PCA
EST. 1884

**PAINTING
CONTRACTORS
ASSOCIATION**

BRAND GUIDELINES

QUESTIONS? Call 800-332-7322

MISSION STATEMENT

The Painting Contractors Association is dedicated to the success of painting and decorating contractors through ethics, education and excellence.

HELPING PAINTING CONTRACTORS RUN EFFICIENT, PROFITABLE BUSINESSES FOR OVER 130 YEARS

LOGO USAGE

The standards and guidelines contained in this design guide have been developed to ensure the proper and consistent use of PCA's official logo. These standards safeguard the visual representation of our association's brand identity. When used consistently, our logo helps link our local, national and international communities by presenting one common image to our members, to the consumer, and to the entire painting and decorating industry.

This guide explains the proper use and display of the PCA logo within the association's overall branding strategy. PCA's approved logo will be the only acceptable logo for use on any and all correspondence, stationery, marketing material, publications, etc. created by anyone associated with PCA.

Use of the PCA logo is restricted to individual members in good standing and those given permission by the association's national headquarters.

THE ORGANIZATION NAME

APPROPRIATE USE

On first reference, refer to the organization as "**Painting Contractors Association (PCA)**."

On subsequent references, "**PCA**" is acceptable.

EXAMPLE:

Painting Contractors Association (PCA) is a national trade association dedicated to the success of painting and decorating contractors through ethics, education, and excellence. PCA was founded in 1884.

MAIN PCA LOGO

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**PAINTING
CONTRACTORS**
A S S O C I A T I O N

PCA PAINT CHIP ICON

PCA
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LOGO USAGE
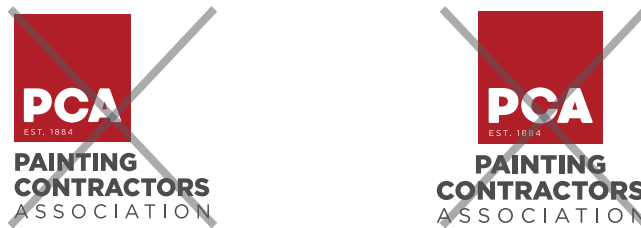
ON BACKGROUND COLORS

SINGLE COLOR USAGE

IMPROPER LOGO USAGE

CONSTRAIN LOGO PROPORTIONS - NO CROPING

DO NOT ALTER LOGO STACKING

DO NOT ALTER LOGO COLORS

LOGO TOO SMALL TO READ CLEARLY

No Smaller than 2 inches

If smaller than 2" use the paint chip icon alone.

FONTS

BODY COPY

Gotham - Book

HEADLINE

Gotham - Black

When Gotham is not available,
use "Arial - Regular" and "**Arial Black**" instead.

PCA COLORS

RED

RGB   178 32 41
HEX   #B22029
CMYK 21 100 95 12
PMS   7621 C

GRAY

RGB   77 77 77
HEX   #54565A
CMYK 65 58 57 37

BLACK

RGB   0 0 0
HEX   #000
CMYK 60 40 40 100

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