



# Brand Guidelines 2023



# CONTENTS

## 1 **Introduction**

## 2 **The Logo**

- 2.1 Primary Logo
- 2.2 Secondary Logo
- 2.3. Emblem, Strapline & Hashtag
- 2.4 The Do's
- 2.5 The Don'ts
- 2.6 Logo Sizing

## 3 **Colours**

- 3.1 Colour Palette

## 4 **Typography**

- 4.1 Typeface Primary and Secondary Font
- 4.2 Alternative Font
- 4.3 Fonts in use

## 5 **Brand Application**

- 5.1 Brand Element
- 5.2 Correct & Incorrect Use
- 5.3 PowerPoint
- 5.4 Advertising

## 6 **Contact**



# ***Introduction***



## **ABOUT PULSAR®**

The PULSAR® brand of high performance apparel was launched in 2007. Following 16 years of continued growth, we updated our logo and our branding to present a cleaner and more modern look, to further complement our current clothing collections.

This branding guideline document outlines how to use our logo and our brand in the correct way, and also how not to use them.

These guidelines have been developed to maintain and reinforce our brand recognition through consistent use and application of our brand across all formats and platforms, whether that be digital, print or general brand usage, maximising our message and impact.

If you have any questions or queries regarding this document, please do not hesitate to get in touch with us by emailing [marketing@pulsaruk.com](mailto:marketing@pulsaruk.com), or calling us on 01527 962012.

## **MISSION STATEMENT**

To exceed our customers' expectations in quality, service, delivery and cost through continuous innovation and improvement with customer interaction.



# 2

## ***The Logo***

2.1 Primary Logo

2.2 Secondary Logo

2.3 Emblem, Strapline & Hashtag

2.4 The Do's

2.5 The Don'ts

2.6 Logo Sizing

## 2.1

# PRIMARY LOGO

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



This is our primary logo. The 'High Performance Apparel' strapline is an intrinsic part of the PULSAR® logo and can be used for both internal and external communications. The relationship between the strapline and the rest of the logo should not be altered in any way.

Always ensure that the size of the logo works in relation to the size of the document being created. Text must always be readable and the logo must always be legible.



A reversed version of the logo may be used in order to achieve maximum impact against busy/multi-coloured backgrounds.

Always ensure that the size of the logo works in relation to the size of the document being created. Text must always be readable and the logo must always be legible. These logos must be used with all PULSAR® Protect product ranges.





This is our secondary logo excluding the 'High Performance Apparel' strapline.

Always ensure that the size of the logo works in relation to the size of the document being created. Text must always be readable and the logo must always be legible.



A reversed version of the logo may be used in order to achieve maximum impact against busy/multi-coloured backgrounds.

Always ensure that the size of the logo works in relation to the size of the document being created. Text must always be readable and the logo must always be legible. These logos must be used with all PULSAR® Protect product ranges.





This is our emblem and should never be used for any marketing purposes. This is for the sole use of PULSAR® garments and only the company observes the rights to use this at any time.



Our strapline 'High Performance Apparel' must only be used in conjunction with the primary logo and never be used on it's own. It must also be used in the Kalinga (Bold) font.

Our hashtag is **#visiblysuperior** and this must be used on all social media content to provide accurate and consistent brand reputation.





## **PULSAR® Flame Retardant, Anti-Static & Electric ARC Collection**

The following logos should always be used in all branding content and marketing material referring to the PULSAR® collection of Flame Retardant, Anti-Static & Electric ARC protective clothing.

### **Primary Logos**



### **Secondary Logos**



## **PULSAR® Life**

The following logo should only ever be used when representing the PULSAR® Life collection.

### **Primary Logos**



## 2.5

# THE DON'TS

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



It is not acceptable to change the balance of the logo, or to interfere with the relationship between the icon or the name, or distort it. The icon and logo text must always achieve maximum impact against the background colour/tint.



