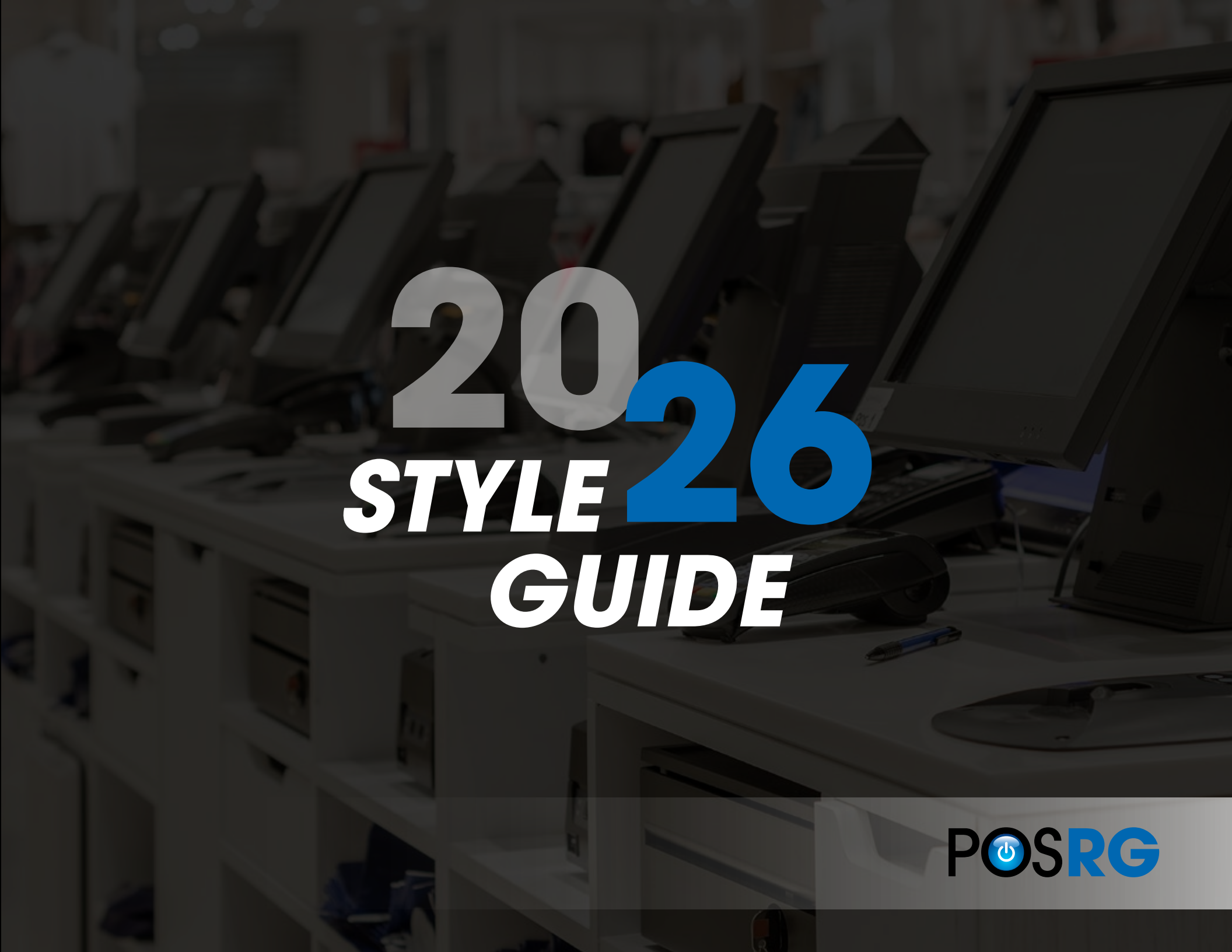
2026
STYLE
GUIDE
POSRG

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 it's 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 it's unique look.

TAGLINES

A tagline can be added to any version of the POSRG logo. For examples, please see the *Logo Library* on pages 7-9.

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 it's brand colors. For color specifications please see *Colors* on page 5.

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 uses solid colors throughout, including the power button, with no gradients. Use it when a simplified logo is needed.

Clear Space

UNDERSTANDING CLEAR SPACE

Whenever you use the POSRG logo, it should be surrounded by a minimum clear space to ensure it's 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

BLUE AND ONE-COLOR LOGOS

POSRG Logo

POSRG Reversed

POSRG No Gradient

POSRG Remarketing Group

Point of Sale Remarketing Group

Buy Sell Repair Refurbish

Total Life Cycle Solutions
No Gradient

POSRG - One Color Black

Logo Library

POWER UP LOGOS

Power Up With POSRG

Power Up With POSRG Website

Power Up With POSRG Website Reversed

Power Up With POSRG Website White

Logo Library

GREEN AND RECYCLING LOGOS

POSRG Green

POSRG Green Reversed

POSRG Green No Gradient

POSRG Remarketing Group - Green

POSRG Recycling and Asset Recovery

Renew Reuse Recycle POSRG

Trusted Secure Recycling - Plain

Trusted Secure Recycling
No Gradient

2026 STYLE GUIDE

POSRG.com

(866) 462-1005

1059 N. Old Rand Road
Wauconda, IL 60084

POSRG