 17pt Regular
This a lead paragraph. Lead paragraphs are set larger than body paragraphs to provide extra emphasis. This one is set in Open Sans.

Roboto Slab 16pt Regular
Open Sans 13pt Light
Paragraph Headers in Title Case.
Body copy is set in Open Sans Regular. Body copy can be highlighted using Open Sans Bold, or italics, and **hyper-links** are PGI Blue and bold in weight. This particular paragraph has leading set to 25%, tracking set to -5 and space after set to 125%.

Open Sans 11pt Semibold
Foot notes in sentence case.

Roboto Slab 72pt Thin
Roboto Slab 28pt Light
Open Sans 13pt Semibold Italic
“
Typography is two-dimensional architecture, based on experience and imagination and guided by rules and readability.
— Herman Zapf
”

Color Palette

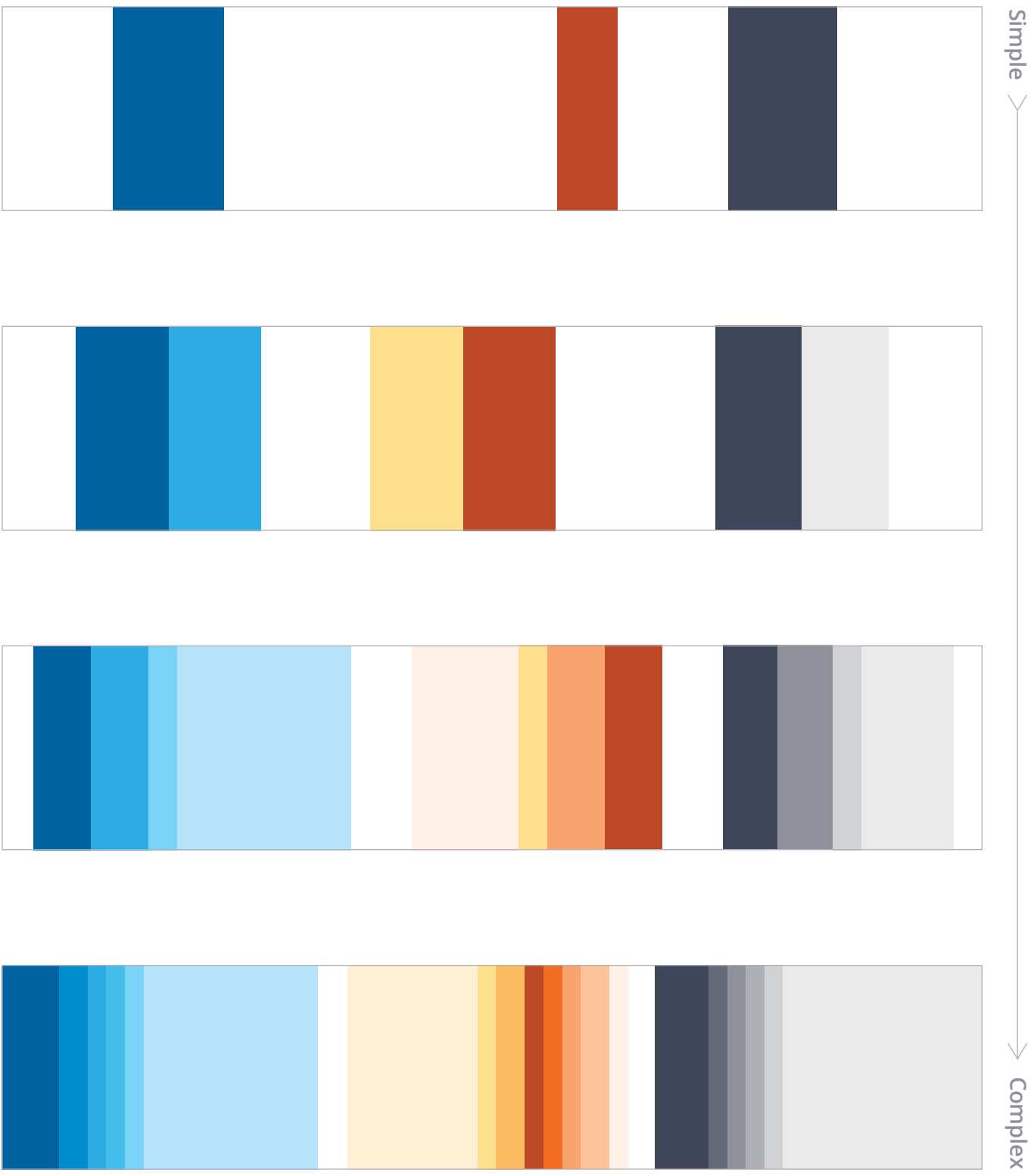
A defined color palette helps build global brand awareness through the repetition of a consistent, recognizable color application. Our color palette differentiates us from our competitors and is an essential component of our overall, visual-design system.

