



Official Branding Standards



DESIGNED AND DEVELOPED BY PEN PUBLISHING INTERACTIVE
2019© COPYRIGHT. ALL RIGHTS RESERVED.



Pen Publishing Interactive provides web site development and design, proprietary content management systems (CMS), web site strategic planning, content development, encrypted email, and online marketing.

- Steve Pendergraft

ABOUT

PEN PUBLISHING INTERACTIVE

Pen Publishing Interactive, Inc. is a trusted internet technology and integrated marketing partner for businesses across the Midwest. Founded in 1994 and headquartered in Wichita, Kansas, Pen Publishing Interactive, Inc. offers premium web hosting, domain portfolio management, enterprise level business software solutions, email encryption services, website design and development, and integrated marketing services.

OUR SERVICES

- Website Development
- Website Design
- Website Hosting
- WordPress Hosting
- E-Mail Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing
- Social Media Management
- Domain Registration
- Business Class E-Mail
- Copywriting
- Brand Guide Development

OUR WEB BASED PRODUCTS

- FlipperSD™ Website Content Management System (CMS)
- Microsoft Office 365 Cloud Based Business Products
- E-Commerce Website Management System
- Event Registration Management System
- Online Member Management System
- End-To-End Email Encryption Software, ZixCorp

WHEN YOU WORK WITH OUR TEAM OF EXPERTS AT PEN PUBLISHING INTERACTIVE, INC., YOU CAN EXPECT COLLABORATION, COMMUNICATION, ACCOUNTABILITY, AGILITY AND UNMATCHED CUSTOMER SERVICE.



OUR LOGO



LOGO - COLOR VARIATIONS

- 01 Color
- 02 Gray
- 03 Black/White



01



PUBLISHING INTERACTIVE

02



PUBLISHING INTERACTIVE

03



PUBLISHING INTERACTIVE

Logo Colors



Pen Blue 100% Black

LOGO - REVERSE BACKGROUND

These logos are to be used to dark backgrounds or dark images.

- 01 REVERSE COLOR** - 75% Tint of the Pen Blue with the Cement white for the "en" and Publishing Interactive
- 02 REVERSE WHITE** - The whole logo uses the Cement white color



01



02

LOGO SPACING & SIZE

01 SPACING

Clear space is based upon an imaginary square created by the center of the “P”, Orange dotted line. This space should equal the same space around the logo.

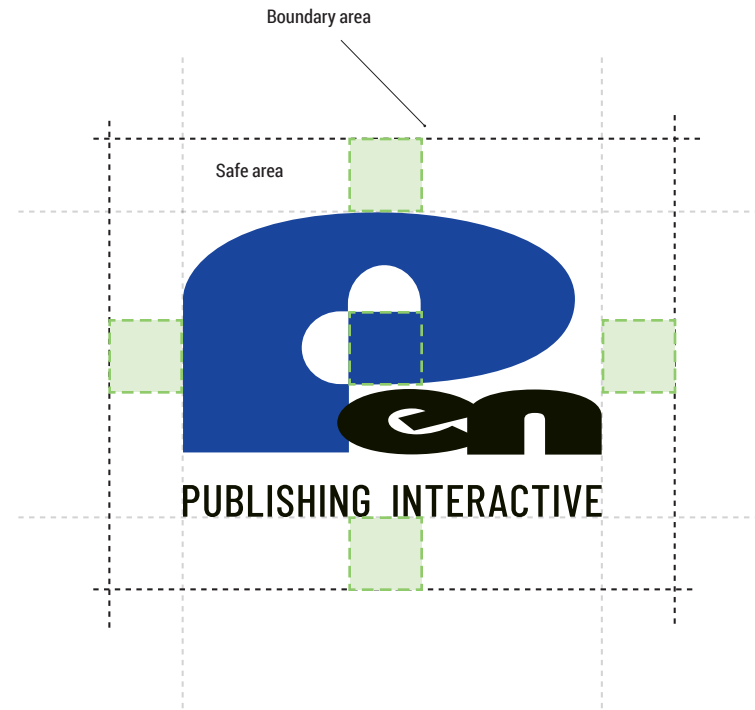
02 SIZE LIMITATIONS

The logo is designed to be one inch in width or larger for print legibility. Branded accessories may be the exception for sizing, e.g. pens.

