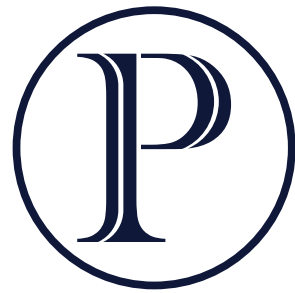


Pearson Partners Private Equity

Logo Renderings



Simple Circular Logo

Good for use as social media profile pictures, watermarks, stamps.



PEARSON PARTNERS
— PRIVATE EQUITY —

Tall Rectangular Logo

Good for general use; this is the company's main logo and can be used in any application where it fits well visually without taking up awkward amounts of space.



PEARSON PARTNERS
— PRIVATE EQUITY —

Square Logo

This logo fits in square spaces very well; it's height and width are the same. It's great for similar uses as the simple circular logo, but for situations when you'd like your full company name shown.

PEARSON PARTNERS
— PRIVATE EQUITY —

Short Rectangular Logo

This logo is great for use in applications where vertical space is limited. Examples include letterheads, envelopes, web banners, & storefront signage.

Color Palette



Midnight Blue

#0F1839
CMYK: 98, 91, 45, 56
RGB: 15, 24, 57

Dusty Blue

#415487
CMYK: 85, 72, 22, 6
RGB: 65, 84, 135

Royal Yellow

#C6AB0C
CMYK: 25, 27, 100, 1
RGB: 198, 171, 12

Snowy Gray

#E0E0E0
CMYK: 11, 8, 9, 0
RGB: 224, 224, 224

Charcoal Gray

#474747
CMYK: 66, 59, 58, 41
RGB: 71, 71, 71

Fonts

Athelas Bold
Athelas Regular
HelveticaNeue Light