Do not interfere with the sizing of any of the elements



Do not distort the logo in any way



Do not increase or decrease the sizing of the strapline



Do not rearrange the order of the logo elements or strapline



Do not use the logo without the icon



Do not use the logo on a background that is too busy



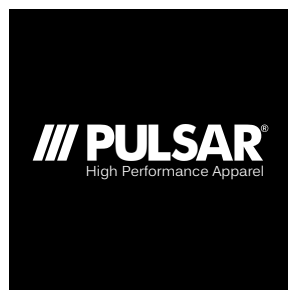
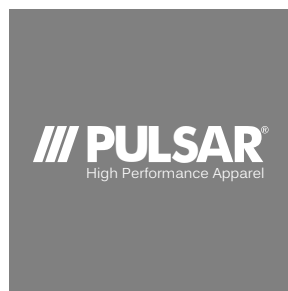
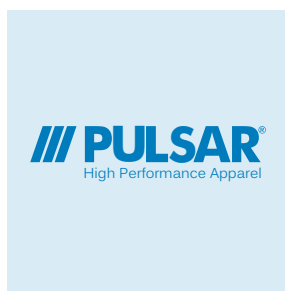
Do not use the blue primary or secondary logo on a background that is too dark



Do not the white primary or secondary on a background that is too light



Below are some examples of the correct way to use our logo depending on the colour or appearance of the background it is placed upon. For lighter backgrounds, use the PULSAR® blue primary logo and for darker backgrounds use the white primary logo. For busier backgrounds, use the reversed primary logo.



**/// PULSAR®**  
High Performance Apparel

## MESH EAR BALACLAVA

**CODES: BZ1530**  
 Thermally applied neck label  
 Moisture wicking & quick dry fabric  
 Contrast flat lock stitch  
 Suitable for use in cold and freezing temperatures  
 Knitted cuff for extra comfort  
 Mesh ear design in accordance with rail requirements  
 215gsm double layers 50% polyester/50% VILOFT® blend (430gsm total weight)

**#BRAVETHEBLIZZARD**



## 2.6 SIZING

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

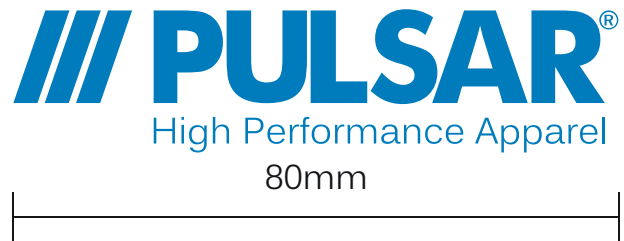
Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



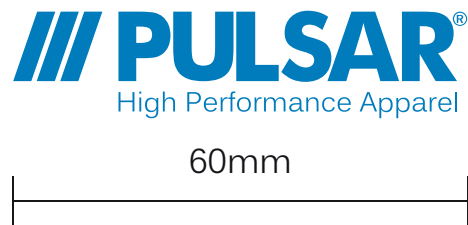
### Compatible Sizing

Never reduce the logos below the widths indicated. It is important the logos are always legible.

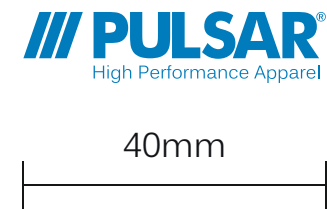
A3 Paper Size



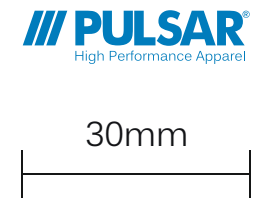
A4 Paper Size



A5 Paper Size

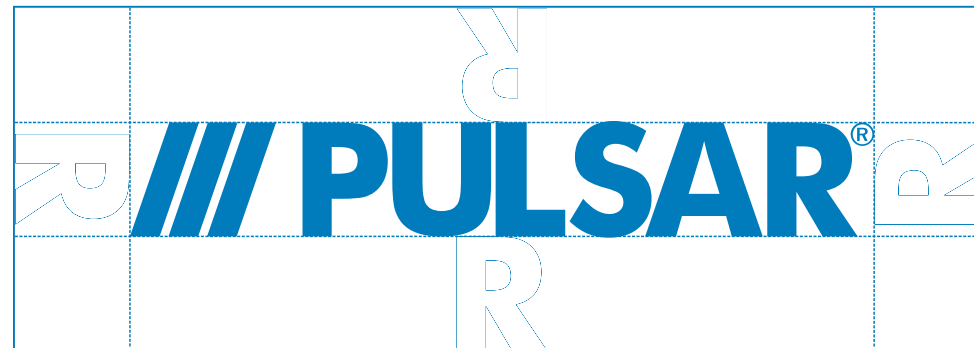


Minimum



### Clear Space

Whether primary or secondary, the logo must always appear in a clear space with nothing touching it. This space must be at least to the height of the letter 'R' in 'PULSAR®' as indicated.



