



# **PECB VISUAL IDENTITY GUIDELINES**

2024

**PECB**



# CONTENT

03 PECB Brand

---

04 Logo

---

05 Colors

---

06 Typefaces

---

07 Logo Usage

---

11 Certification  
Logo

---

13 Marketing  
Collaterals

20 Legal Notes

# PECB BRAND

## OUR MISSION

### To provide comprehensive training, examination, and certification services

We strive to build a network of professionals working towards personal and professional growth and development. Worldwide credibility and recognition is the true value of PECB. Through our work, we want to inspire trust and continual improvement, demonstrate the power of recognition, and contribute to the benefit of society as a whole.

## OUR VISION

### To become the global benchmark for the provision of professional certification services

Having already established our position as a respected and trustworthy source of knowledge through our training courses, webinars, conferences, and magazine, our vision is to become the global leader in the development and communication of professional training courses related to international standards and more.

## OUR VALUES

### Integrity, Professionalism, Fairness

It is through integrity, professionalism, and fairness that PECB has had a fast and steady growth. Our values are ingrained not only in the work culture of every employee, but also in every new professional relationship that we develop with our network.

## OUR SLOGAN

### Beyond Recognition

Our slogan highlights two important pillars of our core beliefs. First, we do not see recognition as an end goal. Our certificates have value beyond the formal recognition of your professional skills – we emphasize intangible values that every person should have. Second, “Beyond Recognition” denotes great change and development. A professional who undergoes intensive training changes beyond recognition.

# LOGO

The official logo is the face of the PECB brand. The logo design, with the choice and arrangement of characters, signifies solidity, sharpness, attention to detail, and reliability.

The official PECB logo is made of a custom-built typeface.

PECB

# COLORS

This is our color palette.

Colors are the mainstay of any corporate identity. With time a color gets instinctively associated with the company and, if used properly, can act as great brand reminder.

PECB red is bright, energetic, and bold. We complement it with full black and/or white.

**PECB RED**

CMYK: 24, 100, 89, 19  
RGB: 161, 30, 41  
HEX: #A11E29

**FULL BLACK**

CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000

**FULL WHITE**

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #FFFFFF

# TYPEFACES

“Poppins” is our official typeface and must be used in all marketing collateral. It’s simple, modern and sophisticated. It is available for free on Google Fonts. Even though it’s available in 9 different weights (Thin, Extra-light, Light, Regular, Medium, Semi-bold, Bold, Extra-bold, Black) we should stick to Regular, Semi-bold and Bold fonts only.

“Nanum Square Round” is our typeface used for Korean language. It is available in Regular and Bold.

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()+/-

POPPINS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()+/-

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()+/-

NANUMSQUAREROUND

ㄱ ㄴ ㄷ ㄹ ㅁ ㅂ ㅅ ㅇ ㅈ ㅊ ㅋ ㅌ ㅍ ㅎ  
ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ

NANUMSQUAREROUND BOLD

ㄱ ㄴ ㄷ ㄹ ㅁ ㅂ ㅅ ㅇ ㅈ ㅊ ㅋ ㅌ ㅍ ㅎ  
ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ ㅊ

# LOGO USAGE

## Authorized Logo Colors

PECB logo should only appear in the following color formats:

GENERIC

PECB

REVERSED

PECB

MONOCHROME WHITE

PECB

MONOCHROME BLACK

PECB

# LOGO USAGE

## Minimum Safe Area

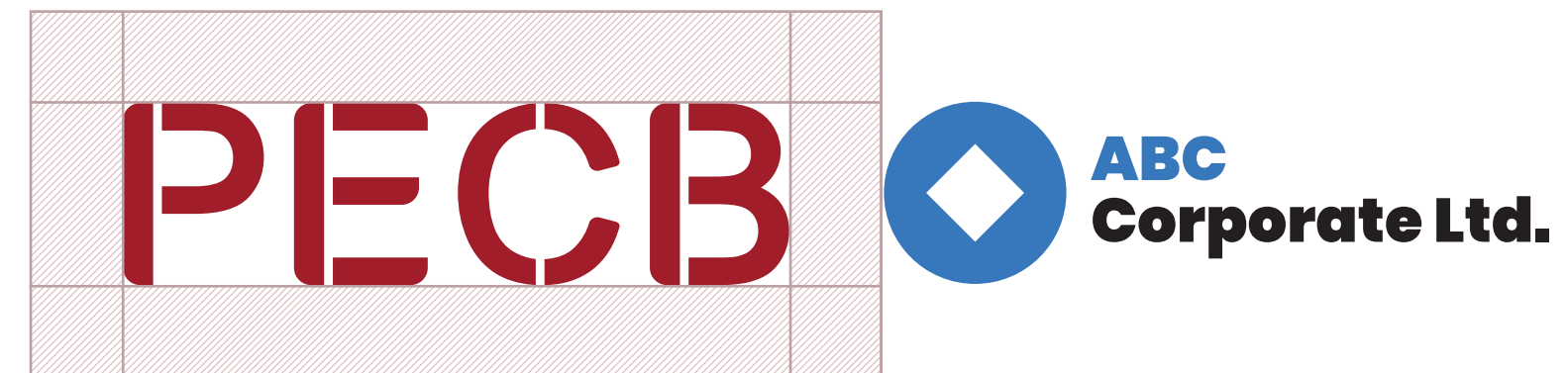
To keep our logo consistently legible across all brand touchpoints, please keep all content outside the defined minimum safe area. The safe area is used to prevent text, logos, graphic or other elements near the logo that may distort the perception of the sign.

