PCS Instruments

Brand Guidelines

PCS Instruments

Contents

PCS Instruments

PCS Instruments are the leaders in the tribology test equipment industry.

Established in 1987, we design and manufacture instruments for analysing the tribological properties of lubricants and fuels. Our instruments aid researchers in benchmarking their products against market leading brands, and play a pivotal role in the development of world class lubricants, materials and formulations.

Specified in ASTM and ISO standard test methods, our instruments are being utilised to reduce fuel economy and emissions, improve sustainability and system longevity, as well as quantifying sensory perception of foods and personal care products and aiding research into artificial joints and contact lenses.

We have supplied more than 2000 systems worldwide in over 90 countries, directly and through our extensive distributor network.

Mission Statement

Supplying the most innovative test instruments, providing researchers with the tools to produce market leading lubricants, materials and formulations.

PCS Instruments

Industries

Lubricants
Oils
Additives
Grease
Bio Lubricants

Powertrain
Wind Turbines
Agriculture
Automotive
Machinery
Marine
Trains
Motorcycles
Mining
Aviation

Fuels
Aviation
Automotive
Marine
Renewables
Bio fuels

Transport
Trains
Aviation
Space
Marine
Heavy Duty Equipment
Motor Sport
Automotive

Lifestyle
Personal care
Haptics
Watches
Sports
Petcare
Motor Sport
Coatings
Food & Beverage

Food & Beverage
Food
Beverage
Pet Care

Automotive (road)
Cars
Motorcycles
Heavy Duty Vehicles

BioMedical
Orthopaedics
Artificial Joints
Biomaterials
Ocular
Dental
Pharma

Industrial
Wind turbine
Agriculture
Mining
Machinery
Hydraulics
Seals

Green Tribology
Electric Vehicles
Wind Turbine
Bio Lubricants
Renewables

PCS Instruments

Key messages

Specialists: PCS are global leaders in the tribology test equipment sector

Knowledge & Expertise: PCS' workforce is highly qualified in a range of technical disciplines, specialising in tribology and so providing you with access to unparalleled expert analysis on results

Collaboration: PCS has a long standing partnership with the Tribology group at Imperial College London. Imperial has the full range of PCS equipment and provide valuable feedback for ongoing instrument development

Established: PCS was founded over 30 years ago and has built up relationships with a loyal customer base comprising of industry leaders from GSK to Pepsico, Shell and Exxon Mobil. Who not only continually buy our products but are advocators of the PCS brand

Global: PCS' customer base spans 90 countries enabling results and knowledge to be shared, and discussed worldwide

Diverse industries: We are not only leaders in the oil and additive industries but also specialise in biomedical and food markets

Core Values

Innovation: We are at the forefront of producing cutting edge products and leading the way in the tribology industry

Quality: Ensuring all our products and services achieve the highest quality and exceed expectations

Consistency: Continuously offer the most reliable instruments alongside excellent service provision

Integrity: Conducting business to the highest level of professionalism and honouring our ethics and company ethos

Customer Focus: We are fully committed to developing our customer knowledge and research capabilities

Continuous Improvement: Always striving to constantly improve our products, processes and services

PCS Instruments

02 LOGOS
main logo

This is our main logo which should be used on all documents.

**Minimum height:
6mm or 50pixels**

PCS Instruments

PCS Instruments

02 LOGOS

strapline logo

This is our strapline logo which should appear at least once on a document - preferably on the front or back cover.

Minimum height:
12mm or 100pixels

PCS Instruments

LEADERS IN TRIBOLOGY TEST EQUIPMENT

PCS Instruments

LEADERS IN TRIBOLOGY TEST EQUIPMENT

PCS Instruments

product logo

The product name should appear below the main logo on all PCS instruments and products.

PCS Instruments

ETM

PCS Instruments

product logo

For brochures, it is used with the main logo or strapline logo. The box must always be the same height as the PCS logo red lines and sit inline. It can however sit right aligned on the brochure with the logo left aligned. See product brochure example cover.

The product name/number is boxed with a coloured background. The box can be slate grey, red or black with the text always in white.

PCS Instruments

LEADERS IN TRIBOLOGY TEST EQUIPMENT

ETM

PCS Instruments

LEADERS IN TRIBOLOGY TEST EQUIPMENT

ETM

PCS Instruments

ETM

02 LOGOS
whiteout logo

This is our whiteout logo which can be used on coloured backgrounds: either slate grey or dark red.

Both the main logo and strapline logo can be used as a whiteout logo.

PCS Instruments

LEADERS IN TRIBOLOGY TEST EQUIPMENT

PCS Instruments

02 LOGOS
social logo

This is our social logo which should be used for all digital marketing platforms.

