

Guidelines for using the PBCCG Logo

These guidelines are designed to help you use our logo, to promote the fact that we have agreed to subsidize and support your project, without having to negotiate legal agreements for each use. To make any use of our marks in a way that is not covered by these guidelines, please contact us at info@pnbcaribbean.com and include a visual mockup of intended use. Please take due notice of these guidelines. In using our logo, you agree to adhere to these guidelines

The PBCCG logo was created especially for our organization by Ivonne Zegveld under the direction of Winthrop Curiel. They started with the existing PBC (NL) carnation which has been a symbol of the work our foundations support for quite some decades. Out of that carnation we can see pollens flying out into many directions, symbolizing an explosion of seeds of arts, culture and creativity which together we spread and sow. Also, exploding from the flower are six distinct circles representing our six Dutch Caribbean islands upon which the seeds are sown.

Formats

Our logo is designed in blue, orange and black. The logo is also made available in a gray scale and in reverse color to be used on dark backgrounds. Choose your option based on your particular needs.



Color logo to be used on light backgrounds Color logo to be used on dark backgrounds



B&W logo to be used on light backgrounds B&W logo to be used on dark backgrounds

Safety space

When using our logo with other logos and graphic elements, maintain a safety space that equals 150% the size of the rectangle around the logo.

Usage guidelines

The PBCCG marks include, but are not limited to, the PBCCG name, logo, and any word, phrase, image, or other designation that identifies the source or origin of PBCCG. Do not modify or alter the marks or use them in a confusing way, including suggesting sponsorship or endorsement by PBCCG when such is not the case, or in a way that confuses PBCCG with another brand. Use our official and unmodified PBCCG logo to represent PBCCG.

Don't:

- Use speech bubbles or words around the logo
- Rotate or change the direction of the logo
- Animate the logo
- Change the color of the logo
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use old versions or any other marks or logos to represent us

Don't:

- Display the PBCCG logo or trademarks larger than your own marks.
- Use the PBCCG marks to refer to any other than PBCCG itself.