

Quick Logo Reference

The impact of the Ply Gem Fence and Railing logo relies heavily upon its clear area, size and colors. The following standards will help you use the logo effectively. The full logo is required on all marketing communications, advertising, sales collateral and internal brand communications.

Clear area

A clear area equal to the height of the letter “e” in the logo type should be maintained around the logo.



Minimum size

The minimum size of the Ply Gem logo element is 3/4" as shown.



Logos on backgrounds

The logo should be in full color if the background provides enough contrast for the shapes and colors to be viewed clearly.



The green and white logo should be used only on a solid area.



Select the logo style that provides the greatest contrast for legibility of icon and type.

Approved colors

Use only approved colors to reproduce the Ply Gem Fence and Railing logo.



Ply Gem Green

Pantone Matching System: PMS 361

Offset/Digital Build: C: 67%, M: 0%, Y: 94%, K: 0%

Hex: # 43b02a



Black

Process Build: C: 0%, M: 0%, Y: 0%, K: 100%

Hex: # 000000



Grey

Pantone Matching System: PMS Cool Grey 8

Process Build: C: 0%, M: 0%, Y: 0%, K: 60%

Hex: # 808285