



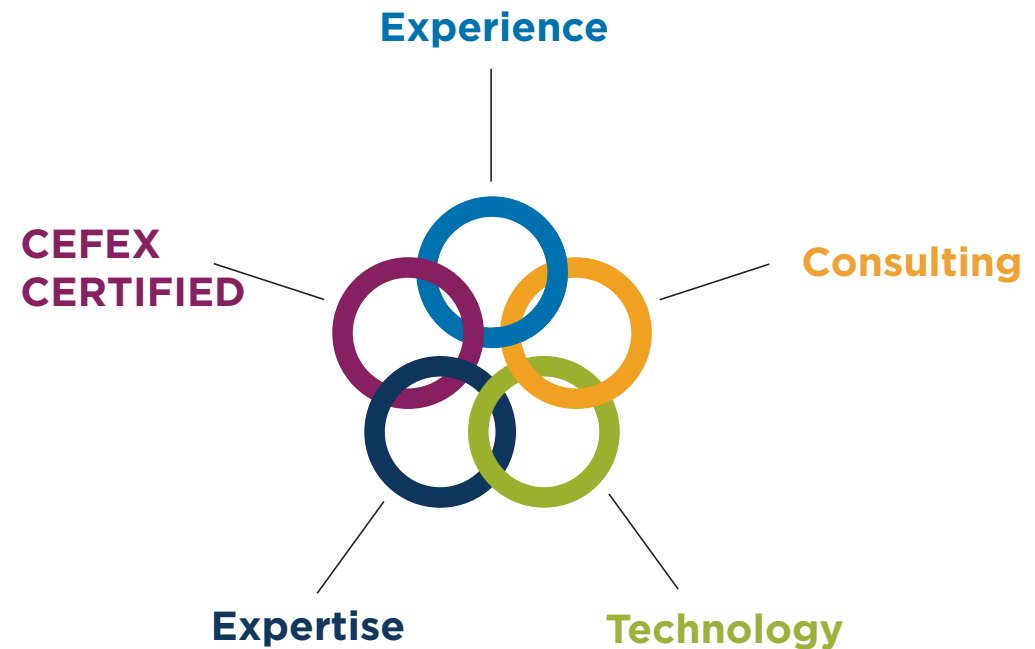
Why a **fifth element**?

There are several reasons why we chose to add a fifth element to our logo composition. Many have to do with the notion of upsetting a balanced form to create interest. Others have a more concrete base. Initially, we thought of **color-coding sections** of the website to provide clarity. We **separated the topics into four separate areas to allow for a more concise message.**

This approach felt balanced but slightly lacking in the one overarching feature: **PFS's CEFEX Certification.**

Our **CEFEX Certification** provides a standard representing the best practices in our industry. We want to make that part of our marketing message and say it loudly upfront with our statements. The standards include specific criteria which have been substantiated by regulation or written in consultation with leading firms.

Experience, Expertise, Consulting + Technology for a **CEFEX CERTIFIED** Retirement Plan



Primary Logo and Usage



White Padding (shown here in a light grey) indicates the logo's Clear Space. This space is a safe zone, meaning no other object can occupy this area.

This space allows the logo to appear in a readable size and resolution.

Primary Logo and Usage

The full color logo can only have the safe space violated when used on a background of PFS silver.



Secondary Logo and Usage



Logo Mark and Type



Type Lock up

PENSION FINANCIAL SERVICES

Type Lock up



Logo Mark

Black and White Logo Usage

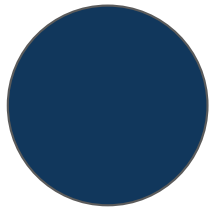


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Color Logo and Usage



PFS Blue #1

Color values:

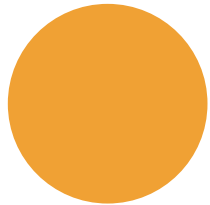
RGB	R 17	G 55	B 92
Web safe	11375c		
CMYK	C 100	M 81.17	
	Y 38.2	K 29.27	



PFS Green

Color values:

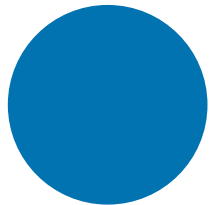
RGB	R 165	G 176	B 59
Web safe	9cb03b		
CMYK	C 44.32	M 16.54	
	Y 99.89	K 0.47	



