

Visual identity guidelines

Version 1
August 2022



Introduction	3
We are PCH Media	4
Logo	5
Logo versions	6
Logo rules	7
Avatar icon	9
Typography	8
Color	9
Brand applications	10
Contact	11



The PCH Media visual identity represents our business, our people, our products and our future.

The identity is designed to support our brand values and connect with our external and internal audiences alike. This document provides a guide on how to use the visual identity across a range of applications as we communicate PCH Media to the world.

Elements like our logo, color palette, and typography keep us grounded and consistent. These core components work together to ensure our brand is recognizable wherever it appears.

Please follow these guidelines closely; brand guidelines are a key tool to help ensure brand integrity and consistency.



Advertising solutions for performance marketers

Empowering our clients to acquire new customers through native chance-to-win experiences through our engaged and loyal community.

Publishers Clearing House is a leading digital entertainment and commerce destination for millions of US consumers.

PCH combines entertainment and chance to win opportunities to create an environment where consumers are engaged and ready to take action.

Advertisers can access premium inventory across PCH's entire portfolio of websites and apps through **Publishers Clearing House Media, the digital advertising arm of PCH.**

Our logo



Simplicity and clarity

Our logotype boldly states our name, with no extraneous elements. The simple and impactful letterforms are designed to build recognition.

Scalable and versatile

Our mark maintains its power at all sizes—large and small.

Original and memorable

The design dares to be different than other brands in the technology and digital media space.



Honoring our heritage

The new PCH Media logo derives its color and rounded shapes from the PCH masterbrand logo.



A strong family resemblance

As we move forward creating new products and experiences, each identity will share core characteristics of the PCH Media logotype.

Logo versions



Primary logos



Primary logo for light backgrounds

Used for most pieces
of communication.



Primary logo for dark backgrounds

Used for most pieces
of communication.

Special use logos

For limited use.



Solid color logo for light backgrounds

When printing gradation is not possible.



Solid black logo



Solid color logo

PCH Orange
When printing gradation or
two colors are not possible.



Solid color logo for dark backgrounds

When printing gradation is not possible.



Solid white logo



Logo with white fill for dark backgrounds

For use over dark photos
or busy backgrounds.

Logo rules



Clear Space

It is important to keep the logo clear of any other graphic elements. A clear space rule has been established using the width of the letter "m" on the sides, and the height of the "m" above and below the logo.



Minimum Sizes

The simplicity and boldness of the PCH logo allows it to reproduce well even at a small scale.

The minimum size for all printed material is 16 millimeters wide.

For digital on-screen use the minimum size is 34 pixels wide.



Minimum size for print application:

16 MM wide



Minimum size for digital application:

34PX WIDE (72DPI)

Digital avatars

Here are examples of approved digital avatars in both round and square formats.



Brand font

Montserrat Family

Montserrat is a geometric sans serif typeface optimised for print and web with excellent legibility.

We recommend three weights: Montserrat medium, as the primary font weight. Montserrat light and Montserrat extra bold as secondary font weights.

The Montserrat font family is widely available via an open source license. The font is available free through Google Fonts, Adobe Fonts, and other sources. It is an ideal font for desktop software presentations.

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$%&@*!?

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$%&@*!?

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$%&@*!?

Brand colors



Signature gradient

Light orange and deep orange are used to create PCH Media's signature gradient.

The gradient is used in the primary logo.

Light orange

C0 M33 Y100 K0
R125 G14 B242
#7d0ef2

Deep orange

C69 M80 Y0 K0
R125 G14 B242
#7d0ef2



Core colors

Orange is a heritage color of the PCH brand.

PCH Orange

C0 M68 Y0 K100
R237 G107 B6
#ed6b06

Indigo

C91 M95 Y38 K60
R24 G0 B56
#180038

Gray

C0 M0 Y0 K60
R130 G130 B130
#808285

Light gray

C0 M0 Y0 K20
R211 G211 B211
#d1d3d4

White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Indigo is intended for use as a dark background and for dark typography.

Gray is used for the word "media" in the light background logo.

Light gray is used for the word "media" in the dark background logo.

Accent colors

Secondary and accent colors can be used for charts, graphs, and info graphics.

Violet

C43 M80 Y0 K0
R199 G53 B237
#c735ed

Green

C50 M0 Y100 K0
R141 G198 B63
#8dc63f

Blue

C69 M14 Y0 K0
R0 G174 B239
#00AEEF

Purple

C69 M80 Y0 K0
R125 G14 B242
#7d0ef2

Yellow

C4 M30 Y100 K0
R244 G182 B8
#F4B608

Accent colors
For use in desktop presentations

Brand applications





Contact us

If you have any queries regarding the implementation of PCH Media's visual identity, please contact:

Joseph Napolitano

Assistant Vice President
Executive Creative Director

jnapolitano@pch.com