03 COLOUR & TYPE
primary palette

The primary colour palette consists of the black and red of the logo and a slate grey and soft off-white.
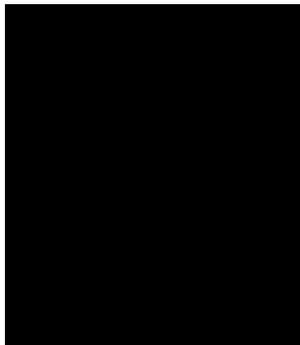
BLACK
#000000
R0 G0 B0
C0 M0 Y0 K100

RED
#c92a26
R201 G42 B38
C13 M97 Y100 K6

SLATE GREY
#485a6a
R72 G90 B106
C72 M53 Y39 K28
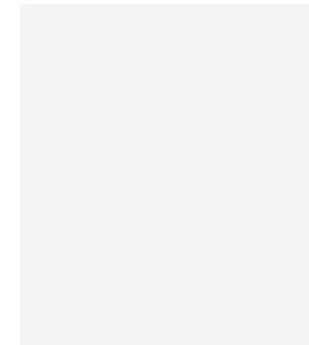
OFF-WHITE
#f0ecea
R240 G236 B234
C5 M5 Y5 K0

PCS Instruments

secondary palette

The secondary colour palette is made up of darker or lighter shades of the primary colour palette. There is also an inclusion of green for a more eco/bio approach.

The colours can be used all together sparingly, or as the defined colour pairings shown on the next page.
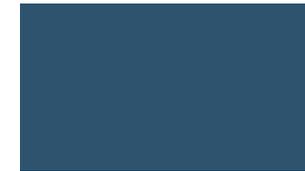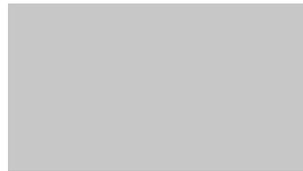
GREY
#bcbdbe
R188 G189 B190
C25 M19 Y19 K0

DARK RED
#a51d21
R165 G29 B33
C22 M100 Y100 K20

DARK SLATE GREY
#1e506c
R30 G80 B108
C90 M61 Y36 K25

SAGE GREEN
#7a9d6d
R122 G157 B109
C55 M22 Y68 K5
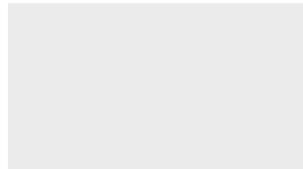
PALE GREY
#e5e4e4
R229 G228 B228
C9 M7 Y7 K0