Our color palette consists of three distinct colors sets of gray, blue and orange. These colors should be thoughtfully applied, balanced amongst sets, and balanced with negative space. Whenever possible, the colors from this palette should be applied to your communications.

<div></div> <div>Orange 1</div> <div>Pantone® 1525</div> <div>CMYK: 19, 84, 100, 9</div> <div>RGB: 189, 71, 0</div> <div>#bd4700</div>	<div></div> <div>Blue 1</div> <div>Pantone® 7684 C</div> <div>CMYK: 95, 64, 13, 0</div> <div>RGB: 0, 96, 156</div> <div>#00609c</div>	<div></div> <div>Gray 1</div> <div>Pantone® Cool Gray 11 C</div> <div>CMYK: 77, 68, 45, 32</div> <div>RGB: 64, 70, 89</div> <div>#404659</div>
<div></div> <div>Orange 2</div> <div>Pantone® 1505</div> <div>CMYK: 0, 72, 100, 0</div> <div>RGB: 255, 107, 0</div> <div>#ff6b00</div>	<div></div> <div>Blue 2</div> <div>Pantone® 7461 C</div> <div>CMYK: 87, 31, 0, 0</div> <div>RGB: 0, 135, 98</div> <div>#0087c6</div>	<div></div> <div>Gray 2</div> <div>Pantone® Cool Gray 10 C</div> <div>CMYK: 63, 54, 40, 14</div> <div>RGB: 102, 105, 119</div> <div>#666977</div>
<div></div> <div>Orange 3</div> <div>CMYK: 0, 43, 60, 0</div> <div>RGB: 249, 163, 111</div> <div>#f9a36f</div>	<div></div> <div>Blue 3</div> <div>Pantone® 2389 C</div> <div>CMYK: 69, 14, 0, 0</div> <div>RGB: 0, 174, 239</div> <div>#00aeeef</div>	<div></div> <div>Gray 3</div> <div>Pantone® Cool Gray 7 C</div> <div>CMYK: 49, 40, 33, 0</div> <div>RGB: 137, 140, 150</div> <div>#898c96</div>
<div></div> <div>Orange 4</div> <div>CMYK: 0, 30, 71, 0</div> <div>RGB: 234, 184, 102</div> <div>#eab866</div>	<div></div> <div>Blue 4</div> <div>CMYK: 62, 5, 0, 0</div> <div>RGB: 59, 191, 244</div> <div>#3bbff4</div>	<div></div> <div>Gray 4</div> <div>CMYK: 33, 26, 22, 0</div> <div>RGB: 172, 174, 181</div> <div>#acaeb5</div>
<div></div> <div>Orange 5</div> <div>CMYK: 0, 27, 39, 0</div> <div>RGB: 237, 194, 155</div> <div>#edc29b</div>	<div></div> <div>Blue 5</div> <div>CMYK: 46, 0, 0, 0</div> <div>RGB: 117, 208, 249</div> <div>#75d0f9</div>	<div></div> <div>Gray 5</div> <div>CMYK:17, 13, 12, 0</div> <div>RGB: 208, 209, 212</div> <div>#d0d1d4</div>
<div></div> <div>Orange 6</div> <div>CMYK: 0, 11, 53, 0</div> <div>RGB: 255, 224, 142</div> <div>#ffe08e</div>	<div></div> <div>Blue 6</div> <div>CMYK: 27, 0, 0, 0</div> <div>RGB: 176, 226, 255</div> <div>#b0e2ff</div>	<div></div> <div>Gray 6</div> <div>CMYK: 7, 5, 5, 0</div> <div>RGB: 243, 243, 243</div> <div>#f3f3f3</div>
<div></div> <div>Orange 7</div> <div>CMYK: 0, 5, 17, 0</div> <div>RGB: 251, 241, 232</div> <div>#fbf1e8</div>		
<div></div> <div>Orange 8</div> <div>CMYK: 0, 5, 7, 0</div> <div>RGB: 251, 239, 213</div> <div>#fbefd5</div>		

