



Pembina Pipeline Corporation



VISUAL IDENTITY GUIDE

This guide has been prepared to ensure the proper reproduction and use of Pembina Pipeline Corporation's logo and visual identity standards.

The brand is a reflection of Pembina's reputation, values, integrity and history and must be respected in its application.

Strict adherence to the instructions and standards outlined must be maintained in order that accurate and consistent results can be achieved. The Pembina Pipeline Corporation logo is a custom-designed trademark. It is comprised of a hand-styled letter and elements in exact and interdependent proportions.

They must not be altered in any form.

All respective elements of the logo are components of a single design. Care should be taken that in all cases colour, proportion and other details remain consistent.

Colour Palette

Primary Colour One

PANTONE 185C
R:235 G:28 B:44
C:1 M:99 Y:91 K:0
Hex #: eb1c2c
THREAD: MADEIRA 1147

Primary Colour Two

PANTONE BLACK
R:34 G:30 B:31
C:70 M:68 Y:64 K:75
Hex #: 221e1f
THREAD: BLACK

Primary Colour Three

PANTONE 421C
R:194 G:196 B:199
C:24 M:18 Y:17 K:0
Hex #: c2c3c7
THREAD: MADEIRA 1118



Primary Colours

The Pembina Pipeline Corporation logo is a four colour design. The primary colours are Black, Grey (PMS 421c) & Red (PMS 185c) along with White. The logo can also be reproduced in two colours utilizing a screen of 20% Black in place of the Grey.

Secondary Colour One

PANTONE 552C
R:188 G:211 B:222
C:22 M:8 Y:8 K:0
Hex: bbd2dc

Secondary Colour Two

PANTONE 549C
R:106 G:162 B:184
C:60 M:24 Y:21 K:0
Hex: 6ba2b9

Secondary Colour Three

PANTONE 7692C
R:0 G:84 B:134
C:98 M:70 Y:24 K:7
Hex: 005487+



Secondary Colours

To be used as preferred accent colours for the Pembina Pipeline Corporation brand.

RGB for web use only.
CMYK for print use only.

Logo Usage



The Logo

The main Pembina logo must always appear in the top right or bottom right of a document. This Pembina logo is the preferred format. Logos must be used on all print materials including: letter-head, business cards, fax sheets, memos, presentation folders, brochures, invitations, greeting cards, post cards, newsletters, posters, banners, reports, presentations, ads and signage. The logo must always have clear white space around that is the height and width of the letter P in the logo.

The Wordmark

The wordmark Pembina must always appear in black, unless it is being used in a reversed application, in which case it should be white. Similarly, the background material for reproduction will always be white, unless a reversed application is being used, in which case it should be black. Tone-on-tone applications are permitted for background colours outside the standard white and black. The wordmark should not be used on its own.

PEMBINA

The Triangle Icon

The upper left triangle must always be red. The upper right triangle must always be black and may be reversed to white on black backgrounds. The bottom triangle must always be grey. The triangle created in void will either be black or white in contrast to the upper right triangle.



*In very special cases and only with expressed written consent from Visual Communications, the symbol may be used on its own. When using the symbol on its own, the symbol must have a clear space of 1/2 of the width of a triangle element around the entire symbol.



The Bars

The top bar must always be red. The bottom bar must always be grey. The bars do not overlap. A line occurring as a result of this is unacceptable.

Bar Extensions

Bars may only be extended to the left of the wordmark. Bars must have a “break” before being extended. It occurs on the bars at a point even with the flush left edge of the letter “P” in the wordmark. The angle and width of the break is the same as the division which occurs between the bars and the symbol. The left-hand end of extended bars must be square.

NOTE: In specified applications, the extended bars may bleed off the left-hand edge of the printed material.

*The instructions above are intended to define how to properly recreate each element of the complete logo, not to imply that the elements are to be used on their own.

Logo Usage



a **Reversed Colour**

When using the full colour version of the logo on a black background, simply substitute white for black where required.

b **Greyscale**

When the logo is reproduced in greyscale, its elements appear as follows: The word Pembina and upper right triangle must always be in black. The upper left triangle in the symbol must be 50% black. The top bar is 50% black. The upper right triangle in the symbol is black. The bottom bar is 20% black. The bottom triangle in the symbol is 20% black.

c **Reversed Greyscale**

d **White on Black and Black on White**

You must use the version with the space inbetween the two bottom lines.

e **Tone on Tone**

When producing tone on tone you must ensure the logo elements stand out from the background and are clearly separated/visible.

f **Other**

For any other logo applications please connect directly with Pembina's - Advisor, Visual Communications, Kayla Tse to get permission. Email: ktse@pembina.com.

Improper Use of Logo



a **Pattern**

Do not place logo on texture or multiple coloured background.

b **Stretching**

Do not distort the logo in any way.

c **Replace Colours**

Do not replace the colours of the logo.

d **Angled**

Do not place the logo on an angle.

Logo Usage

Engraving

The wordmark, the symbol and the bars are cut into the material at equal depths. The triangle created in void within the symbol will appear in relief. A thin raised dividing line must appear between the bars.

Embossing

The wordmark, the symbol and the bars are raised to equal height in relief of background material. The triangle created in void within the symbol appears at the same depth as the background material. A thin depressed dividing line must appear between the bars.

Enamel

When an enameled version of the entire logo or symbol is required, the triangle created in void must be enameled in white. All other colours remain as specified.

Embroidery

Refer to the standard colours section for thread colours. Use only the thread colours specified. All other usage rules apply to embroidery.

Minimum Size

The minimum size that the logo may be reproduced at is 1” wide. The 1” includes all logo elements but does not include the clear space required. All logo elements must be clear.

Pembina Group of Companies – Subsidiary Logos

Logos for Pembina’s subsidiary companies’ (Plateau Pipe Line Ltd., and Pouce Coupé Pipe Line Ltd.) are being phased out. Going forward, only text treatment with these names are permitted.

- For facility signage and pipeline signage we need to use the operator name and as such the name of the operator will be on the sign. For Pouce Coupé it will be Pouce Coupé and for Plateau it will be Plateau, but no logo will be displayed with the name.
- Only the Pembina letterhead should be used. If a letter is going out related to assets licensed under Pouce Coupé or Plateau, it will go out on Pembina letterhead and the letter will need to refer that these are subsidiaries of Pembina Pipeline Corporation.
- Only Pembina branded SWAG should be ordered, no matter whether it is for Pouce Coupé or Plateau.
- For tankage, etc. licensed to Pouce Coupé or Plateau we will not post our logo. Rather, the operator name will be placed on the fence and pipeline markers.

***There will be no other sub-logos created from this point on, no exceptions.**

For permission, please contact:
Kayla Tse, Advisor, Visual Communications & Design
at (403) 691-7612 or ktse@pembina.com.

Pembina provides its colour and black and white logo for downloading online on its corporate website (www.pembina.com) under Media Centre - Visual Identity in the following formats: .eps, .tiff, .jpg. Additional versions of the logo can be provided by the Advisor, Visual Communications & Design.

Pembina approval is required. For approval, or for additional questions please contact:

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