LIGHT RED
#de8889
R222 G136 B137
C9 M55 Y35 K0

CYAN
#55ace0
R80 G172 B224
C62 M17 Y0 K0

LIME GREEN
#7dc242
R125 G194 B66
C56 M0 Y100 K0

LIGHT SLATE GREY
#739bbc
R115 G155 B188
C56 M29 Y13 K0

MID BLUE
#49799c
R73 G121 B156
C75 M44 Y22 K6

PCS Instruments

03 COLOUR & TYPE
colour pairings

These are the colour options for the different areas; Tribology, Fuels and Biotribology.
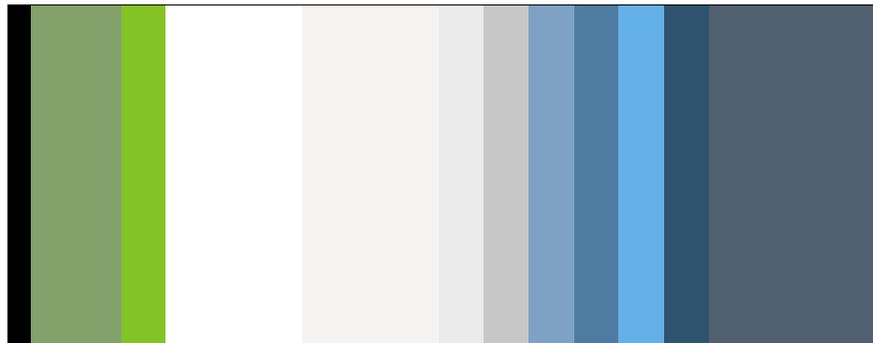
The balance of colour is determined by how large the bars are, so for example; Tribology is predominantly white, off-white and slate grey with small amounts of the other colours.
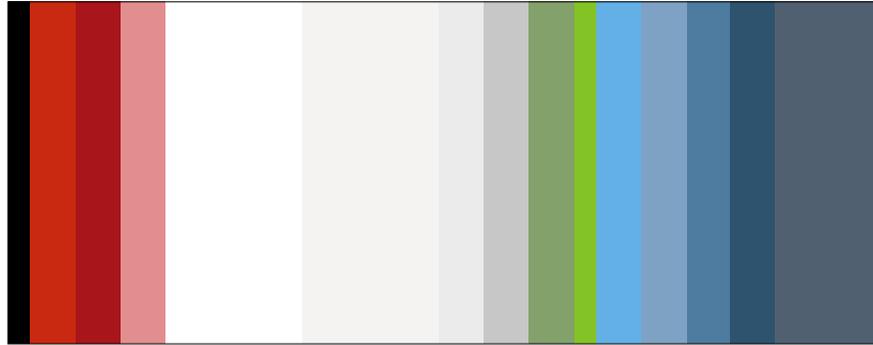
FULL
COLOUR PALETTE
TRIBOLOGY
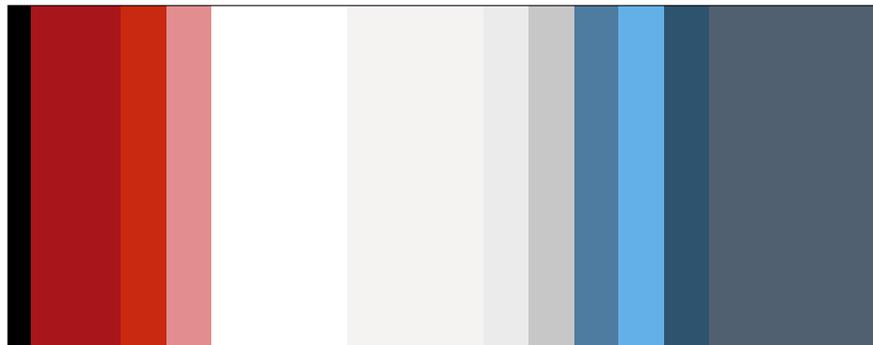
RED & BLUE
COLOUR PALETTE
FUELS

GREEN & BLUE
COLOUR PALETTE
BIOTRIBOLOGY

03 COLOUR & TYPE

typography: print

The font used for professionally printed materials is Helvetica Neue. It should be used in the weights and styling demonstrated on this page.

HEADERS

**Helvetica Neue TT Bold
abcdefghijklmnopqrstuvwxyz
1234567890!&£?**

Helvetica Neue TT Ultralight
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

HELVETICA NEUE TT MEDIUM CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!&£?

BODY

**Helvetica Neue TT Bold
abcdefghijklmnopqrstuvwxyz
1234567890!&£?**

03 COLOUR & TYPE

typography: online

Poppins is a Google Font which is free to use on websites and can also be downloaded to use locally on computers.

Poppins should be used on the website and in PPT where possible. If it is not possible to use Poppins on in-house documents, then Arial can be used instead.

All fonts should be used in the weights and styling demonstrated on this page.

HEADERS

**Poppins Bold
abcdefghijklmnopqrstuvwxyz
1234567890!&£?**

Poppins Thin
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

POPPINS CAPS SEMI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!&£?

BODY

Poppins Medium
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

**Poppins Bold
abcdefghijklmnopqrstuvwxyz
1234567890!&£?**

IN-HOUSE FONT

Arial Regular
abcdefghijklmnopqrstuvwxyz
1234567890!&£?

**Arial Bold
abcdefghijklmnopqrstuvwxyz
1234567890!&£?**

PCS Instruments

product images

Product images are always shot on a white gloss surface, creating soft shadows and an off-white tone to the background of the image.

The background should always have some shadows and not be completely white. This gives a good sense of depth to the image. An exception can be made for the main full view product shot.

Product images work best on the grey background due to being predominantly white.

PCS Instruments

industry images

Industry imagery should all work together as a suite, with a similar style and colouring. Greens should be included to soften the brand colours and give a more eco-friendly feel.

They should not have predominantly white backgrounds so not to conflict with the product images.

No brands should be included in the images, to remain neutral.

PCS Instruments

industry images

PCS Instruments

main industry icons

These are the icons to be used for the main industry sectors.

They should be consistently used in the colours shown.