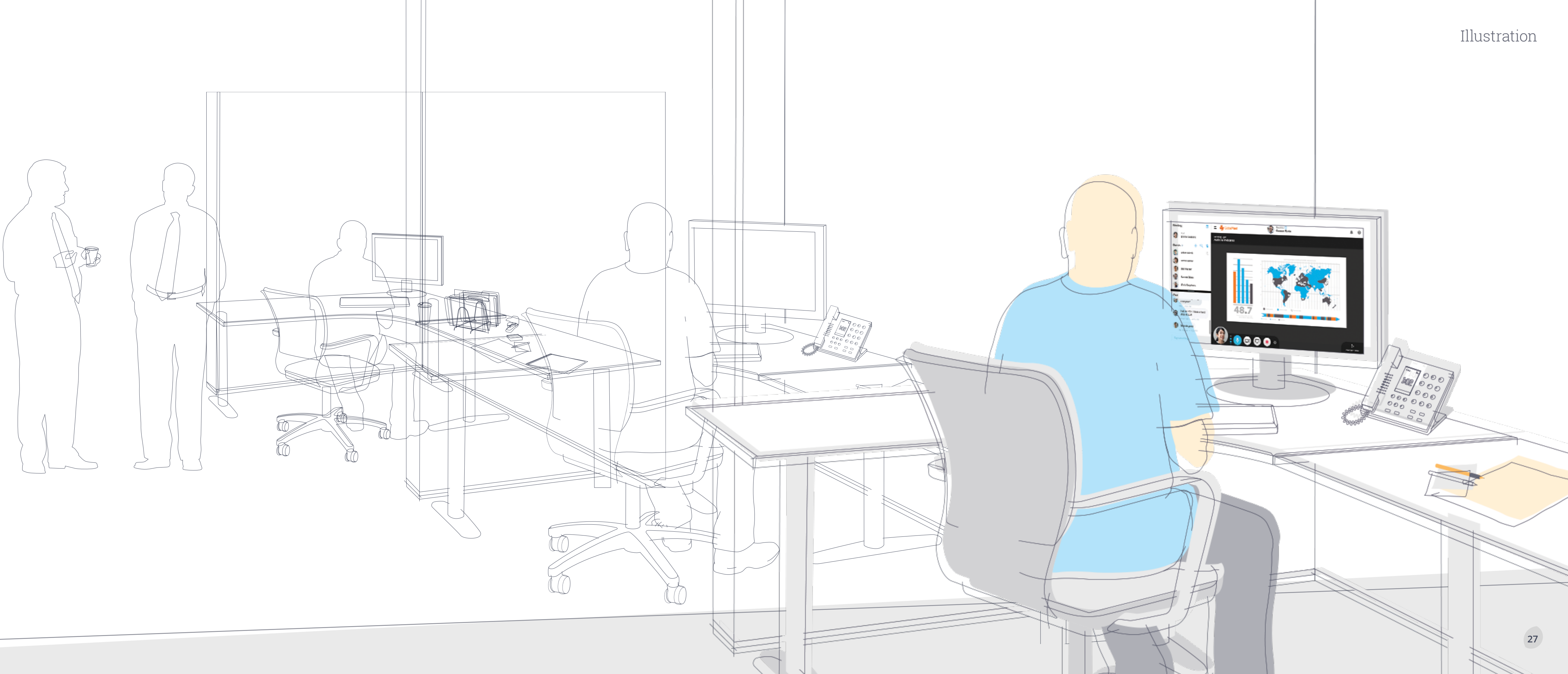
Color Balance

Our color palette thrives by combining colors in balanced proportions. This creates a flexible, versatile system to represent all of our products while remaining true to both the PGi and GlobalMeet umbrellas.



