

20
STYLE 20
GUIDE

TABLE OF CONTENTS

03 Logo

04 Clear Space

05 Brand Colors

06 Typography

07 Logo Library

Logo

THE POSRG LOGO

POSRG stands for Point of Sale Remarketing Group. The logo itself merges two elements: the logomark and the logotype.

The logomark is the power symbol commonly found on electronics. The symbol serves its purpose by representing the industry in which POSRG is in, Point of Sale Remarketing. The logotype uses a combination of colors and gradients, as well as different font weights to create its unique look.

TAGLINES

A tagline can be added to any version of the POSRG logo. For examples, please see the *Logo Library* on pages 7-8.

LOGO BREAKDOWN



1. Typography

The POSRG logo uses one font: ITC Avant Garde Gothic. Two weights are applied to create differentiation. “POS” uses the font weight *Demi*, while “RG” uses *Bold*.

2. Spacing

Tracking and kerning of the logo ensures that each letter is visible and spacing is proportional. This keeps the logo legible when sizing up or down and should not be adjusted.

3. Logomark

The power symbol uses gradients of blue and white to create a 3D button effect. This symbol may be made flat on various marketing materials by removing the gradients.

4. Color

The POSRG logo uses blue, black and white as its brand colors. For color specifications please see *Colors* on page 4.



REVERSE

This version of the POSRG logo uses the same logomark but with all white text. The reverse logo is used over a dark background or image to create appropriate contrast.



NO GRADIENT

This version of the POSRG logo has no gradient effect applied to the logotype. This logo is recommended when a design needs to be simplified.

Clear Space

UNDERSTANDING CLEAR SPACE

Whenever you use the POSRG logo, it should be surrounded by a minimum clear space to ensure its visibility and impact. No graphic elements of any kind should invade this space.

To calculate the clear space divide the logo height by 3.

(Clear Space = Height / 3)

Please see Graphic A.

WITH A TAGLINE

Sometimes the POSRG logo is combined with a tagline such as POSRG Remarketing Group or Power Up with POSRG. The clear space is calculated the same as above, by dividing the logo height by 3, and is then applied around the entirety of the logo and tagline.

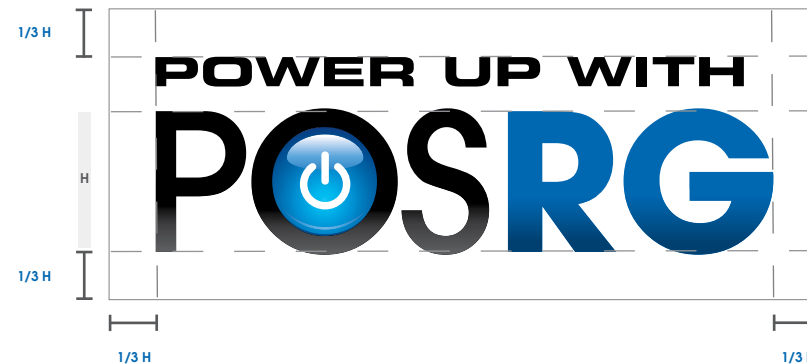
(Clear Space = Height / 3)

Please see Graphic B.

GRAPHIC A



GRAPHIC B



Brand Colors

BRAND COLORS

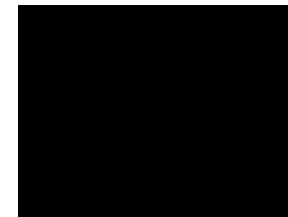
The primary POSRG brand colors are blue, black and white. A secondary green color may be used for promotional variations of the logo and accompanying marketing materials.

Gradients of black are used on the logotype and logomark to create dimension. Color tints of black are also used throughout the POSRG brand.



POSRG BLUE

Pantone (PMS): 293 C
CMYK: 100, 57, 0, 2
RGB: 0, 102, 204
HEX#: 0066cc



BLACK

Pantone (PMS): Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX#: 000000



WHITE

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



POSRG GREEN

Pantone (PMS): 362 C
CMYK: 80, 16, 100, 3
RGB: 51, 153, 51
HEX#: 339933

GRADIENT:



COLOR TINTS:



80%

60%

40%

20%

Typography

FONT USAGE

ITC Avant Garde and Arial are the two main fonts used throughout the POSRG brand.

ITC Avant Garde is a decorative font used in titles, headlines, subheads, web banners and other marketing materials.

Arial is used for body copy and any content that needs increased readability at reduced sizes.

ITC AVANT GARDE GOTHIC - DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC AVANT GARDE GOTHIC - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ITC AVANT GARDE GOTHIC - BOLD OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARIAL - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARIAL - ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARIAL - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ARIAL - BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Logo Library



[POSRG Logo](#)



[POSRG Reversed](#)



[POSRG No Gradient](#)



[POSRG Green](#)



[POSRG Green Reversed](#)



[POSRG Green No Gradient](#)



[POSRG Remarketing Group](#)



[Point of Sale Remarketing Group](#)



[Buy Sell Repair Refurbish](#)

Logo Library



[Power Up With POSRG](#)



[Power Up With POSRG Website](#)



[Power Up With POSRG Website Reversed](#)



[Power Up With POSRG Website White](#)



[POSRG Remarketing Group](#)



[POSRG Recycling and Asset Recovery](#)



[Renew Reuse Recycle POSRG](#)



[Satisfaction Guaranteed](#)



[Certified Hardware](#)

Logo Library



[Trusted Secure Recycling - Plain](#)



[Trusted Secure Recycling - with Tags](#)



[POSRG Trusted Secure Recycling
No Gradient](#)



[TLC Circuit Board - White](#)



[Total Life Cycle Solutions - Plain](#)



[POSRG - Grayscale](#)



[Green Circuit Board - with Tags](#)



[Green Circuit Board - Plain](#)



[Blue Circuit Board](#)

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