



# LOGO BRANDING GUIDE 2021



## PRIMARY LOGO



The Penn Emblem Company logo is comprised of an icon that symbolizes both past and present, our company name, and our chosen slogan “always on brand”. The colors are representative of our classic logo with the traditional navy blue, and an added, sky blue accent. The type is modern and clean to signify the precision and quality of our work.



PRIMARY ALTERNATIVE LOGO



Horizontal Logo: Icon beside company name with slogan nestled beneath.



## SECONDARY LOGO



Circular Logo: Icon, company name, and slogan encompassed within a circle.



## LOGO MARK/ICON



Penn Emblem's icon was a much needed element in the new logo to give the brand a staple piece of imagery. It combines the past logo with a modern spin, including the nostalgic "P" from the original design. The icon represents Penn Emblem's legacy while also encompassing innovation, both company core values.



## FONTS

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

FUTURA PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

## COLORS



PMS 7682 C  
C 64. M 43. Y 8 K 0  
#6786B8  
R 100. G 134. B 184



PMS 282 C  
C 100. M 87. Y 42. K 52  
#011E41  
R 1. G 30. B 65



PMS WHITE  
C 0. M 0. Y 0. K 0  
#FFFFFF  
R 255. G 255. B 255

## PAST



Penn Emblem's previous logo is indicative of the time period it was created in. It features a robotic font with a lighter, less bold, navy blue.

In addition to a company icon and slogan, the new logo includes an upgraded blue color to be more professional with an added accent, and the font is modernized.



## PRESENT



The slogan "always on brand" has a double meaning that signifies both the ideas of physically being "on" as a decoration piece, but also meaning metaphorically, our emblems are precise, high quality, and detail oriented to make our customers' brands be on target at all times.



Penn Emblem is a full-service branded apparel and promotional product decoration company. With over 50 different decoration options, 75 years of experience, 13 markets served and 4 global locations, we are America's largest supplier and brand decorator for the rental uniform and promotional product industry.

For 75 years, Penn Emblem has provided customers with high quality, cutting-edge products. Unlike many other companies, however, Penn Emblem has proudly served those customers through the common thread of family for four generations. In 1947, company founder, Frank Blumenthal, began embroidering emblems out of his garage in Philadelphia, beginning with cotton, oval name tags and American flags for gas station uniforms. In the 1960's, he brought the first heat sealable emblems to the industry, completely revolutionizing the rental uniform business.

In 1970, Frank's oldest son, Robert, took the reins, adding new technologies such as screen-printing, to the embellishment industry. For years, Penn Emblem Company cultivated new business through innovative systems and designs, continuously remaining the market leader and industry trendsetter.

In 2010, Frank's granddaughter, Randi Blumenthal-Joseph, became the third generation of leadership to continue the legacy of quality and innovation, while also shifting the company to become certified as a Woman's Business Enterprise, to better support clients focused on supply chain diversity, and to proudly represent female leadership. Penn Emblem continues to serve customers worldwide with an ever growing array of image and identification solutions under Randi's leadership and through the fibers of Penn Emblem's rich history.

Many companies can deliver quality products, but only Penn Emblem Company threads generational pride and heart throughout everything we create, to produce the best representation of your company for your brand. For all types of emblematic identification, Penn Emblem will proudly make the process seamless, from our stitches to yours.



1.800.793.7366 (East Coast)

1.800.821.1029 (West Coast)

[www.pennemblem.com](http://www.pennemblem.com)

[ssales@pennemblem.com](mailto:ssales@pennemblem.com)