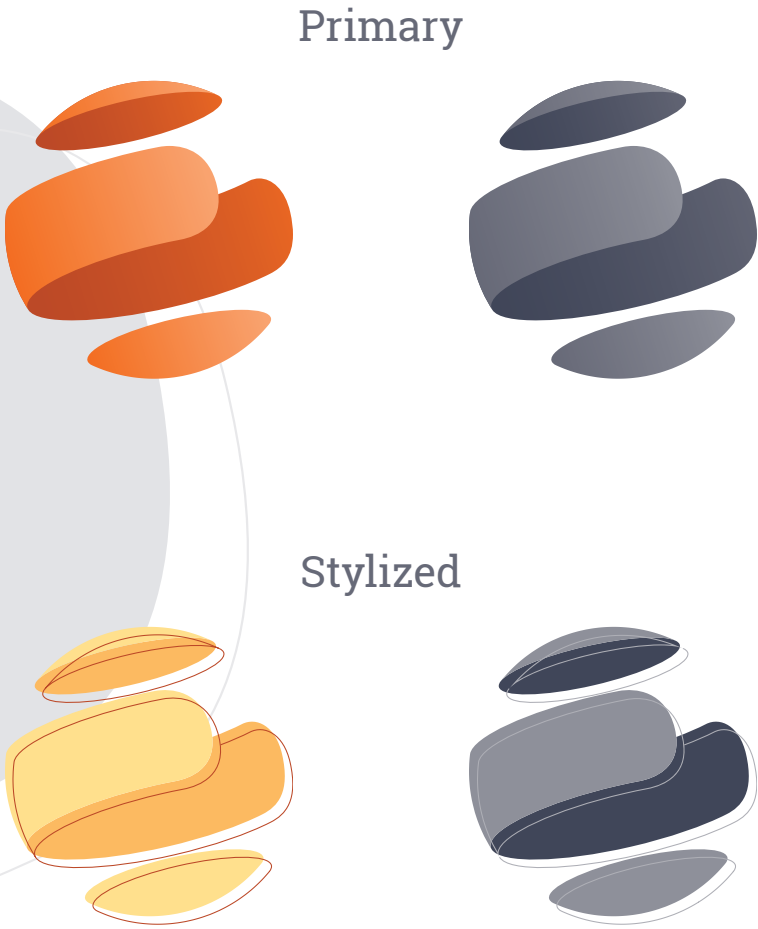
Illustration

Our illustration style is mixes abstract line art and spot colors with GlobalMeet UI screens. Custom illustrations sets us apart in the UC space in a unique and memorable way. This style can be recreated rather simply by following our 4-step production guide available on PGi.com/Brand.



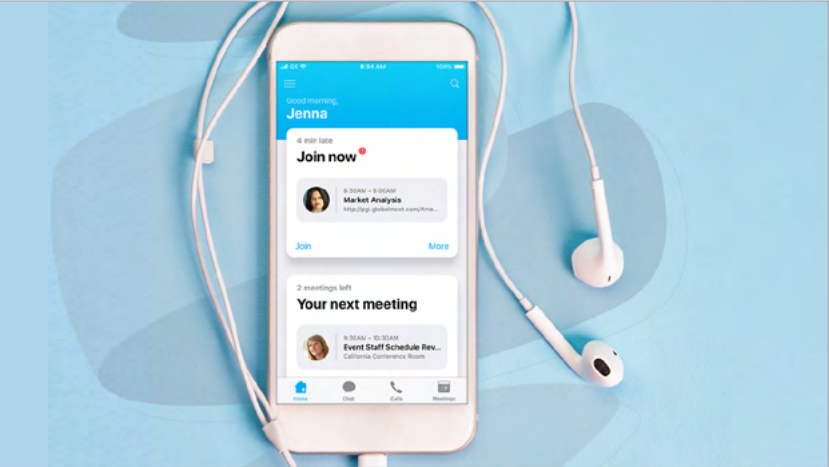
Icon as a Design Element

To help maximize equity in the GlobalMeet brand, we are encouraging the use of the GlobalMeet Icon as a design element. This is especially useful when leading with PGi. The icon can be used in many ways including watermarks and masking for images. Let's look at some examples...