PFS Orange

Color values:

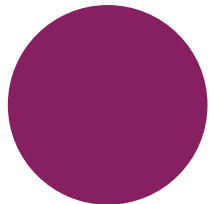
RGB	R 165	G 176	B 59
Web safe	9cb03b		
CMYK	C 44.32	M 16.54	
	Y 99.89	K 0.47	



PFS Blue #2

Color values:

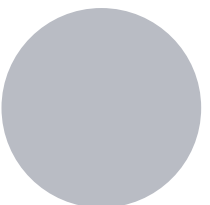
RGB	R 0	G 115	B 176
Web safe	0073b0		
CMYK	C 88.92	M 50.34	
	Y 7.9	K 0.24	



PFS Purple

Color values:

RGB	R 135	G 32	B 96
Web safe	87f5f		
CMYK	C 45.78	M 100	
	Y 34.71	K 14.91	



PFS Silver

Color values:

RGB	R 185	G 188	B 196
Web safe	b9bcc4		
CMYK	C 27.44	M 20.75	
	Y 16.28	K 0	

Color Value Usage

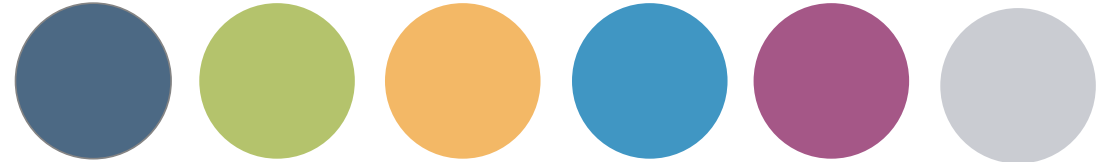
PFS now employs five primary colors as part of its identity. These colors are for use in groups of three values, 75%, 50%, and 25% of the full strength.

When making presentations, these values are for use as individual groups and not mixed unless as indicators of a hierarchy.

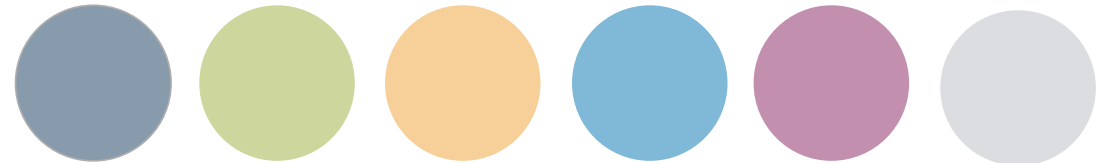
Full Color Value



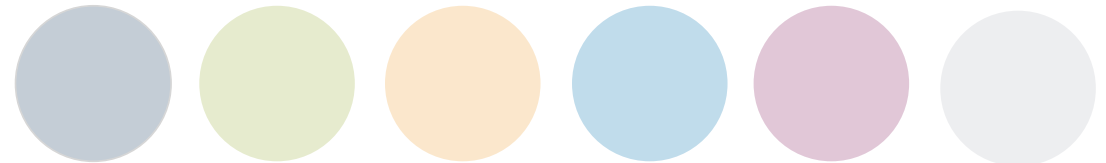
75% of Full Color Value Group



50% of Full Color Value Group



25% of Full Color Value Group



Typography - Logo



ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqru-
vwxyz1234567890

Arial RoundedMT Bold is the selected primary typeface used in the new PFS logo. It is used solely in the primary logo and type lock-up; it should be not be used in supporting text.

Please note: in all provided graphics, typefaces are converted to paths, so no typefaces need to be installed.

Typography - Supporting text Web



TBD

Typography - Supporting text PRINT



ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqru-
vwxyz1234567890



**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqru-
vwxyz1234567890**

Gotham Regular is the selected primary typeface used in all supporting text. It is selected because of its readability, flexibility and availability.

Gotham is a font born in the year 2000 by a very well know typeface design firm. Gotham is geometric in proportion and form. Generally described as a very 'American' font, Gotham relies on a strict grid structure to create one of the most readable faces today.

PFS uses Gotham Regular as a text font. Bold and Bold Italic are also recommended to provide emphasis in text.