For video animations, colours can be reversed and texture added. See the patterns & textures section.
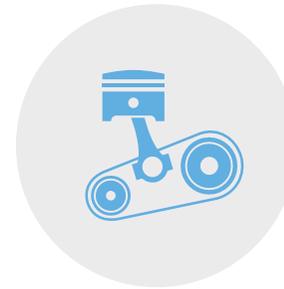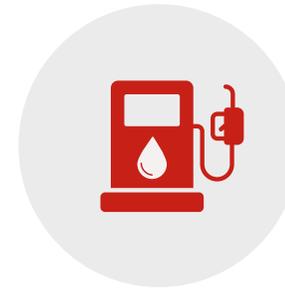
Lubricants	**Powertrain**	**Fuels**	**Transport**
Lifestyle	**Food & Beverages**	**Automotive**	**BioMedical**
Industrial	**Green Tribology**		
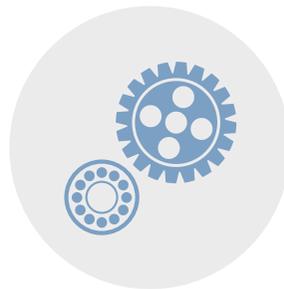
22
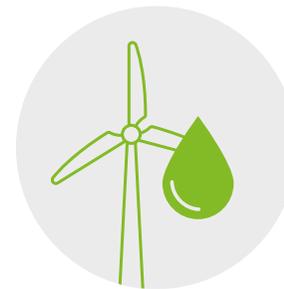
04 IMAGERY & DEVICES
sub industry icons

Lubricants

Oils
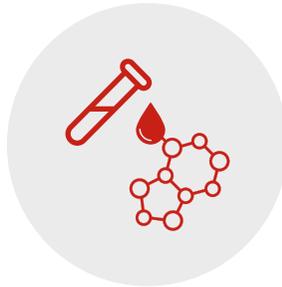
Additives

Grease

Bio Lubricants

PCS Instruments

sub industry icons

Powertrain

Aviation
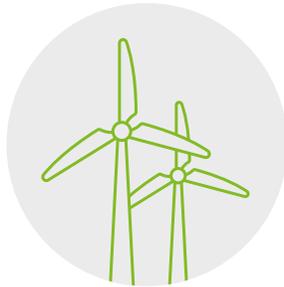
Wind Turbines

Agriculture

Automotive

Machinery

Marine
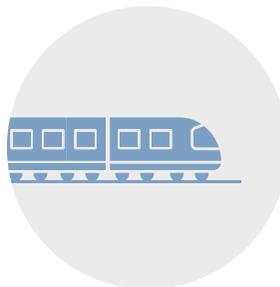
Trains

Motorcycles

Mining

24

PCS Instruments

sub industry icons

Fuels
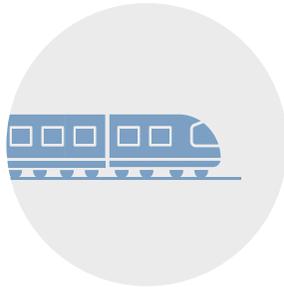
Aviation

Automotive

Marine

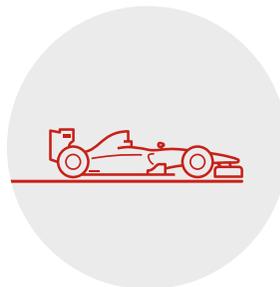**Renewables**

Biofuels

Transport

Trains

Aviation

Space

Marine

**Heavy Duty
Vehicles**

Motor Sport

Automotive

PCS Instruments

sub industry icons

Lifestyle

Personal Care

Haptics

Watches
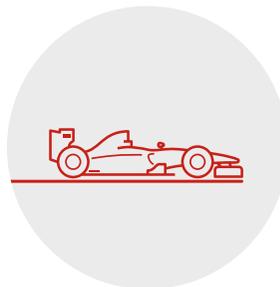

Sports

Pet Care

Motor Sport

Coatings

Food & Beverage

PCS Instruments

04 IMAGERY & DEVICES
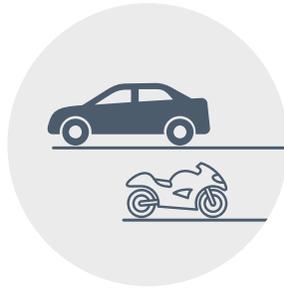**sub industry icons**

Food & Beverage

Food

Beverage

Pet Care

PCS Instruments

sub industry icons

Automotive (road)

