

# PERGO®

Brand Identity Guidelines

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Brand Identity Typeface

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Helvetica Neue (medium weight)

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890

Sub-brand Typeface

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ITC Avant Garde Gothic, Book

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890

## Brand Logo Clearance & Space Requirements

The Pergo icon and logotype are designed to "float" in a substantial amount of free space.

The Clear Space Requirement:  
X Box (cyan) is equal to 100% of logo height.



Logo mark clear space requirement.



Flower icon:  
Pantone Warm Grey 11

Shown here (on 100% black bkgd)  
on back of Pergo business card



Sub-brand and Logo Lock-Up: Pergo Accolade

The space between the baseline of the sub-brand name and cap height of the tagline is 37% of the Pergo logo height.

Tagline  
ITC Avant Garde Gothic, Book  
Point size of tagline is 46% that of sub-brand name.

Sub-brand name  
ITC Avant Garde Gothic, Book  
Legal: TM

Clear space requirements:  
x = 100% of Pergo logo height

Logo knocks out to white only when applied to a color field.

Note: The knock out option is not to be applied to photography.

Sub-brand PMS Colors



PMS 647  
sub-brand  
c 100  
m 56  
y 0  
k 23



PMS 646  
accent 1  
c 65  
m 30  
y 0  
k 11



PMS 658  
accent 2  
c 30  
m 15  
y 0  
k 0

Colors Usage and Application

The main sub-brand color should be used to color code print collateral, signage, packaging, and web applications.

The accent colors may be used to complement the main sub-brand color, but should not compete with the main color.

Sub-brand and Logo Lock-Up: Pergo Elegant Expressions

When using the horizontal EE logo, the space between the baseline of the PERGO brand logo and the baseline of the tagline is 239% of the PERGO logo height. Set the tagline flush right with right edge of Elegant Expressions logo.



Sub-brand name is pre-set in the logo file with the word "BY" and the PERGO logo. These proportions should not be altered.

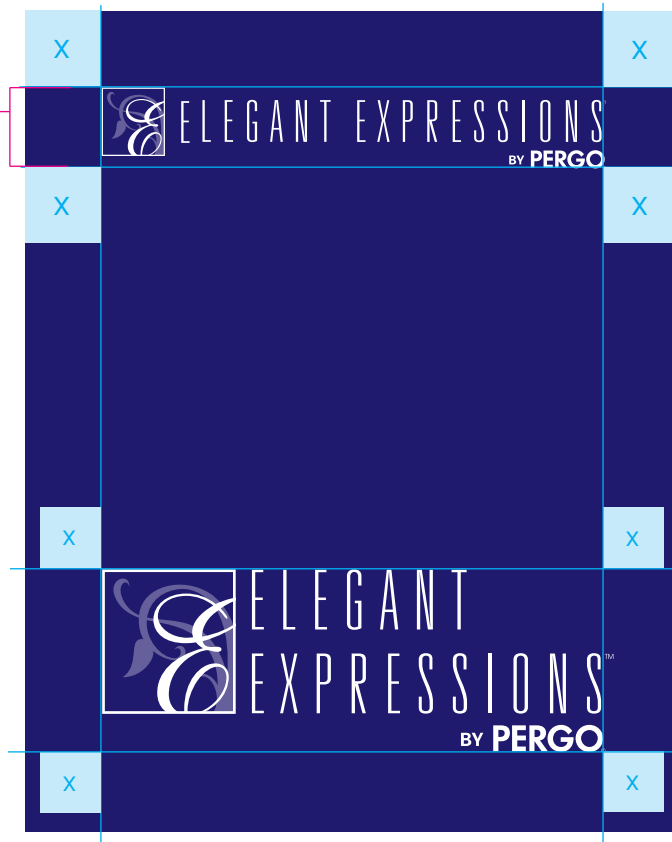
Ultra premium laminate flooring.

Tagline ITC Avant Garde Gothic, Book Legal: TM

Clear space requirement  
x = measure from top edge of sub-brand's boxed script "E" and baseline of PERGO logo.

Logo knocks out to white only when applied to a color field.

Note: The knock out option is not to be applied to photography.



Ultra premium laminate flooring.

When using the stacked EE logo, the space between the baseline of the PERGO brand logo and the baseline of the tagline is 158% of the PERGO logo height. Set the tagline flush right with right edge of Elegant Expressions logo.

Sub-brand PMS Colors



PMS 274  
sub-brand  
c 100  
m 100  
y 0  
k 32

Colors Usage and Application  
The main sub-brand color should be used to color code print collateral, signage, packaging, and web applications.

# Sub-brand and Logo Lock-Up: Pergo Commercial

# PERGO®

## Commercial

Stands up to extreme wear and tear.

The space between the baseline of the sub-brand name and cap height of the tagline is 37% of the Pergo logo height.

Sub-brand name  
ITC Avant Garde Gothic, Book  
Legal: no trademark symbol

Tagline  
ITC Avant Garde Gothic, Book  
Point size of tagline is 46% that of sub-brand name.

Clear space requirement  
x = 100% of Pergo logo height.

Logo knocks out to white only when applied to a color field.

Note: The knock out option is not to be applied to photography.



### Sub-brand PMS Colors



PMS 222  
sub-brand  
c 0  
m 100  
y 10  
k 59

Colors Usage and Application  
The main sub-brand color should be used to color code print collateral, signage, packaging, and web applications.