The measure used to determine the safe area around the logo is half the height of the logo shown by “x”.

PECB is associated with lots of companies worldwide. The PECB logo should appear with the logos of the organizations we are associated with in compliance with the minimum safe area rule.

## Minimum Size

The minimum size shows the smallest allowed dimensions of the logo. This is to prevent the logo from becoming illegible.



40px / 7mm | **PECB** **Digital:** 40px height minimum  
**Print:** 7mm height minimum



# LOGO USAGE

## Extended Versions

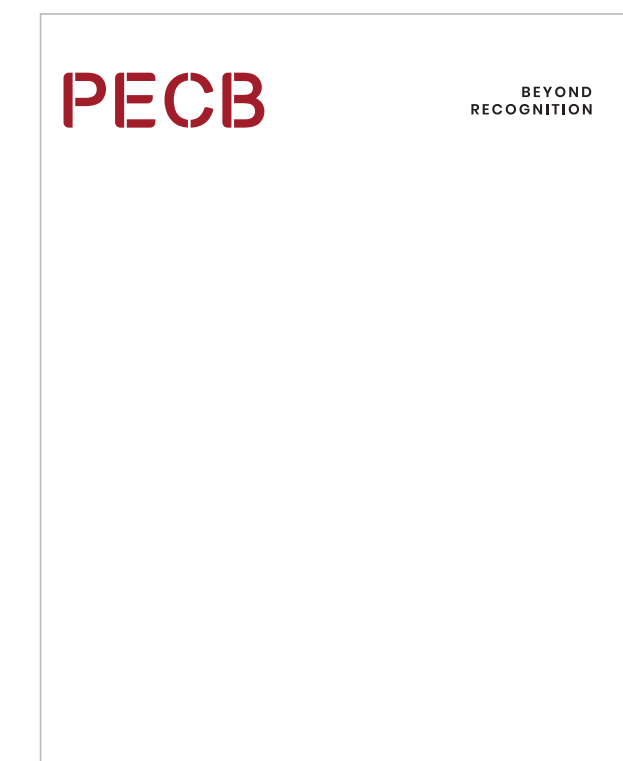
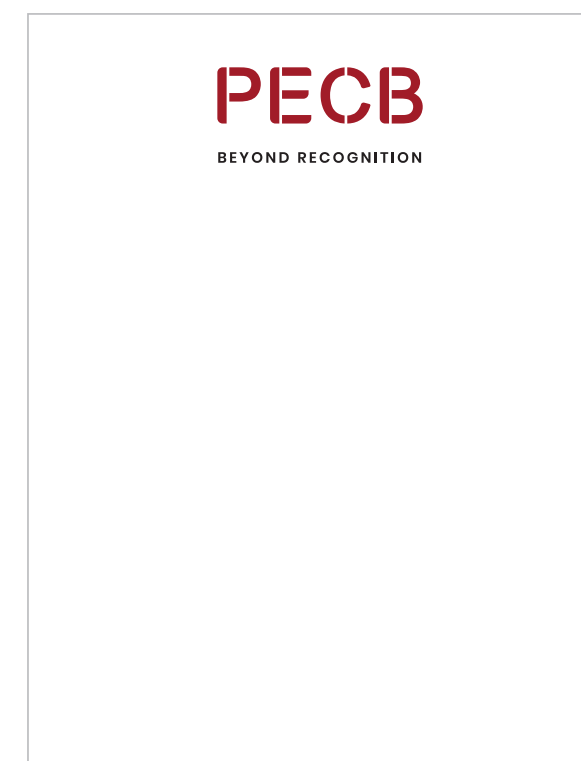
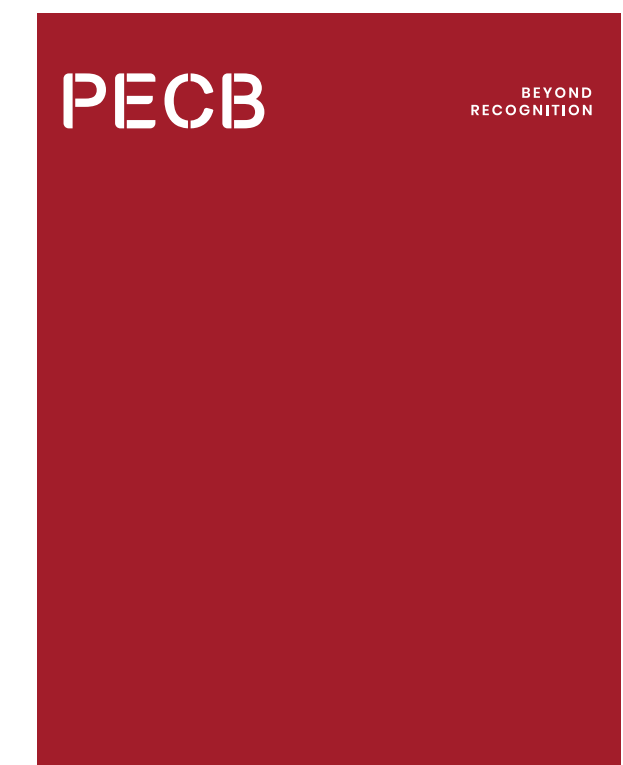
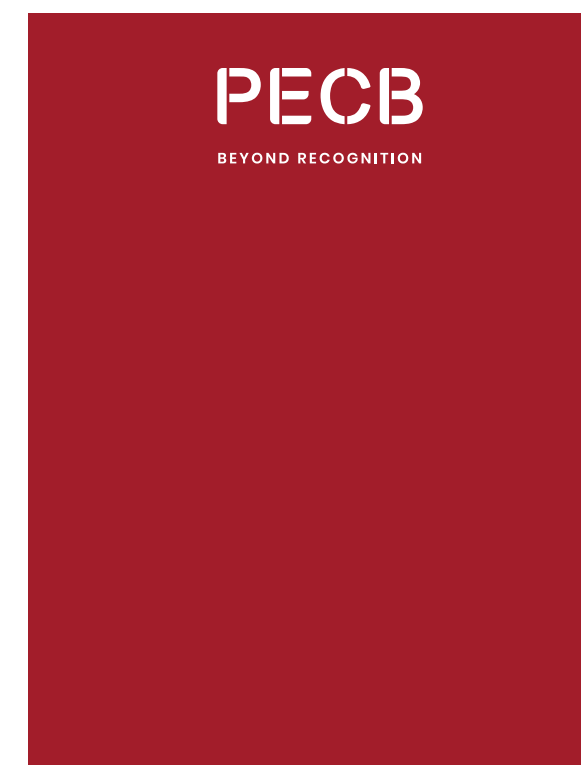
The PECB brand has two extended logo versions, which consist of the logo and the slogan combined.

The rule for minimum safe area applies to these versions as well.

With the vertical version, the slogan is placed underneath the logo. Always place the vertical version in the center of the page, screen, or layout.

With the horizontal version, the slogan is placed on the right side. Always place the horizontal version on the left side of the page, screen, or layout.

The slogan can also stand alone, parallel with the logo as shown in the sample.



# LOGO USAGE

## Dos & Don'ts

The logo gives end users the first impression of the company and must be treated with great care. Thus, our logo should never be altered or manipulated in any way. Following are some of the restrictions.

The same restrictions apply to the extended logo version as well.