Please do not reduce the quality below 72 ppi.



01



02



TYPOGRAPHY

ROBOTO CONDENSED BOLD

Used primarily for bold headlines.

ROBOTO CONDENSED REGULAR

Typically used for sub-headlines

ROBOTO LIGHT

Regular is our default paragraph weight setting.



Roboto Condensed Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Condensed Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Example:

Fit more text on headlines using

A little wider font that allows to emphasize words or subheads

BY LINES OR DATE STAMPS








Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet varius metus, ut convallis tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vestibulum est vitae orci elementum, ut facilisis lacus dignissim. Nullam ornare nisi sed risus pharetra egetas. Aenean in elementum nibh. Donec vestibulum est vitae orci elementum, ut facilisis lacus dignissim.

COLOR PALETTE

Our color scheme is inspired by the Microsoft colors scheme. Though not a exact match, but the palette is within the range establishing the relationship between Pen Publishing Interactive and Microsoft.

Pen Publishing Interactive Official Color Palette



							
	Black	Charcoal	Royal	Mint	Brick	Cement	Sky
PMS	419 C	447 C	293 C	367 C	485 C	649 C	656 C
RGB	19-18-15	61-61-60	0-61-167	145-202-107	214-60-24	233-235-231	230-240-242
CMYK	72-66-98-82	68-61-61-50	100-86-0-0	47-0-77-0	11-90-100-2	7-4-7-0	9-1-3-0
HEX	13120F	3D3E3C	003DA7	91CA6B	D63C18	E9EBE7	E6F0F2



BUSINESS CARDS & LETTERHEAD

Business Card Front



Pen
PUBLISHING INTERACTIVE

Steve Pendergraft

PO Box 782302
Wichita, KS 67278-2302

P 316.651.0551
TF 800.392.2447

PenPublishing.com | stevep@penpublishing.com

Business Card Back

- Digital Marketing
- Web Design
- Web Hosting
- Copywriting
- Business Class Email
- Domain Registration Management
- FlipperSiteDeveloper™ CMS
- Microsoft® Office 365 Products
- ZixCorp® End-To-End Email Encryption

Established 1994

PenPublishing.com or call 316.651.0551

Letterhead First Page Front



Pen
PUBLISHING INTERACTIVE

PO Box 782302
Wichita, KS 67278
P 316.651.0551
T.F. 800.392.2447
PenPublishing.com

Digital Marketing | Web Hosting | Business Class Email | FlipperSiteDeveloper CMS

Letterhead Internal Page



PO Box 782302 Wichita, KS 67278 | P. 316.651.0551 T.F. 800.392.2447 | PenPublishing.com

Pen
PUBLISHING INTERACTIVE

Microsoft® Office 365 | ZixCorp® End-To-End Email Encryption | Domain Registration Management



SOCIAL MEDIA GRAPHICS



Profile Image Sizes by Social Media Channel



170w x 170h pixels



400w x 400h pixels



800w x 800h pixels



110w x 110h pixels



Cover Image Sizes by Social Media Channel



832w x 312h pixels



2560w x 1440h pixels



1500w x 1500h pixels



646w x 220h pixels



SAMPLES OF
TYPOGRAPHY
TREATMENTS FOR
“PRINT”



Nulla varius mattis sagittis, Nulla varius mattis sagittis.

Curabitur non faucibus ipsum, Curabitur non faucibus.

LORM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at lobortis lacus, ut bibendum lectus. Mauris et dui hendrerit, euismod risus vel, euismod libero. Mauris sagittis faucibus diam sit amet finibus. Donec facilisis interdum tellus. Pellentesque venenatis nunc

nunc, non malesuada lectus malesuada et. Suspendisse vulputate, quam non pretium convallis, nunc magna hendrerit nisi, at blandit tellus felis eget turpis.

- Lorem ipsum dolor sit amet

SAMPLES OF
TYPOGRAPHY
TREATMENTS FOR
“PRINT”

LOREM IPSUM DOLOR.

Lorem dolor sit amet.

LOREM IPSUM DOLOR SIT AMET.

