



# PEO Digital Logo Branding And Style Guide

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# PEO Digital Emblem

Emblem with text

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Emblem symbolism

## Emblem with text

PEO Digital Emblem with inner ring text

### Navy Blue Text

Program Executive Office Digital &  
Enterprise Services

### USMC Red Text

Connecting Marines & Sailors Across  
The Globe



## Emblem Color Details

- 1** Gold Lines
- 2** Blue Ring  
White Text: Orbitron Black
- 3** Red Ring  
White Text: Orbitron Black
- 4** Eagle/Anchor: Blue
- 5** West Globe: Red
- 6** East Globe: Blue



## Emblem font

Orbitron Black

## Emblem colors



**Gold**

#e8b00f

RGB: 232, 176, 15



**Navy Blue**

#000066

RGB: 0, 43, 92



**USMC Red**

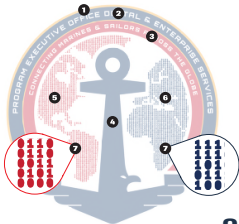
#cc0000

RGB: 196, 181, 248



## Emblem symbolism

- 1 GOLD RINGS**  
A shared Navy and USMC color
- 2 BLUE RING WITH TEXT**  
Represents PEO Digital's Navy mission
- 3 RED RING WITH TEXT**  
Represents PEO Digital's USMC mission
- 4 BLUE EAGLE/ANCHOR**  
The eagle and anchor are shared symbols between the Navy and USMC
- 5 WEST GLOBE (RED)**  
Symbolizes the USMC mission
- 6 EAST GLOBE (BLUE)**  
Symbolizes the Navy's mission
- 7 THE DIGITAL GLOBE**  
Represent the digital mission and global reach of PEO Digital



# PEO Digital Logos

**Horizontal Wordmarks**

**Horizontal Stacked Wordmarks**

**Vertical Logos**



## Horizontal Wordmarks

### Notes and specifications

The full color and black & white horizontal logos should be used on light color and non-busy backgrounds and graphics.

The reverse horizontal logo should be used on dark and busy backgrounds and graphics.

### HORIZONTAL WORDMARKS

FULL COLOR | BLACK & WHITE | REVERSE



**PEODIGITAL**

PROGRAM EXECUTIVE OFFICE DIGITAL & ENTERPRISE SERVICES



**PEODIGITAL**

PROGRAM EXECUTIVE OFFICE DIGITAL & ENTERPRISE SERVICES



**PEODIGITAL**

PROGRAM EXECUTIVE OFFICE DIGITAL & ENTERPRISE SERVICES

## Stacked Wordmarks

### Notes and specifications

The full color and black & white horizontal stacked logos should be used on light color and non-busy backgrounds and graphics.

The reverse horizontal logo should be used on dark and busy backgrounds and graphics.

### HORIZONTAL STACKED WORDMARKS

FULL COLOR | BLACK & WHITE | REVERSE



**PEO**  
**DIGITAL**

PROGRAM EXECUTIVE OFFICE DIGITAL & ENTERPRISE SERVICES



**PEO**  
**DIGITAL**

PROGRAM EXECUTIVE OFFICE DIGITAL & ENTERPRISE SERVICES



**PEO**  
**DIGITAL**

PROGRAM EXECUTIVE OFFICE DIGITAL & ENTERPRISE SERVICES

## Vertical Logos

### Notes and specifications

The vertical logo is primarily used in situations where the emblem is reduced to such a degree that the interior text is no longer legible. Additionally, it is also used in situations where the motto is either too long or, when reduced, is no longer legible.

Examples of when to use the vertical logo are social media posts, banners, hats, mugs, embroidery, and other types of merchandise.

### VERTICAL LOGOS

FULL COLOR | BLACK & WHITE | REVERSE



# Logo Spacing

**Horizontal logo spacing**

**Vertical logo spacing**



## Logo Spacing

### Notes and specifications

Always be sure there is ample space around the horizontal PEO Digital logo.

We use the "D" from "Digital" to define the appropriate spacing needed for the logo to live and breathe.

### HORIZONTAL WORDMARK & STACKED LOGO SPACING



## Vertical Logo Spacing

### Notes and specifications

For the Vertical Logo, we use the "0" at the top of the **Anchor** to define the appropriate spacing.

### Logo Sizing

Always ensure the logo remains fully legible and adheres to recommended size guidelines. Clear space requirements should be followed whenever possible, however, exceptions may be made when space is constrained.

### VERTICAL LOGO SPACING



# Logo Offsets

Horizontal and vertical logo offset examples



## LOGO OFFSETS

### Logo Offsets

#### Notes and specifications

In some cases, because of the digital globe and the eagle/anchor, it may be necessary to use a PEO Digital logo variation with a white offset.

Some examples might include dark or busy backgrounds for trade presentation backgrounds or PowerPoint slides.



**PEO  
DIGITAL**



# Extras

**Social Media Icons**

**Logo in Email Signatures**



## Social Media Icons

### Notes and specifications

When social media icons are used, the **PEO Digital Anchor Seal** is used. The Anchor Seal is the same height as the social media icons.

## Email Signatures

### Notes and specifications

For email signatures, the **Horizontal Stacked Wordmark** is used and placed at the bottom of the email signature.

### Social Media Icons



### PEO Digital Logo in Email Signatures

John Doe

Strategic Communications