# 3

## Colours

3.1 Primary Corporate Colour

3.2 Secondary Corporate Colours



# 3.1 PRIMARY COLOUR PALLETE

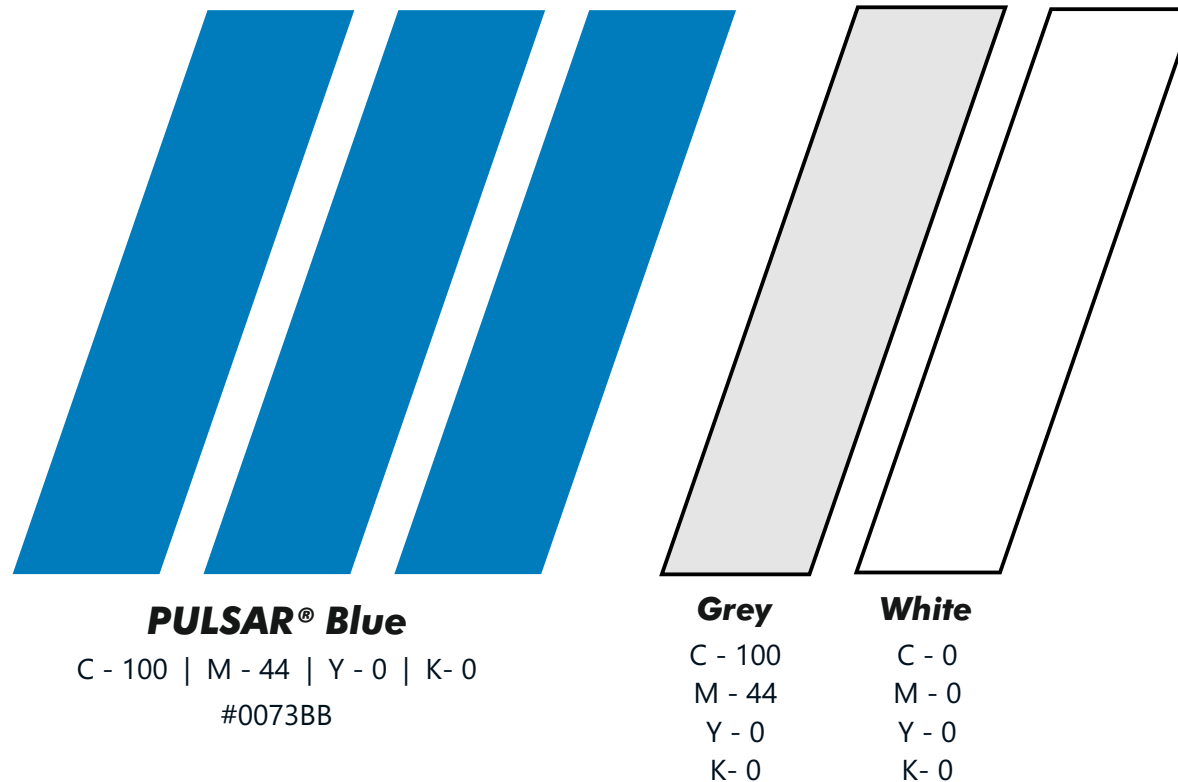
Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



Corporate Colours are arguably the most important element of a brand's visual identity. Our primary corporate colour is PULSAR® blue. This is our most widely used colour across all of our branding elements and marketing material and should always be used when our brand is being represented. The below colours must be used with all PULSAR® Protect product ranges.

We also have two colours that are to be used to complement the blue, whether that be through accompanying text, shapes or any other elements.



**PULSAR® Red**

C - 0 | M - 100 | Y - 100 | K - 0  
#E31E24

to be used in conjunction with  
garments from the PULSAR® Flame  
Retardant, Anti-Static Electric ARC  
Collections.