<div><div><div>×</div></div><div><div>PECB</div><div>Risk Management</div></div></div> <div>Don't group or combine with other text or elements.</div>	<div><div><div>×</div></div><div><div>PECB</div></div></div> <div>Don't change the color.</div>	<div><div><div>×</div></div><div><div>PECB</div></div></div> <div>Don't stretch, compress, or extend.</div>
<div><div><div>×</div></div><div><div>PECB</div></div></div> <div>Don't apply gradients.</div>	<div><div><div>×</div></div><div><div>PECB</div></div></div> <div><div><div>✓</div></div><div><div>PECB</div></div></div> <div>Don't use the logo in generic color over colored backgrounds. Use the black or white version instead, depending on the contrast.</div>	
<div><div><div>×</div></div><div><div>PECB</div></div></div> <div>Don't apply drop shadows.</div>	<div><div><div>×</div></div><div><div>PECB</div></div></div> <div><div><div>✓</div></div><div><div>PECB</div></div></div> <div>Don't use the logo in generic color over black backgrounds. Use the white version instead.</div>	
<div><div><div>×</div></div><div><div>PECB</div></div></div> <div>Don't alter by using any other typeface.</div>	<div><div><div>×</div></div><div><div>PECB</div></div></div> <div>Don't use the generic version over busy images.</div>	<div><div><div>✓</div></div><div><div>PECB</div></div></div> <div>Use the black or white version over the images. Add overlays to increase the contrast.</div>

# CERTIFICATION LOGO

This is a sample of our ISO 14001 Certification Logo. Each PECB training course has a similar logo that is issued after the course participant successfully passes the certification exam.

Please follow the guidelines on how to properly use it in any marketing mediums.

PECB | ISO/IEC 27701  
MASTER

PECB | ISO 18788  
LEAD AUDITOR

**PECB** | **ISO 14001**  
MASTER

PECB | ISO 22000  
LEAD IMPLEMENTER

PECB | ISO 22000  
FOUNDATION

PECB | LEAD ETHICAL



# CERTIFICATION LOGO

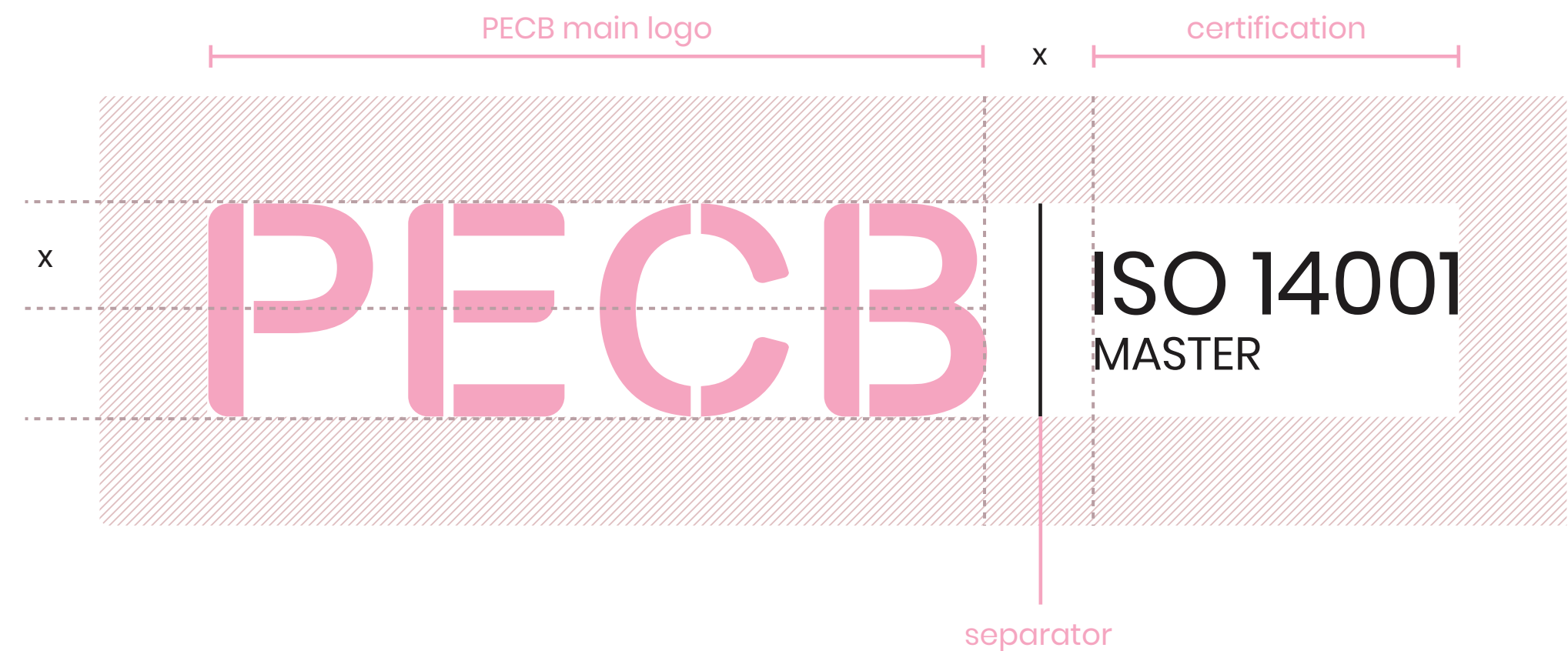
## Minimum Safe Area

To keep our logo consistently legible across all brand touchpoints, please keep all content outside the defined minimum safe area.

