



## Identity and Brand Guidelines

OUR MISSION:

*To provide clinical services that allows individuals and families to **understand and take control of their own narrative.***

At PEN, we believe that individuals are the experts in their own lives.

Each person possesses a unique perspective of themselves and their wellbeing that deserves to be listened to. This is why PEN aims to guide our clients towards a better understanding and relationship with themselves through a network of qualified mental health professionals to cater to the unique needs of each client. It is our mission that, through working with us, an individual can discover a deeper connection to themselves and feel empowered to be their best selves.

OUR VALUES:

**Professional** – *We strive to be a source of reliable support and expertise.*

**Diligent** – *We are persistent; we work tirelessly to achieve our goals.*

**Collaborative** – *Our individual strengths makes the whole stronger.*

**Diverse** – *We celebrate and uplift underrepresented voices.*

OUR LOGOS:

We have 3 different master logos for all our use cases:

- Stacked P.E.N. llc Logo
- P.E.N Quill Logo
- P.E.N. Wordmark Logo

In order to preserve logo legibility, please keep a clearspace for all logo versions and keep in mind the minimum size.

Stacked P.E.N. llc Logo:  
clearspace: letter capital P at 50% scale.  
Minimum size: 170px wide

P.E.N Quill Logo  
clearspace: quill logo at 50% scale.  
Minimum size: 110px tall

P.E.N. Wordmark Logo (in Libre Bodoni bold )  
clearspace: letter capital P.  
Minimum size: 210px wide

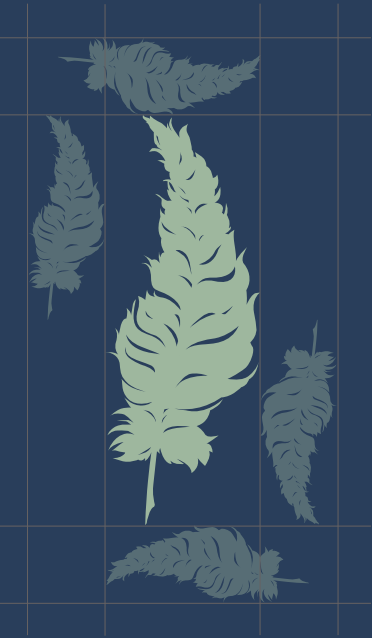
The primary Stacked P.E.N. logo, in SWhite and Navy background. Only use the Navy Stacked logo for SWhite background, and vice versa.



Stacked P.E.N. llc Logo



P.E.N Quill Logo



Professional Exchange Network

P.E.N. Wordmark Logo

*LOGO best practices:*



On Shell White background: Use Navy or Black logo and type.  
On white background, use Navy or Black logo and type



On Navy background: Use Dualcolor, Green, or Shell White logo and type.  
Do not use Black background. Do not use Coral for logo colors.

*What not to do:*



Don't remove quill.  
Don't add inkpot to quill.  
Don't use Green logo on Shell white background.  
Don't use Dualcolor logo on light backgrounds.



Don't outline, tilt, or make vertical the logo.  
Don't remove the company title.  
Don't squash or stretch the logo.  
Don't create additional Duoloco logos.

OUR COLORS:

Shell White

RAL 9010  
CMYK 0, 0, 6, 3  
RGB 248, 247, 232  
HEX #F8F7E8

Warm Coral

PANTONE 7606 C/ RAL 3014  
CMYK 0, 37, 41, 18  
RGB 214, 135, 127  
HEX #CF6865  
Coral’s Text color on White.

Dusty Coral

PANTONE 7606 C/ RAL 3014  
CMYK 0, 37, 41, 18  
RGB 214, 135, 127  
HEX #D6877F  
Use on Navy background.

Flannel Navy

PANTONE 7477C/ RAL 5013  
CMYK 55, 32, 0, 64  
RGB 41, 62, 91  
HEX# 293E5B

Sage Green

PANTONE 558C/ RAL 6021  
CMYK 14, 0, 14, 28  
RGB 158, 183, 158  
HEX # 9EB79E



OUR TYPEFACE:

Primary typeface: **Libre Bodoni Bold/Semibold**/*Medium Italic*.

**Libre Bodoni, Bold:**  
For writing wordmark.

**Libre Bodoni, Semibold:**  
For Headings.

*Libre Bodoni, Medium Italic:*  
For quotes or highlighted information.

Secondary typeface: Source Sans Pro Regular.

Source Sans Pro, Regular:  
For SUBHEAD(capital case), body copy, and digital.

Do NOT use Coral for text below 18pt.

OUR PATTERNS AND STOCK PHOTOGRAPHY:

When appropriate, an enlarged outline of the quill logo can be utilized as background decoration to frame body copy or to provide interest in the space.  
Corners can be softened and eye direction can be led with wavy vector lines to frame the page.  
Stock photography should focus on positive, hopeful imagery of individuals and family living their lives.