**PULSAR® Life Green**

C - 73 | M - 16 | Y - 100 | K - 72  
#2A4A24

Closest Pantone - 3435C



C - 74 | M - 11 | Y - 100 | K - 53  
#2A8408

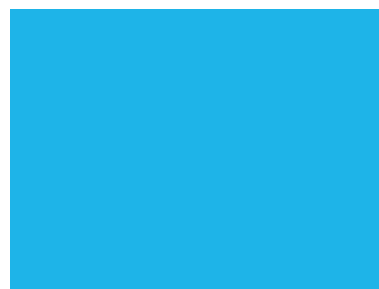
Closest Pantone - 2424C



C - 46 | M - 0 | Y - 100 | K - 0  
#A0C527

Closest Pantone - 367C

to be used in conjunction with  
garments from the PULSAR® Life  
Collection.

**PULSAR® Blue Alternatives**

C - 70 | M - 5 | Y - 0 | K - 1  
#4BF0FC

Closest Pantone - 305C



C - 498 | M - 57 | Y - 0 | K - 66  
#002658

Closest Pantone - 281C

to be used in conjunction with  
garments from the PULSAR®  
Protect Collection.



# 4

# Typography

4.1 Typeface Primary and Secondary Font

4.2 Alternative Font

4.3 Fonts in use





Typography makes up a large part of our visual identity. We are expressive, bold and confident in our application of typography. Our typeface, along with its broad selection of weights, allows us to communicate in a wide range of tones.

**Futura Md BT** is a contemporary font that allows us to communicate clearly and in a professional manner. Futura Md BT is a highly legible design and is the primary font used in the PULSAR® logo with a full character set, making it capable of complex typography. It also works well in long form copy and in print. We use this font for headlines and bold copy depending on application.

For supporting copy or secondary headlines, we use Futura Md BT in Bold and Italics. This font complements our Headlines, maintains consistency and is easy on the eye.

Aa

Aa



### Ebrima

Ebrima should always be used for external marketing material but in cases where it is unavailable or unable to be used, for example anything in editable formats e.g. PowerPoint presentations, Word Documents or emails etc, please use Calibri (Body).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Calibri (Body)

If Ebrima is not available for use on external documents (such as those created in editable formats and where external parties may not have Ebrima) please use Calibri (Body) as it is a readily available font and is packaged with all versions of Microsoft®

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Kalinga

We use the font Kalinga for our strapline 'High Performance Apparel'. This is the only place Kalinga should be used when representing our brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# 4.3

## FONTS IN USE

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



### Primary

- 1 **Headline**  
Futura Md BT (Bold)
- 2 **Supporting Copy**  
Futura Md BT (Bold/Italics)
- 3 **Body Copy**  
Ebrima

### Alternative

- 1 **Headline**  
Calibri (Bold)
- 2 **Supporting Copy**  
Calibri
- 3 **Body Copy**  
Calibri (Light)

### Primary Font

① **Main Heading**

② **Supporting Text Lorem ipsum dolor sit amet, illud omnium at, option invidunt laboramus an in scripta placerat definiebas vix.**

③ Body Text Has vero mundi melius eu, modo oporteat mediocritate est ex, impetus iudicabit et mei. Eirmod mandamus comprehensa eu est nam posse consetetur te. In albusci voluptua vix. Per ex rebum latine habemus. Eum id etiam electrameu. Ei latine indoctum vix elitr nec pro mundi repudiandae no.

### Alternative Font

① **Main Heading**

② Supporting Text Lorem ipsum dolor sit amet, illud omnium at, option invidunt laboramus an in scripta placerat definiebas vix.

③ Body Text Has vero mundi melius eu, modo oporteat mediocritate est ex, impetus iudicabit et mei. Eirmod mandamus comprehensa eu est nam posse consetetur te. In albusci voluptua vix. Per ex rebum latine habemus. Eum id etiam electrameu. Ei latine indoctum vix elitr nec pro mundi repudiandae no.