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Donec sit
amet varius metus, ut
convallis tortor. Lorem
ipsum dolor sit amet,

consectetur adipiscing
elit. Donec vestibulum est
vitae orci elementum, ut
facilisis lacus dignissim.
Nullam ornare nisi sed
risus pharetra egestas.

Aenean in elementum
nibh. Fusce sem mauris,
interdum nec egestas quis,
pretium id lacus. Nunc
tempor ultricies erat, nec
accumsan urna rutrum vel.

LOREM IPSUM DOLOR SIT AMET.

SAMPLES OF
TYPOGRAPHY
TREATMENTS FOR
“PRINT” WITH
ALTERNATIVE FONT
WEIGHT AND COLOR ON
HEADLINE

Optional headline treatment with Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sit amet varius metus, ut convallis tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vestibulum est vitae orci elementum, ut facilisis lacus dignissim. Nullam ornare nisi sed risus pharetra egestas. Aenean in elementum nibh. Fusce sem mauris, interdum nec egestas quis, pretium id lacus. Nunc tempor ultricies erat, nec accumsan urna rutrum vel.

Fusce eros turpis, sodales quis ligula non, iaculis tincidunt nulla. Suspendisse in lacus eu mi interdum commodo vel id sem. Pellentesque metus justo, mollis quis pellentesque vitae, tincidunt at risus. Fusce sem mauris, interdum nec egestas quis, pretium id lacus. Nunc tempor ultricies erat, nec accumsan urna rutrum vel.

THESE COLORS
COMBINATIONS ARE
SIMILAR IN TONE AND
CONTRAST INTO THE
MICROSOFT COLOR
SCHEMES

Request a business listing today





H1 **Headlines are Roboto
Cond. Bold at 48px**

H2 **Headline are Roboto
Regular at 30px**

H3 Headline are Roboto Condensed Bold
at 24px #003DA7

Body Body text is Roboto Light at 14px and at a 100%
line height, color is #292929 **Bold** can be used to
emphasize some elements of the copy or use italics to
highlight text.

Links **Links on text - Normal** **Links on text - Rollover**
Links stand-alone - Normal **Links stand-alone - Rollover**

Fields/
Boxes This style is mostly for forms and navigation headers and is
Roboto Condensed Light at 12px #4B4F54

Colors



#13120F



#003DA7



#91CA6B

WEBSITE ELEMENTS

Buttons



Buttons - Rollover



Forms



Check Box



Radio Buttons



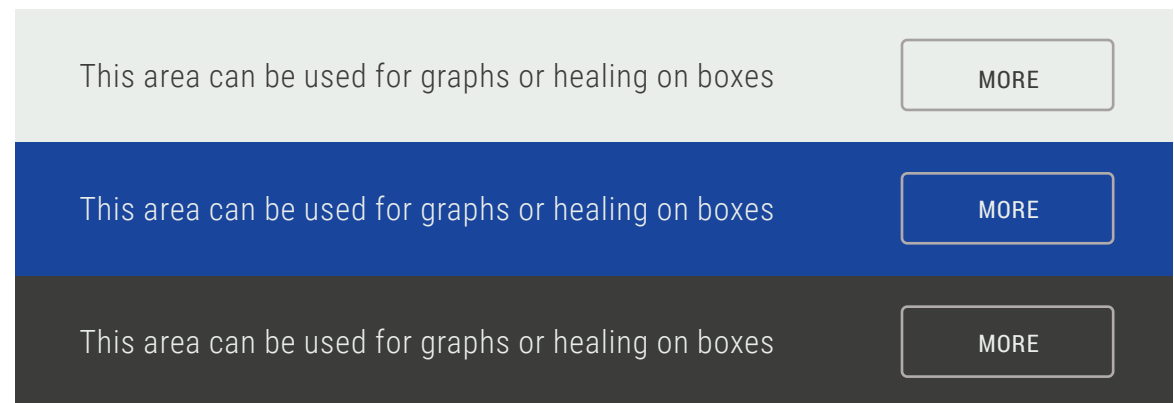
Navigation 1



Navigation 2



Graphs / Highlights





WEB DESIGN | SEARCH ENGINE OPTIMIZATION | PAY-PER-CLICK | SOCIAL MEDIA | EMAIL HOSTING AND SECURITY | AUTHORIZE.NET PAYMENT HANDLING



PenPublishing.com