



PPS Mutual Logo Usage Guide

For PPS Mutual partners

Using the PPS Mutual logo

The PPS Mutual logo is a key part of our identity and should always be used consistently and with care.

We provide two approved versions of the logo for use in your communications:

Primary logo (preferred)

- Dark blue logo on a light or white background
- Use this version wherever possible
- Supplied in: **PNG (high & low res), SVG and AI**

Reverse logo

- White logo for use on dark backgrounds
- Use only when the primary logo is not clearly visible
- Supplied in: **PNG (high & low res), SVG and AI**



Primary logo



Reverse logo

Minimum size

To ensure clarity and legibility:

- **Digital:** Minimum width – 100 pixels
- **Print:** Minimum width – 25mm

Do not reproduce the logo smaller than this.

Clear space

Always give the logo room to breathe.

- Maintain a clear space around the logo at least half the diameter of the outer “pps” circle
- No text, images or other elements should enter this space

This ensures the logo remains clear and prominent.

Background control

- Use the **primary logo on light backgrounds**
- Use the **reverse logo on dark backgrounds**
- Always ensure strong contrast so the logo is easy to read
- Avoid placing the logo over busy imagery or patterns

Need help?

If you're unsure about how to use the PPS Mutual logo, please reach out before publishing your communication.

What not to do

To protect the integrity of the PPS Mutual brand, please do not:

- ✗ Alter the colours of the logo
- ✗ Stretch, squash or distort the logo
- ✗ Add effects (e.g. shadows, outlines, gradients)
- ✗ Rotate or angle the logo
- ✗ Place the logo inside shapes or containers
- ✗ Recreate or redraw the logo
- ✗ Use low-resolution or pixelated files
- ✗ Combine the logo with other logos or text to create a new lock-up

File formats

The Primary and Reverse logos are provided in these formats for different uses:

- **SVG** – best for digital and scalable applications or large format printing.
- **PNG (hi-res)** – for standard sized print or large digital formats
- **PNG (low-res)** – for email and digital use
- **Adobe Illustrator .ai** – for designers

Always use the appropriate file to ensure quality.