

**OFFICIAL BRAND GUIDE:
PHILIPPINE SOCIETY OF INFORMATION TECHNOLOGY EDUCATORS**

VERSION 2019.07C



DESIGNED BY

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ELEMENTS



CLEAR SPACE

The PSITE full scale logo should always be surrounded by a consistent amount of clear space to ensure its visibility and impact. The clear space is determined by taking 10% of the total width of the logo.

No graphic elements or text should invade within this zone.



LOGO VARIATIONS


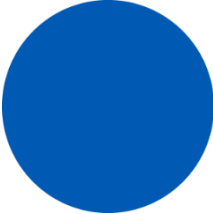

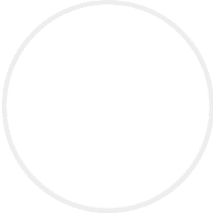
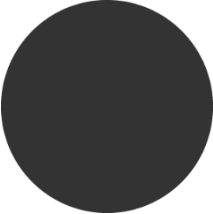
The following explains the purpose of the logos included in the Region Logo Packs. A PSD editable file is also included for convenience and reference. Altering any part of the editable vector logo (including elements, PSITE letters, chapter names) is prohibited. Feel free to contact the creator for further details.

<p>ORIGINAL TRANSPARENT</p> <p>This is the primary logo intended for major uses. Works with white or any light-background color.</p>	
<p>ORIGINAL WHITE</p> <p>The primary logo in a white background variation is intended for general purposes.</p>	
<p>ORIGINAL BLACK / INVERTED</p> <p>When the logo needs to blend on a black or dark background, the Chapter Label is changed to white.</p>	
<p>PSITE NATIONAL</p> <p>PSITE National must use this variation that does not include any Chapter Label. DO NOT USE THIS TO REMAKE YOUR CHAPTER LOGO. Regional chapters may use the prescribed logos from the Region Logo Packs.</p>	
<p>PSITE OFFICIAL SEAL</p> <p>This is not a logo. The PSITE Official Seal is intended for official documents and other materials created by the National President and the National Board.</p> <p>Regional chapters may use the prescribed logos from the Region Logo Packs.</p>	

COLOR GUIDES



Get the complete color guide with PANTONE matches online:
<https://color.adobe.com/PSITE-Logo-2019-color-theme-12939213>

				
TECH YELLOW	FREEDOM BLUE	VICTORY RED	PASSION WHITE	INTEGRITY GREY
#FFBF00	#0059B2	#FF2626	#FFFFFF	#333333
RGB 255, 191, 0	RGB 0, 89, 178	RGB 255, 38, 38	RGB 255, 255, 255	RGB 51, 51, 51
CMYK 0, 25, 100, 0	CMYK 100, 50, 0, 30	CMYK 0, 85, 85, 0	CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 80

FONTS

Area	Font Name	Sample
Wordmark	Spantaran	<i>PSITE</i>
Chapter Label	Segoe UI Bold Italic	<i>NATIONAL CAPITAL REGION</i>

UNACCEPTABLE USES

To ensure the official logo doesn't get altered, it's important to know of what NOT to do with the design. For example, don't change the color, don't make it semi-transparent, don't rotate or play with scale, don't put anything on top or under the logo that may obstruct the design.

<p style="text-align: center;">  DO NOT CHANGE THE COLOR </p>	
<p style="text-align: center;">  DO NOT CHANGE THE DESIGN, FONT AND STYLE OF THE CHAPTER NAME </p>	
<p style="text-align: center;">  DO NOT APPLY FILTERS OR EFFECTS </p>	
<p style="text-align: center;">  DO NOT REDUCE THE OPACITY </p>	
<p style="text-align: center;">  DO NOT ROTATE, FLIP OR TILT </p>	
<p style="text-align: center;">  DO NOT SCALE OR STRETCH IN ANY WAY </p>	
<p style="text-align: center;">  DO NOT PUT ANYTHING WITHIN THE CLEAR SPACE OF THE LOGO </p>	
<p style="text-align: center;">  DO NOT CROP OR CUT OFF ANY PART OF THE LOGO </p>	