



Identity Guidelines

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Logo

Logo

The Prompt Payment Code (PPC) logo is made up of the PPC symbol and the name. The logo font is Sofia Pro.

The logo is available in purple, black and white.

Symbol

The PPC symbol invokes a sense of speed and movement through the use of a purple gradient, and an upward-moving arrow.

Logo minimum sizes

Minimum size for print

To make sure the logo is clear and legible, the logo height should be a minimum of 20 millimetres.

Minimum size for digital

The logo should never appear smaller than a height of 30 pixels on screen.



Logo

Exclusion zone

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

Leave a gap, equal to half of the height of the PPC symbol, between the logo and other elements, or the edge of the page.

This is the minimum clearance area. Whenever possible, leave more space around the logo than the exclusion zone.



Logo

Logo don'ts

The configurations of the logo must never be altered; always use the identity artwork provided.



Don't distort or stretch the logo



Don't place the logo at an angle



Don't add a filter or effect



Don't adjust the sizing of logo elements



Don't place the logo on images where it may get lost



Don't change the colour of the logo

Colour palette

Colours

Only the dark purple should be used for text, as the light purple is not accessible on a white background.

Gradient

The gradient goes from light purple to dark purple, and can also be used in a 45° angle.



Dark purple	CMYK 96/100/16/4	RGB 57/40/116	#392874	75%	50%	25%
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Light purple	CMYK 56/65/0/0	RGB 135/103/170	#8767AA	75%	50%	25%
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Gradient

Light purple to dark purple

Typography

Main typeface: Sofia Pro

Use for all text in professionally produced documents. This typeface should be given the same respect as other elements of the identity and should not be condensed, expanded or substituted for another typeface.

Sofia Pro Black should be used for headings, while Sofia Pro Light should be used for body text.

Alternative typeface: Arial

If you are producing materials internally (including presentations, templates, letters and emails) and Sofia Pro is not available on your computer, Arial should be used as the standard typeface.

Sofia Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphic element

PPC symbol

The PPC symbol can be used as a graphic device to create engaging compositions, as seen on the cover of these brand guidelines. Only sections of the symbol should be used as graphic devices – for example, with the corner cropped off the edge of the design as shown here.



Applications

Website

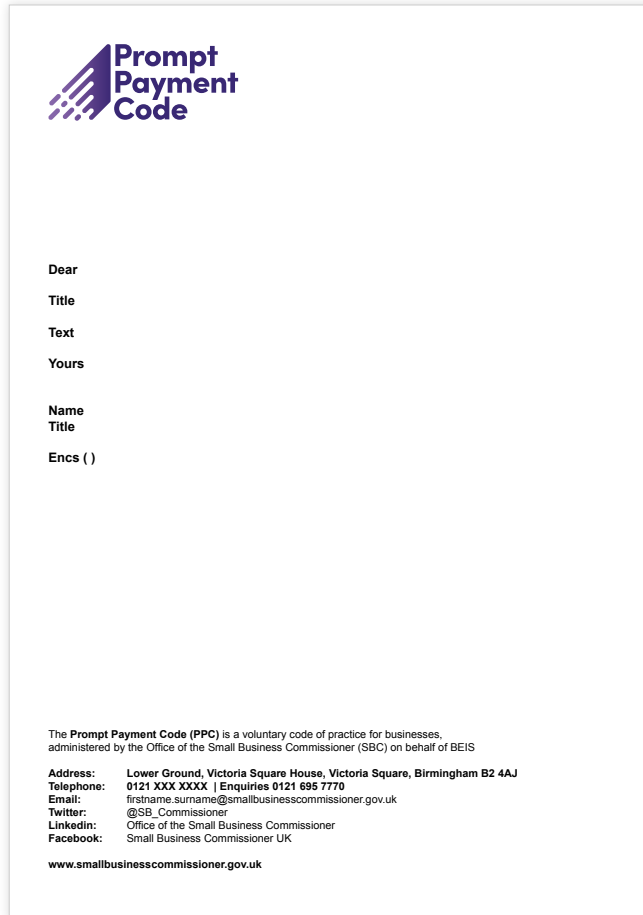
The PPC logo should appear in the top-left corner, with department or partner logos to the right, following the exclusion zone.



Applications

Letterhead

The letterhead includes the PPC logo and the address and details of the Small Business Commissioner.



Applications

Email signature

The email signature uses our logo and key contact information.

To ensure that the signature displays correctly and consistently it's important that you don't make your own version.



Firstname Lastname

Job title

T Telephone number

E [\[Email address\]](#)

W smallbusinesscommissioner.gov.uk/ppc

