

Principle Business Enterprises was started in 1961 by Mrs. Mitchell. The business was named Principle Business Enterprises (PBE) with the purpose of, "Operating according to Principle, that raises the standards of ethics."

Logo suite

Logo files are available at www.PrincipleBusinessEnterprises.com/brandstandards

Required .125" clear space is indicated by blue lines.

Classic logo



Use the classic logo for most printed marketing and communications, as well as web and email.
Do not separate PBE graphic and wordmark.

Stacked logo



Use the stacked logo when space is limited and the classic logo is not appropriate.
Do not separate PBE graphic and wordmark.

Print minimum size



Digital minimum size



Clear space

Clear space minimums (shown on left with blue lines) are built into the logo files.

Color breakdowns

Primary



PBE RED (PMS 484)
CMYK - 0/95/100/29
RGB - 179/35/23
HEX - 9F3224



BLACK
CMYK - 0/0/0/100
RGB - 0/0/03
HEX - 000000

Secondary



LIGHT GRAY (COOL GRAY 3)
CMYK - 0/0/0/15
RGB - 215/215/216
HEX - D7D7D8



LIGHT GRAY (COOL GRAY 8)
CMYK - 0/0/0/40
RGB - 159/159/163
HEX - 9F9FA3

Typography

	Information	Voice
Name and use	Helvetica family is used to clearly and objectively communicate information.	Garamond family is used for storytelling, expressing opinions and calls to action.
Weights	Regular or Bold for heads and subheads. Regular for body copy. Bold or <i>Italic</i> for emphasis.	Regular for heads, subheads and body copy. Bold or <i>Italic</i> for emphasis.
Cases	Upper- and lowercase or ALL CAPS.	Upper- and lowercase.
Colors	Preferred: PBE Red When necessary: Black Use sparingly: Secondary colors	Preferred: PBE Red When necessary: Black Use sparingly: Secondary colors

ABOUT PBE

MISSION

To be a principle-centered business that **uplifts**, **enlightens**, and **enriches** the lives of those it serves so that they can live more abundantly.

VISION

To be recognized as a transformational company that sets the standard for uplifting the lives of our associates and manufacturing products that bring dignity, freedom, and confidence to our customers.

Core Values

- Customer-Focus
- Continuous Improvement
- Teamwork
- Commitment
- Engagement
- Growth and Development
- Excellence