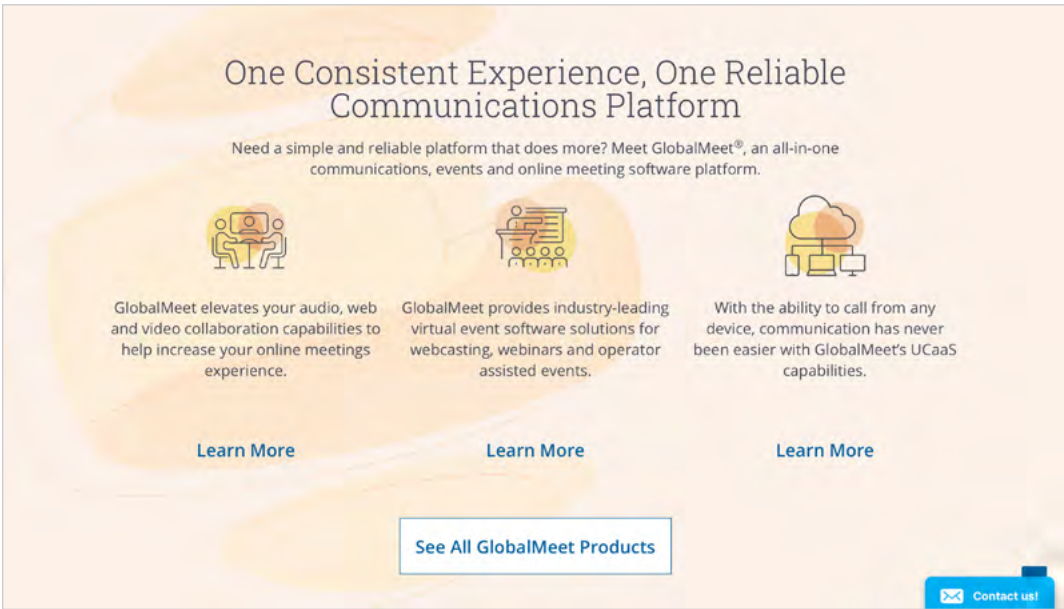


Examples

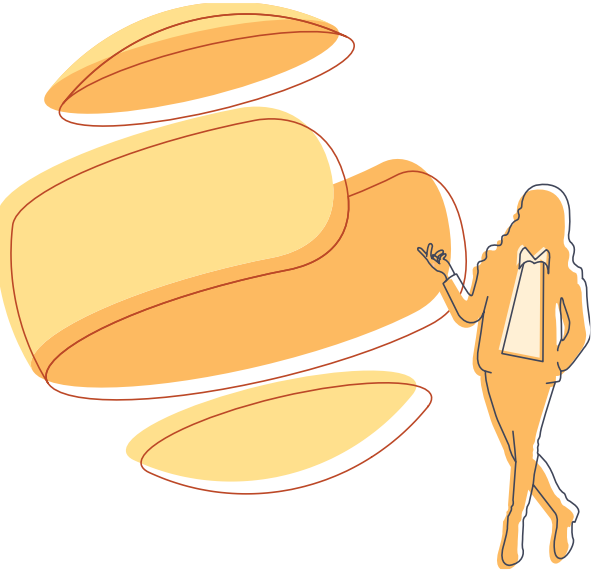
Photography



Website



Illustration

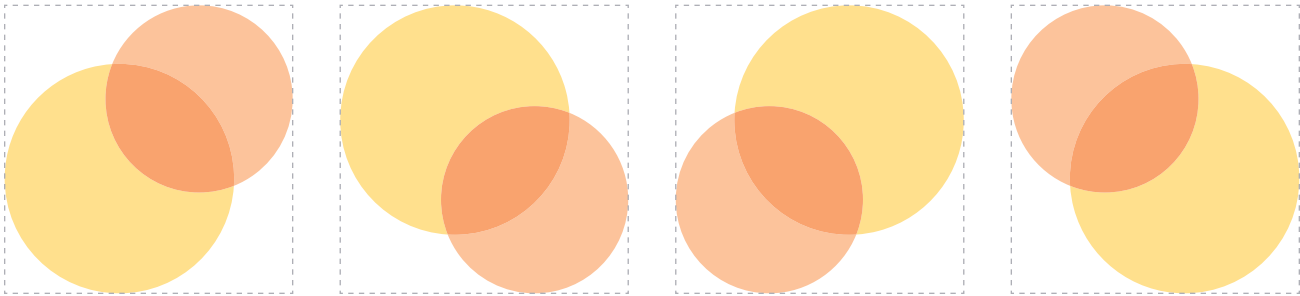
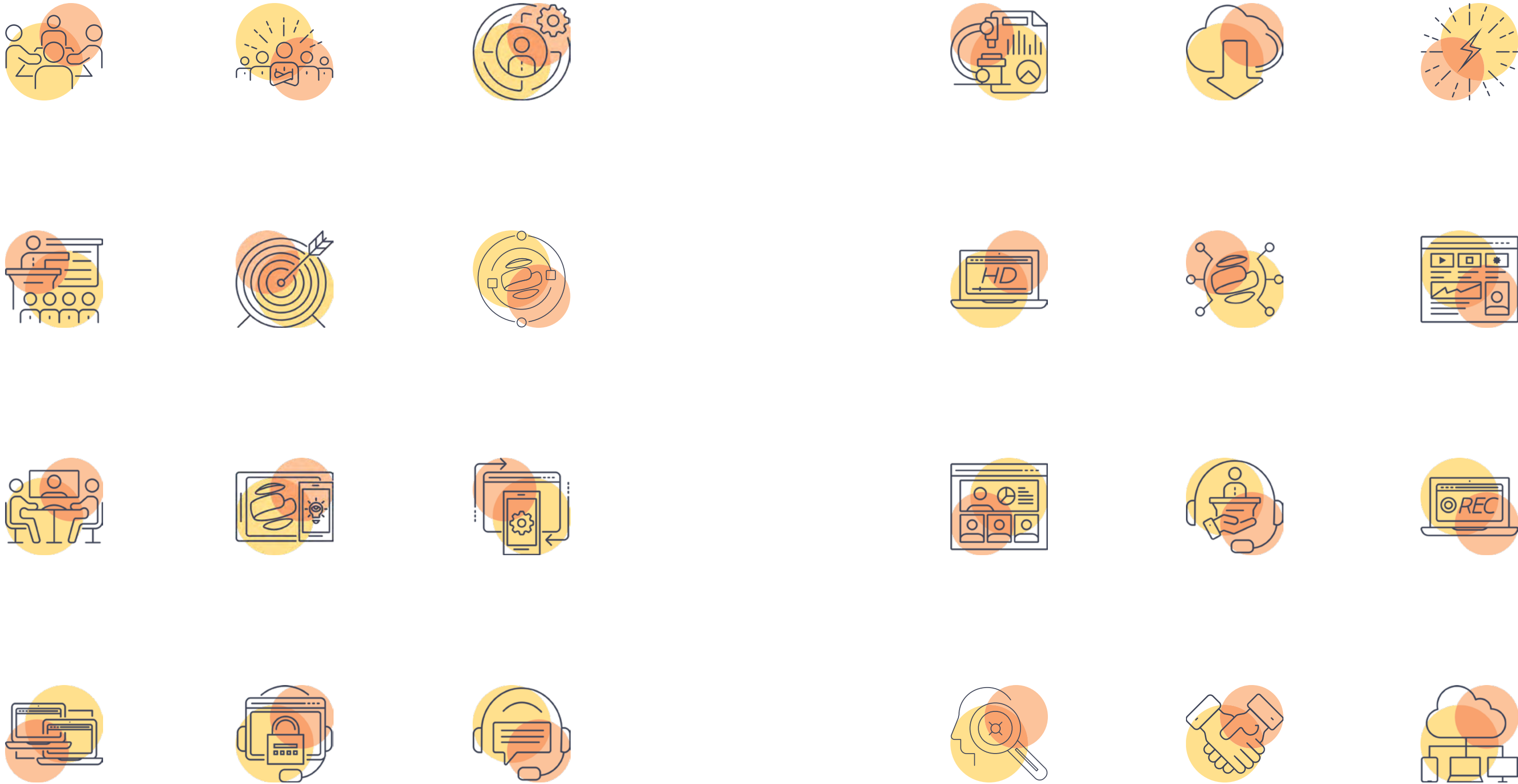


Business Card

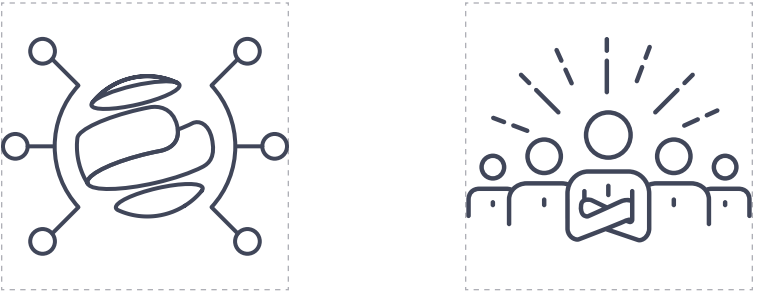


Iconography

This icon set was created to complement our illustration style. Although some of these icons clearly represent specific product features, they are not labeled. They are not labeled because icons can have different meanings to different people. They are loosely interpreted and can be used as you see fit. Our library is continually growing so check out [Brand Exchange](#) for updates.



