

PepperDash<sup>®</sup>

**Brand Standards**





PepperDash provides an industry-leading AV Operations Platform, backed by world-class services, designed to solve the largest, most complex audiovisual and IT challenges around the world.

# ACCEPTABLE USAGE

When referring to our company, only the following usages are acceptable:

- PepperDash
- PepperDash Technology Corporation

## NOMENCLATURE

- PepperDash Technology Corporation should be reserved for formal usage.
- PepperDash should always be written with a capital P and a capital D.
- No other acronym, word, or word combination should be used.

## CONSTRUCTION

- Our logo uses PepperDash Blue (#005294), White (#FFFFFF) or Black (#000000).
- The PepperDash Blue version is preferred.
- Our logo may not be stylized with gradients, outlines, shadows, or other adornment.
- Our logo should appear on solid (or nearly solid) backgrounds.
- Our logo may not be cropped, or covered by other elements.
- There must be a 3:1 contrast ratio between the logo and the background.
- Our logo may be accompanied by the tagline “AV Solutions for the Enterprise.”
- Our logo must be separated from other graphical elements by no less than the height of the a in PepperDash.

## MARGINS



~~PepperDash®~~

Do not reduce opacity.

PepperDash®

Do use the white logo on a blue field.

~~PepperDash®~~

Do not use the black logo if the blue logo can be used.

PepperDash®

Do use the blue logo on a white field.

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Do not use any color other than white, blue, or black.

PepperDash®

Do use the white logo on a black field.

~~PepperDash®~~

Do not use shadows, gradients, or other adornment.

PepperDash®

Do use the white or black logo when the blue logo cannot maintain a 3:1 contrast ratio.

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Do not use less than a 3:1 contrast ratio between the logo and the background.

PepperDash®

Do use the blue logo when a 3:1 contrast ratio can be maintained.

~~PepperDash®~~

Do not place logo on top of patterns.

PepperDash®

Do use adequate margins between the logo and graphics by separating the logo with a colored field.

~~PepperDash®~~

Do not place the logo on top of graphical elements.

PepperDash®

Do use adequate margins between the logo and graphics by separating the logo with a colored field.

## TAG LINE















The default PepperDash tag line is:

### AV solutions for the enterprise

- AV is capitalized with no other capital letters.
- There is no period at the end unless the tagline is part of a larger body of text.
- No variation on this tagline should be used for any purpose.

## COLOR PALETTE

There are three primary colors used by PepperDash to reinforce our brand. The PepperDash logo must be rendered as one of these colors, and may not be depicted in any other color. We encourage the use of these colors in other aspects of overall design.

SWATCH	HEX	RGB	HSB	CMYK
	005294	0, 82, 148	207, 100, 58	99, 75, 13, 2
	000000	0, 0, 0	0, 0, 0	0, 0, 0, 100
	FFFFFF	255, 255, 255	0, 0, 100	0, 0, 0, 0
	E0392B	224, 57, 43	5, 81, 88	6, 92, 96, 0
	FF9400	255, 148, 0	35, 100, 100	0, 50, 100, 0
	E1E235	225, 226, 53	60, 77, 89	15, 0, 92, 0
	00C978	0, 201, 120	156, 100, 79	71, 0, 74, 0
	068CFB	6, 140, 251	207, 98, 98	74, 42, 0, 0
	7B3A93	123, 58, 147	284, 61, 58	62, 93, 2, 0
	383946	56, 57, 70	236, 20, 27	75, 69, 51, 45
	383A35	56, 58, 53	84, 9, 23	68, 59, 65, 54
	38393C	56, 57, 60	225, 7, 24	71, 63, 59, 51
	818285	129, 130, 133	225, 3, 52	52, 43, 41, 6
	CFCED2	207, 206, 210	255, 2, 82	18, 15, 12, 0

## PRODUCT ICONS

PepperDash has developed multiple products. Each one is represented by an icon. These icons should appear in PepperDash Blue, White, or Black, just as the PepperDash logo does. The same guidelines for treatment of the PepperDash logo should be employed when using the product logos.



PepperDash®

## **NOTICE OF TRADEMARK AND SERVICEMARK**

PepperDash®, AVUX® and AV360® are the marks of PepperDash Technology Corporation, registered with the U.S. Patent and Trademark Office. PepperDash Habanero™, PepperDash Essentials™, PepperDash Connect™, PepperDash Portal™, PepperDash Device Management™, PepperDash Mobile Booking™, PepperDash Mobile Control™, and PepperDash Room Signage™, are the unregistered marks of PepperDash Technology Corporation. Any use, in whole or in part, of these marks by another party without the express written permission of PepperDash Technology Corporation is prohibited.

**FOR ADDITIONAL INFORMATION  
PLEASE EMAIL [INFO@PEPPERDASH.COM](mailto:INFO@PEPPERDASH.COM)**