# 5

## Brand Application

5.1 Brand Element

5.2 Correct & Incorrect Use

5.3 PowerPoint

5.4 Advertising

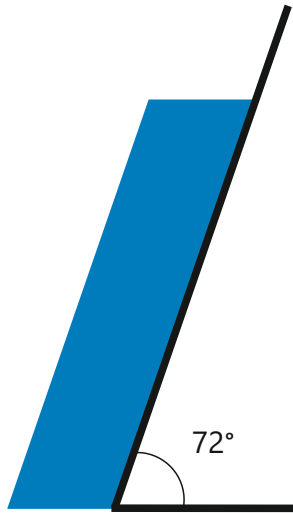
# 5.1 COMPOSITION

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)

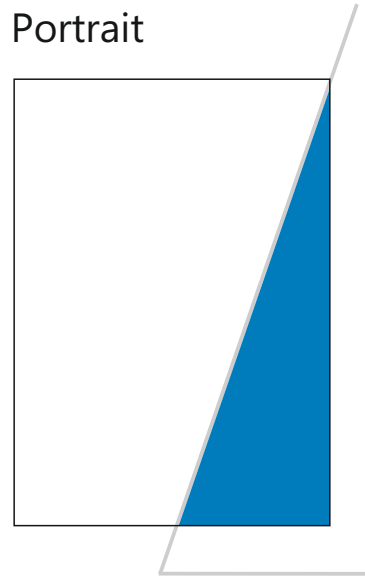


A key component of our brand and how we create marketing material is an angular graphic device or brand element. This is an element set at specific angles taken from our logo that is used as part of the composition of our designs. We have created a 72 degree acute angle from our logo to define the shape and rules for the brand element.

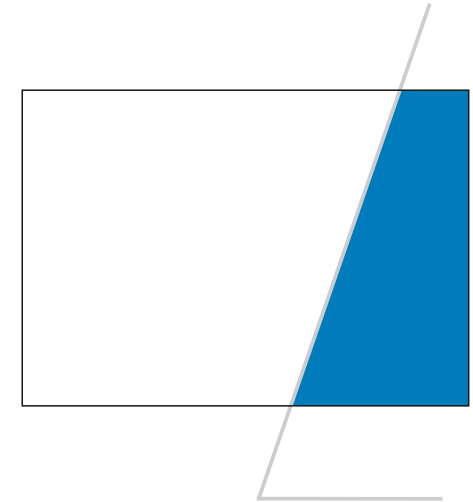


We have demonstrated here how the angle should be used. The 72 degree angle should be used at all times taking up no more than 30% of the available space, with exception to documents where a greater amount of text is required, for example PowerPoint Presentations. This ensures that there is enough space designated to each section of the page.

Portrait



Landscape



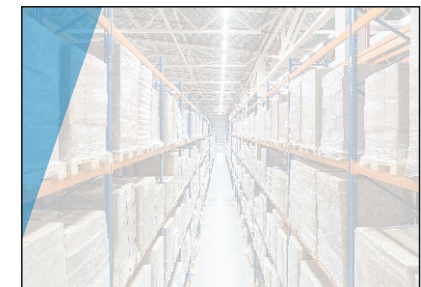
# 5.1 COMPOSITION

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



The brand element can be used in a multiple of different ways, as long as the 72 degree angle remains the same at all times. This allows you to create different designs to suit your needs and requirements. The brand element can either be used in a block colour, or at a 50% transparency, as shown below.





# CORRECT & INCORRECT USE

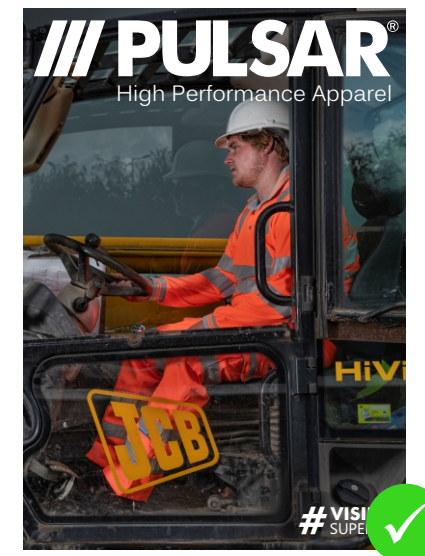
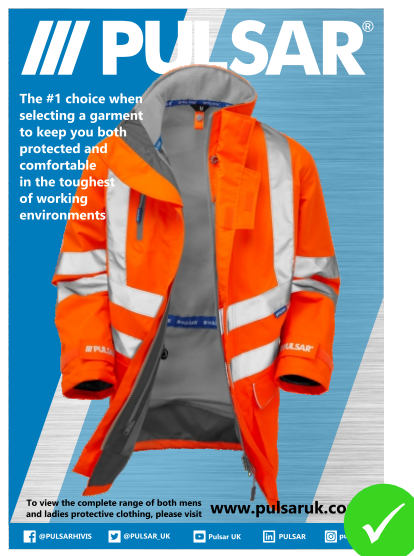
Contact us  
marketing@pulsaruk.com

Visit  
www.pulsaruk.com



## Correct Use

The correct use of the our brand on portrait material can be seen here. The correct logo must be used depending on the background it is used upon. The 72 degree angle should be used and not interfered with. If it works better without, the brand element does not always have to be used. The correct font should be used for each element of text.



