



WELCOME TO A NEW YOU.

PAN MEMBER IDENTITY GUIDELINES

As a proactive accountant, you are now entitled to promote yourself with a new level of confidence through various fields of advertising. Some of these may include on your website, online & directory advertisements, signs, press advertisements, business cards, stationery and more. Using your Proactive Accountants Network (PAN) logo positions you as a leader in the accounting profession.

PRIMARY LOGO



BOUNDRIES

Blue indicates Clear Space. The blue area is a restriction zone and must be kept free of other elements. The area is proportional at all sizes of primary and secondary logos.

Magenta indicates type and element alignment and boundaries.

The minimum at which the primary logo may appear is 20mm wide.

ALTERNATIVE LOGO OPTIONS

You can display one of these secondary logos.

Coloured graphic with text for use on light backgrounds



Coloured graphic with text for use on light backgrounds



White transparent logo with text for use on dark backgrounds



ALTERNATIVE COLOUR OPTIONS

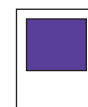
You can display the logo in one of these colours, as solid or metallic.



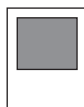
Pantone Black
C3 M0 Y0 K100



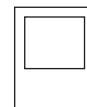
Pantone 425C
C0 M0 Y0 K77



Pantone 266C
C80 M100 Y0 K0



Pantone Cool Gray 9c
C0 M1 Y0 K51



Pantone White (for dark backgrounds only)
C0 M0 Y0 K0

FONTS USED IN LOGOTYPE

Franklin Gothic Book

1234567890 !@#\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Demi

1234567890 !@#\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DON'T ABUSE YOUR IDENTITY

Correct usage of your new logo is crucial. Please do not alter or reproduce these logos incorrectly. Their visual identity is your stamp of excellence.



DON'T STRETCH OR DISTORT



DON'T CHANGE FONTS/COLOUR



DON'T PLACE OVER DARK/BUSY BACKGROUNDS