Cars

Motorcycles

**Heavy Duty
Vehicles**

PCS Instruments

sub industry icons

BioMedical

Orthopaedics

Artificial Joints

Biomaterials

Ocular
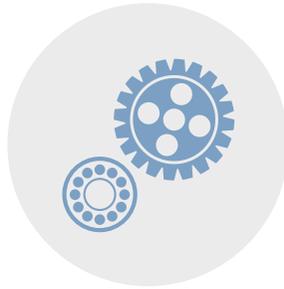
Dental

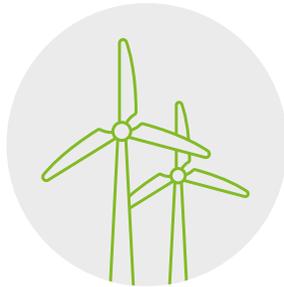**Pharma**

PCS Instruments

sub industry icons

Industrial
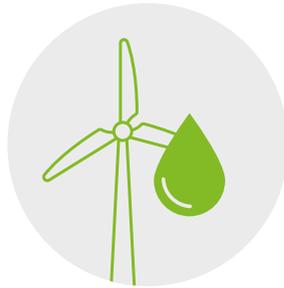
Wind Turbines

Agriculture

Mining

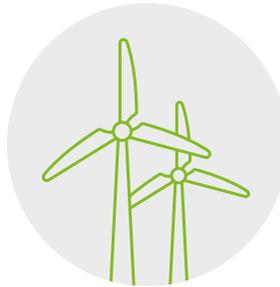**Machinery**

Hydraulics

Seals

PCS Instruments

sub industry icons

Green Tribology

Electric Vehicles

Wind Turbines

Bio Lubricants

Renewables

04 IMAGERY & DEVICES
friction bars

The friction bars are a graphic device to include imagery and colour blocks. There's a sense of movement and friction in the overall design. The layout of the bars should always remain the same. They should always stretch across the entire width of the page.

The friction bars graphic device, can be used on front covers of brochures, presentations and in the footer or homepage banner on the website.

There are three versions of the friction bars: tribology, fuels and biotribology.

tribology

PCS Instruments

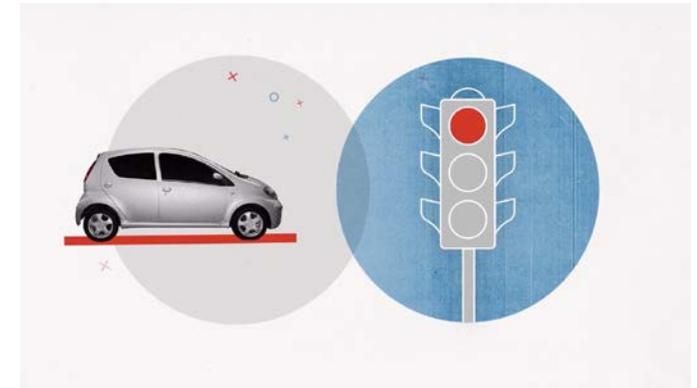## Tribology

fuels

PCS Instruments

Fuels

biotribology
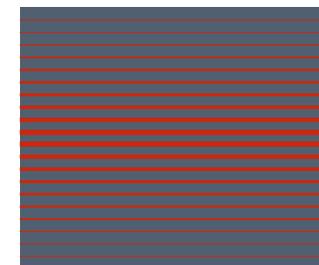
PCS Instruments

Biotribology

PCS Instruments

patterns & textures

Patterns and textures can be used in video animations to soften the brand colours. See the example to the right for video animation styling using paper and textural backgrounds.

The multi-lines create an identifiable graphic device which can be used both on printed and digital materials. They reflect the linear quality of the logo and friction bars.

They should only be used in the colour combinations shown on this page.
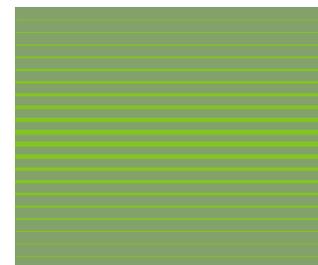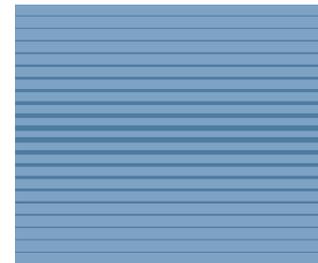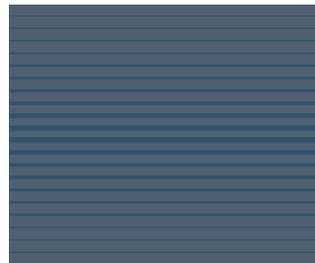
PCS Instruments

04 IMAGERY & DEVICES
brochure covers

Front covers for corporate brochure and product brochure.

PCS Instruments
LEADERS IN TRIBOLOGY TEST EQUIPMENT

Designing and manufacturing equipment for the testing of fuels and lubricants.

company overview

PCS Instruments
LEADERS IN TRIBOLOGY TEST EQUIPMENT

MTM

A ball-on-disc instrument for measuring the frictional properties of lubricated and unlubricated contacts under a wide range of rolling and sliding conditions.

versatility