## Incorrect Use

Incorrect use of our brand includes, but is not limited to:

- The primary logo against a busy background
- The brand element taking up more than 30% of the available space
- Using the white primary logo on a light background

These rules apply for both landscape and portrait material.



## 5.3

# POWERPOINT

Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



As stated one page 18, when creating documents where a greater amount of text is required, such as PowerPoint, you can increase the size of the brand element to allow more text to fit into the available space.

### TITLE HERE

Secondary message here Lorem ipsum dolor sit amet, illud omnium at, option invidunt laboramus an in scripta placerat definiebas vix.

Any body copy here Has vero mundi melius eu, modo opo medio est ex, impetus iudicabit et mei. Eirmod mandamus com eu est nam posse consecte repudiandae no.



### TITLE HERE

Secondary message here Lorem ips um dolor sit amet, illud omnium at, option invidunt labora an in scripta placerat definiebas vix.

Any body copy here Has vero mundi melius eu, modo medio est ex, impetus iudicabit et mei. Eirmod mandamus com eu est nam posse consecte repudiandae no irmod

### TITLE HERE

Secondary message here Lorem dolor sit amet, illud omnium at, option invidunt laboramus an in scripta placerat definiebas vix.

Any body copy here Has vero mundi melius eu, modo oporteat medio est ex, impetus iudicabit et mei. Eirmod mandamus comprehe eu est nam posse consecte



### TITLE HERE

Secondary message here Lorem ips um dolor sit amet, illud omnium at, option invidunt labora an in scripta placerat definiebas vix.

Any body copy here Has vero mundi melius eu, modo medio est ex, impetus iudicabit et mei. Eirmod mandamus com eu est nam posse consecte repudiandae no irmod



# 5.4 ADVERTISING

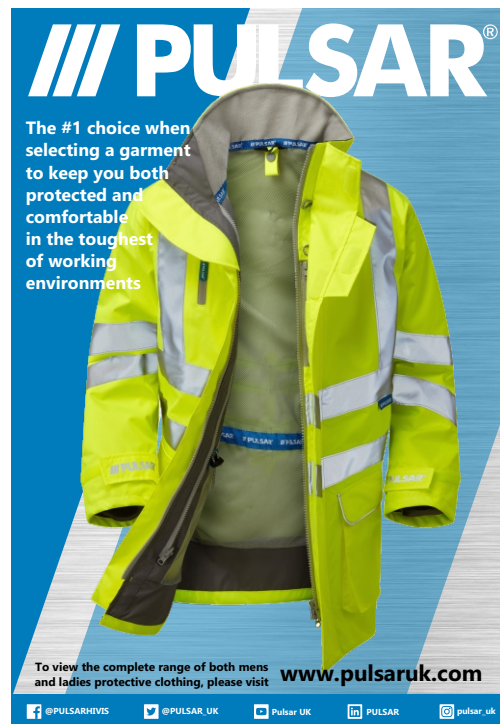
Contact us  
[marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)

Visit  
[www.pulsaruk.com](http://www.pulsaruk.com)



Below you can see examples of advertising when using the PULSAR® brand. Headlines should also be in Futura Md BT (Bold) font, with secondary text in Kalinga (Bold) and any body copy in Ebrima.

All advertising must be sent to us for a proof check and review before publishing to maintain standards and consistency.





# 6 Contact

Praybourne House  
Unit 2C, Eagle Road  
North Moons Moat Estate  
Redditch  
Worcestershire  
B98 9HF

T: 01527 962012  
E: [marketing@pulsaruk.com](mailto:marketing@pulsaruk.com)  
W: [www.pulsaruk.com](http://www.pulsaruk.com)