

POINT7 MEDIA KIT

BRAND STANDARDS



MEDIA CHECKLIST:

- ☐ Ashley's Headshots
- ☐ Transparent Logos
 - ☐ Color
 - ☐ White



BRAND NAME USAGE

PLEASE USE

PLEASE DO NOT USE

FORMAL

POINT SEVEN GROUP (POINT7)

This is used at the first mention of the company in presentation.

POINT 7 GROUP

CASUAL

POINT7

This is used after Point Seven Group has been mentioned in the paragraph.

POINT 7

ABBREVIATION

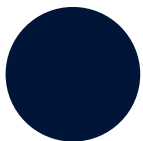
P7

P7G

COLOR PALETTE

PRIMARY COLORS

SECONDARY COLORS



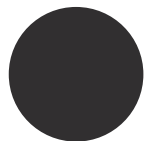
DEEP SEA

PMS 2965 C
CMYK 100/63/16/78
RGB 0/38/62
HEX #00263E



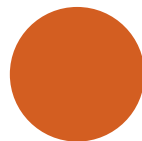
GRECIAN SKY

PMS 7468 C
CMYK 90/18/7/29
RGB 0/115/152
HEX #007398



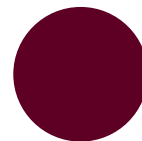
CHARCOAL

PMS NEUTRAL BLACK C
CMYK 0/0/0/95
RGB 40/40/41
HEX #282829



SAFFRON

PMS 718 C
CMYK 0/74/100/8
RGB 190/77/0
HEX #BE4D00



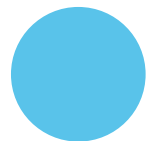
HEART

PMS 77421 C
CMYK 18/100/45/67
RGB 101/29/50
HEX #651D32



GRASS MAGENTA

PMS 234 C
CMYK 31/100/36/6
RGB 170/31/101
HEX #AA1F65



AQUA

PMS 2985 C
CMYK 60/0/3/0
RGB 91/194/231
HEX #5BC2E7

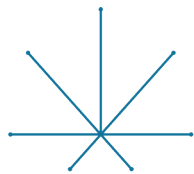
Note: You can add a custom color to any design programs using the color matching codes

LOGO USAGE

At all times, use the primary logo except in instances where readability and visibility are challenged or the tagline lock up is required. Examples are signage, advertising, etc.



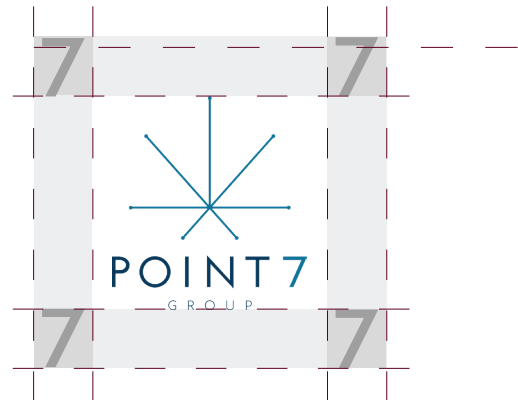
PRIMARY LOGO



ICON/LOGO MARK

POINT7

GROUP
SECONDARY LOGO



CLEAR SPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space.

PLEASE DO NOT



- » Do not use logo as an overlay over busy or non contrasting photography.



- » Do not change logo color
- » Do not attempt to recreate the logo.



- » Do not add a drop shadow or glow effects.



- » Do not add stroke or outline the logo.



- » Do not scale the logo to the point of pixelation.
- » Do not alter logo elements.



- » Do not scale the logo to the point of pixelation.
- » Do not stretch or distort logo.



- » Do not change logo orientation.



- » Don't place inside a separate container.

BRAND QUESTIONS?

CHELSEA.BERNARDO@POINTSEVENGROUP.COM

POINTSEVENGROUP.COM