+



Keep in Mind...

- Line weights should appropriately sized in relation to media
- Color, background circles are optional
- Round caps and corners
- When in doubt reach out to Creative Services

Photography

Use a style of photography that captures people going about their day-to-day business in a positive way. By capturing authentic product interactions through photography, we are able to display the energy, passion and flexible lifestyle afforded by our software and services. PGi photography comes in three flavors from macro to micro.

Slice of Life

Capture moments in time portraying real people in contextual environments collaborating and fulfilling their business ambitions. Use images set within a variety of environments to visually illustrate the mobility of our products. Images should be set in an environment that offers a meaningful context. Aim for a 60% environment, 40% subject balance.

Interface in an Environment

Feature PGi product interface shots placed in a laptop, tablet, smart phone or workstation monitor. The environment should tell the story of the mobility of our products. Aim for a 40% environment, 60% subject balance.

Interface Features

Highlight product features in clear detail. Aim for at least 50% interface.

Macro >

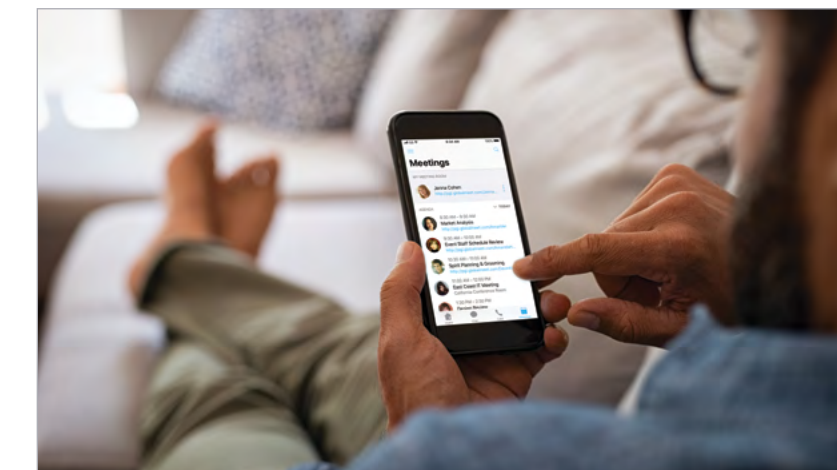
Slice of Life



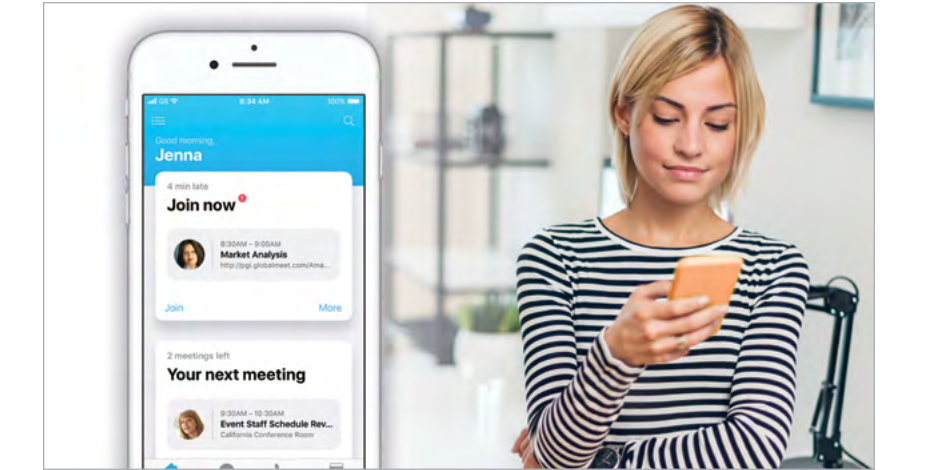
Interface in an Environment



Interface Features



> Micro



PGi Brand Checklist

It is important when producing any materials for PGi that we adhere to the principles set out in the previous pages. Use this checklist to ensure the PGi brand is clearly delivered in all materials we produce.

- Core Elements (logos, colors, fonts) are present.
- Integrity of the PGi brand marks are preserved.
- Proper balance of color is used.
- Photography used is one of the three flavors.
- Icons used were from the approved set.

7. Go to **PGi Brand Exchange** to request design assistance from Creative Services or to submit items for review.



[PGi.com/Brand](https://www.pgi.com/Brand)



© Premiere Global Services, Inc. and/or its affiliates.