

PTES BRAND MARK — QUICK GUIDE

Pro Tech Event Solutions · Logo refresh, "Shift" · v1.0 · October 2026



The Shift mark grows out of the original PTES panels: two forward-rising screens, split white/steel and mint. It stands for technical precision and forward momentum, from load-in to strike.

LOGO VERSIONS

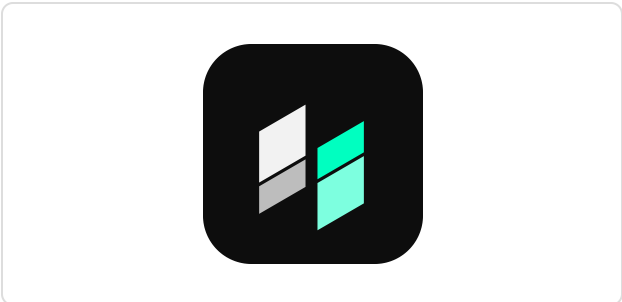
FULL COLOR



ONE COLOR



ICON



COLOR

PALETTE



PTES Mint

HEX #00FFC0
RGB 0, 255, 192
CMYK 100 / 0 / 25 / 0

*Primary accent — screens
and digital*



Mint Light

HEX #7DFFDF
RGB 125, 255, 223
CMYK 51 / 0 / 13 / 0

Secondary panel tone



Mint Print / Light-BG

HEX #00A985
RGB 0, 169, 133
CMYK 100 / 0 / 21 / 34

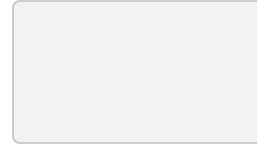
*Mint for white backgrounds
and print*



Carbon

HEX #0D0D0D
RGB 13, 13, 13
CMYK 0 / 0 / 0 / 95

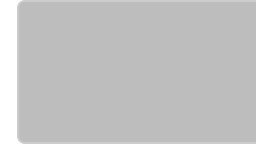
Primary background



Panel White

HEX #F2F2F2
RGB 242, 242, 242
CMYK 0 / 0 / 0 / 5

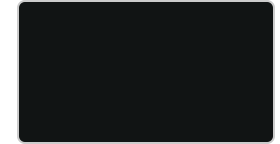
Logo white



Steel

HEX #BDBDBD
RGB 189, 189, 189
CMYK 0 / 0 / 0 / 26

Logo grey



Ink

HEX #111414
RGB 17, 20, 20
CMYK 15 / 0 / 0 / 92

Logo on light backgrounds

PTES Mint (#00FFC0) is a screen color and is brighter than CMYK print can reproduce. On white backgrounds and in print, use Mint Print (#00A985). For merch and signage, ask your printer to match a mint spot color against a physical proof.

TYPE

LOGO TYPEFACES (OUTLINED IN FILES)

- **Chakra Petch Bold** — PTES wordmark
- **Barlow Medium** — "PRO TECH EVENT SOLUTIONS" tagline

WEBSITE / MARKETING

- **Abel** — uppercase headings
- **Source Code Pro** — labels, buttons, navigation
- **Source Sans 3** — body copy

All are free Google Fonts (SIL Open Font License).

USAGE

CLEAR SPACE



Keep empty space on all sides at least half the height of the PTES letters.

MINIMUM SIZE

- Horizontal logo: 120 px wide on screen · 1 in / 25 mm in print
- Stacked logo: 80 px wide · 0.75 in / 19 mm
- Icon alone: 16 px (favicon) · 0.25 in / 6 mm

DO

- Use full color on carbon/dark backgrounds whenever possible
- Use the On-Light version on white or light photos
- Use White, Black, or Mint one-color versions for single-color printing, embroidery, and vinyl
- Use the icon alone for favicons, app icons, and social avatars

DON'T

- Stretch, squash, or rotate the logo
- Recolor the panels or change their split
- Add shadows, glows, or outlines
- Retype the wordmark in another font
- Place full-color versions on busy photos without a dark overlay