The measure used to determine the safe area around the logo is half the height of the logo shown by “x”.

## Minimum Size

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo from being illegible.



**Digital:** 50px height minimum

**Print:** 17mm height minimum

# MARKETING COLLATERALS

## Professional Certificate

This is a sample of a certificate that is issued to all individuals that pass a particular PECB exam and fulfil the criteria of becoming PECB Certified.

## Attestation of Course Completion

This is a sample certificate that is issued after the course participant completes the training course.

PECB



Professional Evaluation and Certification Board

hereby attests that  
**John Doe**  
is awarded the title

PECB Certified ISO/IEC 27001 Lead Auditor

having met all the certification requirements, including all examination requirements,  
professional experience and adoption of the PECB Code of Ethics

Certificate Number: XXXXXX-XXXX-XX  
Issue Date: 2020-11-26  
This certificate is valid for 3 years

Carolina Cabezas  
Compliance Director

PECB

BEYOND  
RECOGNITION

Attestation of Course Completion

This document confirms that  
**John Doe**  
Has completed the

ISO 9001 Lead Auditor Training Course

This attestation of course completion is worth 31 Continuing Professional Development (CPD) credits.

City/Country Location: Spanish Town, Jamaica  
Course Completion Date: 2019-12-13

This document is not a PECB Professional Certificate.

# MARKETING COLLATERALS

## Partner Level Badges

PECB has a broad network of partners worldwide. Based on the partners' level of success, commitment to the PECB brand, and a set of criteria, they are rewarded with the "partner level badges".





# MARKETING COLLATERALS

## Trainer Level Badges

PECB has introduced the Trainer Level Scheme which is a program that distinguishes each Trainer in the pertinent level based on the average rating they receive and the number of training courses have delivered. The level is publicly available on the PECB website. Based on this Scheme, Trainers receive badges as the one shown on this page.



# MARKETING COLLATERALS

## Credly Badges

PECB is working with Credly to provide digital badges for all PECB certified individuals. Credly badges translate the knowledge, skills, and achievements a person has into digital credentials. The right side of this page displays a collection of samples of Credly badges.



# MARKETING COLLATERALS

## Partner Certificates

These are the samples of Authorized Partner Certificates. The partners are provided with one of these certificates once a business agreement is signed and every time the partner levels up based on the partner level scheme.





# MARKETING COLLATERALS

## Business Card

This is a sample of the official PECB business card.



# MARKETING COLLATERALS

## Letterhead

This is a sample of the official PECB letterhead.

PECB

BEYOND  
RECOGNITION

RESELLER  
AGREEMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

www.pecb.com

# LEGAL NOTES

## Using the brand book

This is a tool to help guide and strengthen the body of visual communications that will build PECB into a highly recognized and respected brand. The information provided in this document brings a solid foundation to the PECB brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications.

This brand guideline is developed for the benefit of the PECB network, including partners, trainers, and/or certified individuals and for those who are considering cooperating with the brand.

## Important copyright notice

The PECB logo is a trademark of PECB and it is copyrighted. It is important to maintain the integrity of the logo. The guidelines described in this document must be used by all PECB affiliates (Distributors, Partners, Trainers, Clients, etc.) that intend to use our logo. If you are not sure if the PECB brand is properly protected in your entity, contact PECB marketing department.

For further information, questions, and/or concerns, please contact [marketing@pecb.com](mailto:marketing@pecb.com).



# LEGAL NOTES

## Information about the use of PECB brand, accreditation, and ISO logo

### Allowed

- ✓ Partners are allowed to issue attestations of course completion or attendance records for PECB training courses to participants, but without using the PECB logo or referring to the exam or the professional certification.
- ✓ Partners are allowed to use the PECB logo on their marketing material or share it on their website, as long as they comply with the Partner Agreement.

### Not allowed

- ✓ Partners are not allowed to issue certificates with the PECB logo (or PECB-authorized partner logo) for training courses that are not PECB property.
- ✓ Partners are not allowed to make any reference in their websites or marketing material to present PECB's accreditations as their own.
- ✓ Partners are not allowed to use the ISO logo on their websites or marketing materials.



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky with some light clouds. The perspective creates a sense of height and architectural grandeur.

# **PECB BRAND GUIDELINES 2021**

**PECB**