



Brand Guidelines

Company Boilerplate

Corporate Descriptions

25 Words

PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions for “Connecting Convenience” with retailers and petroleum wholesalers across the globe. www.pditechnologies.com

50 Words

PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. By “Connecting Convenience” across the globe, we empower businesses to increase productivity, make more informed decisions, and engage faster with their customers. www.pditechnologies.com

100 Words

With 40 years of industry leadership, PDI Technologies, Inc. resides at the intersection of productivity and sales growth, delivering powerful solutions that serve as the backbone of the convenience retail and petroleum wholesale ecosystem. By “Connecting Convenience” across the globe, we empower businesses to increase productivity, make informed decisions, and engage faster with their customers.

From large-scale ERP and logistics operations to loyalty programs and cybersecurity, we’re simplifying the industry supply chain for whatever comes next. Today, we serve over 200,000 locations worldwide with solutions like the Fuel Rewards® program and GasBuddy, two popular brands representing 15 million monthly users. www.pditechnologies.com

This set of descriptions represents the typical approach that starts with a 25-word description and builds upon that for each longer description.

The 100-word description is our company boilerplate.

PDI Logo Guidelines

Primary Logo

Our primary logo is the face of our brand. It is important that the logo maintains visual consistency throughout all touchpoints. Avoid altering the logo in any way. When writing our company name, use PDI Technologies in formal communications.

The following guide will provide a framework for proper use of our logo and overall visual identity.



Reverse Logo

Use the reverse version of the logo against dark backgrounds



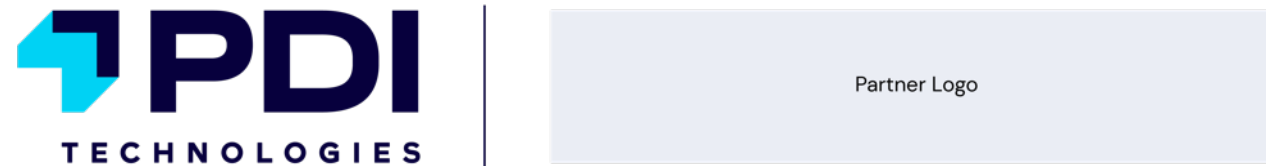
Monochrome Logo

For all digital usage and wherever possible in print the primary color logo should be used. Certain instances will require a monochrome logo, such as black and white printing or vinyl window graphics. Please use the approved monochrome logo from our logo library for these instances.



Partner Logo Horizontal Lockups

When creating a horizontal lockup with a partner logo, please use these guidelines to determine the area in which the secondary logo should appear.



Partner Logo Stacked Lockups

When creating a stacked lockup with a partner logo, please use these guidelines to determine the area in which the secondary logo should appear.



Improper Usage

It is important that our logo maintains visual consistency when applied across our brand. Avoid modifying the appearance of our logo in any way, and always use the logo in accordance with our guidelines.



Do not change the colors of the logo.



Do not stretch or warp the logo.



Do not add a drop shadow or any other effects.



Do not remove any elements from the logo.



Do not use the primary logo against a dark background.



Do not use a low-resolution logo.

Color Palette

Color Palette

Primary Colors

PDI INDIGO

Pantone 2768
CMYK 96 / 93 / 35 / 58
RGB 7 / 0 / 61
Hex #07003D

PDI SKY

Pantone 311
CMYK 62 / 0 / 5 / 0
RGB 0 / 210 / 244
Hex #00D2F4

Secondary Colors

PDI SIENNA

Pantone ORANGE 021
CMYK 0 / 82 / 100 / 0
RGB 255 / 81 / 0
Hex #FF5100

PDI SUNSHINE

Pantone 1235
CMYK 0 / 32 / 95 / 0
RGB 255 / 183 / 27
Hex #FFB71B

PDI GRASS

Pantone 7481
CMYK 91 / 0 / 96 / 0
RGB 0 / 180 / 81
Hex #00B451

PDI PLUM

Pantone 2415
CMYK 42 / 100 / 14 / 1
RGB 161 / 10 / 125
Hex #A1007D

PDI OCEAN

Pantone 2736
CMYK 99 / 92 / 0 / 0
RGB 18 / 28 / 170
Hex #1226AA

PDI WHITE

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255

PDI COOL GRAY

Pantone COOL GRAY 1
CMYK 14 / 11 / 12 / 0
RGB 217 / 216 / 214
Hex #D6D8D6

PDI SLATE

Pantone 443
CMYK 47 / 31 / 35 / 0
RGB 142 / 156 / 156
Hex #8E9C9C

PDI GRANITE

Pantone 432
CMYK 79 / 64 / 52 / 44
RGB 50 / 62 / 72
Hex #323E48

Our color palette consists of two primary colors, five secondary colors, and a series of grays. Layouts should feature our primary colors prominently, while our secondary colors should be used to support the primary palette, provide variety to layouts, and highlight to important information.

Typography

Our corporate typeface is DM Sans. DM Sans Regular should be used for headlines and body copy. DM Sans Bold should be used for subheadings.

This typeface should be used on all designed communications materials.

Download DM Sans

<https://fonts.google.com/specimen/DM+Sans>



Typography

DM Sans Regular

Whether you're a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Italic

Whether you're a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Medium

Whether you're a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Medium Italic

Whether you're a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Bold

Whether you're a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.

DM Sans Bold Italic

Whether you're a single c-store, a multi-site operator, or a global energy company, PDI works by your side to deliver greater operating efficiencies.